

Notice of Meeting:

I hereby give notice that an ordinary Meeting of the Economic Development Committee will be held on:

Date: Thursday 22 May 2025
Time: 9:30 am
Meeting Room: Council Chamber
Venue: Municipal Building, Garden Place, Hamilton

Lance Vervoort
Chief Executive

Economic Development Committee

Komiti Oohanga Whakatupu

OPEN AGENDA

Membership

Chairperson Cr Ewan Wilson
Heamana

Deputy Chairperson Cr Maria Huata
Heamana Tuarua

Members

Mayor Paula Southgate	Cr Kesh Naidoo-Rauf
Deputy Mayor Angela O’Leary	Cr Andrew Bydder
Cr Anna Casey-Cox	Cr Geoff Taylor
Cr Maxine van Oosten	Cr Sarah Thomson
Cr Moko Tauariki	Cr Emma Pike
Cr Louise Hutt	Cr Tim Macindoe
Vacancy	

Quorum: A majority of members (including vacancies)

Meeting Frequency: Two monthly

Amy Viggers
Mana Whakahaere
Governance Lead

13 May 2025

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Purpose

The Economic Development Committee is responsible for:

1. Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians.

In addition to the common delegations on page 10, the Economic Development Committee is delegated the following Terms of Reference and powers:

Terms of Reference:

2. To drive and enhance Hamilton's economic position by actively promoting Hamilton.
3. To promote investment and business attraction opportunities for Hamilton and the greater Waikato region.
4. To provide advice on strategic initiatives, plans, projects and potential property developments that have a material impact upon the Hamilton economy.
5. To develop, review and monitor the implementation of the Economic Development Agenda.
6. To recommend funding levels for service contracts with Business Improvement District(s), Hamilton and Waikato Tourism and Te Waka, and any others subject to funding approval by Council through the Councils long-term plan process, and approve said contracts with relevant third parties.
7. To monitor the performance and provide guidance on Council's relationship with key stakeholders including, but not limited to Te Waka, Hamilton Waikato Tourism and the Hamilton Central Business Association.
8. To monitor the performance of Council's major event venues operation (H3).
9. To review and monitor the implementation of Council's Event Sponsorship Policy.
10. To approve annual Event Sponsorship funding applications and monitor any grants made to external organisations under the terms of the Event Sponsorship Policy.
11. To support and assist with efforts for external partnerships on Council projects that will provide economic development opportunities for Hamilton and the region.
12. To develop and monitor policy related to the appointment and remuneration of directors of CCOs, CCTOs, and COs.
13. To provide clear direction to Council's CCOs, CCTOs, and COs on Council's expectations, including feedback on draft statements of intent.
14. To receive six-monthly reports of Council's CCOs, CCTOs, and COs, including on board performance.
15. To undertake any reviews of CCOs and CCTOs and agree CCO/CCTO-proposed changes to their governance arrangements
16. To develop policy, approve and monitor implementation of plans and strategies in relation to the performance of Council's investments in the Municipal Endowment Fund and strategic property.

The Committee is delegated the following powers to act:

- Approval of event sponsorship applications annually in accordance with the Event Sponsorship Policy.
- Approval of letters of expectation for each CCO, CCTO, and CO.

- To provide feedback on draft statements of intent for each CCO, CCTO, and CO.
- Appointments to, and removals from, CCO, CCTO, and CO boards
- Approval of proposed major transactions or constitutional adjustments of CCOs, CCTOs, and COs.
- Approval of acquisition or sale or lease of properties owned by the Council or owned by the Municipal Endowment Fund consistent with the Municipal Endowment Fund Investment Policy, for any endowment properties. Note that if the Mayor and Chair consider that a final decision is more appropriately made by Council due to its significance, they may direct that and decision remains recommendatory, requiring ratification by Council.

The Committee is delegated the following recommendatory powers:

- Approval or otherwise of any proposal to establish, wind-up or dispose of any holding in, a CCO, CCTO, or CO.
- The Committee may make recommendations to Council.
- The Committee may make recommendations to other Committees.

Recommendatory Oversight of Strategies:

- Economic Development Agenda
- Tourism, Events and Visitation Strategy

Recommendatory Oversight of Policies and Bylaws:

- *Appointment and Remuneration of Board Members of COs, CCOs, and CCTOs Policy*
- *Event Sponsorship Policy*
- *Freeholding of Council Endowment Land Policy*
- *Municipal Endowment Fund Policy*
- *Business Improvement District (BID) Policy*
- *International Relations Policy*

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1 Apologies – *Tono aroha*

2 Confirmation of Agenda – *Whakatau raarangi take*

The Committee to confirm the agenda.

3 Declaration of Interest – *Tauaakii whaipanga*

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

4 Public Forum – *Aatea koorero*

As per Hamilton City Council's Standing Orders, a period of up to 30 minutes has been set aside for a public forum. Each speaker during the public forum section of this meeting may speak for five minutes or longer at the discretion of the Chair.

Please note that the public forum is to be confined to those items falling within the terms of the reference of this meeting.

Speakers will be put on a Public Forum speaking list on a first come first served basis in the Council Chamber prior to the start of the Meeting. A member of the Council Governance Team will be available to co-ordinate this. As many speakers as possible will be heard within the allocated time.

If you have any questions regarding Public Forum please contact Governance by telephoning 07 838 6699.

Council Report

Committee: Economic Development Committee

Date: 22 May 2025

Author: Stephanie Goss

Authoriser: Michelle Hawthorne

Position: Governance Advisor

Position: Governance and Assurance Manager

Report Name: Confirmation of the Economic Development Committee Open Minutes 27 March 2025

Report Status	<i>Open</i>
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Staff Recommendation - *Tuutohu-aa-kaimahi*

That the Economic Development Committee confirms the Open Minutes of the Economic Development Committee Meeting held on 27 March 2025 as a true and correct record.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Economic Development Committee Open Unconfirmed Minutes 27 March 2025

Economic Development Committee

Komiti Oohanga Whakatupu

OPEN MINUTES

Minutes of a meeting of the Economic Development Committee held in Council Chamber, Municipal Building, Garden Place, Hamilton on Thursday 27 March 2025 at 9:30am.

PRESENT

Chairperson Cr Ewan Wilson
Heamana

Deputy Chairperson Cr Maria Huata
Heamana Tuarua

Members Deputy Mayor Angela O’Leary
Cr Anna Casey-Cox
Cr Maxine van Oosten
Cr Louise Hutt (via audio-visual)
Cr Andrew Bydder
Cr Geoff Taylor
Cr Sarah Thomson
Cr Emma Pike
Cr Tim Macindoe

External Presenters In Attendance Barry Harris, Mark Morgan and Scott Kendall – Waikato Regional Airport Limited
Nicola Greenwell – Hamilton Waikato Tourism
Vanessa Williams and Mike Neale – Hamilton Central Business Association
Kelvin French and Stephanie Osborn – Co-Lab

Cr Huata opened the meeting with a karakia.

- 1. Apologies – *Tono aroha***
Resolved: (Cr Wilson/Cr Huata)
That the Economic Development Committee accepts the apologies for absence from Mayor Southgate, Cr Naidoo-Rauf and Cr Tauariki.
- 2. Confirmation of Agenda – *Whakatau raarangi take***
Resolved: (Cr Wilson/Cr Taylor)
That the Economic Development Committee confirms the agenda
- 3. Declarations of Interest – *Tauaakii whaipanga***
No members of the Economic Development Committee declared a Conflict of Interest.

4. Public Forum – Aatea koorero

No members of the public wished to speak in the Public Forum

5. Confirmation of the Economic Development Committee Open Minutes 3 December 2024

Resolved: (Cr Wilson/Cr Macindoe)

That the Economic Development Committee confirm the Open Minutes of the Economic Development Committee Meeting held on 3 December 2025 as a true and correct record.

6. Chair's Report

The Chair welcomed Cr Huata as Deputy Chair and noted their upcoming delegation trip to Chengdu, China one of Hamilton's Sister Cities.

Resolved: (Cr Wilson/Cr Thomson)

That the Economic Development Committee receives the report.

7. External Agencies and CCO Reporting**Waikato Regional Airport Limited**

External Representatives from Waikato Regional Airport Limited spoke to their presentation regarding the pivotal time for the airport, implementation of infrastructure, international flights, funding and the draft statement of intent. They responded to questions from Members concerning cost of terminal upgrades, economic benefits from international travel, allocation of resources and efforts and funding.

Hamilton and Waikato Tourism

External Representative from Hamilton Waikato Tourism provided an update on the key performance indicators and recent activities they had undertaken in the last 6 months. They responded to questions from Members concerning arrival of first flights, customer experience and funding.

Hamilton City Business Association

External representative from HCBA spoke to their 6-monthly report. They responded to questions from Members concerning funding, streetscapes, central city, housing, trolleys, future expansions and further considerations.

Co-Lab

External Representatives from Co-Lab presented the Co-Lab report and highlighted their purpose, the financials and their statement of intent. They responded to questions from Members concerning shared services and regulatory licenses.

Resolved: (Cr Wilson/Deputy Mayor O'Leary)

That the Economic Development Committee:

- a) receives the report;

Waikato Regional Airport Limited

- b) receives the Waikato Regional Airport Limited half-yearly report to December 2024 (**Attachment 2**);
- c) endorses the Statement of Intent for Waikato Regional Airport Limited 2025-2026 for shareholder feedback (**Attachment 3**) subject to the inclusion of feedback provided at this meeting;

Hamilton and Waikato Tourism Limited

- d) receives the Hamilton and Waikato Tourism Limited half-yearly report to December 2024 (**Attachment 4**);

Hamilton Central Business Association

- e) approves the Hamilton Central Business Association Annual Central City Activation Plan and Budget for 1 July 2025 – 30 June 2026 (**Attachment 8**) subject to the inclusion of feedback provided at this meeting;
- f) requests staff report back as part of the annual plan deliberations report to Council the mechanism to increase the Hamilton Business Association Annual Central City Activation Plan in line with inflation;
- g) requests staff to work with HCBA to investigate the opportunity of supporting central city retailers to report crime to the police effectively through the Auror platform;

Civic Financial Services'

- h) endorses Civic Financial Services' Statement of Intent 2025 (**Attachment 9**) subject to the inclusion of feedback provided at this meeting;
- i) receives Civic Financial Services' half-yearly report to June 2024 (**Attachment 10**);

Co-Lab

- j) receives Co-Lab's half-yearly report to 31 December 2024 (**Attachment 12**); and
- k) endorses Co-Lab's Statement of Intent 2025 (**Attachment 11**) subject to the inclusion of feedback provided at this meeting.

The meeting was adjourned from 11.26am to 11.41am during the discussion of the above item.

8. General Manager's Report

The General Manager Strategy, Growth and Planning spoke to their report and highlighted the strategic work programme and the outcomes tracker.

Resolved: (Cr Wilson/Cr Macindoe)
That the Economic Development Committee receives the report.

9. Strategic and General Update

Data Analytics, Economic and Policy

The Programme Manager of Economics & Policy provided the latest economic update touching on tariffs and geopolitics.

Economic Development Programme

The Economic Development Programme Manager spoke to the report in particular business engagement, tourism through an economic lens and regional development. Staff responded to questions from Members concerning collaboration opportunities.

Tourism and Events

The General Manager Destinations spoke to the report in particular budgets, funding, economic impact of events and future opportunities. Staff responded to questions from Members concerning seasonal staffing, international pricing, plans for increasing tours and retail sales.

Resolved: (Cr Wilson/Deputy Mayor O'Leary)
That the Economic Development Committee receives the report.

10. Event Sponsorship Policy Review (*Recommendation to the Council*)

The General Manager Destinations took the report as read.

Resolved: (Cr Thomson/Cr Bydder)
That the Economic Development Committee:

- a) receives the report; and
- b) recommends that the Council approves the draft Event Sponsorship Policy (as set out in **Attachment 2** of the staff report).

11. Strategic Property Update - March 2025

The Strategic Property Manager provided an update on the Municipal Endowment Fund.

Resolved: (Cr Wilson/Cr van Oosten)
That the Economic Development Committee receives the report.

12. Resolution to Exclude the Public

Section 48, Local Government Official Information and Meetings Act 1987

Resolved: (Cr Wilson/Cr Macindoe)

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Confirmation of the Economic Development Committee Public Excluded Minutes 3 December 2024) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. Strategic Property Update - March 2025		
C3. Strategic Issues Update (Public Excluded Matters)		

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to enable Council to carry out commercial activities without disadvantage	Section 7 (2) (h) Section 7 (2) (i)
Item C3.	to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)

The meeting moved into the public excluded session at 12.50pm.

The meeting was declared closed at 2.36pm.

Item 5

Attachment 1

Council Report

Committee: Economic Development Committee

Date: 22 May 2025

Author: Stephanie Goss

Authoriser: Michelle Hawthorne

Position: Governance Advisor

Position: Governance and Assurance Manager

Report Name: Chair's Report

Report Status	<i>Open</i>
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Recommendation - *Tuutohu*

That the Economic Development Committee receives the report.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Chair's Report - 22 May 2025



Chair's Report

Introduction:

I am pleased to share this joint report with Councillor Maria, who will chair the Economic Development Committee meeting in my absence while I accompany the Mayoral delegation to Chengdu for the Global Cities Mayoral Forum. This presents a timely opportunity to strengthen our international relationships and seek economic development opportunities for Hamilton.

Economic Landscape and Geopolitical Influences:

Globally, economic uncertainty is pervasive, driven by shifting geopolitical dynamics, inflationary pressures, and evolving trade policies. These conditions have direct and indirect implications for New Zealand and Hamilton. However, Hamilton is well-positioned to navigate these turbulent economic waters. Our city's economy is built on a solid and diversified base, encompassing sectors such as agriculture, manufacturing, education, and technology.

Hamilton City Council itself is a substantial economic enabler. With significant capital projects planned over the next decade and our operational budget, Council is a pivotal driver of local economic activity. The challenge now lies in ensuring that our investments continue to bolster economic resilience while addressing emerging pressures.

Navigating Change: Waters Strategy and Organisational Realignment:

Hamilton is at a critical juncture as we evaluate the potential establishment of a Water Council Controlled Organisation (CCO). If implemented, this strategic move will transfer some assets, liabilities, and staff to the new entity. While the residual Council may be somewhat smaller in structure, its role in economic development will remain significant.

However, the current uncertainty surrounding water infrastructure and development capacity is creating ripple effects. Our inability to provide water connections in key areas is beginning to impact the building sector, with developers voicing concerns about project viability. This is not only affecting projected development contributions but is also leading to discussions about future growth strategies beyond our city boundaries.

Addressing these concerns promptly is crucial to maintaining Hamilton's competitive edge. A proactive, solutions-focused approach to planning and development is essential to avoid potential growth leakage and missed economic opportunities.

Maintaining Hamilton's Competitiveness:

For Hamilton to remain a compelling destination for investment and development, we must ensure that our rating regime remains competitive, our regulatory processes are streamlined, and our planning approach is both efficient and welcoming.

Failing to do so risks undermining our economic growth trajectory and could potentially lead to a slowdown that would be a self-inflicted setback. Councillor Maria and I have been working closely

with the economic development team to identify and capitalise on emerging opportunities for the city.

International Relations and Opportunities:

Our recent visit to Chengdu highlighted the potential to cultivate deeper economic ties with international partners. Building on this momentum, the return of international flights to Hamilton on **16 June 2025** marks a significant milestone.

Hamilton previously operated international services until 2012, with over **1.4 million passengers** flying out of the city during that period. The reintroduction of international flights, with Jetstar operating services to Sydney four days a week and the Gold Coast three times a week, is expected to inject substantial economic benefits.

This development is more than just an opportunity for outbound tourism. It is a critical platform for inbound tourism, business travel, and trade – all of which can provide a valuable boost to our local economy. Elected members are encouraged to actively promote the new services and support initiatives to maximise the economic potential of this strategic asset.

Event Attraction and Economic Impact:

In another positive development, Hamilton has successfully secured the return of the **Homegrown Event**, scheduled for March next year. This two-day event is projected to inject up to **\$3 million** into the local economy, underscoring the city's growing reputation as a destination for major events.

Kudos to all involved in attracting this significant event back to Hamilton – it is a testament to our city's evolving appeal and capability in the events sector.

Conclusion:

Hamilton continues to demonstrate remarkable economic strength and resilience, bolstered by our diversified economy and strategic investments. While the global economic outlook remains uncertain, Hamilton is well-prepared to navigate these challenges.

Council will remain a critical economic driver, even as we navigate organisational restructuring and adapt to the implications of the proposed Water CCO. Our focus must remain on fostering a competitive business environment, leveraging international connections, and seizing opportunities to sustain growth and prosperity for Hamilton.

I look forward to discussing these points further upon my return and hearing Councillor Maria's insights as she chairs the upcoming meeting.

Regards,

Cr Ewan Wilson, Chairperson, Economic Development Committee

Cr Maria Huata, Deputy Chairperson, Economic Development Committee

Hamilton City Council

Council Report

Item 7

Committee: Economic Development Committee

Date: 22 May 2025

Author: Blair Bowcott

Authoriser: Blair Bowcott

Position: General Manager Strategy, Growth and Planning

Position: General Manager Strategy, Growth and Planning

Report Name: General Manager's Report

Report Status	Open
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Purpose - *Take*

1. To inform the Economic Development Committee on progress on the targeted outcomes detailed in the economic development agenda for the current Triennium.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. This report provides the regular outcomes tracker (**Attachment 1**), as per the outcomes and plans for our economic agenda for this Triennium noted at the 16 March 2023 Economic Development Committee meeting (see [here](#), Item 6).
4. The outcomes tracker ensures the accountability and measurement of tasks is clear, and reflects the purpose of the Committee:
'Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians'.
5. Staff consider the decisions in this report have low significance and that the recommendations comply with Council's legal requirements.

Discussion – *Matapaki*

Targeted outcomes

6. The outcomes tracker (**Attachment 1**) has been updated, with nearly all outcomes on track for completion. Highlights include:
 - i. strategic property achieving their outcome to have unconditional contracts for the Victoria on the River / Templeton hotel development, agreements to support hotel operations for the Pullman hotel development, and having MEF capital for the Hinemoa affordable housing development approved;

- ii. the economic development programme is on track to achieve their business relationships and engagement targets, with 36 meetings completed at the time of this report and a half-year report due at the 29 July 2025 meeting of this committee;
- iii. economic development partnerships are bearing fruit with the airport shareholders nearing completion of their project at Hamilton Airport by 1 June 2025;
- iv. tourism, events and visitation continuing to generate visitation and grow the economic impact that events bring to the city and region;
- v. sustainable communities working to advance the central city transformation plan while also delivering greenfield growth in areas such as Ruakura and Rotokauri Northwest.

Financial Considerations - *Whaiwhakaaro Puutea*

- 7. There are no financial implications in relation to the information provided in this report.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

- 8. Staff confirm that recommendation complies with the Council's legal and policy requirements.

Climate Change Impact Statement

- 9. Staff have considered the key considerations under the Climate Change Policy and have determined that an adaptation assessment and emissions assessment is not required for the matter(s) in this report.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

- 10. The purpose of Local Government changed on 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
- 11. The subject matter of this report has been evaluated in terms of 'the 4 wellbeings' during the process of developing this report as outlined below. The recommendations set out in this report are consistent with that purpose.
- 12. There are no specific social, environmental, or cultural wellbeings associated with this report.

Economic

- 13. The work of Council's Economic Development team directly supports the Economic Development Committee, which is responsible for Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians.
- 14. Promoting Hamilton's value proposition forms the basis of efforts to promote new investment and job creation in the city.

Risks - *Tuuraru*

- 15. There are no known risks associated with the decision sought by this report.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

- 16. Having considered the Significance and Engagement Policy, staff have assessed that the recommendation of this report has a low level of significance.
- 17. Given the low level of significance no engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Outcomes Tracker - May 2025

Item 7

2025 Targeted Outcomes – 22 May Update





Strategic Property



Commercial Accommodation

- VOTR Templeton Hotel Development 
- Unconditional contracts and ongoing development project
- Pullman Hotel Development 
- Agreements to support hotel operations

Municipal Endowment Fund (MEF)



- Deployment of Capital 
- Hinemoa Affordable Housing Development 
 - Investment of further \$15M in viable project(s)

Strategic Property



- LTP Asset Sales Programme 
- Implementation and sales
- Manage Council-owned sites identified for development 
- Opoia Paa Carpark, Heaphy/Brooklyn, Artpost,

Tourism, Events and Visitation




H3 Venues

- Generate visitation and social activation through our venues 
- All attendance targets are on track to be met by year end
- Attract events based on venue performance and customer satisfaction 
- Deliver on being best in business, dedicated hosts, and a tight team

Visitor Attractions



- Enhance our position as an interesting, educational and inspiring city 
- All visitation targets are on track to be met by year end
- Consistently deliver a balanced portfolio of programmes 

Hamilton Airport



- Operate an efficient and compliant airport 
- Enhance the visitor experience
- Maintain aeronautical operations and diversify revenue 
- Explore, secure a portfolio of aeronautical/non-aeronautical opportunities
- Deliver environmentally sound and sustainable operating practices 

Sustainable Communities

Central City Transformation



- Deliver CCTP economic outcomes 
- Attraction of private developments including high quality commercial spaces and refurbishments
 - Implement development response plan to minimize impacts on businesses through construction
 - Increase in number of homes and people in central city and surrounds
- Success of Hamilton Central Business Association outcomes 
- BID Policy review
 - HCBA reporting including key indicators like card spending, GDP
 - Central City Activation Fund

Greenfield Growth




- Increased investment and employment from industrial users 
- Focus on Ruakura and Rotokauri Northwest
- Support Waikato-Tainui aspirations at Ruakura Superhub 
- Partner to achieve commercial, community, environmental outcomes

Economic Development Programme


Business Relationships

- In-depth sessions with 75 businesses from key growth sectors 
- Completed 36 as at 5 May 2025
- Host at least three business relationship activations 
- One completed in February with Waikato Innovation Park tenants

Business Opportunities

- Hamilton Airport economic development branding 
- Deliver in-airport wall wrap and airport web content by 1 June
- Business investment prospectus 
- Complete Hamilton prospectus by 9 September
- Tech in the Tron 
- Publish five business features and host TechWeek event at UoW

Programme Management

- Lead efforts on boundaryless partnerships 
- Complete FutureProof prospectus by 9 September
 - Monthly regional meetings, quarterly workshops

Council Report

Item 8

Committee: Economic Development Committee

Date: 22 May 2025

Author: Matt Mills

Authoriser: Blair Bowcott

Position: Central City Transformation Manager

Position: General Manager Strategy, Growth and Planning

Report Name: Business Improvement District Policy Review

Report Status	Open
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Purpose - *Take*

1. To seek a recommendation from the Economic Development Committee to the Council to approve the revised Business Improvement District Policy.

Staff Recommendation - *Tuutohu-aa-kaimahi* (Recommendation to the Council)

2. That the Economic Development Committee:
 - a) receives the report; and
 - b) recommends that the Council approves the revised Business Improvement District Policy (**Attachment 2** of this staff report), to be effective from 1 July 2025.

Executive Summary - *Whakaraapopototanga matua*

3. The Council adopted the Business Improvement District Policy (BID Policy) in 2012. It has been reviewed in 2016, 2019, 2023 and again in April 2024.
4. A review is now legislatively required to ensure that the BID Policy meets the requirements of the Incorporated Societies Act (2022) which came into effect in October 2023.
5. As part of this review, staff have taken the opportunity to clarify the scope of Council's authority and expectations, and to make formatting changes. For example, moving the process elements of establishing a Business Improvement District from the body of the policy to the appendix. The key changes to the Policy are outlined in paragraph 18 of this report and in full in **Attachment 1**.
6. The BID Policy has now been reviewed by staff, including an internal legal review, and feedback was sought from the Hamilton Central Business Association (HCBA), the only BID association currently under the BID Policy. HCBA supports the changes proposed to the BID Policy.
7. Staff seek a recommendation from the Economic Development Committee that the Council approves the amended BID Policy shown in **Attachment 2**.
8. Staff consider the matters in this report have a low significance and that the recommendations comply with the Council's legal requirements.

Background - *Koorero whaimaarama*

9. A BID is a business-led and business-funded initiative whereby a levy is charged within a BID area on all business ratepayers in addition to the business rates bill. This levy is used to develop projects that will directly benefit businesses and the community in a BID area.
10. The only BID association currently in operation is the Hamilton City Business Association (HCBA).
11. The purpose of a BID is to:
 - i. aid in business development, advocate for commercial interests and facilitate collaboration of BID members;
 - ii. promote business interests through events and marketing; and
 - iii. work collaboratively with Council to align strategic goals and support Council in maintaining and enhancing the physical environment of the BID.
12. On 26 June 2012 the Council adopted the BID Policy, which outlines how a BID is established and how it must operate and report to the Council.
13. The BID Policy is reviewed approximately every three years, with previous reviews taking place in 2016 and 2019 and in May 2023. There was a minor change in April 2024 to allow electronic postage of voting ballots for polls and a change to the BID Targeted Rate calculation, in line with an external request from the HCBA.

Discussion - *Matapaki*

14. The BID Policy needs to be reviewed now to meet the legislative requirements of the Incorporated Societies Act (2022). The Act came into force on 5 October 2023 to modernise the legal framework for incorporated societies in New Zealand, which HCBA falls under. The existing societies under the previous Act (1908) must re-register by 5 April 2026 to remain incorporated.
15. Council's BID Policy needs to be updated to include reference to the Incorporated Societies Act (2022) which now includes requirements for all BIDs. The update sees the BID Policy become more high level and focused on identifying Council's expectations of a BID.
16. Staff have also taken the opportunity to review the formatting of the BID Policy and to incorporate the use of an appendix to capture process while ensuring the relevant policy aspects are included in the main content. The current policy and its focus also reflect the original time it was written, when a BID was proposed to be established. It has been reviewed to be more fit for purpose.
17. The changes to the BID policy have no meaningful change to the way Council interacts with or manages BID.
18. The key changes to the policy are:
 - i. updating the Policy to include reference to, and requirements of, a BID regarding the Incorporated Societies Act (2022) (the Act);
 - ii. simplifying the format of the Policy and removing inaccuracies, e.g. shifting the detail on polling to Appendix A;
 - iii. while retaining provisions in the Policy on performance accountability, moving these to sit under 'Monitoring and Implementation' in the Policy;

- iv. clarifying:
 - A. BID reporting to align with relevant committee meeting timeframes;
 - B. annual reporting expectations of a BID and associated reporting to Council, along with expectations on any request for an increase in revenue;
 - C. the intention of a BID and removing operational detail that is the responsibility of a BID;
 - D. responsibilities that sit with a BID rather than with Council.
- 19. Staff consulted with Hamilton City Business Association (HCBA) who support the proposed changes to the policy.
- 20. The changes are shown in the tracked change version (**Attachment 1**). While the volume of tracked changes suggests a substantial change to the policy, most changes relate to formatting, such as shifting process matters into the appendix.
- 21. The proposed 'clean' final version is **Attachment 2**. Staff recommend that the Committee recommends Council approves the revised BID Policy to ensure that it aligns with recent legislative changes to the Incorporated Societies Act (2022) and fit for purpose both now and in the future.
- 22. If approved, the revised BID Policy will be effective on 1 July 2025. The next policy review will be in 2028.
- 23. If the staff recommendation is not approved, the operative policy will not include reference to requirements under the Incorporated Societies Act (2022), nor will it enable any future BID.

Financial Considerations - *Whaiwhakaaro Puutea*

- 24. There are no financial considerations; this review was undertaken by Council staff.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

- 25. A comprehensive internal review of the BID Policy has been completed. As a result, our policy and legal team do not require a further external legal review of the BID Policy.
- 26. Staff confirm that the staff recommendation complies with the Council's legal and policy requirements.

Climate Change Impact Statement

- 27. Staff have used the climate adaptation assessment guidance and determined there are no known climate risks or no adaptation assessment is required.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

- 28. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
- 29. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.
- 30. The recommendations set out in this report are consistent with that purpose.

Social

- 31. There are no known social impacts arising from this review.
- 32. BID associations contribute towards beneficial social outcomes in a BID area through events and improved amenity and safety elements that cater to residents of and visitors to a BID area.
- 33. The unique assets of a BID area are used by Council and BID associations as a means of establishing and enhancing a community identity, contributing to belonging and social cohesion in the area.

Economic

- 34. There are no known economic impacts arising from this review.
- 35. BID areas work to strengthen the existing economic base while exploring new opportunities and meeting changes in the retail and economic climate of the BID area, by fostering and promoting the welfare of the business community within the boundaries of the BID area, and by providing a forum for networking and collaboration of members.
- 36. Under the BID Policy BID associations assist and guide the development and advancement of the commercial interests of businesses within the boundaries of the BID area through a coordinated economic development approach.

Environmental

- 37. There are no known environmental impacts arising from this review.
- 38. In accordance with the BID Policy a BID association has a role in advocating to government, Council, and other stakeholders for the improvement of amenity, streetscapes, utilities, transport, or other infrastructure, which requires an environmental lens for development.

Cultural

- 39. There are no known cultural impacts arising from this review.
- 40. BID associations should work to represent the diverse needs and identities of businesses and businesspeople in the BID area.
- 41. BID associations advocate for the preservation of heritage, both through the built environment and storytelling, appropriate to the BID area.

Risks - *Tuuraru*

- 42. There are no known risks associated with the decisions required for this matter.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

- 43. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the recommendation(s) in this report has/have a low level of significance.
- 44. The views and preferences of the relevant stakeholders are already known to the Council as the review of the BID Policy has been undertaken between staff and the only current BID association (HCBA) under the BID Policy.
- 45. Given the low level of significance determined, the engagement level is low. No further engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - April 2025 BID Policy Tracked Changes

Attachment 2 - April 2025 BID Policy

Item 8

First adopted:	26 June 2012
Revision dates/version:	26 March 2016/ 30 June 2019/ 30 June 2023/ 5 April 2024/ 4 July 2024/ <u>22 May 2025</u>
Next review date:	<u>April 2028</u>
Document Number	<u>BID Policy Final – May 2025</u>
Associated documents:	N/A
Sponsor/Group:	General Manager Strategy, Growth and Planning

Business Improvement District (BID) Policy

Ko te Puutaketanga

Purpose

1. The purpose of this Policy is to inform Council's approach and rationale to:
 - a. enabling business communities within Hamilton City to achieve social and economic outcomes; and
 - b. supporting our business communities to establish and fund entities to help achieve these outcomes.

This Policy applies when setting up a Business Improvement District (BID) including its funding and Council's administration of BIDs.

Ko te Whaanuitanga

Scope

1. This Policy applies to any proposal to establish a BID ~~established within the Hamilton City Council's boundary.~~
2. ~~This Policy applies to business and commercial property ratepayers and does not apply to private property occupied by residents, and its ongoing funding and administration.~~

Ko ngaa Whakamaaramatanga

Definitions

Term	Definition in this Policy
Annual Programme	A set of activities, approved by the BID Executive Committee, which are planned over a period of one year, and contribute to the purpose of the BID.
<u>Business Improvement District</u>	<u>An incorporated society established to deliver the programme of work for the BID area.</u>
BID Executive Committee	A committee established <u>in accordance with the BID Constitution as per clause 21 of this Policy</u> , which has the authority to make decisions for the BID and ensure that these decisions are carried out.
BID Poll	The <u>The</u> process where Eligible Voters cast their vote in a ballot to determine whether a BID should be established, extended, reduced or dis-established, and other key issues, as per clause 14 of this Policy.
BID Proponent	The interested party or the Council that is making a proposal to establish a Business Improvement District.

<u>boundaryBusiness Improvement District (BID)</u>	A defined area over which a Targeted Rate will be set to fund a BID Association.
Council	Hamilton City Council
<u>LGA BID Association</u>	<u>Local Government Act 2002 An incorporated society established to deliver the programme of work for the BID area.</u>
<u>LG(R)A</u>	<u>Local Government (Rating) Act 2002</u>
Register of Eligible Voters	A list of commercial property owners and businesses within the BID area (that represent a 'Separately Used or Inhabited Part' (SUIP) of the rating unit), or their nominated representatives as per clause 13 of this Policy.
Returning Officer	A person from an independent election service body which has been approved by Council.
SUIP	<u>Refer to the definition used in Hamilton City Council's operative Long-Term Plan. A property owner or business that separately uses or inhabits part of a commercial rating unit. Needs to match the definition in the LTP?</u>

Ko ngaa Tikanga Policy

Purpose of a Business Improvement District (BID)

3. This Policy applies to business and commercial property ratepayers and does not apply to private property occupied by residents.

3. A BID is intended to a partnership between Council and a defined local business community to develop projects and services that benefit the trading environment, and which align with Council and the business community's strategic objectives.

4. A BID provides a vehicle for local business-led initiatives that support key objectives of vibrant centres, business creation and development and increased employment.

—— A BID is supported by a targeted rate, levied on and collected from non-residential properties within a defined boundary. Business development:

to support business creation, attraction, retentionretention, and expansion within a BID

5. ———

a. ——— to assist and guide development and advancement of commercial interests of businesses and business people within a BID; and

b. ——— To provide a forum for networking and collaboration of members.

4. ——— To advocate for business interests within the BID.

5. ——— Promotion, eventsevents, and marketing:

a. ——— to market business interests within the BID locally, regionallyregionally, and nationally

b. ——— to establish and support an identity for the BID.

6. ——— To support Council to ensure the physical environment of the BID is consistent with the BID identity:

to promote amenity, cleanliness, safety, safety, and connectivity within the BID

- a. ~~to advocate for the preservation of heritage appropriate to the BID~~
- b. ~~to advocate for quality urban design within the BID.~~
- 7. ~~To align strategic goals for the BID with Hamilton City Council's strategic plans.~~
- 8. ~~To work collaboratively and in a coordinated way with Hamilton City Council.~~
- 9. ~~To work with other organisations that have a role within the BID, for example, the Waikato Chamber of Commerce and local branch of the Property Council of NZ, to ensure a coordinated strategic approach to developments within the BID are taken.~~

~~Process to establish a~~ **Proposal to establish a BID**

- 10. ~~The Council approves setting up a BID.~~
- 11. ~~A proposal to establish a BID may be initiated at any time by the Council or any interested party (a BID proponent). A BID proponent ~~should~~ must seek sufficient support for establishing a BID before making a request to the Council (Refer to Appendix A).~~

6.

- 12. ~~A Register of Eligible Voters will be established, comprised of businesses that 'Separately used~~Use or Inhabiteds Part of a rating unit'(SUIP) of a commercial property. ~~This entails:~~

- ~~The Council will approve the potential BID boundary area and provide a map. This will occur in consultation with any BID proponent.~~
- ~~A list of each property owner and business that 'Separately used or Inhabited Part of a rating unitSeparately Use or Inhabit Part' (SUIP) of a commercial property within the proposed BID boundary area will be prepared by the BID proponent with the assistance of the Council.~~
- ~~The following information must be included on the Register of Eligible Voters:~~
- ~~Name of Eligible Voter~~
- ~~Name of business~~
- ~~Whether they are the property owner or renter~~
- ~~Name of representative (if applicable)~~
- ~~Contact details:~~
- ~~Email address.~~
- ~~Mailing address.~~
- ~~Physical address.~~
- ~~Telephone, including mobile number/fax numbers.~~
-
- ~~The voter's preferred method of communication (for example, email).~~
- ~~This Policy is based on the principle of 'one person, one vote'. Business owners with multiple properties and/or businesses receive one vote only. In this case, the entity may nominate only one name per property or business for the Register of Eligible Voters, noting each person must be different and not already on the voter register.~~
- ~~All registered voters automatically qualify to become members of the BID Association ~~once consent is obtained~~, and the Register of Eligible Voters is informs the BID Association's membership register.~~
- ~~If the SUIP is an individual, that person should be registered as the voter unless they nominate someone else to act on their behalf. All future communication must be addressed to that nominated individual, unless the owner or occupier subsequently nominates a different representative.~~
- ~~If the SUIP is not an individual, communication must be with the senior management of that body (typically a company or trust) to nominate someone to act on their behalf.~~
- ~~The following business owners are not eligible to register on the Register of Eligible Voters:~~

- Business owners who operate their businesses from residentially rated property within the BID boundary area.
- Business owners who give a business address which is a commercial property within the BID boundary area, but who do not physically run their businesses from that address (for example businesses who use their accountant's address, or businesses who have mail delivered to a relative or friend running a business within the BID).
- Business owners who operate from a residentially rated residentially rated property may choose to join the BID Association provided that if they satisfy the BID Association they operate a business within the BID.
- The Register of Eligible Voters must be agreed by Council staff and any disputes about eligibility for inclusion on the Register of Eligible Voters will be made by the Council.
- Once established, it is the responsibility of the BID Association to maintain and update the membership register and immediately advise the Council of any changes.
- Membership of the BID Association is automatic for all eligible voting SUiPs within the BID area and the Register of Eligible Voters informs the BID Association's membership register.
- The BID Association must not use nor pass on any personal information for any purpose other than administration of the BID Association.
- 13. A BID Poll will be conducted. This entails:
 - a. No BID will be established without a BID Poll and that BID Poll must achieve a voting return of 35 percent of voters listed on the Register of Eligible Voters and the majority of those votes are in favour of the proposition.
 - b. If the BID Poll does not achieve a 35 percent response, the Poll is deemed invalid, and a decision cannot be made by Council.
 - c. The BID Poll is the responsibility of the BID proponent.
 - d. The Council will pay for the cost of the BID establishment poll. The BID proponent will pay for the cost of any additional polls following the establishment of the BID, for example BID boundary extension polls.
 - e. A Returning Officer approved by the Council must be engaged to conduct the BID Poll and they must be engaged as soon as the Register of Eligible Voters has been finalised to enable the election service to begin preparing for the Poll. Material prepared for the Poll must include:
 - The Register of Eligible Voters
 - An easy-to-understand information sheet outlining the BID proposal
 - A ballot form approved by Returning Officer
 - A contact update form.
 - f. All registered voters on the Register of Eligible Voters must be notified of the upcoming Poll and the key issues to be decided. These issues include, but are not limited to:
 - the boundaries of the proposed BID
 - the total budget and approximate targeted rate to be assessed
 - the objectives of the BID strategic plan
 - the principal BID proponents for contact purposes.
 - g. The BID proponent must engage with the property owners and occupiers within the proposed BID through: ta

- at least one information meeting, open to all interested parties, must be held no less than 10 days prior to the poll closing
- at least two advertisements about the upcoming Poll in a local newspaper and/or online on social media, with the last advertisement a minimum of three days prior to the Poll closing. Other methods to inform eligible voters of the upcoming vote, such as social media, face-to-face meetings, email, fax, or newsletters may be used.
-
- h. BID polls can be run online and/or as postal ballots, at the discretion of the Returning Officer. The period between the sending of the ballot documents and close off for return of ballots must not be less than 14 calendar days.
- i. The Returning Officer will send out a voting pack including the information sheet, the ballot form, and the contact update form. A prepaid return envelope will be included if sent by mail. Any requests for replacement ballots should be directed to the Returning Officer.
- j. The delivery of the voting pack and voting papers can be by post, courier, electronic or hand delivered by the Returning Officer. Options depend on the needs of the voting group and are at the discretion of the Returning Officer.
- k. Proxy voting is not permitted for BID Polls. Registered voters who will be absent from their registered addresses during the period of the Poll but who wish to vote, should provide a forwarding address to the BID proponents.
- l. The Returning Officer will receive, count, and verify all returned ballot papers. It will then report the result of the Poll to the BID proponent and the Council.
- 14. The final decision ~~about whether~~ to establish, extend, ~~reduce~~reduce, or dis-establish a BID is made by the Council ~~because, -~~ Under the LGA, and Local Government (Rating) Act 2002LG(R)A, it is ~~the~~ Council alone that can set the Targeted Rate. In making that decision, the Council will ~~take into account~~consider, but will not be bound by, ~~the a~~ valid BID Poll result (Refer to Appendix A).
- 7.
- Set up of an approved BID**
- 15. If the Council approves setting up a BID, a business association must be established and registered as an incorporated society and evidence of registration provided to the Council (refer to www.societies.govt.nz). ~~Council must approve the Constitution prior to registration.~~
- 16. The Council will not approve a Targeted Rate without evidence that the BID Association is an incorporated society as at 30 June of the given year.
- 8.
- 17. As part of the incorporation process, a Constitution (which is called 'Rules') must be lodged with the Incorporated Society Register.
- 18. Any changes to these Rules Constitution must be approved by the Council.
- 19. No subsequent changes may be made to the Rules Constitution without Council approval.

20. — The BID Association will establish an Executive Committee consisting of a minimum of five voting members and up to eleven voting members, up to three of whom may be appointed by the Council. This entails:

a. — Those members of the Executive Committee appointed by the Council are not required to be members of the BID Association and will be selected based on skills required to enable the Executive Committee to carry out its role.

b. — Executive Committee members serve a term of two years and must not serve more than three consecutive terms.

c. — The Chairperson of the Executive Committee serves a term of two years.

d. — The Chairperson must be a member of the BID Association and is voted by the Executive Committee members at its first committee meeting.

e. — The Chairperson may serve more than one term.

f. — The Executive Committee must meet at least six times per year.

g. — A quorum for any Executive Committee meeting requires a majority of BID Association members to be present.

h. — Decisions are by majority vote.

i. — No remuneration will be paid to members of the Executive Committee.

j. — A BID Manager must be appointed by the Executive Committee Committee, and they do not have any voting rights.

21. — Adjustments to thea BID boundary area

— A decision to change the boundary area of an approved BID must be made by the Council.

— A proposal to change a BID boundary area for the purposes of imposing a Targeted Rate can be made at any time but no decision can be made on a proposal until all eligible voters within the boundary area affected are polled.

22. — If the proposal is for a boundary extension, only the SUIPs in the proposed extension area are polled. (Refer to **Appendix A**)

9. —

23. — The BID will pay for any further poll initiated by its to adjust the boundary.

10. —

— The process for polling is that set out in clauses under item 14 of this Policy.

24. — Any decision to adjust the BID boundary is at Council's sole discretion. Any adjustment to a BID boundary will come into effect on 1 July of a year decided by Council. will come into effect from the following financial year.

11. —

25. — Dis-establishment of a BID Targeted Rate and BID

12. ~~The Council may make a decision to dis-establish~~discontinue a BID Targeted Rate at any time (subject to complying with its decision making and rating processes under the LGA and LG(R)A). For the avoidance of doubt Council ~~and is not required to conduct a poll.~~

13. ~~Any process to wind up of the BID is subject to the rules of its Constitution and the Incorporated Societies Act 2022. Noting that if Council funding is the main source of income this may be a logical outcome if Council funding is withdrawn.~~

Inaugural Annual General Meeting (AGM)

26. ~~Following Council approval of the BID, an AGM must be held within four weeks of the Poll. Registered voters on the Register of Eligible Voters must be notified of:~~

- a. ~~the date and place of the first AGM of the BID Association~~
- b. ~~their opportunity to nominate individuals to the BID Executive Committee, and how to do this~~
- c. ~~their opportunity to view the proposed BID Association Rules~~Constitution
- d. ~~their opportunity to study the proposed BID Association Budget and Annual Programme~~
- e. ~~the proposal which was presented to Council regarding establishment of the BID.~~

1. ~~Nominations for positions on the BID Executive Committee must be made in writing, signed by two registered BID members, and the nominee themselves. These should be delivered to the specified receiving office identified in the publicity about the AGM. Nominations will close three days before the scheduled date of the AGM.~~

27. ~~The inaugural AGM will be chaired initially by a Council staff member assigned to the BID. The process for the inaugural AGM must include:~~

- a. ~~The election of an Executive Committee.~~
- b. ~~Approval of the proposed Rules~~Constitution.
- c. ~~Approval of the proposed Budget and Targeted Rate.~~
- d. ~~Approval of the proposed Annual Programme.~~
- e. ~~Approval of the Strategic Plan.~~

2. ~~Subsequent AGMs will operate as set out in the BID Association Rules~~Constitution.

3. ~~Decisions at the AGM are by majority vote of the assembled BID Association members present at the AGM.~~

4. ~~The Council must be informed of the elected officers and their contact details.~~

Membership rights and responsibilities

28. ~~Membership entitles the individual member to:~~

- a. ~~attend and vote at all annual and special general meetings~~
- b. ~~attend all meetings of the BID Executive Committee (but not vote)~~
- c. ~~stand for election to the BID Executive Committee~~
- d. ~~receive regular communications about BID activities~~

- e. — receive notification of upcoming meetings and agenda items.
- 5. — Members must ensure that their contact details are kept current on the Register.
- 6. — Businesses outside the BID are eligible to apply for associate membership and are required to pay an annual membership subscription as determined by the Executive Committee.
- 7. — Associate members have no voting rights within the BID Association.

BID Targeted Rate – Funding Mechanism

- 14. The LGA and the LG(R)A gives Council authority to set a Targeted Rate for an activity such as a BID. Council will make the final decisions on what Targeted Rate, if any, to set in any particular year (in terms of the amount and the geographic area to be rated) as part of its Funding Impact Statement and rates resolution.
- 15. A BID will be funded by a Targeted Rate, rated by the Council each year and the full amount collected by Council passed onto the BID in the form of a grant paid quarterly.
- 16. The BID Targeted Rate will be calculated on a combination of a uniform basis flat charge and a Targeted Rate on a Capital Value basis for each rating unit or SUIP of a rating unit within the BID (the BID formula) and will be adjusted each year by the same amount as the approved general rate increase, capped at a level agreed to by Council resolution e.g. five percent. New properties or SUIPs within the BID area will be rated in the next financial year.
- 17. Any request by the BID Association for an increase in revenue must be submitted to the Council at a time that enables these requests for increased revenue to be included in an annual plan or long-term plan process (ideally before the end of previous calendar year). This request would include the following BID information: by 1 December in preparation for the financial year commencing the following 1 July with the following information:
 - a. The Annual Programme identifying where the additional revenue is required and how this programme will achieve the BID Association's Strategic Plan.
 - b. The budget providing details of the additional revenue required.
 - c. Evidence of support from BID Association members (AGM Minutes).

Conditions of Council Funding

- 18. The purpose of the Targeted Rate is to fund the revenue required by the BID to enable it to deliver the Annual Programme approved by the BID members.
- 19. Council will not consider a Targeted Rate without evidence that the BID is an incorporated society and has held its first AGM.
- 8. — Once confirmation of incorporation has been received from the Registrar of Incorporated Societies, the BID Association can apply to the Council for a Targeted Rate in its BID. This application cannot be made until the BID Association has held its AGM meeting.
- 9. — The purpose of the Targeted Rate is to fund the revenue required by the BID Association to enable it to deliver the Annual Programme approved by the BID Association members.

- ~~29.20.~~ The BID ~~Association~~ must present the following information to the Council to support its application for a Targeted Rate:
- ~~Evidence of a mandate (report from the Returning Officer).~~
 - ~~Evidence of incorporation (Registrar of Incorporated Societies).~~
 - ~~The agreed BID boundaries.~~
 - ~~The approved budget that identifies the revenue required to carry out the Annual Programme (AGM Minutes).~~
 - ~~The approved Annual Programme (AGM Minutes).~~
 - ~~The Strategic Plan (AGM Minutes).~~
- ~~10.~~ The Local Government Act 2002 and the Local Government (Rating) Act 2002 gives the Council authority to set a Targeted Rate for an activity such as a BID. The Council will make the final decisions on what Targeted Rate, if any, to set in any particular year (in terms of the amount and the geographic area to be rated).
- ~~11.~~ Council will each year set the Targeted Rate as part of its Funding Impact Statement and rate resolution.
- ~~12.~~ A BID Association will be funded by a targeted rate, rated by the Council each year and the full amount collected by the Council passed onto the BID Association in the form of a grant paid quarterly.
- ~~13.~~ The BID Targeted Rate will be calculated on a combination of a uniform basis flat charge and a Targeted Rate on a Capital Value basis for each rating unit or SUIP of a rating unit within the BID (the BID formula) and will be adjusted each year by the same amount as the approved general rate increase, capped at five percent.
- ~~14.~~ New properties or SUIPs, within the BID area, coming into that area will be rated in the next financial year.
- ~~15.~~ The financial year of any BID will be 1 July to 30 June.
- ~~16.21.~~ Payment of the Targeted Rate must be separately accounted for in the BID Association's financial records.
- ~~30.~~ Any request by the BID Association for an increase in revenue must be submitted to the Council by December in preparation for the financial year commencing the following 1 July with the following information:
- ~~The Annual Programme identifying where the additional revenue is required and how this programme will achieve the BID Association's Strategic Plan.~~
 - ~~The budget providing details of the additional revenue required.~~
 - ~~Evidence of support from BID Association members (AGM Minutes).~~
- ~~17.22.~~ As an Incorporated Society, Council understands that the BID Association can raise funding from multiple sources. In addition to the Targeted Rate, the BID Association may ~~is expected~~ ~~can to~~ raise funds through other mechanisms, including sponsorship, ~~advertising~~ ~~advertising~~, and grants.

23. ~~The Council may contract the BID Association to carry out services on its behalf and/or enter into a service level agreement.~~

BID Strategic Plan

24. ~~The BID Committee must produce a Strategic Plan every three years which:~~
- ~~a. reflects a representative view of the BID members~~
 - ~~b. describes how the Plan will contribute to achieving the purpose of the BID as set out in items 4 to 10 of this policy~~
 - ~~c. describe how the Plan will contribute to any Council strategic aspirations, plans, or projects relevant to the BID area~~
 - ~~d. include effective measures of performance that enable objective evaluation of delivery against the outcomes of the Plan and the performance of the BID Association over the three-year period.~~

BID Annual Plan

25. ~~The Committee must present an Annual Programme and Budget to the Council or a relevant Committee around ~~by 1~~ March/April of each year for the following financial year, including:~~
- ~~a. information detailing the projects and work the BID intends to undertake in the following financial year. It must align with the BID's Strategic Plan.~~
 - ~~b. a detailed budget which will be used to determine the overall level of the targeted rate.~~
 - ~~c. effective measures of performance that the success of the Annual Programme and which demonstrate a relationship to the association's Strategic Plan outcomes must be included.~~
 - ~~d. effective measures of performance for the BID's Committee and management.~~

Adjustments to the BID boundary area

- ~~31. A decision to change the boundary area of an approved BID must be made by the Council.~~
- ~~32. A proposal to change a boundary area can be made at any time but no decision can be made on a proposal until all eligible voters within the boundary area affected are polled.~~
- ~~33. If the proposal is for a boundary extension, only the SUiPs in the proposed extension area are polled.~~
- ~~34. The BID will pay for any further polls to adjust the boundary.~~
- ~~35. The process for polling is that set out in clauses under item 14 of this Policy.~~
- ~~36. Any decision to adjust the BID boundary will come into effect from the following financial year.~~

Dis-establishment of a BID

- ~~37. The Council may dis-establish a BID at any time and is not required to conduct a poll.~~

Ko te Aroturukitanga me te Whakatinanatanga **Monitoring and Implementation**

Performance accountability

26. Measures of performance for both the BID's Strategic Plan and Annual Plan will be established in consultation with the Council in the form of key performance indicators (KPIs).
27. Council and the BID will agree data sources for KPIs included in the Strategic Plan and Annual Plan as well as their respective responsibilities for data collection and data reporting.
28. The agreed KPIs must cover the economic performance of the BID and public and business perceptions of the BID identity against baseline measures (trend data). They will also include KPIs related to specific BID projects and activities. KPIs may include but are not limited to:
 - a. BID contribution to central city GDP.
 - b. Total retail spend.
 - c. Type and number of businesses.
 - d. Number of employees.
 - e. Perceptions of safety.
 - f. Shopper/visitor satisfaction surveys.
 - g. Commercial rents.
 - h. Vacancy rates.
 - i. Visitor numbers (local, regional, and overseas).
 - j. Pedestrian activity.
 - k. Economic impact assessment of events held in the BID.
 - l. Number of new businesses attracted to the BID.
 - m. Positive media (print, radio, social) coverage of the BID.

Annual Reporting

29. The BID must publish an Annual Report on its financial and strategic performance each year in August.
30. Council will review the performance of the BID against the stated Strategic Plan, KPIs, audited accounts and Annual Report. In August each year, the Committee must provide the Council with a copy of the audited accounts and Annual Report for the previous financial year (including statements that the association has acted in compliance with its Constitution and all other relevant laws and regulations).
31. Where Council has concerns with the progress or success of a BID, the grant from the Targeted Rate may be withheld until specific improvements or alterations have been made to the Annual Programme, business and Strategic Plans, or implementation processes.
32. The Council may initiate a review of all or any BID programme at any time.

Relationship Management and performance accountability

~~18.33.~~ The ~~Executive~~ Committee will act as the BID's ~~Association's~~ interface with the Council and is responsible for running the BID in accordance with this Policy and the approved Strategic Plan and Budget.

~~19.34.~~ The BID ~~Association~~ and Council will ~~at all times~~ always communicate with each other in such a way as to most effectively further the strategic objectives of the BID ~~Association~~ members and to protect and enhance the partnership relationship between the BID ~~Association~~ and the Council.

~~35.~~ ~~A n appropriate~~ Council General Manager will be responsible for the BID ~~Association~~ relationship and will appoint a one-point-of-contact staff member for the relationship interface.

~~38.~~ The Executive Committee is expected to produce a Strategic Plan every three years which:

- ~~a.~~ reflects a representative view of the BID members
- ~~b.~~ describes how the Plan will contribute to achieving the purpose of the BID as set out in items 4 to 10 of this policy
- ~~c.~~ describe how the Plan will contribute to any Council strategic aspirations, plans, or projects relevant to the BID area
- ~~d.~~ include effective measures of performance that enable objective evaluation of delivery against the outcomes of the Plan and the performance of the BID Association over the three-year period.

~~39.~~ The Executive Committee must present an Annual Programme and Budget to the Council by 1 March of each year for the following financial year. ~~This entails:~~

- ~~a.~~ The Annual Programme sets out in detail the projects and work the BID Association intends to undertake in the following financial year. It must align with the BID Association's Strategic Plan as in clause 54.
- ~~b.~~ The budget will be used to determine the overall level of the targeted rate and any requests for additional funding must comply with clause 41. The partnership between Council and the BID Association includes ensuring prudent use of any BID funding.
- ~~c.~~ Effective measures of performance that the success of the Annual Programme and which demonstrate a relationship to the association's Strategic Plan outcomes must be included.
- ~~d.~~ The Annual Programme will also include measures of performance for the BID's Executive Committee and management.

~~20.~~ Measures of performance for both the association's Strategic Plan (three yearly) and Annual Programmes (annually) will be established in consultation with the Council in the form of key performance indicators (KPIs).

~~21.~~ Council and the BID Association will agree data sources for KPIs included in the Strategic Plan and Annual Programmes as well as their respective responsibilities for data collection and data reporting.

40. The agreed performance measures must cover the economic performance of the BID and public and business perceptions of the BID identity against baseline measures (trend data). They will also include KPIs related to specific BID projects and activities. KPIs may include but are not limited to:
- a. BID contribution to central city GDP.
 - b. Total retail spend.
 - c. Type and number of businesses.
 - d. Number of employees.
 - e. Perceptions of safety.
 - f. Shopper/visitor satisfaction surveys.
 - g. Commercial rents.
 - h. Vacancy rates.
 - i. Visitor numbers (local, regional, regional, and overseas).
 - j. Pedestrian activity.
 - k. Economic impact assessment of events held in the BID.
 - l. Number of new businesses attracted to the BID.
 - Positive media (print, radio, social) coverage of the BID.
 - m.
22. The BID Association must publish an Annual Report on its financial and strategic performance each year in August.
23. Council will review the performance of the BID against the stated Strategic Plan, KPIs, audited accounts and Annual Report. In August each year, the Executive Committee must provide the Council with a copy of the audited accounts and Annual Report for the previous financial year (including statements that the association has acted in compliance with its Rules Constitution and all other relevant laws and regulations).
24. Where the Council has concerns with the progress or success of a BID, the grant from the Targeted Rate may be withheld until specific improvements or alterations have been made to the Annual Programme, business and Strategic Plans, or implementation processes.
25. The Council may initiate a review of all or any particular BID BID programme at any time.

Dispute resolution

- 26.36. The Council has the final decision about ~~whether or not~~ whether to set a Targeted Rate, the amount of that Targeted Rate, whether to provide for an additional rate or alter the boundaries of the area subject to the rate, and ~~whether or not~~ whether to establish, dis-establish, ~~reduce~~ reduce, or extend the BID.
- 27.37. If there is a dispute about other matters the BID Association and the Council will attempt to resolve their dispute through mediation sharing the costs of mediation equally. If the dispute is not resolved, either party may refer the dispute to arbitration in accordance with the Arbitration Act 1996. The award in the arbitration will be final and binding on the parties.
28. Disputes between BID members (~~ONR~~) and the BID Associations will be settled in accordance with the following procedure:
- a. ~~unless matters can be resolved quickly and informally, ONR are obliged to bring their concerns to the attention of the BID Association's Executive Committee in writing. An initial written response is required within seven working days, outlining the~~

manner and the time frame in which the concerns will be addressed. Council as major fund provider should be made aware of any such issues.

38. Having exhausted reasonable means of resolving the dispute, the BID Association may appoint a mediator to enable the parties to settle the dispute. If the dispute is not resolved within a further 30 days after appointment of a mediator, any party may then refer the dispute to arbitration in accordance with the Arbitration Act 1996. The award in the arbitration will be final and binding on the parties. process specified in the BID's constitution.

References

Incorporated Societies Act (2022)

[Incorporated Societies Register](#)

Appendix A

Running a BID Polling

Types of polls

Those proposing a BID should consult with Council on the timing of BID voting. Polls must be completed in sufficient time so that they can be ratified by the Council and any changes included in either a ~~Long Term~~ Long-Term Plan or the Annual Plan process.

BID polls must be run in the following circumstances.

- **Establishing a BID:** A poll is held when the BID is being established to ensure that the rateable businesses within the district boundaries support the proposal.
- **Increasing or decreasing the boundary:** A BID may be expanded to include adjoining areas not included in the original proposal. Where the BID is to be expanded, the BID Association must arrange for a poll to be conducted in the expansion area only. In the event of a BID boundary being reduced, a poll is conducted for the whole BID area because this change implies a reduction in budget for the whole programme.
- **Dissolving a BID programme:** This may be called by the BID Association at any time, however the Council does not need a disestablishment poll to stop setting a targeted rate.

The ideal time to run a poll is to align with a Long Term Plan process – recommend discussing with staff if a new BID is contemplated to meet the LGA and LG(R)A obligations.

A BID register

A Register of Eligible Voters will be established, comprised of businesses that 'Separately used or Inhabited Part of a rating unit' (SUIP) of a commercial property. This entails:

- The Council will note and provide support as needed in the identification of the potential BID boundary area and provide a map for the BID proponent.
- A list of each property owner and business that 'Separately used or Inhabited Part of a rating unit' (SUIP) of a commercial property within the proposed BID boundary area will be prepared by the BID proponent with the assistance of the Council.

Informing voters

The BID Association must inform all registered voters of any poll and ensure voters are aware of the key issues to be decided. Such issues include, but are not limited to:

- the boundaries of the proposed BID
- the total budget and approximate targeted rate to be assessed
- the objectives of the BID strategic and business plans
- the contacts for those proposing the BID.
- To achieve these aims, those proposing a BID must:
 - advise and hold at least one information meeting, open to all interested parties, no less than 10 days before the poll closes

- place at least two advertisements about the poll in local newspapers, at least seven days apart, with the last advertisement a minimum of three days before the poll closes.

Additional methods may be used to inform eligible voters of the vote, such as face-to-face meetings, email, social media or newsletters.

Sending out the ballots

The Council will provide the services of its returning officer or recommend one for the group to use. The group will contact the returning officer as soon as the voter register has been finalised to enable the election service to begin preparing for the poll. Material prepared for the poll will include:

- a copy of the register of voters
- a copy of an easy-to-understand information sheet outlining the BID proposal
- a copy of a ballot form approved by the independent election service or Council's returning officer service.
- a copy of a contact update form which includes the name of the nominated representative of the business
- boundary information if the poll includes an increase or decrease of the BID boundary area.

Accountability process expectations of the BID Association

The BID Association will be required to have processes in place to ensure that it can demonstrate accountability to the levy payers. This will include having:

- an appropriate constitution including membership rights for any eligible voting business within the boundary area (and any associate membership types) and entitlements of the individual member
- meeting processes including for the initial annual general meeting following a successful establishment poll and subsequent annual general meetings
- processes for the appointment of any officers and Executive Committee and their rights and responsibilities
- processes for the development, approval and updating of the BID Association budget, strategic and business plans, and performance measures.

The Council must be advised of any changes to the constitution and the contact details of elected officers and committee members.

The goals of the poll

It is a goal of the BID poll to achieve a 35% voting return from the eligible voters for that poll, and with the majority of those votes to be in favour of the proposition. This majority must be by the number of eligible voters voting in the poll. The higher the level of the voting return achieved by the poll, the greater the level of assurance for the Council in any decision to support, or not support, a targeted rate.

Proxy and absentee voting

Proxy voting is not permitted for BID polls. Registered voters who will be absent from their registered addresses during the period of the poll, but who wish to vote, should provide a forwarding address to the BID.

Non-registered eligible voters

Those proposing a BID should attempt to ensure all eligible voters in a BID area are registered. If an individual believes he or she is entitled to vote but does not appear on the register of voters, the returning officer shall determine the status of the individual and whether a ballot should be issued to that individual.

Any new business ratepayer or business occupier that is established prior to the ballot closing can vote, provided they are able to submit their ballot before it closes. No ballots will be accepted after the time and date specified.

Confirming the result

The returning officer service will receive, count and verify all returned ballot papers. It will then report the result of the poll to those proposing the BID or BID Association and the Council.

Authority for decision on BID targeted rate change

The final decision about whether to establish, extend, reduce or disestablish a BID targeted rate shall be made by the Council because, under the Local Government (Rating) Act 2002, it is the Council alone which can set the targeted rate. In making that decision, the Council will consider, but will not be bound by, the poll result.

Note: the ideal time to do this is to align with a Long Term Plan process — recommend discussing with staff if a new BID is contemplated to meet the LGA and LG(R)A obligations.

Register of Eligible Voters will be established, comprised of businesses that 'Separately used or Inhabited Part of a rating unit' (SUIP) of a commercial property. This entails:

The Council will approve the potential BID boundary area and provide a map. This will occur in consultation with any BID proponent.

A list of each property owner and business that 'Separately used or Inhabited Part of a rating unit' (SUIP) of a commercial property within the proposed BID boundary area will be prepared by the BID proponent with the assistance of the Council.

The following information must be included on the Register of Eligible Voters:

Name of Eligible Voter

Name of business

Whether they are the property owner or renter

Name of representative (if applicable)

Contact details:

Email address:

Mailing address:

Physical address:

Telephone, including mobile number/fax numbers:

The voter's preferred method of communication (for example, email):

This Policy is based on the principle of 'one person, one vote'. Business owners with multiple properties and/or businesses receive one vote only. In this case, the entity may nominate only one name per property or business for the Register of Eligible Voters, noting each person must be different and not already on the voter register.

All registered voters qualify to become members of the BID Association once consent is obtained, and the Register of Eligible Voters informs the BID Association's membership register.

If the SUIP is an individual, that person should be registered as the voter unless they nominate someone else to act on their behalf. All future communication must be addressed to that nominated individual, unless the owner or occupier subsequently nominates a different representative.

If the SUIP is not an individual, communication must be with the senior management of that body (typically a company or trust) to nominate someone to act on their behalf.

The following business owners are not eligible to register on the Register of Eligible Voters:

Business owners who operate their businesses from residentially rated property within the BID boundary area.

Business owners who give a business address which is a commercial property within the BID boundary area, but who do not physically run their businesses from that address (for example businesses who use their accountant's address, or businesses who have mail delivered to a relative or friend running a business within the BID).

Business owners who operate from a residentially rated property may choose to join the BID Association if they satisfy the BID Association they operate a business within the BID.

The Register of Eligible Voters must be agreed by Council staff and any disputes about eligibility for inclusion on the Register of Eligible Voters will be made by the Council.

Once established, it is the responsibility of the BID Association to maintain and update the membership register and immediately advise the Council of any changes.

The BID Association must not use nor pass on any personal information for any purpose other than administration of the BID Association.

A BID Poll will be conducted. This entails:

No BID will be established without a BID Poll and that BID Poll must achieve a voting return of 35 percent of voters listed on the Register of Eligible Voters and the majority of those votes are in favour of the proposition.

If the BID Poll does not achieve a 35 percent response, the Poll is deemed invalid, and a decision cannot be made by Council.

The BID Poll is the responsibility of the BID proponent.

The Council will pay for the cost of the BID establishment poll. The BID proponent will pay for the cost of any additional polls following the establishment of the BID, for example BID boundary extension polls.

A Returning Officer approved by the Council must be engaged to conduct the BID Poll and they must be engaged as soon as the Register of Eligible Voters has been finalised to enable the election service to begin preparing for the Poll. Material prepared for the Poll must include:

The Register of Eligible Voters

An easy to understand information sheet outlining the BID proposal

A ballot form approved by Returning Officer

A contact update form.

All registered voters on the Register of Eligible Voters must be notified of the upcoming Poll and the key issues to be decided. These issues include, but are not limited to:

the boundaries of the proposed BID

the total budget and approximate targeted rate to be assessed

the objectives of the BID strategic plan

the principal BID proponents for contact purposes.

The BID proponent must engage with the property owners and occupiers within the proposed BID through:

at least one information meeting, open to all interested parties, must be held no less than 10 days prior to the poll closing

at least two advertisements about the upcoming Poll in a local newspaper and/or online on social media, with the last advertisement a minimum of three days prior to the Poll closing. Other methods to inform eligible voters of the upcoming vote, such as social media, face-to-face meetings, email, fax, or newsletters may be used.

BID polls can be run online and/or as postal ballots, at the discretion of the Returning Officer. The period between the sending of the ballot documents and close off for return of ballots must not be less than 14 calendar days.

The Returning Officer will send out a voting pack including the information sheet, the ballot form, and the contact update form. A prepaid return envelope will be included if sent by mail. Any requests for replacement ballots should be directed to the Returning Officer.

The delivery of the voting pack and voting papers can be by post, courier, electronic or hand delivered by the Returning Officer. Options depend on the needs of the voting group and are at the discretion of the Returning Officer.

Proxy voting is not permitted for BID Polls. Registered voters who will be absent from their registered addresses during the period of the Poll but who wish to vote, should provide a forwarding address to the BID proponents.

The Returning Officer will receive, count, and verify all returned ballot papers. It will then report the result of the Poll to the BID proponent and the Council.

First adopted:	26 June 2012
Revision dates/version:	26 March 2016/ 30 June 2019/ 30 June 2023/ 5 April 2024/ 4 July 2024/22 May 2025
Next review date:	April 2028
Document Number	BID Policy Final – May 2025
Associated documents:	N/A
Sponsor/Group:	General Manager Strategy, Growth and Planning

Business Improvement District (BID) Policy

Ko te Puutaketanga

Purpose

1. The purpose of this Policy is to inform Council's approach and rationale to:
 - a. enabling business communities within Hamilton City to achieve social and economic outcomes; and
 - b. supporting our business communities to establish and fund entities to help achieve these outcomes.

Ko te Whaanuitanga

Scope

2. This Policy applies to any proposal to establish a BID within Hamilton City and its ongoing funding and administration.

Ko ngaa Whakamaaramatanga Definitions

Term	Definition in this Policy
Business Improvement District	An incorporated society established to deliver the programme of work for the BID area.
BID Committee	A committee established in accordance with the BID Constitution which has the authority to make decisions for the BID and ensure that these decisions are carried out.
BID Poll	The process where Eligible Voters cast their vote in a ballot to determine whether a BID should be established, extended, reduced or dis-established, and other key issues.
BID Proponent	The interested party or the Council that is making a proposal to establish a Business Improvement District.
BID Boundary	A defined area over which a Targeted Rate will be set to fund a BID Association.
Council	Hamilton City Council
LGA	Local Government Act 2002
LG(R)A	Local Government (Rating) Act 2002
Register of Eligible Voters	A list of commercial property owners and businesses within the BID area (that represent a 'Separately Used or Inhabited Part' (SUIP) of the rating unit), or their nominated representatives as per clause 13 of this Policy.
Returning Officer	A person from an independent election service body which has been approved by Council.
SUIP	Refer to the definition used in Hamilton City Council's operative Long-Term Plan.

Ko ngaa Tikanga Policy

Purpose of a BID

3. A BID is intended to a partnership between Council and a defined local business community to develop projects and services that benefit the trading environment, and which align with Council and the business community's strategic objectives.
4. A BID provides a vehicle for local business-led initiatives that support key objectives of vibrant centres, business creation and development and increased employment.
5. A BID is supported by a targeted rate, levied on and collected from non-residential properties within a defined boundary.

Proposal to establish a BID

6. A proposal to establish a BID may be initiated at any time by a BID proponent. A BID proponent must seek sufficient support for establishing a BID before making a request to the Council (Refer to **Appendix A**).
7. The final decision to establish, extend, reduce, or dis-establish a BID is made by the Council. Under the LGA, and LG(R)A, it is Council alone that can set the Targeted Rate. In making that decision, the Council will consider, but will not be bound by, a valid BID Poll result (Refer to **Appendix A**).

Set up of an approved BID

8. If the Council approves setting up a BID, a business association must be established and registered as an incorporated society and evidence of registration provided to the Council (refer to www.societies.govt.nz).

Adjustments to a BID boundary

9. A proposal to change a BID boundary for the purposes of imposing a Targeted Rate can be made at any time but no decision can be made on a proposal until all eligible voters within the boundary area affected are polled. If the proposal is for a boundary extension, only the SUIPs in the proposed extension area are polled. (Refer to **Appendix A**)
10. The BID will pay for any poll initiated by it to adjust the boundary.
11. Any decision to adjust the BID boundary is at Council's sole discretion. Any adjustment to a BID boundary will come into effect on 1 July of a year decided by Council.

Dis-establishment of a BID Targeted Rate and BID

12. Council may make a decision to discontinue a BID Targeted Rate at any time (subject to complying with its decision making and rating processes under the LGA and LG(R)A). For the avoidance of doubt Council is not required to conduct a poll.
13. Any process to wind up the BID is subject to the rules of its Constitution and the Incorporated Societies Act 2022. Noting that if Council funding is the main source of income this may be a logical outcome if Council funding is withdrawn.

Targeted Rate Funding Mechanism

14. The LGA and the LG(R)A gives Council authority to set a Targeted Rate for an activity such as a BID. Council will make the final decisions on what Targeted Rate, if any, to set in any

particular year (in terms of the amount and the geographic area to be rated) as part of its Funding Impact Statement and rates resolution.

15. A BID will be funded by a Targeted Rate, rated by the Council each year and the full amount collected by Council passed onto the BID in the form of a grant paid quarterly.
16. The BID Targeted Rate will be calculated on a combination of a uniform basis flat charge and a Targeted Rate on a Capital Value basis for each rating unit or SUIP of a rating unit within the BID (the BID formula) and will be adjusted each year by the same amount as the approved general rate increase, capped at a level agreed to by Council resolution e.g. five percent. New properties or SUIPs within the BID area will be rated in the next financial year.
17. Any request by the BID for an increase in revenue must be submitted to the Council at a time that enables these requests for increased revenue to be included in an annual plan or long-term plan process (ideally before the end of previous calendar year). This request would include the following BID information:
 - a. The Annual Programme identifying where the additional revenue is required and how this programme will achieve the BID Association's Strategic Plan.
 - b. The budget providing details of the additional revenue required.
 - c. Evidence of support from BID Association members (AGM Minutes).

Conditions of Council Funding

18. The purpose of the Targeted Rate is to fund the revenue required by the BID to enable it to deliver the Annual Programme approved by the BID members.
19. Council will not consider a Targeted Rate without evidence that the BID is an incorporated society and has held its first AGM.
20. The BID must present the following information to the Council to support its application for a Targeted Rate:
 - a. Evidence of a mandate (report from the Returning Officer).
 - b. Evidence of incorporation (Registrar of Incorporated Societies).
 - c. The agreed BID boundaries.
 - d. The approved budget that identifies the revenue required to carry out the Annual Programme (AGM Minutes).
 - e. The approved Annual Programme (AGM Minutes).
 - f. The Strategic Plan (AGM Minutes).
21. Payment of the Targeted Rate must be separately accounted for in the BID's financial records.
22. As an Incorporated Society, Council understands that the BID Association can raise funding from multiple sources. In addition to the Targeted Rate, the BID Association can raise funds through other mechanisms, including sponsorship, advertising, and grants.
23. Council may contract the BID to carry out services on its behalf and/or enter into a service level agreement.

BID Strategic Plan

24. The BID Committee must produce a Strategic Plan every three years which:

Page 3 of 8

- a. reflects a representative view of the BID members
- b. describes how the Plan will contribute to achieving the purpose of the BID as set out in items 3 to 5 of this policy
- c. describe how the Plan will contribute to any Council strategic aspirations, plans, or projects relevant to the BID area
- d. include effective measures of performance that enable objective evaluation of delivery against the outcomes of the Plan and the performance of the BID Association over the three-year period.

BID Annual Plan

25. The Committee must present an Annual Programme and Budget to the Council or a relevant Committee around March/April of each year for the following financial year, including:
- a. information detailing the projects and work the BID intends to undertake in the following financial year. It must align with the BID's Strategic Plan.
 - b. a detailed budget which will be used to determine the overall level of the targeted rate.
 - c. effective measures of performance that the success of the Annual Programme and which demonstrate a relationship to the association's Strategic Plan outcomes must be included.
 - d. effective measures of performance for the BID's Committee and management.

Ko te Aroturukitanga me te Whakatinanatanga Monitoring and Implementation

Performance accountability

26. Measures of performance for both the BID's Strategic Plan and Annual Plan will be established in consultation with the Council in the form of key performance indicators (KPIs).
27. Council and the BID will agree data sources for KPIs included in the Strategic Plan and Annual Plan as well as their respective responsibilities for data collection and data reporting.
28. The agreed KPIs must cover the economic performance of the BID and public and business perceptions of the BID identity against baseline measures (trend data). They will also include KPIs related to specific BID projects and activities. KPIs may include but are not limited to:
- a. BID contribution to central city GDP.
 - b. Total retail spend.
 - c. Type and number of businesses.
 - d. Number of employees.
 - e. Perceptions of safety.
 - f. Shopper/visitor satisfaction surveys.
 - g. Commercial rents.
 - h. Vacancy rates.
 - i. Visitor numbers (local, regional, and overseas).
 - j. Pedestrian activity.
 - k. Economic impact assessment of events held in the BID.
 - l. Number of new businesses attracted to the BID.
 - m. Positive media (print, radio, social) coverage of the BID.

Annual Reporting

29. The BID must publish an Annual Report on its financial and strategic performance each year in August.
30. Council will review the performance of the BID against the stated Strategic Plan, KPIs, audited accounts and Annual Report. In August each year, the Committee must provide the Council with a copy of the audited accounts and Annual Report for the previous financial year (including statements that the association has acted in compliance with its Constitution and all other relevant laws and regulations).
31. Where Council has concerns with the progress or success of a BID, the grant from the Targeted Rate may be withheld until specific improvements or alterations have been made to the Annual Programme, business and Strategic Plans, or implementation processes.
32. The Council may initiate a review of all or any BID programme at any time.

Relationship Management

33. The BID Committee will act as the BID's interface with the Council and is responsible for running the BID in accordance with this Policy and the approved Strategic Plan and Budget.
34. The BID and Council will always communicate with each other in such a way as to most effectively further the strategic objectives of the BID members and to protect and enhance the partnership relationship between the BID and Council.
35. A Council General Manager will be responsible for the BID relationship and will appoint a one-point-of-contact staff member for the relationship interface.

Dispute resolution

36. The Council has the final decision about whether to set a Targeted Rate, the amount of that Targeted Rate, whether to provide for an additional rate or alter the boundaries of the area subject to the rate, and whether to establish, dis-establish, reduce, or extend the BID.
37. If there is a dispute about other matters the BID and the Council will attempt to resolve their dispute through mediation sharing the costs of mediation equally. If the dispute is not resolved, either party may refer the dispute to arbitration in accordance with the Arbitration Act 1996. The award in the arbitration will be final and binding on the parties.
38. Disputes between BID members and the BID will be settled in accordance with the process specified in the BID's constitution.

References

Incorporated Societies Act (2022)

[Incorporated Societies Register](#)

Appendix A

Polling

Types of polls

Those proposing a BID should consult with Council on the timing of BID voting. Polls must be completed in sufficient time so that they can be ratified by the Council and any changes included in either a Long-Term Plan or Annual Plan process.

BID polls must be run in the following circumstances.

- **Establishing a BID:** A poll is held when the BID is being established to ensure that the rateable businesses within the district boundaries support the proposal.
- **Increasing or decreasing the boundary:** A BID may be expanded to include adjoining areas not included in the original proposal. Where the BID is to be expanded, the BID Association must arrange for a poll to be conducted in the expansion area only. In the event of a BID boundary being reduced, a poll is conducted for the whole BID area because this change implies a reduction in budget for the whole programme.
- **Dissolving a BID programme:** This may be called by the BID Association at any time, however the Council does not need a disestablishment poll to stop setting a targeted rate.

The ideal time to run a poll is to align with a Long Term Plan process – recommend discussing with staff if a new BID is contemplated to meet the LGA and LG(R)A obligations.

A BID register

A Register of Eligible Voters will be established, comprised of businesses that 'Separately used or Inhabited Part of a rating unit' (SUIP) of a commercial property. This entails:

- The Council will note and provide support as needed in the identification of the potential BID boundary area and provide a map for the BID proponent.
- A list of each property owner and business that 'Separately used or Inhabited Part of a rating unit' (SUIP) of a commercial property within the proposed BID boundary area will be prepared by the BID proponent with the assistance of the Council.

Informing voters

The BID Association must inform all registered voters of any poll and ensure voters are aware of the key issues to be decided. Such issues include, but are not limited to:

- the boundaries of the proposed BID
- the total budget and approximate targeted rate to be assessed
- the objectives of the BID strategic and business plans
- the contacts for those proposing the BID.
- To achieve these aims, those proposing a BID must:
 - advise and hold at least one information meeting, open to all interested parties, no less than 10 days before the poll closes
 - place at least two advertisements about the poll in local newspapers, at least seven days apart, with the last advertisement a minimum of three days before the poll closes.

Additional methods may be used to inform eligible voters of the vote, such as face-to-face meetings, email, social media or newsletters.

Sending out the ballots

The Council will provide the services of its returning officer or recommend one for the group to use. The group will contact the returning officer as soon as the voter register has been finalised to enable the election service to begin preparing for the poll. Material prepared for the poll will include:

- a copy of the register of voters
- a copy of an easy-to-understand information sheet outlining the BID proposal
- a copy of a ballot form approved by the independent election service or Council's returning officer service.
- a copy of a contact update form which includes the name of the nominated representative of the business
- boundary information if the poll includes an increase or decrease of the BID boundary area.

Accountability process expectations of the BID Association

The BID Association will be required to have processes in place to ensure that it can demonstrate accountability to the levy payers. This will include having:

- an appropriate constitution including membership rights for any eligible voting business within the boundary area (and any associate membership types) and entitlements of the individual member
- meeting processes including for the initial annual general meeting following a successful establishment poll and subsequent annual general meetings
- processes for the appointment of any officers and Executive Committee and their rights and responsibilities
- processes for the development, approval and updating of the BID Association budget, strategic and business plans, and performance measures.

The Council must be advised of any changes to the constitution and the contact details of elected officers and committee members.

The goals of the poll

It is a goal of the BID poll to achieve a 35% voting return from the eligible voters for that poll, and with the majority of those votes to be in favour of the proposition. This majority must be by the number of eligible voters voting in the poll. The higher the level of the voting return achieved by the poll, the greater the level of assurance for the Council in any decision to support, or not support, a targeted rate.

Proxy and absentee voting

Proxy voting is not permitted for BID polls. Registered voters who will be absent from their registered addresses during the period of the poll, but who wish to vote, should provide a forwarding address to the BID.

Non-registered eligible voters

Those proposing a BID should attempt to ensure all eligible voters in a BID area are registered. If an individual believes he or she is entitled to vote but does not appear on the register of voters, the returning officer shall determine the status of the individual and whether a ballot should be issued to that individual.

Any new business ratepayer or business occupier that is established prior to the ballot closing can vote, provided they are able to submit their ballot before it closes. No ballots will be accepted after the time and date specified.

Confirming the result

The returning officer service will receive, count and verify all returned ballot papers. It will then report the result of the poll to those proposing the BID or BID Association and the Council.

Authority for decision on BID targeted rate change

The final decision about whether to establish, extend, reduce or disestablish a BID targeted rate shall be made by the Council because, under the Local Government (Rating) Act 2002, it is the Council alone which can set the targeted rate. In making that decision, the Council will consider, but will not be bound by, the poll result.

Council Report

Item 9

Committee: Economic Development Committee

Date: 22 May 2025

Author: Sean Murray

Authoriser: Sean Murray

Position: General Manager Destinations

Position: General Manager Destinations

Report Name: Event Sponsorship Fund - recommendations for approval FY26-FY28

Report Status	<i>Open</i>
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Purpose - Take

1. To seek the Economic Development Committee's approval of events to be funded by the FY26 – FY28 event sponsorship fund, following an application and management recommendation process carried out in April 2025.
2. To provide the Economic Development Committee with a summary of FY25 event sponsorship fund activity.

Staff Recommendation - *Tuutohu-aa-kaimahi*

3. That the Economic Development Committee:
 - a) receives the report;
 - b) approves the following single-year event sponsorship applications for financial sponsorship from Council's event sponsorship fund in FY26 (one year):
 - i. *World Tennis Tour Hamilton 2025 by Tennis New Zealand Incorporated for \$20,000;*
 - ii. *Champs of Champs Men's Pairs Bowling 2025 by Bowls New Zealand Incorporated for \$5,000;*
 - iii. *2025 New Zealand Secondary Schools Swimming Championships by Swimming New Zealand Incorporated for \$15,000;*
 - iv. *Waikato Regional Theatre Opening Events 2025 by Waikato Regional Property Trust for \$70,000;*
 - c) approves the following multi-year event sponsorship applications for financial sponsorship from Council's event sponsorship fund in FY26, FY27 and FY28 (three years):
 - i. *The Hamilton Brick Show 2025-2027 by Hamilton Lego Users Group Incorporated for \$5,000 per year;*
 - ii. *Aramex Kiwi Walk and Run Series Hamilton 2026-2028 by SMC Events Limited for \$10,000 per year;*
 - iii. *Hamilton Arts Festival Toi Ora ki Kirikiriroa 2026-2028 by Hamilton Gardens*

Summer Festival Foundation for \$175,000 per year;

iv. Round the Bridges 2025-2027 by Hamilton Harriers Club and Classic Events Limited for \$20,000 per year;

v. Z Manu World Champs Super Qualifier 2026-2028 by Quantum Events Limited for \$12,000 per year;

vi. Balloons Over Waikato 2026-2028 by Balloons Over Waikato Trust for \$130,000 per year;

vii. Porritt Classic 2026-2028 by Athletics Waikato Bay of Plenty Incorporated for \$6,000 per year; and

viii. Cambridge to Hamilton Paddle Race 2025-2027 by The Boatshed Kayaks Limited for \$5,000 per year.

d) declines the following applications for financial sponsorship from Council's major event sponsorship fund:

i. Boon Street Art Festival 2026-2028 by Hamilton Arts Trust;

ii. TARMAC Pacific 2025-2026 by Two Country Bunkins Limited;

iii. Rise Up 2026-2028 by Soda Incorporated.

e) approves the movement of the allocated FY26 event sponsorship fund at the end of the allocations process of \$27,000 to the Event Activation budget.

Executive Summary - *Whakaraapopototanga matua*

4. Hamilton's event sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's vision to be a vibrant city, with a focus on exposure, boosting the city profile, increased visitation, economic outcomes, and community engagement.
5. The total available budget of the annual event sponsorship fund for FY26-FY28 is \$500,000 per annum. Each year, a contestable funding round is opened to seek potential event applications for allocation of the year's annual funding budget.
6. This report seeks the committee's approval of funding across FY26-FY28. In addition, this report will summarise the FY25 event sponsorship fund activity.
7. The Terms of Reference for the Economic Development Committee has delegated authority to approve annual applications and monitor any funding made to external organisations under the terms of the [Event Sponsorship Policy](#).
8. Staff consider the recommendations in this report have low significance and that the recommendations comply with the Council's legal requirements.

Background - *Koorero whaimaarama*

9. Hamilton's Event Sponsorship Fund is governed by the [Event Sponsorship Policy](#) and focuses on event opportunities where exposure will reach beyond Hamilton. It delivers high profile coverage and attempts to attract significant numbers of visitors, good economic outcomes, including delivering community engagement and participation.
10. Applicants applying for funding need to ensure their events help to achieve the following objectives:
 - I. **Exposure and promotion for the city:** The event lifts the status, awareness, and/or profile of Hamilton through the media exposure it receives international, national, and

local. It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a, modern, and well-balanced city.

- II. **Economic benefits for the city:** The event will increase the number of people who would not normally come into the city at that time. This thereby provides potential benefit to the city's local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable.
 - III. **Promote pride and sense of place for Hamilton residents:** The event gives residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.
11. The allocation of event sponsorship funding is highly contestable. Council is to be treated as any commercial sponsor would in terms of recognition and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events.
 12. Council recently undertook an applications process for annual and multi-year funding applications for the FY26-FY28 financial years.
 13. The funding application round was open from 1 -30 April 2025. This was advertised a [media release](#) and associated website information.
 14. 15 applications for funding were received and assessed against the criteria by management, in accordance with the Event Sponsorship Policy.
 15. This process determines management recommendations for approval (or decline) by the Economic Development Committee.

Discussion - *Matapaki*

Committee Approval – Event Sponsorship Funding FY26-FY28

16. A summary of the management recommendations for event sponsorship funding is attached as **Attachment 1** of this report.
17. Full applications have been included as **Attachment 2** of this report.
18. To assist with management recommendation process, each application was summarised using a scorecard document, which is linked on the cover page of **Attachment 2**.
19. The General Manager Destinations Group has recommended 12 event sponsorship applications are approved for event sponsorship funding totalling \$473,000.
20. It can be noted that multi-year funding recommendations remain subject to the successful staging and outcome of the prior year's event as agreed and the delivery of a satisfactory post event report.
21. The General Manager Destinations Group has recommended three events are declined for funding due to highly contestable funding availability and their fit to the overall fund.
22. The above recommendations are seen as fair representation of Council investment in line with the intent of the Event Sponsorship Policy.
23. The report also requests approval to transfer the remaining unspent budget (\$27,000) to the General Manager Destinations Group event activation budget line (W328) in FY26.

Options

24. The Economic Development Committee has the ability to approve the management recommendations for funding. The committee also has the authority to make any alternate funding decision in relation to any of the recommended approval or declined applications.

Summary of Event Sponsorship Fund Activity FY25

25. A summary of activity has been provided in **Attachment 3** of this report.
26. In 2024-25, the total budget was \$500,000 to allocate, with a total of nine events approved for funding by Council resolution totalling \$412,000. There is an amount of \$88,000 that remains unallocated at year end.
27. All events took place (or at the writing of this report are due to take place i.e. Matariki ki Waikato June 2025) and have fulfilled event objectives and sponsorship terms in place.
28. Council's standard sponsorship agreement terms provide for 80% of approved sponsorship on signing of an agreement with the 20% balance paid post event, subject to the successful staging and outcome of the event as agreed and the delivery of a satisfactory post event report.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

29. Staff confirm the staff recommendations in this report complies with the Council's legal and policy requirements.

Climate Change Impact Statement

30. There are no known climate risks or adaption opportunities associated with this option.
31. There is no change in greenhouse gas emissions associated with this option.

Financial Considerations - *Whaiwhakaaro Puutea*

32. This is a regular operating activity funded through the Long-Term Plan.
33. Council's Event Sponsorship Fund is budgeted at \$500,000 per annum for FY26-FY28.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

34. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
35. The subject matter of this report has been evaluated in terms of 'the 4 wellbeings' during the process of developing this report as outlined below.
36. The recommendations set out in this report are consistent with that purpose.

Social

37. Event activity helps promote social opportunities for Hamiltonians and visitors to the city to enjoy and participate in, creating a vibrant and diverse city.

Economic

38. Event activity brings economic return to the city by way of new visitor expenditure that would not otherwise come to Hamilton and increased use of local business suppliers employed to provide services to support event activity.

Environmental

39. There are no known environmental impacts in relation to this activity that are not mitigated directly by the event organisers.

Cultural

40. Event activity helps promote cultural events and awareness of our heritage and history for Hamiltonians and visitors to the city to enjoy and participate in.

Risks - *Tuuraru*

41. Any approval to fund requires the event to be confirmed to take place regarding current COVID event restrictions. Staff work carefully with approved applicants to confirm funding agreements and necessary event cancellation policies and processes.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

42. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the recommendation(s) in this report has/have a low level of significance.
43. Given the low level of significance determined, the engagement level is low. No engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - FY26-28 Event Sponsorship Funding Management Recommendations

Attachment 2 - FY26-28 Event Sponsorship Funding Full Applications

Attachment 3 - FY25 Summary of Event Sponsorship Fund Activity

MANAGEMENT RECOMMENDATIONS FOR APPROVAL: EVENT SPONSORSHIP FUNDING FY26-FY28											
SMARTY GRANTS ID	EVENT NAME	EVENT DATE	FUNDING APPLICANT	\$ APPLIED PER ANNUM	SINGLE OR MULTI-YEAR			MANGEMENT RECOMMENDATION			MANAGEMENT COMMENT
					1 YEAR 25/26	2 YEAR 26/27	3 YEAR 27/28	APPROVE / DECLINE	\$ RECOMMENDED PER ANNUM	CRITERIA SCORE	
ESF0032025-26	The Hamilton Brick Show	Aug 2025, 2026 and 2027	HAMLUG Inc	\$15,000	√	√	√	APPROVE	\$5,000	17/30	Recommended. A potential visitor generator with cost effective participation. A good fit to event sponsorship fund criteria and approach to encourage more recreational activities.
ESF0052025-26	Boon Street Art Festival	Mar 2026, 2027 and 2028	Hamilton Arts Trust	\$100,000	√	√	√	DECLINE	N/A	10/30	Not recommended. Application lacks strong links to the overall fund assessment criteria to warrant funding. Due to highly contestable funding availability, unable to support via the Event Sponsorship Fund.
ESF0062025-26	World Tennis Tour	Dec 2025	Tennis New Zealand Inc	\$40,000	√			APPROVE	\$20,000	19/30	Recommended. Visitor generator and regarded as a worthy trial for support at a good time in the event calendar. A good fit to event sponsorship fund criteria and approach to encourage more amateur multi-day sporting events to the city.
ESF0082025-26	TARMAC Pacific	Jul 2025, 2026	Two Country Bunkins Limited	\$20,000	√	√		DECLINE	N/A	10/30	Not recommended. The fund does not generally support business events and although not policy driven, support of this event type may refer other similar events to this fund. Due to highly contestable funding availability, unable to support.
ESF0092025-26	Aramex Kiwi Walk and Run Series	Apr 2026, 2027 and 2028	SMC Event Limited	\$10,000	√	√	√	APPROVE	\$10,000	21/30	Recommended. A steady event with strong corporate support plus an ongoing focus to attract greater audiences to the event Great profile as part of a national circuit. Low investment for good returns. Demonstrates some city infrastructure capability.
ESF0102025-26	Champs of Champs Men’s Pairs Bowling	Aug 2025	Bowls New Zealand Inc	\$5,000	√			APPROVE	\$5,000	16/30	Recommended. A good fit to event sponsorship fund criteria and approach to encourage more national championship level /amateur multi-day sporting events (and overnight stays) to the city.
ESF0112025-26	2025 NZ Secondary Schools Swimming Championships	Jul 2025	Swimming New Zealand Inc	\$20,000	√			APPROVE	\$15,000	21/30	Recommended. Visitor generator, cost effective participation. A good fit to event sponsorship fund criteria and approach to encourage more national championship level/ amateur multi-day sporting events to the city. Good number of attendees and length of stay in city.
ESF0122025-26	Hamilton Arts Festival Toi Ora ki Kirikiriroa 2026	Feb 2026, 2027 and 2028	Hamilton Gardens Summer Festival Foundation	\$187,000	√	√	√	APPROVE	\$175,000	27/30	Recommended. An iconic event for Hamilton and fit with the event sponsorship fund criteria of pride and profiling. It endorses Hamilton as an event destination to those outside the region and nationally and uses key city assets as a must-see destination. An employer of local business. Funding for this event is very challenging and heavily reliant on Council support.
ESF0142025-26	Waikato Regional Theatre Opening Events	Aug – Oct 2025	Waikato Regional Property Trust	\$100,000	√			APPROVE	\$70,000	23/30	Recommended. This is a one-time programme of events with significant national level exposure opportunity and recognises the substantial local and national support for the creation of this new theatre which will become and major Hamilton destination. Broader factors outweigh any lower visitation estimates received from the application.
ESF0152025-26	Round The Bridges	Nov 2025, 2026 and 2027	Classic Events and Hamilton Harriers Club	\$25,000	√	√	√	APPROVE	\$20,000	23/30	Recommended. A well-established event with strong corporate support plus an ongoing focus to attract greater audiences to the event and potential for more visitation. Low investment for good returns across the range of criteria. Demonstrates good city infrastructure capability.
ESF0162025-26	Z Manu World Champs - Hamilton Super Qualifier	Feb 2026, 2027 and 2028	Quantum Events Limited	\$15,000	√	√	√	APPROVE	\$12,000	18/30	Recommended. Has safety/educational aim. A good fit to fund criteria and approach to encourage more amateur sporting events to the city.
ESF0172025-26	Balloons Over Waikato	March 2026, 2027 and 2028	Balloons Over Waikato Trust	\$150,000	√	√	√	APPROVE	\$130,000	25/30	Recommended. An iconic legacy event for Hamilton and fit with the event sponsorship fund criteria for pride and profiling. High community support and new audience appeal. Without Council’s partnership, this festival could not continue. Funding for this event is very challenging and reliant on Council support. A proven track record and city profiling benefits outweigh lower overnight visitor numbers.
ESF0192025-26	Porritt Classic	Feb 2026, 2027 and 2028	Athletics Waikato Bay of Plenty Inc	\$8,000	√	√	√	APPROVE	\$6,000	20/30	Recommended. A good fit to event sponsorship fund criteria and approach to encourage more national championship level / amateur multi-day sporting events (and overnight stays) to the city. The applicant has a good track record.
ESF0202025-26	Rise Up	Apr – June 2026	Soda Inc	\$38,000	√	√	√	DECLINE	N/A	8/30	Not recommended. Application lacks strong links to the overall fund assessment criteria to warrant funding. Due to highly contestable funding availability, unable to support via the Event Sponsorship Fund.
ESF0212025-26	Cambridge to Hamilton Paddle Race	Sept 2025, 2026 and 2027	The Boatshed Kayaks Limited	\$7,000	√	√	√	APPROVE	\$5,000	16/30	Recommended. River based sporting event with small but increasing number of overnight visits for city with incremental income for city businesses. A good fit to the fund and approach to encourage competitive river-based sporting events back to Hamilton.

MANAGEMENT RECOMMENDATIONS FOR APPROVAL: EVENT SPONSORSHIP FUNDING FY26-FY28:	
TOTAL 2025-26 EVENT SPONSORSHIP FUND 1 JULY 2025 – 30 JUNE 2026	
Subtotal of FY26 applications for funding	\$740,000
Subtotal of FY26 applications recommended by management	\$473,000
FY26 Event Sponsorship Fund Budget	\$500,000
<i>FY26 Remaining surplus balance (requesting transfer to event activation budget)</i>	<i>-\$27,000</i>

TOTAL 2026-27 EVENT SPONSORSHIP FUND 1 JULY 2026 – 30 JUNE 2027	
Subtotal of FY27 applications for funding	\$575,000
Subtotal of FY27 applications recommended by management	\$363,000
FY27 Event Sponsorship Fund Budget	\$500,000
<i>FY27 Remaining surplus balance – for future allocation via future application round in 2026</i>	<i>-\$137,000</i>

TOTAL 2027-28 EVENT SPONSORSHIP FUND 1 JULY 2027 – 30 JUNE 2028	
Subtotal of FY28 applications for funding	\$555,000
Subtotal of FY28 applications recommended by management	\$363,000
FY28 Event Sponsorship Fund Budget	\$500,000
<i>FY28 Remaining surplus balance – for future allocation via future application round in 2027</i>	<i>-\$137,000</i>

EVENT SPONSORSHIP FUNDING FY26-FY28 - FULL APPLICATIONS PACK

1	ESF0032025-26 THE HAMILTON BRICK SHOW	
	○ Management Scorecard	○ Funding Application
2	ESF0052025-26 BOON STREET ART FESTIVAL	
	○ Management Scorecard	○ Funding Application
3	ESF0062025-26 WORLD TENNIS TOUR	
	○ Management Scorecard	○ Funding Application
4	ESF0082025-26 TARMAC PACIFIC	
	○ Management Scorecard	○ Funding Application
5	ESF0092025-26 ARAMEX KIWI WALK AND RUN SERIES	
	○ Management Scorecard	○ Funding Application
6	ESF0102025-26 CHAMPS OF CHAMPS MEN'S PAIRS BOWLING	
	○ Management Scorecard	○ Funding Application
7	ESF0112025-26 2025 NZ SECONDARY SCHOOLS SWIMMING CHAMPIONSHIPS	
	○ Management Scorecard	○ Funding Application
8	ESF0122025-26 HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIROA 2026	
	○ Management Scorecard	○ Funding Application
9	ESF0142025-26 WAIKATO REGIONAL THEATRE OPENING EVENTS	
	○ Management Scorecard	○ Funding Application
10	ESF0152025-26 ROUND THE BRIDGES	
	○ Management Scorecard	○ Funding Application
11	ESF0162025-26 Z MANU WORLD CHAMPS - HAMILTON SUPER QUALIFIER	
	○ Management Scorecard	○ Funding Application
12	ESF0172025-26 BALLOONS OVER WAIKATO	
	○ Management Scorecard	○ Funding Application
13	ESF0192025-26 PORRITT CLASSIC	
	○ Management Scorecard	○ Funding Application
14	ESF0202025-26 RISE UP	
	○ Management Scorecard	○ Funding Application
15	ESF0212025-26 CAMBRIDGE TO HAMILTON PADDLE RACE	
	○ Management Scorecard	○ Funding Application

Item 9

Attachment 2

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
EVENT NAME	The Hamilton Brick Show		
EVENT DATE	9-10 August 2025		
APPLICANT	Hamilton Lego User Group (HAMLUG Incorporated)		
EVENT LOCATION	Claudlands Event Centre	EVENT TYPE	Community
EVENT OVERVIEW	<ul style="list-style-type: none"> Annual ticketed event held to celebrate creativity with Lego, run by a not-for-profit incorporated society. The first event (held in 2018) was to bring together Hamilton's brick building enthusiasts and create public displays for community involvement and enjoyment. The 2025 event will have a theme - "Brick-tastic in Hamilton" and host more than 90 exhibitors from the North Island, with a goal of 7,500 attendees. The organisers have a goal to retain low-cost entry prices (Adults \$12, child \$6) 		
TARGET MARKET	<ul style="list-style-type: none"> Residents or tourists seeking recreational opportunities in Hamilton 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> The objective for this event is to stage a low-cost fun event for thousands of Lego fans to gather and for families to enjoy a great day out. The council's sponsorship will be used to further grow and promote the event. 		
ATTENDANCE	Local: 5,865 Visitors: 1,775	BED NIGHTS	Around 170 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> The budget provided shows income primarily from ticket sales and three commercial sponsors (both product and cash). Council is the only major sponsor indicated. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> This event has not received support by the Event Sponsorship fund prior to the 2025 event. The event applicants have a venue hire agreement with H3, and receive a discounted venue hire rate. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> This is their annual major event. The Hamilton Brick Show has been running for 7 years. The first shows were held at Hamilton Gardens Pavilion, and they outgrew this venue, so the Brick Show moved to Claudlands Events Centre in 2023. HAMLUG run up to three smaller shows each year, plus their major show. Their organising committee has previously held shows, and the lead event manager has two years' experience of the show being held at Claudlands Event Centre. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
	<ul style="list-style-type: none"> Opportunity to profile Hamilton in marketing Opportunity for Council to host a trade stand (note – Hamilton City Libraries is already an exhibitor) 	<ul style="list-style-type: none"> Council support will be included in aspects of marketing & promotional activity 	<ul style="list-style-type: none"> Theme the Schools Brick Competition 'Brick-tastic in Hamilton!' to encourage young Lego builders to consider their favourites events, landmarks and locations within Hamilton.
Sponsorship Benefits Available to	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES		RECOGNITION AND ACKNOWLEDGMENTS

Council	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Council support given logo, verbal and news/media/press recognition
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MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	\$15,000 per year for three years (FY26, FY27 and FY28)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	3
City exposure benefits	2
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	2
Number of anticipated participants	3
Utilisation of city assets	4
Total	16 /30
MANAGEMENT COMMENT	
<p>Recommended for funding - \$5,000 for three years (FY26, FY27 and FY28)</p> <p>A potential visitor generator with cost effective participation. A good fit to event sponsorship fund criteria and approach to encourage more recreational activities.</p>	

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0032025/26 From HAMLUG Inc. (Hamilton Lego User Group)

Form Submitted 9 Apr 2025, 2:02PM NZST

Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name *

HAMLUG Inc. (Hamilton Lego User Group)

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0032025/26 From HAMLUG Inc. (Hamilton Lego User Group)

Form Submitted 9 Apr 2025, 2:02PM NZST

Item 9

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mrs Lara Crowther

Contact Person for this Application *

Mrs Lara Crowther

Please enter the name of the primary contact person for this application.

Position of contact person

Vice President HAMLUG

Contact Person's Email Address *

laramareecash@gmail.com

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

(02) 1203 4996

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number

Legal Name

Other Names

Reg Status

Charity's Street Address

Charity's Postal Address

Telephone

Fax

Email

Website

Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<https://hamlug.co.nz/>

Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☒ Incorporated ☐ Company ☐ Other
Society

Attachment 2

2025/26 Event Sponsorship Fund**2025/26 Event Sponsorship Fund Applications Form****Application No. ESF0032025/26 From HAMLUG Inc. (Hamilton Lego User Group)**

Form Submitted 9 Apr 2025, 2:02PM NZST

☐ Charitable
Company

If other, please state**Is your organisation GST registered? ***

☐ Yes ☒ No

If 'Yes' please provide your GST number

Please enter your GST number.

Please list prior event experience of both the organisation and event organiser *

HAMLUG runs two to three small local shows plus one major Brick Show event each year.

For example: HAMLUG 2024 Shows:

16 March 2024 - Brick Show at Nawton School - Fundraiser for Te Rauhi (free and accessible music education).

4th May 2024 - Te Kete Aronui Star Wars Lego creations display - in collaboration with Hamilton City Libraries to celebrate May 4th 'Star Wars Day.'

28 September 2024 - Brick Show at Lichfield School Hall, Fundraiser for Lichfield School's new bike track.

10 - 11 August 2024 - Our major event - The Hamilton Brick Show at Claudelands Events Centre.

Our annual major event 'The Hamilton Brick Show' has been running for 7 years. The first shows were held at Hamilton Gardens Pavillion and when we outgrew this venue, the Brick Show moved to Claudelands Events Centre in 2023.

Lara Crowther (one of the show organisers who making this application on behalf of the Brick Show organising committee) is Vice President of the HAMLUG Committee. Lara spent many years as a teacher (in the Primary, Secondary and also Tertiary sectors) and is now working as a freelance children's illustrator (@laracash_illo). This is her second year as Vice President of HAMLUG and her third year serving on the HAMLUG committee. This year, 2025 will be Lara's third year helping to organise and run the Hamilton Brick Show at Claudelands Events Centre.

Is there a contract in place with the event organiser or organisation team? *

☐ Yes
☒ No

Does your organisation hold intellectual property rights to the event? *

☐ Yes
☒ No

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0032025/26 From HAMLUG Inc. (Hamilton Lego User Group)

Form Submitted 9 Apr 2025, 2:02PM NZST

If not, who?

LEGO International

Event Details

*** indicates a required field**

Name of the Event *

The Hamilton Brick Show

Start date of Event *

09/08/2025

Finish date of Event *

10/08/2025

Time of the Event *

9am (Sat) 8am (Sun) - 4pm

Location or Venue *

Claudlands Show Grounds

Is the Event *

☒ Annual

☐ Biennial (taking place once every two years)

☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

\$15,000

Do you wish this application to be considered for multi-year funding?

☐ Yes - two years

☒ Yes - three years

☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Community

If Other, please describe

Event Description and Attachments

*** indicates a required field**

Event Outline

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0032025/26 From HAMLUG Inc. (Hamilton Lego User Group)

Form Submitted 9 Apr 2025, 2:02PM NZST

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

HAMLUG Inc. is a not-for-profit incorporated society run by volunteers who aim to bring together Hamilton's brick building enthusiasts and to create public displays for community involvement and enjoyment.

The Hamilton Brick Show was started in 2018 with the goal of staging a vibrant and engaging event to celebrate creativity with Lego.

This year, the 2025 Hamilton Brick Show 'BRICK-TASTIC IN HAMILTON' will host more than 90 exhibitors coming from all over the North Island to Claudelands Events Centre on 9 - 10 August 2025.

Our objectives for this event:

- To bring Lego fans together and provide an opportunity for exhibitors to create and display works in a public space,
- To create an inclusive, low-cost, community focussed event for families to enjoy a great day out.

Our 2024 Brick Show hosted 85 exhibitors and more than 6200 people over a fantastic fun weekend. We encourage all exhibitors to display MOCs (My Own Creations) and all exhibitors attend the full 2 day show and are available to talk about their creations and interact with the public.

Special events at the 2024 Brick Show included a Hamilton School's Kids Brick Building Competition, a large LEGO trains display, a Scavenger Hunt, a display from Hamilton City Libraries plus interactive areas where people could build their own creations. We also ran a 'Sensory Session' in which people with sensory sensitivities could view the exhibition in a quieter, lower stimulus environment.

The 2025 Brick Show will once again run all these events - and this year we aim to attract more than 7500 people through our doors!

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Hamilton Brick Show Business Plan.docx

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0032025/26 From HAMLUG Inc. (Hamilton Lego User Group)

Form Submitted 9 Apr 2025, 2:02PM NZST

File size: 1.3 MB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Hamilton Brick Show Current Event Budget.docx

File size: 391.3 kB

Filename: Hamilton_20Brickshow_202024_20P_20&_20L.xlsx

File size: 87.2 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: GloBox Quote QU0370.pdf

File size: 63.2 kB

Filename: Hamilton Brick Show Marketing and Promotion Plan .docx

File size: 3.0 MB

Filename: Website Design quote.pdf

File size: 76.8 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Hamilton Brick Show Sponsorship Proposal.docx

File size: 7.1 MB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
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- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	65	25		
Spectators	5750	1750		
Trade	50			

Entry Fees

Adult	Child	Older people	Other
13.00 Including Tick-etek fees - Our goal is to make entrance prices cheaper in coming years as we build profile and funding	7.00 Including Tick-etek fees - Our goal is to make entrance prices cheaper in coming years as we build profile and funding		

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	20?	1-2
Motels	30?	1-2
Holiday Park/Campground	30?	1-2
Schools or home hosted	12	
AirBNB		

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

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2025/26 Event Sponsorship Fund Applications Form
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What is the anticipated average stay in Hamilton for participants?

1 - 2 nights

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

The Hamilton Brick Show will provide space for a Hamilton City Council trade stand within our event.

This will be a fantastic way for HCC to engage with families, to showcase and educate people around HCC services, facilities, projects and programmes. (Hamilton City Libraries is already an exhibitor in our show).

Idea 2

Theme our Schools Brick Competition 'Brick-tastic in Hamilton!' to encourage young Lego builders to consider their favourite events, landmarks and locations within Hamilton. Supporting two of HCC's Five Key Priorities: Shaping a central city where people love to be and Shaping a fun city with lots to do.

Idea 3

Huge potential in the future for The Hamilton Brick Show to showcase and feature other iconic Hamilton Events and Landmarks, for example, Balloons Over Waikato, Hamilton Gardens, Destination Playgrounds, Hamilton Zoo (please see attachment for Specific Benefits to Hamilton). Supporting two of HCC's Five Key Priorities: Shaping a central city where people love to be and Shaping a fun city with lots to do.

Idea 4

Idea 5

Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 7

Hamilton City Council being acknowledged in the news and press/media releases(s).

Attachment 2

Declaration And Privacy Act Authroisation

*** indicates a required field**

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0032025/26 From HAMLUG Inc. (Hamilton Lego User Group)

Form Submitted 9 Apr 2025, 2:02PM NZST

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as “we”, “our” or “us”. We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * Hamilton Lego User Group HAMLUG Inc.

Full Name of Authorised Signatory * Lara Maree Crowther

Position of Authorised Signatory * Vice President HAMLUG

Date of Declaration * 09/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Easy

How many hours did it take you to complete this application?
20

Please add any other comments you may have about how we can improve our funding form or process.

I feel that some information in this application may be repeated, as some budgets are listed under Current Event Budget, Marketing and Promotion Plan and also in the Business Plan for

2025/26 Event Sponsorship Fund
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the Event.

Thank you for taking the time to complete this feedback section.

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Attachment 2



The HAMILTON BRICK SHOW 2025

Business Plan



Who is HAMLUG and what do we do?

HAMLUG is a not-for-profit incorporated society run by volunteers who aim to bring together Hamilton's LEGO® building enthusiasts and to create public displays for community involvement and enjoyment.

Our Aims

- To demonstrate and promote the creative possibilities that LEGO® provides.
- To display our member's amazing creations and collections to the public.
- To show that building with LEGO® is an activity for all ages.
- To bring together LEGO® enthusiasts from across the Waikato region.

Event Goal:

Our main objective for this event is to stage a low-cost fun event for thousands of Lego fans to gather and for families to enjoy a great day out.

The 2025 Hamilton Brick Show will host more than 90 exhibitors coming from all over the North Island to Claudelands Events Centre on 9 - 10 August 2025. Last year more than 6200 members of the public attended our show and this year we believe we can attract more than 7500 people.

This event is run by over 100 volunteers who give their time and enthusiasm to organise the show, build Lego models for display, set up and run the show.

How we would use HCC Event Sponsorship funds:

We are applying for Hamilton City Council Event Sponsorship Funds to make our 2025 Hamilton Brick Show Bigger and Better than ever!

We would use these funds to:

Promote The Hamilton Brick Show on GLOBOX digital advertising	\$5750.00 incl.GST (quote attached)
Create an engaging website for a platform to post promotional material about our show, to showcase our sponsors and to grow our club's profile within the community.	\$4226.25 incl. GST (quote attached)
Invite talented LEGO builders from outside of the Waikato area (including TVNZ Lego Masters contestants) to exhibit at our show and offer them travel or accommodation vouchers (show set up Friday 9 th August until show pack down 5pm Sunday 11 th August).	\$2000.00
Data Collection: <ul style="list-style-type: none"> - Create an email data base to send communications about future Hamilton Brick Shows. - Collect basic research data and feedback from people who attend our show. 4 tablets for use at HAMLUG shows - \$240.00 x 4 4 x staff for 2 days - 8 hours 2 days x \$25.00 per hour	\$ 960.00 \$1600.00
Total funding applied for	\$14,536.25

In 2024 more than 22,000 people attended the Christchurch Brick Show. We believe that The Hamilton Brick Show can grow to become a star attraction on Hamilton's Event Calendar!

HAMLUG Inc. Reserves Statement

As a not-for-profit community club, we only retained enough profits from our 2024 show in reserve to cover the Claudelands Events Centre lease and other essential costs up front for 2025.

Profits are never guaranteed and in 2024 all profits above funds reserved went to supporting local charities.

10:224G

<Accounts

HAMLUG

02-1272-0039384-000

BALANCE

23,653.57

Transactions	Details
Sat 05 Apr	23,653.57
National Storage	-179.40
12:26 PM	
Tue 01 Apr	23,832.97
Services Fee - See	-0.40
11:59 PM	
Fri 21 Mar	23,833.37
WILLIAMSON AR&W	25.00
2:49 PM	
Thu 20 Mar	23,808.37
HCC Library	-100.00
10:38 AM	
Fri 07 Mar	23,908.37

HAMLUG - \$23,653.57

These funds are reserved for the cost of staging The Hamilton Brick Show 9 – 10 August 2025

Costs: estimated costs based on 2024 Brick Show costs:

Venue Hire Claudelands Events Centre	(incl. GST, 25% deposit already paid)	\$ 16,098.85
Advertising (signs and flyers)		\$ 1,600.00
Table, chair and barrier hire		\$ 2,600.00
Publicity – exhibitors costs		\$ 1,600.00

Public liability insurance	\$ 650.00
Prizes and Scavenger Hunt	\$ 1,200.00
Hamilton City Libraries Room Hire for meetings (per year approx)	\$ 1,000.00
Storage facility to store Show barriers, signs etc (per year)	\$ 2,152.80
Donations to Sponsored Charities	\$ Dependent on Income

Organisational Structure:

Jason	- Event Director, Claudelands liaison
Elisha	- Event Secretary, Communications, Meetings planner
Mel	- Event Day Manager, Logistics and Layout
Lara	- Marketing, Visuals, Funding Applications, Libraries/Charities liaison
Zoltan	- Budgets, Payments, Marketing and Sponsorship
Anastasia	- Web and Facebook, Transport and Equipment Manager
Ross	- Events Coordinator, Events Data Collection/Competitions
Jess	- Exhibitor Packs
Ilona	- Schools Competition Manager, Charities liaison.

Reverse Timeline

TIME TILL SHOW	MONTH	TASKS
10 Months	October 2024	Are we doing it? Venue, dates, book, pay. Confirm availability of tables, chairs and barriers.
6 Months	February 2025	Cost of the tickets (family pass should be cheaper than total of individuals but remember to include all booking fees) (could we do different family pass options to cut booking fee costs..??) Confirm sponsors, Send out a sponsor pack – with all the details of the show, and different tier options? Confirm charity/ies, Libraries liaison (Lara) List of jobs we can outsource to other members <ul style="list-style-type: none"> • Billboard signs – Mel to coordinate • Kids comp school visitors – Lara to coordinate. • Claudelands help,

5 Months	March 2025	Decide re QR code and set up? Kids comp details (Lara) Flyer/ poster/ billboard designs. Discuss other advertising? Globox?? Colab with brick
4 Months	April 2025	Flyer printing. Billboard re sticker (Zoltan) Sign up open. (Use previous years attendee list) Set up FB page. Goodie bag ideas. Jess Frost Show brick design Invite VIP builders
3 Months	May 2025	New member name badges. Mel List of jobs we can outsource to other members (big sign distribution, kids comp school posters, visitors) Food onsite? Access? Set up times. Parking, first aiders, site emergency plan. Charity/ies plan of action for weekend, space required, tables. Email Community groups re Sensory session
2 Months	June 2025	Book tables, chairs, barriers as required. Order show and name bricks. Put up billboards, distribute flyers Layout starts.
1 Month	July 2025	Exhibitors sign up closes Check all attendees are on FB page. Globox campaign start? Print ads sent to Raglan Chronicle, Te Awamutu News and Cambridge News. Contact THE BREEZE radio
2 Weeks	August 2025	Layout distributed. Sort out shifts for weekend. Show weekend: asset babysitting (bring in flags, tables, weed mat etc) Scavenger Hunt and Lego Jar comp printing and set up
1 week	August 2025	Exhibitor guidelines, expectations and info email. Thursday before show expectations, confirm the space allocated to you. Only exceptions will be the out of towners. Friday before show expectations are to have your site completed during the day on Friday.

2 days	Thursday 7 th August	show expectations, confirm the space allocated to you. Only exceptions will be the out of towners.
1 day	Friday 8 th August	Set up! show expectations are to have your site completed during the day on Friday.

Item 9

Attachment 2



The HAMILTON BRICK SHOW 2025

Marketing and Promotion Plan



Responsible for Marketing and Promotions - Lara Crowther and Zoltan Matty with assistance from HAMLUG Committee and HAMLUG members.

Lara and Zoltan have been involved in running the Brick Show for the past 3 years and have coordinated marketing and visuals for the 2023 and 2024 Brick Shows with assistance from HAMLUG Committee Webmaster.

Target Markets

- Families
- Residents or tourists seeking recreational opportunities in Hamilton
- Anyone seeking a fun day out (accessible venue for elderly or people needing mobility assistance)

Marketing Objectives

- Increase event attendance
- Build awareness of The Hamilton Brick Show as a yearly event
- Give sponsorship opportunities
- Increase Social Media engagement
- Event feedback – collect and use feedback to improve future events
- To build partnerships with other community groups and Hamilton City Council
- Add to our current email database

Marketing Strategies and Budget

Flyers Approx \$700.00	Flyers are placed in Hamilton City Libraries and Toyworld Chartwell (A6 leaflet included in every purchase bag during the 2 months leading up to show). Flyers are placed in local businesses who have connections with HAMLUG members.
Signs Updates approx \$600.00	35 x large format corflute roadside signs 20 x A1 signs go up around Hamilton
A3 Posters	Delivered to all schools in the Hamilton district Advertising the Waikato Students Brick-Master Creations Competition
Social Media	Our Hamilton Lego User Group Facebook page has more than 1100 followers and we are focusing on growing this
Sponsored Charities	Charities are given copies of posters and flyers to promote the Brick Show within their communities and will promote the show on their Facebook pages RDA Cambridge – 1.3K followers Clothe Our Kids Waikato – 3.7K followers
HAMLUG Website	The Hamilton Brick Show is advertised on our website which is currently under development, dependent on sponsorship funding
Globox campaign \$5750.00 <i>More extensive coverage to huge audience</i> <i>Lesson our reliance on paper flyers, limit environmental impact</i>	(dependent on sponsorship funding)
Email	HAMLUG's current database receive one email one month prior to the show Community and Disability Advocate groups are emailed to advertise the Sensory session
Community Newspaper Advertisements Approx \$400.00	2024 Print ads were placed in: <ul style="list-style-type: none"> - Raglan Chronicle - Cambridge News - Te Awamutu News Will repeat for 2025

Radio	The Breeze segment – July 2024 Mel chatted to Cam Loft (covering Stu & Camille) on The Breeze Radio plus they gave our show some extra on-air mentions. Will contact The Breeze again for 2025.
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HAMLUG Inc.
Hamilton Lego User Group

The HAMILTON BRICK SHOW 2025

HAMLUG would like to thank Hamilton City Council for the opportunity to present this application for sponsorship funds.

Sponsorship Proposal Package

Supporting two of Hamilton City Council's Five Key Priorities:

- ***Shaping a central city where people love to be***
- ***Shaping a fun city with lots to do.***

We believe The Hamilton Brick Show can:

Enhance the profile of Hamilton City:

Bringing positive media coverage and add to Hamilton's positioning as a destination city with iconic yearly events and a city where there is plenty to do and see.

Bring Enhanced Sense of Community:

Foster a sense of community pride and belonging, bringing residents and out of town visitors together.

Provide Increased Recreation and Leisure Opportunities:

Provide residents with a top-class event, another opportunity for recreation, entertainment, and social interaction.

Increased Spending:

Attract visitors who spend money on accommodation, food, entertainment, and local businesses, directly boosting the local economy.

In time:

Grow to become a main event on the Hamilton Events Calendar which can draw visitors from Waikato District and all of Aotearoa New Zealand.

In 2024 more than 22,000 people attended the Christchurch Brick Show. We believe that The Hamilton Brick Show can grow to become a star attraction on Hamilton's Event Calendar!

FUTURE POTENTIAL

The Hamilton Brick Show could showcase and promote other iconic Hamilton Events and Landmarks.

For example:

A ‘Balloons Over Waikato’ Display

Imagine an exhibit of a giant Lego Hot Air Balloon! (would need future sponsorship funding to achieve this)
Host a Lego ‘Mini Hot Air Balloon’ building competition

A ‘Map of Hamilton’ Display

The City of Bristol in England
iconic parts of Bristol with



called for people to create
knitting!

‘BRISWOOL’



HAMLUG could call for
creating a 3D Map of

exhibitors to take part in
Hamilton out of Lego!



A 'Hamilton's Destination Playgrounds' Display



Display

Imagine a scene of Hamilton Zoo made out of Lego!



A Hamilton Gardens Display

In 2022 our 'Show Set' was a miniature replica of Garden from Hamilton Gardens.

The Show Set is a special mini low-cost Lego set one of our HAMLUG members and available for the purchase at the Brick Show. (2022 Hamilton Gardens



the Char Bagh

designed by public to

sets now SOLD OUT)



(Almost) anything can be made out of Lego.....



Here is Waikato Regional Council's 'Ruben the Bear', made from Lego by one of our very talented HAMLUG members (not made for any funds or sponsorship, made purely for fun!)



HAMLUG Inc.
Hamilton Lego User Group

The HAMILTON BRICK SHOW 2025 Current Event Budget

Cash Flow Projections:

Income:

Ticket Prices include Ticketek fees

Our goal is to make entrance prices cheaper in coming years as we build profile and funding.

2024

Ticket Prices: Adults \$12.00 (including Ticketek fees)

Child \$6.00 (including Ticketek fees)

6158 tickets	Adults	3590		
	Children	2568	Total income	\$54,672.00

2025

Ticket Prices: Adults \$13.00 (including Ticketek fees)

Child \$7.00 (including Ticketek fees)

Goal - 7500 tickets	Adults	4350	\$56,550.00	
	Children	3150	\$22,050.00	
Estimated but not guaranteed Income from Ticket sales at 7500 tickets			Total income	\$78,600.00

2025 Projected Costs: estimated costs based on 2024 Brick Show costs:

Venue Hire Claudelands Events Centre (incl. GST, 25% deposit already paid)	\$ 16,098.85
Ticketek fees	\$ 21,750.00
Advertising (advertisements, signs and flyers)	\$ 1,700.00
Table, chair and barrier hire	\$ 2,800.00
Publicity – exhibitors costs	\$ 1,800.00
Public liability insurance	\$ 650.00
Prizes and Scavenger Hunt	\$ 1,300.00
Hamilton City Libraries Room Hire for meetings (per year approx)	\$ 1,000.00
Storage facility to store Show barriers, signs etc (per year)	\$ 2,152.80
Asset build - Brick Pit Build and stock (Interactive area for Public)	\$ 4,000.00
(Brick pits are currently owned by Auckland LUG and transported to Hamilton and back for each show)	
Donations to Sponsored Charities	\$ Dependent on Income

Total Projected Cost \$53,251.65

Funds will be held in reserve for venue deposits and upfront costs for 2026 Show

SPONSORS: Confirmed

TOYWORLD HAMILTON	Product only
Dominoes Hillcrest	\$500
NumberWorks’nWords Hamilton	\$500

SPONSORS: Potential

Hamilton City Council	\$14,536.25
Creative Communities Scheme (to fund Students Brick Master Creations)	\$ 1,445.94

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
EVENT NAME	Boon Street Art Festival 2026		
EVENT DATE	12-13 April 2026 and future dates tbc		
APPLICANT	Hamilton Arts Trust		
EVENT LOCATION	Various – public walls (Hamilton)	EVENT TYPE	Arts
EVENT OVERVIEW	<p>The Boon Street Art Festival is an exciting four day event bringing together art, culture, and community.</p> <p>The purpose of the Festival is to:</p> <ul style="list-style-type: none"> celebrate public art and its power to transform spaces (walls) with murals engage and empower the local community offer an inclusive, welcoming event rooted in manaakitanga continue Boon’s mission of “art everywhere, every day” 		
TARGET MARKET	<ul style="list-style-type: none"> Residents of Hamilton, the Waikato region, Tauranga, and Auckland who are likely to attend for the weekend. Youth, art enthusiasts, families, and the creative community 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> The event organisers would like to expand the festival's offerings alongside the murals, including more sculptural and nighttime works (further information not included) 		
ATTENDANCE	Local: 10,060 Visitors: 2,012	BED NIGHTS	Around 110 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> The budget provided shows income from several external sources – including Trust Waikato, WEL Energy Trust, plus a range of corporate sponsors. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> Hamilton Arts Trust receives a Community Services Grant from Council of \$50,000 per annum for FY25 to FY27. This grant is for operational and programme costs of Hamilton Arts Trust. The Event Sponsorship Fund last sponsored the event in FY21-FY23 (\$25k per annum). An application for funding in FY24 was declined (due to the contestable nature of the fund). 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> Boon has been running for 10 years, contributing 100 murals to Hamilton's landscape. Pervious Boon Street Art Festivals have been run by an operational committee team and governed by an active board of trustees. Previous festivals have been successful in terms of financial and exposure, providing significant media coverage for the event and a legacy for Hamilton. There is a sense of community pride created by the works across the city. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
	<ul style="list-style-type: none"> Opportunity to profile Hamilton in marketing 	<ul style="list-style-type: none"> Council support will be included in aspects of marketing & promotional activity 	
Sponsorship Benefits Available to	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS	

Council	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • Council support given logo, verbal and news/media/press recognition
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MANAGEMENT RECOMMENDATION

SPONSORSHIP REQUESTED	\$100,000 per year for three years (FY26,FY27 and FY28)
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MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	1
Generation of overnight visitation to city	0
Generation of incremental income to city businesses	1
Number of anticipated participants	0
Utilisation of city assets	4
Total	10 /30

MANAGEMENT COMMENT

Not recommended.

Application lacks strong links to the overall fund assessment criteria to warrant funding. While delivery against the event sponsorship fund criteria is limited it is noted that the event has resulted in several uplifting (and often legacy) artworks across the city. Due to highly contestable funding availability, unable to support via the Event Sponsorship Fund. Event Applicant is noted as receiving Community Initiatives Grant FY25-FY27.

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0052025/26 From Hamilton Arts Trust
Form Submitted 30 Apr 2025, 4:59PM NZST

Item 9

Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * Hamilton Arts Trust

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0052025/26 From Hamilton Arts Trust
Form Submitted 30 Apr 2025, 4:59PM NZST

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Ms Sasha McLaren

Contact Person for this Application *

Ms Dawn Tuffery

Please enter the name of the primary contact person for this application.

Position of contact person

Administrator

Contact Person's Email Address *

hello@boonarts.co.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

(02) 7494 7999

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

CC49718

New Zealand Charities Register Information

Reg Number	CC49718
Legal Name	Hamilton Arts Trust
Other Names	Boon
Reg Status	Registered
Charity's Street Address	PO Box 12360 Chartwell Square Chartwell
Charity's Postal Address	Hamilton 3248
Telephone	PO Box 12360 Chartwell Square Chartwell
Fax	Hamilton 3248
Email	0225351344
Website	hamiltonartstrust@gmail.com
Reg Date	https://www.boonarts.co.nz
	12:00am on 26 Jul 2013

Information retrieved at 4:03pm on 30 Apr

Must be formatted correctly.

Office Address (complete if different from above)

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<http://www.boonarts.co.nz>

Must be a URL.

Organisation type

☒ Charitable Trust ☐ Trust ☐ Sole Trader
☐ Incorporated ☐ Company ☐ Other
Society

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0052025/26 From Hamilton Arts Trust
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☐ Charitable
Company

If other, please state

**Is your organisation GST
registered? ***

☒ Yes ☐ No

**If 'Yes' please provide
your GST number**

112-015-000
Please enter your GST number.

**Please list prior event
experience of both the
organisation and event
organiser ***

Organiser of the successful Boon Street Art Festival 2025.
Related skills include:
● Skilled and experienced at facilitating workshops,
tertiary teaching, complex video productions, and adult
learning programmes
● Accustomed to working with a diverse range of
people and from a diverse range of organisations and
backgrounds
● Professional and reliable
● Creative and practical
● Board member (Boon Arts, 2022-2023, Misty Flicks Film
Festival, 2024)

**Is there a contract
in place with the
event organiser or
organisation team? ***

☐ Yes
☒ No

**Does your organisation
hold intellectual
property rights to the
event? ***

☒ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *
Boon Street Arts Festival

Start date of Event *
12/03/2026

Finish date of Event *

Attachment 2

2025/26 Event Sponsorship Fund

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13/04/2025

Time of the Event *

9-5

Location or Venue *

Assorted - public walls (Hamilton)

Is the Event *

☒ Annual

☐ Biennial (taking place once every two years) ☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

\$100000

Do you wish this application to be considered for multi-year funding?

☐ Yes - two years

☒ Yes - three years

☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Arts

If Other, please describe

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Boon Street Art Festival is an exciting four day event bringing together art, culture, and community. The purpose of the Festival is to:

- celebrate public art and its power to transform spaces
- engage and empower the local community
- offer an inclusive, welcoming event rooted in manaakitanga
- continue Boon's mission of "art everywhere, every day"

Created in alignment with Hamilton City Council's aim to improve the wellbeing of Hamiltonians, the Boon Street Art Festival meets the deliverables outlined in the following strategies:

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- Hamilton Urban Growth Strategy: celebrating a vision that Hamilton Kirikiriroa is the best place to live and work with connected, vibrant, and prosperous communities.

- He Pou Manawa Ora – Pillars of Wellbeing: celebrating the city's Maaori heritage, rich history, and natural environmental wonders.

- Open Spaces Strategy Papa Ahuareka o Kirikiriroa: acknowledging the essential role open spaces have in supporting the future wellbeing of the Hamilton Kirikiriroa community.

Boon has been running for 10 years, contributing 100 murals to Hamilton's landscape. We would like to expand the festival's offerings alongside the murals, including more sculptural and nighttime works.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Business Plan.docx

File size: 26.3 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: HAT_Project_WORKING_Budget_SAF_2026 (1).xlsx

File size: 63.9 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives

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- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Boon_Marketing_Plan.pdf
File size: 300.4 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: 2025 ONE_PAGE_Sponsor_Opportunities .docx
File size: 260.9 kB

Filename: Benefits to HCC.docx
File size: 16.4 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	30		2	
Spectators	10000	2000	10	
Trade	30			

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

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Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels		
Motels		
Holiday Park/Campground		
Schools or home hosted	10	5
AirBNB	20	3

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

3 nights

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

Cultural Benefits

- Celebration of Local Identity: Highlights local artists, heritage, and traditions, strengthening a city's unique cultural identity.
- Cultural Exchange & Diversity: Welcomes artists and attendees from diverse backgrounds, promoting inclusivity and global awareness.
- Creative Inspiration: Inspires residents—especially youth—to engage in the arts and think creatively.

Idea 2

Economic Benefits

- Tourism Revenue: Attracts out-of-town visitors who spend on hotels, restaurants, transport, and retail.
- Job Creation: Provides temporary and permanent employment—from event staff and vendors to artists and logistics teams.
- Boost to Local Businesses: Surrounding restaurants, cafes, shops, and vendors see increased

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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foot traffic and sales.

- Investment Attraction: A vibrant cultural scene can make the city more attractive to investors, residents, and even tech/startup companies.

Idea 3

Social Benefits

- Community Building: Brings together people from different neighborhoods and backgrounds, strengthening community bonds.

- Public Engagement: Turns public spaces into vibrant, interactive environments—encouraging people to explore their own city.

- Pride & Morale: Residents often feel a renewed sense of pride when their city is showcased

on a bigger stage.

Idea 4

Educational Benefits

- Youth Education & Involvement: Workshops, school programs, and youth participation promote arts education and career exploration.

- Lifelong Learning: Adults get opportunities to explore new art forms or ideas, often through exhibits, lectures, or performances.

Urban Development & Revitalization

- Revitalizes Underused Areas: Festivals can transform neglected or underused areas (e.g., old warehouses, empty lots) into vibrant cultural hubs.

- Place Branding: Helps redefine or elevate a city's image (e.g., "a city of culture" or "creative

capital"), which can have long-term effects on tourism and development.

Idea 5

Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 7

Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

2025/26 Event Sponsorship Fund
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1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as “we”, “our” or “us”. We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * Hamilton Arts Trust

Full Name of Authorised Signatory * Dawn Tuffery

Position of Authorised Signatory * Administrator

Date of Declaration * 30/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
OK

How many hours did it take you to complete this application?
3

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

Attachment 2

Business Plan | Event goals, objectives and strategies.

- Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

What: Boon Street Art Festival, presented by Hamilton Arts Trust

Where: Hamilton, New Zealand

When: March, 2026

Event Mission

At Boon, our mission is to enable people to experience art everywhere every day. Our charitable organisation, run and governed by a team of passionate, art-loving, volunteers, is committed to bringing life to the streets of Hamilton Kirikiriroa through public art.

The Boon Street Art Festival does exactly that. Over one weekend, the Festival brings the streets of Kirikiriroa to life with art, music, and community connection.

Event Objectives

The Boon Street Art Festival is an exciting four day event bringing together art, culture, and community. The purpose of the Festival is to:

- celebrate public art and its power to transform spaces
- engage and empower the local community
- offer an inclusive, welcoming event rooted in manaakitanga
- continue Boon's mission of "art everywhere, every day"

Created in alignment with Hamilton City Council's aim to improve the wellbeing of Hamiltonians, the Boon Street Art Festival meets the deliverables outlined in the following strategies:

- [Hamilton Urban Growth Strategy](#): celebrating a vision that Hamilton Kirikiriroa is the best place to live and work with connected, vibrant, and prosperous communities.
- [He Pou Manawa Ora – Pillars of Wellbeing](#): celebrating the city's Maaori heritage, rich history, and natural environmental wonders.
- [Open Spaces Strategy Papa Ahuareka o Kirikiriroa](#): acknowledging the essential role open spaces have in supporting the future wellbeing of the Hamilton Kirikiriroa community.

Target Audience

The Boon Street Art Festival embodies collaboration, manaakitanga, and creativity, leaving a lasting impact on both people and place. Our target audience is residents and visitors of Hamilton Kirikiriroa, aged from 9 months to 99 years!

Projected Budgets

Summary of Financial Needs & Projections

	Financial Need	\$ Projected
#1	Artist Fees	\$50,000
#2	Festival Contractors	\$60,000
#3	Artist Travel & Accommodation	\$10,000
#4	Artist Pastoral Care	\$5,000
#5	Operations & Logistics	\$20,000
#6	Equipment	\$10,000
#7	Administration	\$8,000

#8	Marketing & Promotion	\$25,000
#9	Event Management	\$40,000
#10	Misc	\$20,000
	Total	\$250,000

Organisational Structure

DRAFT

Boon Street Art Festival – Marketing & Promotions Plan

Target Markets

Our target audience includes:

Primary markets:

- Residents of Hamilton, the Waikato region, Tauranga, and Auckland who are likely to attend for the weekend.
- Youth, art enthusiasts, families, and the creative community.

Secondary markets:

- Domestic visitors seeking cultural experiences.
- Tourists already in the region.
- Sponsors, media, and local businesses.

Marketing Objectives

- Raise awareness of the Boon Street Art Festival across local and national audiences.
- Drive physical attendance to both the launch event and the main festival.
- Highlight the cultural and economic importance of the festival for Hamilton.
- Promote artists and community participation.
- Strengthen Boon's brand and digital presence.
- Ensure sponsor visibility and recognition.

Marketing Strategies & Timeline

1. Digital Campaign (November–March)

- Maintain active presence on Facebook and Instagram.
- Pre-event:
 - Artist bios and introductions (10+ posts).
 - Event countdown posts.
 - Behind-the-scenes teaser videos.
- During event:
 - Daily progress photos and videos.
 - Highlight reels of mural completions.
 - Sponsor acknowledgments and tags.
 - Live Q&A or livestreams.
- Post-event:

- Impact recap video.
- Community feedback collection.

2. Media Relations (January–March)

- Targeted media releases at key intervals:
 - Artist announcement.
 - Festival preview with media kits.
 - Post-event outcomes.
- Outreach to:
 - RNZ, Stuff, Waikato Times, Herald (Waikato News).
 - Free FM and National Radio for interviews.
- Feature articles and interviews to highlight artist stories and community value.

3. Print & Outdoor (February–March)

- Flyers & Posters:
 - Distributed to cafes, libraries, community centres.
 - Includes printed maps and QR links to digital info.
- Merchandise:
 - Limited edition Boon t-shirts for promotional and fundraising purposes.

4. Partnerships & Listings

- Listing across key tourism platforms (Hamilton & Waikato Tourism, Stuff Events).
- Engage local businesses to help amplify event messaging.

Responsibility & Team Experience

The Boon team will lead all marketing and promotions efforts, with support from contracted creatives (design, video) and media consultants where needed.

Team Credentials:

- Developed a Facebook following of 4,800+ with strong engagement.
- Instagram account with over 3,000 followers.
- Website: boonarts.co.nz showcasing all previous murals.
- Facebook event pages for prior festivals have attracted:
 - Over 1,200 interested parties.
 - 60+ shares organically.
 - Launch events received 200+ interested, 20+ shares.

Relevant Experience:

- Proven track record in event marketing, community engagement, and media placement.
- Successfully secured past media coverage in:
 - Waikato Times
 - NZ Herald / Waikato News
 - Stuff.co.nz
 - RNZ

Itemised Marketing & Promotions Budget

Item	Estimated Cost (NZD)
Social media ads (Facebook/IG)	\$2,500
Videography & teaser production	\$12,000
Poster & flyer design/printing	\$1,500
Merchandise (t-shirts)	\$1,000
Personnel	\$5000
Photography during event	\$2,000
Radio promotion (Free FM, RNZ)	\$1,000
Website updates & digital hosting	\$500
Total	\$25,000

Supporting Media Coverage

Waikato Times 2025: <https://www.waikatotimes.co.nz/nz-news/360600213/more-citys-great-white-walls-about-gain-some-colour-boon-street-art-festival-returns>

Waikato News 2025: <https://www.nzherald.co.nz/waikato-news/news/boon-street-art-festival-2025-community-invited-to-help-paint-hamiltons-100th-mural/IF47NREIORDTPLE7P4MOSJOK3U/>

Stuff 2022: <https://www.stuff.co.nz/waikato-times/news/130385138/suburb-to-get-spruceup-as-street-art-festival-returns-to-hamilton>

Stuff 2021: <https://www.stuff.co.nz/waikato-times/news/127095935/artists-pool-resources-to-give-new-life-to-liverpool-st-for-boon-hamilton-street-art-festival>

Stuff 2020: <https://www.stuff.co.nz/entertainment/arts/120094170/boon-street-art-festival-enhances-hamiltons-arts-credentials-one-wall-at-a-time>

Boon After Dark 2020: <https://events.stuff.co.nz/2020/boon-after-dark-2020/hamilton>

Boon Arts exists because of the immense value that public art brings people and places.

Seeing art lifts our everyday life, it brings people together and builds community, it makes our streets busier and safer, it encourages locals and visitors into the city and supports local businesses, it proudly shares who we are and tells our stories.

It's a team effort. We do what we do through a lot of hard work, grants, our social enterprise, and through partnerships with our awesome sponsorship family.

PLATINUM \$25,000+ (3 positions only)

- Physical presence at festivals or tailored experience
- Prominent logo on all printed materials, including fliers and posters
- Logo on the on-site signage during festival
- Acknowledgement in all media releases
- Prominent logo on the digital mural map
- Prominent logo on our website
- Prominent logo on all videos
- Personalised recognition and acknowledgment on social media
- Verbal acknowledgment and banner placement at festival launch event
- VIP access to you and clients for the launch party
- Guided street art tour for you and your VIP clients

GOLD | \$10,000+

- Featured logo on all printed materials, including fliers and posters
- Featured logo on all videos
- Logo on the on-site signage during festival
- Verbal acknowledgment and logo placement at festival launch and exhibition event.
- Personalised recognition and acknowledgment on social media
- VIP access to you and clients for launch party
- Guided street art tour for you and your VIP clients

SILVER | \$5,000+

- Featured logo on all printed materials for both festivals including fliers and posters
- Featured logo on our website
- Featured logo on all videos
- Logo on the on-site signage during festival
- Recognition and acknowledgment on social media
- VIP access to you and clients for launch party

BRONZE | \$3,000+

- Featured logo on our website
- Featured logo on all videos
- Logo on the on-site signage during festival
- Recognition on social media
- VIP access to you and clients for events

We can also offer bespoke solutions matched to your needs or the interests of our clients and customers. Talk to us if you would like to explore ideas

sasha@boonarts.co.nz or annemarie@boonarts.co.nz

Cultural Benefits

- **Celebration of Local Identity:** Highlights local artists, heritage, and traditions, strengthening a city's unique cultural identity.
- **Cultural Exchange & Diversity:** Welcomes artists and attendees from diverse backgrounds, promoting inclusivity and global awareness.
- **Creative Inspiration:** Inspires residents—especially youth—to engage in the arts and think creatively.



Economic Benefits

- **Tourism Revenue:** Attracts out-of-town visitors who spend on hotels, restaurants, transport, and retail.
- **Job Creation:** Provides temporary and permanent employment—from event staff and vendors to artists and logistics teams.
- **Boost to Local Businesses:** Surrounding restaurants, cafes, shops, and vendors see increased foot traffic and sales.
- **Investment Attraction:** A vibrant cultural scene can make the city more attractive to investors, residents, and even tech/startup companies.



Social Benefits

- **Community Building:** Brings together people from different neighborhoods and backgrounds, strengthening community bonds.
- **Public Engagement:** Turns public spaces into vibrant, interactive environments—encouraging people to explore their own city.
- **Pride & Morale:** Residents often feel a renewed sense of pride when their city is showcased on a bigger stage.



Educational Benefits

- **Youth Education & Involvement:** Workshops, school programs, and youth participation promote arts education and career exploration.
- **Lifelong Learning:** Adults get opportunities to explore new art forms or ideas, often through exhibits, lectures, or performances.



Urban Development & Revitalization

- **Revitalizes Underused Areas:** Festivals can transform neglected or underused areas (e.g., old warehouses, empty lots) into vibrant cultural hubs.

- **Place Branding:** Helps redefine or elevate a city's image (e.g., “a city of culture” or “creative capital”), which can have long-term effects on tourism and development.

SAF 2025		Budget set by Board \$100.000			
Overview					
	BUDGET	FORECAST	ACTUAL	IN KIND	NOTES
Income	\$ 217,500.00	\$ 96,500.00	\$ 8,477.00	\$ 5,000.00	
Expenditure	\$ 237,390.30	\$ -	\$ -	\$ -	
BALANCE	\$ (19,890.30)	\$ 96,500.00	\$ 8,477.00	\$ 5,000.00	

Please do not change the entries on this page, they are linked to the income statement

SAF 2023	SAF 2022	SAF 2020	SAF 2019	SAF 2018
ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL
\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -

ome & expenditure tabs

SAF 2025					
Income					
	BUDGET	FORECAST	ACTUAL	IN KIND	NOTES
GRANTS AND FUNDING					
Trust Waikato	\$ 15,000	\$ 15,000			
WEL Energy Trust	\$ 10,000	\$ 10,000			
Hamilton City Council	\$ 50,000	\$ 50,000			
Creative Communities Scheme	\$ 2,000				
Hamilton City Council - CEF	\$ 80,000				
Thermal Explorer Highway	\$ -				
Ministry of H & C	\$ -				
Harcourts Foundation	\$ 10,000				
Momentum	\$ -				
D V Bryant Trust	\$ -				
Grassroots	\$ 5,000				
Sport Waikato	\$ -				
Lion Foundation	\$ 5,000				
Mazda Foundation	\$ 5,000				
Mercury	\$ 500				
HCC Waste Minimisation fund	\$ -				
TOTAL grants & funding	\$ 182,500	\$ 75,000	\$ -	\$ -	
CORPORATE SPONSORS					
Fosters	\$ 10,000.00	\$ 10,000.00		\$ -	
Longveld	\$ -	\$ 3,500.00	\$ -	\$ -	
CBD Events/Love the centre	\$ 5,000.00	\$ 5,000.00		\$ -	
Construct	\$ -	\$ 3,000.00	\$ -	\$ -	
Mural sponsorship	\$ 10,000.00				
Total sponsorship	\$ 25,000	\$ 21,500	\$ -	\$ -	
IN KIND SPONSORS					
Resene				\$ 5,000.00	100% discount
Total Access				\$ -	45% discount plus cheap/free small rigs
Area 50%				\$ -	
Mr Pickles				\$ -	22 PAX dinner
Wonderhorse				\$ -	
DTI					
TOTAL IN KIND				\$ 5,000.00	
OTHER					
Mural sponsorship	\$ 10,000				
Longveld	\$ 10,000			\$ 60.00	
Construct					

50% profit Bootleg Brewery					
Foodtruck vendors					
Total other	\$ 10,000	\$ -	\$ 8,477	\$ -	
TOTAL INCOME	\$ 217,500	\$ 96,500	\$ 8,477	\$ 5,000.00	

Item 9

Attachment 2

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
EVENT NAME	World Tennis Tour Hamilton		
EVENT DATE	8-14 December 2025		
APPLICANT	Tennis New Zealand Incorporated		
EVENT LOCATION	Waikato Tennis Centre, Hamilton	EVENT TYPE	Sports
EVENT OVERVIEW	<ul style="list-style-type: none"> This is a new international world tennis tour event, hosted in Hamilton and attracting players from over 15 countries to play for prize money and official world tour ranking points. The event also includes the hosting of the NZ Wheelchair Tennis National Championships 2025. Access to locals to attend is free, providing accessible elite level sporting entertainment for residents and visitors. 		
TARGET MARKET	<ul style="list-style-type: none"> Tennis players (international and NZ tennis players) Local and visiting fans 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> The World Tennis Tour Hamilton event will showcase Hamilton as a world-class event destination. Bringing some of the best up-and-coming players from around the world to the city, it will deliver unrivalled economic and profile benefits for the city and provide world-class entertainment for local residents and tennis fans travelling from afar. Showcase Waikato Tennis Centre (noted as underutilised in the application) as a capable international tennis venue, and Support Tennis Waikato in growing local participation in tennis Building event delivery capabilities locally and upskilling a key volunteer base. Pathway opportunities for local volunteers to take part in prominent events in other locations, such as trained ball kids taking part in the ASB Classic Auckland. 		
ATTENDANCE	Local: 3,505 Visitors: 1,432	BED NIGHTS	Around 4,700 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> The application budget notes commercial sponsorship and trust funding as income streams. The budget deficit is noted to be met by Tennis NZ. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> This event has not been supported by the Event Sponsorship fund before. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> The event organisers are noted as having vast experience in the event delivery space including numerous international tennis events – ASB Classic and Davis Cup World Cup of Tennis (Auckland) and previous world cup tennis events in Wellington, Tauranga and Timaru. The event is held in collaboration with the International Tennis Federation (ITF) and is an official sanctioned World Tennis event. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
	<ul style="list-style-type: none"> Opportunity for Council to take part in the event launch and welcome event 	<ul style="list-style-type: none"> Council support will be included in aspects of marketing & promotional activity 	<ul style="list-style-type: none"> Profile of Waikato Tennis Centre as an asset to the city of Hamilton, a venue often overlooked in its potential but fulfilling a great need for the city. On site signage and branding

			including perimeter fencing and courtside signage.
Sponsorship Benefits Available to Council	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS	
	<ul style="list-style-type: none"> • Opportunity for Council to coordinate the event launch and attend powhiri for international delegation • Daily hospitality tables for hosting opportunities (complimentary – 8pax for final days of the event) • Hosting of four HCC reps at the AB Classic in Jan 2026 in Tennis NZ Corporate suite. • City engagement and staff engagement opportunities. 	<ul style="list-style-type: none"> • Council support given logo, verbal and news/media/press recognition • Recognition of Council as official partner of Tennis NZ on website, newsletters, social media and official publications such as their annual report. 	

MANAGEMENT RECOMMENDATION
SPONSORSHIP REQUESTED

\$40,000 per year for one year (FY26)

MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		3
City exposure benefits		3
Generation of overnight visitation to city		4
Generation of incremental income to city businesses		3
Number of anticipated participants		3
Utilisation of city assets		3
Total		19/30
MANAGEMENT COMMENT		
Recommended for funding - \$20,000 for one year FY26 Recommended. Visitor generator and regarded as a worthy trial for support at a good time in the event calendar. A good fit to event sponsorship fund criteria and approach to encourage more amateur multi-day sporting events to the city. Good number of attendees and length of stay in city.		

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0062025/26 From Tennis New Zealand
Form Submitted 9 Apr 2025, 11:03AM NZST

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Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * Tennis New Zealand

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0062025/26 From Tennis New Zealand
Form Submitted 9 Apr 2025, 11:03AM NZST

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mr Gareth Archer

Contact Person for this Application *

Mr Gareth Archer

Please enter the name of the primary contact person for this application.

Position of contact person

Commercial & Marketing Manager

Contact Person's Email Address *

gareth@tennis.kiwi

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

021 999 898

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

CC41457

New Zealand Charities Register Information

Reg Number	CC41457
Legal Name	Tennis New Zealand Incorporated
Other Names	Tennis New Zealand
Reg Status	Registered
Charity's Street Address	321 Oteha Valley Road Albany Auckland 632
Charity's Postal Address	PO Box 300130 Albany Auckland 0752
Telephone	09 528 5428
Fax	
Email	info@tennis.kiwi
Website	https://tennis.kiwi
Reg Date	12:00am on 30 Jun 2008

Information retrieved at 11:44am today

Must be formatted correctly.

Office Address (complete if different from above)

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<http://www.tennis.kiwi>

Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☒ Incorporated ☐ Company ☐ Other
 Society

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0062025/26 From Tennis New Zealand
Form Submitted 9 Apr 2025, 11:03AM NZST

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☐ Charitable
Company

If other, please state

**Is your organisation GST
registered? ***

☒ Yes ☐ No

**If 'Yes' please provide
your GST number**

28593651
Please enter your GST number.

**Please list prior event
experience of both the
organisation and event
organiser ***

Delivery of numerous international tennis events annually
including:
-ASB Classic, Auckland
- Davis Cup World Cup of Tennis
- World Tennis Tour events in Wellington, Tauranga and
Timaru

**Is there a contract
in place with the
event organiser or
organisation team? ***

☒ Yes
☐ No

**Does your organisation
hold intellectual
property rights to the
event? ***

☒ Yes
☐ No

If not, who?

In collaboration with the International Tennis Federation
(ITF)

Event Details

*** indicates a required field**

Name of the Event *

World Tennis Tour Hamilton

Start date of Event *

08/12/2025

Finish date of Event *

14/12/2025

Time of the Event *

10am-7pm daily

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0062025/26 From Tennis New Zealand
Form Submitted 9 Apr 2025, 11:03AM NZST

Location or Venue *

Waikato Tennis Centre, Old Farm Road, Hamilton

Is the Event *

- ☒ Annual ☐ Biennial (taking place once every two years) ☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

\$40,000

Do you wish this application to be considered for multi-year funding?

- ☐ Yes - two years
☐ Yes - three years
☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Sport

If Other, please describe

Event Description and Attachments

* indicates a required field

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Officially sanctioned World Tennis Tour event, with players from more than 15 countries heading to Hamilton to keep for US\$30,000 in prize money and official World Tour rankings points. The event will feature:

- A vibrant atmosphere with free and accessible elite level sport for residents
- Postive economic benefits through direct event spend and international and inter-region visitation
- Sophisitcated courtside hospitality options just meters from the action
- Community engagement programmes with local schools and community groups
- Connection with local iwi, including an official Pōwhiri to open the event, always a highlight for visiting overseas players
- Connection with the local disabilty community, including a have a go disability and inclusion tennis session and the

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0062025/26 From Tennis New Zealand
Form Submitted 9 Apr 2025, 11:03AM NZST

Item 9

hosting of the official NZ Wheelchair Tennis championships alongside the event.

- Training and upskilling of key volunteers roles, creating a legacy for increased event delivery expertise locally.

The chance for local ball kids to be trained and then take part in the ASB Classic in Auckland the following month.

- International livestreaming of the event to a wide audience via the International Tennis Federation website and app and other global streaming sites.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Event Business Plan - World Tennis Tour Hamilton.pdf
File size: 78.9 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: World Tennis Tour Hamilton Budget.pdf
File size: 52.0 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attachment 2

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0062025/26 From Tennis New Zealand
Form Submitted 9 Apr 2025, 11:03AM NZST

Attach your Marketing and Promotion Plan here *

Filename: World Tennis Tour Hamilton 2025 Marketing Plan.pdf
File size: 938.6 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: World Tennis Tour Hamilton Sponsorship Proposal.pdf
File size: 508.3 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	5	30	97	
Spectators	3500	1000	250	
Officials/Staff	2	30	25	

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels/Motel Participants	250	7

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0062025/26 From Tennis New Zealand
Form Submitted 9 Apr 2025, 11:03AM NZST

Hotel/Motel Spectators	500	2
Waikato Uni Accom.	100	8
Schools or home hosted	30	5
AirBNB	500	2

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

7 nights

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

Coordinated event launch with Hamilton City Council being acknowledged in the news and press/media release and a chance for a photo opportunity with the Mayor and/or another city leader.

Idea 2

Daily hospitality tables allow for hosting of prominent stakeholders at the event. Hosting at the ASB Classic allows staff and or Councillors to get a behind the scenes look at one of New Zealand's most prominent major events.

Idea 3

Opportunities to bring together thought leaders in the sports and recreation space for a networking event, to discuss the future of sports and entertainment in Hamilton. The hosting of an official Pōwhiri allows Council to represent the city alongside Mana Whenua in welcoming overseas guests.

Idea 4

Tangible ROI on investment through a combination of direct event spend in Hamilton and thousands of bed nights from competitors, officials and other visitors.

Idea 5

Hamilton City Council logo and city messaging appearing on all marketing collateral, with city messaging integrated into marketing campaigns wherever possible.

Idea 6

Extensive event on-site branding across the venue, with rich event imagery including the

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0062025/26 From Tennis New Zealand

Form Submitted 9 Apr 2025, 11:03AM NZST

logo provided to Council for use in future marketing. Showcasing the potential of Waikato Tennis Centre as an asset to the city of Hamilton, a venue often overlooked in it's potential but fulfilling a great need for the city.

Idea 7

NZ Wheelchair Tennis Championships alongside the event, allows for Council to formally connect with Mana Whenua and show support for the local wheelchair community. Have a Go inclusion sessions for residents from across the disability sector to try tennis provide another rich engagement opportunity.

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as "we", "our" or "us". We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation *	Tennis New Zealand Inc.
Full Name of Authorised Signatory *	Gareth William Archer
Position of Authorised Signatory *	Commercial & Marketing Manager

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0062025/26 From Tennis New Zealand
Form Submitted 9 Apr 2025, 11:03AM NZST

Date of Declaration * 09/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?

OK

How many hours did it take you to complete this application?

12

Please add any other comments you may have about how we can improve our funding form or process.

The form asks all of the key questions without being overly onerous to complete. It's important Council has the full picture to make an assessment - the form is 100% fit for purpose.

Thank you for taking the time to complete this feedback section.

Item 9

Attachment 2



Event Business Plan

Overview

The World Tennis Tour Hamilton event will showcase Hamilton as a world-class event destination. Bringing some of the best up-and-coming players from around the world to the city, it will deliver unrivalled economic and profile benefits for the city and provide world-class entertainment for local residents and tennis fans travelling from afar.

Event Vision

“A world-class event, uniquely Hamilton.”

Key Event Goals:

- A world-class event experience for attendees
- Showcasing Waikato Tennis Centre as a capable international tennis venue, and unearthing the possibilities of this important venue for the city, that is somewhat underutilised currently.
- Growing the event over 2-3 years, becoming entrenched as a ‘must-do’ for tennis fans
- Delivering ROI for local partners and sponsors and providing economic boosts for the city
- Providing pathway opportunities for NZ’s best and brightest tennis players, to earn World Tour rankings points on home soil
- Support Tennis Waikato in growing local participation in tennis
- Building event delivery capabilities locally and upskilling a key volunteer base. Pathway opportunities for local volunteers to take part in prominent events in other locations, such as trained ball kids taking part in the ASB Classic

Event Funding Model

Whilst the event budget is significant, much of the cost is covered by guaranteed data rights contracts Tennis NZ holds with offshore wagering companies and from an International Tennis Federation grant. By not relying on ticket sales and event-derived revenue, outside of sponsorships and grants, the event is considerably de-risked.

Event delivery models have been proven at other similar events in the likes of Tauranga & Timaru and therefore, with some careful planning and research, accurate expense lines can be drawn up and the likelihood of significant cost overrun is low. Likewise, the experience of the event team at Tennis NZ provides further assurance that our budgeting is accurate.

Tennis NZ is willing to run the events at a break-even point, as the event allows us to provide wild-cards and rankings opportunities for our best up-and-coming players. Additionally, the chance to help 'super-charge' tennis participation in the local area through the event helps us meet key objectives we have.

Our desire is that sponsorship opportunities may come on-stream in subsequent years that may allow us to elevate the event to attract higher-ranked players and perhaps become a fully televised event. This growth will rely on revenue opportunities; however, some of these may be via growing our existing off-shore contracts as well. If the event were to grow significantly, then enhanced hospitality and ticket sales could become a revenue stream, however this is unlikely in the first two years when the event is in a growth phase.

Governance

Governance and operational management of the event will sit with Tennis NZ. Regular engagement with Tennis Waikato, Hamilton City Council, and other local stakeholders will ensure the event responds to local needs and is shaped up as a uniquely Hamilton event.

Our bottom line is a commitment not to over-burden or stretch the existing volunteers at Tennis Waikato and at local clubs, but rather allow them to lead parts of the event where they can add and receive benefits. For instance, managing bar sales for hospitality and patrons attending the event may be a core role for Tennis Waikato, allowing them to tap into a valuable revenue stream to support local tennis.

Health & Safety

Tennis NZ has existing H&S plans for similar events we will use as a template for this event. If event funding is confirmed, we can finalise this plan prior to an event launch in September. This will be put together in consultation with Tennis Waikato as the custodians of the venue.



World Tennis Tour Hamilton Marketing Plan

Introduction:

The World Tennis Tour Hamilton is a new event launching in 2025, designed to build on the success of the professional tennis circuit in NZ, which includes events such as the ASB Classic in Auckland and World Tennis Tour events in Timaru and Tauranga. The World Tennis Tour event in Tauranga has solidified its reputation over three years as one of the best tournaments at this level of the tennis professional tour anywhere in the world and we are confident we can bring this same level of expertise and excitement to Hamilton. Drawing inspiration from a winning formula, World Tennis Tour Hamilton combines world-class sporting action with the best Kiwi hospitality to provide a top-quality event experience for both Hamilton residents and visitors from far and wide.

World Tennis Tour Hamilton is poised to hit the ground running, capitalizing on established strategies to attract attendees. As the event prepares to grow in future years, the time is right to focus marketing on areas beyond the immediate local and regional vicinity - encouraging inter-regional visitors to attend.

Marketing Delivery

Delivery of the marketing plan will be executed by Tennis NZ's in-house team, who successfully market events of both national and international significance regularly. We will look to partner with media brands where appropriate (NZME/Mediaworks/Stuff) where appropriate for campaign support and media buy.

Key Strands:

1. Early event announcement and marketing launch – May/June - September

A launch announcement timed for mid-year would give international players and fans from outside of the Waikato ample opportunity to plan to attend the event.

A formal launch, followed by a regular cadence of media releases, social media posts and website and event calendar content would form the basis for early-stage marketing.

The venue itself has prominent road frontage and signage erected outside could command attention from the outset.



Above: National news articles announcing other World Tennis Tour events.

2. Focused Marketing Campaign - October & November

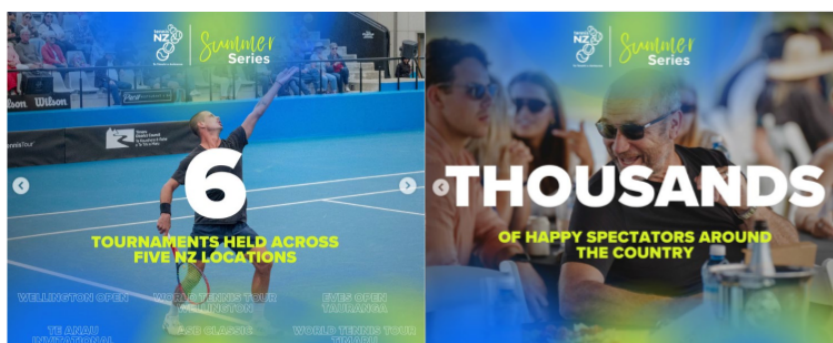
Paid marketing activities would commence in October, with paid social media, radio, out of home included in the marketing mix. Opportunities to leverage existing council and venue infrastructure and digital channels would be investigated.



3. Connectivity with global and national events series

This event is part of a global circuit encompassing more than 600 different cities, World Tennis Tour Hamilton aims to establish itself as best in class worldwide. Profiling World Tennis Tour Hamilton as a high-level sporting event for Kiwis and potentially overseas visitors could connect in with existing Hamilton regional marketing and iconic imagery.

A Tennis New Zealand Summer Series brand was unveiled in 2024 which conveys our premium international level events held around NZ. The World Tennis Tour Hamilton is set to join this prestigious series.



Above: NZ Tennis International Summer Series Marketing Collateral

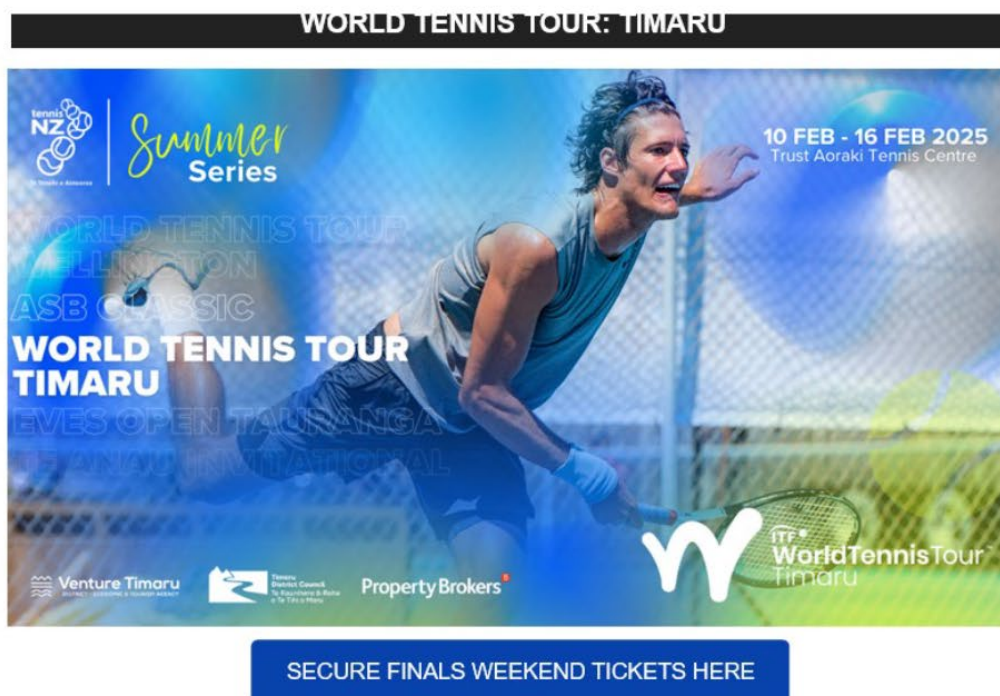
4. Expanding the reach

For 2025 a key pillar will be reaching sports fans from throughout the upper North Island and encouraging them to attend World Tennis Tour Hamilton. We'll highlight the unique festive atmosphere pre-Christmas, world-class tennis, and the chance to stay and enjoy the city.

5. Utilising our networks

Tennis NZ has a database of 170,000 tennis players and fans from throughout NZ, one of the largest sporting databases in the country. Through our clubs, newsletters, websites, and social media channels, we have an extremely warm audience keen to experience top-quality international tennis.

Hamilton and the wider Waikato region boasts a growing tennis-playing population. Our diverse network of proud tennis clubs will come together to celebrate their sport and boost the profile of the World Tennis Tour Hamilton through their own networks.



Top players from over 11 counties to battle it out in Timaru next week!

The World Tennis Tour: Timaru kicks off this Monday 10 February, and the player list is absolutely stacked, attracting one of the strongest fields ever assembled in NZ outside of the ASB Classic.

In the women's draw, an incredible six players ranked inside the world's top 300 are taking to the court at Timaru's Trust Aoraki Tennis Centre next week.

Among them is teenage sensation Han Shi (China) who at only 19 years old is already ranked at an

Above: Screenshot of an example of newsletter collateral.

Marketing Budget

Whilst the final mix of marketing budget will be dependent on revenue, our proposed spend would include:

- Radio advertising = \$3,500
- Out of Home/Physical signage = \$3,000
- Media partnership costs (On-air campaigns, hosting, giveaways etc.) = \$2,500
- Paid Social media = \$5,000
- Design and creative = \$5,000
- Marketing co-ordinator costs = \$5,000

Marketing Plan

Overleaf, a high-level plan of activity has been presented in a colour-coded diagram, demonstrating our commitment to growing reach and profile of the event and our key stakeholders, including Hamilton City Council and businesses, clubs, and attractions in

the city. This plan adapts Tauranga’s successful stakeholder collaboration model to ensure Hamilton’s launch makes an immediate impact.

World Tennis Tour Hamilton Marketing Plan 2025																																											
		June										July										Aug										Sep											
Notes	Channels/Messaging																																										
Social - Paid Static	Boosted posts pushing corporate table sales (facebook + insta)																																										
Social - Organic Static	General posts using to push general attendance = (G.A)																																										
Social - Paid Video/Reel	To help push G.A																																										
Social - Organic Video/Reel	To help push G.A (facebook, insta + TikTok)																																										
Web - Tennis NZ EDM	Targeted to the region, an EDM pushing both corp tables + general attendance																																										
Website	General event info, calls to action, table enquires																																										
Radio	Family/lifestyle stations e.g. MoreFM/The Breeze/ZB																																										
Out of Home	Potential billboard, poster, roadside promotions																																										
Local Press - Editorial	Engaging local journalist to cover the event & school visit																																										
School Visit	Ensuring the event is positively received by schools and covered by local media																																										
Media Release	To regional media promoting the event																																										
Launch	National Media Realease																																										
		Oct										Nov										Dec										Jan											
Notes	Channels/Messaging																																										
Social - Paid Static	Boosted posts pushing corporate table sales (facebook + insta)																																										
Social - Organic Static	General posts using to push general attendance = (G.A)																																										
Social - Paid Video/Reel	To push general attendance (event is FREE to attend etc.)																																										
Social - Organic Video/Reel	To help push general attendance (facebook, insta + TikTok)																																										
Web - Tennis NZ EDM	Targeted to the region, an EDM pushing both corp tables + general attendance																																										
Website	General event info, calls to action, table enquires																																										
Radio	Split between More FM & Breeze, who have a local offering to help push G.A																																										
Out of Home	Split between The Hits and ZB, to capture the older end of demo																																										
Local Press - Editorial	Engaging local journalist to cover the event & school visit																																										
School Visit	Ensuring the event is positively received by schools and covered by local media																																										
Media Release	To regional media promoting the event																																										




World Tennis Tour Hamilton - Sponsorship Proposal Package

Tennis NZ offers Hamilton City Council a comprehensive list of benefits to partner with us in bringing the World Tennis Tour to Hamilton. A list of benefits are below:

Launch announcement and co-ordinated media release

Tennis NZ & Hamilton City Council co-ordinate a launch announcement for the event – this will include regional and national press coverage, social media content and the launching of a dedicated webpage with information on the event. This could include a photo opportunity with the Mayor or another prominent city representative.

Timaru ‘wows’ World Tennis tournament players and officials

 Chris Tobin | The Timaru Herald

February 18, 2025

→ Share



City engagement opportunities

We will invite the Mayor or a city representative to take part in finals day presentation ceremonies, present trophies to the event winners. We will also invite city representatives to join us at an official event pōwhiri to launch the event, hosted by mana whenua.

We also invite the opportunity to co-host a stakeholders function during the event, with key representatives from the sporting sector in Hamilton coming together over a lunch, for a key networking opportunity.



Staff Engagement Opportunities

We'd welcome the opportunity to arrange a complementary 'have a go' tennis session for interested Council staff, at Waikato Tennis Centre, with Tennis NZ accredited coaches. This could be timed and themed around a prominent event such as the US Open in September.

Signage and Branding

Comprehensive event branding will include prominent logo placement, clearly demonstrating Hamilton City Council's partnership with the event. This will include perimeter fence branding around the venue and prominent court-side signage on Centre Court. See below for existing examples from similar events:



Hospitality

We will provide a daily complimentary daily court-side hospitality table to Council, seating 8 pax. Court-side hospitality will be in place for the final four days of the event from the Thursday through Sunday.

Additionally we'd be glad to invite up to four representatives of Hamilton City Council to join us at our marquee ASB Classic event in Auckland in January, in our corporate suite, including all food and beverages.



Digital marketing and social media collaboration

Tennis NZ commits to include any relevant city logos and branding on all digital marketing collateral related to the event, including digital billboards, social media tiles, website and email newsletter branding.

The opportunity exists to collaborate on key city messaging within social media, email and website campaigns, including use of prominent Hamilton promotional imagery.



Official sponsor recognition

Hamilton City Council to be recognized as an official partner of Tennis NZ on our website, social media, newsletters and official publications such as our Annual Report.

World Tennis Tour Hamilton - Budget 2025

USD to NZD @ 1.75

Amount				Notes
Income:		USD	NZD ex GST	
Qualifying Entry Fees	86 \$	3,440.00	\$ 5,160.00	
Main Draw Entry Fees	46 \$	1,840.00	\$ 2,760.00	
ITF Data Rights Payment	1 \$	11,000.00	\$ -	International tennis Federation payment
Commercial Sponsorship	1		\$ 15,000.00	
HCC Funding	1		\$ 30,000.00	
Trust Funding	1		\$ 30,000.00	
ITF Development Grants	1 \$	5,000.00	\$ -	Oceania Region Development Grant
Hospitality Table Sales			\$ 8,000.00	
TOTAL			\$ 90,920.00	
Expense:				
ITF Sanctioning Fee	1 \$	1,500.00	\$ -	
Tournament Physio			\$ 4,950.00	
Transport - Players to/from Official Hotels			\$ 1,000.00	
Transport - Officials/Staff			\$ 500.00	
Trophies			\$ 1,500.00	
Prizemoney	\$	30,000.00	\$ -	
Tennis Balls			\$ 6,000.00	
Signage			\$ 5,000.00	
Officials/Volunteer/Player Lunches			\$ 3,500.00	
Officials accom			\$ 12,000.00	
Officials Fees/Per Diems			\$ 14,000.00	
Officials Travel			\$ 10,000.00	
Staff Accomodation			\$ 3,000.00	
Hired items			\$ 8,000.00	
Security			\$ 4,500.00	
Waste Management			\$ 2,500.00	
Transport of Equipment			\$ 2,000.00	
Corporate Table Catering			\$ 8,000.00	
Venue Hire Fee			\$ 5,500.00	
Sundries			\$ 2,500.00	
Ball Kid/Volunteer Uniform			\$ 2,000.00	
Powhiri Costs			\$ 1,000.00	
Special Licence Application			\$ 700.00	
			\$ 96,450.00	

Deficit (Met by**Tennis NZ) -\$ 5,530.00****Yellow = Items supplied by Hamilton based supplier \$ 64,650.00**

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0082025-26		
EVENT NAME	TARMAC Pacific 2025 and 2026 (Traffic and Road Management Conference)		
EVENT DATE	21-23 July 2025 and 2026 dates tbc		
APPLICANT	Two Country Bunkins Limited		
EVENT LOCATION	Claudlands Event Centre	EVENT TYPE	Other
EVENT OVERVIEW	<ul style="list-style-type: none"> This is the Traffic and Road Management Conference & Expo, to be hosted in July 2025 and 2026. 		
TARGET MARKET	<ul style="list-style-type: none"> Traffic and network management industry and fraternity – i.e. workers, industry professionals, local and central Govt officials, urban planners, and anyone with an interest in NZ's traffic and transport infrastructure 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> To provide forum for the traffic and road management industry, including pacific and Australia. Showcase suppliers that cover the industry Encourage networking and innovation Improve communication and understanding of change in the industry Promoting transparency in the contracting community Engage with key stakeholders and Government Agencies 		
ATTENDANCE	Local: 150 Visitors: 310	BED NIGHTS	Around 400 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> The budget provided shows commercial sponsorship is being sought (not confirmed) 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> This event has not been supported by the Event Sponsorship fund before. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> The event organisers have noted they have operated this specific business event for approximately four years/occasions since 2019. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE		
	<ul style="list-style-type: none"> Provision for presentation of HCC Road Safety initiatives and innovations would be welcomed as an element of the conference program. Hamilton City Council would be welcome to take up one of the exhibitor spaces in the exhibition. 		
	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE	
	<ul style="list-style-type: none"> Council support will be included in aspects of marketing & promotional activity 	<ul style="list-style-type: none"> Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project. Digital signage available in Claudlands, to use for promotional video or images. Attendee arrival bags to be branded with Hamilton City Council 	

Sponsorship Benefits Available to Council	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS
	<ul style="list-style-type: none"> A speaking opportunity to address the conference proper can be considered as part of the program and being considered against the core purpose of the forum. Further discussion to clarify the best options for Hamilton City Council would be beneficial for all key roading staff. 	<ul style="list-style-type: none"> Hamilton City Council being acknowledged in the news and press/media releases(s). Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

MANAGEMENT RECOMMENDATION
SPONSORSHIP REQUESTED

\$20,000 per year for two years (FY26 and FY27)

MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		3
City exposure benefits		1
Generation of overnight visitation to city		1
Generation of incremental income to city businesses		1
Number of anticipated participants		1
Utilisation of city assets		3
Total		10 / 30
MANAGEMENT COMMENT		
<p>Not recommended.</p> <p>The fund does not generally support business events and although not policy driven, support of this event type may refer other similar events to this fund. Due to highly contestable funding availability, unable to support.</p>		

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0082025/26 From Two Country Bunkins Ltd
Form Submitted 30 Apr 2025, 4:52PM NZST

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Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * Two Country Bunkins Ltd

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0082025/26 From Two Country Bunkins Ltd
Form Submitted 30 Apr 2025, 4:52PM NZST

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mr Paul Merson

Contact Person for this Application *

Mrs Mandy Merson

Please enter the name of the primary contact person for this application.

Position of contact person

Administrator

Contact Person's Email Address *

office@twocountrybunkins.co.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

02102177377

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

3A Ballance St
Kihikihi Waikato 3800 New Zealand

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<https://tarmacpacific.com/>

Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☐ Incorporated ☒ Company ☐ Other
Society

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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☐ Charitable
Company

If other, please state

Is your organisation GST
registered? *

☒ Yes ☐ No

If 'Yes' please provide
your GST number

132-458-979
Please enter your GST number.

Please list prior event
experience of both the
organisation and event
organiser *

The current organisers have a long and less formal history of participating in youth and volunteer event opportunities and continue this work outside of the organisation in this application. The organisers have operated this specific paid event for approximately four years/occasions since 2019.

Earlier occasions of the event were held in different locations prior to 2024 when for the first time it was held at Claudelands Event Centre. The intention for future events is to remain at Claudelands by way of popular demand and evolution of the event through feedback. 2025 is booked and being marketed and tentative booking exists for 2026 at same venue in Hamilton. Previous locations had been, Wellington, Nelson and at Lake Karapiro.

Is there a contract
in place with the
event organiser or
organisation team? *

☐ Yes
☒ No

Does your organisation
hold intellectual
property rights to the
event? *

☒ Yes
☐ No

If not, who?

Event Details

* indicates a required field

Name of the Event *
TARMAC Pacific

Start date of Event *
21/07/2025

2025/26 Event Sponsorship Fund

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Finish date of Event *

23/04/2025

Time of the Event *

Full Days and one evening

Location or Venue *

Claudelands

Is the Event *☒ Annual☐ Biennial (taking place once every two years)☐ Triennial (taking place once every three years)**Amount of Hamilton sponsorship sought annually ***

\$20000

Do you wish this application to be considered for multi-year funding?☒ Yes - two years☐ Yes - three years☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Other

If Other, please describe

Traffic and Road Management Management Conference & Exposition

Event Description and Attachments

* indicates a required field

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

TARMAC is acronym for Traffic and Road Management Action Conference, and was rebranded from previously being known as TTM Conference.

The focus of the event is to provide an annual forum for the traffic and network management industrys and fraternity and to provide a conference event with a two-day program of national and international speakers and presenters to address and workshop with a broad cross-section of the industry community.

Coupled with the conference event is an exposition that can host thirty five exhibitors from across the broader supply chain.

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With moving the event to Claudelands and the Waikato permanently as of 2024, the exposition has been opened to host members of the contracting, educational and general public and custom base to visit exhibitors at no cost across the two day event.

This allows for a significant extension of attendance to include the wider contracting, educational and professional communities to participate in visiting the exposition.

By incorporating this element (trialled for the first time in 2024) the broader attendance potential further supports building of a destination event hosted in Kirikiriroa each year. The facilities at Claudelands also support growth of the event in terms of numbers and access alongside an excellent opportunity to capitalise on the time of season which suits the roading industry being out of construction season, and still maintaining a dry and comfortable setting and environment with all onsite services available for comfort during visit at this time in winter season.

The venue has been confirmed as available and tentatively booked for the 2026 event at around the same dates as this year.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Business Plan.pdf

File size: 41.3 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Budget 25 H.pdf

File size: 70.7 kB

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Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Marketing and Promotion 25.pdf
File size: 24.6 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsor Package HCC.pdf
File size: 29.8 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	20	130	10	
Spectators	100	100		
Trade	30	70		

Entry Fees

2025/26 Event Sponsorship Fund
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Adult	Child	Older people	Other
1351.00			

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	50	2
Motels	75	2
Holiday Park/Campground		
Schools or home hosted		
AirBNB	75	2

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

2 evenings

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

Benefits to central Hamilton in bringing income to inner city accommodation and surrounding stores and cafes. Increase economic growth to support local.

Idea 2

Use of Hamilton City Venue was highlighted at last years event and now returning to the venue for the event this year and have placed a booking date for 2026.

Idea 3

Organisers of the event live in the Waikato so there is a sense of pride to showcase what the area has for visitors. Engagement with Tourism Waikato has been addressed and local tourist attractions have been invited to come on board and provide information and links for our visitors to visit while in Hamilton.

Idea 4

Attachment 2

2025/26 Event Sponsorship Fund

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The community can be invited to attend the Exhibition at no cost and to view and learn more about the TTM industry, including Schools, Universities and training facilities.

Idea 5

Event organisers, have chosen to use local suppliers and providers for products and services so that there is economic local benefits where possible.

Idea 6

Hamilton is attractive in look, and has plenty to offer the visitors in green space and learn the history of the Waikato river while spending time in a vibrant city.

Idea 7

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as "we", "our" or "us". We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * Two Country Bunkins Ltd

Full Name of Authorised Signatory * Paul Merson

2025/26 Event Sponsorship Fund
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Position of Authorised Signatory * Director

Date of Declaration * 30/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
OK

How many hours did it take you to complete this application?
6hrs

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

Item 9

Attachment 2

Event Goals

Provide forum for industry.

Include Pacific and Australia.

Showcase Suppliers that cover the industry.

Encourage networking and innovation.

Improve communication and understanding of change in the industry

Promoting transparency in the contracting community

Engage with key stakeholders, Government Agency

Current Plan

Nov 24 -Claudelands secured as the venue. First deposit to be paid. The following installments to be paid for in 2025.

Ensure attendance remains equal to and above previous years – to achieve this budget considerations have been made.

March 25 - Three-day event was reduced to a two-day event. Reduced the venue and catering costs plus kept costs in line with the previous year. New venue requirements confirmed.

Financial climate – pressure on all aspects of the industry. Increases absorbed by organisers and attendee options have been reduced to have a fair opportunity for all.

TARMAC House - Organisers have sought funding in the past events to have frontline workers (20) attend at no cost for the event. This includes their own program, accommodation and catering. Due to current financial pressure, this has been put on hold for this event. However, previous attendees that had been a member of Tarmac House could return to the event with a 50% discount, valid until 31st May. (70 People)

April 25 - Encourage Early Bird Sales for registration and Exhibitors. Offer April discount rates of 15%.

Program guide to be released in April to sell tickets and exhibition area.

Program to cover local and international speakers. Range of presenters and workshops for individuals to participate, learn and have interactive opportunities.

Traffic management has moved to a risk based approach for delivery and people are learning and understanding this change. Program plans to cover and help discuss this at the event.

Increase marketing and have frequent social and website updates.

Nov 24 - A new website was created to launch dates of 2025 Event. User friendly, less confusing than previous website and keep it simple. Marketing will be an ongoing task for the team. Commit to the event app which has been used previously. WHOVA APP manages the event, enables attendees to connect from the time of registration. App, is available for 6 months, pre, and post event. Sponsorship will be required. Aim to have App available from May.

Efforts to engage with Tourism Waikato have been made with the intention of developing the destination aspect of the event and the facilities in central Hamilton. We have worked toward and continue to work toward the development of this aspect of the event being a hub for this specific forum for the Pacific region.

May 25 - Exhibitors – a post event meeting was held in person at each of the Suppliers that attended throughout NZ last year. Feedback given and taken on board for 2025 planning. Plan to contact all previous exhibitors and invite them back by May. Commitment required by end of May to complete floorplans.

Encourage Companies, and individuals to invite all contacts that they work with to the exposition. Free entry for all those wanting to view what the industry has to offer nationally and internationally. Broader government support agencies have been invited to participate in the exposition, and this will provide connection to work together.

Registration Tickets – Attendee information and changes that have been made need to be sent out to the industry beginning of May. This is to ensure ticket sales start flow in.

June 25 – Announce main Speakers and attract ticket sales. Pattern of ticket sales always increases in June every year.

July 25 – Confirm all Exhibitors, connection with Claudelands for those that need furniture and extra equipment for their booths. Trucks coming onsite will need to stay for the duration of the Conference and can't be removed each day. Health & Safety requirements.

8th July- Provide Claudelands – estimated numbers, sort dietary requirements. Print cards for lanyards.

Final meeting onsite with Vidcom and Claudelands reps for final run sheet confirmation.

Organisation Structure

Director – Two Country Bunkins Ltd, Paul Merson

Administration – Mandy Merson

Media and Support – Luke East

Master of Ceremonies – Troy Chapman (WSP)

Full spreadsheet on task allocation available.

Marketing and Promotion

Our Media & Communications support will be handling our marketing output, Luke has around a decade of experience in social media management and has worked on (and coordinated) media campaigns for local and central government politicians, as well as for other community organizations (such as the Te Awamutu Little Theatre).

Target Markets - TTM workers, industry professionals, local and central Govt officials, urban planners, and anyone with an interest in NZ's traffic and transport infrastructure.

Marketing objectives - To not only encourage people to come to conference, but explore the region too. TARMAC are working with local tourism providers (including Waitomo Caves and Hamilton Gardens towards this end but have had little buy-in from other providers who could benefit)

At least 1 weekly post across Facebook, LinkedIn and Instagram, gradually amping up as speakers and sponsors can be announced, along with Press Releases on issues of significance (such as Road Cone Hotline) as they arise.

Budget for Marketing and Promotion

WHOVA App, which has been assigned a Sponsor of \$10k.

Media Support Role \$5k (Mar-June 25)

Website Design and new site \$5K (Completed in 2024)

Consumables – in main budget includes, lanyards, printing, branding of gifts etc.

Sponsor Package 2025

Hamilton City Council being acknowledged in the news and press/media releases(s).

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project. Digital signage available in Claudelands, to use for promotional video or images.

Attendee arrival bags to be branded with Hamilton City Council.

Provision for presentation of HCC Road Safety initiatives and innovations would be welcomed as an element of the conference program. This could be in conjunction with NZ Police or as an output from the Roding Controlling Authority department of the Council. We note this messaging has been highlighted at most of the previous occasions of the event and would welcome additional inclusion given the statistics of harm in both roading in general and with harm in the workplace associated too roads, road maintenance and traffic management.

Hamilton City Council would be welcomed to take up one of the exhibitor spaces in the exhibition. It would be envisaged that messaging around the value of the region in terms of access to cultural, tourist and general access for visitors can enjoy whilst in the context of visiting and/or attending the event could be of the utmost value.

A speaking opportunity to address the conference proper can be considered as part of the program and being considered against the core purpose of the forum.

Further discussion to clarify the best options for Hamilton City Council would be beneficial for all key roading staff.

Expenses - Projected	incl gst	150 Attendees (Estimated)	Exhibitors (33)	
Claudeland's	26185.5	174.57		
Vidcom	24000	160		
Exhibition Hire	20000	133.33		
Whova	9650	64.33		
Printing Cards/Attendees	2000	13.33		
Event bags, flights, tokens	10000	66.66		
Catering (incl barista) \$232excl	40020	266.8		
Support, Media, Director, Staff	100800	672		
Tarmac House Cost doesn't incl tkt, incl catering for conf @15 people	15000	73.33		
Claudeland's Disbursements (Furniture, Security)	5000	33.33		
Total Cost	252655.5	1657.68	58637.5	
		Cost per person		
Sponsors- Potential				April Special
Hamilton City Council	20000			May onwards
WSP NZ - Master of Ceremonies	10000			
Highway 1 - APP Sponsor (Whova)	10000			
Personal Investment	25000			
Event Insurance	6000			

[illegible]

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0092025-26		
EVENT NAME	Aramex Kiwi Walk and Run Series 2026 - 2028		
EVENT DATE	19 April 2026, 2027-2028 dates TBC		
APPLICANT	SMC Events Limited		
EVENT LOCATION	Hamilton Gardens, river paths and surrounds	EVENT TYPE	Sports
EVENT OVERVIEW	<ul style="list-style-type: none"> Aramex Kiwi Walk & Run Series is a nationwide trail event offering three walkable distances, set against native bush backdrops with themed, nostalgic pitstops (e.g., Cookie Time, Haribo, Kiwifruit Pitstop, Jaffas, and Em's Power Cookies). Participants enjoy an achievable and scenic adventure with a Beehive Kiwi BBQ sausage sizzle to finish. The annual Hamilton event – known as the “Hamilton Gardens Trail” - is held at Hamilton Gardens (start/finish and entertainment area), with a high percentage of attendees from outside the host region – over 70% of attendees travel from outside the region to take part. Targeting 1000+ attendees at 2026 event. 		
TARGET MARKET	<ul style="list-style-type: none"> Primary: Women aged 35–55, often travelling in groups for a weekend wellness escape Secondary: Families and fitness-conscious individuals 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> Inspire movement and nature connection Promote regional tourism Support mental and physical wellbeing Operate sustainably and minimize environmental impact 		
ATTENDANCE	Local: 510 Visitors: 780	BED NIGHTS	Around 1, 200 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> This event is supported by other funding sources (“sponsorship and funding”) 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> This event has received council support via the event sponsorship fund for its 2021-2025 events of \$10k per annum. The event applicant has a venue hire agreement with Hamilton Gardens, and receives a discounted venue hire rate. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> The event applications notes the established a solid foundation for the Hamilton Leg of the Kiwi Walk & Run Series. It has proved to be one of the most popular events of the series. The event organiser is an experienced and has been managing some of NZ's largest and most successful events for 25 years including including the ASB Polyfest (whereby SMC is contracted to the Polyfest Trust) and the Sanitarium Weet-Bix Kids Tryathlon, the Fulton Hogan Mount Festival of Multisport. Other events include: Big Boys Toys, Ellerslie International Flower Show and the Teddy Bears Picnic. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE <ul style="list-style-type: none"> Gold Sponsor of the Kiwi Walk & Run Series – Hamilton Opportunity to include tourism opportunities in the confirmation email with for 		

	example an exclusive discount as an event participant. i.e. 15% discount or similar <ul style="list-style-type: none"> • Opportunity for an expo site in the event village • The Great Hamilton City Pit Stop (opportunity) - Run by Hamilton City staff - Hand out branded water bottles/fruit/lollies or other Hamilton City branded merchandise to participants on course or at the start of each course. Could tie in full interactive activation to engage with participants 	
	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
	<ul style="list-style-type: none"> • Social media promotional opportunities • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads & social media posts 	<ul style="list-style-type: none"> • Placement of logo across all relevant digital event materials, including website, registration platform, registration confirmation • 4 flags placed in prime location in the event start/finish chute + around event village •
Sponsorship Benefits Available to Council	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS
	<ul style="list-style-type: none"> • 10 complimentary entries to the Hamilton event • Invites to staff, councillors, mayor as desired 	<ul style="list-style-type: none"> • Verbal recognition on event day by onsite MC • Hamilton City Council being acknowledged in the news and press/media releases(s). • Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

MANAGEMENT RECOMMENDATION
SPONSORSHIP REQUESTED

\$10,000 per year for three years (FY26, FY27 and FY28)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	3
Utilisation of city assets	5
Total	21 / 30
MANAGEMENT COMMENT	
Recommended \$10,000 per year for FY26, FY27 and FY28 A steady event with strong corporate support plus an ongoing focus to attract greater audiences to the event and potential for more visitation. Great profile as part of a national circuit. Low investment for good returns. Demonstrates some city infrastructure capability.	

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2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0092025/26 From SMC Events Ltd
Form Submitted 16 Apr 2025, 3:28PM NZST

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Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * SMC Events Ltd

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0092025/26 From SMC Events Ltd
Form Submitted 16 Apr 2025, 3:28PM NZST

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Miss Lauren Watson

Contact Person for this Application *

Miss Lauren Watson

Please enter the name of the primary contact person for this application.

Position of contact person

Event Director

Contact Person's Email Address *

lauren@smcevents.co.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

021795977

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

24E Morrin Rd
St Johns Auckland 1072 New Zealand

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<http://www.smcevents.co.nz>

Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☐ Incorporated ☒ Company ☐ Other
Society

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☐ Charitable
Company

If other, please state

**Is your organisation GST
registered? ***

☒ Yes ☐ No

**If 'Yes' please provide
your GST number**

072754506
Please enter your GST number.

**Please list prior event
experience of both the
organisation and event
organiser ***

SMC has established a history in delivering professional, world-class events in a wide range of fields across New Zealand. Since 1994, SMC has developed from a small business into one that delivers large-scale international events, many on an annual basis.

SMC has specifically focused predominantly on events that have a strong community focus, including the ASB Polyfest, the Sanitarium Weet-Bix Kids Tryathlon, the Fulton Hogan Mount Festival of Multisport. Other events include: Big Boys Toys, Ellerslie International Flower Show and the Teddy Bears Picnic.

**Is there a contract
in place with the
event organiser or
organisation team? ***

☐ Yes
☒ No

**Does your organisation
hold intellectual
property rights to the
event? ***

☒ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *
Aramex Kiwi Walk & Run Series

Start date of Event *
19/04/2026

Finish date of Event *
19/04/2026

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Time of the Event *

9am - 1pm

Location or Venue *

Hamilton Gardens

Is the Event *☒ Annual☐ Biennial (taking place once every two years)☐ Triennial (taking place once every three years)**Amount of Hamilton sponsorship sought annually ***

\$10000

Do you wish this application to be considered for multi-year funding?☐ Yes - two years☒ Yes - three years☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Community

If Other, please describe

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Aramex Kiwi Walk & Run Series is a one-of-a-kind event in New Zealand, designed to inspire Kiwis of all ages, backgrounds, fitness levels, and walks of life to explore the great outdoors in a fun, inclusive, and uniquely Kiwi way. Participants choose from three accessible distances along stunning native trails, brought to life with themed pitstops like the Cookie Time Station, Haribo Haven, Kiwifruit Corner, Jaffas Junction, and Em's Power Cookie Recharge.

At the finish line, everyone is welcomed with a classic Beehive Kiwi BBQ sausage sizzle—because it's not just about the walk, it's about the whole experience. This event celebrates Aotearoa's beautiful places and spaces, encouraging people to reconnect with nature and each other.

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Sustainability is at the heart of everything we do. Every participant receives a reusable, sustainable medal that doubles as a trail cup, we operate cupless to reduce waste, and we hand out rubbish bags at the start line—rewarding those who help clean up the trail with spot prizes at the finish.

With over 60% of attendees traveling from outside the city, the event also brings significant tourism benefits. Our core demographic is women around 40, often enjoying a weekend away with friends—combining wellness, connection, and adventure in a uniquely New Zealand setting.

Why Council Support Matters:

Supporting our trail walking event presents a valuable opportunity for the council to invest in a locally-run New Zealand business that delivers meaningful social, economic, and health benefits to the community. Our event draws visitors from across the region and beyond, directly contributing to local tourism, accommodation, and hospitality businesses. In similar events, up to 60% of participants travel from outside the host area, providing a significant boost to the local economy.

Beyond tourism, walking events are proven to support public health and wellbeing. According to the Ministry of Health, regular physical activity can reduce the risk of conditions such as heart disease, type 2 diabetes, and depression by up to 30%. Events like ours encourage community connection, nature immersion, and movement—all vital elements in building healthier, happier communities.

Council funding would not only support a positive, community-driven initiative but would also show a commitment to regional growth, wellbeing, and local enterprise.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: KWRS Business Plan 2025.docx
File size: 15.9 kB

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Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: 2026 HCC Forecast.xlsx

File size: 10.3 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: 2026 Marketing Plan - Aramex Kiwi Walk & Run Series (1).pdf

File size: 103.4 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: HCC proposal 2026.pdf

File size: 2.6 MB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☐ Yes

☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

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Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	400	600	50	
Spectators	100	100	0	
Trade	10	30	0	

Entry Fees

Adult	Child	Older people	Other
29	19		0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	400	1.5
Motels	200	1.5
Holiday Park/Campground		
Schools or home hosted		
AirBNB	200	1.5

Attachment 2

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

1.5

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

Hamilton City Pitstop on course showcasing local produce

Idea 2

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Naming Rights to Volunteers

Idea 3

Idea 4

Idea 5

Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 7

Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as “we”, “our” or “us”. We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

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Full Name of Organisation *	SMC Events
Full Name of Authorised Signatory *	Lauren Watson
Position of Authorised Signatory *	Event Director
Date of Declaration *	16/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?

Very easy

How many hours did it take you to complete this application?

1

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

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Attachment 2

Business Plan: Aramex Kiwi Walk & Run Series

1. Executive Summary The Aramex Kiwi Walk & Run Series is a one-of-a-kind event in New Zealand, bringing together people of all ages, backgrounds, fitness levels, and walks of life to explore Aotearoa's stunning outdoor trails. With a fun, uniquely Kiwi twist, the series includes themed pitstops, sustainable practices, and a strong emphasis on community, wellbeing, and tourism. As a locally run business, we are committed to growing the event's reach, increasing regional impact, and continuing to champion health, nature, and connection across New Zealand.

2. Business Description The Aramex Kiwi Walk & Run Series is a nationwide trail event offering three walkable distances, set against native bush backdrops with themed, nostalgic pitstops (e.g., Cookie Time, Haribo, Kiwifruit Pitstop, Jaffas, and Em's Power Cookies). Participants enjoy an achievable and scenic adventure with a Beehive Kiwi BBQ sausage sizzle to finish.

The event is designed to:

- Inspire movement and nature connection
- Promote regional tourism
- Support mental and physical wellbeing
- Operate sustainably and minimize environmental impact

3. Market Analysis Target Audience:

- Primary: Women aged 35–55, often travelling in groups for a weekend wellness escape
- Secondary: Families and fitness-conscious individuals

Market Trends:

- Growing demand for wellness and nature-based experiences
- Increased focus on sustainability in events
- Rising interest in domestic tourism and local experiences post-COVID

Competitive Advantage:

- The only event of its kind combining walking, fun themes, and environmental awareness
- High percentage (approx. 70%) of attendees from outside the host region
- Strong community and sponsor engagement

4. Marketing and Promotion

- Social media campaigns (Instagram, Facebook, TikTok)
- Email newsletters and targeted ads
- Collaboration with regional tourism organisations
- Influencer partnerships and participant testimonials
- On-brand merchandise and sustainable giveaways

5. Operations Plan

- Events scheduled across multiple NZ regions
- Each location features 3 distances (e.g., 5km, 10km, 15km)
- Local vendors and suppliers engaged for food and logistics

- Sustainability measures: cupless events, reusable medals/trail cups, rubbish collection challenge
- Staff training, volunteer coordination, and health & safety procedures in place

6. Financial Plan Revenue Streams: figures displayed in p&l.

- Participant entry fees
- Sponsorships
- Merchandise sales
- Local council grants

Business Costs: figures displayed in p&l.

- Event permits, insurance, and logistics
- Staff wages and contractor fees
- Marketing and promotional materials
- Trail setup, signage, and pitstop supplies

7. Funding Request We are seeking local council and community funding to:

- Expand the event to new regions
- Enhance the participant experience
- Increase marketing reach to attract more visitors to the host region
- Support sustainable event practices

8. Conclusion The Aramex Kiwi Walk & Run Series is more than an event—it's a movement to reconnect with nature, promote wellness, and explore the beauty of New Zealand. With your support, we can grow this initiative into one of the country's most beloved and impactful trail experiences, benefiting communities, businesses, and participants alike.



Proposition

- We love exploring New Zealand and getting onto our beautiful trails
- The Aramex Kiwi Walk & Run Series is a nationwide series
- Super wholesome, top of the funnel, mass market fun day out. Loved by everyone who attends.
- Concept: trail walk through beautiful NZ scenery with pitstop treats along the way including Cookie Time Cookies, Haribo Lollies, Jaffas – finish with a Beehive BBQ Sausage Sizzle!





Our Purpose

To create the reason for kiwis to come together and explore our beautiful country

smcEVENTS®



Track Record

- 28 year history of managing major events
- Past events include:
 - Ellerslie International Flower Show
 - World U19 Basketball Championship
 - Contact Tri Series (NZ Triathlon Series)
 - Land Rover Horse of the Year
 - ASB Polyfest
 - NZ Pro Beach Volleyball Tour
- Current events include:
 - Sanitarium Weet-Bix Kids TRYathlon (NZ & Australia)
 - Big Boys Toys
 - Tauranga Half Ironman & Mount Festival of Multisport
 - Aramex Kiwi Walk & Run Series

2024 Series Stats

Event Attendance: 5679
75% Female, 25% Male
35% Participant in more than 1 event
95% Event excellence rating
51% walkers, 49% runners,
48% attend events outside of the host region



2025 Series Goals

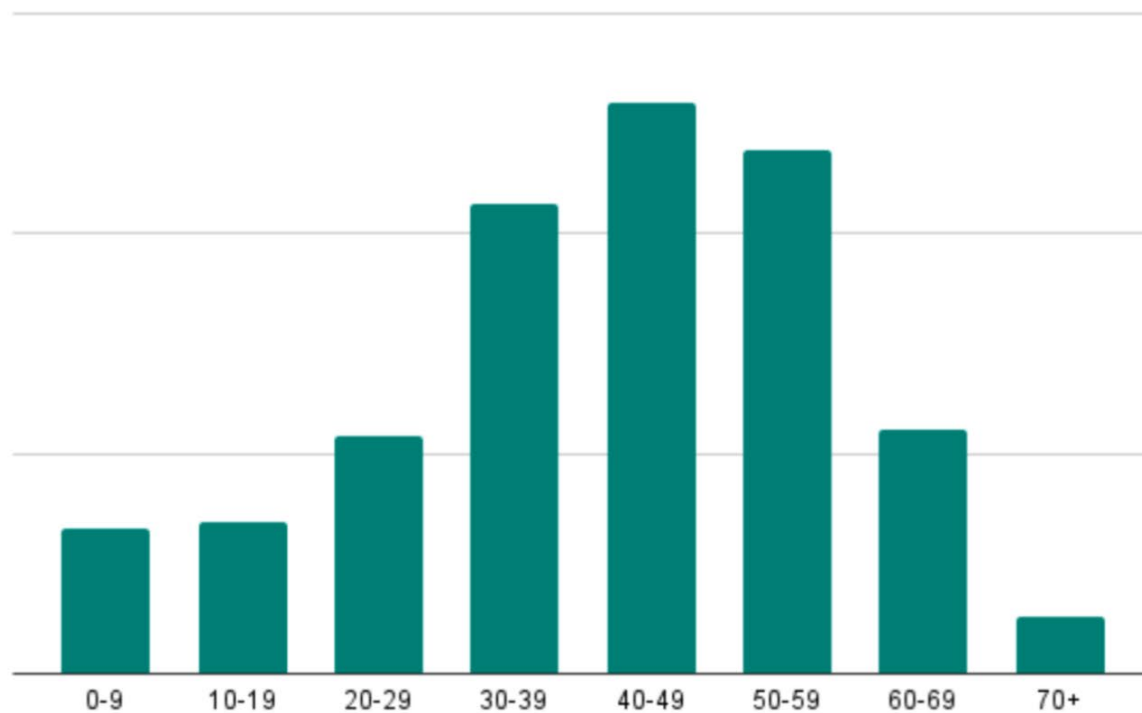
9 events nationwide
Increase overall attendance to 8,000
Increase male participation
Continue with enhancing polish / look and feel onsite
Maintain 95% Event excellence rating
Increase to 50% of people traveling to attend events



Sponsor Family



Age Breakdown



2025 Events

Taupo/Turangi– 8 March

Hamilton – 29 March

Christchurch – 5 April

Auckland Walk N Wag – 12 April

Pauanui – 3 May

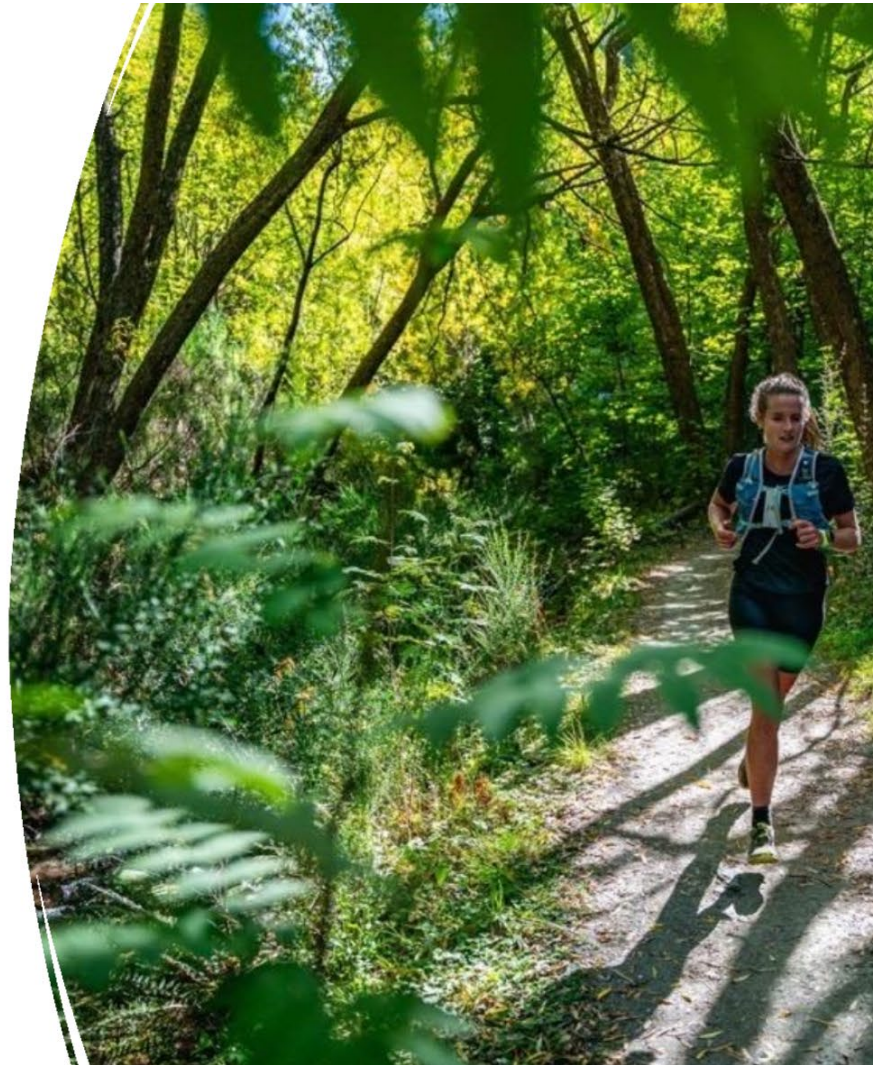
Tauranga – 10 May

Auckland – 27 September

Hawke's Bay – 11 October

Rotorua – 18 October

Estimated attendance: 8,000





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Attachment 2

Course maps

(all course maps can be found on our website)



Confirmed On-Course Pitstops

Jaffa's

Activated by the amazing Aramex team, the famous red table has become well loved by many with a combination of friendly staff and the classic kiwi jaffa's. Featuring on both the short and long course, this was favorite for all!



Ems Power Cookies

Ems Power Cookies are a favorite vegan friendly and energy packed snack to help fuel our participants!



Confirmed On-Course Pitstops

Cookie Time

Cookie Time is a favorite at all our events!
It's hard to say no to these on your journey



Haribo

The World Famous Haribo Gold Bears!
The perfect mid-walk/run pick-me-up.



Confirmed Post Event Event Village

Alchemy & Tonic

Alchemy & Tonic is a premium soda brand made right here in NZ. We have four lovely flavours on offer for participants of the Aramex Kiwi Walk & Run!



realCOCO coconut water

Real Coco Coconut Water at the finish line in both sparking or still – people love the fresh, cold, natural electrolytes!



Beehive Sausages

Famous Premier Beehive Sausages as part of our finish line experience. Nothing beats a delicious snag after a trail walk/run



2025 Medals

Continuing the theme of super cool, reuseable medals – these one of a kind medals are both a medal and a reuseable trail cup!



Official Series Merch

These ASICS Silver SS shirts are lightweight and quick-drying knit fabric - Perfect for hitting the trails! On sale to participants pre event and onsite.

Camebak's Podium bottle's position as the best-of-the-best within the industry. This premium bottle prioritizes performance and excellent hand/belt fit above all else for both professional and recreational users.





Sustainability

We are conscious about sustainability and our desire to leave NZ trails MORE beautiful than how we found them.

A couple ways we have achieved this is through our rubbish collection scheme, being a cup less event and providing dual use medals.

We hand out rubbish bags at the start line, participants are encouraged to pick up old rubbish on course in exchange for prizes at the end of the event.

The cup-less aspect ensures we are reducing the amount of waste that is created as a result, as well as encouraging participants to bring their own reusable trail cups/containers.

Our medals have been made with a sustainable use in mind –the 2024 medals were super-sized and doubled as a coaster. The 2024 event medals were designed to double as a fridge magnet. 2025 series will have another unique twist on a dual purpose medal and are actually a reusable trail cup.



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Marketing

We will be again using a range of marketing channels and promotional tools to promote the events as part of the series.

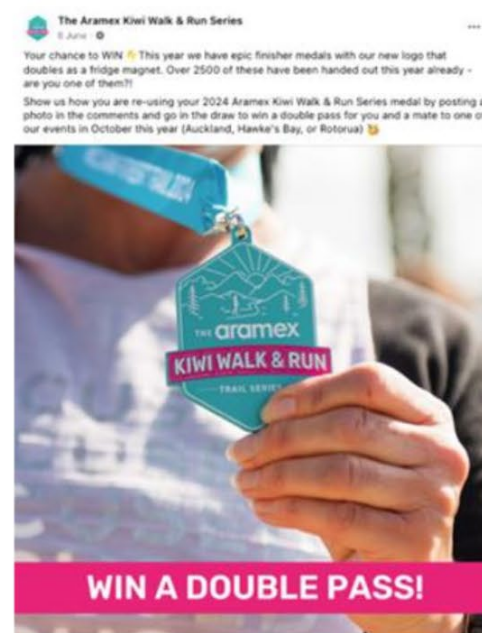
Social Media

Social Media will again one of the most used platforms to promote and create further awareness for the series, as well as each individual event, and convert entries.

A range of social media ads will be published in the lead up to each event in the series.

Across Instagram and Facebook, organic posts continued to build throughout the series, with regular event updates, imagery, and announcements being posted every 1-2 days.

The Aramex Kiwi Walk & Run Series social media channels has seen a significant increase in reach, profile visits, and likes and followers this year!



Electronic Direct Mail (EDM)

EDMs will be utilized as a main entry drive and will be sent to the database every 1 to 2 weeks.

Content will be key event updates, announcements, surveys, polls, imagery from previous events, sponsor inclusions, and key participant information.

13,287 subscribers to the database

Open rate of 33% (above industry average rate of 18%)



Thanks for joining us at the McLeans Forest Trail today!

For our second event of the 2024 series and our first event in Christchurch, we hope you had a great time exploring all the trails and soaking up all of the kiwi tastes and flavours throughout the event.

Post Event Survey

Your feedback is super important to us, and we would love it if you could please fill out our



Outdoor Signage

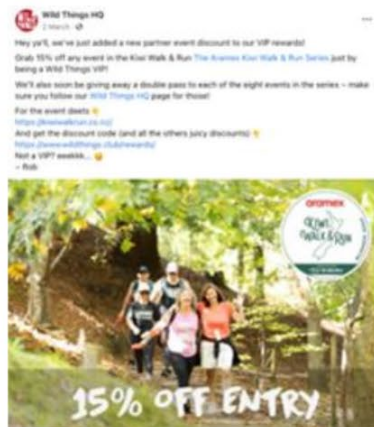
We will again use a range of outdoor signage around the country including:

- 12x6m digital billboards
- A range of large scale PVC & coreflute printed billboards

Community Partnerships

We work with numerous run clubs and other partnerships that engage with to market at a community level

- Kia Ora Magazine
- Park Run Waikato University
- Park Run Hamilton
- Heart & Sole
- Lions Club Mt Manganui
- Rotary Nelson
- Nelson Language School
- AUT University
- Wild Things NZ
- Go Run Girls
- Snap Fitness
- Fitness is Fun Tauranga
- Kerikeri Striders



20 Wednesday 1 March 2023



The KiwiWalk inspired get-ups along the race route have become a feature for the competitors in the Aramex Kiwi Walk and Run Series, which will make its first stop in Nelson later this month. Photo supplied.

Nature run for Nelson trails

JACK MALCOLM

Downs, says series manager Lauren Waters.

"Everyone was in their pro and homes... and we had New Zealand to ourselves.

"So many people don't get out in nature and experience the whole magical world of the New Zealand bush." The event was themed as a fun way to get out in nature, with the series having a strong Kiwi focus.

At the time of speaking, she says 100 per cent of registered attendees were from out of town, with early bird tickets still available online. "We're really excited to be coming to Nelson... the courses are really good."





2025 Charity

For the first time in 2024, we parted with an official event charity – Camp Quality.

We raised \$4200 by the end of the 2024 Series.

Camp Quality were on site at each event helping to volunteer and get their families involved enjoying the event.

We will be continuing our partnership with Camp Quality again for 2025 and would love you to help us reach our goal of \$10,000.

Please ask Lauren how you can donate to this awesome Charity!



Why should HCC fund the KWRS

Firstly, we would like to reinforce that we are committed to hosting a **successful event for Hamilton long term**. We are pleased how engaged the local community is with the event, and find it a pleasure to work with many local businesses and enthusiasts and the feedback we get is always positive! We try and keep as low impact on non-participating local residents as possible and we believe this is noticed and appreciated. We are dedicated to making this a successful event for your region.

Over the past 3 years we have established a solid foundation for the Hamilton Leg of the Kiwi Walk & Run Series. It has proved to be one of the most popular events of the series.

The series continues to grow.

Our projected numbers for the Hamilton event are as follows:

- 2026 – 1000+

Over 70% of participants travel from outside the region. Our prime demographic is 40-50 year old females having a 'weekend away'.

In 2024 we undertook an extensive review of course strategy (including terrain, elevation, distances etc) and gleaned much feedback from participant surveys. We are excited to host the event at the Hamilton Gardens once again.

We have 3 different course options available:

- 5km
- 10km
- 15km

I hope that you will continue to fund this event as we grow together to capture a wide range of walkers and runners from Hamilton!

Hamilton City Funding Benefits

Designation

- Gold Sponsor of the Kiwi Walk & Run Series - Hamilton

Online entry platform:

- HCC logo on entry platform web page + entry form

Kiwi Walk & Run Series Instagram Page involvement:

- 2 posts re Hamilton City in the lead in to the event. Can be 'thank you' posts or could be posts about local tourism experiences

EDM to 10,000 database:

- 2 tiles / content pieces re Hamilton City in the lead in to the event. Can be 'thank you' posts or posts about local tourism experiences as supplied by Hamilton City

Event confirmation email:

- Once participants have entered a Kiwi Walk & Run Series event they receive an entry confirmation email:
 - We will include the HCC logo on all confirmation emails
 - Opportunity to include tourism opportunities in the confirmation email with for example an exclusive discount as an event participant. i.e. 15% discount or similar

Hamilton City Funding Benefits

Complimentary entries

- 10 complimentary entries to the Hamilton event
- Invites to staff, councillors, mayor as desired

Sponsor Introductions

- Kiwi Walk & Run Series will facilitate personal introductions with other Kiwi Walk & Run Series sponsors & councils for a collaborative partnership

Website:

- Hamilton City will have representation on the Kiwi Walk & Run Series website (www.kiwiwalkrun.co.nz)

Onsite involvement:

- Opportunity for an expo site in the event village

Event signage:

- 4 flags placed in prime location in the event start/finish chute + around event village
- As supplied by HCC

Large scale outdoor billboards as signage:

- Will include the HCC brand

Digital Ads:

- Google and Facebook paid digital advertising to include the HCC brand (In appropriate sized ads)



Hamilton City Funding Benefits

The Great Hamilton City Pit Stop (opportunity)

- Run by Hamilton City staff
- Hand out branded water bottles/fruit/lollies or other Hamilton City branded merchandise to participants on course or at the start of each course
- Could tie in full interactive activation to engage with participants

Emcee mentions:

- Emcee mentions throughout day – a script as provided by HCC

Volunteers:

- A number of volunteers will be required to assist with different elements of the event
- We work with local community groups, and pay donations for volunteerism
- Hamilton City branding on all volunteer communications
- Opportunity to provide Hamilton City branded bags and inserts specifically for all volunteers

Brand and marketing collateral:

- Hamilton City will have access to all event logos and marketing material

Contribution requested

To continue with the \$10,000 + GST assistance for the 2024 event

Aramex Kiwi Walk Run Series Marketing Plan

2026 Series

OVERVIEW

In 2026, the Aramex Kiwi Walk Run Series will deliver a number of iconic events across New Zealand, bringing people together to explore stunning trails in a relaxed, feel-good environment.

This plan outlines a refreshed and community-focused marketing strategy aimed at boosting awareness, growing participation, and deepening regional impact.

MARKETING CHANNELS

SOCIAL MEDIA

Social media remains the primary promotional platform. Instagram (2,470 followers) and Facebook (13k followers) will continue to lead with a balance of organic and paid content that showcases the scenic charm of each event and strengthens community connection.

Strategy:

- Start-of-year focus: **Build audience + general awareness**
- Pre-event focus: **Drive entries + highlight location uniqueness**
- Event period: **Share real-time excitement, updates, and participant stories**

Tactics:

- Create Facebook 'Events' for each location with custom imagery and updates.
- Focus on **high-quality imagery** that showcase the fun and excitement of the event, Stories, Reels, and **participant integration**

Content Themes:

- Stunning trail images from past and upcoming events
- Competitions and giveaways
- Sponsor highlights + exclusive offers
- Event countdowns and CTAs to drive entries
- Trail tips, gear guides, and prep posts
- Local features: cafés, tourism gems, weather
- Paid ads targeted by region, and interests

Posting Cadence:

- **Off-season:** 2x weekly on Facebook and Instagram
- **Lead-up to events:** Increase to 3–5x weekly
- Use **Stories** more frequently during event weeks for live updates, countdowns, weather, and energy

Community Engagement:

- Invite “likers” to follow the page (especially after paid posts)
- Reshare participant stories
- Reply to comments where appropriate

EMAIL MARKETING (eDM)

Email remains a vital channel for direct communication and entry conversion. With a strong database of 23,153, and growing, the goal is to keep communications relevant, engaging, and timely.

Strategy:

- Send eDMs only when there's something valuable to share
- Increase frequency during event season; decrease during off-season

Content Ideas:

- Entry deadlines and event reminders
 - Sponsor promos or discount codes
 - Trail previews and regional highlights
 - Giveaways / contests
 - Special spotlight emails on featured regions or trails
 - Highlight top community photos or stories
-

PAID META (FACEBOOK / INSTAGRAM) ADS

Paid ads will be optimised for each region to promote local events and convert entries. Each event will have its own tailored creative suite, targeting relevant audiences.

Approach:

- Launch ad campaigns when entries open
- Scale up activity 2-3 months before each event

Tactics:

- Test headlines, visuals, and CTAs
 - Run multiple ad sets simultaneously
 - Refresh copy/images when needed
 - Use ads with real participant shots or videos from specific location
-

WEBSITE

The website remains the go-to information hub. In 2026, content freshness and usability will be a focus for both user experience and Google rankings, following the refresh and development in 2025 of layout, imagery, branding, etc.

Maintenance Plan:

- Ensure all event details are updated regularly and keep copy/images on brand
- Ensure the navigation and UX is smooth and easy for people to find information
- Use strong regional keywords for SEO
- Include sponsor links

OUTDOOR SIGNAGE / DIGITAL BILLBOARDS

Physical presence remains a key awareness tool in local communities. Signage will be installed in high-traffic regional areas in the weeks leading up to each event.

Enhancements:

- Could add QR codes on billboards linking directly to the event page
- Use relevant imagery in designs
- Minimal copy, bold CTA: "Enter Now | [Date] | KiwiWalkRun.co.nz"

RADIO

Regional radio can deliver strong engagement in smaller communities. Campaigns will be custom-built per location.

Execution:

- Local stations engaged with giveaways and cross-promotions

- Pre-event interviews or trail previews with hosts
 - Radio hosts invited to participate / MC events
-

COMMUNITY ENGAGEMENT & NETWORK LEVERAGE

Local buy-in and word-of-mouth remain essential. In 2026, we'll deepen connections with community groups, tourism partners, and local businesses.

Tactics:

- Connect with:
 - Local walking/running groups; Wild Things, Achilles NZ, Inner Fight NZ, Heart & Sole, Go Run Girls, Further Faster, Hamilton Road Runners, and more!
 - Community Facebook groups
 - Tourism databases
 - Sponsor databases and newsletters
 - Local businesses (e.g., cafés, outdoor retailers)
 - Offer:
 - Regional business co-promos (e.g., "show your entry for 10% off coffee")
 - Free entry giveaways via community channels
 - Affiliate promo codes for influencers or group leaders
 - Inclusion in "Welcome to X" eDM series
-

Hamilton Event Budget - Kiwi Walk & Run Series 2026

2026 forecast

Income:

Hamilton City Council	\$	10,000.00
Entries	\$	29,042.00
Sponsorship & funding (yet to be sourced)	\$	8,000.00
	\$	47,042.00

Expenditure:

Management/staff:	\$	19,138.00
Admin, consumables, office overhead:	\$	2,365.00
Accounting, legal, insurance:	\$	1,339.00
Travel, accom, meals:	\$	1,488.00
Marketing, PR, Video, photo:	\$	10,000.00
Event infrastrucutre:	\$	3,267.00
Participant expneses - timing, medals, entry	\$	6,333.00
Security:	\$	700.00
Volunteers:	\$	450.00
Misc:	\$	-
	\$	45,080.00
	\$	1,962.00

Kept the same
Kept at 2025 numbers
Sponsorship market exceedingly tough - have decreased ba

New offices

skinnied staff to 6

toilets, fencing, medic etc
Found cheaper medal supplier
Changed guards, cheaper price & Infrasturture purchahsed |
Changed locations needed
Havent seen using

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0102025-26		
EVENT NAME	Champs of Champs Men's Pairs Bowling 2025		
EVENT DATE	8-10 August 2025		
APPLICANT	Bowls New Zealand Incorporated		
EVENT LOCATION	Frankton Junction Bowling Club, Hamilton	EVENT TYPE	Sports
EVENT OVERVIEW	<ul style="list-style-type: none"> The Champ of Champs event is an annual event run by Bowls New Zealand with an open invitation to Bowls regions around New Zealand to send their champions to represent their area to secure national recognition. The Men's Pairs event will attract around 24 teams / 48 players to Hamilton. 		
TARGET MARKET	<ul style="list-style-type: none"> NZ Men's bowls players and their supporters. 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> This is one of the premier events in the Bowls New Zealand calendar, with widespread exposure to the NZ Bowls community. 		
ATTENDANCE	Local: 52 Visitors: 96	BED NIGHTS	Around 400 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> This event budget provided shows no funding sources. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> This event has not received event sponsorship funding in prior years. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> Bowls New Zealand runs over 15 different national events across the country each year. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE		
	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE	
	<ul style="list-style-type: none"> Hamilton City Council will be recognised on all three days via the broadcast on Bowls New Zealand's YouTube channel 	<ul style="list-style-type: none"> Hamilton City Council logo appearing on any document, uniform or advertisement relating to the event 	
Sponsorship Benefits Available to Council	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS	
		<ul style="list-style-type: none"> Hamilton City Council being acknowledged in the news and press/media releases(s). Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s). 	

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	\$5,000 per year for one year (FY26)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	2
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	2
Number of anticipated participants	2
Utilisation of city assets	3
Total	16 / 30

MANAGEMENT COMMENT
<p>Recommended for funding - \$5,000 for one-year FY26</p> <p>Recommended. A good fit to event sponsorship fund criteria and approach to encourage more amateur multi-day sporting events (with overnight stays) to the city.</p>

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0102025/26 From BOWLS NEW ZEALAND INCORPORATED
Form Submitted 11 Apr 2025, 12:16PM NZST

Item 9

Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * BOWLS NEW ZEALAND INCORPORATED

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0102025/26 From BOWLS NEW ZEALAND INCORPORATED

Form Submitted 11 Apr 2025, 12:16PM NZST

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mr Mark Cameron

Contact Person for this Application *

Mr James Kemp

Please enter the name of the primary contact person for this application.

Position of contact person

James Kemp

Contact Person's Email Address *

accounts@bowlsnewzealand.co.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

(02) 2165 4776

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number

Legal Name

Other Names

Reg Status

Charity's Street Address

Charity's Postal Address

Telephone

Fax

Email

Website

Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

105A Jervois Rd
Herne Bay Auckland 1011 New Zealand

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<https://bowlsnewzealand.co.nz/>

Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☒ Incorporated ☐ Company ☐ Other
Society

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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Form Submitted 11 Apr 2025, 12:16PM NZST

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☐ Charitable
Company

If other, please state

Is your organisation GST
registered? *

☒ Yes ☐ No

If 'Yes' please provide
your GST number

066-274-357
Please enter your GST number.

Please list prior event
experience of both the
organisation and event
organiser *

Bowls New Zealand runs over 15 different national events across the country each year, which are led by Mark Cameron and his team. In November 2024, Bowls New Zealand also ran two international events - the first was the Oceania Challenge, which featured the national teams from Cook Islands, Niue, Norfolk Island, Samoa, Tokelau and Tonga, the Australia Performance Pathway team and two from New Zealand - an Aotearoa Māori team, and a New Zealand Under-26 team.

The event carried World Bowls Series status and featured singles, pairs, triples and fours play. The Oceania Challenge led on to one of the premier events in World Bowls, with 31 nations competing for singles supremacy at the 2024 World Champion of Champions Singles, also hosted by Bowls New Zealand.

Is there a contract
in place with the
event organiser or
organisation team? *

☒ Yes
☐ No

Does your organisation
hold intellectual
property rights to the
event? *

☒ Yes
☐ No

If not, who?

Event Details

* indicates a required field

Name of the Event *

Champ of Champs Men's Pairs

Start date of Event *

08/08/2025

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0102025/26 From BOWLS NEW ZEALAND INCORPORATED

Form Submitted 11 Apr 2025, 12:16PM NZST

Finish date of Event *

10/08/2025

Time of the Event *

All day throughout the 8th-10th

Location or Venue *

Frankton Junction Bowling Club

Is the Event *

☒ Annual

☐ Biennial (taking place once every two years)

☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

\$5000

Do you wish this application to be considered for multi-year funding?

☐ Yes - two years

☐ Yes - three years

☒ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Sport

If Other, please describe

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Champ of Champs event is an annual event run by Bowls New Zealand with an open invitation to Bowls regions around New Zealand to send their champions to represent their area in an effort to secure national recognition.

The Men's Pairs event will attract around 24 teams / 48 players (25 of a possible 27 teams of Men's Pairs played in the 2024 event) to Hamilton plus (in some cases) their supporters (spouse / partner, family, club mates, etc.)

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Bowls NZ Champ of Champs BP.pdf
File size: 146.4 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Budget.xlsx
File size: 9.8 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Bowls NZ Champ of Champs BP.pdf
File size: 146.4 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Bowls NZ Champ of Champs BP.pdf
File size: 146.4 kB

2025/26 Event Sponsorship Fund**2025/26 Event Sponsorship Fund Applications Form****Application No. ESF0102025/26 From BOWLS NEW ZEALAND INCORPORATED**

Form Submitted 11 Apr 2025, 12:16PM NZST

Economic Impact and Profile**Do you have any existing economic impact data (or a commissioned economic impact report) for this event? ***☐ Yes☒ No**If yes, please attach latest data along with who collated this material.***No files have been uploaded***Attendance**

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	2	46	0	
Spectators	50	50	0	
Trade	0	0	0	

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	100	4
Motels	0	0
Holiday Park/Campground	0	0
Schools or home hosted	0	0
AirBNB	0	0

Will all accommodation be located in Hamilton? If not, where? *☒ Yes☐ No☐ Other:**What is the anticipated average stay in Hamilton for participants?**

4

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

Hamilton City Council will be recognised on all three days via the broadcast on Bowls New Zealand's YouTube channel

Idea 2

Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 3

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 4

Hamilton City Council being acknowledged in the news and press/media releases(s).

Idea 5

Idea 6

Idea 7

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as “we”, “our” or “us”. We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * Bowls New Zealand Incorporated

Full Name of Authorised Signatory * James Kemp

Position of Authorised Signatory * Accounts & Grants Administrator

Date of Declaration * 11/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?

OK

How many hours did it take you to complete this application?

1.5

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

11 April 2025

Hamilton City Council

To whom it may concern

Champ of Champs Men's Pairs

Bowls New Zealand is committed to bringing the Champ of Champs Men's Pairs event to Hamilton this August. This is one of the premier events in the Bowls New Zealand calendar.

The Men's Pairs event will attract around 24 teams / 48 players (25 of a possible 27 teams of Men's Pairs played in the 2024 event) to Hamilton plus (in some cases) their supporters (spouse / partner, family, club mates, etc.) .

Approximately 100 people in total who will:

- Stay in accommodation in Hamilton on Thursday, Friday and Saturday nights (some may stay Sunday night as well)
- Require food and beverages for four days
- Travel to Hamilton by plane (would estimate half of the 48 players plus extras would fly in to / out of Hamilton Airport) or private car

All three days will be broadcast on Bowls New Zealand's YouTube channel and provide wide spread exposure within the Bowls New Zealand Community.

We would like to take this opportunity to thank you in advance for your consideration of our request. Please feel free to contact me for further information on 021 270 8060.

Yours faithfully



Mark Cameron
Chief Executive
Bowls New Zealand

Bowls New Zealand
105a Jervois Road
Ponsonby, Auckland 1011

PO Box 62502
Greenlane, Auckland 1546

W. bowlsnewzealand.co.nz

Champ of Champ's Men's Pairs Budget	
Revenue	Amount (GST Excl.)
Nil	
Costs	
Accommodation for our event delivery te	\$ 2,000.00
Per diems for our event delivery team	\$ 1,000.00
Venue hire	\$ 1,200.00
Travel costs	\$ 300.00
Broadcast costs	\$ 9,000.00
Medals, trophy, etc.	\$ 250.00
	<u>\$ 13,750.00</u>
Current Profit / (Loss) from event	<u><u>-\$ 13,750.00</u></u>

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0112025-26		
EVENT NAME	2025 NZ Secondary Schools Swimming Championships		
EVENT DATE	24-27 July 2025		
APPLICANT	Swimming New Zealand Incorporated		
EVENT LOCATION	Waterworld	EVENT TYPE	Sports
EVENT OVERVIEW	<ul style="list-style-type: none"> Annual national swimming championship event for students in year 9 – 13 to find the best secondary school swimmers for national titles. Over 150 schools are due to take part, with 650+ students participating. A high number of these attend from outside the city. 		
TARGET MARKET	<ul style="list-style-type: none"> 13-18yo secondary school students and families, supporters and swimming officials. 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> Deliver a quality national secondary school championships for students that celebrates swimming and their schools. 		
ATTENDANCE	Local: 300 Visitors: 750	BED NIGHTS	Around 2,250 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> This event budget supplied lists Council as the only potential sponsor. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> This event has received council support via the event sponsorship fund for the 2019 NZ Secondary School Champs of \$10,000. (requested \$35k). In 2020 the event received Council support via the event activation fund of \$3K (covid affected event). Hamilton Pools supplied comment - <i>"Waterworld fully supports hosting these events and recognizes their value in promoting sports participation, youth development, and increasing visitor engagement in our city. We look forward to seeing these events contribute positively to our community and Hamilton's reputation in the sporting world."</i> 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> These championships have been held for many years, and recently held at Waterworld in 2019, 2020 and 2022. Swimming NZ has also held other national level events at Waterworld and is a highly capable event organiser. Swimming NZ is the national sports organization for competitive and open water swimming and works alongside Swimming Waikato to deliver communication initiatives to benefit the local community. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE		
	<ul style="list-style-type: none"> Utilises Waterworld for national events, which is a key strategic priority for the facility to host national events. 		
	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE	
	<ul style="list-style-type: none"> Hamilton City Council logo appearing on livestream swipe-throughs and intros plus opportunity for TVC to be included in the livestream coverage. The livestream has a strong viewership. 	<ul style="list-style-type: none"> Showcases the upgrades to the facility (eg: new scoreboard) to the nation via livestream and people attending, which could encourage more from out of region to race at the facility at other competitions moving forward. 	

Sponsorship Benefits Available to Council	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS
	<ul style="list-style-type: none"> Hamilton City Council involvement in local welcome opportunity 	<ul style="list-style-type: none"> Hamilton City Council being acknowledged in the news and press/media releases(s). Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s). Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s) as an event partner Hamilton City Council being acknowledged in the competition wraps and article

MANAGEMENT RECOMMENDATION
SPONSORSHIP REQUESTED

\$20,000 per year for one year (FY26)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	2
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	3
Number of anticipated participants	3
Utilisation of city assets	5
Total	21 / 30
MANAGEMENT COMMENT	
Recommended \$15,000 for FY26 Visitor generator, cost effective participation. A good fit to event sponsorship fund criteria and approach to encourage more amateur multi-day sporting events to the city. Good number of attendees and length of stay in city.	

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0112025/26 From Swimming New Zealand
Form Submitted 30 Apr 2025, 12:49PM NZST

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Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * Swimming New Zealand

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0112025/26 From Swimming New Zealand
Form Submitted 30 Apr 2025, 12:49PM NZST

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Ms Kate Griffiths

Contact Person for this Application *

Mr Dale Johnson

Please enter the name of the primary contact person for this application.

Position of contact person

Head of Participation, Competitions & Engagement

Contact Person's Email Address *

dale@swimming.org.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

021569436

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number

Legal Name

Other Names

Reg Status

Charity's Street Address

Charity's Postal Address

Telephone

Fax

Email

Website

Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<https://www.swimmingnz.org/>

Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☒ Incorporated ☐ Company ☐ Other
Society

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
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☐ Charitable
Company

If other, please state

**Is your organisation GST
registered? ***

☒ Yes ☐ No

**If 'Yes' please provide
your GST number**

010-919-150
Please enter your GST number.

**Please list prior event
experience of both the
organisation and event
organiser ***

Swimming NZ delivers multiple national swimming
championships each year. For this specific event, it is held
annually with 2024 being held in Auckland for more than
650 students.

We last held these championships in Hamilton in 2022
with 710 students competing

**Is there a contract
in place with the
event organiser or
organisation team? ***

☐ Yes
☒ No

**Does your organisation
hold intellectual
property rights to the
event? ***

☒ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *

2025 New Zealand Secondary School Swimming Championships

Start date of Event *

24/07/2025

Finish date of Event *

27/07/2025

Time of the Event *

8am and 3pm doors open

Location or Venue *

Attachment 2

2025/26 Event Sponsorship Fund

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Waterworld Te Rapa

Is the Event *

- ☒ Annual ☐ Biennial (taking place once every two years) ☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

\$20000

Do you wish this application to be considered for multi-year funding?

- ☐ Yes - two years
☐ Yes - three years
☒ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Sport

If Other, please describe

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The 2025 NZ Secondary School Swimming Championships will see the students from across the country converge on Hamilton to race for the national school titles in their respective age groups. Students take great pride in representing their school and it's a celebration of swimming throughout the days of competition.

More than 150 schools have participated with more than 650 students in recent years.

A variety of individual events across the different swimming strokes at 50m, 100m and 200m distances are offered, plus the 400m freestyle. A large focus for these championships is the relay teams in which there are multiple offered each session to encourage teamwork and these are usually the highlight for all involved.

Age groups are 13 years, 14 years, 15 years, 16 years, 17+ years and 13+ years Multi-Class

These championships have been held for many years, and recently held at Waterworld in 2019, 2020 and 2022. Outside of offering the opportunity for students to win a

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
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national school title, we encourage students to participate in team events like relays and celebrate the fun that comes from being active in the water. It's an event that brings schools and students together, highlighted by combined school relay teams being formed by smaller schools so students can be involved in team events.
No more than 500 words

Attach any other event outline documents here

Filename: 2025 NZ Secondary Schools - Event Information .pdf
File size: 3.1 MB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Business Plan - 2025 NZSS.pdf
File size: 71.0 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Event Budget - 2025 NZSS.pdf
File size: 97.6 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Attachment 2

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0112025/26 From Swiming New Zealand
Form Submitted 30 Apr 2025, 12:49PM NZST

Filename: Marketing Plan - 2025 NZSS.pdf
File size: 77.2 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: 2025 NZ Sec Schools Proposal.pdf
File size: 1010.8 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
- ☒ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	200	500	0	
Spectators	50	100	0	
Support Staff	50	150	0	

Entry Fees

Adult	Child	Older people	Other
\$10	\$25		

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	150	3
Motels	400	3

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0112025/26 From Swiming New Zealand
Form Submitted 30 Apr 2025, 12:49PM NZST

Holiday Park/Campground	0	0
Schools or home hosted	0	0
AirBNB	200	3

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

3 nights

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

Utilises Waterworld for national events, which is a key strategic priority for the facility to host national events

Idea 2

Showcases the upgrades to the facility (eg: new scoreboard) to the nation via livestream and people attending, which could encourage more from out of region to race at the facility at other competitions moving forward.

Idea 3

Significant economic benefits to local businesses and community with average 3 night stay in Hamilton

Idea 4

Hamilton City Council logo appearing on livestream swipethroughs and intros plus opportunity for TVC to be included in the livestream coverage. The livestream has a strong viewership

Idea 5

Hamilton City Council logo appearing on event information relating to the championships.

Idea 6

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s) as an event partner

Idea 7

Hamilton City Council being acknowledged in the competition wraps and articles.

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0112025/26 From Swimming New Zealand
 Form Submitted 30 Apr 2025, 12:49PM NZST

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as “we”, “our” or “us”. We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation *	Swimming New Zealand
Full Name of Authorised Signatory *	Dale Johnson
Position of Authorised Signatory *	Head of Participation, Competitions & Engagement
Date of Declaration *	30/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?

Easy

How many hours did it take you to complete this application?

3

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0112025/26 From Swiming New Zealand
Form Submitted 30 Apr 2025, 12:49PM NZST

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

Item 9

Attachment 2

Event Funding Proposal

NZ Secondary School Swimming Championships



Swimming
NEW ZEALAND

Previous Successful NZ Events

- Waterworld
- 2020 Aon NZ Short Course Swimming Championships
- 2020 NZ Secondary School Swimming Championships
- 2022 NZ Secondary School Swimming Championships
- 2024 Apollo Projects Division II Swimming Competition



Swimming
NEW ZEALAND

Previous Successful NZ Events

- 2022 NZ Secondary School Swimming Championships
- 4 Days in Length (3 nights accommodation)
- Swimmers = 710
- Schools = 161
- Relays = 439 teams (record amount)



Event Proposal

- 2025 NZ Secondary School Swimming Championships
- 4 Days in Length (3 nights accommodation)
- Out of Region Swimmers = 500+ (700+ total)
- Out of Region Staff = 150+ (200+ total)
- Spectators = 100+ per session



Event Proposal

- 2025 NZ Secondary School Swimming Championships
- Thursday 24 – Sunday 27 July 2025
- Thursday = PM session
- Friday = AM and PM sessions
- Saturday = AM and PM sessions
- Sunday = AM session



Event Proposal

- 2025 NZ Secondary School Swimming Championships
- Become an Event Partner
 - Exposure in all digital information relating to the event
 - Dedicated opportunity to promote initiatives or opportunities in Hamilton and Waikato
 - Exposure on our livestream coverage (swipe throughs and intros)
 - Opportunity to have TVC to promote initiatives or opportunities in Hamilton and Waikato
 - Support the event with local welcome opportunity



Benefits to Hamilton & Waikato

- Utilises Waterworld for National Events
- Showcases the upgrades to the facility, including the install of the new big screen and livestream platforms
- Opportunity for local schools to race at their home pool, with some big local schools involved heavily in this event
- Incentivises continued optimisation of facility with the Competition Review placing greater importance upon Major Regional Champs as opportunities to travel to race at



Swimming
NEW ZEALAND

Benefits to Hamilton & Waikato

- Opportunity to Promote Hamilton & Waikato
- A great opportunity for the region to showcase other activities to do whilst in Hamilton & Waikato to the out of region attendees
- Strong livestream and social media following of the event
- Schools will be interested in planning their trips shortly after announcing the calendar – what would you like to promote?



Benefits to Hamilton & Waikato

- Swimming NZ Presence in Region
- Working alongside Swimming Waikato, we endeavour to deliver community initiatives to benefit the local community as a legacy during our national championships
- These are designed to create positive swimming experiences for participants and further promote the work done by Swimming Waikato through their initiatives



Benefits to Hamilton & Waikato

- Attracts Majority of Attendees from Out of Region (>1 hr)
- Out of Region Swimmers = 500+ (out of 700+)
- Out of Region Support Staff = 150+ (out of 200+)
- Ave. 3 nights stay
- Estimated economic impact = \$750k +



Swimming
NEW ZEALAND



2025 New Zealand Secondary School Swimming Championships

Thursday 24 July – Sunday 27 July 2025

Waterworld Te Rapa
Garnett Avenue, Forest Lake, Hamilton 3200

Event Information Booklet

Contact Information

Kate Griffiths

Competitions Manager

events@swimming.org.nz

Version 1 – 30 September 2024

This is a living document and amendments may be made. The information in this booklet is correct at the time of publishing. Swimming New Zealand will not be held liable for any costs and expenses incurred by any person following any changes to the information outlined in this booklet.

For the latest information, please check the event page on the Swimming New Zealand website to ensure you have the up-to-date version.





Purpose

The New Zealand Secondary School Championships will run across 6 sessions and sees the best secondary school swimmers go head-to-head for the national title and the secondary schools seeking the top school title. This competition has a particular focus on enjoyment and pride in representing your school, with lots of relays on offer to promote team swimming as well as some fast swimming.

Code of Conduct

As part of attending this event you have agreed to comply with the Swimming New Zealand code of conduct. Any behaviour that does not comply may result in further action, which may include being removed from the remainder of the event.

Please ensure you exhibit good behaviour towards everyone at the event, including officials, volunteers, staff and other clubs.

Please refer to the event webpage for the full code of conduct.

Entry Information

Swimming New Zealand rules and regulations govern this competition.

This meet is open to financial, registered (at the time of competition) Swimming New Zealand swimmers – as a school swimmer, club swimmer or competitive swimmer. Non-SNZ members can enter through the online entry form and SNZ will create a school membership on the SNZ database for these competitors based on the information provided. All participants must agree to comply with the SNZ rules and School Sport NZ eligibility.

The 2025 NZ Secondary School Swimming Championships is for year 9 to 13 students only and will be raced across Short Course (25m) format.

The age groups to be swum by both male and female are 13 years, 14 years, 15 years, 16 years, 17 years and over, and Multi-Class 13 years and over. Students must be under 19 years of age on 1 January 2025. The competition is open to all schools in New Zealand with Year 9 - 13 students.

Home schooled swimmers are eligible to participate as stipulated by School Sport NZ. Home schooled students would swim as a visitor and not be aligned with any school. The students would be eligible for visitor medals

only. The parent of the student must complete the school approval form with the event organiser accepting full responsibility for their student including the event health and safety plans.

Entry Deadline

Entries	Timeline
Entries Open	Tues 3 June 2025
Individual Entries Close	Tues 15 July 2025 at 11.59pm
Relay Entries Close	Wed 16 July 2025 at 11.59pm

Late entries will be accepted for 24hrs, as per SNZ Policy 006. A \$50 (NZD) late entry fee will apply. Please email all late entries to entries@swimming.org.nz

Individual Entries

Swimming New Zealand Members are to enter through the SNZ database via their SNZ Fast Lane page.

Non-SNZ members need to enter through the online entry form, the link will be provided on the event webpage. SNZ will create a school membership on the SNZ database for these competitors based on the information provided. All non-SNZ members from 2018 - 2024 now have a SNZ ID through entering in these years. If you are unsure of your login please contact database@swimming.org.nz.

Please find the non-SNZ member entry link on the event webpage when entries open.

School Relays

Schools will enter relays by submitting a relay entry form available on the event page of the SNZ website.

Please find the relay form link on the event webpage when entries open.

School Confirmation

All competitors will need to be approved by their school to compete. Schools will receive an email once entries have closed, but they can also check the entry by team list once psych sheets are posted on the event webpage, asking them to confirm the student(s) attends their school and they are approved to compete at the event to be permitted to swim.

Please find the school approval form on the event webpage once entries close.



Entry Fees

Location	Individual Entry Fee	Relay Team Entry Fee
Student	\$25	\$40

Entry fees must be paid prior to the start of the meet. If they have not been paid it will result in the withdrawal of swimmers.

Schools will be invoiced by Swimming New Zealand for all relay entries, and the individual entry fees of those who are not entering via the database.

No refunds for any withdrawals before or during the meet. Refunds for any medical withdrawals can be considered if a signed medical certificate is supplied.

Qualification Criteria

Age as at 24 July 2025

The qualifying period is from 1 January 2024 to 14 July 2025.

The qualifying times are 25m short course times. Qualifying times may be achieved as long course converted times.

Individual entry times will be generated by the SNZ database – and can be from either officiated or development meets. For non-SNZ members proof of times from their Regional Swimming Championships must be sent to entries@swimming.org.nz.

Performances from international, regional and local competitions not held within the database will not be eligible for use to enter this championship.

Relays

Only swimmers who have entered at least one individual event in this competition may be permitted to swim in relay events. There is no limit to the number of relay teams a school may enter.

Male and female relays will be swum as timed-finals and in the age groups Under 16 (15&U) and 16 & Over. Younger swimmers can swim in the older age group, but older swimmers cannot swim down.

If an Under 16 (15&U) swimmer swims in the older age group, they cannot also swim in the younger age group of that event.

Mixed relays will be swum in the same age groups and teams must consist of 50% male and 50% female swimmers. Points from these races will not count towards top school relay trophies.

Skins Event

The 4 x 50m skins event won't receive entries. The fastest 8 athletes from the 100m IM for each of the skins age groups will form the field. We will spin the wheel prior to each leg of the skins competition to determine the swim stroke for that 50m effort. Two swimmers will be removed per leg until we have two swimmers in the 4th effort.

The male event will run in entirety, followed by the female event.

This event will be worth double points.

Please note that if you do not wish to swim in the Skins event, you must complete a withdrawal form within 30mins of swimming the 100m IM. No late withdrawals will be accepted.

Psych Sheets

Psych Sheets will be posted on the event webpage as soon as possible after entries close.

Any corrections and changes to psych sheets are to be sent to entries@swimming.org.nz within 24 hours of the psych sheets being posted.

Any changes made after the final psych sheets are published will not be updated online, but will be completed and updated on the SNZ event file.

Multi-Class Swimmers

These championships are open to Multi-Class swimmers who have a classification of some form – provisional, national or international. Please note this includes S15, S18 and S19 classifications. To discuss the status of your classification, contact Disability & Para Swimming Participation Manager Cameron Leslie on cameron@swimming.org.nz.

Medals will be distributed based on the World Para Swimming points system (similar to the percentage of the world record calculation) and equivalent for the alternative pathway classifications using the event software of which results are final. To confirm, this means that one set of medals will be presented for each



respective Multi-Class timed final.

There are no qualifying times for Multi-Class swimmers but you must have a time on the SNZ database.

Multi-Class swimmers are eligible for the following events: 50m for all strokes, 100m for all strokes excluding butterfly, 200m freestyle, 100m IM for all classifications.

For any questions regarding classification, please contact Cameron Leslie via email at cameron@swimming.org.nz

Event Information

Opening Hours

Competition	Morning	Afternoon
Thurs 24 July		15.00 (doors) 16.30 (comp)
Fri 25 July	7.00 (doors) 8.30 (comp)	15.00 (doors) 16.30 (comp)
Sat 26 July	7.00 (doors) 8.30 (comp)	15.00 (doors) 16.30 (comp)
Sun 27 July	7.00 (doors) 8.30 (comp)	

Schools and/or athletes that wish to train outside these times will have to organise their own times with the pool and pay entry.

Results

Results will be posted online, Swimming New Zealand will have live results accessible via a link on the event webpage during competition. We encourage you to download the Swimify app to track the programme and results.

Ticketing

Tickets	Morning	Afternoon
Adult	\$10*	\$10*
Child 5 & under	Free	Free

*Please note ticket prices are exclusive of GST and Humanitix processing fees.

A limited number of tickets will be available from Tuesday 3 June at 9am. Tickets will be available for purchase via Humanitix.

A ticket will permit entry into the public grandstand. A ticket holder is not permitted to enter pool deck without an accreditation pass. SNZ reserves the right to ask you

to return to the public grandstand or to be removed from the venue.

Spectator Entrance

The entrance will be via the event entry door at the rear of the facility. Ticket scanners will be at the bottom of the stairs before accessing the grandstand.

Livestreaming, Photography & Videography

Photos and videos will be taken throughout the competition. By entering, all athletes and spectators have agreed to allow still and moving images that have been taken by or recorded on behalf of SNZ may be used in any or all of the promotional, social and advertising material of SNZ or provided to any third party, including but not limited to SNZ partners and sponsors, for their reasonable use as they see fit..

This event will be livestreamed and your school may be filmed and/or interviewed and available on demand. If you wish to opt out, have any questions or wish to discuss this further, please contact events@swimming.org.nz before close of entries. Swimming NZ adheres to the School Sport Charter for school events.

Anyone wishing to take photo, video and/or audio recordings at the championships need to request permission via emailing events@swimming.org.nz. The SNZ staff will, at their sole discretion, determine whether or not an item is intended for personal or club use.

Merchandise

Merchandise for this event is provided by SNZ partner Teamline and is available for pre-purchase. In addition, race suits and other swim products are available from Teamline on their online store and from their pop-up store located in their poolside store in the grandstand. Find everything you need on their website.

Parking

Parking is limited at the Waterworld facility. Please try and limit the number of vehicles you travel in to the meet.

Athlete Information

Pool Access

Swimmers

Access to the pool for all swimmers, coaches and team managers is via the swimmer's entrance at the event entry door, **at the time listed those doors open.**

Accreditation must be **worn around the neck and presented to gain access.** If you do not have a valid



pass, you will be required to pay the appropriate admission fee. Lost accreditation can be replaced at a cost of \$15.00 via the ticketing and accreditation booth located at the main entrance.

Any team manager, coach or swimmer who is caught giving their accreditation to somebody other than themselves, will have their accreditation removed for the remainder of the event.

Warm-Up Procedure

Date	Warm-Up Times
Thurs 24 July	Afternoon: 3pm - 4.20pm
Fri 25 July	Morning: 7am – 8.20am Afternoon: 3pm – 4.20pm
Sat 26 July	Morning: 7am – 8.20m Afternoon: 3pm – 4.20pm
Sun 27 July	Morning: 7am – 8.20am

Warm-up procedure – please follow the lane signage displayed during warm up.

Athlete Seating

Seating will be available in the grandstand for swimmers, coaches and team managers. Please note that there will be a seating plan for this event. The seating plan will be available on the first day of competition and will be posted at the accreditation desk.

Strapping

Swimmers with strapping must provide documentation from a relevant registered health practitioner or physiotherapist and be reviewed by the Technical Director prior to swimming. Any swimmers without such documentation will not be permitted to swim.

Meet Set-Up

The meet is short course (25m pool).
All events are timed finals.

Events will be super seeded with the top 10 swimmers in each age group swimming together in the last timed finals for each respective event, all other swimmers will be rank seeded.

Marshalling Process

Self-marshalling will be employed during all sessions of this event. Swimmers will assemble 4 heats prior to their event. For all 50m events swimmers need to be behind the blocks 6 heats prior to their event.

Victory Ceremonies and Medals

Medals shall be awarded for the 1st, 2nd and 3rd placed swimmers for all age group and Multi-Class events.

The victory ceremony timetable will be included in the programme, and we will endeavour to run to this timetable. If for any reason there is a delay in the results being available, the medal presentation for that event will take place as soon as possible.

Please make sure all swimmers are on time for their victory ceremony. Swimmers will not be allowed to walk on to the victory podium late and will have to collect their medal after the ceremony has ended.

Dress Standard for victory ceremonies:

- School t-shirt, jacket or sweatshirt.
- Shorts, trousers or skirt must be worn.
- Shoes must be worn
- No caps or goggles.

Swimming NZ contract photographer(s) to take photos during the event and victory ceremonies so there is to be strictly no photography on pool deck and the victory ceremony area. All photos taken by the official event photographer will be made available in the event wrap via an online link. Anyone taking photos in this area will be asked to leave immediately.

Team Manager Information

Accreditation

Schools will need to complete the team managers form for team personnel who are attending the meet. Event passes will be allocated to schools based on this information.

Coaches will need to complete the annual coach accreditation form for the 2025-26 year – please note this will be the first national event in the new year so coaches will need to complete the form.

School teachers attending the event must have a valid clearance logged on the Teaching Council of Aotearoa website, which was suffice as the Police Vetting to gain accreditation at the event. School teachers will still need to apply for a team manager accreditation.

Any other coach or team manager attending the event must be police vetted by SNZ. If you do not have an



approved police vetting in the SNZ database by the time of the event, you will not be issued with an accreditation.

Please find the form on our website and email policevetting@swimming.org.nz for any further questions you may have. Please note, police checks may take up to 6 weeks – allow enough time before the event to have these processed.

Accreditation must be worn at all times, around the neck, to gain access to the pool. No accreditation no entry. Lost accreditation can be replaced at a cost of \$15.00 each.

Any coach, team manager or swimmer who is caught giving their accreditation to anyone other than themselves, will have their accreditation removed for the remainder of the event.

Date	Deadline
Applications Open	Tues 3 June 2025
Applications Close	Mon 14 July 2025 at 11.59pm
Late Applications Close	Wed 16 July 2025 at 11.59pm

No accreditations will be accepted after the late application closes.

A link to apply for the respective team manager accreditation and annual coach accreditation form will be available on the event webpage closer to the opening date, with this page providing more details regarding gaining accreditation.

Please note: late applications from the 15-16 July will incur a \$50 late fee for each individual. Accreditations will not be processed until the fee has been paid.

Accreditation Criteria

Coaches must be registered with Swimming New Zealand under the member category 'Coach' and must be showing as financial and active in the Swimming New Zealand database.

Managers must be an active member on the Swimming New Zealand database or a registered school teacher. They can be registered as volunteer member and must have a Police Vetting check completed on their SNZ profile. They are not permitted to be undertaking any coaching on pool deck.

Photo accreditation will be incorporated for this event, so a headshot or passport photo will be required to be included as part of the application process.

Anyone without accreditation will need to purchase a spectator ticket.

Accreditation Collection

Accreditations for each School can be collected by the team managers from the event entrance from 2.30pm to 4pm on Thursday 24 July. Any other accreditation packs can be collected from the accreditation desk from 7am on Friday 25 July.

SNZ will not be providing lanyards in 2025. Please provide your own lanyards for your accreditation.

Pool Access

Coaches & Team Managers

Access to the pool for all swimmers, coaches and team managers is via the rear competition events entrance. **Accreditation must be worn around the neck to gain access.** No accreditation = no entry.

Accreditations will be available for collection from the competition entrance from 2:30pm on Thursday 24 July.

Lost accreditation can be replaced at a cost of \$15 each.

Team Managers Meeting

There will be a Team Managers Meeting held at the venue on **Thursday 25 July at 3.15pm**. The location will be confirmed in the pre-event information.

It is compulsory that all Team Managers attend this meeting so that processes can be explained, accreditation handed out and any questions answered.

If you can't attend the meeting, please familiarise yourself with this document and the pre-event information.

Online Programmes

All session programs will be published online via the Swimify website. Session one will be posted after the team managers meeting and all other sessions will be posted at the end of the previous session.

Printed Programmes

All programmes will be published online, if you wish to have a printed copy these can be purchased via the link that will be added to the event page closer to the event. The cost for these will be \$25 which will cover all



sessions. Pre-paid programmes will be available for each session during the warmup from the resolutions desk. Please note extra copies will not be printed and anyone requiring programmes will need to pre-order them by the end of the Team Managers meeting.

Event Communication

During the meet SNZ may use WhatsApp to communicate to coaches and managers during the meet, link will be included in the pre event information.

Banner Placement

Swimming New Zealand will have signage in and around the facility; this signage will take precedence over school banners. SNZ reserves the right to remove any banners that are not in appropriate areas or that conflict with event signage/sponsors.

Withdrawals

Withdrawals from events for session one will need to be submitted at the Team Managers meeting held prior to the start of the meet.

Any late withdrawals will see 25 points deducted from total points for schools as per Policy 008.

As all events are run as timed finals SNZ Policy 008 will apply. *For timed-finals, withdrawals must be advised by the end of the session preceding the session with the timed final event.*

All withdrawals via email after 3pm on Thursday 24 July, will be considered late and will incur a fee. All withdrawals will need to be either submitted at the team managers meeting or by the withdrawals form found at the resolution desk.

Protests

Protests must be submitted to the referee, in writing, on the protest form by the team manager only within 30 minutes following the conclusion of the respective event. This needs to be accompanied in cash by the \$100.00 protest fee.

If conditions causing a potential protest are noted prior to the event a protest must be lodged before the signal to start is given.

All protests shall be considered by the referee. If the referee rejects the protest, they must state the reasons for their decision. The Team Manager may appeal the rejection to the Jury of Appeal whose decision shall be final.

If the protest is rejected, the deposit will be forfeited to SNZ. If the protest is upheld the deposit will be returned.

Opening Ceremony

There will be an opening ceremony prior to the start of session two on Friday 25 July before racing starts. Further details will be communicated closer to the time.



Medal Ceremony Timetable

Day	Session	Medal Ceremony
Thursday 24 July	One	Presented at the conclusion of Session One
Friday 25 July	Two	Presented during and at the conclusion of Session Two
	Three	Presented during and at the conclusion of Session Three
Saturday 26 July	Four	Presented during and at the conclusion of Session Four
	Five	Presented during and at the conclusion of Session Five
Sunday 27 July	Six	Presented during and at the conclusion of Session Six

Points

2025 NZ Secondary School Swimming Championship points are as follows:

Age Group & Para Events

Place	1	2	3	4	5	6	7	8
Points	26	21	17	14	12	10	8	6

Relay Events (not mixed relays)

Place	1	2	3	4	5	6	7	8
Points	26	21	17	14	12	10	8	6

- Trophies will be awarded to:
 - Top All Girls School
 - Top All Boys School
 - Top Co-Ed School
 - Top Para School
 - Boys Relay Trophy – overall relay points
 - Girls Relay Trophy – overall relay points

Note: Schools can only win the above Top School trophies based on their school type. i.e. A Co-Ed School cannot win either of the Top Girls or Top Boys School trophies.

Medical Information

Service	Address	Phone
Anglesea Clinic Urgent Care	3 Thackeray St, Hamilton	07 858 0800
Hamilton Family Dental	1359 Victoria St, Beerescourt	07 214 5987
Veroe Rd Pharmacy	35 Veroe Rd, Beerescourt	07 849 3805
X-Ray, Pacific Radiology	6 Avalon Drive, Nawton	07 847 5753
Physio, Active +	543 Te Rapa Rd, Te Rapa	07 282 1624
Waikato Hospital	Pembroke St, Hamilton East	07 839 8899
Emergency – Fire, Police, Ambulance		111
AED	Waterworld Hamilton, Reception & outside Hydroslide	



Business Plan

2025 NZ Secondary School Swimming Championships

Event Goal

Deliver a quality national secondary school championships for students that celebrates swimming and their schools.

Objectives

- 150+ schools participate
- 650+ students participate
- Positive feedback in post-event survey reflecting good experience
- Increase in social media and livestream engagement on 2024 event

Organisational Structure

Swimming NZ is the national sporting organisation for swimming. We have three departments in the organisational structure:

1. Participation & Competitions
2. Education
3. High Performance

The Participation & Competitions team delivers the national championships amongst other important parts of the department, focused on getting more people swimming more often through creating positive swimming experiences.

Delivery Plan

- June 2024 = announce dates and venue on SNZ website and digital channels
- September 2024 = publish event information on SNZ website and digital channels
- By Early July 2025 = book contractors and finalise planning for event management
- 17 July 2025 = communicate key information
- 24 July 2025 = set up championships and deliver

Event Budget

2025 NZ Secondary School Swimming Championships

Budgeted Income		
Item	Amount	Explanation
Entry Fees	\$ 70,000.00	Students to enter
Spectator Fees	\$ 5,000.00	Supporters to watch in grandstand
Total	\$ 75,000.00	

Budgeted Expenses		
Item	Amount	Explanation
Pool Hire	\$ 13,000.00	Quote from Waterworld
Staff Costs	\$ 12,500.00	Costs for delivery staff to plan and deliver
Staff Travel	\$ 5,000.00	Costs for delivery staff to attend
Equipment Hire	\$ 7,500.00	AV, Radios, Timing, etc
Medals & Trophies	\$ 3,500.00	For awarding achievements
Signage	\$ 3,000.00	Branding
Accreditation	\$ 2,000.00	Passes
Volunteers Support	\$ 3,500.00	Catering, koha, etc
Livestream	\$ 40,000.00	Production Costs, Commentators, etc
Photography	\$ 2,500.00	Imagery for digital channels and participants
Videography	\$ 2,500.00	Imagery for digital channels and participants
Total	\$ 95,000.00	

Potential Sponsors

Hamilton City Council	\$ 20,000.00
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Cash Flow Projections

Nearly all expenses are invoiced at the completion of delivery, with only medals and trophies paid up front

Projected income is received during or at completion of delivery

Item 9

Attachment 2

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0122025-26		
EVENT NAME	Hamilton Arts Festival Toi Ora ki Kirikiriroa 2026 - 2028		
EVENT DATE	20 Feb – 1 March 2026, 2027 and 2028 dates tbc		
APPLICANT	Hamilton Gardens Summer Festival Foundation		
EVENT LOCATION	Hamilton Gardens, Waikato Regional Theatre, Meteor Theatre and Clarence Street Theatre, Victoria on the River, Te Whare Taonga o Waikato Museum & Gallery (TBC) and others (TBC)	EVENT TYPE	Arts
EVENT OVERVIEW	<ul style="list-style-type: none"> Hamilton Arts Festival Toi Ora ki Kirikiriroa is a two week-long festival celebration of the NZ arts, culture and entertainment, with a range of free, low cost and paid experiences. It is New Zealand's largest regional arts festival, employing over 1100 artist. The event champions creative excellence, boosts cultural tourism, and reinforces Hamilton's identity as a vibrant forward-looking city. The Hamilton Gardens remains the primary venue, but the festival now also spans key city venues - broadening programming and economic reach. In 2026, the Foundation will seek to use Waikato Regional Theatre to present larger-scale works of significance. The 2025 festival attracted 47,000 attendees. 		
TARGET MARKET	<ul style="list-style-type: none"> Two key target audiences – locals and inbound domestic drive and fly markets 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> To elevate Waikato's premier arts and culture event into one of national significance To foster cultural pride and social connection through accessible, inclusive programming that celebrates New Zealand identity and storytelling. Cement the festival's profile as a must-do summer destination within the national tourism calendar. Enhance Hamilton's creative reputation, contributing to the city's vibrancy and liveability. 		
ATTENDANCE	Local: 27,300 Visitors: 23,570	BED NIGHTS	Around 8,070 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> A range of funders including community funding streams and commercial sponsorships, with many still to be confirmed The application notes the Foundation's goal to seek additional commercial sponsorship, noting the success of the 2025 places it in a good position to do this moving forward. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> The event is supported by exclusive use of the Hamilton Gardens and Pavillion areas for two weeks every year which is estimated in value at \$65k, plus in-kind support and additional staff time and extra maintenance (cleaning and rubbish) during the festival period. It also supports towards the cost of placing the Public Notices of Garden Closures in the Waikato Times and assistance with media releases during the period of the Festival. Support statement from Hamilton Gardens - <i>"We wholeheartedly support the Hamilton Arts Festival application, as it infuses culture and vibrancy into both the gardens and the city. Specifically, for the gardens, it enhances the magic and whimsy we already value, bringing it to life in a way that magnifies our unique selling points. The festival allows the arts to be celebrated in a truly unique venue. What enhances the gardens also uplifts the city, and what uplifts the city,</i> 		

	<p><i>in turn, benefits the gardens – HAF is a perfect example of this harmony. In short, the Hamilton Arts Festival is a vital cultural event that enriches our community and brings the gardens to life, and we fully support their application.”</i></p> <ul style="list-style-type: none"> The event has also received event sponsorship funding on an annual basis since 2010. In 2024/25, the event received \$175k of funding via the event sponsorship fund. 	
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> The Hamilton Gardens Summer Festival Foundation has delivered the Hamilton Gardens Arts Festival annually since 1988. The festival is well supported by an experienced trust board and the Festival Director holds over 35+ years combined national and international events, arts and creative experience. The 2025 event was the most successful festival in its history, with 30.2% attendance from outside the Waikato and \$14.1M economic benefit injected into the Hamilton economy. <i>(formulated using the Live Performance Value Economic & Wellbeing Calculator 2024- Massey University - funded by Manatū Taonga/The Ministry for Culture & Heritage)</i> 	
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE <ul style="list-style-type: none"> Positioning Hamilton as an inbound tourism destination of choice. With the festival's growing national reputation as regional New Zealand's largest and most magical celebration of creativity, Hamilton is recognised as a cultural, cosmopolitan city worthy of its status as the fastest growing city in the country. Hamilton City Council presenting rights to a major event if content aligns with Council's messaging (TBC) 	
	ONLINE & SOCIAL MEDIA PROFILE <ul style="list-style-type: none"> Access to the festival's network audience and sponsors at the exclusive Programme Launch event and via social media profiling of other key community initiatives that Council supports. 	BRAND PROFILE <ul style="list-style-type: none"> Hamilton City Council brand and messaging promoted throughout the festival including: Logo on the festival website landing page acknowledging Council as a major sponsor Logo in the printed festival programme acknowledging Council as a major sponsor Logo on all generic festival marketing collateral acknowledging Council as a major sponsor Logo promoted during the festival acknowledging Council as a major sponsor via digital screens Hamilton City Council mentioned within local and national press releases as a major sponsor Verbal acknowledgement of Council's significant sponsorship by any festival MC's throughout the festival.
	SPONSORSHIP BENEFITS AVAILABLE TO	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES
	RECOGNITION AND ACKNOWLEDGMENTS	

COUNCIL	<ul style="list-style-type: none"> • Up to 75 complimentary tickets to festival events as agreed to my both parties • Opportunity for discounted staff tickets as selected by the Festival Director • Opportunity to host exclusive client/stakeholder/staff events • Opportunity to speak at the exclusive Festival Programme Launch 	<ul style="list-style-type: none"> • Hamilton City Council being acknowledged in the news and press/media releases(s). • Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s). • Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s) as an event partner
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MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$187,000 per year for three years (FY26, FY27 and FY28)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		5
City exposure benefits		5
Generation of overnight visitation to city		4
Generation of incremental income to city businesses		4
Number of anticipated participants		4
Utilisation of city assets		5
Total		27 / 30
MANAGEMENT COMMENT		
<p>Recommended for \$175,000 per annum for FY26, FY27 and FY28.</p> <p>An iconic event for Hamilton and fit with the event sponsorship fund criteria of pride and profiling. It endorses Hamilton as an event destination to those outside the region and nationally and uses key city assets as a must-see destination. Also an employer of local business. Funding for this event is very challenging and heavily reliant on Council support. Note: some caution over the stated economic benefit recommended.</p>		

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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Form Submitted 28 Apr 2025, 1:47PM NZST

Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name *

Hamilton Gardens Summer Festival Foundation

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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Form Submitted 28 Apr 2025, 1:47PM NZST

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mr Geoff Turkington

Contact Person for this Application *

Mr Geoff Turkington

Please enter the name of the primary contact person for this application.

Position of contact person

Director

Contact Person's Email Address *

geoff@hamiltonartsfestival.co.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

(02) 2096 3162

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

CC20427

New Zealand Charities Register Information

Reg Number	CC20427
Legal Name	Hamilton Gardens Summer Festival Foundation
Other Names	Hamilton Arts Festival Toi Ora ki Kirikiriroa
Reg Status	Registered
Charity's Street Address	Hamilton Gardens Hungerford Crescent
Charity's Postal Address	Hamilton East Hamilton 3216 PO Box 9495 Waikato Mail Centre Hamilton Central Hamilton 3240
Telephone	022 096 3162
Fax	
Email	accounts@hgaf.co.nz
Website	https://www.hamiltonartsfestival.co.nz
Reg Date	12:00am on 9 Jan 2008

Information retrieved at 9:33am on 28 Apr

Must be formatted correctly.

Office Address (complete if different from above)

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<https://hamiltonartsfestival.co.nz/>

Must be a URL.

Organisation type

☒ Charitable Trust ☐ Trust ☐ Sole Trader
☐ Incorporated ☐ Company ☐ Other
Society

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☐ Charitable
Company

If other, please state

Is your organisation GST registered? *

☒ Yes ☐ No

If 'Yes' please provide your GST number

73-571-731
Please enter your GST number.

Please list prior event experience of both the organisation and event organiser *

THE HAMILTON GARDENS SUMMER FESTIVAL FOUNDATION

The Hamilton Gardens Summer Festival Foundation has delivered Waikato's premier annual arts event since 1988. In 2018, the Trust underwent significant transformation in response to the evolving needs of a growing, cosmopolitan city - and to realise the festival's potential as a major driver of inbound visitation.

Since then, the festival has successfully navigated inherited debt, a global pandemic, and an unprecedented summer of rain, emerging as Hamilton Arts Festival Toi Ora ki Kirikiriroa—Aotearoa New Zealand's largest and most magical regional arts celebration.

CHAIR

Chris Williams – Director of King St Advertising, former Chairperson of Creative Waikato, and longstanding supporter of the Festival through both governance and sponsorship.

TRUSTEES

- Raewyn Sporle (Dep Chair) – Local Barrister & Solicitor.
- Marleina Ruka – Chair of the Matariki Festival and representative of the Friends of Hamilton Gardens.
- Lucy Ryan – Director of Hamilton Gardens.
- Benny Marama – Local theatre producer and actor.
- Kyle Chuen – Actor, director, and producer.
- Peta Goldsworthy – Strategic advisor for multiple organisations including St Paul's Collegiate School, Braemar Charitable Trust and the University of Waikato.
- Frances Oliver – Financial & Governance.

DIRECTOR

Geoff Turkington brings more than 36 years' experience in arts and tourism management to the city, having held senior roles including:

- Entertainment Executive, SKYCITY Auckland
- Manager, SKYTOWER Auckland
- General Manager, Sydney Tower
- Manager of Major Venues, City of Newcastle (NSW)

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Geoff has designed and/or directed over 30 large-scale productions across Australasia, and held leadership roles in multiple festivals including the Melbourne International Fringe Festival and the New Zealand International Comedy Festival.

Since joining the Foundation seven years ago, Geoff has worked alongside Trustees to guide the festival through multiple unprecedented challenges, all while delivering on a 2019 Strategic Plan that sets the stage for the festival's future as an event of both local and national significance.

Is there a contract in place with the event organiser or organisation team? *

☒ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *

☒ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *

Hamilton Arts Festival Toi Ora ki Kirikiriroa 2026

Start date of Event *

20/02/2026

Finish date of Event *

01/03/2026

Time of the Event *

4:30pm to 11pm Weekdays. Midday to 11pm Weekends

Location or Venue *

Hamilton Gardens, Waikato Regional Theatre, Meteor Theatre, Clarence St Theatre

Is the Event *

☒ Annual ☐ Biennial (taking place once every two years) ☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

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\$187000

Do you wish this application to be considered for multi-year funding?

- ☒ Yes - two years
☒ Yes - three years
☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Arts

If Other, please describe

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIROA – 2026

As of March 2024, New Zealand's arts and creative sector contributed \$17.5 billion to the national economy - 4.2% of GDP - growing at 2.5%, well ahead of the broader economy (1.4%).

Tourism also surged, with:

\$44.4 billion in total expenditure (up 14.6%)

\$13.3 billion in direct value added (3.7% of GDP)

\$22.1 billion in total value added (6.2% of GDP)

Hamilton Arts Festival Toi Ora ki Kirikiriroa sits at the intersection of these thriving sectors—arts and tourism—positioning itself as a leading cultural event in the central North Island.

Since 2019, the festival has:

- Overcome inherited debt
- Navigated a global pandemic
- Weathered an unprecedented summer of rain
- Evolved into Aotearoa's largest regional arts festival

STRATEGIC OBJECTIVES FOR 2026:

2025/26 Event Sponsorship Fund

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- Further foster cultural pride and social connection through accessible, inclusive programming that celebrates New Zealand identity and storytelling.

- Cement the festival's profile as a must-do summer destination within the national tourism calendar.

- Enhance Hamilton's creative reputation, contributing to the city's vibrancy and liveability.

While the internationally acclaimed Hamilton Gardens remains the festival's heart, its footprint now spans key city venues - broadening programming and economic reach. In 2026, the Foundation also looks forward to working with the Waikato Regional Theatre to present larger-scale works of significance which previously was not possible. It is anticipated that any work presented in the new theatre would also assist the venue in meeting its cultural and social programming KPI's.

The 2025 Festival welcomed 47,000 attendees, including 30.2% from outside Waikato, injecting an estimated \$14.1 million into Hamilton's economy (based on the 2024 Massey University Live Performance Value Calculator, commissioned by Manatū Taonga). More than 800 artists were employed, with \$325,350 paid in artist fees - further affirming the festival's critical role in the region's creative economy.

These outcomes surpassed 2024's record breaking results, making 2025 the most successful festival in its history.

With national recognition, sustained audience growth, and measurable economic benefit, the festival is now on track to become New Zealand's answer to the Adelaide Fringe Festival - an event which delivered a \$149 million gross economic impact in 2024, including \$121 million in new money brought into the state through tourism and visitor spending.

However, this momentum brings new pressures.

While increased infrastructure and artist costs have been carefully managed through prudent planning and strong community support, escalating compliance requirements are straining resources. In 2025, new bag check and traffic management requirements added an additional \$11,500 in costs alone.

Ongoing investment is essential to meet these growing demands and sustain the festival's upward trajectory. While the festival is now positioned to attract commercial sponsorship, securing these partnerships remain difficult in the current economic climate. Work continues to diversify revenue streams.

Despite these challenges, with continued support of Hamilton City Council, Hamilton Arts Festival Toi Ora ki Kirikiriroa remains committed to championing creative

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excellence, boosting cultural tourism, and reinforcing Hamilton's identity as a vibrant forward-looking city.
No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: 2026 BUSINESS PLAN Inclusive (1).pdf

File size: 646.8 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: FY26 Budget V1 - HCC .pdf

File size: 141.2 kB

Filename: HAF Forecasted Cashflow year end 2026.pdf

File size: 219.1 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: 2026_MarketingBudget.xlsx - Google Sheets.pdf

File size: 139.6 kB

Filename: MARKETING PLAN 2026 .pdf

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File size: 71.4 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: 2026 2027 HCC Sponsorship Proposal-compressed.pdf
File size: 4.9 MB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☒ Yes
- ☐ No

If yes, please attach latest data along with who collated this material.

Filename: 2025 Raw Data Survey Analysis - Google Sheets.pdf
File size: 197.5 kB

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	650	220		
Spectators	26650	23350		
Trade				

Entry Fees

Adult	Child	Older people	Other

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	5380	1.5
Motels		

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Holiday Park/Campground		
Schools or home hosted		
AirBNB		

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

1

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

NATIONAL EXPOSURE: Positioning Hamilton as an inbound tourism destination of choice. With the festival's growing national reputation as regional New Zealand's largest and most magical celebration of creativity, Hamilton is recognised as a cultural, cosmopolitan city worthy of its status as the fastest growing city in the country.

Idea 2

ONLINE PROFILING: Access to the festival's network audience and sponsors at the exclusive Programme Launch event and via social media profiling of other key community initiatives that Council supports.

Idea 3

BRAND PROFILING: Hamilton City Council brand and messaging promoted throughout the festival including:

- Logo on the festival website landing page acknowledging Council as a major sponsor
- Logo in the printed festival programme acknowledging Council as a major sponsor
- Logo on all generic festival marketing collateral acknowledging Council as a major sponsor
- Logo promoted during the festival acknowledging Council as a major sponsor via digital screens
- Hamilton City Council mentioned within local and national press releases as a major sponsor
- Verbal acknowledgement of Council's significant sponsorship by any festival MC's throughout the festival

Idea 4

OTHER

- Up to 75 complimentary tickets to festival events as agreed to my both parties

2025/26 Event Sponsorship Fund

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- Opportunity for discounted staff tickets as selected by the Festival Director
- Opportunity to host exclusive client/stakeholder/staff events
- Opportunity to speak at the exclusive Festival Programme Launch

Idea 5

NAMING RIGHTS ALIGNMENT: Hamilton City Council presenting rights to a major event if content aligns with Council's messaging .

Idea 6

Idea 7

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as "we", "our" or "us". We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * Hamilton Gardens Summer Festival Foundation

Full Name of Authorised Signatory * Geoffrey Turkington

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Position of Authorised Signatory * Director

Date of Declaration * 28/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Easy

How many hours did it take you to complete this application?
36

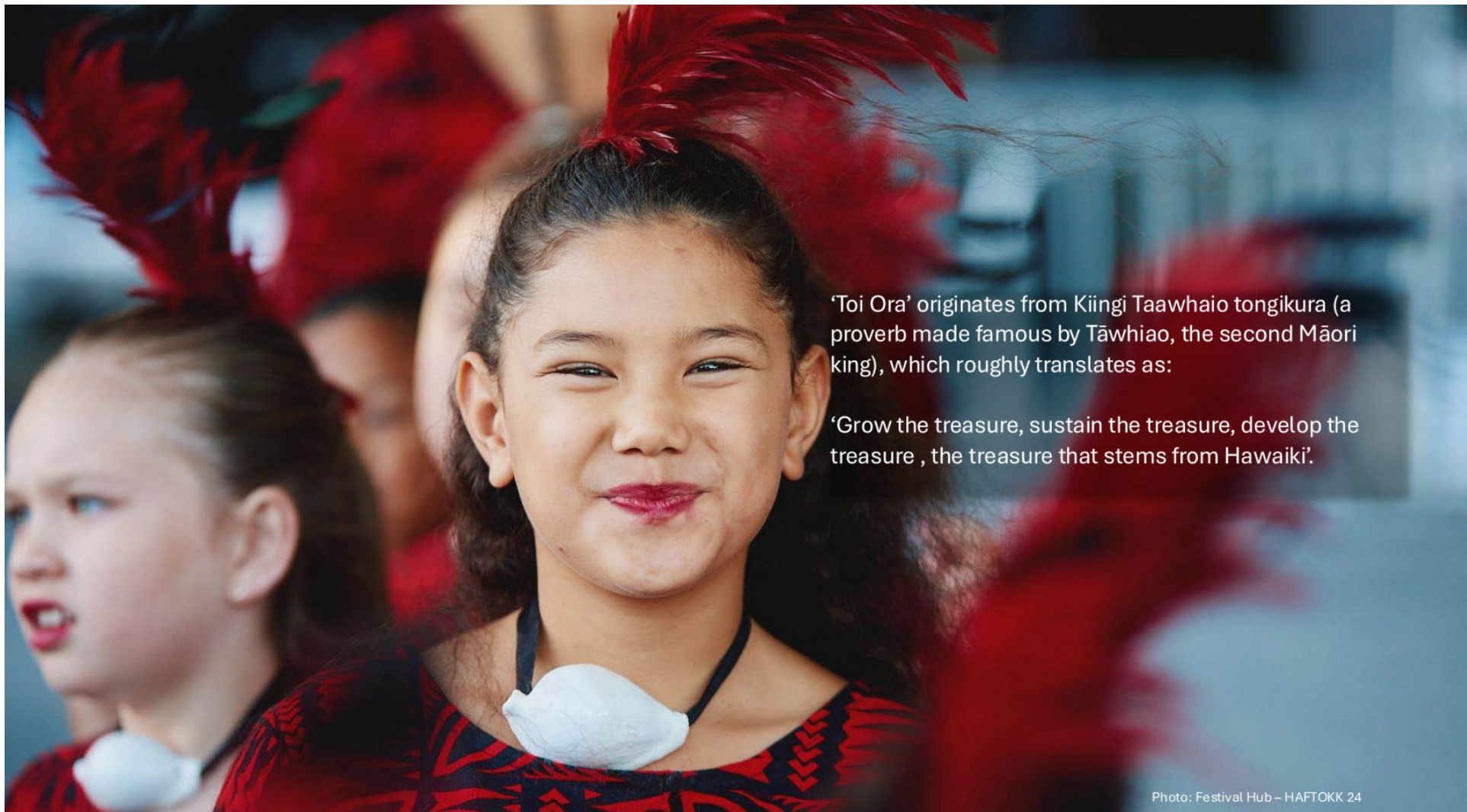
Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

Item 9

Attachment 2





‘Toi Ora’ originates from Kiingi Taawhaio tongikura (a proverb made famous by Tāwhiao, the second Māori king), which roughly translates as:

‘Grow the treasure, sustain the treasure, develop the treasure , the treasure that stems from Hawaiki’.

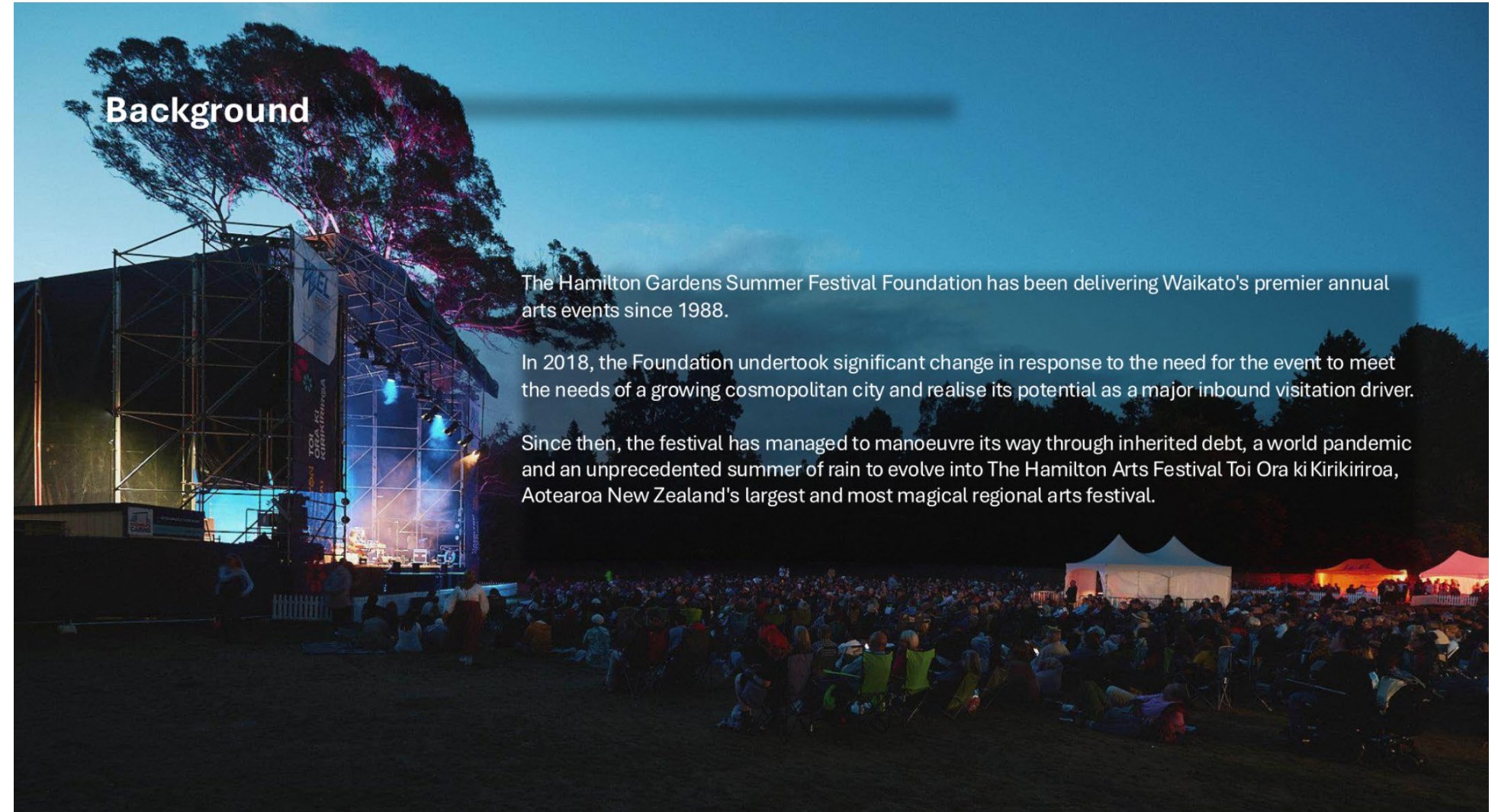
Photo: Festival Hub – HAFTOKK 24

Background

The Hamilton Gardens Summer Festival Foundation has been delivering Waikato's premier annual arts events since 1988.

In 2018, the Foundation undertook significant change in response to the need for the event to meet the needs of a growing cosmopolitan city and realise its potential as a major inbound visitation driver.

Since then, the festival has managed to manoeuvre its way through inherited debt, a world pandemic and an unprecedented summer of rain to evolve into The Hamilton Arts Festival Toi Ora ki Kirikiriroa, Aotearoa New Zealand's largest and most magical regional arts festival.



Festival Mission

With the festival now firmly established on both the local and national cultural calendars, the revised mission statement implemented in 2018 stays true:

1. Drive solidarity and connectivity through a vibrant celebration of New Zealand arts, culture, and entertainment. The festival remains committed to accessibility by offering many free or low-cost experiences that showcase the region's unique identity, its people, and what it means to be "Kiwi."
2. Establish national significance, evolving the festival into a premier cultural event that is recognised as a "must-do" experience on New Zealand's annual cultural tourism calendar.
3. Enhance Waikato's liveability by enriching the region's cultural life and fostering creative, connected community.

Photo: The Music is Bond – HAFTOKK 25

Current Situation

After years of dedicated mahi, the 2024 festival delivered on all fronts - breaking attendance records and broadening its audience base.

Yet, the tough economic climate brought continued funding challenges. By August, the 2025 festival faced a \$150K deficit to present a bare bones event.

Photo: The Anthony Wilding Story
HAETOKK 25

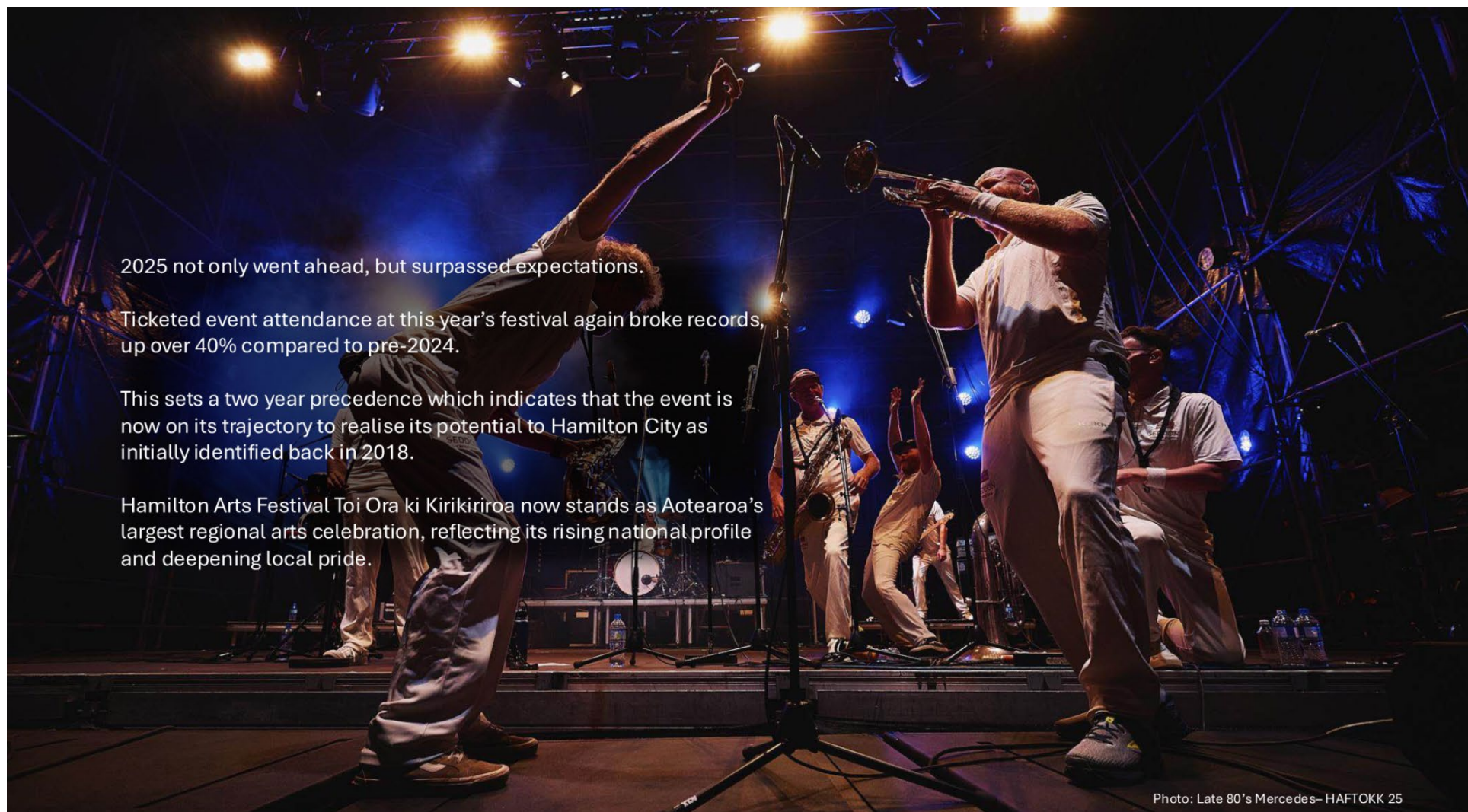
In response, the community rallied with overwhelming support.

This included the introduction of a Patron Scheme - cheekily titled *Friends with Benefits* - welcoming donations from individuals, families, and small businesses.

Within a matter of months, this scheme alone raised \$23,100.

This, alongside our visionary funders/sponsors already generous commitments, reduced the shortfall, giving the Foundation the confidence to proceed.

Photo: Silent Shorts- HAFTOKK 25



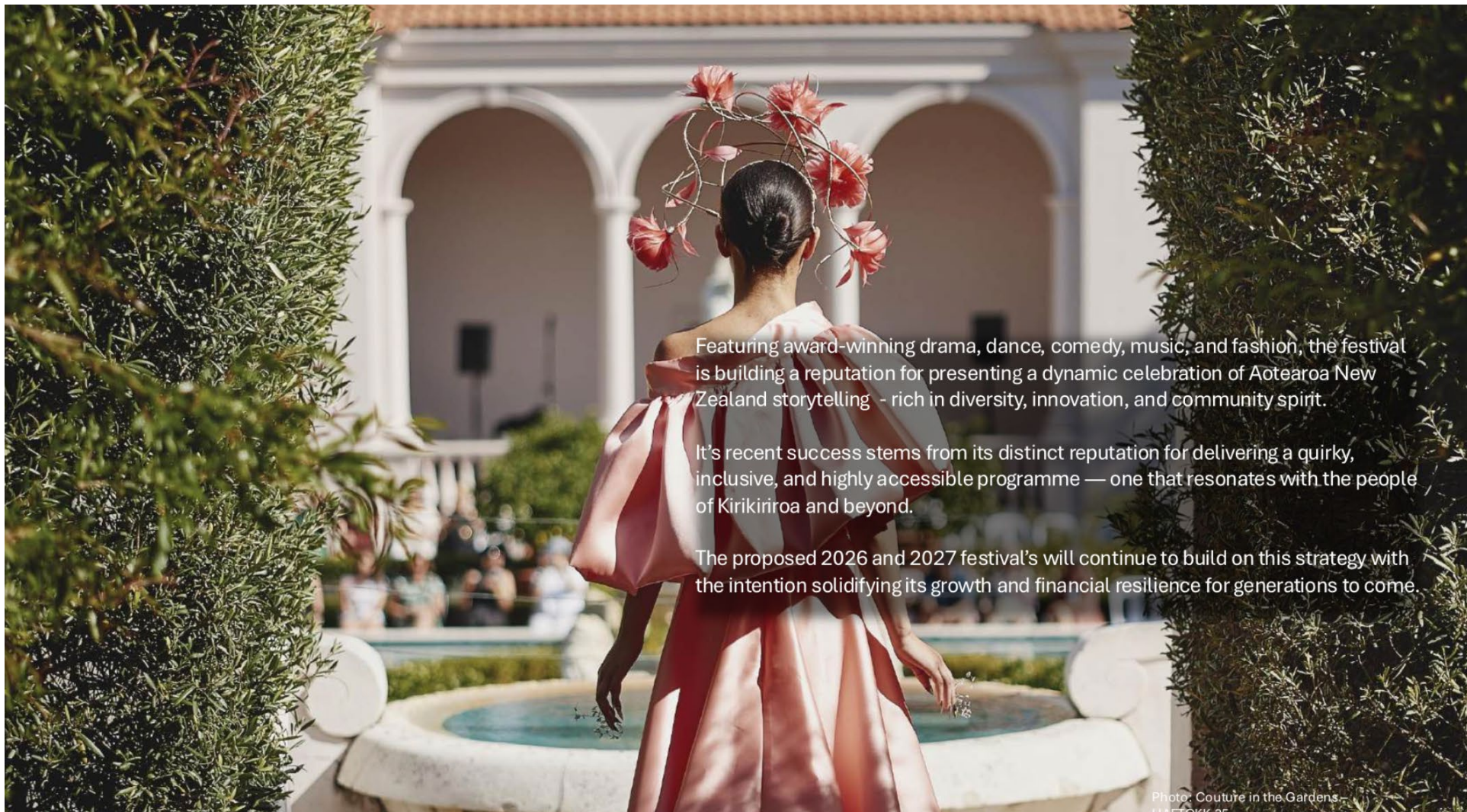
2025 not only went ahead, but surpassed expectations.

Ticketed event attendance at this year's festival again broke records, up over 40% compared to pre-2024.

This sets a two year precedence which indicates that the event is now on its trajectory to realise its potential to Hamilton City as initially identified back in 2018.

Hamilton Arts Festival Toi Ora ki Kirikiriroa now stands as Aotearoa's largest regional arts celebration, reflecting its rising national profile and deepening local pride.

Photo: Late 80's Mercedes- HAFTOKK 25



Featuring award-winning drama, dance, comedy, music, and fashion, the festival is building a reputation for presenting a dynamic celebration of Aotearoa New Zealand storytelling - rich in diversity, innovation, and community spirit.

It's recent success stems from its distinct reputation for delivering a quirky, inclusive, and highly accessible programme — one that resonates with the people of Kirikiriroa and beyond.

The proposed 2026 and 2027 festival's will continue to build on this strategy with the intention solidifying its growth and financial resilience for generations to come.

Photo: Couture in the Gardens -
HAEROKK 25



The Numbers - 2025

2025 saw an update in inbound visitation from previous years.

- 47,000: Total attendance
 - 53.3% Hamilton Residents
 - 6%: Wider Waikato Residents
 - 30.2%: Outside of Waikato
 - 10.5%: Unknown
- 76% of non-local visitors came specifically for the festival
- 2.5: Average number of festival days attended
- 1.5: Average number of nights spent in accommodation

The Numbers 2025

Economic Benefit to Hamilton City

- \$14.1 million injected into the Hamilton economy.

Value of Social & Wellbeing benefit to Hamilton City:

- \$7.2 million in social impact value (conservative)

Formulated using the Live Performance Value Economic & Wellbeing Calculator 2024- Massey University - funded by Manatū Taonga/The Ministry for Culture & Heritage.

Photo: Sunset Symphony – HAFTOKK 25

The Artists

Furthermore...

The Hamilton Arts Festival Toi Ora ki Kirikiriroa is the biggest single employer of artists within Waikato and is an important part of Aotearoa New Zealand's cultural economy.

Over 800 artists were engaged this year of which an estimated 75% considered themselves Waikato residents – performing alongside some of the best talent from across Aotearoa.

Whereby programming for 2025 and 2026 is yet to commence, is anticipated that the number of engaged artists will be similar.

Photo: The Festival Hub – HAFTOKK 25

Extraordinary Partnerships

The festival plays a vital role in supporting other local not-for-profit organisations through unique collaborations that provide broader benefits to the community.

Examples for 2025 include:

Orchestra Central : The annual iconic *Sunset Symphony* is a key performance indicator (KPI) as part of their operational grant with Trust Waikato.

Dragon Boat Racing/Waka Ama: Club volunteers provide back of house services to the festival in exchange for a substantial financial contribution to their organisation.

Waikato University Hockey Club: Inspired by the success of the Dragon Boat Racing arrangement, this new partnership provides essential security and bag-checking services.

The Festival continues to seek new partnerships that delivers mutual benefits for the wider community.

Photo: Carmina Burana – HAFTOKK 25



Snapshot

The festival showcased the rich tapestry of toi Māori, alongside contemporary and classical performances.

Photo: Tanghanga – HAFTOKK 25

Item 9

Attachment 2

The Proposal

Hamilton City Council's ongoing support has been integral to the festival's ability to deliver Waikato's premium annual arts and cultural event.

However, despite its success, festival's total funding has remained static since 2016.

Rising infrastructure and compliance costs are no longer sustainable through cost-cutting alone.

Continued and increased investment is essential to secure the long-term future of Hamilton's most magical celebration of arts and culture.

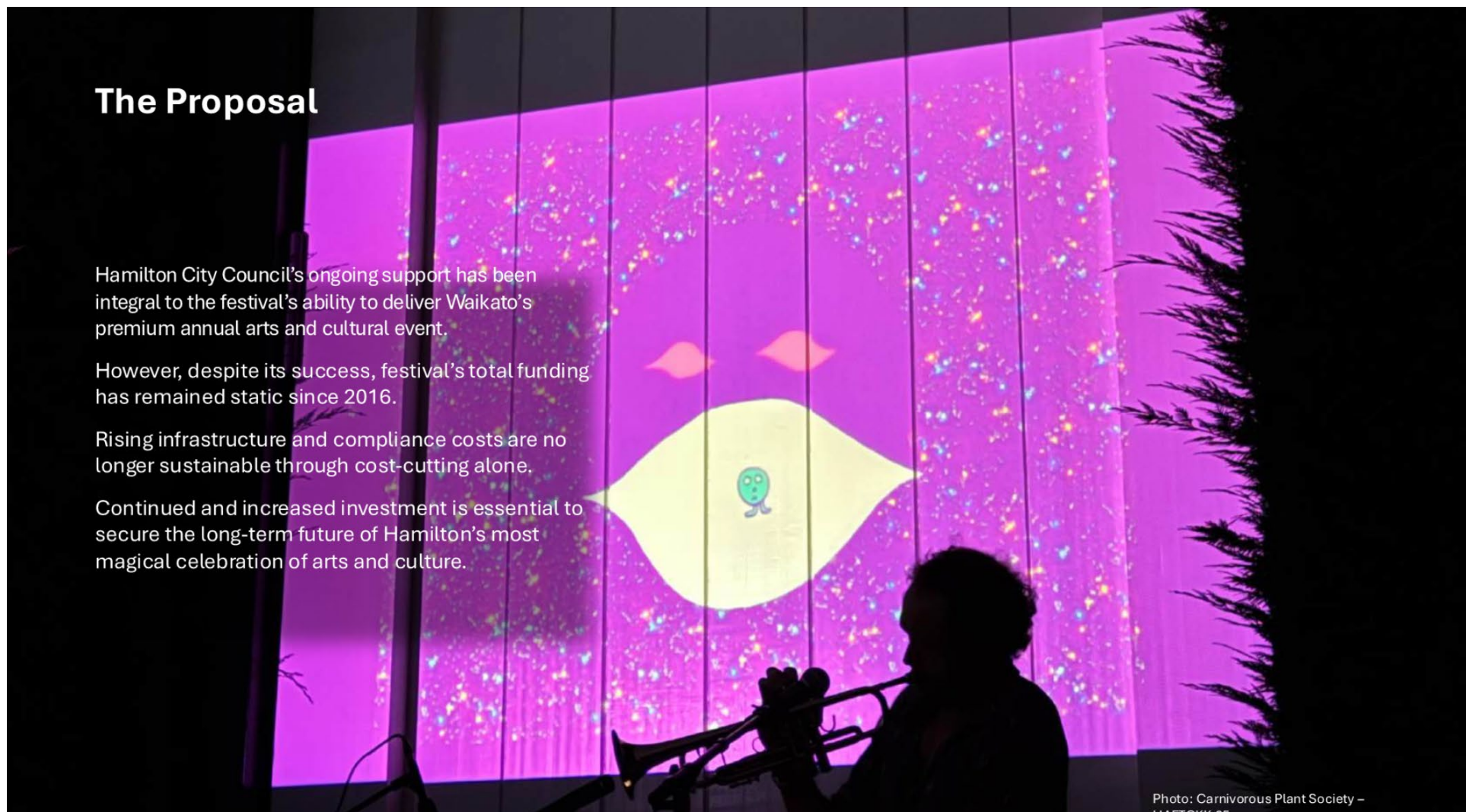


Photo: Carnivorous Plant Society –
HAETOKK 25



Nearly all of any funding/sponsorship received is invested back into the community. The Foundation operates incredibly lean with no office space costs and minimal administrative overheads.

The festival is managed by a permanent team of 1.5 FTE with contractors engaged for the duration of the event. This is significantly less than any other festival of scale within New Zealand.

The Foundation also acknowledges that Council is also presented with its own very large headache balancing its books.

Therefore, the Foundation is realistically requesting a commitment of \$187,000 towards each the 2026 and 2017 festivals. This represents a marginal increase of \$12,000 from 2024 to assist in covering additional compliance costs in the form of traffic management and liquor licence security.

Despite the current uncertain economic climate, the Foundation believes the event is ripe for commercial sponsorship and is hopeful of securing additional funds to cover the current budget shortfall.

Photo: Festival Hub - HAFTOKK 25



Sponsorship acknowledgement

In exchange for Hamilton City Council's ongoing pivotal support, the festival proposes the following benefits:

- **National Exposure:** Positioning Hamilton as an inbound tourism destination of choice.
- **Online/Social Media Profiling:** Access to the Festival's network audience and sponsors at the exclusive Programme Launch event and via social media profiling of other key community initiatives that Council supports.
- **Brand Profiling:** Hamilton City Council brand and messaging promoted throughout the festival including:
 - Logo on the festival website landing page acknowledging Council as a major sponsor.
 - Logo in the printed festival programme acknowledging Council as a major sponsor.
 - Logo on all generic festival marketing collateral acknowledging Council as a major sponsor.
 - Logo promoted during the festival acknowledging Council as a major sponsor plus verbal acknowledgement by the Festival Hub MC multiple times daily.
 - Up to 75 complimentary tickets to festival events as agreed to by both parties.
 - Opportunity for discounted staff tickets as selected by the Festival Director.
 - Opportunity to host exclusive client/staff events.
 - Opportunity to speak at the exclusive Festival Programme Launch event.
- **Naming Rights Alignment:** Hamilton City Council presenting rights to at major event presented as part of 2025 programme line up TBC.

Photo: Nathan Haines- HAFTOKK 23

The Future

With national recognition, sustained audience growth, and measurable economic benefit, the festival is now on track to become New Zealand's answer to the Adelaide Fringe Festival – an event which delivered a \$149 million gross economic impact in 2024, including \$121 million in new money brought into the state through tourism and visitor spending.

Photo: Carmina Burana- HAFTOKK 25



The Management and Trustees of the Hamilton Gardens Summer Festival Foundation look forward to working with the Hamilton City Council to build on the work already undertaken to elevate our arts festival into a national treasure

Next year's dates: 20 February – 1 March

Photo: Viyaldi by Candlelight- HAFTOKK 23



HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIROA 2026 KEY BUSINESS PLANNING DOCUMENTS

The following document consists of the following:

1. Business Plan 2026
2. 2026 Milestones and Timeframes
3. Organisation Chart
4. Artistic Policy
5. Waste Minimisation Plan
6. Sustainability Strategy

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIROA BUSINESS PLAN 2026:

Drive solidarity and connectivity via a celebration of New Zealand arts, culture and entertainment with continued focus on accessibility through many free or low cost festival experiences that showcases the region's unique identity, people and what it means to be "Kiwi".

Evolve the festival into one of national significance and a major "must do" experience on New Zealand's annual cultural tourism calendar.

Promote the quality of life shared by Waikato residents by contributing to the region's liveability through the outward presence of a culturally diverse and creative community.

Maximise the Festival's position as a major contributor to New Zealand's creative economy by ensuring artists are paid fair and equitably.

Goal	Objectives	Actions	Evaluation
Respond to the need for a large world class celebration of community, culture and arts representative of a vibrant, attractive and prosperous city.	<ol style="list-style-type: none"> 1. Develop a financially sustainable business model that is nimble in design and content. 2. Maximise the festival's potential as a major inbound visitor driver for the region. 3. Showcase the Waikato as a beautiful, culturally rich destination of choice. 4. Develop a programming strategy that has focus on celebrating NZ and local stories. 5. Leverage the event as a major contributor to the region's creative economy. 6. Deliver live & free or low cost events to ensure accessibility for all regardless of income. 7. Deliver a safe, responsible event for people of all ages.. 	<ol style="list-style-type: none"> 1. Ongoing review of current curatorial/programme strategies to better align festival content to attract a broader, nationwide audience. 2. Collaborate with major touring promoters to attract headline acts with significant nation-wide drawcard appeal. 3. Engage with local creative and cultural groups to provide opportunities for our own people to tell their stories on a national platform. 4. Work with key stakeholders and funders to ensure a comprehensive Free and Live and low cost events are financially viable. 	<ol style="list-style-type: none"> 1. A HAFTOKK 2026 happens 2. Programme has a strong representation of local creative and cultural content. 3. Programme represents the best of New Zealand live performing artists with nationwide audience appeal. 4. Audience evaluation indicates a strong and diverse turnout from Waikato residents. 5. Audience evaluation indicates a significant uptake in inbound visitation to the region. 6. The event aligns with best of business delivery practices.

		<p>5. Seek new and innovative funding mechanisms to not only secure the immediate ongoing sustainability of the Festival to provide resources for its development so it can deliver on its full potential for the region.</p> <p>6. Seek suitably compatible corporate sponsorship to ensure ongoing financial sustainability and further investment in wider marketing reach.</p>	
<p>Artistic development 1:</p> <p>A whole festival experience with something engaging always happening.</p>	<ol style="list-style-type: none"> 1. Audiences feel confident that they can access several different experiences on one trip to the Festival 2. Audiences are encouraged to step 'outside the box' with programme choices 3. Audiences feel that there is something for them regardless of social, 	<ol style="list-style-type: none"> 1. Focus on a free festival hub programme where audiences can gather and 'hang out' to connect the ticketed events 2. Create marketing connections between known events and lesser known (eg "Directors' choice", buy one get one half price to select events) 	<ol style="list-style-type: none"> 1. Audience feedback is consistently high with over 80% positive feedback 2. Increase in sales of NZ touring and more artistically challenging events 3. Increase in diversity of audiences, and first-time festival attendees

	cultural or economic status	<ol style="list-style-type: none"> 3. Ensure the programme targets a variety of communities, genres and price points 4. Ensure the marketing plan reaches beyond regular festival attendees 	
<p>Artistic development 2:</p> <p>An artistic programme reflecting the unique point of difference that the Hamilton Gardens provides.</p> <p>Key Hamilton CBD venues are activated with performances that cannot be presented within the technical limitations of the Gardens but have cultural or social importance recognised as essential to the Festival's overarching curatorial intentions.</p> <p>Work with Waikato Regional Theatre management to identify opportunities to activate the new venue with unique, high-quality work that aligns with both parties' curatorial policies.</p>	<ol style="list-style-type: none"> 1. Regional and national visitors attend the festival for a unique experience 2. Artists have an understanding of the specifics of the gardens venues available 3. Work of essential social and cultural value are presented to the Waikato audience that would not otherwise be made available. 4. More site specific work is created 	<ol style="list-style-type: none"> 1. Ensure marketing emphasises the points of difference of the Festival and the Gardens, and targets regional and national media 2. Communicate effectively with artists regarding targeted work for the gardens 3. Communicate with the broader arts industry a clear vision of the festival 4. Work closely with Waikato Regional Theatre management to identify and programme content that aligns with both parties' curatorial policies. 	<ol style="list-style-type: none"> 1. National and regional attendances at the festival increase 2. Increase in local audiences year on year. 3. More site specific and commissioned work is presented 4. Artists and audiences have a clear understanding of the points of difference of the festival

<p>Artistic development 3:</p> <p>A central theme of telling Waikato stories and celebrating Waikato personalities.</p>	<ol style="list-style-type: none"> 1. Local artists have access to festival support and infrastructure to develop original work 2. Local communities are encouraged to participate in artistic projects 3. A sense of belonging and Mana is associated with homegrown projects and people 	<ol style="list-style-type: none"> 1. Target senior local artists for festival commissions 2. Work with local arts and cultural providers to partner on local projects and/or sharing of resources. 3. Target local communities to create an arts project for the festival 	<ol style="list-style-type: none"> 1. A higher number of local original works are presented 2. Projects initiated by other local arts and cultural organisations are presented 3. Hamilton artists and audiences feel ownership and pride in the festival
<p>Artistic development 4:</p> <p>HAFTOKK delivers a bold annual programme that is perceived nationally as unique in shape and form attracting a diverse, nationwide (international?) audience that comes back year after years</p>	<ol style="list-style-type: none"> 1. Deliver on Artistic Development Objectives 1-3. 2. Also present high profile headline acts with broad audience appeal. 	<ol style="list-style-type: none"> 1. Build a reputation with participating artists that HAFTOKK is unique, enjoyable and a financially successful presenter of choice which encourages word of mouth within the industry. 2. Build relationships with major touring promoters to encourage including Hamilton within touring schedules of named artists. 3. Actively keep on top of music trends to predict who the "hot" item is going to be each summer. 	<ol style="list-style-type: none"> 1. HAFTOKK headlines at least one major music act that attracts a minimum of 2,000 people. 2. Audience travels from outside of the Waikato to attend the concert. 3. Inbound audiences attend more than one event while in Hamilton.

<p>National/Audience Development</p> <p>Inbound Domestic Tourism.</p> <p>Position HAFTOKK as New Zealand's most unique "must do" cultural tourism experience while showcasing Hamilton as a highly attractive visitor destination..</p>	<ol style="list-style-type: none"> 1. HAFTOKK is recognised as a "must do" experience on the domestic cultural tourism map. 2. Significant increase in ticketed show sales (driving revenue) 3. Significant increase in inbound visitation to the region specifically for the purpose of attending the festival. 4. Successful leverage off festival visitation to benefit the regions' accommodation, F&B and other visitor attraction businesses. 	<ol style="list-style-type: none"> 1. Attract a significant commercial "naming rights" partner to assist in the investment required to promote HAFTOKK nationally. 2. Leverage relationships with successful major festivals to gain skills and insights into developing national audience development strategies. 3. Develop partnerships with major national media companies to assist with promoting the festival nationally. 4. Enhance the festival's Public Relations resource to actively pursue opportunities for media exposure. 5. Work closely with Hamilton Waikato Tourism to ensure HAFTOKK visitation can benefit the wider industry. 	<ol style="list-style-type: none"> 1. Delivery of a robust regional marketing strategy. 2. Festival content positions the event as an attractive inbound tourism proposition (audience feedback) 3. Substantial increase in inbound visitation to HAFTOKK 25 and beyond. 4. Substantial uptake in ticketed show revenue 5. Substantial uptake in Festival F&B sales and attendance at free and live events. 6. Positive national exposure of Hamilton Gardens, Hamilton CBD and the greater Waikato as a culturally rich and diverse destination.
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<p>Community/Audience Development 1:</p> <p>To maintain and strengthen community participation and attendance</p>	<ol style="list-style-type: none"> 1. The festival is anticipated as a highlight of the annual events calendar 2. Diverse communities know there is something for them and their families in the festival, to watch or participate in. 	<ol style="list-style-type: none"> 1. Programming is of a consistently high quality 2. Marketing and programming reflects diverse communities 3. Community leaders targeted for connection to the festival 	<ol style="list-style-type: none"> 1. Media, audience and artist feedback is consistently high 2. Increase in the diversity of audiences and artists against previous festivals 3. A database of community leaders is developed 4. Accommodation packages are booked with accommodation partners
<p>Community/Audience Development 2:</p> <p>To focus on development of Māori, Pasifika and youth audiences, participants and leadership within the festival</p>	<ol style="list-style-type: none"> 1. The festival has a strong partnership with Mana Whenua 2. The festival celebrates Māori artists, art forms and stories 3. The festival celebrates Pasifika artists, art forms and stories. 4. Future audiences are developed through strong youth attendance and participation 	<ol style="list-style-type: none"> 1. Incorporate tikanga Māori into key festival events 2. Connect with local iwi leaders to discuss potential partnership and festival leadership opportunities 3. Ensure Māori/Pasifika artists are aware of opportunities within the festival 4. Connect with youth organisations to promote the festival and investigate current gaps in the youth arts and cultural market 	<ol style="list-style-type: none"> 1. Festival team and participants are encouraged to participate in tikanga for key festival events 2. Local iwi and Māori organisations are aware of the festival 3. An increase in the number of Māori/Pasifika and youth audiences and participants 4. Identify and implement leadership opportunities with the broader festival organisation

<p>Community/ Audience Development 4:</p> <p>To strengthen and develop further channels for audience, stakeholder and artist feedback to the festival</p>	<ol style="list-style-type: none"> 1. The festival has robust feedback systems and uses these for continuous improvement of festival programmes and systems, and to communicate festival successes and challenges to investors 	<ol style="list-style-type: none"> 1. Examine current festival evaluation systems 2. Research industry evaluation systems and best practice 	<ol style="list-style-type: none"> 1. Festival team has a thorough understanding of current evaluation systems, and a plan for implementation for future festivals
<p>Organisational Sustainability 1:</p> <p>To continue to develop diversity of income sources for the festival including ticket income, sponsorship, funding and development of private donors</p>	<ol style="list-style-type: none"> 1. The festival is secure financially 2. Rainy day reserves are allocated 3. Increased funding is sourced to invest in audience development (locally and nationally) 4. The festival has a wide pool of investors 	<ol style="list-style-type: none"> 1. Sponsorship strategy is updated and implemented 2. Festival Patronage package investigated and strategy created 3. Application submitted to Creative New Zealand for multi-year investment funding (if available) 4. Seek a significant naming rights sponsor that will assist transitioning the festival to one of national significance. 	<ol style="list-style-type: none"> 1. Clear sponsorship strategy implemented 2. Patronage strategy created, initial invitations to potential patrons to 2025 events 3. Secure appropriate CNZ funding as part of their investment programmes 4. Leverage the remaining Thermal Explorer Regional Events Fund to assist in developing the festival into a major national event until alternative revenue sources are secured. 5. Significant multi-year naming rights sponsor sourced with compatible brand and messaging alignments.

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<p>Organisational Sustainability 2:</p> <p>To continue to develop governance and operational systems and procedures to meet best practice examples within the industry</p>	<ol style="list-style-type: none"> 1. Systems and policies are clear to all festival team and board 2. Organisational risks are identified and mitigated 3. Legal organisational requirements are met 4. Robust internal operational/administrative systems are in place to ensure accuracy and efficiency. 	<ol style="list-style-type: none"> 1. Ongoing analysis of organisational systems and policies to ensure relevance 2. Practical implementation of policies across organisational departments and internal stakeholders. 3. Ongoing review of current operational/administrative systems and processes. 4. Greater upskilling on the tools and benefits that are available within FestivalPro Event Management Software. 	<ol style="list-style-type: none"> 1. Festival documents are current and used as the baseline for operational decision making by the full festival team. 2. Team and contractors are fully conversant with all relevant policies and processes. 3. Team is fully conversant with the tools and capabilities of FestivalPro Event Management Software.
<p>Organisation Sustainability 3:</p> <p>Attract and develop a strong skill set based in the Waikato capable of delivering a large scale multi-day festival</p>	<ol style="list-style-type: none"> 1. HAFTOKK is perceived as a highly sought after organisation to work with. 2. To attract and retain highly skilled, experienced event personnel with vision and commitment to the development of HAFTOKK. 3. To be financially capable of resourcing the festival 	<ol style="list-style-type: none"> 1. Provide a supportive and healthy work environment that is attractive to potential new personnel. 2. Secure funds to properly resource the event to prevent burnout and high attrition. 3. Build a fun, positive and creative work culture. 	<ol style="list-style-type: none"> 1. Existing key personnel are retained. 2. Funding is secured to fill current resource and expertise gaps. 3. HAFTOKK is perceived as an employer of choice.

	<p>to a suitable level given the size and scale of its deliverables.</p> <p>4. To be committed to succession planning - developing talent from within the Waikato.</p>		
<p>Sustainability - Best of Business Waste Management :</p> <p>To deliver a best of business waste minimisation event.</p>	<p>1. To ensure HAFTOKK is delivered with minimal impact to its primary venues.</p> <p>2. For HAFTOKK to be known as an exemplary example of delivering an event with minimal impact to the environment.</p> <p>3. To educate the waste minimisation message through active participation of the audience.</p>	<p>1. Employ a dedicated Zero Waste Coordinator for the duration of the festival if ownership of outcomes.</p> <p>2. Engage a proactive, motivated "Zero Hero" volunteer task force to set up and manage all waste stations for the duration of the festival</p> <p>3. Implement robust tools to ensure accurate accountability measures</p>	<p>1. Post event waste evaluation indicates reduced landfill year on year.</p> <p>2. Positive audience feedback for the duration of the festival.</p> <p>3. Positive post event feedback from Audience surveys.</p>

2. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIROA MILESTONES AND TIMEFRAMES

Mar/May 2025			
Assigned to	Sub Category	Task	Due Date
D	Finance	Preliminary budget presented to board for sign off	8 Apr
D	Funding	Grassroots Trust Funding Application submitted	31 Apr
D	Sponsorship	Hamilton City Council Major Events Application Submitted	30 Apr
D	Sponsorship	Naming rights partner package completed	01 May
D	Funding	Creative NZ Funding Application	N/A
D	Software	Software Updated and Artist EOI templates confirmed	10 May
D	Strategy	Strategic Plan Signed off by Trustees inc programming strategy/theme	15 May
D	Industry	Engage with wider creative community to workshop opportunities for collaboration for 2026	15 May
D	Industry	Artist call out prepared and circulated	20 May
D	Funding	Funding strategy in place	31 May
D	Funding	Complete 2025 funding acquittals	31 May
D	Industry	Non-submission producer/production co/artist list completed	31 May
June 2025			

Assigned to	Sub Category	Task	Due Date
D	Funding	Trust Waikato Funding Application	13 Jun
D	Industry	Review preliminary responses to EOI - Draft festival structure with software	15 Jun
D	Finance	2023 2nd draft budget signed off by board	15 Jun
D	Industry	Artist expression of interest closes	28 Jun
D	Funding	WEL Energy Trust Funding Application	30 Jun
July 2025			
Assigned to	Sub Category	Task	Due Date
D	Funding	Lotteries Grant Board application submitted	15 Jul
D	Marketing	Design brief drafted and discussions with agency started	30 Jul
D	Funding	Grassroots Trust application submitted Mk 2	31 Jul
D/AD	Programmin g	Draft artistic programme developed (contingent on funding)	31 Jul
D/Accountant	Finance	FY/25 accounts audit submitted	31 Jul
D	Ticketing	Engage with Eventfinda - Set up back end for 26	31 Jul
D/TD	Production	Confirm festival team (contingent on funding)	31 Jul
D/Accountant	Regulatory	Charities Commission report submitted	31 Jul
D	Funding	Funding applications submitted to Lion Foundation, Southern Trust, NZCT, Dragon Community Trust, and Trillian Foundation	31 Jul
D	Sponsorshi p	Confirm Intern requirements with University of Waikato	31 Jul

August 2025			
Assigned to	Sub Category	Task	Due Date
D/AD/TD	Production	Detailed production timeline developed	31 Aug
D	Programming	Artistic programme confirmed	31 Aug
D	Marketing	Draft website design developed	31 Aug
D/AD	Marketing	Draft program template developed	31 Aug
D/AD	Marketing	Detailed Marketing Plan locked in with agency full design brief	31 Aug
D/AD	Strategy	Evaluation tools developed	31 Aug
GM/AD	Marketing	Confirm design look and feel	31 Aug
D/Ad	Strategy	Review Food and Beverage suppliers (Montana)	31 Aug
TD/Ad	Production	Confirm Golf Carts	31 Aug
September 2025			
Assigned to	Sub Category	Task	Due Date
AD/Agency	Marketing	Book marketing placements in with relevant companies	30 Sep
AD	Marketing	Contract festival photographer	30 Sep
AD	Marketing	Website design in progress	30 Sep
D/AD	Admin	Contract all artists and receive all relevant information (marketing, travel, tech riders, APRA information)	30 Sep
All	Production	Event planning – fully underway (as per to-do list for each component)	30 Sep

D	Sponsorship	All sponsors confirmed and contracted	30 Sep
D/AD	Marketing	Programme launch artists confirmed	30 Sep
D/Ad	Production	Finalise Food & Beverage Service Providers	30 Sep
D	Funding	Re-submit funding applications if required	30 Sep
D	Marketing	Develop visitor packages with partner hotels / tourism providers	30 Sep
D/AD/TD	Production	Detailed logistics plan developed	30 Sep
D/AD/TD	Contingency	Business Continuity Planning	30 Sep
October 2025			
Assigned to	Sub Category	Task	Due Date
AD	Marketing	Initiate media long lead	1 Oct
D/AD	Strategic	Review Funding outcomes and determine festival structure	15 Oct
Ad	Sponsorship	Collate sponsors information for programme	15 Oct
AD	Marketing	Programme brochure copy finalised	15 Oct
D/AD	Marketing	Programme designed	15 Oct
AD	Marketing	Website design work continues	31 Oct
D/AD	Marketing	Deadline for all ticketing info for websites	31 Oct
D/Montana	Regulatory	Apply for liquor licenses	31 Oct
TD	Regulatory	Apply for building consents	31 Oct

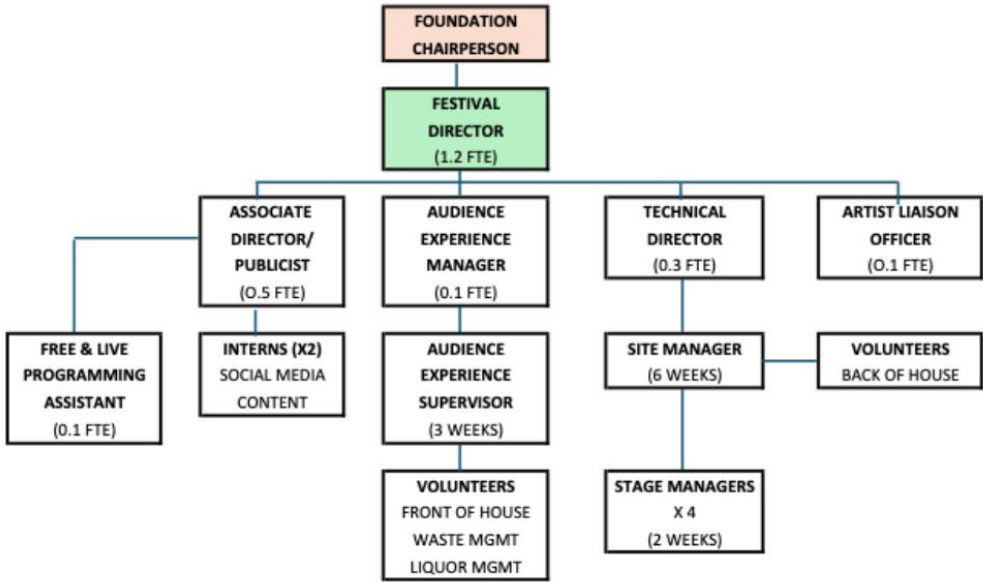
Ad	Sponsorship	Sponsors ads signed off by sponsors	31 Oct
D/Board	Marketing	Programme launch invite list confirmed	31 Oct
Ad	Admin	Activate volunteer recruitment	31 Oct
November 2025			
Assigned to	Sub Category	Task	Due Date
Ad	Admin	Launch invites sent	01 Nov
D/AD	Marketing	Programme to print	07 Nov
D	Regulatory	APRA - Dramatic context	7 Nov
AD	Publicity	Long lead press releases distributed	12 Nov
AD	Marketing	Segmentation of email subscribers list and send first e-news	12 Nov
AD	Marketing	All post-launch ads designed and booked	12 Nov
D/AD	Marketing	Programme launch event and website live	20 Nov
AD	Marketing	Programmes distributed	21 Nov
AD	Sponsorship	Programmes distributed via sponsor networks	21 Nov
All	All	Festival Launch Event	26 Nov (TBC)
Production Manager	Production	Production team recruited	30 Nov
Production Manager	Production	All major production infrastructure booked	30 Nov
D/AD	Marketing	Finalise evaluation processes during festival	30 Nov

D/TD	Regulatory	Create Health and Safety Plan	31 Nov
D	Finance	Reforecast budget for Board sign off	31 Nov
TD	Production	Confirm fireworks provider	31 Nov
December 2025			
Assigned to	Sub Category	Task	Due Date
D/AD	Marketing	Focus on audience development initiatives	21 Dec
TD	Production	All technical equipment and crew confirmed	21 Dec
AD	Marketing	Confirm all January and February ad placements	21 Dec
Ad	Sponsorship	Confirm sponsors hostings and signage placements	21 Dec
A/AD/Ad/TD	Production	Signage list created and printed	21 Dec
TD	Regulatory	Traffic Management Plan submitted	21 Dec
D	Production	Pōwhiri plan confirmed	21 Dec
D	Regulatory	APRA license applied for	21 Dec
Ad	Artist liaison	Book travel for artists	21 Dec
Ad	Artist liaison	Book accommodation for artists	21 Dec
January 2026			
Assigned to	Sub Category	Task	Due Date

A/AD/Ad	Artist Liaison	Artist packs created and distributed	31 Jan
TD	Production	Technical schedules signed off	31 Jan
TD	Production	Final details reconfirmed for all events	31 Jan
Adr	Production	Volunteer schedules and training completed	31 Jan
D/AD	Marketing	Marketing push & re-evaluation of current strategies	31 Jan
February 2026			
Assigned to	Sub Category	Task	Due Date
TD	Production	Pack in underway	TBC
TBC	Sponsorship	Collect sponsors signs and other requirements	TBC
Ad	Marketing	Final marketing push	TBC
ALL	ALL	Festival starts	20 Feb - 1 Mar
March 2026			
Assigned to	Sub Category	Task	Due Date
A/AD	Production	Thank artists, volunteers and suppliers	30 Mar
AD	Marketing	Survey all ticket purchasers	30 Mar
D/Accountant	Finance	Complete all artists settlements and process invoices	30 Mar
D	Sponsorship	Thank sponsors	30 Mar

D/Accountant	Financial	Financial reconciliation	30 Mar
April 2025			
Assigned to	Sub Category	Task	Due Date
D	Post Event	Post Event Report drafted	30 Mar
D	Funding	Complete funding reports	30 Mar
D	Funding	Submit Hamilton City Council FY27 Major Events Fund application	TBC
D	Financial	EOY Reporting to commence	30 Mar

3. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIROA
PROPOSED ORGANISATION CHART



4. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIROA ARTISTIC POLICY 2026

EVENT:

- Hamilton Arts Festival Toi Ora ki Kirikiriroa 2026

VENUES:

- Hamilton Gardens – Enclosed Gardens (capacity – various)
- Hamilton Gardens – Rhododendron Lawn (capacity 6,000)
- Hamilton Gardens Pavilion (capacity 350)
- Hamilton Gardens Courtyard (Free and Live stage and Festival Hub)
- Waikato Regional Theatre - (capacity 1,300)
- Meteor Theatre (capacity – 175)
- Clarence St Theatre (capacity – 450)
- Victoria on the River (outdoor – Free and Live activation)
- Waikato Museum (TBC)
- Others pending availability and suitability

DATES:

20 Feb – 1 Mar 2026

RESPONSIBLE ORGANISATION:

Hamilton Gardens Summer Festival Foundation

VISION:

To elevate Waikato's premier arts and culture event into one of national significance.

POINT OF DIFFERENCE:

There is no other festival in the country that offers the unique experience that combines the magical garden settings with world-class performance.

PURPOSE:

By presenting excellent, diverse and engaging arts experiences to the people of Waikato:

1. Connect the community through the arts and ideas, and provide the people of the region and its visitor's arts experiences they wouldn't normally have access to.
2. Entertain and challenge our audience while celebrating our heritage and environment
3. Inspire the next generation while creating and strengthening community wellbeing.
4. Assist in building both the local and national arts industry by providing a professional platform to showcase the best of business.
5. Create sector employment and support the local and national arts community
6. Assist re-branding Hamilton as a vibrant cultural city and a destination of choice.
7. Deliver an inspiring event that is accessible to all regardless of age, race or economic demographic that is totally unique to Hamilton/Waikato.

ARTISTIC POLICY:

1. To engage with New Zealand's major performing art companies to bring the best of their work to the Waikato within the festival's financial limitations.
2. To provide a platform to showcase the best of local performing arts alongside the best of New Zealand's professional arts sector.
3. Represent and showcase Hamilton/Waikato Māori and Pasifika contemporary culture unique to the region.
4. To present an annual programme that is representative of the diversity of all cultures that makes up the people of Aotearoa (The population of Hamilton City is made up of over 160 different groups from around the world with almost a quarter of its residents identifying with a culture that is neither NZ European nor Māori.)
5. To ensure continued accessibility to everyone through the delivery of a broad Free and Live component representative of the diverse talent on offer from within the Waikato.

ARTISTIC REASONING:

1. Present one or two high profile headline acts that have potential to attract a national audience and provide exposure to the full festival programme.
2. Present approximately 40-50 acts that are representative of the best national performing arts initiative – whether music, dance, drama, cirque, comedy or other.
3. Present approximately 20 acts that are representative of the best of Waikato's performing arts initiatives – whether music, dance, drama, cirque, comedy or other.
4. To deliver a diverse, engaging programme that offsets innovative and (at times) challenging work with more accessible, populous work that speaks to the broader population.
5. Explore opportunities to engage with, and promote Waikato's broad artistic and cultural offerings for the duration of the festival.

ARTIST ENGAGEMENT STRATEGIES:

The Hamilton Gardens Summer Festival Foundation is committed to supporting New Zealand's arts industry by paying artists fair and reasonable fees.

Whereby it is understood that it is unlikely that artist and production costs will be fully recovered by any ticket fee, there is an expectation that artist and presentation costs are adhered to as part of the festival's curatorial process. Costs and any associated revenue must adhere to the festival budget as approved by the Foundation's Trustees.

Some work will be presented based on its artistic, cultural or social merit reflecting the importance to the festival's programme on the understanding that it will not be commercially viable. This is often due to the scale and associated costs to mount the work. It is expected that any forecasted losses are offset by pre-secured funding, sponsorship or surpluses made from other sources.

There are several artist engagement models that are used to secure acts for the festival:

1. Straight Buy: This is where the festival and artist agrees on a fixed price and terms with total ticket sales being retained by the

festival.

2. Shared Risk 1: This is where the festival and artist agree on sharing ticketing revenue. This is usually to the artist's favor with the festival agreeing on a minimal retainer.
3. Shared Risk 2: This is where the festival and artist agree on a tiered payment model negotiated on the level of investment by each party followed by an agreed percentage of any surplus revenue from ticket sales once costs are covered by both parties.
4. Venue for Hire: This is a new engagement model introduced for HGAF 2022 where the artist's management pays the festival a fee to present the act. This is usually suitable for a promoter driven headline act only with the festival providing staging, technical house rig, staffing etc in exchange for a fixed fee or a percentage of gross takings – whichever proves the highest.

5. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIROA WASTE MANAGEMENT PLAN

Waste and Resource Use

The Audience Experience Manager (AEM) has overall responsibility for HAFTOKK waste with support from the HCC Garden's staff.

Funding permitting, a Zero Waste Supervisor will be engaged for the duration of the Festival to oversee all aspects of waste management.

The goal is to minimize waste at the event through careful design which eliminates waste in the first place.

Food & Beverage

Montana Food & Events has been contracted to provide all food and beverage services across all festival sites within Hamilton Gardens. These will be in the form of numerous food trucks and pop up bars as per the event's liquor license. HAFTOKK and Montana Food & Events have a shared commitment to deliver a waste mitigated festival experience and will work collaboratively to ensure best outcomes.

Montana Food & Events will have a representative on site for the duration of the festival who will work closely with the festival's Audience Experience Manager to ensure seamless delivery of all food and beverage services including minimisation of waste strategies.

The Hub and Rhododendron Lawn

All existing rubbish bins at Hamilton Gardens will be covered to encourage all waste to be taken to one of the festival's Zero Waste stations.

A team of volunteers called Zero Waste Heroes will be managed by the Zero Waste Supervisor to man the sift and sort stations which will be set up in front of the pavilion (potentially two sift and sort stations) and recycling stations on the Rhododendron lawn (potentially four recycling stations).

Para Kore will provide crates, gloves, biobag liners, clear liners and signage to support the sift and sort stations.

Recycling Stations on Rhod Lawn

NON ALCOHOL SALES: A blue bin for rubbish with a black liner. A wheelie bin for biobag and compostables, and crates for all cans, plastic bottles and glass (put into clear 240 litre liners and glass into big wheelbarrows).

ALCOHOL SALES: Blue bins with clear liners for ali cans. A wheelie bins for rubbish, crates for glass and plastic bottles.

Waste Collection and Disposal into Gantry Bins/Skips

HAFTOKK sorts waste in bags and transfers these to suitable locations as advised by the Hamilton Gardens Management.

The waste types, estimated volumes and methods of disposal are:

Waste Type	Method of Disposal: Bin, location, destination
Food waste and compostables	As advised by Hamilton Gardens Management
Landfill	Bin behind pavilion
Plastics	Bin behind pavilion
Aluminum cans	Bin behind pavilion
Glass	Bins behind pavilion
Clean paper	Bin behind pavilion

The bins behind the pavilion will be monitored by Hamilton Gardens Management and pick-up will be ordered as required. An overflow bin will be on-site in the event it's needed.

Pick-ups, materials and quantities will be recorded by HAFTOKK at the end of each trading day to enable a diversion figure to be calculated at the end of the event and used as baseline data for future events.

What	Who	Comments
------	-----	----------

Para Kore Resources		
Supply clear bin liners (compostables, plastic, cans)		
Supply black bin liners (landfill)		
Supply crates for Glass/plastic		
Food trucks		
100% compostable food receptacles and utensils are to be used.	Montana F&E/AEM	
All food truck proprietors are responsible for removing 100% of their own waste from the venue.		
HAFTOKK		
Supply 2x 3 metre gazebos	Wel Energy	
Supply Bernie's Barrow	Pip Oatham	
Supply sift and sort Zero Heroes	HAFTOKK/AEM	
Place blue bins over the Gardens rubbish bins	HAFTOKK	
Supply and erect signs above bins	HAFTOKK	
Provide Zero Heroes with hi-viz vests	HAFTOKK	HAFTOKK Purchased in 2021
Sort bottles into colour bin behind Pavillion	Zero Heros	
Sort plastic into bin behind Pavillion	Zero Heros	
Deliver all compostable waste to Xtreme Waste Raglan	Festival Director	
Supply gloves/hats		HAFTOKK Purchased in 2021
Gardens		
Supply 2x trestle tables		
Supply blue 240 litre bins for recycling		
Supply 240 litre bins to go on top of the rubbish bins		

Strategic Plan

<i>Objective</i>	<i>Supporting actions examples</i>	<i>HGAF Response</i>	<i>Who is responsible</i>
To reduce the amount of waste produced through activities related to HAFTOKK 100% of waste diverted from landfill.	Procurement guidance for suppliers and caterers around sustainable packaging for food and beverage containers	All suppliers, food trucks, sponsors will be required to use recyclable containers/compostable containers, cutlery and receptacles.	Written into the agreements
	Minimise construction and demolition waste	Recycle all material from sets at pack down time	Site Manager
	Train staff and volunteers to champion waste minimisation activities	All volunteers and other staff will be trained in the HAFTOKK waste management systems and processes	Mahi Aroha Coordinator Matua X
	Develop a waste awareness campaign as part of the event.	Ensure all print, electronic and media communication alert visitors that the event is championing sustainability	Marketing manager
	Encourage people to recycle at the event by offering incentives.	Encourage people to supply their own sustainable containers	Marketing manager
	Set up staffed recycling stations at events to help ensure people use recycling bins correctly.	3 bin system to be used Volunteers to sort waste	Sustainability champion

Transport

<i>Objective and target example</i>	<i>Action examples</i>	<i>HAFTOKK Response</i>	<i>Who is responsible</i>
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<p>Ensure people travel to and from event venues safely, efficiently and in a timely manner.</p> <p>X percentage of all spectators use public transport to and from the event venue.</p>	<p>Encourage people to use greener transport modes by providing:</p> <ul style="list-style-type: none"> • Attractive walking routes to and from venues and central areas. • Reliable and frequent public transport services to and from venues, related events and central areas. • Incentives for attendees e.g. free public transport services for attendees on display of event ticket 	<p>Supply information to people on bus routes, walking tracks and cycle tracks. Ensure there are plenty of bike racks at the gardens.</p>	Sustainability Coordinator
	<p>Provide people with easily accessible information on what greener transport modes are available to get them to and from venues. For example through:</p> <ul style="list-style-type: none"> • Key websites • Booklets, containing information on all regional transport options, timetables, fares, routes etc. 	<p>Use print, electronic and media communication to promote different methods of access to the gardens and city events</p>	Marketing Manager
	<p>Provide disincentives to discourage travel by private car, for example:</p> <ul style="list-style-type: none"> • Charge high parking fees to private vehicles with less than four attendees • Restrict or prohibit private vehicle parking near venue 		
	<p>Promote accommodation close to the venue so people can easily use greener transport modes.</p>		
<p>High volume traffic and associated parking is managed with minimum impact to the community</p>	<p>Engage professional Traffic Management expertise for events that anticipate high audience numbers</p>		Production Manager

Suppliers and Contracts

<i>Objective example</i>	<i>Supporting actions</i>	<i>HGAF response</i>	<i>Who is responsible</i>
Ensure that procurement decisions involving all goods and services in support of the event reduce impacts on climate change, waste, water and energy as far as reasonably possible.	Develop specific guidelines (that support the event's objectives and targets) for suppliers or service providers tendering for contracts to follow.		GT
	<p>Add clauses to the tendering process and contracts that specifically outline the responsibilities of suppliers or contractors with respect to environmental initiatives.</p> <ul style="list-style-type: none"> • All packaging is to be either recyclable or compostable within the event if possible. • All staff are educated on environmentally responsible practices relevant to their role (eg. waste management, water efficiency). 		GT
	<p>Encourage suppliers or service providers to take up an accepted environmental accreditation scheme.</p> <ul style="list-style-type: none"> • Eco-labels directory www.med.govt.nz/templates/ContentTopicSummary_____37890.aspx • Environmental Choice http://www.enviro-choice.org.nz/ 		GT

	<p>Provide performers, media, event attendees etc with information on New Zealand's environmentally responsible accommodation, transport and activity providers prior to, during and post the event.</p> <ul style="list-style-type: none"> • Qualmark Enviro-Award www.qualmark.co.nz http://environz.co.nz • Green Globe www.ec3global.com/products-programs/green-globe/ 	Use print, electronic and media communication to promote different methods of access to the gardens and city events	Marketing Manager
	<p>Where possible determine minimum environmental requirements that any supplier, venue or service provider must meet in order to be contracted</p> <p>Example:</p> <p>Must have a sustainability policy and action plan</p>		

6. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIROA SUSTAINABILITY STRATEGY

The Hamilton Arts Festival Toi Ora ki Kirikiriroa's unique point of difference is that it is set predominantly within the internationally acclaimed Hamilton Gardens.

With multiple events happening simultaneously, the experience is magical, festive and ultimately memorable.

Historically, events have been held mostly outside. Whereby this is a key part of HAFTOKK's identity, this does come with challenges:

- Extreme weather for the duration of the festival – halting sales and the requirement to refund tickets to any cancelled events (as in 2018).
- Extreme weather prior, and for the build up to, the festival – slowing pre-sales due to audience reluctance to commit in advance (as in 2023).
- Additional infrastructure costs due to all staging, lighting and sound having to be brought onsite.
- Lack of sufficient power sources – there has been no allowance for suitable power as part of historic Hamilton Gardens development. Power is sourced via the hiring of generators..
- Limited technical capabilities of an outdoor venue disabling the potential to present a broad representation of works.

A significant amount of work has been done over the past 6 years to address the festival's sustainability risk. These include (but are not limited to):

INCLEMENT WEATHER

ON THE DAY

- Alternative indoor venues are identified for many of the smaller outdoor shows at the early planning stage should weather prove unfavourable. This includes having the Riverlea Theatre on standby as an alternative wet weather venue.
- Major concerts on the Rhododendron Lawn go ahead regardless of the weather unless it proves to be a safety risk to audience and performers.

DEVELOPMENT OF INDOOR VENUES

Hamilton Gardens

In 2016, thanks to an \$80K WEL Energy Trust loan, the Foundation entered a joint venture with 5 other New Zealand festivals to purchase the Pacific Crystal Palace (PCP). The PCP is a 300 seat transportable venue with inbuilt staging, seating, bar and technical rigging capabilities.

The purpose of entering the joint venture was to create an indoor venue at Hamilton Gardens suitable for staging cabaret and dance acts that would not otherwise be able to be presented.

This was used by the festival for several years prior to a full analysis of PCP's true costs was conducted in 2019 identifying that transporting, building and breaking down the venue was costing a \$65K each year. This has since escalated to \$150K including insurance and labour costs

At this point, the Hamilton Gardens Pavilion was identified as a significantly more cost effective solution.

Shows that come with greater financial risk and technical requirements are now programmed in the Pavilion removing the wet weather risk factor whilst creating a unique audience experience as the result of dynamic theming.

Meteor and Clarence St Theatres

The 2019 Hamilton Gardens Arts Festival Strategic Vision identified multiple benefits of extending the festival's footprint into Hamilton CBD. These include:

- Encouraging out of town visitors to explore Hamilton City beyond the Gardens. Extending economic benefit opportunities.
- Activating both venues over a period that traditionally was kept dark so as not to scalp festival audiences – effectively providing revenue to two key Hamilton cultural institutions over a non-revenue period.
- Extended the Festival's programming capabilities to include dramatic work requiring technical infrastructure that could not be accommodated by the limited capabilities of the Gardens.
- Removal of the wet weather risk factor.

However, the disadvantage of activating these venues is that they come with additional costs to the Festival in the form of venue hire and technical costs.

Waikato Regional Theatre

The anticipated opening of the Waikato Regional Theatre presents an extraordinary opportunity for the festival to present larger-scale, high-profile works that Hamilton has previously been unable to attract.

However, the cost of hiring the venue is not yet known, and any potential activation will depend on financial viability.

AUDIENCE DEVELOPMENT

A significant priority of the Foundation is to ensure that the festival is accessible to everyone. This is currently achieved through the following main strategies:

- Presenting a broad range of free and live family friendly events including:
 - o Partnership with Orchestra Central to present the Trust Waikato Sunset Symphony event attracting approximately 5,000 each year. This event is also a key criteria of Orchestra Central's own sustainability requirements and is an important partnership for both organisations.
 - o The Festival Hub – All Waikato based entertainers performing from 5pm to close each night of the festival. A space where anyone can come and enjoy the festival vibes without having to spend money.

- o CBD Activation – A diverse range of events presented primarily at Victoria on the River but with intention to further activate key CBD spaces in the future. This depends on available funding.
- o Plus multiple shows requiring only a koha on entry.

It is relevant to note that most of the free and live events use existing festival infrastructure and the costs to present these are the artists fees.

- Ensuring ticketed events are affordable:
 - o Finding the appropriate price point for ticketed shows requires a fine balance between covering artist fees and ensuring accessibility for our audience. Too expensive and people will not pay. Too cheap and the festival loses money. The average price point across the festival is estimated at \$36 and is considered the cheapest in New Zealand. Major headline acts on the Rhododendron Lawn are priced approximately 30% - 40% cheaper than in a metropolitan centre.
 - o Building on packages and special deals. The recent introduction of a 15% multi-buy deal at the point of purchase has proven highly successful in encouraging attendees to try and experience shows they might not otherwise consider.
- Diversifying audience demographics. Broadening audience reach requires sustained ongoing investment in targeted programming and marketing strategies:
 - o Strategic inclusion of more youth and culturally diverse programming into festival offerings – to be built on each year as audience demand increases.
 - o Ongoing research into digital marketing channels connecting youth based audiences with festival content.
 - o Leveraging off existing media partners including STUFF, Go Media and Mediaworks to activate both their online presence and above the line brand awareness mechanisms (bus backs, digital billboards, print and radio).
 - o Continued engagement of an experienced National Publicist to gain media traction with New Zealand-wide audiences.

FESTIVAL STRUCTURE

A further initiative introduced in 2020 was the reduction of the festival length by three days. This was done for the following reasons:

- Reduction of infrastructure costs due to shorter hire period.
- Mitigation of inclement weather risk due to less days
- An estimated 20% reduction of the number of ticketed events to maximise house numbers while minimising the chance of budgeted revenue not being met.

HAFTOKK 2023 saw the Friday being reintroduced in the form of a free and live Grand Opening Night free celebration to engage audiences early and promote festival content for the duration. This initiative came at minimal additional cost to the festival as infrastructure was already in place.

2026 is anticipated to continue with this same formula.

MANAGING FINANCIAL LOSS

Careful budgeting and programming management can assist in mitigating any loss from the above.

Any financial surplus generated from a given festival financial year is held in reserve to offset any potential deficit from another year that may have resulted from poor weather conditions or other unforeseen circumstances.

SUMMARY

For an annual arts event of Hamilton Arts Festival Toi Ora ki Kirikiriroa's scale to not only survive, but flourish, requires ongoing innovation and creativity. The Foundation and Management are constantly seeking inspiration and opportunity for development, from both an audience experience and business sustainability perspectives.

This includes, but is not limited to:

- Seeking visionary commercial partners who are willing to invest in the festival's long term future.
- Collective approach to all key community funders/sponsors to generate greater financial commitment for the long term to provide appropriate staffing and infrastructure resourcing.
- Seeking opportunities to partner with other art, festival, and/or event organisations to enhance our offerings to the community via shared resources, ideas or collaborations.
- Champion Hamilton as the dynamic, cultured city that we know it to be to encourage greater investment from the state government.
- Identifying further unique points of difference opportunities that the Festival can leverage to position the event as one of New Zealand's major cultural tourism inbound destinations each year - driving visitation and accompanying benefits to the region.

Economic Impact Raw Data Spreadsheet - as Compiled by Kat Waswo HAFTOKK 2025										
Please note that due to budget restrictions, Kat Waswo was engaged to source audience feedback and compile key data opposed to writing a full report										
The following represents the data relating to determining the economic and social impact results. There are two versions:										
1: The formula used in 2023 and 2024										
2: Using the 2024 Massey University Live Performance Value Economic and Social Wellbeing Calculator										
1:										
602.5	Economic impact calculation						Total accomodation spend		\$1,486,878.72	
	No. of OOR attendees			Average length of stay						
	Total est. Attendance	43509		Number of festival days attended	2.2		Per night misc spending	\$1,364,594.27		
	Out of region attendance	20.6%		Nights in the region	1.2					
	OOOR Attendees	8691		PC in paid accom	38.14%		Total Economic Impact	\$2,851,472.98		
2023	Economic impact calculation						Total accomodation spend		\$749,358.60	
	No. of OOR attendees			Average length of stay						
	Total est. Attendance	42249		Number of festival days attended	2.2		Per night misc spending	\$1,798,958.20		
	Out of region attendance	17.3%		Nights in the region	1.2					
	OOOR Attendees	7307		PC in paid accom	38.14%		Total Economic Impact	\$2,548,316.80		
2024	Economic impact calculation									
1	No. of OOR attendees			2	Average length of stay			3	Average per night visitor spend	
	Total est. Attendance	43509		Number of festival days attended	2.1		% of OOR Attendees in paid accommodation	38.14%		
	Out of region attendance	28.3%		Nights in the region	1.1		OOOR Attendees in paid accommodation	4696		
	OOOR Attendees	12313		PC in paid accom (% used from p	38.14%		Total bed nights created by festival	5166		
							Per night accommodation spend	\$ 199.39		
							Total accommodation spend	\$1,030,030.39		
							Per night misc spending per person	\$ 207.00		
							Per night misc spending	\$2,548,800.73		
							Total Economic Impact	\$3,578,831.12		
2025	TO FIND VISITOR %									
	Notes: Could use EVENTFINDA "Other"									
	Non Hamilton % (EVENTFINDA)	38%								
	OOOR guests % (Q11)	14%								
	Non local % (Q12)	20.40%								
	AVERAGE	25.65%								
	No. of OOR attendees			Average length of stay			Average per night visitor spend			
	Total est. Attendance	46762		Number of festival days attended	2.5		% of OOR Attendees in paid accommodation	38.14		
	Out of region attendance	30.20%		Nights in the region	1.5		OOOR Attendees in paid accommodation	5386.17		
	OOOR Attendees	14,122		Percentage of guests attending 2.5 days or more	38.14%		Total bed nights created by festival	8079.255		
							Per night accommodation spend	\$217		
							Total accommodation spend	\$1,753,198		
							Per night misc spending per person	\$284		
							Per night misc spending	\$2,294,508		
							Total Economic Impact - Using 2024 Model	\$4,047,707		

According to [booking.com](https://www.booking.com)

*On average, 3-star hotels in Hamilton cost \$201 per night, and 4-star hotels in Hamilton are \$217 per night. *

According to [figure.nz](https://www.figure.nz)

The average projected spend for visitors in NZ is \$284 per day

[illegible]

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIROA

2026 Draft Budget

V1 - HCC

Apr 25

Hamilton Arts Festival Toi Ora ki Kirikiriroa 2026

INCOME	2026
Cash Income Sponsorship/Funders/ Donors	\$ 723,000.00
Box Office Income	\$ 232,000.00
Inkind Infrastructure	\$ 227,600.00
Inkind Accounting Fees	\$ 8,500.00
Inkind Marketing	\$ 237,000.00
Food and beverage income	\$ 6,000.00
TOTAL	\$ 1,434,100.00
EXPENDITURE	
Fixed Operational Costs - Festival Team	\$ 252,840.00
Fixed Operational Costs - Festival Admin	\$ 42,200.00
Variable Operational Costs - Labour	\$ 37,100.00
Variable Festival Operational Costs	\$ 224,700.00
Variable Operational - In-kind	\$ 227,600.00
Contingency - Operational	\$ 5,236.00
Marketing	\$ 134,000.00
Marketing - In Kind	\$ 237,000.00
Artist costs	\$ 242,950.00
Contingency - Non Operational	\$ 28,920.00
	\$ -
TOTAL	\$ 1,432,546.00
Profit/Loss	\$ 1,554.00

CASH INCOME 2025

*Confirmed

INCOME

WHO	8 Days	TOWARDS
Funders		
Brian Perry Charitable Trust	\$ 20,000.00	
Creative NZ	\$ 100,000.00	
Grassroots Trust	\$ 65,000.00	
Lion Foundation	\$ 25,000.00	
New Zealand Community Trust	\$ -	
Trust Waikato	\$ 50,000.00	
WEL Energy Trust	\$ 120,000.00	
TOTAL FUNDING	\$ 380,000.00	
Sponsors		
Friends of Hamilton Gardens	\$ -	
Hamilton City Council	\$ 187,000.00	
Hamilton Gardens	\$ 5,000.00	
Hobbiton	\$ 10,000.00	
Unsourcesd Sponsorship	\$ 105,000.00	
TOTAL CASH SPONSORSHIP	\$ 307,000.00	
Patrons		
Patrons	20,000.00	
Donations	0.00	
TOTAL DONATIONS	20,000.00	
Other		
Orchestras Central	\$ 16,000.00	
INTEREST	\$ -	
TOTAL	\$ 723,000.00	

FIXED OPERATIONAL COSTS

FESTIVAL CORE TEAM		
Director	\$ 134,400.00	
Associate Director	\$ 48,505.00	
Publicist	\$ 5,600.00	
Technical Director Fee	\$ 21,735.00	
Volunteer Coordinator/Audience Experience/Xen	\$ 8,500.00	
Operations Manager	\$ 4,000.00	New Position
Audience Experience Supervisor	\$ 3,000.00	
Travel & Accommodation Coordinator	\$ 3,000.00	
Artist Liason - Marissa	\$ 7,500.00	Fy25 budget was \$3K. Actual was \$9171
Economic/Social Impact Project Manager	\$ 2,600.00	Increased by \$600
Special Project Coordinator HAMLIT CURATOR	\$ 7,000.00	
Box Office Staff	\$ 3,000.00	
Partnership Manager Commission 15%	\$ 4,000.00	
Total Festival Core Team	\$ 252,840.00	
Festival Admin		
Audit Fee	\$ 3,000.00	
Bank Fees	\$ 200.00	
Book Keeping & Administration	\$ 6,600.00	
Conference and Programming expenses	\$ 4,500.00	
Fees and Subscriptions	\$ 5,000.00	Mail Chimp, Volunteering Waikato, Dropbox, Survey Monkey
General expenses	\$ 3,000.00	
Health and Safety	\$ 500.00	Safety equipment / danger paint/ tape
Insurance	\$ 2,200.00	PL only
Legal Expenses	-	
Office Expenses	\$ 1,200.00	
Printing & Stationery	\$ 2,000.00	Business cards, printer toner etc.
Sponsorship recognition & promotion	\$ 5,000.00	Sponsor's thank you items, sponsorship collateral, advertising and catering
Stripe Fees	\$ 500.00	
Telephone & Internet	\$ -	
Total Admin	\$ 33,700.00	
CONTINGENCY - NON OPERATIONAL	\$ 28,920.00	4% of Fixed Revenue
In-Kind/Contra		
Cleland Hancox - Accounting Fees	\$ 8,500.00	
TOTAL FIXED COSTS Excl Core Team	\$ 42,200.00	

VARIABLE FESTIVAL OPERATION COSTS

Budget		
Festival Labour		
Hub Coordinator	\$ 4,500.00	
Interns	\$ 2,000.00	
Site Manager	\$ 6,500.00	
Staff Catering	\$ 1,900.00	
Stage managers	\$ 10,500.00	
Travel and Accommodation	\$ 1,000.00	
VC Supervisor		
Volunteer Costs	\$ 1,700.00	
Volunteer Labour	\$ 9,000.00	Waka Ama
TOTAL FESTIVAL LABOUR	\$ 37,100.00	
Operational costs		
AV	\$ 3,000.00	
Building Consent	\$ 500.00	
Cleaning	\$ -	
Comms Hire	\$ 3,000.00	
Consumables	\$ 1,000.00	
Diesel	\$ 2,300.00	
Fencing	\$ 6,000.00	
Fire Extinguish Hire	\$ 500.00	
Fireworks	\$ -	
Infrastructure	\$ 11,000.00	Marquees/ toilets/ consumables/ liquor licence/ instal/ de-instal of temporary structures/ piano tuner/ furniture/containers / golf carts etc.
Lighting & Sound	\$ 95,000.00	
Liquor License	\$ -	
Pavillion Venue	\$ 8,000.00	\$8K saved
Power	\$ 6,400.00	Generator hire
Security	\$ 22,000.00	
Staging - Other	\$ 12,000.00	
Staging Rhodo Lawn	\$ 40,000.00	\$38,125 in FY25
Traffic Management	\$ 10,000.00	
Venue Hire - Performances	\$ -	
Volunteer Acknowledgement		
Volunteer/Crew Vests		
Waste Management	\$ 1,000.00	
Wet Weather Contengency Venue Hire	\$ 3,000.00	
TOTAL OPERATIONAL COSTS	\$ 224,700.00	
Festival Operations Costs	\$ 261,800.00	

Contingency - Operational	\$ 5,236.00	2% of total Variable Costs
Additional Catering Costs - Budgeted - VIP Launch	\$ -	
Total Festival Operational Costs Excl In Kind	\$ 267,036.00	
Inkind/Contra		
Venue Hire - Hamilton Gardens	\$ 65,000.00	
ACLX	\$ 162,600.00	
TOTAL IN KIND	\$ 227,600.00	

\$ 494,636.00

MARKETING

	8 Days	
Advertisting design and management	\$ 20,000.00	King St Contracted Fee
Advertising – Discretionary	\$ 65,000.00	Increased to included additional marketing resource - direct target marketing
Advertising - Mediaworks	\$ -	
Onsite Signage	\$ 4,000.00	
Festival Launch Costs	\$ 6,000.00	
Festival Programme	\$ 20,000.00	
Photography	\$ 1,000.00	
Web Hosting		
Videographer	\$ 11,000.00	Launch - Festival Duration
Website Design & Development	\$ 7,000.00	
Total	\$ 134,000.00	Exclusive of contra sponsorship

Contra		
Design development	\$ 95,000.00	King Street sponsorship
Eventfinda	\$ 10,000.00	
Go Media	\$ 60,000.00	Fully Sponsored
Google Search	\$ 4,000.00	
Mediaworks	\$ 15,000.00	
Web Hosting	\$ 1,000.00	
Mark Hamilton - Photography	\$ 7,000.00	
STUFF	\$ 45,000.00	

Total Contra \$ **237,000.00**

Total including Contra \$ 371,000.00

ARTIST COSTS

		notes
Artist Fees Ticketed	\$90,000	
Artist Fees Non-ticketed	\$22,000	
Artist Fees - Shared Risk	\$94,250	
HamLit Talent Fees	\$8,700	
HamLit Travel & Accommodation	\$3,000	
Travel/Accommodation Other - Ticke	\$20,000	
Films	\$0	
APRA	\$3,000	
Perdiems	\$0	
Green Room expenses etc.	\$2,000	
Total Artist Costs	\$242,950	

BOX OFFICE

8 Days

Ticketed Show	\$ 90,000.00	
Share Risk	\$ 130,000.00	
HamLit Box Office	\$ 12,000.00	
Net BO	\$ 232,000.00	

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0142025-26		
EVENT NAME	Waikato Regional Theatre Opening Events		
EVENT DATE	30 August – 31 October 2025		
APPLICANT	Waikato Regional Property Trust		
EVENT LOCATION	Waikato Regional Theatre	EVENT TYPE	Other
EVENT OVERVIEW	<ul style="list-style-type: none"> The Opening Events Programme celebrates the public launch of the Waikato Regional Theatre in central Kirikiriroa Hamilton. The goal is to create a meaningful, high-impact opening that embeds the theatre into the life of the city, honours local identity, and signals Hamilton's rise as a cultural destination. This is a one-off programme with long-term impact. It is designed to deliver value not only in terms of direct event outcomes but in the positioning and future viability of the theatre. It includes a mana whenua blessing event, 3 nights of community performance, a public access period 		
TARGET MARKET	<ul style="list-style-type: none"> Hamilton residents – families, arts audiences, local creatives Waikato region – drive market visitors from surrounding towns and rural communities National media – to position the theatre as a major new venue Local and regional businesses – supporting the CBD economy narrative 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> Establish the Waikato Regional Theatre as a nationally significant venue Engage Hamiltonians in a once-in-a-generation civic moment Attract positive national media coverage and cultural sector interest Provide a platform for Waikato-based talent Help secure long-term promoter and audience confidence in the venue 		
ATTENDANCE	Local: 3,350 Visitors: 1,100	BED NIGHTS	Around 400 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> The event budget includes revenue sources from other funders. (Creative NZ etc). 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> Hamilton City Council is a major contributor to the build of the Waikato Regional Theatre. Hamilton City Council provides an annual property maintenance grant to the Trust, but no other operational funding. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> The organisation itself does not have any event experience as it is a construction and asset ownership vehicle for the Waikato Regional Theatre. The event organiser has extensive event experience, including acting as Chief Executive for Cuba Dupa (a street festival with roughly 120,000 attendees) and Fringe Festival, as well as running commercial events for over 15 years. He was also responsible for event planning at Venues Wellington, a 6 venue portfolio company hosting over 500 events annually. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE		
	<ul style="list-style-type: none"> Council's support will be positioned as a legacy investment in the cultural and economic life of the city, reinforcing Hamilton's identity as a vibrant and future-focused civic centre. Hamilton City Council will be granted access to official photos. video. and content 		

	from the Opening Events Programme to support civic promotion and tourism storytelling. <ul style="list-style-type: none"> • Opportunity for quote attribution in launch media materials 	
	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
		<ul style="list-style-type: none"> • Prominent placement of the Hamilton City Council logo on all Opening Events Programme materials, including: Event banners and on-site signage, Public programmes and event guides, if produced, Digital platforms (website, social media, e-newsletters) and Press releases and official media imagery where appropriate
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS
	<ul style="list-style-type: none"> • Invitations for HCC elected members and executive team to attend key events • Opportunities for Hamilton City Council to host civic and business guests at the Opening Events as well as tours. • Guided tour for staff and Councillors 	<ul style="list-style-type: none"> • Hamilton City Council being acknowledged in the news and press/media releases(s). • Hamilton City Council being given verbal acknowledgement during all presentations(s)/public announcement(s).

MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$100,000 per year for one year (FY26)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		5
City exposure benefits		5
Generation of overnight visitation to city		3
Generation of incremental income to city businesses		3
Number of anticipated participants		2
Utilisation of city assets		5
Total		23/ 30
MANAGEMENT COMMENT		
<p>Recommended for \$70,000 per annum for FY26.</p> <p>This is a one-time programme of events with significant national level exposure opportunity and recognises the substantial local and national support for the creation of this new theatre which will become a major Hamilton destination. Broader factors outweigh any lower visitation estimates received from the application.</p>		

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0142025/26 From Waikato Regional Property Trust
Form Submitted 30 Apr 2025, 9:06AM NZST

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

- 1. Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
- 2. Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
- 3. Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * Waikato Regional Property Trust

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Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mr Gus Sharp

Contact Person for this Application *

Mr Gus Sharp

Please enter the name of the primary contact person for this application.

Position of contact person

General Manager

Contact Person's Email Address *

gus.sharp@waikatoregionaltheatre.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

(02) 7427 7207

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

CC57594

New Zealand Charities Register Information

Reg Number	CC57594
Legal Name	Waikato Regional Property Trust
Other Names	
Reg Status	Registered
Charity's Street Address	127 Alexandra Street Hamilton Central
Charity's Postal Address	Hamilton 3204 PO Box 9283 Waikato Mail Centre Hamilton Central Hamilton 3240
Telephone	078340404
Fax	
Email	info@momentumwaikato.nz
Website	
Reg Date	12:00am on 23 Mar 2020

Information retrieved at 8:51am on 30 Apr

Must be formatted correctly.

Office Address (complete if different from above)

Is your Organisation a Legal Entity? *

☒ Yes

☐ No

Organisation Website

<https://waikatoregionaltheatre.co.nz/>

Must be a URL.

Organisation type

☒ Charitable Trust ☐ Trust ☐ Sole Trader
☐ Incorporated ☐ Company ☐ Other
Society

Attachment 2

2025/26 Event Sponsorship Fund

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☐ Charitable
Company

If other, please state

Region

**Is your organisation GST
registered? ***

☒ Yes ☐ No

**If 'Yes' please provide
your GST number**

127-583-793
Please enter your GST number.

**Please list prior event
experience of both the
organisation and event
organiser ***

The organisation itself does not have any event experience as it is a construction and asset ownership vehicle for the Waikato Regional Theatre.

Gus Sharp has extensive event experience, including acting as Chief Executive for CubaDupa (a street festival with roughly 120,000 attendees) and Fringe Festival, as well as running commercial events for over 15 years. Gus was also responsible for event planning at Venues Wellington, a 6 venue portfolio company hosting over 500 events annually.

**Is there a contract
in place with the
event organiser or
organisation team? ***

☒ Yes
☐ No

**Does your organisation
hold intellectual
property rights to the
event? ***

☒ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *

Waikato Regional Theatre Opening Events

Start date of Event *

30/08/2025

Finish date of Event *

31/10/2025

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Time of the Event *

Various

Location or Venue *

Waikato Regional Theatre

Is the Event *

☐ Annual

☐ Biennial (taking place once every two years)

☒ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

\$100000

Do you wish this application to be considered for multi-year funding?

☐ Yes - two years

☐ Yes - three years

☒ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Other

If Other, please describe

All of the above excluding sport.

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Opening Events Programme is a curated series of performances and celebrations marking the long-awaited launch of the Waikato Regional Theatre in central Kirikiriroa Hamilton. This inaugural programme will run from late August to October 2025 (construction dependent) and is designed to position the theatre—and the city—as a bold new cultural destination on the national map.

The Programme will feature a mix of local creatives, and community-focused events that together showcase the theatre's full technical and artistic potential. The three main elements are: Mana Whenua Blessing, Community performances across three nights and a public access period where the public is able to explore the venue. The aim is to strike a balance between prestige and public

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welcome — anchoring the venue in the city’s cultural identity from day one.

The Opening Programme is more than a launch—it is a public statement about Hamilton’s future as a centre for live performance, creative exchange, and civic celebration. Through a mix of ticketed and free events, it will draw in thousands of visitors and residents to the newly redeveloped riverside precinct, directly supporting local businesses and driving overnight stays.

This is the first new large-scale performing arts venue to open in the central North Island in decades. The Programme will be the first chance for the public, funders, artists, and promoters to experience the theatre in action. It is being carefully developed to maximise media interest and build civic pride.

The theatre is expected to be a significant attractor for business tourism and conference-linked activity, and the Opening Programme is a key part of activating that potential. Already it is drawing interest from national arts organisations, event producers, and touring companies considering Hamilton as a viable stop.

The objectives of the Opening Events Programme are to:

Establish the Waikato Regional Theatre as a nationally significant venue

Engage Hamiltonians in a once-in-a-generation civic moment

Attract positive national media coverage and cultural sector interest

Provide a platform for Waikato-based talent

Help secure long-term promoter and audience confidence in the venue

This is a one-off programme with long-term impact. It is designed to deliver value not only in terms of direct event outcomes but in the positioning and future viability of the theatre, and of Hamilton as a live performance destination.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

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Attach your Business Plan for the Event here *

Filename: Business Plan - WRT Opening.docx
File size: 18.3 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Opening_Programme_Budget_300k.xlsx
File size: 9.5 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Marketing and Promotion Plan - WRT Opening.docx
File size: 17.5 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Proposal Package - WRT Opening.docx
File size: 16.3 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attachment 2

2025/26 Event Sponsorship Fund
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Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	2-300	0	0	
Spectators	3000	850	50	
Trade	50	150	50	

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	200	2
Motels		
Holiday Park/Campground		
Schools or home hosted		
AirBNB		

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

2 days

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

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Idea 1

Hamilton City Council representatives will receive invitations to all major opening events.

Idea 2

Guided tour for staff and councillors

Idea 3

Hamilton City Council will be granted access to official photos, video, and content from the Opening Events Programme to support civic promotion and tourism storytelling.

Idea 4

Council's support will be positioned as a legacy investment in the cultural and economic life of the city, reinforcing Hamilton's identity as a vibrant and future-focused civic centre.

Idea 5

Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 7

Hamilton City Council being acknowledged in the news and press/media releases(s).

Attachment 2

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

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Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as “we”, “our” or “us”. We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * Waikato Regional Property Trust

Full Name of Authorised Signatory * Angus Sharp

Position of Authorised Signatory * General Manager

Date of Declaration * 30/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Easy

How many hours did it take you to complete this application?
3

Please add any other comments you may have about how we can improve our funding form or process.
No option for one-off event.

Thank you for taking the time to complete this feedback section.

Business Plan – Waikato Regional Theatre Opening Events Programme

Event Goals and Objectives

The Opening Events Programme celebrates the public launch of the Waikato Regional Theatre in central Kirikiriroa Hamilton. The goal is to create a meaningful, high-impact opening that embeds the theatre into the life of the city, honours local identity, and signals Hamilton's rise as a cultural destination.

The objectives are to:

- Honour mana whenua and affirm bicultural foundations of the theatre
- Offer a civic celebration that showcases and involves Hamilton's communities
- Activate public curiosity and engagement through open access
- Attract local and regional audiences to the precinct
- Generate strong reputational returns for the city
- Establish a high-quality, scalable launch model based on available funds

Programme Elements

1. Mana Whenua Blessing

A formal dawn ceremony led by mana whenua to acknowledge the site, its histories, and the future role of the theatre. This will mark the true beginning of the venue's public life and affirm its place within the cultural and spiritual landscape of the Waikato.

2. Civic Opening – 3 Nights of Community Performance

A flagship event held over three consecutive evenings in the main auditorium. It will take the form of a variety-style performance woven around narratives and themes relevant to the Waikato region — such as land, river, resilience, migration, and identity.

These nights will feature a curated lineup of local community performers, artists, musicians, kapa haka, and storytellers, celebrating the diverse creative energy of Hamilton. Designed to be participatory, inclusive, and proud, this is the emotional and civic heart of the opening.

3. Public Access Period

A week or more of open days, tours, talks, installations, and foyer activations designed to welcome Hamiltonians into the new building. Funding dependent, this will include behind-the-scenes access, family programming, live rehearsals, and informal performance activity. It creates broad, equitable access to the space while driving foot traffic to the CBD.

Scalable Delivery

The programme is designed to scale up or down depending on available funds. The civic opening performances and blessing are a non-negotiable centrepiece, and this application should be approved on the assumption that these pieces will be the extent of the programme.

Additional activities, marketing scope, and duration of the public access period will flex according to final confirmed support.

Project Plan – Key Milestones

Period	Milestone
May–June 2025	Confirm artists and event partners; begin promotion
July 2025	Launch marketing and ticketing. Initial rehearsals
Late Aug 2025	Mana whenua ceremony and rehearsals commence
Oct 2025	Civic Opening performances and public access

Budget Overview

Total indicative programme budget: **\$200,000 – \$350,000**, depending on scale.

Includes:

- Artist and production costs (community and professional)
- Mana whenua engagement and cultural delivery
- Technical and FOH staffing
- Public event infrastructure
- Marketing and documentation
- Accessibility and public engagement

Revenue sources:

- HCC sponsorship (this application)
- Regional and national funders (e.g. CNZ, trusts)
- Box office (for civic performances, if ticketed)
- Theatre operating budget

A detailed budget and forecast are attached separately.

Organisational Structure

The programme is being delivered by Waikato Regional Property Trust (WRPT) as part of the theatre's public opening phase. Core roles include:

- **Programme Producer** (Gus Sharp)
- **Civic Opening Director** (creative lead on community performance)
- **Mana Whenua Liaison** (appointed via iwi partner relationships)
- **Marketing & Comms Lead** (shared with theatre operator)
- **Production & Operations Team** (contracted)

Delivery is governed by a project oversight group with WRPT representation and external advisors where needed. The structure is intentionally lightweight, focused on core outcomes and community participation.

Marketing and Promotion Plan – Opening Events Programme

Key framing:

We are positioning the theatre opening as a major civic moment rather than an event that needs to be "marketed" to sell tickets.

Target Markets

- Hamilton residents – families, arts audiences, local creatives
- Waikato region – drive market visitors from surrounding towns and rural communities
- National media – to position the theatre as a major new venue
- Local and regional businesses – supporting the CBD economy narrative

Marketing Objectives

- Drive civic pride and community ownership of the new theatre
- Maximise earned media exposure nationally and regionally
- Generate strong attendance for public opening events
- Build early positioning for the theatre as a high-quality, accessible cultural destination

Marketing Strategies

This programme will rely primarily on earned media, stakeholder communications, and digital storytelling. The approach is designed to deliver impact with minimal direct spend, leveraging the natural public and media interest in the opening of a major new civic asset.

- Press and Media Relations
 - Develop and distribute a structured sequence of press releases:
 - Announcement of opening dates and programme highlights
 - Media invitation to mana whenua blessing
 - Feature stories about community participants, regional narratives, and venue significance
 - Coverage of the Civic Opening nights
 - Post-opening reflection pieces celebrating public impact
 - Pitch key stories to national outlets (Stuff, NZ Herald, RNZ, TVNZ, Māori media) focused on:

- The theatre as a new national asset
- Community participation and regional pride
- The revitalisation of Hamilton's CBD through arts and culture
- Stakeholder Communications
 - Regular updates and toolkits to funders, civic leaders, iwi partners, and regional organisations to share through their networks
 - Venue operator communications to promote to future hirers, promoters, and producers
- Digital and Social Content
 - Organic social media activity through WRPT and venue operator channels
 - Behind-the-scenes content during fit-out and rehearsals
 - Highlight reels from opening performances (short turnarounds)
 - Community storytelling profiles (participants, artists, supporters)
- Event Visibility
 - On-site signage, banners, and foyer displays during the public access period
 - Minimal but highly visible branding around the theatre precinct to celebrate the opening
 - City Flags or other City branding
- Minimal Paid Advertising
 - Only considered if necessary to boost awareness of specific public access days; otherwise the strategy focuses on organic reach

Timeline

Period	Activity
May 2025	Media plan confirmed, key narratives framed
June 2025	Save-the-date releases issued
July 2025	Full programme announcement
August 2025	Media previews, mana whenua coverage, opening features

Period	Activity
September 2025	Daily event coverage push, live content posting
October 2025	Reflection and legacy media stories

Marketing and Promotions Team

Marketing will be led internally by WRPT in collaboration with the venue operator's marketing manager. Press liaison will be managed by a contracted PR/media advisor experienced in arts and civic openings. Social media content production will be embedded in the events team workflow.

Budget

Minimal external marketing spend is anticipated. Primary costs will be:

- PR/media advisor engagement
- Content creation (photography, videography)
- Basic collateral production (signage, banners)

Sponsorship Proposal Package – Waikato Regional Theatre Opening Events Programme

Overview

The Opening Events Programme marks the public launch of the Waikato Regional Theatre, a major new civic asset and cultural destination for Hamilton and the Waikato region.

The programme will deliver:

- A mana whenua-led blessing to formally open the venue
- Three nights of civic opening performances featuring Hamilton community artists
- A public access period allowing wide community engagement with the new facility

The Opening Events Programme directly supports Hamilton City Council's goals of boosting the city's profile, driving economic and business tourism outcomes, and strengthening civic pride.

Sponsorship Benefits Offered to Hamilton City Council

1. Branding and Logo Placement

- Prominent placement of the Hamilton City Council logo on all Opening Events Programme materials, including:
 - Event banners and on-site signage
 - Public programmes and event guides, if produced
 - Digital platforms (website, social media, e-newsletters)
 - Press releases and official media imagery where appropriate

2. Verbal Acknowledgment

- Hamilton City Council will be acknowledged verbally at all key public opening events, including:
 - Mana whenua blessing ceremony
 - Each night of the Civic Opening performances
 - Public access tours and foyer activations

3. Media Recognition

- Inclusion of Hamilton City Council's support in all official press releases, media briefings, and interviews
- Opportunity for quote attribution in launch media materials

4. Exclusive Invitations and Hosting Opportunities

- Invitations for HCC elected members and executive team to attend key events, including:
 - Mana whenua blessing
 - Civic Opening gala night
- Opportunities for Hamilton City Council to host civic and business guests at the Opening Events as well as tours.

5. Content and Imagery Access

- Hamilton City Council will have access to official imagery and promotional content from the Opening Events Programme for its own use in civic communications, reporting, and tourism marketing

6. Legacy Association

- Public positioning of Hamilton City Council as a foundational supporter of a transformational project for the city — reinforcing HCC's commitment to arts, culture, and community development for future generations

Additional Opportunities (Optional/Negotiable)

- Co-branded welcome signage for public access days
- Joint promotions through HCC's communications channels
- Collaboration on community access initiatives during the public opening period

Expenses	Estimated Cost (NZD)
Artist fees and performance costs	\$ 155,000.00
Production (lighting, sound, staging, crew)	\$ 20,000.00
Mana whenua engagement and ceremony	\$ 25,000.00
Marketing & PR (earned media focus)	\$ 20,000.00
Front-of-house staff and security	\$ 10,000.00
Public access programming and installations	\$ 20,000.00
Event management and coordination	\$ 10,000.00
Venue costs (cleaning, utilities, tech setup)	\$ 15,000.00
Documentation (photography, video, reporting)	\$ 10,000.00
Contingency (5%)	\$ 15,000.00
Total	\$ 300,000.00

Income	Estimated Cost (NZD)
HCC	\$ 100,000.00
Other funders	\$ 100,000.00
WRT operating budget	\$ 100,000.00
Total	\$ 300,000.00

Can be scaled up or down

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0152025-26		
EVENT NAME	Round The Bridges 2025-2027		
EVENT DATE	16 November 2025 and 2026 and 2027 dates TBC		
APPLICANT	Hamilton Harriers Club and Classic Events Limited		
EVENT LOCATION	Hamilton CBD, river paths, parks etc	EVENT TYPE	Community
EVENT OVERVIEW	<ul style="list-style-type: none"> Round the Bridges is one of NZ's oldest annually contested outdoor running and walking event and attracts participants of all ages for a 1km, 2km, 6km or 12km run and walk throughout the Hamilton CBD. The course is Hamilton. It starts and finishes on Victoria Street (Garden Place) and weaves along the river path, through parks and gardens, and across two iconic city bridges. The 2025 event will be the 80th year of Round the Bridges. 		
TARGET MARKET	<ul style="list-style-type: none"> Local community, runners and walkers, families and corporate groups 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> To retain the event's iconic status in the City of Hamilton To ensure the event remains fiscally sound and sustainable To enhance the attractiveness to sponsors, to build exposure and participation To encourage participation from the business community to build culture and enjoyment by entering as a team Through funding support, keep price to enter low as possible so is affordable for people from all socio-economic backgrounds to participate To secure long term funding To grow school support and encourage children to participate To grow the overall participation number to 7,000 To display excellence in event and business management 		
ATTENDANCE	Local: 6,844 Visitors: 2,241	BED NIGHTS	Not provided
EXTERNAL FUNDING	<ul style="list-style-type: none"> This event is supported by other external funding and sponsorship sources. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> The event has been supported by event sponsorship funding from FY2012-2024. In FY24, the event received \$20k of annual event sponsorship funding. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> The event was established in 1945. The 2024 event attracted just under 6,000 entrants. 25% of attendees were from outside Hamilton. The Hamilton Harriers Club is the owner of this event, and they contract Classic Events Ltd (an experienced Hamilton event company) to deliver it in November each year. Classic Events have significant event delivery experience. The 2024 event sold out. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE		
	<ul style="list-style-type: none"> Naming rights recognition of the 12km race sponsor to include coverage/profile in all media pertaining to this event, including branding on all promotional material for this race Council representative to hand over the winner Trophy at prizegiving - this is usually the Mavor. 		

	<ul style="list-style-type: none"> Recognition as Hamilton being the home of the iconic Round the Bridges in its 80th year, to include permission for the use of Round the Bridges event name, 80 years logo and imagery in any promotional material when required to market the city 	
	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
	<ul style="list-style-type: none"> Council Social media promotional opportunities pertaining to race 	<ul style="list-style-type: none"> Placement of the Council logo across all relevant digital event materials pertaining to the race, including the website, registration platform, e-ticket confirmation and downloadable certificate On-site/on course signage – created by RTB and provided by HCC
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS
	<ul style="list-style-type: none"> 25 complimentary entries into any race distance to be used for staff and/or promotion Complimentary Corporate site for a Council tent in the high profile position of Garden Place for your team to enjoy on race day Space in Garden Place to activate with your spinning wheel and/or photo frame and provide giveaways 	<ul style="list-style-type: none"> Acknowledgement of sponsorship via event day announcements Hamilton City Council being acknowledged in the news and press/media releases(s). Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

MANAGEMENT RECOMMENDATION
SPONSORSHIP REQUESTED

\$25,000 per year for three years (FY26, FY27 and FY28)

MANAGEMENT ASSESSMENT AGAINST CRITERIA
Score (5)

Fit to Hamilton City vision and profile	4
City exposure benefits	4
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	4

Utilisation of city assets	5
Total	23/ 30
MANAGEMENT COMMENT	
<p>Recommended for \$20,000 per annum for FY26, FY27 and FY28</p> <p>A well-established event with strong corporate support plus an ongoing focus to attract greater audiences to the event and potential for more visitation. Low investment for good returns across the range of criteria. Demonstrates good city infrastructure capability.</p>	

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0152025/26 From Round the Bridges
Form Submitted 24 Apr 2025, 1:34PM NZST

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * Round the Bridges

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Item 9

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mrs Michele Connell

Contact Person for this Application *

Mrs Jenni Muhlmann

Please enter the name of the primary contact person for this application.

Position of contact person

Jenni Muhlmann

Contact Person's Email Address *

jenni@classicevents.co.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

(02) 7292 4220

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

173 Lee Martin Rd
Tamahere Waikato 3493 New Zealand

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<http://www.roundthebridges.co.nz>

Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☒ Incorporated ☐ Company ☐ Other
Society

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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☐ Charitable
Company

If other, please state

**Is your organisation GST
registered? ***

☒ Yes ☐ No

**If 'Yes' please provide
your GST number**

17-981-484
Please enter your GST number.

**Please list prior event
experience of both the
organisation and event
organiser ***

The Hamilton Harriers Club is the owner of this event and this will be the 8th year Classic Events Ltd an experienced Hamilton event company, has been contracted to deliver it. This event falls on the 2nd Sunday of November annually.

Classic Events have run many of the Waikato's most loved events, including Balloons over Waikato for 20 years. Classic Events currently runs 2 Motorhome Caravan & Leisure Shows, the 2nd Hand Motorhome and Caravan Show and of course, Round the Bridges.

**Is there a contract
in place with the
event organiser or
organisation team? ***

☒ Yes
☐ No

**Does your organisation
hold intellectual
property rights to the
event? ***

☐ Yes
☒ No

If not, who?

Hamilton Harriers Club

Event Details

*** indicates a required field**

Name of the Event *
Round the Bridges

Start date of Event *
07/07/2025

Finish date of Event *
16/11/2025

2025/26 Event Sponsorship Fund

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Time of the Event *

Registration opens 7th July, bib collection from 10th November, with race day Sunday 16th November.

Location or Venue *

Garden Place, thru the CBD, along the river path, across the bridges and finishing on Victoria St Hamilton

Is the Event *

☒ Annual ☐ Biennial (taking place once every two years) ☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

\$25,000

Do you wish this application to be considered for multi-year funding?

☐ Yes - two years
☒ Yes - three years
☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Community

If Other, please describe

Event Description and Attachments

* indicates a required field

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

This November we will celebrate 80 years of Round the Bridges — an iconic Hamilton event that brings our community together, where thousands of people from all walks of life gather for one of the Waikato's most loved events. Come rain or shine, Lugtons Round the Bridges is more than a fun run — it's a celebration of community, good times and movement.

Originally established in 1945 by the Hamilton Harriers Club, Round the Bridges was created to inspire participation, enjoyment, and excellence in road and cross-country running. That vision remains today. Whether you're chasing a personal best in the Hamilton City Council 12km, walking the 6km with mates, or cheering on your

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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tamariki in the Grassroots Trust Kids Challenge, this event is for everyone.

We've grown a lot over eight decades — and we've never lost sight of what matters: inclusivity, accessibility, and community spirit. That's why we offer tiered pricing, and a range of categories and start waves, to suit all budgets and abilities:

- 1km & 2km Kids Challenge – for children aged 7 to 13
- 6km & 12km distances – run, walk, or jog at your pace
- Corporate Team Challenge – rally your workplace and compete in the 12km

Prizes are up for grabs for top athletes, but every finisher earns a medal — and that unbeatable feeling of accomplishment.

But what has made Lugtons Round the Bridges truly special over these 8 decades? The course is Hamilton. It starts and finishes on our main street, weaves along the river path, through our gardens, and across 2 of our iconic bridges. You're not just running through the city — you're running with it.

We're proud to be a platform for good. Whether it's participants fundraising for causes close to their hearts, or local groups and sports teams lending a hand on the day — this event gives back to the community that powers it.

Lugtons Round the Bridges is one of the longest-running and most beloved events in the region. We keep registration costs low, embrace our community at every level, and bring people together for something that's more than a run — It's a feel-good, do-good, move-your-body kind of event — and it's all ours.

It encourages pride in our people and gives great exposure for our city.

This year we are 80 years strong. Hamilton proud. Are you in?

Read the document attached for more.

No more than 500 words

Attach any other event outline documents here

Filename: RTB Pride and Exposure.pdf

File size: 267.2 kB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

2025/26 Event Sponsorship Fund

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Attach your Business Plan for the Event here *

Filename: RTB Strategic Plan 2023-2025.pdf
File size: 1.7 MB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Round the Bridges 2025 Budget .pdf
File size: 42.6 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: RTB Marketing and Promotional Plan.pdf
File size: 244.3 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: RTB Sponsorship Proposal Package.pdf
File size: 342.5 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

2025/26 Event Sponsorship Fund
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Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	4794	1741		
Spectators	2000	500		
Trade	50			

Entry Fees

Adult	Child	Older people	Other
From \$30	From \$10		

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels		
Motels		
Holiday Park/Campground		
Schools or home hosted		
AirBNB		

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

2 nights

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

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Idea 1

Recognition of the 12km race sponsor to include coverage/profile in all media pertaining to this event, including branding on all promotional material for this race

Idea 2

25 complimentary entries into any race distance to be used for staff and/or promotion

Idea 3

Complimentary Corporate site for a HAMILTON CITY COUNCIL tent in the high profile position of Garden Place for your team to enjoy on race day

Idea 4

Space in Garden Place to activate with your spinning wheel and/or photo frame and provide giveaways

Idea 5

Placement of the HAMILTON CITY COUNCIL logo across all relevant digital event materials pertaining to the race, including the website, registration platform, e-ticket confirmation and downloadable certificate

Idea 6

Acknowledgement of sponsorship via event day announcements

On-site/on course signage – created by RTB and provided by HCC

HAMILTON CITY COUNCIL representative to hand over the winner Trophy at prizegiving - (This is usually Mayor Paula Southgate)

HAMILTON CITY COUNCIL Social media promotional opportunities pertaining to race

Idea 7

Recognition as Hamilton being the home of the iconic Round the Bridges in its 80th year, to include permission for the use of Round the Bridges event name, 80 years logo and imagery in any promotional material when required to market the city

Attachment 2

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.

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5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as “we”, “our” or “us”. We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * Hamilton Harriers Club - Round the Bridges

Full Name of Authorised Signatory * Lucy Kibblewhite

Position of Authorised Signatory * Hamilton Harriers President

Date of Declaration * 24/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Easy

How many hours did it take you to complete this application?
2

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

Pride in Our People and Exposure for our City

Round the Bridges isn't just a fun run — it's a celebration of Hamilton. And this year, we're celebrating 80 years running. That's eight decades of community spirit, the iconic course, and shared memories — and this milestone is putting our city on the map.

Lugtons Round the Bridges is and always has been a living, breathing symbol of pride for Hamilton. With growing participation every year and a course that literally runs through the heart of our city, it's an event that not only brings us together — it puts Hamilton in the spotlight.

The start and finish line is right on our main street in the CBD. The route showcases the best of Hamilton — flowing along our river paths, through our stunning gardens, and across two of our iconic bridges. It's a moving celebration of the places that make this city special. And with the spotlight on our 80-year legacy, we're giving people from across Aotearoa (and beyond!) a reason to look our way.

This is a mass-participation event where *everyone* belongs. All ages. All abilities. All backgrounds. Whether they are here to run, walk, race, or simply enjoy the day — this is their event. It's an unforgettable experience designed to make *everyone* feel welcome, valued, and celebrated.

Lugtons Round the Bridges champions healthy, active living by offering a stunning, safe, and inclusive event. It's not just about the race — it's about feeling part of something that reflects the best of our city.

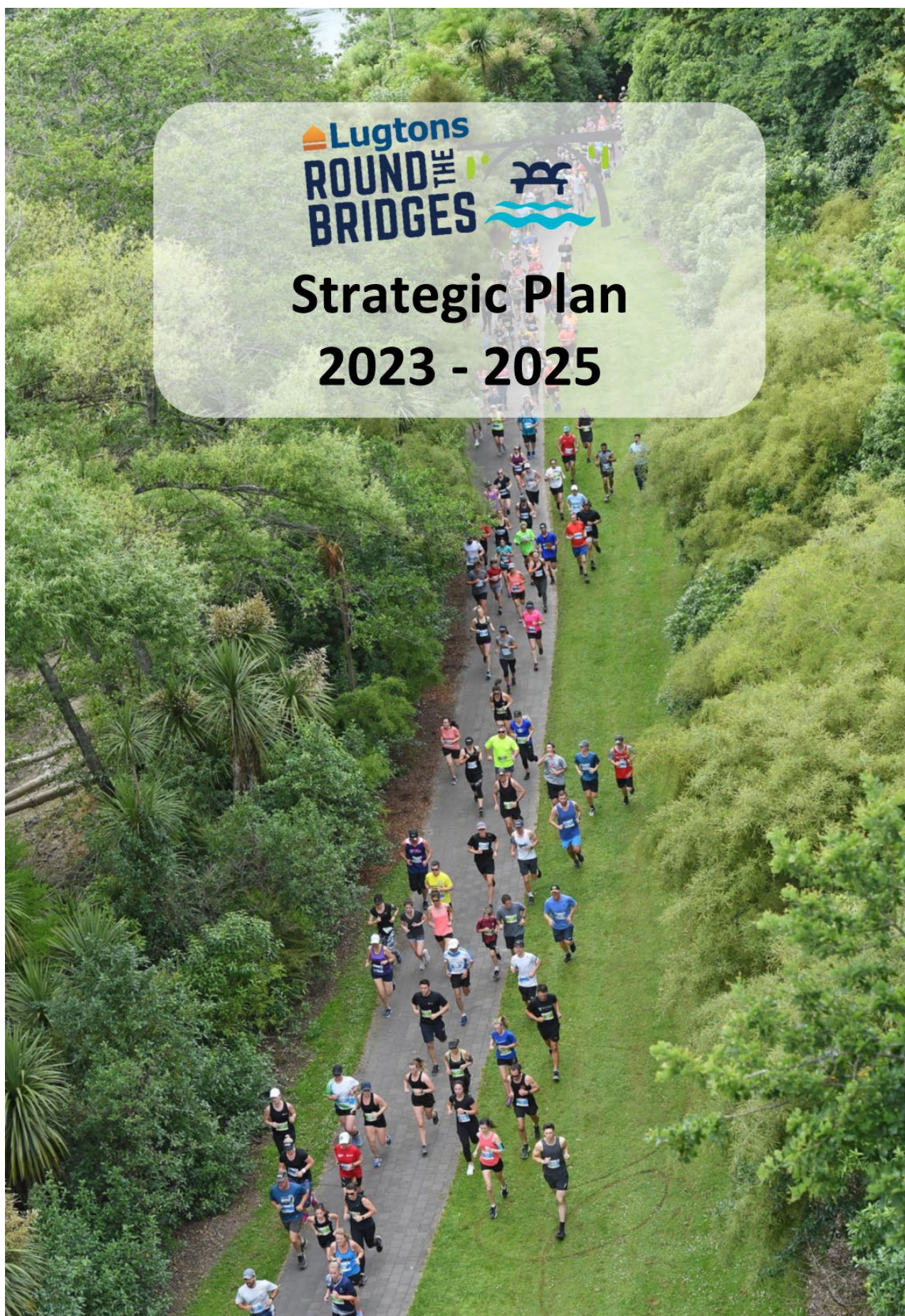
The sense of connection this event builds is real. Whether you're part of a corporate crew, school group, fundraising team, or showing up with whānau — training, turning up, and crossing the finish line together lifts our mental and physical wellbeing.

And the community? We show up in the thousands. Auckland, Tauranga, Wellington, and Queenstown all have their signature events. But *ours* has been going for 80 years — and it's still growing. Its legendary.

Lugtons Round the Bridges is one of the longest-running and most beloved events in the region. We keep registration costs low, embrace our community at every level, and bring people together for something that's more than a run — It's a feel-good, do-good, move-your-body kind of event — and it's all ours.



80 years strong. Hamilton proud. Are you in?



Established in 1945 by the Hamilton Harriers Club, Round the Bridges started out as a road race designed to showcase some of New Zealand's top athletes. Nowadays the event welcomes people of all shapes and sizes, from primary school students right through to running legends and aims to continue to offer a fantastic day out which the whole family can enjoy

Event Goals:

- To retain the event's iconic status in the City of Hamilton
- To ensure the event remains fiscally sound and sustainable
- To enhance the attractiveness to sponsors, to build exposure and participation
- To encourage participation from the business community to build culture and enjoyment by entering as a team
- Through funding support, keep price to enter low as possible so is affordable for people from all socio-economic backgrounds to participate
- To secure long term funding
- To grow school support and encourage children to participate
- To grow the overall participation number to 7000
- To display excellence in event and business management

Key Strategies:

Our Key Strategic Planning addresses 2 main areas:

Sponsors

To focus on providing sponsors with a high level of satisfaction through being involved with an Iconic Event that gives them significant exposure.

Participants

To provide an enjoyable experience from registration to race, involving all ages and fitness levels and providing a safe race to challenge all abilities.

Target Market

- To continue to remove the financial barrier to entry
- To provide an overall fantastic experience
- Pride in having this event in Hamilton City

This is a confidential document and is the sole property of Round the Bridges. It may not be photocopied, distributed



Sponsorship Proposal Package

Round the Bridges has 2 core races and kids racing, the 12km and 6km and the Kids Challenge 1km & 2km.

We would like HAMILTON CITY COUNCIL to retain the naming rights of the premier race – the 12km race.

HAMILTON CITY COUNCIL will be affiliated with everything pertaining to the race and offers greatly increased profile; with the race referred to as the Hamilton City Council 12km.

Benefits Include:

- Recognition of the 12km race sponsor to include coverage/profile in all media pertaining to this event, including branding on all promotional material for this race
- Complimentary Corporate site for a HAMILTON CITY COUNCIL tent in Garden Place
- 25 complimentary entries into 12km race, to be used for staff and/or promotion
- Placement of the HAMILTON CITY COUNCIL logo across all relevant digital event materials pertaining to the race, including the website, registration platform, e-ticket confirmation and downloadable certificate
- Recognition as Hamilton being the home of the iconic Round the Bridges
- Permission for the use of Round the Bridges event name, logo and imagery in any promotional material when required to market the city
- HAMILTON CITY COUNCIL representative to hand over the winner Trophy at prizegiving (This is usually Mayor Paula Southgate)
- HAMILTON CITY COUNCIL Social media promotional opportunities pertaining to race
- The use of our event imagery incorporating HAMILTON CITY COUNCIL spaces during one of this regions most loved and successful events, such as Garden Place, the Hamilton Gardens, Fairfield Bridges etc
- Acknowledgement of sponsorship via event day announcements
- On-site/on course signage – created by RTB and provided by HCC



Marketing and Promotion – RTB 2025



80 YEARS RUNNING ... ARE YOU IN?

2025 celebrates 80 years of Round the Bridges, and we will be shouting this from the roof tops in our marketing messaging. Last year was a sell-out, and we believe with our cost effective pricing, the popularity of running, and the love for our city course, our 80th year will be no different. We will encourage participation utilising several different marketing components, across our 3 tiered entry price points from July to November.

SOCIAL MEDIA

Facebook and Instagram are both effective tools in our box of marketing strategies. We have 7.3 thousand followers on FB, and annual growth on our Instagram page. This page is particularly active on race day. We will activate our Social Media campaign from now, to promote the first stage of our registrations – Super Saver. This will be promoted using paid campaigns, page posts and boosted posts.

Our social campaign will be based around ENGAGE, INTERACT and EDUCATE, focussing on the 3-tiered registration time frames, Super Saver, Standard Entry and Late Entry. We will be utilising local businesses and personalities who have strong social media followings to assist us in creating FOMO on this years event.

RADIO & PRINT

Round the Bridges has enjoyed a partnership with NZME for many years that includes radio advertising, promotional activity and print. Our promotional partner is the HITS and our agreement is valued at over \$52,000.

Promotion includes radio commercials booked from July – November on the Hits, ZM, Newstalk ZB, Coast and Hauraki, promotional on air activity with booked promo trailers, Facebook promotions, on air competitions and community activations.

We also have a further print component in the Waikato Herald, to encourage registration over each of our tiered registration time frame periods.

EMAIL DIRECT MARKETING - EDMS

We have a strong and engaged database which grows each year from past competitors. Our targeted newsletters commence from July with monthly frequency, moving to weekly leading up to the event in November. We have a database of approximately 20,000 past participants.

ONLINE – GOOGLE PERFORMANCE MAX CAMPAIGN

We will run an online campaign utilising 3-5 ad graphics, targeting our audience by geography, age and interests. Ads will be displayed across all of Googles advertising channels, including Search, Shopping, You Tubes, Display, Discover, Gmail and Maps. Conversion and user tracking will be taken from our website and adjustments will be made to the campaign if required. This online campaign will run from July – early November.

OUTDOOR ADVERTISING

We have again booked the highly effective Pole Banner Flags along Wairere Drive, from 13th October – 17th November. We will also be installing a static Billboard Space on the Lugtons building on Victoria Street, from mid-May. We will also book Digital Billboard space on the Pukete/Wairere Drive and Ruakura sites to coincide with our tiered registration time frames.

Our Spend Budget for Round the Bridges is estimated to be:	\$18,075.94
Including the contra from NZME:	\$52,000.00

Total Marketing and Promotional Investment proposed to be:	\$70,075.94
---	--------------------

PLEASE NOTE: This event budget is a guideline only based on previous years costs.
Registration opens for RTB in July and is open until event day in November.
The participation fees outlined below is the bests guess based on previous years.

ROUND THE BRIDGES INCOME 2025			
ACC Code	SPONSORSHIP	TYPE	Forecast 2025
			\$ 66,000.00
ACC Code	FUNDING	TYPE	
			\$ 36,000.00
ACC Code	PARTICIPATION FEES	FEE Excl GST	
			\$ 130,000.00
ACC Code	ADDITIONAL INCOME		
			\$ 4,241.73
	Total Income		\$ 236,241.73
ROUND THE BRIDGES EXPENSES			
ACC Code	ENTRY RELATED		
			\$ 17,508.00
ACC Code	COURSE RELATED		
			\$ 19,902.63
ACC Code	MARKETING & COMMUNICATIONS		
			\$ 18,075.94
ACC Code	PRIZES AND GIVEAWAYS		
			\$ 15,302.57
ACC Code	EVENT STAFF EXPENSES		
			\$ 4,658.70
ACC Code	MAIN VENUE RELATED (HQ)		
			\$ 27,422.88
ACC Code	ENTERTAINMENT		
			\$ 1,800.00
ACC Code	ADMINISTRATION		
			\$ 5,038.71
ACC Code	EVENT FEES & STAFF		
			\$ 71,215.21
	Total Expenses		\$ 180,924.64
	Profit/Loss		\$ 55,317.09

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0162025-26		
EVENT NAME	Z Manu World Champs – Hamilton Super Qualifier		
EVENT DATE	31 Jan 2026 – 1 February 2026, 2027 and 2028 dates TBC		
APPLICANT	Quantum Events Limited		
EVENT LOCATION	Waterworld	EVENT TYPE	Sports
EVENT OVERVIEW	<ul style="list-style-type: none"> NZ's national manu (dive-bombing) competition qualification event in Hamilton Hamilton is one of 10 official qualification events but only one of four "super qualifier" events (Hamilton, Auckland, Christchurch and Wellington) Good spectator value with national profile Link with improving water/river safety with Water Safety NZ and Council's water safety campaigns. 		
TARGET MARKET	<ul style="list-style-type: none"> Males 13-30 years, females 13-20 years Māori and Pasifika youth Entrants from across NZ 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> To celebrate the manu and manu athletes Engage and educate water safety behaviour with an at-risk cohort Encourage rangitahi to move Encourage communities to come together and have fun out, in or by the water 		
ATTENDANCE	Local: 3,724 Visitors: 237	BED NIGHTS	Around 205 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> The event budget shows a range of sponsors including national Water Safety NZ support, Sport NZ funding and commercial brand partnerships. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> The event received \$12,000 of event sponsorship funding in FY25. A previous application in FY24 was declined due to the highly contestable nature of the fund. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> The applicant has significant experience with other large scale, public, water based recreational events, highly regarded and with operational capability. After a successful inaugural year in 2024, the event has expanded in 2025, increasing the profile and the benefits to our partners and host cities. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE		
	<ul style="list-style-type: none"> Play a significant role in improving water safety outcomes in Hamilton by reaching and directly engaging with a significant number of Waikato River users. Positively contribute to the Waikato River Safety Project (Manu with Mana). Increase Maatauranga Māori (Māori Knowledge) to inform approaches to water safety 		
	ONLINE & SOCIAL MEDIA PROFILE		BRAND PROFILE

	<ul style="list-style-type: none"> • Provision of professional photos, video, and event wrap post event. • Access for Council social media team to collect event content. 	<ul style="list-style-type: none"> • Allocation of posts promoting your leverage program/key messages through the ZWMC social media activities. • Allocation of features promoting your leverage program/key messages through the ZWMC e-newsletter. • Allocation of features/ad tiles promoting your leverage program/key messages through the ZWMC website. • Hamilton City Council key messages/leverage program on onsite big screens at the Hamilton Super Qualification event • Hamilton City Council scripted announcements voiced by the MC at the Hamilton Super Qualification event • Hamilton City Council brand inclusion across event website linking to your website • Hamilton City Council brand inclusion in local swimming pool media promoting the Hamilton Super Qualification event
SPONSORSHIP BENEFITS AVAILABLE TO	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS

COUNCIL	<ul style="list-style-type: none"> • Allocation of VIP seats/space at the Hamilton Super Qualification event with opportunity to host Council staff, stakeholders, and/or prize winners on site at your cost. • Allocation of complimentary Hamilton Super Qualification event spots/entries for any willing staff/stakeholders/prize winners. • Opportunity to run an exclusive staff /prize winner Manu session at the Hamilton Super Qualification event • Premium space for onsite activation at the Hamilton Super Qualification event 	<ul style="list-style-type: none"> • Hamilton City Council being acknowledged in the news and press/media releases(s). • Hamilton City Council being given verbal acknowledgement during all presentations(s)/public announcement(s). • Hamilton City Council brand inclusion on the event big screen/s at the Hamilton Super Qualification event • Hamilton City Council brand mentions in radio promotion for the Hamilton Super Qualification event • Hamilton City Council brand inclusion in any print advertisements for Hamilton Super Qualification event • Opportunity for Hamilton City Council to place signage at the Hamilton Super Qualification event. i.e., flags, banners. • Hamilton City Council brand inclusion on event posters promoting the Hamilton Super Qualification event • Hamilton City profiled in any content shows produced of the Hamilton Super Qualification event • Hamilton City Council being acknowledged in the news and press/media releases(s). • License to use WMC event logo(s), images and/or trademark(s) for the Council promotion, advertising, or other leverage activities with prior permission.
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MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$15,000 per year for three years (FY26, FY27 and FY28)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		3
Generation of overnight visitation to city		2
Generation of incremental income to city businesses		2
Number of anticipated participants		2
Utilisation of city assets		5
Total		18 / 30

MANAGEMENT COMMENT

Recommended for \$12,000 for FY26, FY27 and FY28.

Recommended. Has safety/educational aim. A good fit to fund criteria and approach to encourage more amateur sporting events to the city.

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0162025/26 From Quantum Events Limited
Form Submitted 29 Apr 2025, 2:45PM NZST

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * Quantum Events Limited

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
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Form Submitted 29 Apr 2025, 2:45PM NZST

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Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mr Scott Rice

Contact Person for this Application *

Mr Eelco Uri

Please enter the name of the primary contact person for this application.

Position of contact person

Senior Event Manager

Contact Person's Email Address *

eelco@quantumevents.co.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

(02) 7294 4044

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number

Legal Name

Other Names

Reg Status

Charity's Street Address

Charity's Postal Address

Telephone

Fax

Email

Website

Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

256 Hibiscus Coast Hwy
Orewa Auckland 0931 New Zealand

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<http://www.manuworldchamps.com>

Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☐ Incorporated ☒ Company ☐ Other
Society

Attachment 2

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0162025/26 From Quantum Events Limited
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☐ Charitable
Company

If other, please state

Is your organisation GST registered? *

☒ Yes ☐ No

If 'Yes' please provide your GST number

134-559-292
Please enter your GST number.

Please list prior event experience of both the organisation and event organiser *

Quantum Events have successful staged over 300 mass participation events for 20 years across New Zealand, Australia, and Fiji.
Scott Rice has been the Managing Director for that period of time and taken the role as Event Director in all events staged. As MD, Scott has been responsible for overall delivery of these events, event marketing and sponsorships.
Quantum Events are;
- Experts in large scale, public, water based recreational events.
- Experts in successfully bringing new event concepts to market.
- New Zealand industry leaders in aquatic health and safety.
- Founders and former owners of the Banana Boat New Zealand Ocean Swim Series (www.oceanswim.co.nz), Harcourts Beach Series (www.beachseries.co.nz).
- Current owners of Ocean Swim Fiji (www.oceanswimfiji.com) and Z Manu World Champs.
- Highly regarded with an extensive industry network.
- Event marketing and sponsorship experts.

Is there a contract in place with the event organiser or organisation team? *

☐ Yes
☒ No

Does your organisation hold intellectual property rights to the event? *

☒ Yes
☐ No

If not, who?

Event Details

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0162025/26 From Quantum Events Limited
Form Submitted 29 Apr 2025, 2:45PM NZST

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*** indicates a required field**

Name of the Event *

Z Manu World Champs - Hamilton Super Qualifier

Start date of Event *

31/01/2026

Finish date of Event *

01/02/2026

Time of the Event *

1000-1800

Location or Venue *

Waterworld

Is the Event *

☒ Annual

☐ Biennial (taking place once every two years)

☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

\$15,000

Do you wish this application to be considered for multi-year funding?

☐ Yes - two years

☒ Yes - three years

☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Sport

If Other, please describe

This event also covers cultural and community

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

After a very successful inaugural season, the 2025 Z Manu World Champs expanded to eight cities, with a total of

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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10 qualification events; six Official Qualifiers and four Super Qualifiers - Hamilton being the biggest one outside Auckland. Each event featuring its own Push Play/Have-a-go session(s).

The Hamilton Super Qualifier takes place across two action packed days with 10-12 one-hour heats.

From December until early March the Z Manu World Champs dominates the summer events calendar and media landscape.

Three months of fun and Manu action, culminating in the Grand Final in the Auckland CBD where over 100 of the best Manu and bombing athletes battled it out for six Manu World Champ titles, and two, newly introduced, Freestyle titles.

The Manu World Champs provides a platform of celebration and performance for especially the Māori and Pasifika community and has a wide fan base and audience; 4 million New Zealanders were reached, with a total of 23 million people globally. Please refer to the attached 2025 Event Report and Business Plan for more details regarding event performance, objectives, purpose and goals.

No more than 500 words

Attach any other event outline documents here

Filename: ZMWC Sponsor Report 2025 - Hamilton FINAL.pdf
File size: 7.4 MB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Z Manu World Champs Hamilton 2026 - Business Plan - 29 April 2025.pdf
File size: 579.5 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
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Filename: Z Manu World Champs - Hamilton Super Qualifier - Budget 2026.pdf
File size: 134.8 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Z Manu World Champs Hamilton 2026 - Marketing and Promotional Plan - 22 April 2025.pdf
File size: 283.0 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Z Manu World Champs Hamilton 2026 - Sponsorship Proposal Package - 22 April 2025.pdf
File size: 344.4 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☒ Yes
☐ No

If yes, please attach latest data along with who collated this material.

Filename: Z Manu World Champs Hamilton 2026 - Economic Impact Data - 28 April 2025.pdf
File size: 183.0 kB

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	950	25	0	

Attachment 2

2025/26 Event Sponsorship Fund
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Spectators	2750	200	0	
Trade	24	12	0	

Entry Fees

Adult	Child	Older people	Other
20	10		15 (youth)

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	12	2.5
Motels	125	1
Holiday Park/Campground	25	1
Schools or home hosted		
AirBNB	25	1

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

1 night

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

please refer to sponsor benefit document

Idea 2

Idea 3

Idea 4

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
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Idea 5

Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 7

Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as "we", "our" or "us". We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * Quantum Events Limited

Full Name of Authorised Signatory * Eelco Uri

Attachment 2

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0162025/26 From Quantum Events Limited
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Position of Authorised Signatory * Senior Event Manager

Date of Declaration * 29/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Easy

How many hours did it take you to complete this application?
3

Please add any other comments you may have about how we can improve our funding form or process.
none, thank you

Thank you for taking the time to complete this feedback section.



HAMILTON SUPER QUALIFIER

BUSINESS PLAN

OVERARCHING EVENT PURPOSE/GOALS

TO CELEBRATE THE MANU

To identify, profile and celebrate annually the world's best Manu athletes.

WATER SAFETY AWARENESS

Together with Water Safety New Zealand we engage, educate, and change the behaviors around water of a one-off New Zealand's most at risk cohorts.

GETTING KIWIS MOVING

Kiwis are less active than ever before. The Z Manu World Champs (ZWMC) encourages Rangatahi to move and have fun.

BRINGING COMMUNITIES TOGETHER

Encouraging diverse communities to come together for a fun day(s) out, in or by the water.

SECONDARY EVENT PURPOSE/GOALS

HOST CITY PROMOTION and EXPOSURE

Lifting the status, awareness and profile of Hamilton through the unmatched media exposure the Manu World Champs receive; a 4 million domestic and 23 million global reach, position Hamilton as a premier events' destination.

ECONOMIC BENEFITS

The Manu World Champs brings an increase in day and overnight visitors to the city of Hamilton, providing benefit to local business and the Council owned and operated event facility.

PROMOTE CITY PRIDE and SENSE

The Manu World Champs promotes pride, sense and makes residents, local and regional, feel good about living in and near Hamilton.





EVENT STRATEGIES

TO CELEBRATE THE MANU

The Z World Manu Champs identify the best Manu athletes from across New Zealand. We profile the event and its partners, and the Hamilton City profile, talent through our event channels and through the channels of our media partners.

WATER SAFETY AWARENESS

Our three key strategies that we will work alongside Water Safety New Zealand to execute are:

1. To make 1,000,000 people aware of the risks they may face around water.
2. Teaching core survival skills to a captive event audience.
3. To create assets for Water Safety New Zealand campaigns.

GETTING KIWIS MOVING

The simple act of someone registering, preparing, and then participating in the ZMWC gets thousands of kiwis more active more often. It will change habits and leave a legacy of more active communities.

We work closely with Sport NZ to help them promote their Push Play campaign and engage with Māori and Pasifika youth. For the 2026 edition of the event, the focus is to particularly increase female participation and activity.

BRINGING COMMUNITIES TOGETHER

People regardless of their culture or ethnicity come together to share in the joy of Manu. There is no judging, no prejudice. There is mutual respect amongst everyone who partakes in Manu no matter their cultural background, age, or skill level. It is where cross cultural friendships are formed through a common interest. The ZMWC will take this to the next level around NZ.



PROJECT PLAN

Event Conceptualisation – year 3	May - June 2025
Formalising Commercial Partnership Structure	August 2025
Fundraising / Partner Recruitment	May - June 2025
Event Operational Planning	June 2025 – March 2026
Event Marketing Plan	June – September 2025
Judging Technology Improvements/Innovation	July – November 2025
Event Launch – year 3	October 2025
Event Marketing and Promotion	October 2025 – March 2026
Partner Management/Delivery	July 2025 – April 2026
Tauranga Qualification Event	TBC (indic. early Dec.)
Hastings Qualification Event	TBC (indic. mid Dec.)
Nelson Qualification Event	TBC (indic. late Dec.)
Mangere Qualification Event	TBC (indic. mid Jan.)
Whangarei Qualification Event	TBC (indic. mid/late Jan.)
Wellington Super Qualification Event	TBC (indic. late Jan.)
Hamilton Super Qualification Event	TBC (indic. late Jan./early Feb.)
Christchurch Qualification Event	TBC (indic. early/mid Feb.)
Auckland Super Qualification Event	TBC (indic. mid Feb.)
Manu World Champs Grand Final	TBC (indic. late Feb.)
Partner Reporting	April 2026



MANU WORLD CHAMPS

ORGANISATIONAL STRUCTURE

The Quantum Events Ltd organisational structure for the ZMWC is below.

Several independent contractors will be engaged to ensure the successful delivery of the event including:

- Creative Design Agency
- PR Management Contractors
- Event Site Contractors
- Digital Marketing Contractors





HAMILTON SUPER QUALIFIER

ECONOMIC IMPACT and PROFILE

2024 Economic Impact - Thermal Explorer REF Report:

Actual number of out-of-region attendees	108 (65 day visitors and 43 overnight visitors)
Identify the average length of stay associated with attending the event	1
Determine the average daily spend while attending the event	\$160 (estimate)
Determine the number of people included in the average daily spend	1

2025 Economic Impact – Participation Survey:

Actual number of out-of-region attendees	180 (26 day visitors and 154 overnight visitors)
Identify the average length of stay associated with attending the event	1
Determine the average daily spend while attending the event	\$160 (estimate)
Determine the number of people included in the average daily spend	1

2026 Estimated Economic Impact:

Estimated number of out-of-region attendees	225 (50 day visitors and 175 overnight visitors)
Identify the average length of stay associated with attending the event	1
Determine the average daily spend while attending the event	\$160 (estimate)
Determine the number of people included in the average daily spend	1

Note: 2026 Operational Budget Spend in Hamilton \$11,300 and Marketing Budget Spend \$13,850





HAMILTON SUPER QUALIFIER

MARKETING AND PROMOTIONAL PLAN

Scott Rice, the Managing Director of Quantum Events, will be responsible for developing and executing the Z Manu World Champs marketing and promotional plan with the assistance of specialist marketing contractor Emma Taylor.

Scott has over 20 years' experience successfully managing the event marketing and PR campaigns for events his company has owned (or continue to own) across New Zealand, Australia, and the South Pacific.

TARGET MARKETS

- MANU enthusiasts across New Zealand, especially Hamilton, wider Waikato and Bay of Plenty
- Males 13 - 30 years
- Females 13 - 20 years
- Māori and Pasifika Youth

MARKETING OBJECTIVES

- Achieve a high level of National and Local awareness of the Z Manu World Champs and the Hamilton Super Qualifier.
- Achieve targeted participant and spectator attendance.
- Showcase Hamilton City.
- Build a large email database and develop an engaged social media following.
- Engender brand love and loyalty.
- Drive overnight visitation and day trips to Hamilton.



MARKETING STRATEGIES/CHANNELS

SOCIAL & DIGITAL

- Organic & Paid Social Medias
- Paid Digital Campaigns
- The Z Manu World Champs Website
- Facebook Live
- Promotion across NZME channels
- Z Manu Show

OUTDOOR & AMBIENT

- Outdoor Media
- Posters in Pools
- Promotional Signage at popular Manu Locations

PARTNER CHANNELS

- Promotion through Sponsor Channels
- Promotion through Partner Channels
- Event Calendar Promotion

PRINT

- NZ Herald Advertising (hard copy and online)

RADIO (ZM & FLAVA)

- Commercial Advertising Schedule
- Content Integration / Station Promotions
- Live Crosses pre-event and on event weekend
- Promotion across station socials, newsletters and website
- Station Personality Intergration

BROADCAST/CONTENT

- Content / Highlights shows broadcast through our social media channels and YouTube.

DIRECT MARKETING

- Manu Location Visits
- Manu Facebook Groups
- Bombing Instagram Accounts

EARNED MEDIA

- Public Relation Campaign
- Influencer Relationships

MARKETING TIMELINE

Develop and finalise Event Marketing Plan	July – September 2025
Event website and social medias	Ongoing
National Launch /Registrations– All marketing channels	First two weeks of November 2025
Regional Promotion of Events encouraging registration, spectator attendance and Hamilton city profiling	Early December 2025/ January / February 2026
Promotion of Z Manu World Champs Grand Final to encourage spectator attendance	From early-February 2026

MARKETING PLAN BUDGET

You will find an itemised marketing and promotions plan budget within the main Event Budget attached to this submission.

Please refer to the 2025 Event Report for detailed marketing and PR reach and results of the 2025 event.





HAMILTON SUPER QUALIFIER

SPONSORSHIP PROPOSAL PACKAGE

The rights and benefits we can offer you are listed below. We would be happy to discuss and negotiate the inclusion of any additional customised benefits you seek.

LICENSE TO USE EVENT BRAND
License to use WMC event logo(s), images and/or trademark(s) for the Council promotion, advertising, or other leverage activities with prior permission.
BRAND PROFILE
Hamilton City Council brand inclusion across event website linking to your website
Hamilton City Council brand inclusion in local swimming pool media promoting the Hamilton Super Qualification event
Hamilton City Council brand inclusion on the event big screen/s at the Hamilton Super Qualification event
Hamilton City Council brand mentions in radio promotion for the Hamilton Super Qualification event
Hamilton City Council brand inclusion in any print advertisements for Hamilton Super Qualification event
Opportunity for Hamilton City Council to place signage at the Hamilton Super Qualification event. i.e., flags, banners.
Hamilton City Council brand inclusion on event posters promoting the Hamilton Super Qualification event
Hamilton City Council profiled in any content shows produced of the Hamilton Super Qualification event
Hamilton City Council being acknowledged in the news and press/media releases(s).
PROMOTION / ACTIVATION
Allocation of posts promoting your leverage program/key messages through the ZWMC social media activities.
Allocation of features promoting your leverage program/key messages through the ZWMC e-newsletter.
Allocation of features/ad tiles promoting your leverage program/key messages through the ZWMC website.
Hamilton City Council key messages/leverage program on onsite big screens at the Hamilton Super Qualification event
Hamilton City Council scripted announcements voiced by the MC at the Hamilton Super Qualification event
Premium space for onsite activation at the Hamilton Super Qualification event
Right to run social media activities at the Hamilton Super Qualification event
PROVISION OF CONTENT



Provision of professional photos, video, and event wrap post event.
Access for Council social media team to collect event content.
ENGAGING STAFF, STAKEHOLDERS AND RATEPAYERS
Allocation of VIP seats/space at the Hamilton Super Qualification event with opportunity to host Council staff, stakeholders, and/or prize winners on site at your cost.
Allocation of complimentary Hamilton Super Qualification event spots/entries for any willing staff/stakeholders/prize winners.
Opportunity to run an exclusive staff /prize winner Manu session at the Hamilton Super Qualification event
SOCIAL BENEFITS FOR HAMILTON
Play a significant role in improving water safety outcomes in Hamilton by reaching and directly engaging with a significant number of Waikato River users.
Positively contribute to the Waikato River Safety Project (Manu with Mana).
Increase Maatauranga Māori (Māori Knowledge) to inform approaches to water safety.
Positively contribute to resident physical and mental wellbeing through active Manu play.
Inspire the youth of Hamilton.



Budget 2026 - Hamilton Super Qualifier	
Revenue	Forecast
Registration Fees	\$ 5,500.00
Water Safety New Zealand (Portion of National support)	\$ 8,000.00
Merchandise Sales	\$ 2,500.00
Commercial Brand Partners (Portion of National support)	\$ 27,000.00
Sport New Zealand/Push Play (Portion of National support)	\$ 15,000.00
Hamilton City Council	\$ 15,000.00
Total Revenue	\$ 73,000.00
Event Operational Costs	
Event Dress/Signage - Banners, Branded Marquees, Flags	\$ 1,000.00
Facility Hire	\$ 2,500.00
General Event Equipment	\$ 750.00
Storage and freight	\$ 1,250.00
Manu Judging Software, Resource and Innovation	\$ 1,000.00
Big Screen Switcher	\$ 4,500.00
Live Stream set up	\$ 500.00
Admin/Stationary	\$ 500.00
Crew Uniforms	\$ 1,000.00
Sound System Hire	\$ 2,500.00
Event Insurance	\$ 750.00
Merchandise Purchases	\$ 1,000.00
Online payment facility	\$ 250.00
Event Management	\$ 19,500.00
Videographer/Photographer	\$ 2,500.00
Funding Winners to Grand Final	\$ 2,500.00

Event Crew costs/donations	\$ 2,250.00
Annnoucer/MC	\$ 2,000.00
Accommodation crew	\$ 2,000.00
Crew travel	\$ 1,750.00
Vehicle rental	\$ 1,000.00
Per Diem Crew	\$ 750.00
Wrist bands	\$ 350.00
Crew Food and Beverage	\$ 1,300.00
Contingency	\$ 2,500.00
Total Operational Costs	\$ 55,900.00
Marketing and Media Costs	
Website (contribution to build and maintenance)	\$ 500.00
Digital Marketing	\$ 1,500.00
Google Advertising	\$ 750.00
Graphic Design	\$ -
Influencer Fees/Donations	\$ 750.00
Posters	\$ 600.00
Corflutes at Manu locations/pools	\$ 250.00
Media Partner Contribution	\$ 5,000.00
Social Media Management	\$ 1,000.00
Paid Social Media - Media Budget	\$ 1,500.00
Public Relations	\$ 2,000.00
Total Marketing and Media Costs	\$ 13,850.00
Total Costs for ZWMC Hamilton	\$69,750.00
Surplus for ZWMC Hamilton	\$3,250.00

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0172025-26		
EVENT NAME	Balloons over Waikato 2026-2028		
EVENT DATE	14-22 March 2026, 2027 and 2028 dates TBC		
APPLICANT	Balloons Over Waikato Trust		
EVENT LOCATION	Various – Hamilton	EVENT TYPE	Community
EVENT OVERVIEW	<ul style="list-style-type: none"> Annual ballooning event that continues to maintain Balloons Over Waikato's position as the premier hot air balloon event in New Zealand and a major hallmark event for the Hamilton region, to be recognised both nationally and internationally. Balloons over Waikato is one of the last free large-scale events in New Zealand and one of the biggest in the Waikato, with large number of spectators over the 5-day festival. The festival programme features 5 mornings of competitive flying tasks which incorporate community events and local partnerships, including sponsor activations based at Innes Common. The 2026 programme will include visits to areas in the wider Waikato region, as well as afternoon and evening activities around the city such as the walk-thru balloon in Garden Place and The Base Te Awa Basket Burn.T The week will conclude with at least 35,000 attending the ZURU Nightglow which will either be held at Claudelands Oval or the University. The inclusion of balloons from across Aotearoa, Australia and Special Shapes from further afield keeps the festival fresh, maintains its world class reputation and attracts international exposure. 		
TARGET MARKET	<ul style="list-style-type: none"> Local and regional residents and domestic audience for overnight visitation. 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> To grow the level of participation and number of spectators through excellence in event entertainment, organisation and communication. 		
ATTENDANCE	Local: 50,130 Visitors: 15,570	BED NIGHTS	Around 525 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> The budget provided shows income from sponsorship and grants. Council has previously been one of only four strategic partners of the event. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> The event received \$130,000 of event sponsorship funding in FY25. The event has also received event sponsorship funding on an annual basis since 2008 – 2025. The event is supported by exclusive use of Innes Common for event week every year and parks fees are waived. A negotiated venue hire arrangement would also be negotiated by H3 for use of the Claudelands Oval and other venue space on site for the Nightglow. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> Balloons over Waikato is owned by the Balloons over Waikato Trust and is governed by six Trustees. The event is run by a contracted event delivery partner. Lightning Events Ltd is the appointed event delivery partner and ran the 2025 festival. Lightning Events has over 20 years' experience in the events industry and has developed and delivered many large-scale community and commercial events. 		
SPONSORSHIP BENEFITS AVAILABLE TO	NATIONAL & LOCAL EXPOSURE		

COUNCIL	<ul style="list-style-type: none"> Strategic Level Partner (only one of four) Exclusive naming rights to the “Hamilton City Council Opening Fiesta” and promotion on all marketing for this event Space for onsite activations at Innes Common every morning and at the Nightglow, to include but not limited to signage, marquees and interactive activities. 	
	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
	<ul style="list-style-type: none"> HCC logo included on all promotional media as a 1 of 4 strategic partners, and to have a 	<ul style="list-style-type: none"> Council or city brand on pilot and crew bags HCC logo included on all promotional media as a 1 of 4 strategic partners Basket banner displayed on one balloon basket for the duration of the festival
SPONSORSHIP BENEFITS AVAILABLE TO	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS

COUNCIL	<ul style="list-style-type: none"> • VIP ZURU Nightglow tickets for HCC (40 pax) and the Mayor (4) including VIP parking (10) 	<ul style="list-style-type: none"> • Hamilton City Council being acknowledged in the news and press/media releases(s). • Hamilton City Council being given verbal acknowledgement during all presentations(s)/public announcement(s).
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MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$150,000 per year for three years (FY26, FY27 and FY28)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		5
City exposure benefits		5
Generation of overnight visitation to city		3
Generation of incremental income to city businesses		4
Number of anticipated participants		3
Utilisation of city assets		5
Total		25 / 30
MANAGEMENT COMMENT		

Recommended for \$130,000 per annum for FY26, FY27 and FY28

An iconic legacy event for Hamilton and fit with the event sponsorship fund criteria for pride and profiling. High community support and new audience appeal. Without Council's partnership, this festival could not continue. Funding for this event is very challenging and reliant on Council support. A proven track record and city profiling benefits outweighs lower overnight visitor numbers.

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Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * Balloons Over Waikato Trust

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Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Ms Carla Steed

Contact Person for this Application *

Ms Carla Steed

Please enter the name of the primary contact person for this application.

Position of contact person

General Manager

Contact Person's Email Address *

carla@lightningevents.co.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

(02) 7836 0589

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number

Legal Name

Other Names

Reg Status

Charity's Street Address

Charity's Postal Address

Telephone

Fax

Email

Website

Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

11/111 Thomas Rd
 Rototuna North Hamilton 3210 New Zealand

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<http://www.balloonsoverwaikato.co.nz>

Must be a URL.

Organisation type

☐ Charitable Trust ☒ Trust ☐ Sole Trader
☐ Incorporated ☐ Company ☐ Other
 Society

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☐ Charitable
Company

If other, please state

Is your organisation GST registered? *

☒ Yes ☐ No

If 'Yes' please provide your GST number

73-519-551
Please enter your GST number.

Please list prior event experience of both the organisation and event organiser *

Balloons Over Waikato is owned by the Trust which is governed by 6 Trustees, all of whom have been involved with the event or the Trust for more than 3 years (some up to 15 years).

The event is run by a contracted event delivery partner. Lightning Events Ltd is the appointed event delivery partner and ran the 2025 festival under the direction of the owner, Carla Steed.

Carla has over 20 years' experience in the events industry and has developed and delivered many large-scale community and commercial events that are on a similar scale as Balloons Over Waikato (eg. HighLight: Carnival of Lights, Wairarapa Wines Harvest Festival, Wings Over Wairarapa, Blossom Valley, Round the Bays Wellington, Chocstock, Six60 concerts and many more).

Other experience for Carla and the wider Lightning Events team includes sponsorship procurement and management, marketing, PR, Budgeting and finance management, funding applications, event growth and strategy and volunteer management.

Is there a contract in place with the event organiser or organisation team? *

☒ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *

☒ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

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2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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Name of the Event *

Balloons Over Waikato

Start date of Event *

14/03/2026

Finish date of Event *

22/03/2026

Time of the Event *

7am each morning and evenings

Location or Venue *

Innes Common, Claudelands or Waikato University and Garden Place

Is the Event *☒ Annual☐ Biennial (taking place once every two years)☐ Triennial (taking place once every three years)**Amount of Hamilton sponsorship sought annually ***

\$150,000

Do you wish this application to be considered for multi-year funding?☐ Yes - two years☒ Yes - three years☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Community

If Other, please describe

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The purpose of Balloons over Waikato Trust is to run Balloons over Waikato annually and to maintain the festivals position as the premier hot air balloon event in NZ, and a major hallmark event for Hamilton, recognised both nationally and internationally. The Trusts vision is to use the magic of ballooning to connect and reflect the Waikato and its communities. The festivals' objective is to

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grow the level of participation and engagement through world-class entertainment, organisation, communication and to remain FREE.

Balloons over Waikato is one of the last free large-scale events in NZ, with approximately 100,000 attendees and spectators over the week. The Trust will ensure this much-loved event remains safe, free and accessible, continuing to give back to the wider community.

The festival programme features 5 mornings of competitive flying tasks which incorporate community events and local partnerships, including sponsor activations based at Innes Common. Our 2026 programme will include visits to areas in the wider Waikato region, as well as afternoon and evening activities around the City such as the walk-thru balloon in Garden Place and The Base Te Awa Basket Burn.

The week will conclude with at least 35,000 attending the ZURU Nightglow which will either be held at Claudelands Oval or the University. Attendees will engage with live entertainment, carnival rides and hands on activities, as well as enjoying delights from local food vendors and being mesmerised by the stunning choreographed Balloon Glow and Fireworks Extravaganza.

The inclusion of balloons from across Aotearoa, Australia and Special Shapes from further afield keeps the festival fresh, maintains its world class reputation and attracts international exposure.

Balloons over Waikato appeals to a huge cross section of our community. All ages, genders, religions and socio-economic groups. The festival is proven to bring the entire community together for an enjoyable and memorable experience that inspires and builds pride in the region.

It's not just attendees who benefit, so do local businesses, our sponsors, local suppliers we use to help deliver the event, local community groups who raise awareness and funds through their involvement, residents who love the magic of balloons floating past their windows, and the many volunteers who love to be involved and gain experience.

The festival attracts funds and visitors from outside of the region resulting in a clear economic benefit for Hamilton. The social value of Balloons over Waikato is also unrivalled. The event builds community pride, engagement and opportunities to connect, learn and create memories.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

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Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: BOW Structure.pdf
File size: 20.1 kB

Filename: STRATEGY IN ONE 2026.pdf
File size: 516.7 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: BOW 2026 Draft Budget 1.pdf
File size: 32.0 kB

Filename: MASTER BOW Grants & Sponsorship.xlsx
File size: 19.1 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: 2026 Balloons Over Waikato marketing plan on a page.pdf
File size: 212.9 kB

Filename: BOW 2025 Marketing Budget.xlsx
File size: 9.8 kB

Sponsorship Proposal Package

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Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Balloons Over Waikato - Hamilton Sponsorship Proposal.pdf
File size: 2.0 MB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	130	50	20	
Spectators	50000	15000	500	
Trade				

Entry Fees

Adult	Child	Older people	Other

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	75	7
Motels		
Holiday Park/Campground		
Schools or home hosted		
AirBNB		

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Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

7 nights

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

Naming rights to BOW opening morning, the Hamilton City Council Opening Fiesta - Please see Sponsorship Proposal attached.

Idea 2

Space for onsite activations at Innes Common every morning and at the Nightglow, to include but not limited to signage, marquees and interactive activities.

Idea 3

Branding on pilot and crew bags

Idea 4

HCC logo included on all promotional media as a 1 of 4 strategic partners, and to have a basket banner displayed on one balloon basket for the duration of the festival.

Idea 5

VIP ZURU Nightglow tickets for HCC and the Mayor including VIP parking

Idea 6

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 7

Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

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1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as “we”, “our” or “us”. We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * Balloons Over Waikato Trust

Full Name of Authorised Signatory * Steve Gow

Position of Authorised Signatory * BOW Trust Chair

Date of Declaration * 28/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Very easy

How many hours did it take you to complete this application?
2

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

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**Balloons
Over Waikato**
NEW ZEALAND

BALLOONS OVER WAIKATO



HAMILTON CITY COUNCIL SPONSORSHIP PROPOSAL

The pride of our city is undoubtedly Balloons over Waikato. It is an iconic event to our region, with imagery from the event used in marketing from our RTO to local businesses to schools and clubs. This event without question, is a highlight in our communities calendar and one we can all be very proud of.

To celebrate the opening morning of Balloons over Waikato, we continue to offer Hamilton City Council naming rights to 'The Hamilton City Council Opening Fiesta'. This will be Hamilton's morning, with the event formally opened by BOW Chairman Steve Gow and the Mayor of Hamilton.

The first flying morning should be branded with Hamilton City Council signage and marquees, and we encourage similar great activity as the last couple of years, such as the HCC Spinning Wheels and photo frame which created a lot of fun on the morning.



BRANDING

There is nothing that shows pride in a city more than to proudly carry city merchandise. Over the last few years Hamilton City Council has kindly supported the festival with merchandise, providing 35 pilots duffle bags and 150 crew eco bags.

All festival pilots and crew are supplied a bag, that are branded with the Hamilton City Council logo. The pilots receive the larger duffle bag and crew the functional eco bag. Traditionally these are branded as 'Hamilton', however they could be branded with whatever you like ... they could promote some aspect of the city (Hamilton Zoo, Hamilton Gardens) or even to connect the city with the event (Hamilton City Council, the home of Balloons over Waikato).

BOW BENEFITS

- Logo / Hamilton name inclusion on ALL promotional media and publicity as 1 of 4 strategic partners of Balloons over Waikato
- Exclusive Naming of the 'Hamilton City Council Opening Fiesta'
- High profile positioning of the Hamilton Kirikiriroa Balloon at all lift offs from Innes Common
- Hamilton Marquee in place at Innes Common for duration of the festival
- Exclusive branding on all pilot and crew bags (provided by HCC)
- Recognition and continued branding associated as Hamilton, the home of 'ballooning' and 'Balloons over Waikato' nationally.



ZURU NIGHTGLOW HOSPITALITY

- VIP Hospitality - 10 x Family invitations (20 adults + 20 children)
- 10 VIP parking passes
- 4 x VIP invitations for Mayor and her guests, and preferential parking

BOW REQUIREMENTS

- Provide Hamilton Marquee for use at Innes Common and ZURU Nightglow for duration of the Festival
- Provision of Hamilton branded 35 Pilot Bags (Duffle) and 150 bags for crew (Eco)
- Waiving of all fees and bonds for the use of Hamilton City grounds and parks (sound check fees, park bonds etc)
- \$150,000 cash sponsorship investment





Balloons Over Waikato

NEW ZEALAND

STRATEGY IN ONE 2026





Balloons Over Waikato

NEW ZEALAND

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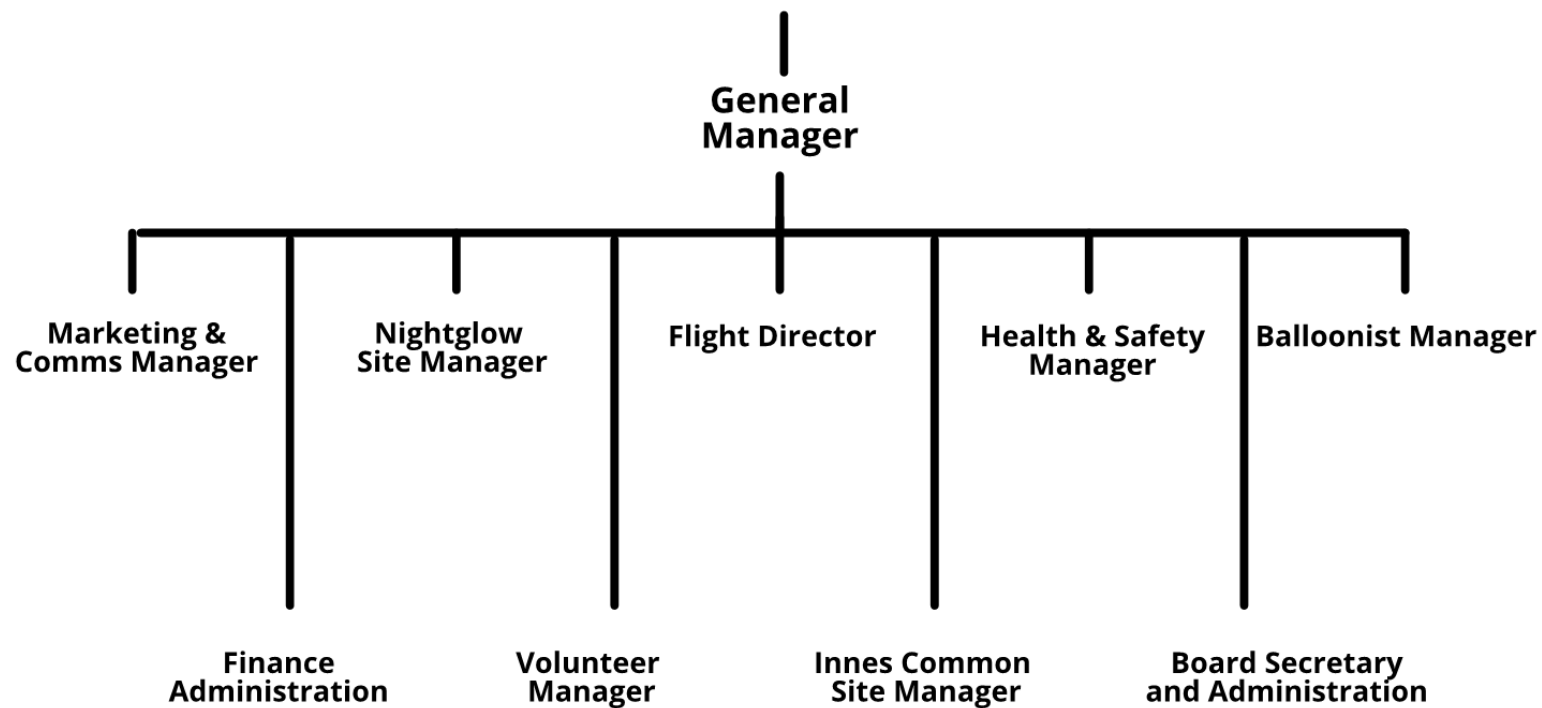
THE STRATEGY IN ONE: OUR DIRECTION

VISION: Using the magic of ballooning to connect and reflect the Waikato and its communities			
AT HEART, BALLOONS OVER WAIKATO IS: Safe. Inclusive. Proud. Fun. Sustainable.			
PILLAR	BALLOONISTS	COMMUNITY	PARTNERS
	To be the highlight of the year for balloonists: for the thrill of group flying and to share their passion	To reach as many in the community as we can, and reflect our people and our place in our delivery	To build a satisfied family of partners who get value from their engagement, and help the event to grow
WHAT	<p>Bringing as many balloonists together as we can</p> <p>Balancing what makes the event a success, with what makes it a pleasure for balloonists to participate in</p> <p>Providing a platform for balloonists to share their passion</p> <p>Ensuring a focus on morning flying: this is the magic dust</p> <p>Creating a process to ensure balloonists have a voice as change is considered</p>	<p>The community sees "their place", the Waikato, reflected in delivery</p> <p>The community is given an experience, not just a spectacle</p> <p>Every Waikato resident has a way to engage with the event: truly accessible</p> <p>Our communities become our greatest advocates</p>	<p>Each Partner understands the event vision, their engagement promotes and reflects that vision, and they are acknowledged, supported and trusted</p> <p>The story of BOW is shared outside of the Waikato</p> <p>Volunteers feel safe, have fun, and want to return</p> <p>The presence and connection of mana whenua is evident</p> <p>Suppliers are professional and deliver to a high standard</p>
OUR ENABLERS AND UNDERPINNING PRINCIPLES <p>We have strong engaged governance</p> <p>We have a capable and keen delivery partner</p> <p>We know our priorities and scalability</p> <p>We ensure safe delivery today</p> <p>We are always planning for tomorrow</p>			

Attachment 2

Balloons Over Waikato Structure

Balloons Over Waikato Trustees



Balloons Over Waikato

MARKETING AND PR PLAN 2026

An extensive marketing campaign is created each year utilising traditional media such as radio and print, along with editorial, TV coverage and a comprehensive social media campaign.

The target market is wide ... from families, to older couples, to Hamilton lovers, to those from out of town who love the magic of ballooning. This event appeals to everyone.

The Marketing objective for Balloons Over Waikato is multi-faceted. Being a FREE event, with many sub events within the week, the marketing has been curated to cover all parts of the festival. Promotion is split between promoting the daily morning flights from Innes Common, to the Balloons visits events, to the FREE ticketed event - the ZURU Nightglow.

SOCIAL MEDIA

Facebook and Instagram continues to be our most connected way to talk to our large numbers of followers of the event around the world most cost effectively. The BOW page currently has 38.5 thousand people following.

Instagram has increased to 4.4 thousand followers. For the 2026 event, we also created a new TikTok account which has 251 followers. The impact and reach from posting our own, and sharing stories during the event this year was phenomenal.

Social Media Plan:

November: Save the events, expressions of interest for volunteers and vendors
 December: Save the events – start the with an invite and interest campaign
 January: Special Shape announcements, Pilot Introductions, Event pages
 February: Start informative messaging campaign, continue above content
 March: Heavy informative messaging then into sharing content during event week

RADIO

Balloons Over Waikato has enjoyed a long and successful partnership with NZME to the value of over \$70,000 per year. This includes promotion in the form of radio advertising, on air interviews, community information, social media and on-air competitions, as well as offering MCs and on-site activations.

PRINT AND DIGITAL

The NZME relationship also covers advertising in the local papers as well as digital ads on their websites.

PR

Balloons Over Waikato enjoys great success with media release placement and bespoke interview opportunities with topics covered for the 2025 event ZURU Nightglow, general event updates, Specials Shapes attending, and various pilot interviews. For 2025, we had 2 morning news slots as well as a third mention in weather segment.

OUTDOOR

23 flags along Wairere Drive are booked from early March for the entire month to promote the event coming to the city.

BOW Budget - 2026	
INCOME	FINAL
SPONSORSHIP TOTAL	\$ 365,000.00
GRANTS TOTAL	\$ 275,000.00
OTHER INCOME TOTAL	\$ 37,000.00
CONTRA INCOME TOTAL	\$ 300,000.00
TOTAL INCOME	\$ 977,000.00
EXPENDITURE	
ADMINISTRATION EXPENSES TOTAL	\$ 240,000.00
ACCOMMODATION TOTAL	\$ 12,500.00
AIRFARES & TRAVEL TOTAL	\$ 15,000.00
BALLOONISTS COMPETITION TOTAL	\$ 2,000.00
ENTERTAINMENT TOTAL	\$ 55,000.00
FREIGHT & ASSISTANCE TOTAL	\$ 25,000.00
HOSPITALITY TOTAL	\$ 38,000.00
INSURANCE TOTAL	\$ 7,150.00
MARKETING TOTAL	\$ 22,650.00
BALLOONISTS & OTHER EXP TOTAL	\$ 30,000.00
PARADE/CITY BURN TOTAL	\$ 2,500.00
VENUE + EVENT EXPENSES TOTAL	\$ 190,000.00
CONTRA	\$ 300,000.00
SUBTOTAL	\$ 939,800.00
CONTINGENCY	\$ 30,000.00
TOTAL EXPENDITURE	\$ 969,800.00
PROFIT/LOSS	\$ 7,200.00

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0192025-26		
EVENT NAME	Porritt Classic 2026-2028		
EVENT DATE	14 February 2026, 2027 and 2028 dates TBC		
APPLICANT	Athletics Waikato Bay of Plenty Incorporated		
EVENT LOCATION	Porritt Stadium	EVENT TYPE	Sports
EVENT OVERVIEW	<ul style="list-style-type: none"> The Porritt Classic is an annual event (held since 1998) and over that time has established itself as one of NZ's largest one day athletics meetings in NZ. The 2026 Porritt Classic is set to be even more significant, having secured Permit Status from World Athletics. 		
TARGET MARKET	<ul style="list-style-type: none"> Local and regional attendees for spectators and domestic athletes 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> Increase participation once again by 5% in 2026 and retain highest participation status of NZ permit meetings Increase event profile – Athletics New Zealand Summer Series event Retain position of largest one day athletics meeting in New Zealand Increase sponsorship of event to fund potential event growth especially in the youth area of athletics. 		
ATTENDANCE	Local: 970 Visitors: 710	BED NIGHTS	Around 420 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> The budget provided shows income from sponsorship from Council and other parties. Though unconfirmed, they have a range of potential sponsors in 2026 and are not just seeking Council's support. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> The event received \$6k annual sponsorship from FY23 – FY25. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> Athletics Bay of Plenty has hosted the event for over 20 years and has delivered many national and regional track and field athletics, cross country and other running events for adults and children since 1947. The organisation is well administered and has significant experience. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE		
	<ul style="list-style-type: none"> Enhancing the profile of Hamilton being a venue for international sporting events as sponsorship would ensure funds for the Porritt Classic to retain its World Athletics Permit Status. Hamilton City Council would be the lead/headline sponsor for the event, and this would be reflected in all advertising, clearly giving the message that Hamilton is a destination for top level sport and events. 		
	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE	
		<ul style="list-style-type: none"> Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project. 	

	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS
	Hamilton City Council representatives to be invited to attend and to award prizes at the event, demonstrating the council's support.	<ul style="list-style-type: none"> • Hamilton City Council being acknowledged in the news and press/media releases(s). • Hamilton City Council being given verbal acknowledgement during all presentations(s)/public announcement(s).
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL		
MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$8,000 per year for three years (FY26, FY27 and FY28)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		3
Generation of overnight visitation to city		3
Generation of incremental income to city businesses		3
Number of anticipated participants		3
Utilisation of city assets		4
Total		20 / 30
MANAGEMENT COMMENT		

Recommend for \$6,000 per annum for FY26, FY27 and FY28

A good fit to event sponsorship fund criteria and approach to encourage more national championship level / amateur multi-day sporting events (and overnight stays) to the city. Applicant has good track record.

Item 9

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0192025/26 From Athletics Waikato Bay of Plenty Inc
Form Submitted 30 Apr 2025, 12:51PM NZST

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * Athletics Waikato Bay of Plenty Inc

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0192025/26 From Athletics Waikato Bay of Plenty Inc
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Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mrs Dianne Rodger

Contact Person for this Application *

Mrs Dianne Rodger
Please enter the name of the primary contact person for this application.

Position of contact person

Centre Manager

Contact Person's Email Address *

administrator@athleticswbop.org.nz
Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

(02) 1194 0600
Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<http://athleticswaikatobayofplenty.org.nz>
Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☒ Incorporated ☐ Company ☐ Other
Society

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0192025/26 From Athletics Waikato Bay of Plenty Inc

Form Submitted 30 Apr 2025, 12:51PM NZST

☐ Charitable
Company

If other, please state

**Is your organisation GST
registered? ***

☒ Yes ☐ No

**If 'Yes' please provide
your GST number**

015-594-082
Please enter your GST number.

**Please list prior event
experience of both the
organisation and event
organiser ***

Athletics Waikato-Bay of Plenty has a proud history dating back to 1947 and has built a strong reputation for successfully hosting major athletics events. Over the decades, the organisation has delivered numerous New Zealand and regional championships across Track and Field, Cross-Country, and Road Running, catering to both adult and junior athletes.

For more than 20 years, Athletics Waikato-Bay of Plenty has also been the proud host of the Porritt Classic, demonstrating our capability, expertise, and commitment to maintaining the highest standards in event delivery. Our collaborative approach to event organisation involves close cooperation with our Operations Group, ensuring a professional and well-coordinated event experience.

Leadership of the Porritt Classic is overseen by our Centre Manager, who currently chairs the Local Organising Committee. She brings a wealth of experience, having served on the organising committees for the New Zealand Track and Field Championships, New Zealand Road Running Championships, North Island Track and Field Championships, and numerous editions of the Porritt Classic. Her extensive involvement with both Athletics Waikato-Bay of Plenty and Athletics New Zealand ensures that the event is managed with insight, dedication, and a deep understanding of the athletics landscape.

**Is there a contract
in place with the
event organiser or
organisation team? ***

☐ Yes
☒ No

**Does your organisation
hold intellectual
property rights to the
event? ***

☒ Yes
☐ No

If not, who?

Event Details

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0192025/26 From Athletics Waikato Bay of Plenty Inc
Form Submitted 30 Apr 2025, 12:51PM NZST

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*** indicates a required field**

Name of the Event *

Porritt Classic

Start date of Event *

14/02/2026

Finish date of Event *

14/02/2026

Time of the Event *

11am - 7pm

Location or Venue *

Porritt Stadium, Crosby Road, Hamilton

Is the Event *

☒ Annual

☐ Biennial (taking place once every two years)

☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

\$8,000

Do you wish this application to be considered for multi-year funding?

☐ Yes - two years

☒ Yes - three years

☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Sport

If Other, please describe

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

First held in 1998, the Porritt Classic has become New Zealand's premier one-day athletics meeting, attracting

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high-calibre athletes from across the country and internationally. With the exception of 2022 — when the event was cancelled due to the deterioration of the track at Porritt Stadium, which no longer met international standards — the Porritt Classic has been a consistent highlight of the athletics calendar for over two decades.

The event's popularity is a testament to the expertise of its local organising committee, whose members bring many years of experience in delivering a high-quality competition. Hamilton's strategic location, easily accessible from Auckland and other major centres, further contributes to the event's success by attracting a large field of competitors.

As a key fixture in the Waikato-Bay of Plenty regional athletics calendar, the Porritt Classic plays a significant role in the strong performances of athletes from our region, which is consistently one of the top-performing areas in New Zealand. Scheduled approximately four weeks before the New Zealand Track & Field Championships, the Porritt Classic offers athletes an ideal preparation opportunity. It is also crucial for those seeking to achieve qualification standards for the World Championships and Commonwealth Games.

Looking ahead, the 2026 Porritt Classic is set to be even more significant, having secured Permit Status from World Athletics. This designation is vital under the new global qualification system, where performances at accredited meetings contribute to athletes' world rankings and eligibility for major events, including the Olympic Games and World Championships.

With sufficient sponsorship and funding, there is strong potential to further grow the Porritt Classic's profile. Increased investment would allow us to attract a greater number of top-level athletes, enhance the event's visibility, and position Hamilton more firmly as a major destination for athletics in New Zealand.

The 2026 Porritt Classic promises to be an exciting milestone, offering opportunities for growth, particularly in youth participation. We invite partners to join us in making this event a standout success and reinforcing Hamilton's status on the national and international athletics stage.

No more than 500 words

Attach any other event outline documents here

Filename: Athletics New Zealand - National Permit Meet Requirements.pdf
 File size: 152.3 kB

Business Plan for the Event

This should include the following:

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

Application No. ESF0192025/26 From Athletics Waikato Bay of Plenty Inc

Form Submitted 30 Apr 2025, 12:51PM NZST

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Business Plan 2026 Porritt Classic 2025-2026 Funding Round.pdf

File size: 145.1 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Budget 2026 Porritt Classic.pdf

File size: 144.4 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Marketing and Promotion Plan 2026.pdf

File size: 144.6 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Proposal HCC 2025-2026 Funding Round.pdf

File size: 94.4 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

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- ☐ Yes
- ☒ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	150	300	10	
Spectators	800	400		
Trade	20			

Entry Fees

Adult	Child	Older people	Other
10.00			14yrs - Tertiary \$5.00

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	50	1-2
Motels	120	1-2
Holiday Park/Campground		
Schools or home hosted	40	1-2
AirBNB		

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
- ☐ No
- ☐ Other:

What is the anticipated average stay in Hamilton for participants?

2

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

Enhancing the profile of Hamilton being a venue for international sporting events as sponsorship would ensure funds for the Porritt Classic to retain its World Athletics Permit Status.

Idea 2

Enhancing the event will lead to increasing visitor numbers to Hamilton during the event, thereby benefitting local businesses.

Idea 3

Hamilton City Council would be the lead sponsor for the event, and this would be reflected in all advertising, clearly giving the message that Hamilton is a destination for top level sport and events.

Idea 4

Hamilton City Council representatives to be invited to attend and to award prizes at the event, demonstrating the council's support.

Idea 5

Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 7

Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.

2025/26 Event Sponsorship Fund

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4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as “we”, “our” or “us”. We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * Athletics Waikato Bay of Plenty Inc

Full Name of Authorised Signatory * Dianne Rodger

Position of Authorised Signatory * Centre Manager

Date of Declaration * 30/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?

Easy

How many hours did it take you to complete this application?

5

Please add any other comments you may have about how we can improve our funding form or process.

User friendly funding application process with clear instructions to follow.

Thank you for taking the time to complete this feedback section.

Business Plan 2026 Porritt Classic

Who we are:

Athletics Waikato-Bay of Plenty is the regional sporting organisation that administers athletics within the Waikato-Bay of Plenty region and has been doing so since 1947. We are responsible for hosting a range of events including track and field athletics, cross country, and road running. We are a not-for-profit organisation.

Organisational structure:

We are a predominantly volunteer based organisation with two part time employees (an administrator and one sports development officer). In addition, we have two Athletics NZ staff that have been appointed to work in the Northern Region (Northland, Auckland, Waikato Bay of Plenty) covering roles in Coaching Development and Officials Development. For Porritt Classic 2026 we will use our established protocol of a small local organising committee to make decisions and utilising our wider network of volunteers and our part time staff to conduct operations. Our organising committee consist of the following (with some more people to be added by mid year):

- Overall oversight: Chair – Dianne Rodger
- Entries/Results – Brett Addison
- Marketing/Sponsorship – Criss Strange
- Officials – Ruth Tuiraviravi / John Tylden
- Grounds/Equipment – Kevin Bradley / Barrie Jennings
- Admin/Finance – Dianne Rodger
- Catering – Lola de Jager
- Technical delegate (to be appointed)

We have a network of 4000 registered members. Officials and coaches, some of which we call upon to assist with the operations on the day. This is a well organised operation as most have completed the same task for many years in a row.

Our Mission for Porritt Classic 2026:

Our plan is to continue hosting the Porritt Classic in 2026 and to maintain the event position as New Zealand's largest one day athletics meeting. We have the additional status of being a World Athletics permit meet. Of the seven events in New Zealand, we remain the largest event giving Porritt Classic not only a national profile but also an international one, benefitting our sport and the local community. With the addition for the second year of holding a Youth Pre-Meet the focus will be to increase athlete competitors, as the event overall has now become a focus for many of our secondary school aged athletes. The Youth Pre-Meet is open for any secondary school aged athlete to enter regardless of them being a registered athlete as well as for our registered athletes. A new addition to this Pre-Meet for 2026 will be a Grade 16/18 Teams Challenge with teams from Auckland, Counties Manukau, and Waikato Bay of Plenty competing for points to decide the winning Team. With holding this Pre-Meet, it has brought in more family groups to the event, with many staying to watch the main Porritt Classic.

Main Goals/objectives:

1. Increase participation once again by 5% in 2026 and retain highest participation status of NZ permit meetings
2. Increase event profile – Athletics New Zealand Summer Series event
3. Retain position of largest one day athletics meeting in New Zealand

4. Increase sponsorship of event to fund potential event growth especially in the youth area of our sport.

Strategies to achieve the above goals:

1. World Athletics status

Representatives of Athletics Waikato-Bay of Plenty have been working with our governing body (Athletics New Zealand) to maintain our position as a World Athletics Permit Meet. We have selected appropriate people to work with Athletics New Zealand and highlight the benefits of the Porritt Classic.

2. Increase marketing/advertising

We advertise the event with a variety of strategies:

- 1) Radio. Additional funds will be allocated to advertising on radio (previously we have successfully used ZHFM, Radio Sport, Waikato Talk Sport) in the event build up.
- 2) Local advertising (banners/signage).
- 3) Social Media. We have a social media intern involved in our team who generates Instagram posts to attract rangatahi to the event.
- 4) Print Media (eg New Zealand Herald and Athletics New Zealand have an agreement to publish articles generated on domestic athletics) and by providing our own generated articles to other media outlets.
- 5) AWBOP and ANZ Database – emailing event details to our members.

Post event media coverage is also to be targeted for this event. Event coverage can be enhanced by the addition of quality live streaming of the event to an expanded audience.

3. Attract additional sponsors

Previously sponsorship has been limited to local sponsors of individual events that has funded athlete prize money. The event has a good record of attracting local sponsorship, but for 2026 we aim to secure a headline event sponsor that can provide the additional funds to expand the event and allow us to increase the event profile. We will apply for sponsorship through funds such as the Hamilton City Council Major Events fund and if that is unsuccessful will look at possible alternative major sponsors.

Projected Budget:

At this stage, the projected budget we are working with is based on the 2025 event.

Additional income such as sponsorship will be used to form a marketing budget that can raise the profile of the event as we currently rely mainly on free marketing through radio. It will also be used to incentivise international athletes to participate and to pay additional costs (unknown at this stage), such as delegate fees.

We are mindful of maintaining Hamilton's reputation as a favoured athletics venue in New Zealand and is why we seek additional sponsorship for the 2026 event. Porritt Stadium is recognised as a good venue for records, for spectators, and easy to access from Auckland, the Bay of Plenty or further afield due to our airport.

Budget 2026**Expenses**

Technical Delegate Expenses	500.00
Competitor Travel Contributions	500.00
Individual Event Prizes	12,000.00
Performance Bonuses Athletes	1,250.00
Pacemakers	250.00
Livestreaming and Commentator	7,000.00
Medical	500.00
Security	1,000.00
Athlete Numbers	1,000.00
Catering - officials/volunteers	2,000.00
Programmes	1,000.00
Volunteer expenses	500.00
Speaker Hire	250.00
Stadium Hire	380.00
Contingency	500.00
Total Expenditure	\$28,630.00

Income

Sponsorship – Naming Rights	8,000.00
Sponsorship	10,000.00
Gate	4,000.00
Entries	9,000.00
Total Income	\$31,000.00

Projected pre-tax profit	\$2,370.00
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ATHLETICS NEW ZEALAND NATIONAL PERMIT MEET REQUIREMENTS

1. INTRODUCTION

Athletics New Zealand is committed to supporting high-quality track and field meets across the country. This document outlines the expectations for events awarded E Level National Permit Meet status, including key requirements for event delivery, officiating, and the support provided by Athletics New Zealand. National Permit E-Level meets play a vital role in the development and sustainability of track and field in New Zealand. As foundational events within the domestic calendar, these meets provide crucial competitive opportunities for emerging athletes, club competitors, and developing officials. They serve as stepping stones for athletes aspiring to progress to higher-level national and international competition, ensuring a clear and accessible performance pathway. Additionally, E-Level meets foster local community engagement and help grow the sport at grassroots and regional levels, reinforcing Athletics New Zealand's commitment to inclusive, high-quality competition across the country.

2. EVENT DELIVERY EXPECTATIONS

Meet organizers must adhere to the following requirements to maintain E Level National Permit Meet status:

- **Compliance with World Athletics Rules:** Events must be conducted in accordance with World Athletics and Athletics New Zealand competition regulations.
- **Event Scheduling:** The meet must be scheduled within the approved National Permit Meet calendar and avoid conflicts with other major domestic (Summer Circuit, Continental Tour, National Championship) or international events. Scheduling of the meet will need approval from Athletics New Zealand.
- **Athlete Participation:** The meet should encourage strong participation from youth, domestic and, where applicable, international athletes.
- **Facilities & Equipment:** All competition facilities and equipment must meet World Athletics specifications.
- **Timing & Results:** Meets must use **electronic timing** and provide live or prompt publication of results.
- **Health & Safety:** A risk management plan must be in place, including medical support and emergency protocols.

- **World Athletics Global Calendar Listing:** The meet organizer is responsible for ensuring the event is listed on the World Athletics Global Calendar within the specified timeframes.
- **Permit Fee Responsibility:** The meet organizer is responsible for paying the permit fee associated with the meet.

3. OFFICIALS REQUIREMENTS

Ensuring high-quality officiating is crucial to maintaining the integrity of an E Level National Permit Meet. The following officiating standards must be met:

- **Core Officials Required:**
 - **Meeting Manager:** A Grade
 - **Technical Manager:** A Grade
 - **Referee:** A Grade (minimum of 2 to rotate around field events).
 - **Starter:** A Grade
 - **Chief Photo Finish Judge:** B Grade
 - **Chief Judge on Each Field Event:** B Grade
 - **Minimum of 3 additional officials at any of the following grade:** A, B, or C (per event) to act as judges
- **Officials' Qualification:** A majority of the officiating team should hold at least a Level 2 or higher national officiating qualification.
- **Photo Finish Operator:** Must be an accredited official with experience using the electronic timing system in use and must be onsite at the venue during the meet.
- **Other Requirements:** Electronic Wind Gauges (Sprints, Sprint Hurdles & Long Jump)
Photo Finish Timing (All Track Events)
- **Submission of Officials:** The list of officials needs to be submitted to the National Officials Advisory Group (NOAG) for approval at least 3 weeks prior to the meet.



4. ATHLETICS NEW ZEALAND SUPPORT

To assist in delivering a successful event, Athletics New Zealand will provide the following support:

- **Permit Status Recognition:** Official E Level Permit designation, ensuring results are eligible for rankings and qualification purposes.
- **Technical Delegate Appointment:** Assignment of a delegate to provide pre-event and on-the-day oversight.
- **Officials Coordination:** Assistance with securing additional qualified officials where necessary.
- **Promotion & Marketing:** Event listing on the Athletics New Zealand website, social media promotion, and inclusion in national event communications.
- **Operational Support:** Guidance on meet management software, including competition entry platforms and results systems.

6. CONCLUSION

Athletics New Zealand appreciates the efforts of meet organizers in delivering high-quality competitions. By meeting these expectations, E Level National Permit Meets contribute to the ongoing development of athletes, officials, and the sport as a whole.

Marketing and Promotion Plan

As an introduction to this plan, it is important to be aware that whilst we have tried to provide the requested information for this application there have been some difficulties due to the timeframes involved.

Our event takes place in February 2026 – and due to our mainly volunteer base, we do not start the planning process until later in the year. With our first event related actions starting in September of each year, as such, the Marketing and Promotion plan has not been completed in full.

Our current marketing strategies are:

Radio

Newstalk ZB Waikato All Sports Breakfast Saturday mornings / SportsTalk Newstalk ZB weekday Radio segments would be conducted over the weeks building up to the event. As previously we would aim to have guest high profile athletes interviewed as well as providing event information.

Print/online media

NZ Herald – Athletics New Zealand has an existing agreement with the NZ Herald to provide athletics coverage on a dedicated section on their website. This can be utilised for pre-event build up advertising and post event recognition.

Free local papers (Cambridge and Hamilton) – local athletes to be the focus. Hamilton and the wider area have a number of athletes with Commonwealth Games ambition for 2026. Coverage to be planned for 2-4 weeks before the event.

Waikato Times – provide articles to them for publication in event build up and one article post event.

Local banners/signage

Posters displayed in schools, gyms, retail outlets throughout our Waikato Bay of Plenty region. Should Hamilton City Council come on board as a sponsor then advertising banners at key points in Hamilton would be targeted. This is to commence late 2025 and continue into 2026.

Social media

Athletics New Zealand/Athletics Waikato-Bay of Plenty/local athletic clubs would be the main source of social media connection (combined over 20,000 followers). Social media coverage would be from the start of the athletics season (October 2025 onwards). We employ a social media intern who creates instagram posts to appeal to teenage athletes.

Database marketing

Emails to our members and clubs about the event.

Live streaming

Live streaming of the event will be via Athletics New Zealand.

2025 Porritt Classic saw 6,000 view Live streaming on the day of the event, with a further 4,000 plus having viewed the link within a two-week timeframe of Porritt Classic being held.

Target Market and Marketing Plan for the Porritt Classic

The primary target market for the Porritt Classic consists of local residents, particularly those from the Waikato region, as the majority of spectators are expected to be from this area. The event is designed to appeal to a broad demographic, with athletics catering to all age groups and holding cross-generational interest.

To reach a wider, non-local audience, the marketing strategy will include online and social media promotion, coverage in both print and online formats through national outlets such as the *NZ Herald*, and live streaming of the event.

Marketing and promotions are currently led by Criss Strange, who brings extensive experience and a strong network of contacts within the athletics community and local organizations. Criss has successfully managed this role for previous Porritt Classic events and for the 2017 and 2018 New Zealand Track and Field Championships held in Hamilton. Comprehensive marketing and promotional planning will begin in the coming months.

The current marketing budget is contingent on securing sponsorship, with \$8,000 targeted through Naming Rights sponsorship. If achieved, the funds will be allocated as follows:

- **Live streaming and professional commentary** to enhance the event's national and international reach – **\$7,000**
- **Local visual advertising**, including banners and signage – **\$1,000**

Any sponsorship support from Hamilton City Council would directly contribute to fulfilling this marketing plan and elevating the profile of the Porritt Classic.

Sponsorship Proposal Package

Should Hamilton City Council award our event sponsorship, the funds will be directed towards the continuing of event enhancement, raising the profile through marketing and continuing our profile on the World Athletics calendar. The event has succeeded in previous years in having a strong national profile despite a very small budget, but with new challenges of event growth any sponsorship secured has a vital role in maintaining the Porritt Classic's importance nationally and achieving international significance in future years. Hamilton City Council can play a significant role in ensuring that the event flourishes and provides ongoing benefits to the City of Hamilton.

- Hamilton City Council would be the headline sponsor of the 2026 Porritt Classic
- Hamilton City Council logo would be included in all material distributed in relation to the 2026 Porritt Classic
- Hamilton City Council would be acknowledged in any media related articles, radio broadcast and advertising material that is distributed for the 2026 event
- Hamilton has the opportunity to be recognised internationally as a world level athletics host, Hamilton City Council would be acknowledged as being a vital part of that happening
- Hamilton should receive increased visitor numbers using local accommodation
- Hamilton's local businesses should also benefit by providing services to the event, such as catering and necessary equipment (eg. marquee hire)

For a direct \$8,000 contribution the above benefits would be secured. With at least 400 competitors, plus additional coaches, supporters, and spectators, over 2,000 people could attend the event. In addition, pre and post event media coverage would reach many others within the athletics community and the general community locally, nationally, and internationally with World Athletics 'Challenger' status. The 2025 Porritt Classic attracted 6,000 viewing live stream of the event on the day and within two weeks of the event the livestream nearly doubled this viewing which included many international views.

Estimated financial benefits to Hamilton (accommodation/services) would exceed any contribution from the Council. In addition, any excess funds generated from the event will go directly to benefitting our regions athletes.

We differ from many other event providers as we are a purely not for profit organisation with only two part time staff and mostly a volunteer base. Minimal funds are directed towards salaries, ensuring that we can provide support for people to participate in a health benefitting activity that is accessible to both young and old. This has great benefit for enhancing the well-being of the local community.

Our event is especially strong with attracting the following groups:

Para Athletes – Athletics is one of the most accessible sports for people with disabilities, including both integrated events as well as specialist events. The Porritt Classic has multiple athletes with disabilities competing in an inclusive programme.

Rangatahi – we have a development programme in place for teen athletes and experienced growth this year in numbers. We also attract as many girls as boys in our fields, with equal footing and prize money.

We greatly value any sponsors of this event, and we know from previous years, that the Porritt Classic is an event which can provide a benefit to the City of Hamilton and its residents.

Budget 2026 Porritt Classic**Expenses**

Technical Delegate Expenses	500.00
Competitor Travel Contributions	500.00
Individual Event Prizes	12,000.00
Performance Bonuses Athletes	1,250.00
Pacemakers	250.00
Programmes/Promotional Material	1,000.00
Livestreaming and Commentator	7,000.00
Medical	500.00
Security	1,000.00
Athlete Numbers	1,000.00
Catering - officials/volunteers	2,000.00
Volunteer expenses	500.00
Speaker Hire	250.00
Stadium Hire	380.00
Contingency	500.00
Total Expenditure	\$28,630.00

Income

Sponsorship - Naming Rights	8,000.00
Sponsorship – Athletic Events	10,000.00
Gate	4,000.00
Entries	9,000.00
Total Income	\$31,000.00
Projected pre-tax profit/loss	\$ 2370.00

Naming Rights Sponsorship has been based on the sponsorship support we have received from Hamilton City Council over the past three years, which has assisted in keeping this event at the high profile it has on our New Zealand athletics calendar.

Cash Flow Projections

Note that the event cash flow all occurs within a small-time frame of four months, hence this table will only cover the period from December 2025 to March 2026. Cashflow is well controlled, with

seeding funding from Athletics Waikato-Bay of Plenty available if required. However, this is rarely needed as most income is received prior to expense payments.

Cash Flow 2026

	December	January	February	March
Opening Balance	0			
Cash In				
Entries	200	2600	6200	0
Sponsorship – Naming Rights	0	4000	4000	0
Sponsorship -	1000	6000	3000	0
Gate	0	0	4000	0
Total	1200	12600	17200	0
Cash Out				
Delegate Expenses	0	500	0	0
Athlete Prizes/Bonuses/payments	0	0	13250	0
Livestreaming and Commentator	0	0	7000	
Medical	0	0	500	0
Security	0	0	1000	0
Catering	0	0	1500	500
Programmes/Numbers	0	0	2000	0
Stadium Hire	0	0	0	380
Sound System Hire	0	0	0	250
General Expenses	0	0	750	1000
Total	0	500	26000	2130
Cash Flow	1200	12100	-8800	-2130
Balance	1200	13300	4500	2370

Projected profit \$2,370.00

Sponsorship

No sponsorship has been confirmed for the 2026 Porritt Classic to date, but previous event sponsors have indicated they are interested in continuing their support. As the event takes place in February 2026, sponsorship will be organised and confirmed either prior to the period from September to December 2025 or in line with our usual procedure. Potential additional sponsors that we have used in the past to sponsor each individual event (eg. 200m, 800m) are as follows and are considered potential sponsors again in 2026:

Lodge Real Estate

Smith's Sports Shoes

BCD Group

NZ Louvres

Pace Engineering

Hamilton Canvas

Whakatane Organics

The Boutique Physio & Pilates

Gallagher Charitable Trust – sponsorship of all para events

Hamilton City Hawks Athletics Inc

Fairfield Athletic Club

Frankton Athletic Club

Athletics Tauranga

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0202025-2026		
EVENT NAME	Rise Up 2026		
EVENT DATE	13 April – 18 June 2026		
APPLICANT	Soda Inc Limited		
EVENT LOCATION	The Atrium, Wintec	EVENT TYPE	Other
EVENT OVERVIEW	<ul style="list-style-type: none"> Rise Up is a seed grant and six week accelerator programme for ambitious female founders in Aotearoa New Zealand. It includes an application process, workshops, and a pitch evening event with a cash prize. 		
TARGET MARKET	<ul style="list-style-type: none"> Waikato based female entrepreneurs. 		
EVENT OBJECTIVES	<p>The primary objectives of Rise Up programme are to</p> <ul style="list-style-type: none"> Equip early-stage female entrepreneurs with the tools, knowledge, and confidence to take their businesses to the next level. Foster a supportive, connected community of female founders in the Waikato and beyond. Increase visibility for female-led businesses within the local and national ecosystem. Provide practical, actionable skills that lead to stronger business propositions, more effective storytelling, and better preparedness for future investment opportunities. Celebrate the entrepreneurial spirit and showcase the innovation and diversity of women-led businesses in Aotearoa. Showcase the support for innovation and diversity in Waikato. 		
ATTENDANCE	Local: 92 Visitors: 118	BED NIGHTS	Around 30 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> The budget provided shows the total sponsorship sought from Council only. There is reference to in kind product sponsorship. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> The event has not received event sponsorship funding prior. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> Soda has previously run three 'RISE UP' events in 2021, 2022, and 2023. Soda have extensive experience in organising local events for 10 to up to 200 people. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE		
	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE	

		<ul style="list-style-type: none"> Professional photos provided for use in Hamilton City Council's own communications.
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS
	<ul style="list-style-type: none"> Hamilton City Council staff would be invited to sit at a VIP table (of 10) at the pitch night event Opportunity to speak at the event on Pitch Night Opportunity for Hamilton City Council to present cheque to winner on Pitch Night 	<ul style="list-style-type: none"> Hamilton City Council logo or name on all promotional material - Soda website, Humanitix event page, social media advertising, pitch night presentation and event programme.). Hamilton City Council sponsorship mentioned in all press releases, media outreach, and post-event publicity

MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$38,000 per year for three years (FY26, FY27 and FY28)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		1
Generation of overnight visitation to city		1
Generation of incremental income to city businesses		1
Number of anticipated participants		0
Utilisation of city assets		1
Total		8/ 30
MANAGEMENT COMMENT		
<p>Not recommended.</p> <p>Application lacks strong links to the overall fund assessment criteria to warrant funding. Due to highly contestable funding availability, unable to support via the Event Sponsorship Fund.</p>		

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Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * Soda Inc Limited

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Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mrs Anna Devcich

Contact Person for this Application *

Mrs Anna Devcich

Please enter the name of the primary contact person for this application.

Position of contact person

General Manager

Contact Person's Email Address *

anna@sodainc.com

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

021535515

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number

Legal Name

Other Names

Reg Status

Charity's Street Address

Charity's Postal Address

Telephone

Fax

Email

Website

Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

Level 1, Wintec House
Corner of Anglesea and Nisbet Streets
Hamilton Hamilton 3204 New Zealand

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<https://www.sodainc.com/>

Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☐ Incorporated ☒ Company ☐ Other
Society

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☐ Charitable
Company

If other, please state

Is your organisation GST registered? *

☒ Yes ☐ No

If 'Yes' please provide your GST number

102-656-768
Please enter your GST number.

Please list prior event experience of both the organisation and event organiser *

Soda has previously run three 'RISE UP' events, similar in format to the one we are applying for funding for - in 2021, 2022, and 2023. This involved organising a startup programme, for which 5 finalists were selected from a pool of 80+ applicants from across Aotearoa. The finals were invited to pitch at a final pitch night event, to a public audience of 180+ guests in Hamilton. The pitches were judged by panel of high-profile business people, and a winner was selected to take home the \$10,000 prize on the night.

Organisation activities for this event (managed by Anna Devcich) included:

- * Coordinating the application and selection process of startup finalists.
- * Organising the venue, catering, lighting, sound and decorations for the event space.
- * Creating agendas and run sheets for finalists, guest speakers, judges and staff etc.
- * Managing travel and accommodation for judges and guest speakers.
- * Coordinating marketing activities to promote the event and manage RSVPs and attendance.
- * Securing sponsors (food, drink and cash sponsors).
- * Coordinating sound checks and rehearsals.
- * Securing guest speakers and high-profile judges for the event.
- * Managing a team of staff to ensure the event ran smoothly on the night, and in the lead up.

In addition to RISE UP, Soda have extensive experience in organising local events for 10 to up to 200 people. This ranges from masterclasses on specific topics, to 'Power Lunches' which offer an opportunity for networking within the local business community and showcase success stories from local entrepreneurs and international speakers. As a recent example, Soda invited Polina Changuleva, an international expert in brand partnerships to Hamilton, to deliver a Masterclass to business owners.

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Is there a contract in place with the event organiser or organisation team? *

☒ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *

☒ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *
RISE UP 2026

Start date of Event *
13/04/2026

Finish date of Event *
18/06/2026

Time of the Event *
4pm - 8pm

Location or Venue *
The Atrium, Wintec House, Hamilton

Is the Event *

☒ Annual ☐ Biennial (taking place once every two years) ☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *
\$38,000.00

Do you wish this application to be considered for multi-year funding?

- ☐ Yes - two years
☒ Yes - three years
☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *
Community

If Other, please describe

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Startup and entrepreneurship community

Event Description and Attachments

* indicates a required field

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

RISE UP is a seed grant and accelerator programme for ambitious female founders in Aotearoa New Zealand.

Soda created RISE UP in 2021 to encourage more women to consider entrepreneurship as a viable career, to lift the capability of female founders and champion female entrepreneurship in Aotearoa New Zealand.

RISE UP offers much-needed support to female founders who are traditionally underrepresented in entrepreneur statistics. New Zealand's entrepreneurship gender imbalance sits at just 21.6 percent for female-led startups. Additionally - the pitch night event is an opportunity to showcase female-founded businesses and innovation in Aotearoa New Zealand.

RISE UP was held in 2021, 2023 and 2023, each year attracting 80-100 applications from all over New Zealand. Due to the economic climate and a failure to secure funding, the programme and event was not run in 2024. Soda continually fields questions from female founders asking when RISE UP will happen next, demonstrating that there is still demand for a female-specific seed grant and pre-accelerator.

The pre-accelerator aspect of the programme begins with a robust application process, open to globally ambitious female founders or female-led businesses who are pre or early revenue; scaleable or have some unique IP and a registered New Zealand business less than three years old.

Five finalists are selected to participate in a series of founder-focused workshops to build capability. Previous finalists have included Finery, Chia Sisters, &Again, Solid, and other businesses which have successfully raised capital and expanded since. These finalists benefit from tailored mentoring sessions with experienced business leaders, and business masterclasses, creating a supportive, growth-oriented environment.

The pre-accelerator programme culminates in a dynamic pitch night event (held in The Atrium, Wintec) where each

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finalist pitches their business to a public audience and judging panel of successful business owners, with the winner taking home \$10,000. The pitch night is always sold out, attracting a crowd of more than 200 people, many of whom travel from outside of Hamilton and the Waikato to attend.

In the 2023 edition, the five finalists pitched to a panel of high-profile judges which included Anna Mowbray of Zuru and Kelvin Soh. Previous editions have attracted other well-known judges and speakers including Kirsten Lunman (co-founder of Hatch), Sonia Williams (co-founder of Sharesies) and Clare Bradley (CEO, Agrisea).

Objectives of the Event

The primary objectives of Rise Up are to:

- Equip early-stage female entrepreneurs with the tools, knowledge, and confidence to take their businesses to the next level.
- Foster a supportive, connected community of female founders in the Waikato and beyond.
- Increase visibility for female-led businesses within the local and national ecosystem.
- Provide practical, actionable skills that lead to stronger business propositions, more effective storytelling, and better preparedness for future investment opportunities.
- Celebrate the entrepreneurial spirit and showcase the innovation and diversity of women-led businesses in Aotearoa.
- Showcase the support for innovation and diversity in Waikato.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: RISE UP Business Plan.pdf
File size: 6.5 MB

Current Event Budget

This should include the following:

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- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Rise UP 2026 - Budget.pdf
File size: 48.3 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: RISE UP 2026 Marketing Plan.pdf
File size: 183.6 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: RISE UP 2026 Sponsorship Benefits.pdf
File size: 171.4 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas
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Finalists	1	4		
Spectators	90	110		
Judges	1	4		

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	25	1
Motels		
Holiday Park/Campground		
Schools or home hosted		
AirBNB	5	1

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

1 night

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

Hamilton City Council logo or name on all promotional material - Soda website, Humanitix event page, social media advertising, pitch night presentation and event programme.

Idea 2

Hamilton City Council sponsorship mentioned in all press releases, media outreach, and post-event publicity

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Idea 3

Hamilton City Council staff would be invited to sit at a VIP table (of 10) at the pitch night event

Idea 4

Opportunity to speak at the event on Pitch Night

Idea 5

Opportunity for Hamilton City Council to present cheque to winner on Pitch Night

Idea 6

Professional photos provided for use in Hamilton City Council's own communications

Idea 7

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as "we", "our" or "us". We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation *

Soda Inc Limited

Attachment 2

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Full Name of Authorised Signatory * Anna Devcich
Position of Authorised Signatory * General Manager
Date of Declaration * 28/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
OK

How many hours did it take you to complete this application?
10

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

BUSINESS PLAN

Objectives and goals of RISE UP:

The primary objectives of Rise Up are to:

- Equip early-stage female entrepreneurs with the tools, knowledge, and confidence to take their businesses to the next level.
- Foster a supportive, connected community of female founders in the Waikato and beyond.
- Increase visibility for female-led businesses within the local and national ecosystem.
- Provide practical, actionable skills that lead to stronger business propositions, more effective storytelling, and better preparedness for future investment opportunities.
- Celebrate the entrepreneurial spirit and showcase the innovation and diversity of women-led businesses in Aotearoa.
- Showcase this support for innovation and diversity in Waikato, to improve entrepreneurship in Hamilton, as well as building relationships with business outside of Hamilton and the wider Waikato.



RISE UP is a seed grant and accelerator programme for globally ambitious female founders.



- 100 applicants
- 5 finalists



- 6-week accelerator programme for finalists



- Individual mentoring for each finalist
- Pitch event with high profile judges, guest speaker and public audience (up to 250 people)



- People's Choice Award (voted by audience)



- \$10,000 cash prize

THE TEAM (ORGANISATIONAL STRUCTURE)



ANNA DEVCICH

General Manager

Anna is in charge of overseeing the event organisation on the night, and leading up to it. She is responsible for sponsorships, securing judges, speakers and sorting travel and accommodation, for out of town guests.

anna@sodainc.com



KATE WIGHTMAN

Programme Manager

Kate is in charge of the pre-accelerator programme. She designs and manages the programme: securing mentors and guest speakers, facilitating pitch practices and general support for finalists. Also oversees the application and selection process.

kate@sodainc.com



NATALIE McKEANY

Marketing & Comms Lead

Nat is the marketing and comms wonder woman! During the programme, Nat will be working hard to make sure there is plenty of coverage of the event & finalists! This includes social media posts, EDMs, organising press releases and organising media coverage for the event night.

natalie@sodainc.com



ANGELA SMITH

Business Advisor

Angela has an eye for detail and aesthetics.

She's in charge of catering, drinks, and event decorations to make the space look amazing on the night.

angela@sodainc.com

The event organisation and planning will be managed internally by the Soda staff. Other Soda staff members, Sue Loder and Fern Kelly-Zander, will also assist with general administrative and operational tasks on the event night, and in the preparation phase.

Soda will seek external support for:

- Catering
- Photography/videography
- Printing of marketing materials (banners, signs)
- Graphic design (of marketing materials, posters etc)
- Mentoring of the finalists

TIMELINE - KEY DATES



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Attachment 2

9 FEBRUARY

Marketing begins:

Announcement - Applications will open on March 1st

- Also: secure in kind and cash sponsors

2 MARCH

Pre-accelerator applications open

Open to female-founded businesses in Aotearoa that:

- Are less than 3 years old
- Are globally ambitious and scalable
- Have unique IP, innovative approach, or a strong brand story

20 MARCH

Pre-accelerator applications close

- Close at 5pm on Friday 20th March

23- 27 MARCH

Finalists selected

- Internal judging panel selects five finalists
- Finalists contacted to confirm their place in the programme

30 MARCH

Finalists are publicly announced

- Via social media: LinkedIn, Instagram, Facebook
- Via a potential press release

13 APRIL

Meet and greet of finalists and Soda team

- Introductions of Soda team, mentors and finalists
- Programme outline explained
- Expectations discussed
- Mentor matching

**20 APRIL -
29 MAY**

PRE-ACCELERATOR PROGRAMME RUNS

- Weekly masterclasses and workshops
- Mentoring one-on-one for each business
- Secure judges & guest speaker for Pitch Night

11 MAY

BEGIN MARKETING PITCH NIGHT

- via social media
- Open RSVP link and start building guest list
- Practice 'Dragons Den' with local business experts

1 - 12 JUNE

PRE-ACCELERATOR PITCH PRACTICE

- Pitch development
- Practice 'Dragons Den' with local business experts

18 JUNE

RISE UP PITCH NIGHT

- Time: 4.00pm-8.00pm
- Place: The Atrium, Wintec House, Corner Anglesea & Nisbet Streets, Hamilton

RISE UP 2026 Budget

	2026 Budget	2026 Actual	Notes
Total Sponsorship sought	38,000.00		
Income Total	38,000.00		
Prizes	EXPENSES - EXCLUDING GST		
Winner	10,000.00		Prize money
Peoples Choice	-		In kind - Product sponsorship TBC (previous years have included sponsorship of technology goods from Amazon, umbrellas from Blunt)
PRIZE SUB	\$10,000.00		
Costs			
Venue Hire	-		The Atrium-Wintec Venues to sponsor venue hire
Event Catering & Staff	7,500.00		Wintec Venues preferred caterer + liquor licence + duty manager + 2x staff
Travel & accom	2,000.00		Flights & Accommodation for Judging Panel, Finalists and Guest Speaker
Wine, Beer & Softdrinks	1,500.00		In kind. Potential sponsorship for Beer & Wine (previous years have included Remedy Kombucha and Good George, who will be approached again)
Judges catering	250.00		Catering for judging panel in separate deliberation room
Printing	1,500.00		Printing for giant cheque, finalist posters, programmes
Videography + Event photography	1,500.00		Event Photographer + Videographer
Judges / MC / Guest Speaker Gifts	500.00		Thank you gifts for Judges + Guest Speaker + MC
Glassware & Table Clothes & Room decor	4,000.00		Event room decor + Glassware, plates and table clothes
Lighting / Live streaming	1,000.00		Lighting for room atmosphere
MC	500.00		
Keynote speakers	1,000.00		
Marketing / PR Budget	1,000.00		Boosted social media posts, electronic billboards, people's choice voting
Graphic designer	1,500.00		Programme booklets, advertising posts, finalists posters
Prator costs			
Workshop Facilitators	750.00		
Mentors	3,500.00		
ALL EVENT + ACCELERATOR COSTS	28,000.00	-	
TOTAL INCLUDING PRIZE MONEY	10,000.00	-	
TOTAL EXPENSES	38,000.00	-	
SURPLUS / DEFICIT			

EVENT INVITES & SUPPORTERS



Item 9

The RISE UP event is free to attend, as we aim to get as many people along as possible. The aim is to inspire budding entrepreneurs and provide a place for networking for existing business owners to build relationships and grow their business. The event will be marketed nationwide to a broad audience that will include:

- University and high school students
- Local and national entrepreneurs and business owners
- Startup investors and high profile mentors
- Business support agencies and organisations such as Chambers of Commerce, Economic Development Agencies, Councils
- Government Ministers and local MPs (we have had Minister Stuart Nash attend a previous edition of RISE UP)

The guest list will be managed through the Humanitix platform, **capped at 250 attendees.**

Details of the marketing strategy can be found in the document attached in the marketing section (separate to this document).

Judges and speakers

As with previous editions, we aim to secure high-profile judges and speakers that will attract members of the public to the event. We will aim for five judges, from a diverse mix of backgrounds, industries and experience, and a guest speaker who will share their inspirational and successful journey in entrepreneurship. Previous guest speakers have included Alicia McKay, a well-known entrepreneur and strategist who shared her journey with an audience of 200+.

Local supporters

We aim to involve local organisations/businesses as sponsors and supporters to highlight the collaborative approach of businesses in the Waikato and to showcase innovation and high quality of goods and services across different organisations. For example, where possible, we would like to showcase food and beverage products from local Hamilton businesses, and have cash sponsor supporters who are also Hamilton-based and align with the aims and objectives of RISE UP.

Attachment 2

PROPOSED RUNSHEET - PITCH NIGHT



2.00PM

ROOM SET UP / AV RUN THROUGH WITH FINALISTS & MC

- Finalists to set up their tables
- Soda team to set up name badge table
- Catering tables to be set up
- AV run through
- Finalists can walk on stage and practice with slideshow controller

4.00PM

DOORS OPEN

- Networking for guests and finalists
- Judges Briefing in Soda Boardroom

4.30PM

EVENT BEGINS

- Welcome intro from Soda GM Anna Devcich
- MC to introduce judges individually into the Atrium and judges to take their seat front of stage

4.45PM

FIRST THREE PITCHES

- 5 min pitch & 10 min Q&A
 - Pitch #1
 - Pitch #2
 - Pitch #3

5.30PM

SHORT BREAK (10-15mins)

- Guests top up their drinks/toilet break
- Finalists can stand by their tables to showcase products to public

5.45PM

SECOND THREE PITCHES

- 5 min pitch & 10 min Q&A
 - Pitch #4
 - Pitch #5

6.15PM

JUDGE DELIBERATION / PEOPLE'S CHOICE VOTING

- Judges go to the Soda Boardroom to begin deliberations
- Guests top up drinks / toilet break / networking
- Voting for People's Choice opens
- Finalists can stand by their tables to showcase products

6.45PM

GUEST SPEAKER TALK

- Guests and finalists return to seats

7PM

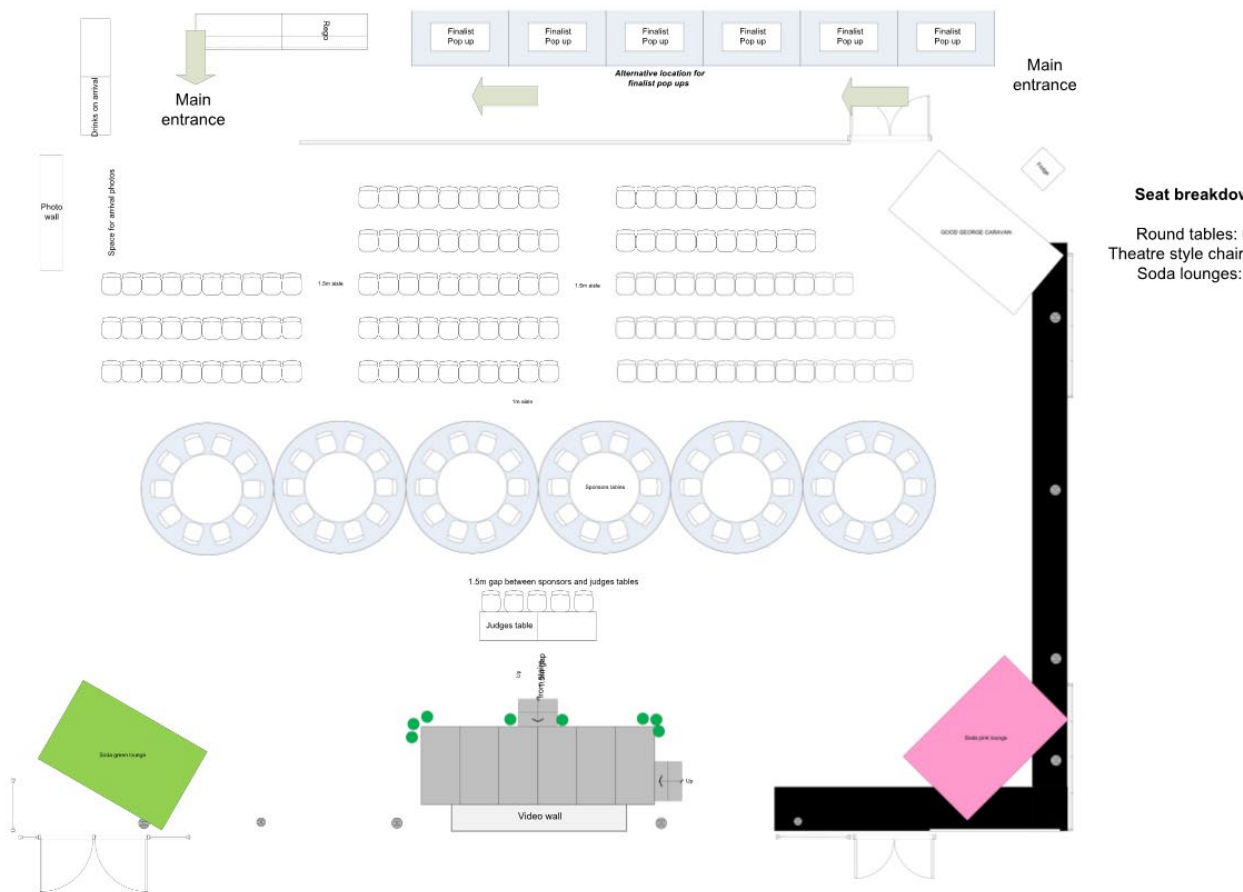
WINNER ANNOUNCEMENT

- Head judge to provide general feedback
- People's choice winner announced
- RISE UP 2026 winner announced

7.15 - 8PM

NETWORKING

PROPOSED FLOOR PLAN - PITCH NIGHT



Wintec House Atrium: Soda Rise Up
17th August 2022

SCALE: 1:50



EXAMPLE PRE-ACCELERATOR PROGRAMME

(BASED ON PREVIOUS RISE UP
EDITIONS)

TIMELINE



Item 9



Attachment 2

GROUP WORKSHOPS



The information below gives you further details on what to expect in the workshops and what to prepare for. To get the most out of each session, we encourage you to read up on the speakers and their topics, and come prepared with questions.

WORKSHOP #1: Introduction and Pitch 101

- **DATE:** Wednesday 19 August, 2023
- **TIME:** 12.00pm - 2.30pm
- **LOCATION:** Online

The first workshop is all about introducing you to programme and the people involved. We'll discuss the programme structure, timings, and expectations, and you'll also have the chance to meet the other finalists and the Soda team.

After the general introductions we will have a guest speaker session with two start-up founders, Michal Garvey (Foodprint) and Jane Allan (Finery), who will share their start-up story and answer your burning questions. This will be followed by a 'Pitch 101' session with Irene Hao from Nuance Connected Capital, to talk through the fundamentals of pitching.

How should you prepare?

We suggest reading through this welcome pack and ensuring you have the upcoming workshop dates marked in your calendar. It's also a good idea to have a rough draft of your pitch prepared for the Pitch 101 session. We've provided some pitch deck guides and templates in the resources section to get you started.

GUEST SPEAKERS



MICHAL GARVEY
Founder, Foodprint



JANE ALLAN
Founder, Finery



IRENE HAO
Nuance Connected
Capital



WORKSHOP #2: Customers and Value Proposition



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- **DATE:** Tuesday 25 July, 2023
- **TIME:** 12.00pm - 2.00pm
- **LOCATION:** Online

This workshop aims to cover the importance of understanding your market and customer on a deeper level and provide you with the tools to gather meaningful insights from your customers. The focus of the session will be on qualitative tools such as interview techniques and identifying the right target customer.

GUEST SPEAKERS



JEN LIDDLE
Founder, Aeroplanned



KIRSTY TRAILL
Ex-VP Customer,
Hootesuite



MARIA JOSE ALVAREZ
Managing Partner,
WNT Ventures



GRACE HOLLAND
Investment Analyst,
WNT Ventures

Attachment 2



WORKSHOP #3: Branding and Marketing



- **DATE:** Wednesday 2 August, 2023
- **TIME:** 12.00pm - 2.00pm
- **LOCATION:** Online

This workshop will cover the fundamentals of branding and marketing at the start-up phase, and provide you with key pointers and tools to help you gain brand awareness. The guest speakers are:

- Latesha Randall (Founder of Raglan Food Co). Latesha started Raglan Coconut Yoghurt which later became Raglan Food Co - a brand that most Kiwis can recognise in the supermarket! She'll be talking through her start-up experience and how she built a successful brand.
- Tonia Reid (Greenhouse Collective). Tonia is the Creative Director at Greenhouse Collective and has extensive experience in graphic design. Her work has focused on brand, packaging and website design, so she'll talk through the fundamentals of good visual design and how to develop a brand that resonates with your audience.
- Paul Thompson (Soda, Satsumo Strategic Design Agency). Paul has run a number of successful businesses, including Satsumo, which focuses on delivering brand and digital marketing strategies to businesses. Paul will discuss the key tricks to developing a strong digital marketing strategy and presence.

How should you prepare?

If you have already created a marketing plan and branding guidelines, please bring that along. If not, we suggest you spend 10-15 minutes jotting down the marketing activities your business already performs, such as:

- What marketing channels do you currently use?
- Who is your target audience through these channels?
- What content do you share and at what frequency?
- What works well for you and what doesn't?
- How well known is your brand?
- What would you like people to say about your brand? (How would you *like* it be perceived?)

GUEST SPEAKERS



PAUL THOMPSON
Business Advisor, Soda
Founder, Satsumo



LATESHA RANDALL
Raglan Food Co



TONIA REID
Greenhouse Collective

WORKSHOP #4: Fundraising



- **DATE:** Wednesday 9 August, 2023
- **TIME:** 12.00pm - 2.00pm
- **LOCATION:** Online

This workshop aims to introduce you to the different fundraising options in New Zealand, to help you grow your business. You'll hear from a range of speakers within the NZ capital raising ecosystem. Each speaker will have 25 minutes to discuss what they do, their investment mandate and process, and their top tips for attracting funding.

You'll hear from the following:

- **Nina Le Lievre:** CEO, Enterprise Angels, which is a private investment syndicate based in the Bay of Plenty and Waikato region. They have supported 108 start-ups and invested nearly \$65 million. Notable portfolio companies include Green Button, Moxion, Inro and Parrot Analytics.
- **Emily Heazlewood:** Director Partnerships & Growth at Snowball Effect, which is a crowdfunding platform for wholesale (high net worth) investors. They have raised \$105M and have 45,000 investors in their network. Notable portfolio companies include First Table, Little Island, Supie, ParrotDog, Karma Cola and Behemoth.
- **Ella Reshef:** As the Innovation Specialist at Soda, Ella's role is to assist R&D focused tech companies by identifying potential Callaghan grants or services to assist growth. Ella has worked with hundreds of companies within the Waikato region, spanning multiple sectors including Agritech, Biotech, Manufacturing and more.
- **Sarah Moore:** Sarah is an Investment Analyst at Investible, which is an early-stage venture capital firm with offices in Sydney and Singapore. Sarah is responsible for sourcing, screening, and analysing investment opportunities, as well as liaising with founders during the due diligence process.

How should you prepare?

We suggest preparing a few questions you'd like to cover off in the session. If you are currently in the process of capital raising, or preparing for it in the near future, this is a great opportunity to make connections and understand how the capital raising process works for different firms. This is your chance to ask your burning questions about investment, but in a friendly, relaxed environment. Even if you're not currently thinking about raising funds, this is a good chance to learn about the options available to you!

GUEST SPEAKERS



NINA LE LIEVRE
CEO, Enterprise Angels



EMILY HEAZLEWOOD
Snowball Effect



ELLA RESHEF
Innovation Specialist, Soda



SARAH MOORE
Investible (VC)

#5 FINAL PITCH PRACTICE: Dragon's Den



- **DATE:** Wednesday 16 August, 2023
- **TIME:** 12.00pm - 2.00pm
- **LOCATION:** Online

This is an opportunity for you to practice your pitch in a scenario similar to what you'll experience on pitch night. Each finalist will book in a 20 minute time slot, in which they will have 5 minutes to pitch, 10 minutes for Q&A and then 5 minutes for feedback and discussion. The time slots will be allocated closer to the pitch practice date.

The panel will be made up of professionals in the start-up ecosystem and investment space, who regularly listen to and critique pitches. The names of the panel members can be found below.

How should you prepare?

This pitch practice is the final opportunity to get feedback prior to the pitch evening on August 29. We suggest that you come prepared with your final version of the pitch, meaning that you have a completed slide deck and that you've practised the delivery of the content. There are guides and templates to assist you in the resources section, as well as the tips offered to you by Irene in Workshop #1.

THE PANEL



ERIN WANSBROUGH
CEO, Soda



RUBY KLEYER
Bridgewest Ventures



KAI MAN YUEN
Program Manager, INCUBATE



1:1 PITCH REVIEW SESSIONS

Between the group workshops, you'll also have the opportunity to have a one-on-one pitch review session with Erena Calder Hawkins and Kate Wightman (Soda Start-up team). These will be held as 30 minute online sessions, providing you the chance to practice your pitch and receive individualised feedback and guidance. You can schedule these any time during the programme, as long as it is completed before the final Pitch Practice: Dragon's Den session.

To help you to prepare for the session, we have put together some resources below. You will also find the judging criteria on page 15 which serves as a guide for the content needed in your final pitch.

PITCHING OVERVIEW

A pitch is a tool you can use to present your business in a simplified way, to any audience. While most people think that a pitch is just reserved for a Dragon Den interrogation-style situation, this is rarely the case. A pitch is actually something that you're likely to use in everyday situations as a business owner. You may use it to sell your product to potential customers, negotiate deals with suppliers, win over partners or ask for money from investors. With that in mind, it's important to create a pitch that is versatile and can be adapted to suit the audience you're speaking to. Many of the key elements in a pitch that will stay the same, no matter who you're talking to.

The basic framework of a pitch is:

1. **The Problem:** Start by introducing the problem and pain points that your customers are dealing with.
2. **The Solution:** Describe your offering and how this solves the customer's pain. Include the benefits you provide the customer and any unique advantages your product has.
3. **The Market:** Here you want to do two things: 1) identify who your target customer is and 2) define how big that market is. How much of that market can you capture?
4. **The Competition:** Identify 3-4 of your biggest competitors and explain what sets you apart. Why is your solution different/better?
5. **The Product:** Describe your product (or range of products) in more detail. Describe the key features and any novel aspects of your product.
6. **The Business Model:** Explain how you're going to make money – key revenue streams and product/service prices.
7. **The Financials:** If you're pitching for investment, you'll generally need to supply a financial forecast (typically 3-5 years) and a capitalisation table. This is an opportunity to showcase the expected growth and explain your justifications as to why you expect such growth.
8. **The Team:** Explain the key people in the team and what expertise they bring. Why is this the team to execute the vision?
9. **The Ask:** Add in what you're seeking from the audience – the call to action. It could be investment, a sale, mentoring/coaching, partnership deals, supply agreements etc.



PITCHING TOP TIPS

Know your audience

The content, delivery and the ask for each pitch will be different, depending on who you're talking to. Before you give your pitch, try to do some research on the audience to understand what will appeal to them. Ask yourself the following questions:

- Who are you pitching to and who are the key people to impress?
- What is their prior knowledge of the industry?
- Will they understand technical/industry jargon?
- What are their core values?
- What will they resonate with?
- What are they looking for?
- What value can you bring to them?

Questions like these will generally help you to decide on the language you use, the level of detail you go into and how to pull at their heartstrings! If you are pitching for investment or a business deal, it could be a good idea to ask what is needed of you. This will help to ensure you include enough detail and the right financial information, for example.

Use good visuals

A picture says a thousand words. Where you can, try to use imagery or diagrams or videos to explain concepts. It is worth putting effort into the design and look of your pitch, as people will form a perception of your brand and company based on what they hear and see.

Tell a story, not just facts

A good pitch is a balance of the emotional and the rational. Data is important to back up what you're saying and justify your predictions, but you also need to sell the why. Try to weave elements of your personal and/or business story into the pitch - people connect with things they can relate to.

Be concise

The less words the better. You often only have a short amount of time to hold people's attention and win them over, so make sure you use your words carefully. Include only the key points and words that will have the most impact. If people want more detail, you can always supply this in a follow up email or meeting.

Use the right language

Different audiences will have different levels of prior knowledge of your industry and area of expertise. Remember that concepts and words which seem simple and familiar to you may be completely foreign to others. Try to avoid technical jargon and industry-specific abbreviations. For difficult concepts, you could consider using metaphors or examples to explain.

Practice, practice, practice

Practice your pitch as often as you can. The more you practice, the more natural it will sound. You'll probably find that you can deliver it on autopilot after a while! Whilst practising WHAT you are going to say is important, it's also worth spending time practising HOW you'll say (ie. the delivery). We suggest considering the following before you present:

PITCHING TOP TIPS

Know your audience

The content, delivery and the ask for each pitch will be different, depending on who you're talking to. Before you give you

- How you'll move around the stage
- Hand gestures that you can use to illustrate concepts or draw attention to certain things
- Slowing your speaking pace to explain difficult concepts or important points
- Speeding up your speaking pace to go through lists or less important information
- Facial expressions
- Changing up the volume: you can emphasise certain points by speaking quieter or louder
- Changing the tone in your voice to highlight points and make the audience feel a certain way

For those interested in learning more about public speaking, you can download a fantastic book called *Speakership*, for free. You can visit thecompanyyoukeep.co.nz to download a copy.

TEMPLATES & EXAMPLES:

- **Pitch deck template:** This provides the basic framework for a pitch. The prompts should act as a guide for what to include in your pitch, but do not have to be followed to a tee. Only include the information you think is most relevant to your startup. You can access the template [here](#).
- **Pitch example #1 (&Again):** Wendy Quach, founder of &Again, was the Rise Up winner in 2021, and she took home the People's Choice Award. The judges were impressed with her slick pitch and presentation style. You can access the pitch video [here](#).
- **Pitch example #2 (Dust & Glow):** Gaelle Thieme, founder of Dust & Glow, was one of the 2021 Rise Up finalists. You can access the pitch video [here](#).

MENTORING SESSIONS



At Soda, we understand the huge impact that mentors can have on business and founder success. We've seen many mentors transform founders into capable and confident business leaders, and we believe that having a mentor to guide you through the early start-up stages can prove invaluable.

Therefore, we'll also be matching you with a mentor for the duration of this programme. The purpose is to offer you additional one-on-one support to allow you to dive deeper into your core business challenges and receive guidance and advice regarding your next steps.

HOW IT WORKS

The Soda team will match you with a mentor with relevant experience and expertise, and then provide an introduction via email, following the first group workshop. From there, it is up to you and the mentor to organise sessions at a time that suits you both.

There will be five mentoring sessions which can be conducted in person or online. We suggest that these are held once per week, as a 60 minute session.

There is no firm structure that we expect you to stick to for the sessions. It is up to you, as the mentee, to decide on the key challenges or goals that you would like to focus on. This is your opportunity to ask plenty of questions, make connections, and gain insights to help you with the next steps in your business.

If you are unsure what you'd like to cover in the mentoring sessions, we suggest the following:

- Session 1: Introductions and deep dive to understand the current state of the business, including key challenges, goals, priorities and needs. Set 2-3 key priorities/milestones to focus on during the RISE UP programme.
- Session 2: Focus on priorities set in Session 1 and dive deeper into customers and market (e.g., validation, customer experience, customer journey mapping or other relevant topic).
- Session 3: Focus on priorities set in Session 1 and dive deeper into their marketing and sales strategy.
- Session 4: Focus on priorities set in Session 1 and dive deeper into the business strategy, development roadmaps and potential funding strategies.
- Session 5: Discuss next steps and formulate a plan of key priorities for next 3-6 months.

PITCH NIGHT



Item 9

The final event will be a live, in-person event where each finalist will pitch to a panel of five judges. The judges won't have seen your businesses before, so you'll need to wow them with your pitch, and in the Q&A, in order to win the \$10K prize. There will also be a People's Choice Award up for grabs, as voted by the public audience.

Each finalist will have a maximum of 5 minutes to pitch. This will be followed by 10 minutes of Q&A from the judging panel. Our top tip is to practice the pitch as much as you can - with friends, family, potential customers, and with the Soda team. This will help you to see what resonates with your audience and what still isn't clear. It'll also give you a guide as to the type of questions you may be asked.

PITCH NIGHT: KEY INFO

- **DATE:** Tuesday 29 August, 2023
- **TIME:** 4.00pm-8.00pm
- **LOCATION:** The Atrium, Wintec House, Cnr of Anglesea and Nisbet Streets, Hamilton
- We ask that finalists arrive by 3.30pm to see the stage set up and meet the Soda team

Judges will be deciding on the winner based on a set of judging criteria, which can be found on the following page. The five judges for the Rise Up 2023 event are:



KRISTEN LUNMAN
Co-founder, Hatch



JONATHAN GOOD
CEO, Scention Bio



JENNY RUDD
Editor & Co-publisher,
UNO Magazine



CLARE BRADLEY
CEO, AgriSea NZ

Attachment 2

JUDGING CRITERIA



JUDGE:			VENTURE:		
PROBLEM 15 POINTS	SOLUTION 20 POINTS	CUSTOMER 20 POINTS	REVENUE 20 POINTS	EXECUTION 10 POINTS	X-FACTOR 15 POINTS
PROBLEM 15 POINTS <ul style="list-style-type: none"> Ability to articulate problem/pain of the customer <ul style="list-style-type: none"> Detailed problem costs Associated issues the problem causes for the customer Articulates how the customer solves the problem today Ability to articulate severity of the problem; is it a must have, need to have, like to have type product 					
SOLUTION 20 POINTS <ul style="list-style-type: none"> Articulated real value created by the product or service being in the market Identified why the solution is better than other solution customers can use – what's the competitive advantage? <ul style="list-style-type: none"> Founder Skill Set Is the business model both realistic and viable over long term? Articulated why the timing is right for this Is the business or its model unique in any way? <ul style="list-style-type: none"> Is there any IP 					
CUSTOMER 20 POINTS <ul style="list-style-type: none"> Validation that the customer profile exists and is willing to buy – customer engagement Articulated detail about who the customer is <ul style="list-style-type: none"> Demographics, associated interests, where they live What they do, read, like listening to, talk about with friends (customer archetype)? Articulated how many customers there are? <ul style="list-style-type: none"> Market size Regions (Nationally & Internationally) Articulated how they are going to have or have reached those customers <ul style="list-style-type: none"> Channels/Demand generation activity 					
REVENUE 20 POINTS <ul style="list-style-type: none"> Understands the costs associated with building the solution and getting it to market <ul style="list-style-type: none"> Development costs Go to Market strategy Understands and has validated the price point the product needs to hit for the customer Has put forward a realistic view of potential sales in the first 12-18months 					
EXECUTION 10 POINTS <ul style="list-style-type: none"> Presentation <ul style="list-style-type: none"> Presentation is used as strong visual aide to clearly articulate key points Pitch is compelling purely by means of delivery 					
X-FACTOR 15 POINTS <ul style="list-style-type: none"> Person/Team demonstrate work ethic, knowledge of industry, commitment, competitive advantage, and ability to deliver. 					

COMMUNITY, NEWS & CONNECTIONS



Item 9

During the next five weeks, we're hoping that you'll not only improve your pitch and refine your business plan, but also use the opportunity to connect with other amazing female founders. The entrepreneur journey can sometimes be a lonely one, so it's great to find fellow entrepreneurs to share the journey with (and share ideas, tools & connections!). Here are some startup communities, newsletters and podcasts we'd recommend:

FACEBOOK GROUPS & PLATFORMS

- **Women Tech Founders | Aotearoa:** an inclusive community of women founders / entrepreneurs in tech in Aotearoa (New Zealand).
- **NZ Tech Startups Eco-System:** an open community of entrepreneurs, designers, software developers, advisors, investors and anyone who is interested in NZ startups.
- **Co.of Women:** A community of women founders with regular events, workshops and mentoring opportunities.
- **HIREHER:** A platform for female freelancers to post jobs, find jobs and access coaching from successful business owners and other experts.

PODCASTS

- **The Female Career:** Podcast featuring women business owners and professionals (www.thefemalecareer.com/podcast) & coaching to help women reach their potential in their work
- **Business is Boring** (Host, Simon Pound)
- **NZ Tech Podcast** (Host, Paul Spain)
- **NZ Small Business & Entrepreneur Podcast** (Host, Craig Murray)
- **Investment Fix** (Hosted by NZTE) - the lowdown on raising capital

NEWSLETTERS

- **Bootstrapped NZ Edition:** Fortnightly updates to your inbox on news, events, and jobs (think one-stop-shop for all things happening in the NZ startup ecosystem).
- **NZ Entrepreneur:** New Zealand's free digital magazine for entrepreneurs and business owners, with insightful entrepreneur articles, interviews and advice. They also host interviews with business owners and have a great weekly newsletter to keep entrepreneurs in the loop with the latest NZ start-up stories.
- **Business.govt.nz:** Keep up to date with law changes that may affect your business or staff, as well as useful tips and resources.
- **The Hustle:** A newsletter for innovators. Catch up on the latest news and trends in the global ecosystem.

Attachment 2



RISE UP 2026 – Marketing & Promotions Plan

What is RISE UP?

RISE UP is a seed grant and accelerator programme for ambitious female founders in Aotearoa New Zealand.

Soda created RISE UP in 2021 to encourage more women to consider entrepreneurship as a viable career, to lift the capability of female founders and champion female entrepreneurship in Aotearoa New Zealand.

RISE UP offers much-needed support to female founders who are traditionally underrepresented in entrepreneur statistics. New Zealand's entrepreneurship gender imbalance sits at just 21.6 percent for female-led startups. Additionally – the pitch night event is an opportunity to showcase female-founded businesses in Aotearoa New Zealand.

RISE UP was held in 2021, 2023 and 2023, each year attracting 80-100 applications from all over New Zealand. Due to the economic climate and a failure to secure funding, the programme and event was not run in 2024. Soda continually fields questions from female founders asking when RISE UP will happen next, demonstrating that there is still demand for a female-specific seed grant and pre-accelerator.

The pre-accelerator aspect of the programme begins with a robust application process, open to globally ambitious female founders or female-led businesses who are pre or early revenue; scaleable or have some unique IP and a registered New Zealand business less than three years old.

Five finalists are selected to participate in a series of founder-focused workshops to build capability.

The pre-accelerator programme culminates in a dynamic pitch night event (held in The Atrium, Wintec) where each finalist pitches their business to a public audience and judging panel of successful business owners, with the winner taking home \$10,000. The pitch night is always sold out, attracting a crowd of more than 200 people.

Target audience - applicants

- Female entrepreneurs and female early-stage business owners

Target audience – Pitch Night audience

- Aspiring entrepreneurs
- Business owners

- Local mayor, MPs, councillors
- Corporates

Marketing Objectives

- Attract 100 female entrepreneurs from around NZ to apply
- Raise awareness of female entrepreneurship
- Position Soda and Hamilton as leading supporters of female entrepreneurship
- Position Hamilton as a hub for innovation and diversity
- Increase brand visibility for Soda, Hamilton and HCC
- Help drive growth and innovation in NZ by supporting female founders
- Drive community engagement and attendance through a sold-out Pitch Night event
- Generate positive media coverage and social buzz around the event

Marketing Strategy

Tactic	Communication channel	Audience	Date	Responsibility
Media release <ul style="list-style-type: none"> - Announce RISE UP dates and encourage entries - Announce finalists - Post event, announcing winners 	Newspapers Radio Online	ALL	February 2026 April 2026 June 2026	Natalie McKeany
PR kit <ul style="list-style-type: none"> - Create and send PR kit with event info and images to councils, EDA's, ecosystem members etc so they can easily promote in newsletters and on social media 	Direct email	ALL	February 2026	Natalie McKeany
Blog/website stories <ul style="list-style-type: none"> - Media release: entries open - Promote pitch night - Media release: winners announced - Profile on winners 	Website	ALL	February 2026 May 2026 June 2026 June 2026	Natalie McKeany
Social media posts <ul style="list-style-type: none"> - Teaser - Applications open 	Facebook, Instagram,	Female entrepreneurs	Dec 2025/Jan 2026 February 2026	Natalie McKeany

<ul style="list-style-type: none"> - Quotes from previous winners - Applications closing soon - Link to media release and blogs - Video from previous event - Meet the Judges - Promote Pitch Night - Winners announced - Winner profile 	LinkedIn	ALL	February 2026 March 2026 April 2026 May 2026 May 2026 May 2026 June 2026 June 2026	
Digital marketing/advertising <ul style="list-style-type: none"> - Social media ads to promote RISE UP (with the aim of attracting applicants) - Social media ads to promote Pitch Night event 	Facebook Instagram	Female entrepreneurs ALL	February 2026 May 2026	Natalie McKeany
Newsletters <ul style="list-style-type: none"> - Promote in Soda's monthly newsletters 	Email	ALL	Jan – June 2026	Natalie McKeany

N.B. Soda's Communications Manager – Natalie McKeany – is responsible for implementing the marketing plan. Natalie has 15 years communications and event experience and successfully organised and promoted all Soda's RISE UP events to date.

Marketing Budget

Digital marketing campaign (Facebook/Instagram ads)	\$1000
Graphic design	\$1500
Printing (programmes, posters, winner cheque etc)	\$1500
TOTAL	\$4000



RISE UP 2026 – Sponsorship Proposal

1. Economic Stimulus

- **Local Spending:** With 250 attendees (plus out of town judges who are high-profile business people, finalists, MC, guest speaker), there's increased activity in local restaurants, cafes, hotels, etc
- **Local Suppliers:** Local businesses will provide catering, event theming, printing requirements etc

2. Community Engagement

- **Civic Pride:** Celebrating female entrepreneurship can instill a sense of pride and inspiration within the community.
- **Inclusivity and Representation:** It promotes diversity and positions Hamilton as a city that champions gender equity and innovation.

3. Attracting Future Investment

- **Reputation Building:** Position Hamilton as a supporter of female entrepreneurship, business, innovation and growth.
- **Reputation Building:** Hosting progressive events can elevate Hamilton's profile, making it attractive to investors, startups and business owners.
- **Demonstrating Supportive Ecosystems:** It shows that Hamilton supports entrepreneurship, which can be appealing for people looking to start or relocate a business.

4. Educational Opportunities

- **Learning and Inspiration:** The event can inspire attendees - especially women - to pursue entrepreneurship as a viable career option. It also provides an opportunity for networking and for business owners to connect with potential mentors or investors, thus growing capability and connectedness within the local business network.

5. Media Exposure

- **Press Coverage:** Positive media attention can bring Hamilton into the spotlight, encouraging tourism and longer-term interest in the city. It helps to position Hamilton as an innovative city that has a vibrant and supportive business community - with the hopes of encouraging those outside of Hamilton to engage in business activities in Hamilton or with Hamilton partners.

- **Event Tourism:** Some attendees (plus judges, finalists etc) will travel to Hamilton, giving them a chance to explore Hamilton as a tourist destination.

RISE UP 2026 Budget

		2026 Budget	2026 Actual	Notes
	Total Sponsorship sought	38,000.00		
	Income Total	38,000.00		
EXPENSES - EXCLUDING GST				
Cash Prizes				
1	Winner	10,000.00		Prize money
2	Peoples Choice	-		In kind - Product sponsorship TBC (previous years have included sponsorship of technology goods from Amazon, umbrellas from Blunt)
CASH PRIZE SUB		\$10,000.00		
Event Costs				
3	Venue Hire	-		The Atrium-Wintec Venues to sponsor venue hire
4	Event Catering & Staff	7,500.00		Wintec Venues preferred caterer + liquor licence + duty manager + 2x staff
5	Travel & accom	2,000.00		Flights & Accommodation for Judging Panel, Finalists and Guest Speaker
6	Wine, Beer & Softdrinks	1,500.00		In kind. Potenital sponsorship for Beer & Wine (previous years have included Remedy Kombucha and Good George, who will be approached again)
7	Judges catering	250.00		Catering for judging panel in separate deliberation room
8	Printing	1,500.00		Printing for giant cheque, finalist posters, programmes
9	Videography + Event photography	1,500.00		Event Photographer + Videographer
10	Judges / MC / Guest Speaker Gifts	500.00		Thank you gifts for Judges + Guest Speaker + MC
11	Glassware & Table Clothes & Room decor	4,000.00		Event room décor + Glassware, plates and table clothes
12	Lighting / Live streaming	1,000.00		Lighting for room atmosphere
13	MC	500.00		
14	Keynote speakers	1,000.00		
15	Marketing / PR Budget	1,000.00		Boosted social media posts, electrontic billboards, people's choice voting
16	Graphic designer	1,500.00		Programme booklets, advertising posts, finalists posters
Accelerator costs				
20	Workshop Facilitators	750.00		
21	Mentors	3,500.00		
ALL EVENT + ACCELERATOR COSTS		28,000.00	-	
TOTAL INCLUDING PRIZE MONEY		10,000.00	-	
TOTAL EXPENSES		38,000.00		
SURPLUS / DEFICIT		-		

2025/26 EVENT SPONSORSHIP FUND APPLICATION SUMMARY - MANAGEMENT RECOMMENDATION			
SMARTYGRANTS REFERENCE	ESF0212025-2026		
EVENT NAME	Cambridge to Hamilton Paddle Race		
EVENT DATE	14 September 2025, 2026 and 2027 dates TBC		
APPLICANT	The Boatshed Kayaks Limited		
EVENT LOCATION	Cambridge boat ramp and finishes at Roose Commerce Park, Hamilton	EVENT TYPE	Sports
EVENT OVERVIEW	<ul style="list-style-type: none"> The Cambridge to Hamilton Paddle Race is a yearly event held on the Waikato River, open to all types of paddle crafts. The race features a 25km course beginning in Cambridge and an 11km course starting at The Narrows boat ramp. This event is New Zealand's biggest multi category paddle race – an iconic paddling event open to all water sport paddlers from Waka Ama to Surf Ski covering a 26km stretch of the Waikato River. The event starts in Cambridge and finishes in the heart of Hamilton The event has a partnership with Surf Life Saving NZ, who provide the river safety plan and on-water support, to ensure a safe environment for all competitors. 		
TARGET MARKET	<ul style="list-style-type: none"> Recreational and competitive paddlers 		
EVENT OBJECTIVES	<ul style="list-style-type: none"> To successfully run an event for all experience levels of paddlers Promote our beautiful River Promote staying local in Hamilton City Bring paddlers in from all over NZ Educate in clean rivers Educate water safety. 		
ATTENDANCE	Local: 625 Visitors: 435	BED NIGHTS	Around 100 bed nights
EXTERNAL FUNDING	<ul style="list-style-type: none"> The budget shows external support from Community Funders Brian Perry and Waipa District Council, and private support, alongside Council's support. 		
PREVIOUS COUNCIL SUPPORT	<ul style="list-style-type: none"> The event has received event sponsorship funding prior of \$5k per annum from FY23 – FY25. 		
PAST EVENT PERFORMANCE	<ul style="list-style-type: none"> The event has been operating for 25 + years oThe Organisers have many years event and race coordinating experience. 		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	<p style="text-align: center;">NATIONAL & LOCAL EXPOSURE</p> <ul style="list-style-type: none"> Recognition of city support to large group of outside Hamilton attendees and ability to share information about city attractions and sights 		

	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
	<ul style="list-style-type: none"> Social media post recognition to recognise Council's support 	
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEDGMENTS
		<ul style="list-style-type: none"> Hamilton City to be included in any information promoting a clean river to how their support of this environmental issue Council logo appearing on official event documentation, merchandise and advertisements Council given verbal acknowledgement during presentations/public announcement(s) at the event plus promotional material newsletters, social media, event website, news and press/media releases

MANAGEMENT RECOMMENDATION
SPONSORSHIP REQUESTED

\$7,000 per year for three years (FY26, FY27 and FY28)

MANAGEMENT ASSESSMENT AGAINST CRITERIA
Score (5)

Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	2
Number of anticipated participants	2
Utilisation of city assets	3
Total	16/ 30

MANAGEMENT COMMENT

Recommended for \$5,000 per annum for FY26, FY27 and FY28

River based sporting event with small but increasing number of overnight visitations for city with incremental income for city businesses. A good fit to the fund and approach to encourage competitive river-based sporting events back to Hamilton.

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0212025/26 From The Boatshed Kayaks Ltd
Form Submitted 29 Apr 2025, 12:26PM NZST

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Applicant Details

* indicates a required field

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's **Event Sponsorship Fund** is designed to provide financial support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found [here](#).

Organisation Name and Contact:

Organisation name * The Boatshed Kayaks Ltd

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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Please enter the registered (legal) name of your organisation.

Name of Event Organiser *

Mr RICHARD CLARK

Contact Person for this Application *

Mr RICHARD CLARK

Please enter the name of the primary contact person for this application.

Position of contact person

Owner of The boatshed Kayaks

Contact Person's Email Address *

theboatshed@xtra.co.nz

Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *

(02) 7275 8724

Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information

Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

131 Albert St
Hamilton East Hamilton 3216 New Zealand

Is your Organisation a Legal Entity? *

☒ Yes
☐ No

Organisation Website

<https://www.theboatshed.net.nz/cambridge-to-hamilton-paddle-race/>

Must be a URL.

Organisation type

☐ Charitable Trust ☐ Trust ☐ Sole Trader
☐ Incorporated ☒ Company ☐ Other
Society

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☐ Charitable
Company

If other, please state

Is your organisation GST registered? *

☒ Yes ☐ No

If 'Yes' please provide your GST number

084892491
Please enter your GST number.

Please list prior event experience of both the organisation and event organiser *

I have run the Cambridge to Hamilton Paddle Race for more than 15 years. I have also run the Maungatautari Mission multisport race from 2000 to 2015.
I have been race director for all these events

Is there a contract in place with the event organiser or organisation team? *

☒ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *

☒ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *

Cambridge to Hamilton Paddle Race

Start date of Event *

14/09/2025

Finish date of Event *

14/09/2025

Time of the Event *

9-30 am to 1-30 pm

Location or Venue *

starts at Cambridge boat ramp ,finishes at Roose commerce Park ,Grantham St Hamilton

Attachment 2

2025/26 Event Sponsorship Fund

2025/26 Event Sponsorship Fund Applications Form

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Is the Event *

- ☒ Annual ☐ Biennial (taking place once every two years) ☐ Triennial (taking place once every three years)

Amount of Hamilton sponsorship sought annually *

\$7000

Do you wish this application to be considered for multi-year funding?

- ☐ Yes - two years
☒ Yes - three years
☐ No - just annual funding

One off projects or capital costs are not eligible for multi-year funding.

What type of Event are you seeking funding for? *

Sport

If Other, please describe

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Cambridge to Hamilton Paddle Race is a yearly event held on the scenic Waikato River, open to all types of paddle crafts. The race features a 25km course beginning in Cambridge and an 11km course starting at The Narrows boat ramp. Participants represent a diverse range of paddling disciplines, including canoe racing, surf lifesaving, waka ama, ocean ski, stand-up paddleboarding, multisport, and sea kayaking.

We encourage both competitive and noncompetitive paddlers to participate and experience the scenic Waikato River.

The Cambridge to Hamilton Paddle Race is an iconic event and a cornerstone of Hamilton City's sporting calendar. With over 30 years of history, it has a loyal following across the country, regularly attracting up to 300 paddlers across various divisions. Thanks to our partnership with Surf Life Saving NZ, who provide the river safety plan and on-water support, we are able to ensure a safe environment for all competitors. In 2024, for the first time, we offered free entry for Rangatahi (juniors) in our 11km event, made possible by the generous sponsorship from

2025/26 Event Sponsorship Fund

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the Waikato River Authority. We are excited to continue this initiative in the future.
No more than 500 words

Attach any other event outline documents here

Filename: HCC Cambridge to Hamilton - Event Outline April 2025.docx
File size: 906.0 kB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: HCC Cambridge to Hamilton - Business Plan April 2025.docx
File size: 16.0 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: HCC Cambridge to Hamilton - Budget April 2025.xlsx
File size: 11.4 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: HCC Cambridge to Hamilton - Marketing Plan April 2025.docx
File size: 18.8 kB

Sponsorship Proposal Package

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Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: HCC Cambridge to Hamilton - Sponsorship Proposal Package April 2025.docx
File size: 14.3 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	300	210	0	
Spectators	300	210	0	
Trade	25	15	0	

Entry Fees

Adult	Child	Older people	Other
\$80 pp	\$40pp		

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels		
Motels	100	1
Holiday Park/Campground		
Schools or home hosted		
AirBNB		

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Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

1 night

Benefits to Hamilton City Council

Please list your the benefits of sponsorship that will be offered to Hamilton City Council, should funding be obtained:

Idea 1

Align with HCC's vision of showcasing Hamilton City and its riverside environment. The event finish utilizes a riverside area of Roose Commerce park ,and surroundings that have been developed by the council for such events. This area is close to the city center.

Idea 2

Promoting the use of rivers by youth and adults for recreation, and sporting activities, and at the same time developing a feeling of pride and a sense of place for local competitors

Idea 3

Create economic benefits to local business by bringing out of towners to stay in Hamilton for the event and use local business while here, such as retail, hospitality and transport.

Idea 4

Supporters and competitors attending the event get to experience our city's highlights, such as Hamilton gardens , Te Ara Pekapeka bridge and Roose Commerce park finish area.

Idea 5

Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

HCC logo on website,Facebook,social media

Idea 6

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).Verbal promotion at Start and Finish

Idea 7

Hamilton City Council being acknowledged in the news and press/media releases(s).

On any press releases, and local papers

Attachment 2

Declaration And Privacy Act Authroisation

2025/26 Event Sponsorship Fund
2025/26 Event Sponsorship Fund Applications Form
Application No. ESF0212025/26 From The Boatshed Kayaks Ltd
 Form Submitted 29 Apr 2025, 12:26PM NZST

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Vulnerable Children Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

Your privacy is important to Hamilton City Council. This Privacy Statement covers our collection, use and disclosure of your personal information as well as our obligations and your rights as set out in the Privacy Act 2020. In this Privacy Statement, the Council is referred to as “we”, “our” or “us”. We may change this Privacy Statement from time to time. The most current version will be available online and is linked [here](#).

Full Name of Organisation * The Boatshed Kayaks Ltd

Full Name of Authorised Signatory * Richard John Clark

Position of Authorised Signatory * Business owner

Date of Declaration * 29/04/2025

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
OK

How many hours did it take you to complete this application?
5 hours

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Application No. ESF0212025/26 From The Boatshed Kayaks Ltd
Form Submitted 29 Apr 2025, 12:26PM NZST

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

Item 9

Attachment 2



Lake Karapiro, Cambridge, New Zealand

Event Outline

The Cambridge to Hamilton Paddle Race is a yearly event held on the scenic Waikato River, open to all types of paddle crafts. The race features a 25km course beginning in Cambridge and an 11km course starting at The Narrows boat ramp. Participants represent a diverse range of paddling disciplines, including canoe racing, surf lifesaving, waka ama, ocean ski, stand-up paddleboarding, multisport, and sea kayaking.

We encourage both competitive and noncompetitive paddlers to participate and experience the scenic Waikato River.

The Cambridge to Hamilton Paddle Race is an iconic event and a cornerstone of Hamilton City's sporting calendar. With over 30 years of history, it has a loyal following across the country, regularly attracting up to 300 paddlers across various divisions. Thanks to our partnership with Surf Life Saving NZ, who provide the river safety plan and on-water support, we are able to ensure a safe environment for all competitors. In 2024, for the first time, we offered free entry for Rangatahi (juniors) in our 11km event, made possible by the generous sponsorship from the Waikato River Authority. We are excited to continue this initiative in the future.



Business Plan

Event Goals, Objectives and Strategies

- Promote Waikato River and Hamilton City Council amenities to a large group of both local and out of town participants and supporters.
- Further expand the event's profile and boost participation levels.
- To focus on encouraging youth involvement, which will play a key role in the event's growth.
- Continue to strengthen partnerships with local clubs, businesses, and iwi to nurture a strong community connection.
- Host an environmentally friendly event (paddle power!), with a special emphasis on the Waikato River and its integral connection to Hamilton City.

Projected Budgets:

Attached

Organisational Structure

Race Director: Richard Clark, The Boatshed Kayaks

Marketing Director: Jaimee Wilson

Sponsorship proposal package

Promotion of HCC on our website, facebook and social media pages, and verbally at start and finish of race, as per the marketing plan for this event.

Align with HCC's vision of showcasing Hamilton City and its riverside environment. The event finish utilizes a riverside area of Roose Commerce park, and surroundings that have been developed by the council for such events. This area is close to the city center.

Promoting the use of rivers by youth and adults for recreation, and sporting activities, and at the same time developing a feeling of pride and a sense of place for local competitors

Create economic benefits to local business by bringing out of towners to stay in Hamilton for the event and use local business while here, such as retail, hospitality and transport.

Supporters and competitors attending the event get to experience our city's highlights, such as Hamilton gardens, Te Ara Pekapeka bridge and Roose Commerce park finish area.

Cambridge to Hamilton 2025 - Marketing and Promotion Plan

1. Target Markets

- **Primary Audience:** Competitive paddlers, recreational paddlers, rangatahi (young paddlers)
- **Secondary Audience:** Family members (support crews), spectators
- **Demographics:** Ages from 5-80. All genders welcome. Targeting the following disciplines: multisport, ocean ski, canoe racing, waka ama, and Stand Up Paddle Boarders (SUP)
- **Geographic Focus:** Hamilton City and Cambridge

2. Marketing Objectives

- Raise awareness of Cambridge to Hamilton Paddle Race within Hamilton and nationwide.
- Highlight the beauty of the Waikato River for a kayakers ideal day out.
- Encourage rangatahi to give kayaking a go and meet the wider community.
- Drive ticket sales/attendance to 300+ competitors.

3. Marketing Strategies

- **Advertising:**
 - Digital ads on Facebook and Instagram
 - Emailing past competitors
 - Posters sent out to kayaking clubs
- **Public Relations:**
 - Media partnerships: sponsor mentions in event-related content. Sponsors resharing event posts.
 - Maximum Altitude Media: photographers employed for the day of event – photos available for competitors, The Boatshed Kayaks, and sponsor use
- **Social Media:**
 - Early bird entries: countdown till entries live, regular posts till early bird entry closure
 - Regular posts while entries are live
 - Week of event: Daily posts leading up to the event
 - Posts will include: photos from previous years, behind the scenes preparation, event information, event reminders, tips and tricks, event sponsor highlights.
- **Event Website and Email Marketing:**
 - Regular newsletters to mailing lists
 - Dedicated event website page with updates
- **Community Engagement:**
 - Partnerships with event sponsors

- School and community group outreach
- **Hamilton Branding:**
 - Prominent display of Hamilton City Council logo in social media posts and emails
 - Verbal acknowledgments during event proceedings
 - Social media shoutouts thanking the Council

5. Responsible Team

- **Marketing Manager:** Jaimee Wilson – has been in charge of marketing for the past 2 years of the event. Runs the socials and emails.
- **Photographers:** Maximum Altitude Media – local small business. 2 years in business.

6. Marketing and Promotions Budget

Item	Budget (NZD)
Social Media Management (includes Jaimee's wages and price of ads)	\$1000
Photographers	\$750
Total	\$1750

Budget - Cam to Ham Paddle Race 2025		
Income		Budget
Sponsor: HCC (applied for)	\$	7,000.00
Sponsor: Waikato River Authority (applied for)	\$	7,000.00
Sponsor: Perry Foundation (applied for)	\$	2,000.00
Event Entries	\$	12,000.00
Total Income	\$	28,000.00
Expenses		Budget
Medals	\$	2,500.00
Timing	\$	2,000.00
Safety Plan	\$	450.00
Wages	\$	4,000.00
Prizes - Cash	\$	1,000.00
Clubroom Hire	\$	250.00
Toilet Hire	\$	300.00
Medic	\$	600.00
Stickers for watercraft	\$	300.00
Sundry	\$	1,000.00
Comission on entries	\$	560.00
Photos	\$	750.00
Marketing	\$	1,000.00
Management Fee	\$	11,750.00
Total Expenses	\$	26,460.00

Budget - Cam to Ham Paddle Race 2025	
Sponsors - In Kind	Budget
Rocket Coffee	Supply of Prizes
Trek n Travel	Supply of Prizes
Cycle time	Supply of Prizes
Mission kayaks	Supply of Prizes
Rasdex	Supply of Prizes
Red Paddle	Supply of Prizes
Barracuda Kayaks	Supply of Prizes

Year
2021
2022
2023
2024

Competitor Numbers
210
260
300
300

78% Out of town Competitors

SUMMARY: EVENT SPONSORSHIP FUNDING ACTIVITY FY25						
SMARTYGRANTS ID AND EVENT NAME	DATE	APPLICANT / ORGANISER	APPROVAL RESOLUTION	FUNDING APPROVED	FUNDING PAID	NOTES
Cambridge to Hamilton Paddle Race 2025	Sept 2024	Boatshed Kayaks Limited	24 May 2022	\$5,000	\$5,000	Event took place. Funding conditions met. Three-year funding agreement concluded in FY25.
Porritt Classic 2025	Feb 2025	Athletics Waikato BOP Inc	24 May 2022	\$6,000	\$6,000	Event took place. Funding conditions met. Three-year funding agreement concluded in FY25
Matariki ki Waikato 2025	June 2025	Te Ohu Whakaita Charitable Trust	24 May 2022	\$50,000	\$40,000	Event still to take place Three-year funding agreement concluded in FY25. Forecasting to pay out final 20% of funding by 30 June 2025.
ESF0012024 NZ U15 & U19 Nat Badminton Chams 2024	July 2024	Badminton New Zealand	9 May 2024	\$5,000	\$5,000	Event took place. Funding conditions met. One year Funding agreement
ESF0052024 Hamilton Arts Festival Toi Ora ki Kirikiriroa 2025	Feb 2025	Hamilton Gardens Summer Festival Foundation	9 May 2024	\$175,000	\$175,000	Event took place. Funding conditions met. One year funding agreement
ESF0062024 Aramex Kiwi Walk and Run Series 2025	April 2025	SMC Events Limited	9 May 2024	\$9,000	\$9,000	Event took place. Funding conditions met. One year funding agreement
ESF0082024 Round The Bridges 2025	Nov 2024	Classic Evens and Hamilton Harriers	9 May 2024	\$20,000	\$20,000	Event took place. Funding conditions met. One year funding agreement
ESF0102024 Balloons over Waikato 2025	Mar 2025	Balloons over Waikato Trust	9 May 2024	\$130,000	\$130,000	Event took place. Funding conditions met. One year funding agreement
Out of round Z Manu World Champs Super Qualifier 2025	Feb 2025	Quantum Events	13 August 2024	\$12,000	\$12,000	Event took place. Funding conditions met. One year funding agreement

TOTAL EVENT SPONSORSHIP FUNDING 1 JULY 2024 – 30 JUNE 2025	\$500,000
Total Event Sponsorship Funding – forecast to 30 June 2025	\$412,000
FY25 remaining surplus budget	-\$88,000

Council Report

Item 10

Committee: Economic Development Committee

Date: 22 May 2025

Author: Mike Bennett

Authoriser: Blair Bowcott

Position: Economic Development Programme Manager

Position: General Manager Strategy, Growth and Planning

Report Name: Strategic and General Update

Report Status	Open
----------------------	------

Purpose - *Take*

1. To inform the Economic Development Committee of both strategic matters and general updates that staff want to bring to Members' attention.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. This report informs the Economic Development Committee members on activities, actions or projects that the Committee and the relevant General Managers have responsibility.
4. The Economic Development Programme update focuses on our business opportunities work to showcase Hamilton as a location of choice for business investment.
5. Staff's work to advance the business opportunities portion of the programme has included a project nearing completion at Hamilton Airport as well as material that shares our value proposition for business investment in support of a recent visit to Chengdu, Sichuan Province in China (**Attachment 1**), which is covered in the Chair's report.
6. Relationships with key sector businesses continue to be foundational for the economic development programme, with staff leading 36 meetings across our key growth sectors so far in 2025.
7. Our economic development staff are leading economic development collaboration at the regional level alongside the other 10 territorial authorities from across the Waikato. In addition to monthly partnership meetings, Thames-Coromandel District Council hosted a recent in-person meeting.
8. The growth programmes portion of the report highlights the Pullman Hotel and Waikato Regional Theatre developments in the central city, as well as the recent purchase of the Federated Farmers block by Stark Properties.
9. It also covers global investment firm Brookfield entering a joint venture to supercharge the Ruakura Superhub, and plans for a new cool store distribution warehouse – "Project Metropolis".

10. Staff consider the matters in this report to have low significance, and that the recommendation complies with the Council's legal requirements.

Discussion - *Matapaki*

ECONOMIC DEVELOPMENT PROGRAMME

Business relationships

11. Meaningful and direct engagement with businesses is a core part of successful economic development. Our approach has seen proactive and consistent connections with owners, CEOs, site managers and key staff to position Council as a trusted partner.
12. Thus far in 2025, economic development staff have engaged with 36 businesses across our key growth sectors. These in-depth discussions focused on business performance, employment outlook and talent attraction activities.
13. An employer insights report covering all engagement from January to June 2025 will be presented at the 29 July 2025 committee meeting.
14. Highlights from 2025 meetings to this point in 2025 include:
 - i. Collectively, the manufacturing sector is maintaining its cautious outlook despite some improving metrics.
 - a. Those in the dairy sector, including sheep milk, have downgraded their export outlook in response to the US tariffs.
 - b. Manufacturers of construction products reported stabilising sales, boosting their short-term confidence.
 - ii. Businesses in the technology and innovation sector echoed feedback received earlier in the year and emphasised their confident outlook for the next 12 months.
 - a. Tech businesses report a growth in project work from existing clients as well as increasing competition for new clients.
 - iii. Logistics businesses report some uncertainty about export volumes. They anticipate some short-term turbulence as market adapt to the global situation.

Business opportunities

15. Since joining Council in January 2025 as our Business Opportunities Advisor, Martin Brock has championed several projects that showcase the city to key sectors and businesses through storytelling and data-driven insights.
16. Exploring new, creative ways to share our key messages, economic development staff have developed and led a project to use space within the Hamilton Airport terminal to build awareness about our economic region and the opportunities for business here.
17. The process has included economic development representatives from the shareholding councils as well as key airport staff, ensuring alignment and partnership.
18. Work also continues to deliver an economic prospectus to support business investment promotion work. As staff have been asked to create material to support several overseas visits, the full prospectus will now be shared as part of the 9 September 2025 Committee meeting.
19. [Tech in the Tron](#) continues to gain followers and showcases our technology and innovation sector. The most recent feature profiles [Jeremy Hughes](#) of Company-X and illustrates some of the lifestyle benefits that make our region attractive to tech talent.

20. At the time of writing this report, Council staff were finalising the delivery of their “Winning from the Waikato” event. This event has been developed by the Tech in the Tron project and HIKO Hub as part of [Techweek25](#), Aotearoa’s biggest celebration of technology and innovation, which runs from 19-25 May 2025.
21. A half-day event on 19 May 2025 at the University of Waikato, “Winning from the Waikato” will have various programme elements designed to create genuine engagement amongst attendees.
22. As part of the event, industry leaders will participate in an interactive conversation about the Waikato's technology and innovation sector, leading into a networking session and several 10-minute showcases from tech businesses that call the Waikato home. The Economic Development Manager will provide a verbal update on the event.

Future Proof economic development working group

23. The economic development working group within the Future Proof partnership will be updating the Future Proof Implementation Committee at their meeting in June 2025.
24. Staff will provide an update to the Economic Development Committee at their 29 July meeting.

Regional economic development

25. A locally-led, regionally-focused group was established in 2024 to connect city and district economic development practitioners from across the Waikato and speak with a unified voice.
26. The goal is to share learnings, knowledge and insights on efforts to drive positive economic outcomes at a local, sub-regional and regional level.
27. The group meets monthly, with the 20 May 2025 meeting expanded to be a half-day, on-site hui hosted by Thames-Coromandel District Council. Staff will provide a verbal update of the highlights. A winter meeting is scheduled to be hosted in Ootorohanga.
28. Updates from the April 2025 meeting include:
 - i. feedback from a presentation to the Waikato Regional Leadership Group, showcasing the role of our partnership as the Waikato’s key economic development group;
 - ii. sharing best practices around economic development database management, with Waikato District Council discussing their use of the Monitor CRM software;
 - iii. discussion of the Takitini website and Waikato District Council’s work to incorporate it into their local economic development work.

GROWTH PROGRAMMES

29. This update provides a summary of growth programmes work related to economic development activity in the Central City and Ruakura.

Central City Transformation

30. Council is committed to driving economic growth and building our central city to be a real hub for employment, tourism, and commercial opportunities.
31. The Pullman Hotel is now underway and will provide for two levels of underground carparking, three levels of office and retail, and 191 hotel rooms across 13 storeys. On its expected completion in 2026, it will create 100-120 new full-time jobs. Securing a new 4- or 5-star hotel in the central city has been an economic priority for Council for some time.

32. The Waikato Regional Theatre is in the last stage of exterior work with the final steel beam being put into place recently. Work has started on the interior fitout of the building. The theatre development represents a significant opportunity to realise transformational outcomes in the central city. Council has work planned to rejuvenate the surrounding areas of the theatre precinct including the adjacent Embassy Park.
33. This commercial development activity across various sectors, as well as other developments such as the proposed \$120 million Templeton Hotel and residential development throughout central Hamilton, are a clear sign of confidence in the future of Hamilton and our central city.
34. Stark Properties have recently purchased the Federated Farmers block on London Street. This represents another significant investment in our CBD by Stark, which complements their existing development at North Bloc (193 London Street) which is due to be completed in mid-2026.

Greenfield – Ruakura

35. Ruakura Superhub is in New Zealand's major supply chain corridor, servicing around 45% of New Zealand's population, 42% of the nation's freight and 55% of the country's GDP.
36. Stage One of Ruakura Superhub is continuing to prosper with the global investment firm Brookfield announcing they have entered into a long-term joint venture (JV) to supercharge the development of Ruakura Superhub. The JV will initially purchase four existing industrial/logistics building on long term ground leases at Ruakura Superhub. The JV then intends to develop out a further 70ha of logistics development assets at the intermodal logistics precinct with a forecast completion value of more than NZ\$1 billion.
37. Under the terms of the JV, all whenua (land) will remain in Waikato-Tainui ownership across the full 610ha Superhub precinct. TGH will provide investment, property management and development services to the JV.
38. A resource consent application for "Project Metropolis", a new cool store distribution warehouse, has been received. The "Project Metropolis" site is 3.36 hectares and is planned to be located immediate west of the existing Big Chill cool store within the Ruakura Industrial Park Zone. The cool store will operate 24 hours a day, 7 days a week and will have a total equivalent of 40 full-time employees. The warehouse will be 21,227m² in size, which includes canopy areas of 833m² and an ancillary office area of 182m². A concrete area will be used as the operational and loading area for heavy vehicles and shared with the existing Big Chill cool store distribution warehouse on the adjoining site.

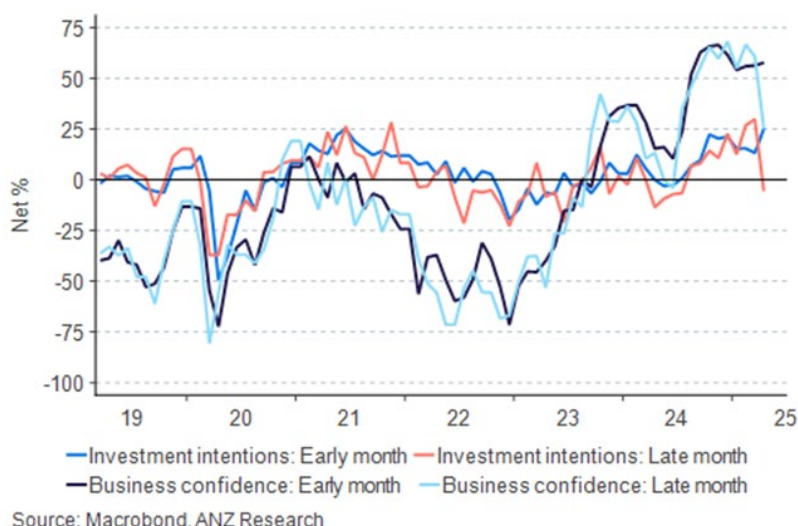
DATA ANALYTICS, ECONOMICS AND POLICY

General update

39. Hamilton's economy has been resilient in recent years, but the pressure of a national recession pulled the economy down in the latter half of 2024. At the end of 2024, there was a strong sense growth would return in 2025 – "survive to '25" was the catch phrase as businesses slogged through the downturn. And it was looking like there were green shoots as we came into 2025... but since the inauguration of President Donald Trump, we have seen huge volatility across global markets. The saying "a week's a long time in politics" never felt so true. All volatility indices have increased, with the US Trade Policy Uncertainty Index being 29 times higher than in 2024. Global economic forecasts have been downgraded too.

40. On 2 April 2025, President Trump's proclaimed "Liberation day" saw sweeping tariffs imposed on all goods coming into the USA. At the time of writing, a universal tariff of 10% applied, with some countries where the USA has a significant real or perceived trade deficit attracting significantly higher tariffs. Cambodian products will incur a 49% charge and Vietnamese products a 46% tariff. Chinese goods attracted additional tariffs, taking them to a total tariff of 145%.
41. However, there was also another pause announced where all countries (except for China) will pay a 10% tariff for the next 90 days. Some exemptions were also announced but at the same time, President Trump is on record saying there would be 'no exceptions'; however, he later stated that there were deals to be made... All in all, a confusing time for businesses and consumers worldwide.
42. New Zealand goods will have a 10% tariff applied under the new policy. While the tariff will make our goods less competitive with their American counterparts, our tariff is lower than many other countries. For example, New Zealand exports \$787 million of wine to the USA. Our wine will attract a 10% tariff, but wine from European Union countries will potentially attract a tariff of 20% from July. Our beef exports, around \$1.8 billion per year, will compete against beef from Canada and Mexico which will potentially attract 25% tariffs from July.
43. Opportunities could arise for New Zealand businesses to divert trade to other countries; however, many businesses will be looking to do this so global competition will increase. New Zealand is currently negotiating a free trade agreement with India, which could create new opportunities that outweigh the negative effects of US tariffs.
44. In America, the effect of the tariff policies is already starting to show. The Port of Los Angeles is expecting a 35% drop in arrivals by mid-May with almost all shipments out of China on hold. Ocean container bookings between China and the USA have dropped 60% since President Trump announced the new tariffs. This has led to some shipping companies reducing their sailings. Some companies have stockpiled imports to beat the tariffs, which will help in the short-term. The odds of a recession in the USA have increased rapidly.
45. In New Zealand, the ANZ New Zealand Business Outlook Survey highlighted the impact of the global uncertainty and volatility has had on New Zealand businesses. Businesses who completed the survey in the early part of April 2025 indicated that they were feeling more confident, and their investment intentions were higher than in March. In contrast, the results from businesses who responded in the latter part of April showed confidence and investment intentions plummeted in some of the sharpest drops since the 2020 Covid-19 lockdown.

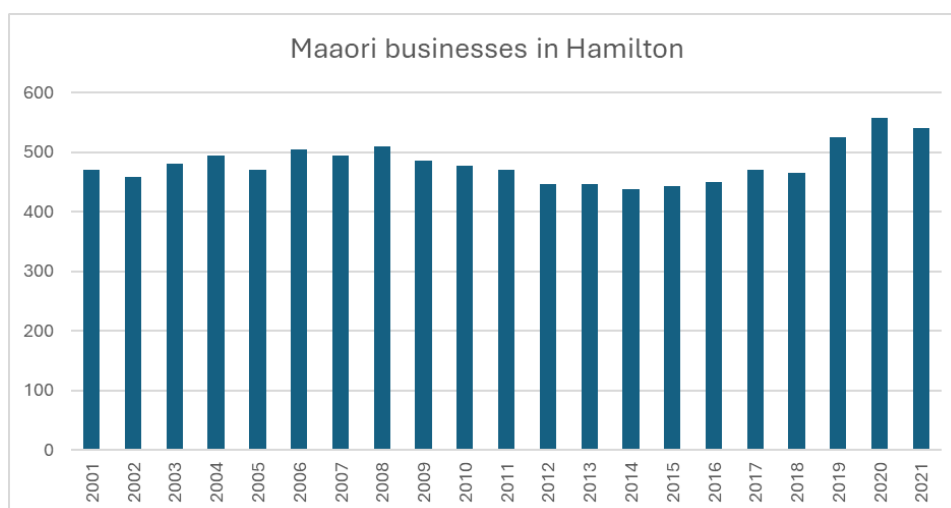
Investment intentions & business confidence: early vs late month



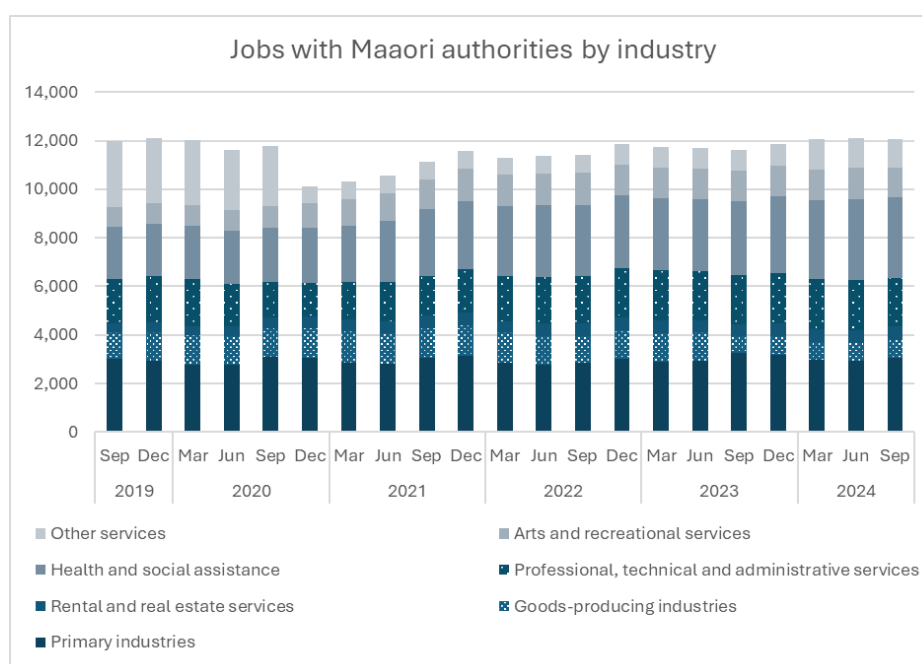
46. There is a lot of uncertainty and a lot of forces working in opposition in the global economy at the moment. This is causing high levels of volatility in financial markets and small comments – like tariff deals are an option or tariff deals are not an option – can result in large movements in the stock market.
47. The New Zealand economy saw some growth at the end of 2024, increasing 0.7% in the December quarter – the highest in 18 months. The growth was driven by increases in production in primary industries and service industries. Construction was the biggest downward pull on GDP, down 3.1% in December and -7.3% for the year.
48. Interest rates continued to fall with advertised home loan rates under 5% for the first time since September 2022. House sales continue to increase because seller price expectations were better aligned with buyer expectations and interest rates falls increased the amount people were able to offer. A general sense that the market was not going to fall further encouraged those who had been sitting on the fence to become active.
49. Falling interest rates will support the housing market as well as making development more feasible. However, a slowdown in growth and employment could flow into a slower improvement in the housing market. It could also lead to a lower OCR and slightly lower interest rates, noting that banks have priced most of the future OCR cuts into their current offerings. High volatility in other investment areas could also see New Zealanders revert to their investment of choice – housing. While rising house prices have a negative effect on housing affordability, lower interest rates improve affordability.
50. We are currently seeing more green shoots for residential consenting with consents lodged and granted in the March 2025 quarter the highest in 18 months. However, this has yet to flow through to construction activity and the declining economic outlook may discourage these projects from progressing. It will depend largely on where demand and house prices go, however, sales were up in Hamilton in December 2024 and real estate sales at auction have improved – a sign that there is more demand and therefore better competition in the market.
51. Non-residential activity remains very subdued. The low level of business investment intention suggest that this trend will continue whilst the high levels of uncertainty and volatility remain.
52. The latest economic data for Hamilton is due out on the 22 May 2025. If the embargo on the data is lifted prior to the meeting, a verbal update will be provided.
53. See **Attachment 2** for a summary of the current economic situation.

The Maaori economy

54. There is relatively little data on the Maaori economy and Maaori businesses in Kirikiriroa Hamilton, and what information there is, is relatively outdated. Note that data in this section covers a range of timeframes depending on what was available as well as different areas – Kirikiriroa Hamilton, Waikato rohu and national statistics.
55. In 2021, there were 540 Maaori businesses in Hamilton, about 11% of all Hamilton businesses. This is a similar proportion to New Zealand. There was a 3.2% fall in the number of Maaori businesses in Kirikiriroa Hamilton (-18 businesses) between 2020 and 2021.
56. A Maaori business is a business with at least one owner of Maaori ethnicity and/or descent. Te Puni Kōkiri have produced this data using linked data about people and businesses from Statistics New Zealand's Integrated Data Infrastructure and Longitudinal Business Database.



57. Data is better at a national level with the Maaori economy contributing between 9% and 17% of GDP in 2023 depending on the measure used. The contribution is also growing over time – in 2018, the Maaori economy contributed between 7% and 15% of GDP. Maaori production GDP has increased 87% since 2018 and now sits at \$32 billion.
58. The asset base of Maaori was estimated to be \$126 billion in 2023, an increase of 83% since 2018. Waikato and Taamaki Makaurau rohe had the largest asset bases, each valued at \$21.5 billion in 2023.
59. Across the Waikato rohe, there were 3240 Maaori businesses in 2023. Nearly three in 10 of these businesses were in the agriculture, forestry and fishing industry, nearly a quarter were in the construction sector, and one in 10 were in the professional, scientific and technical services space.
60. Maaori authorities across the motu employed over 12,000 people across a range of industries in the September 2024 quarter. These jobs pumped \$231 million in wages into the New Zealand economy. There are about 1450 Maaori authorities and related businesses in this dataset who generated over \$1 billion of sales and \$777 million in purchases. They also exported \$224 million of goods in the September quarter alone.

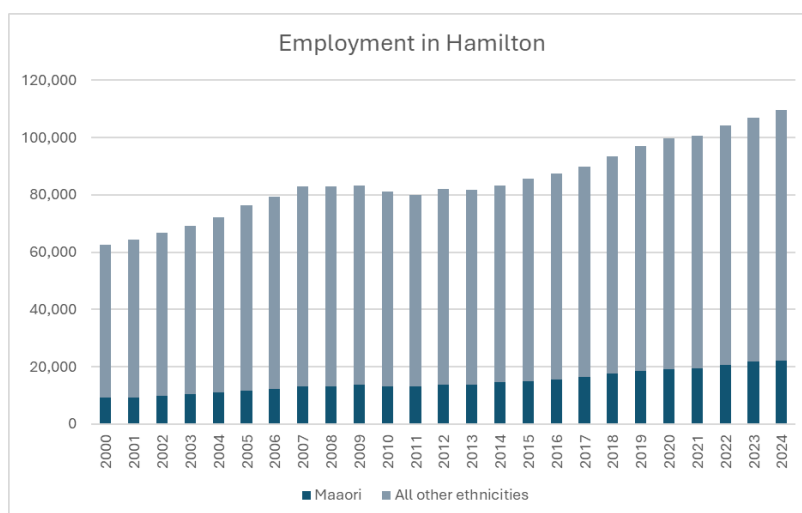


Waikato-Tainui

61. Waikato-Tainui have over 89,000 registered members, of which 12,294 live in Kirikiriroa Hamilton and nearly 11,000 in Tamaki Makaurau (Auckland). The rohe has marae from Mangere through to Te Kuiti and across from the west coast to the Kaimai ranges.
62. Waikato-Tainui has a wide range of investments and has one of the biggest asset bases in the country. Tainui Group Holdings (TGH), the commercial arm of Waikato-Tainui, has grown its portfolio of assets from its initial base of \$166 million in 2003 to \$2.1 billion in 2024. Since 2021, The Ruakura Inland Port has seen nearly \$170 million of industrial construction undertaken.
63. Other TGH assets in Hamilton include the Novotel, the ACC building, Centre Place and the Rotokauri Rise subdivision. The profits generated by TGH fund many of the programmes run by Waikato-Tainui and pump nearly \$60 million a year into the wider economy.
64. TGH recently announced a long-term joint venture with international asset manager Brookfield Asset Management. The joint venture will see 70 hectares of the Ruakura Superhub developed with Brookfield spending about \$1 billion over about seven years, depending on the speed of uptake of the new tenancies. A PricewaterhouseCoopers (PWC) report states that for every \$1 spent on construction, the economy benefits by \$3, making this investment hugely significant for our economy.

Maaori in employment

65. There is a wider range of data available on the mahi of our Maaori hapori (community) in Kirikiriroa Hamilton. Maaori kaimahi now make up 20% of Kirikiriroa Hamilton's total workforce (22,026) and 2024 saw an increase of 1.1% in the Maaori workforce. Maaori employment growth tends to fluctuate but has generally outpaced the total growth in employment for Hamilton over the past two decades. The times when it has been lower than total employment growth, was during economic downturns like the Global Financial Crisis.
66. Maaori currently make up a quarter of our population. By 2043, Maaori are expected to be 28% of our total population. Our Maaori population is significantly younger than the rest of our population with 31% under the age of 14 years compared to 21% for all ethnicities. This means that Maaori will play an increasingly important role in our future workforce.



67. About 14% of Maaori kaimahi work in healthcare and social assistance (3164) and another 13% (2912) work in construction.
68. On average, Maaori kaimahi in Kirikiriroa Hamilton in 2024 earnt nearly \$3000 more per year than Maaori across the rest of the motu.
69. More information on the national Maaori economy and the latest Te Oohanga Maaori report is available [here](#) along with the data dashboards.

Hamilton airport

70. International flights to/from Hamilton airport were announced in September 2024. When Air New Zealand made cuts to its trans-Tasman flights in 2008, Waikato University estimated that is cost the region about \$32 million per year in direct economic impacts, and another \$48 million in indirect impacts.
71. Jetstar will begin operating its 188-seat plane from the airport with seven flights per week from June 2025. This equates to just over 1300 inbound flights per year with the potential for up to 68,400 peple to come into our region (and the same number of flights and passengers to go out) each year should all flights be full.
72. Using the Waikato University report on the proposed runway extension in 2008, an estimate can be made of the direct and indirect economic impacts of the new international flights to/from Hamilton.
73. A back-of-the-envelope calculation using Waikato University's estimates of direct impacts shows that if flights are on average 75% to 85% full, an estimated \$31 million to \$36 million per year would be generated in direct economic benefits. A direct benefit is one that occurs at the place where a purchase is made, for example the money spent at a hotel when you pay to stay a night.
74. However, indirect benefits are also important. Indirect benefits are the flow-on effects of money spent in our economy. For example, if a tourist spends \$300 on accommodation and food while staying a night in Hamilton, that money flows first to the hotel and restaurant, but then flows back to, for example, the suppliers of the food or hotel toiletries or the contractors who wash the linen. Those suppliers purchase the goods they need to provide these goods or services from other providers – the money keeps flowing through the economy. Waikato University estimated the indirect effect to be 0.5 times the direct benefits, which means the indirect impact is between \$15 million and \$18 million per year.

75. The combined economic impact of both direct and indirect benefits is likely between \$46 million to \$54 million per year. The report can also be used to estimate the number of jobs generated. The employment impact of the return of international flights could be between 100 and 140 new jobs.
76. These calculations and numbers are theoretical, and the economic benefits will vary depending on several factors, including how full the flights are and the balance between locals flying to/from Australia for their holidays versus Australians flying to/from Waikato for their holidays – significantly more economic benefit comes from visitors coming here and spending their money as this adds it into our economy. Locals spending their money in Australia adds all the above benefits to the Australian economy.

Financial Considerations - *Whaiwhakaaro Puutea*

77. The topics covered in this report are funded by existing budgets. There are no financial implications in relation to the information provided in this report.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

78. Staff confirm that the matters covered in this report comply with the Council's legal and policy requirements.

Climate Change Impact Statement

79. Staff have considered the key considerations under the Climate Change Policy and have determined that an adaptation assessment and emissions assessment is not required for the matter(s) in this report.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

80. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
81. The subject matter of this report has been evaluated in terms of 'the 4 wellbeings' during the process of developing this report as outlined below.
82. The recommendations set out in this report are consistent with that purpose.

Social

83. Social wellbeing is defined as the capacity of individuals, their whaanau, iwi, hapuu and a range of communities to set goals and achieve them.
84. Thriving businesses in the hospitality, retail and community sectors promote better outcomes for the community at large and help to sustain a more vibrant Hamilton with greater social interaction.

Economic

85. Economic wellbeing is defined as the capacity of the economy to generate employment and wealth necessary for present and future financial security.
86. The Economic Development Committee is responsible for the governance of Council's economic agenda and investment development opportunities, with the goal of enhancing the wellbeing of Hamiltonians.

87. Council is committed to driving economic growth and building our central city to be a real hub for employment, tourism, and commercial opportunities. Our sector-based approach to economic development focuses resources on both established industries and those that can diversify an economy.
88. The economic development programme continues to focus on three key growth sectors – manufacturing; agritech, technology and innovation; and logistics – as well as supporting the needs of our education and healthcare sectors. This approach will represent our balanced economy, employment base, and growth potential.

Environmental

89. Environmental wellbeing is defined as the capacity of the natural environment to support, in a sustainable way, the activities that constitute community life.
90. The Council's Central City Transformation Plan considers connections between the central city and the river to restore and protect the balance of the environment.

Cultural

91. Cultural wellbeing is defined as the capacity of communities to retain, interpret, and express their shared beliefs, values, customs, behaviours, and identities.
92. Our city values, respects, protects, and promotes the treasured status of mana whenua, which acknowledges our shared history and celebrates our cultural identity and heritage.
93. Businesses in the hospitality, retail and community sectors endorse and enhance the cultural identity of the city. Event activity helps promote cultural events and awareness of our heritage and history for Hamiltonians and visitors to the city to enjoy and participate in.

Risks - *Tuuraru*

94. There are no known risks associated with receiving the report.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

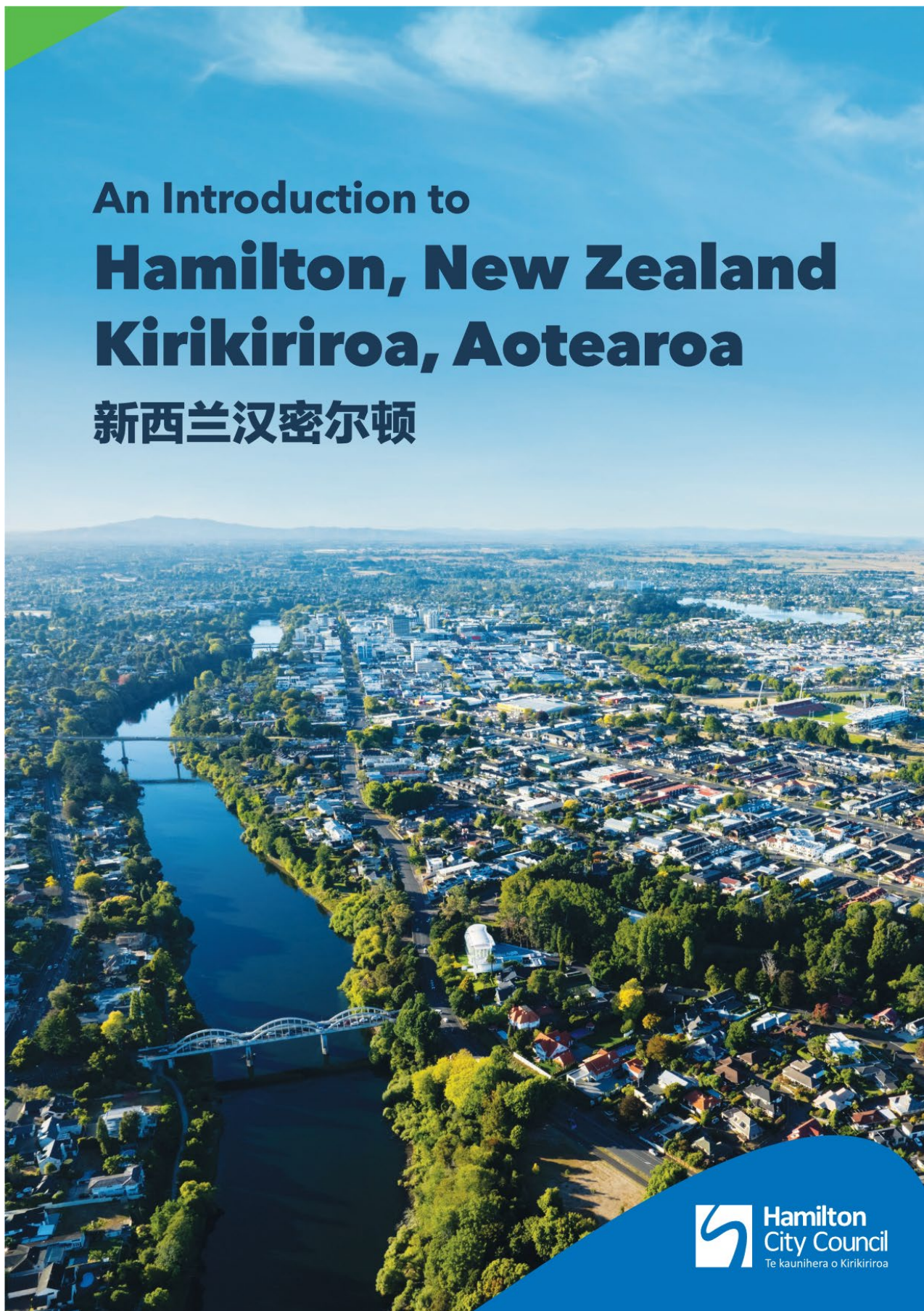
95. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the matter(s) in this report has/have a low level of significance.
96. Given the low level of significance determined, the engagement level is low. No engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Hamilton New Zealand for Chengdu

Attachment 2 - Economic update slides - May 2025

An Introduction to **Hamilton, New Zealand** **Kirikiriroa, Aotearoa** 新西兰汉密尔顿



New Zealand | Aotearoa

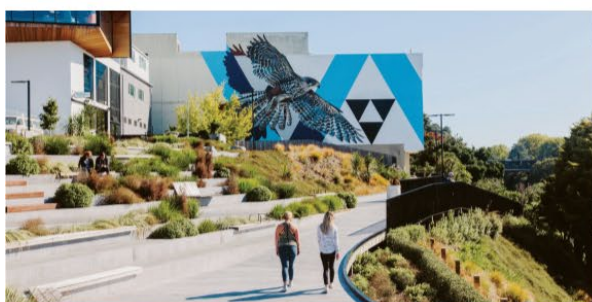
New Zealand (Aotearoa in the Maaori language) is an island nation in the Pacific Ocean with 5.4 million people. The country is made up of two main islands and many smaller islands, with a total land mass that is approximately half the size of Sichuan Province.

Maaori are the indigenous Polynesian people who migrated by sea from various islands in the 1300's. English and Maaori are official languages and the two most spoken.

30% of the country's growing and diverse population were born overseas, with many coming from China, India and the Philippines.

There are direct flights between Auckland and many cities in China including Beijing, Shanghai, Guangzhou, Shenzhen and Haikou. Direct flights between Auckland and Chengdu resumed in 2024.

Hamilton has been a sister city of Chengdu since 2015, with the city officials most recently welcoming Chengdu Mayor Wang Fengchao to Hamilton in 2023.

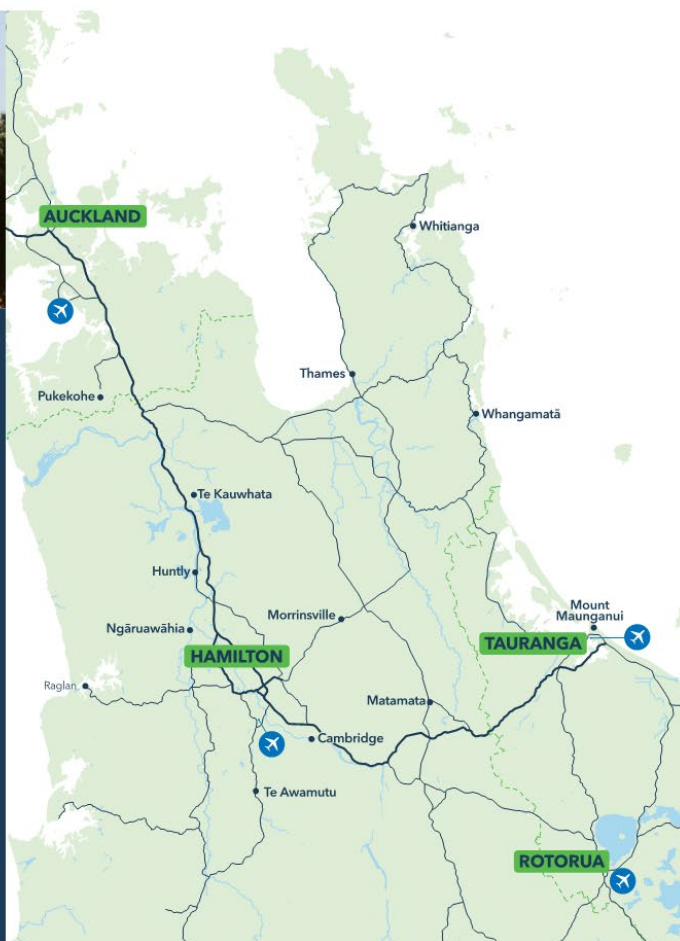


Hamilton | Kirikiriroa

Hamilton (Kirikiriroa) is the fastest-growing city in New Zealand and is part of the Waikato region.

The Waikato River flows through the centre of Hamilton and is a key part of the city and region's history, culture, and identity.

The city is located 120 kilometres south of Auckland, the country's largest urban area with nearly 1.8M people. Hamilton and Auckland are connected by a highway, passenger rail and rail freight.



Economic strengths

Hamilton is an important part of an economic region known for advanced manufacturing, food production, forestry, tourism, agritech, healthcare, logistics and technology. This industry diversification has provided growth and stability for businesses with a global reach.

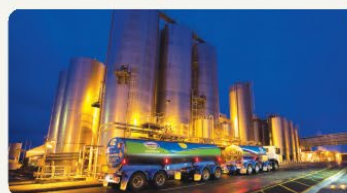


Gallagher

Gallagher Group is a global technology leader providing solutions in two primary areas: animal management and facility security. The company was founded in Hamilton 85 years ago and has a presence in over 160 countries, including China through a strategic partnership with Chubb China.

Fonterra

Fonterra, a dairy cooperative and New Zealand's largest company, have several key operations in Hamilton. Their presence includes regional offices as well as food production facilities due to our region's role as the heart of the country's agricultural sector. The company has operated in China for over 40 years, providing key ingredients to producers and dairy products to the foodservice industry.



Fieldsays

A great example of our farming roots and innovative future is the annual Fieldsays agricultural show. It began nearly 60 years ago as an opportunity to showcase new technology for the farming industry. Today it is known globally as a launchpad for products and ideas and recently attracted 35 international exhibitors and ambassadors from 17 countries.

Spring Sheep Milk Co.

Based in Hamilton at Waikato Innovation Park, Spring Sheep Milk produces sheep milk sourced from farms across New Zealand. Sichuan is the leading province in China for their products.



Zealong Tea Estate

Zealong are the world's largest internationally certified organic tea producer and the only commercial tea estate in New Zealand. The tea grown in Hamilton is sold in Chengdu at Thécoland 域苛茶 and is a great example of the connections between the two cities.

Education

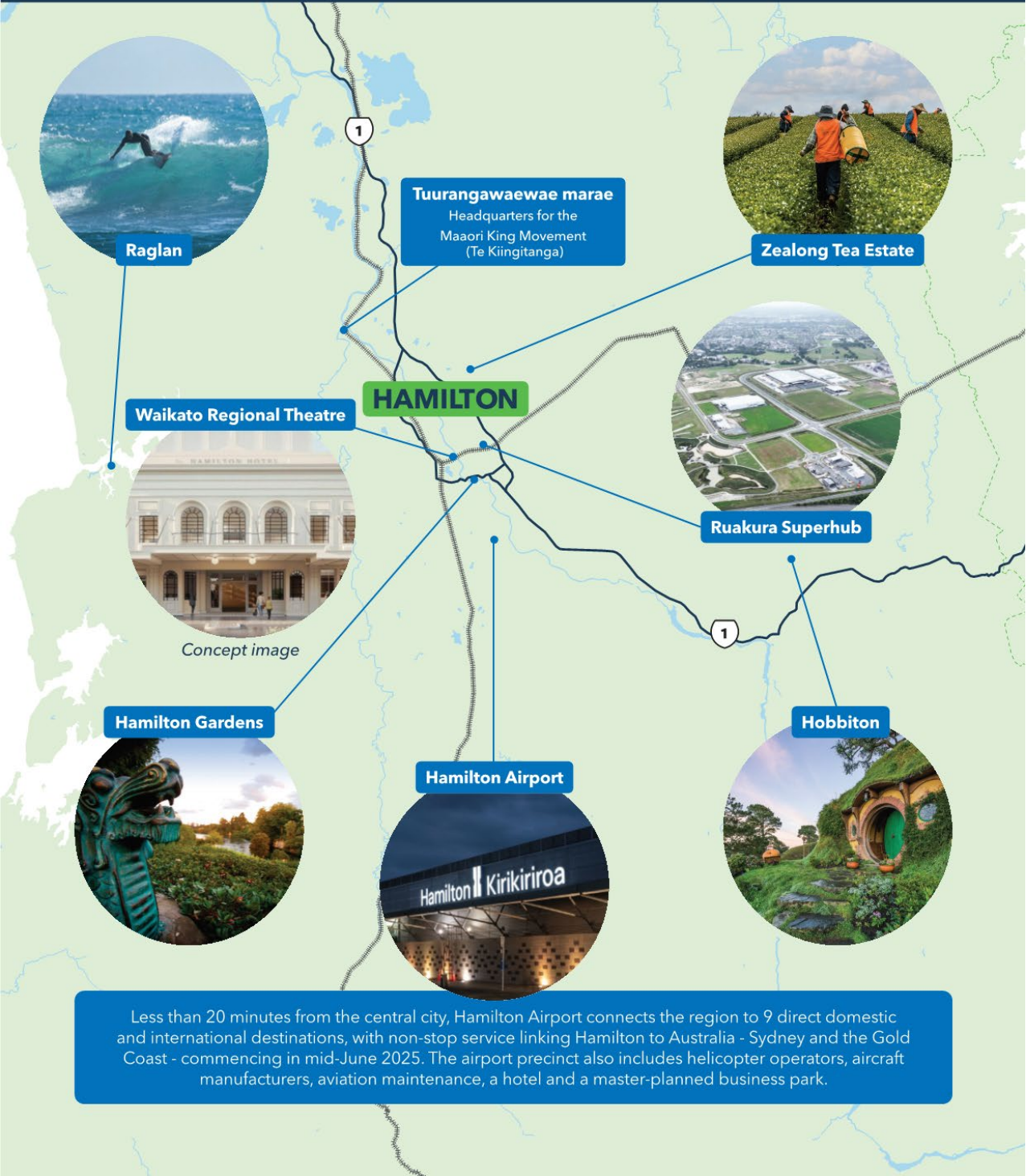
Hamilton's reputation as a centre of innovation and learning is due in large part to the University of Waikato and the Waikato Institute of Technology (Wintec). Both have a history of welcoming international students from across China and have worked alongside Chengdu University.



The University of Waikato,
Hamilton campus.

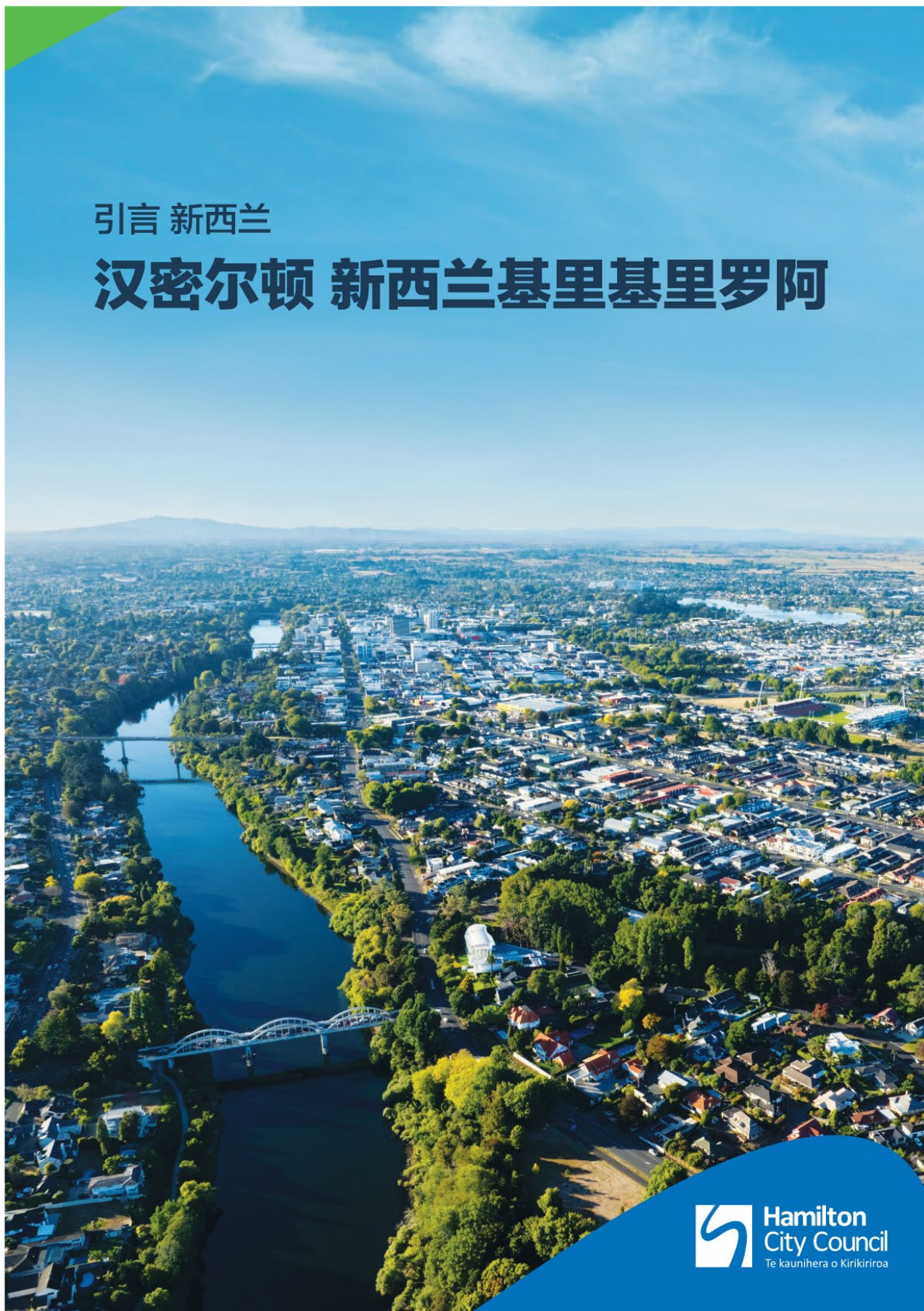
The best parts of kiwi life surround Hamilton Kirikiriroa.

Hamilton is strategically positioned to unlock many opportunities - both professionally and recreationally.



引言 新西兰

汉密尔顿 新西兰基里基里罗阿

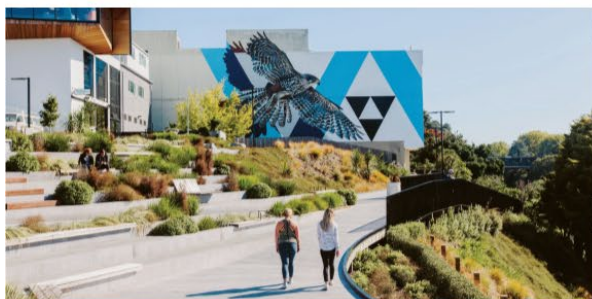


新西兰 | 奥特亚罗瓦

新西兰 | 奥特亚罗瓦 新西兰（毛利语中称为“奥特亚罗瓦”）是太平洋中的一个岛国，拥有540万人口。该国由两个主岛和许多小岛组成，总陆地面积约为四川省的一半。

毛利人是土著波利尼西亚人，他们于十四世纪从各个太平洋岛屿乘船迁徙至此。英语和毛利语是新西兰的官方语言，也是使用最广泛的两种语言。

我们不断增长的多民族人口中有30%出生在海外，其中许多来自中国、印度和菲律宾。从奥克兰到中国多个城市（包括北京、上海、广州、深圳和海口）有直飞航班。奥克兰与成都之间的直飞航班于2024年恢复。自2015年以来，汉密尔顿与成都一直保持姐妹城市关系，汉密尔顿市官员最近于2023年热烈欢迎了成都市长王凤超的访问。

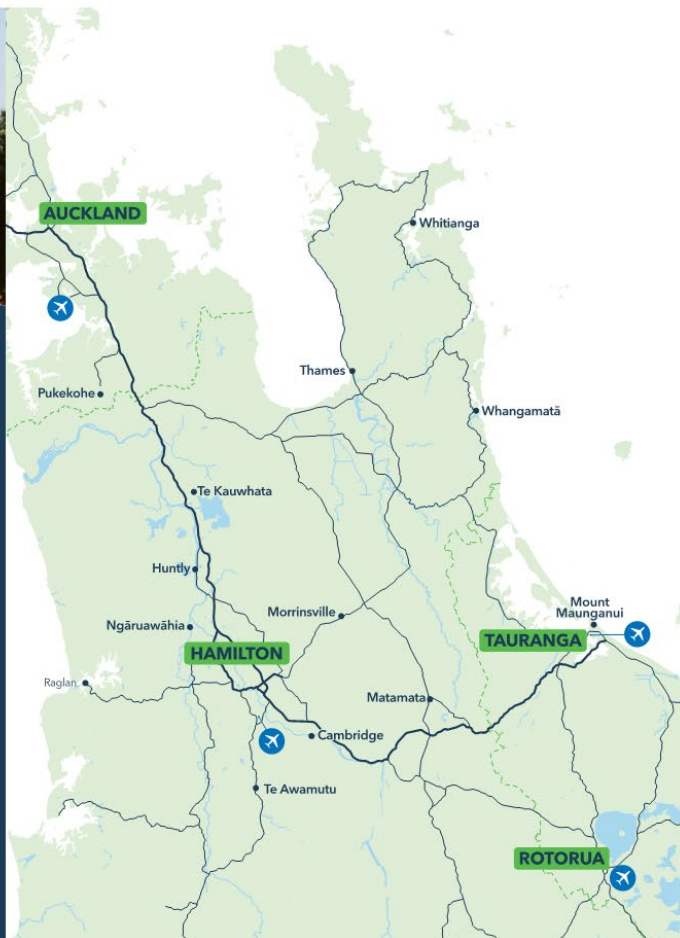


汉密尔顿 | 基里基里罗阿

汉密尔顿（毛利语中称为“基里基里罗阿”）位于怀卡托地区，它是新西兰发展最快的城市。

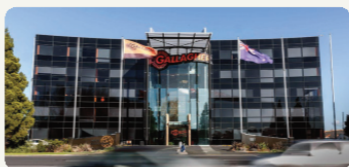
流经汉密尔顿市中心的怀卡托河，是该城市 and 整个地区的历史、文化与身份的重要标识。

汉密尔顿市位于奥克兰市以南120公里处，奥克兰是新西兰最大的都市，拥有近180万人口。两座城市间有便捷的公路和客运铁路交通网络。



商业/经济

推动我们地区经济发展的行业是多元化的，包括先进制造业、食品生产、林业、旅游业、农业科技、医疗保健、物流和技术。这种多元化为我们的经济发展提供了平衡和韧性，使我们的经济在与新西兰主要城市的对比中保持强劲的优势。作为声名远播的创新和学习中心，教育产业是汉密尔顿经济的重要组成部分。



加拉格尔集团

汉密尔顿的加拉格尔集团是全球技术领导者，主要为两个领域提供解决方案：动物管理和设施安全。该公司85年前在汉密尔顿成立，目前其业务遍及包括中国在内的160多个国家，并与中国中保集团保持长期战略合作关系。

恒天然集团

恒天然（Fonterra）是新西兰最大的公司，也是一个乳品合作社，在汉密尔顿拥有几项重要业务。他们的业务包括区域办公室和食品生产设施，这得益于我们地区作为国家农业部门核心的角色。该公司在中国已有超过40年的运营历史，为生产商提供关键原料，并向餐饮业供应乳制品。



新西兰国家农业展览会（Fieldays）

新西兰国家农业展览会是新西兰的农业根基，也是未来创新的绝佳典范。这项年度展览已经有60多年的悠久历史，最初是为农业行业展示新技术而设立的。如今，它已在全球享有盛名，成为产品和创意的发布平台。最近，该展会吸引了来自17个国家的35名国际参展商和大使。

春羊乳业公司

春羊乳业公司总部位于汉密尔顿的怀卡托创新园，主要生产加工来自新西兰各地农场的羊奶。四川省是其产品在中国的主要销售地。



Zealong茶园

Zealong是全球最大的国际认证有机茶生产商，也是新西兰唯一的商业茶庄。他们在汉密尔顿种植的茶叶销往成都的域苛茶（Thé coland），展现了两座城市之间紧密的联系与合作。

教育

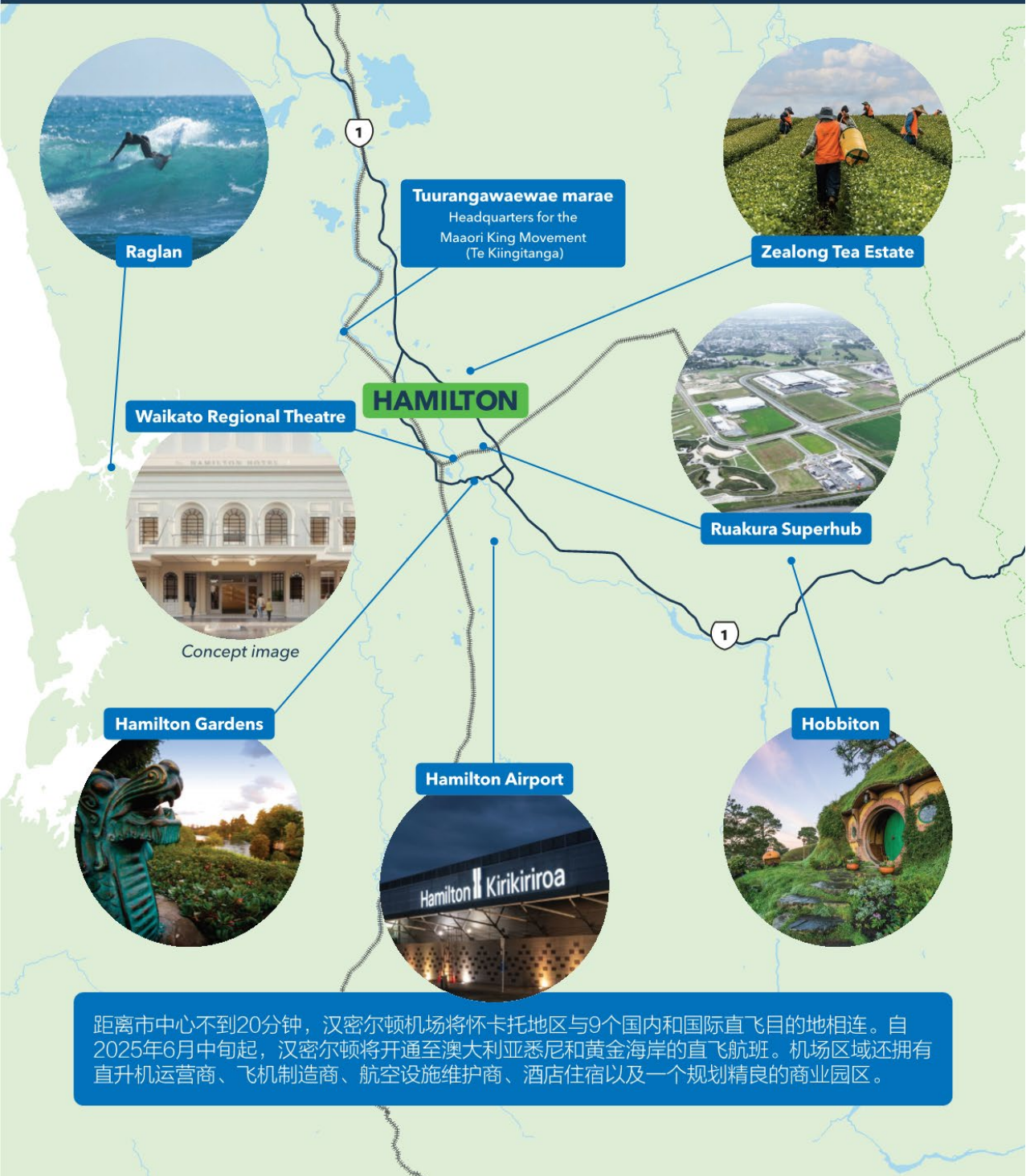
教育是汉密尔顿作为创新和学习中心声誉的重要组成部分。怀卡托大学和怀卡托理工学院（Wintec）一直以来欢迎来自中国各地的国际学生，并与成都大学开展合作。



The University of Waikato,
Hamilton campus.

新西兰生活中最美好的部分都萦绕在汉密尔顿基里基里罗阿周边。

我们具备地理位置上的战略优势，有望在职业发展和休闲娱乐方面提供众多机会。





Economic update

May 2025

Commercial & Analytics Unit



**Hamilton
City Council**
Te kaunihera o Kirikiriroa

1

The context

- The stock market has been a rollercoaster since President Trump took office
 - High volatility is making businesses and consumers nervous across the globe.
- The OCR was reduced to 3.5% in April
 - Average interest rates have fallen to the lowest level in at least 3 years
 - Indicators like GDP growth and inflation are tracking in line with RBNZ expectations
 - RBNZ will monitor impacts of US policy on the NZ economy and adjust the OCR track as needed.
- Inflation increased from 2.2% to 2.5% in March 2025 – still within the RBNZ target range.
 - The biggest contributors to inflation were increases in rents, local rates and construction prices. Education costs were also up with the end of the Fees Free policy.
- New Zealand's economy saw some growth

22 May 2025

2

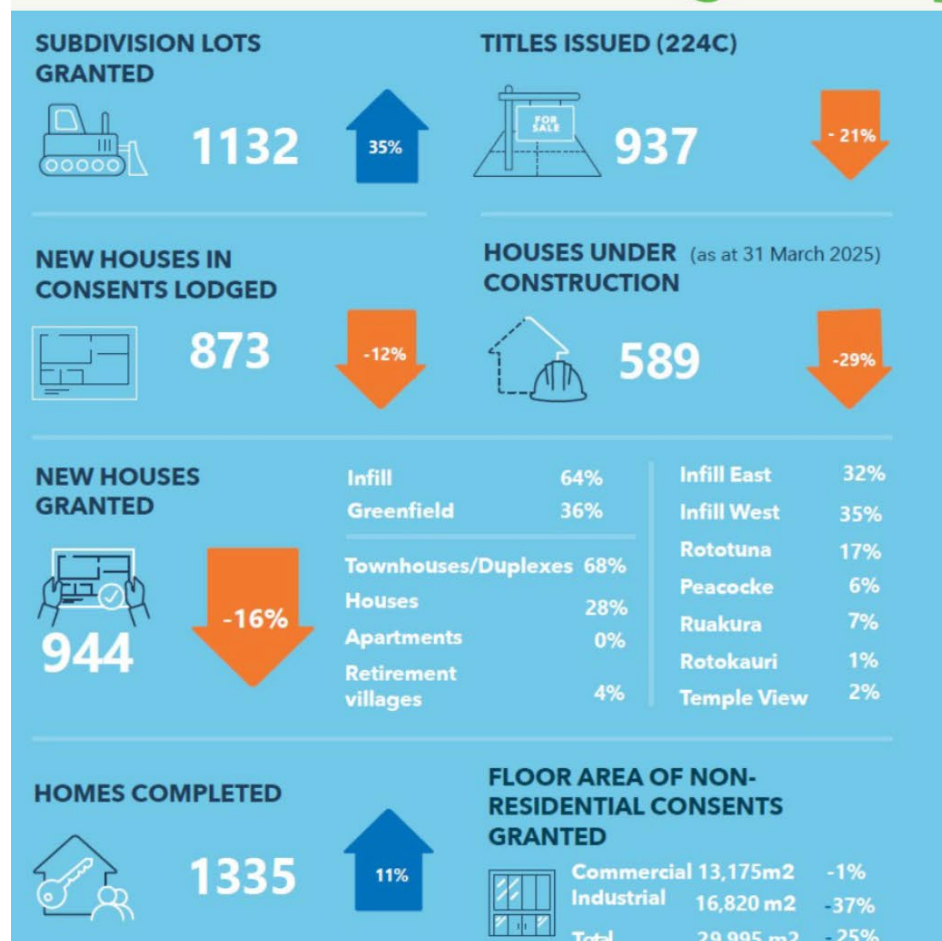
US trade policy dominates

- President Trump's tariff policies are creating a highly volatile environment for businesses.
 - Volatility indexes have increased exponentially
 - Business uncertainty and investment intentions plummeted in the latter half of April as tariffs remained, and yo-yoing moves increased uncertainty.
 - Currently a 90 day pause on tariffs with all countries subject to a 10% tariff over this time.
 - The USD has fallen – usually in uncertain times, the USD is seen as a safe currency and goes up.
 - New Zealand's economic growth is expected to fall in 2025 as a result.
 - New Zealand goods are subject to a 10% tariff – better than many of our competitors in the US market.
- China/USA tariffs are not sustainable at 125% and 145%. There are huge implications for both economies and the global economy.
- Most recent indications are that the USA is prepared to negotiate down tariffs in return for deals that benefit American products.

22 May 2025

3

Hamilton consenting activity - year to March 2025



Residential consenting activity has increased

- The March quarter saw 248 dwellings consented – the highest quarter in 18 months.
 - Consents lodged was also up
- Homes under construction is down on a year ago but has largely plateaued since the beginning of 2025.
- The number of homes completed is being driven up by the large number of KO completions at the end of 2024.
- Subdivision consenting is up year on year following the influx of applications leading into the new DC policy (and higher charges).
- Non-residential construction is very subdued.

4

The outlook for the economy

- Trade wars and global economic instability to increase
- More OCR cuts that could go below the RBNZ forecast of 3.25%
 - Noting that this will depend on how global tariffs impact inflation in New Zealand
 - Lower interest rates improve investment feasibility by enabling house price increases
- Continued soft consenting, potentially improving in second half of 2025 if house prices increase (albeit slowly) and interest rates keep falling.
 - Low economic growth could hinder this, however, lower interest rates could help boost house prices and therefore consenting.
 - Volatility in the stock market may see New Zealanders shift their focus 'back' to housing as an investment
- Lower economic growth will reduce risk appetite and lower investment in new facilities and equipment.
- Falling global demand will impact demand for New Zealand goods overseas which is bad for the economy but could lead to cheaper prices for consumers at home.

22 May 2025

5

Council Report

Item 11

Committee: Economic Development Committee

Date: 22 May 2025

Author: Nicolas Wells

Authoriser: Blair Bowcott

Position: Strategic Property Manager

Position: General Manager Strategy, Growth and Planning

Report Name: Strategic Property Update - May 2025

Report Status	<i>Open</i>
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Purpose - *Take*

1. To inform the Economic Development Committee of:
 - i. the financial performance and position of the Municipal Endowment Fund (MEF) at 30 April 2025 (Q3 and the first month of the fourth quarter 2024/25); and
 - ii. updates on the Hinemoa affordable housing development, the Victoria on the River (VOTR) Southern Edge Activation project and Area Q.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. This is the regular report on the financial performance and position of the assets of the Municipal Endowment Fund (MEF). It covers the third quarter (Q3) and the first month of the fourth quarter (Q4) of the 2024/25 financial year from 1 January to 30 April 2025.
4. The MEF has a current value of \$56.32 million comprised of property assets totalling \$22.03 million and reserves of \$34.29 million.
5. On 11 May 2023, the Economic Development Committee approved the MEF providing \$10.06 million loan funding towards the Bridge Housing Trust (Bridge) Hinemoa development – a 42-unit, affordable housing development at 340 Tristram Street, Hamilton. The loan has been approved by the MEF Advisory Group, under delegated authority, and all documents have been signed. Demolition of existing buildings on the site is nearing completion, prior to starting construction.
6. On 21 March 2025, the Chief Executive approved Templeton's Preliminary Design for the Victoria on the River hotel development. The Sale and Purchase Agreement for the land is now unconditional. Ownership of the development property transferred to Templeton on 30 April 2025. Currently Templeton is working on the detail of the consent application, which they anticipate lodging towards the end of this year.

7. On 3 December 2024, the Council approved sale of the Council-owned land known as Area Q. All necessary agreements were prepared and executed. The land has now been sold to Jones Lands Limited for high-density residential development. Jones Lands Limited is currently working on the detail of their consent application, which they anticipate lodging towards the end of this year.
8. The background to these matters has been extensively detailed in previous reports.
9. Staff consider the matters in this report have a low significance and that the recommendation complies with the Council's legal requirements.

Discussion – *Matapaki*

Municipal Endowment Fund 2024/25 FY Q3

10. Council's Municipal Endowment Fund (MEF) is divided into 3 parts:
 - i. The **Municipal Endowment properties** consist of ground leases where Council owns the land only but the improvements and leasehold interest in the land are owned by the lessee. Typically, this asset class returns a low yield. Council has previously encouraged lessees to freehold these properties to free up Council's capital for investment in higher yielding property assets;
 - ii. The **Municipal Investment properties** consist of property assets purchased to generate the maximum possible yield. They include two industrial properties, and two groups of suburban shops; and
 - iii. The **Municipal Endowment Reserve** (\$34.29 million) is invested in term deposits and mixed funds. The reserve is invested in accordance with an independently designed framework that is intended to diversify the investment portfolio, support liquidity, and preserve capital over the long term, as follows:

Term Deposits - \$21.7 million

Provider	Amount	Term	Maturity	Expected Return
ASB	\$11.7 million	2 months	28 June 2025*	3.63%
BNZ	\$10.0 million	3 months	05 May 2025*	3.83%

* Term deposits will be rolled over for the same period upon maturity. Term deposit rates have recently been worsening as the OCR reduces, however the Finance Manager recommends continuing with this strategy at this stage due to the liquidity of these Term deposits.

Mixed Funds - \$6.0 million

Provider	Amount	Return*	Expense ratio
Milford Balanced Fund	\$6.0 million	7.39%	1.05%

* Since Inception Return – noting that this figure is a based on past historical return averages and does not indicate or guarantee future returns.

Milford Balanced Fund			
Description	Units	Price	Value
Initial investment	2,131,135.90	\$2.8154	\$6,000,000
Value at 30 April 2025	2,158,700.86	\$3.4292	\$7,402,617
Change in fair value movement – gain/(loss) – note unrealised			\$1,402,617

11. Since the last quarterly update, the overall value of the MEF has increased by \$325,638 due to accrued interest income and interest received on maturing term deposits generated during the period (2024/25 FY Q3), which is credited to the MEF.
12. The MEF has advanced a \$6.5 million loan to enable the development of the commercial components of the Waikato Regional Theatre. The loan incurs interest at 7% p.a. and is repayable with a 24-month period. The loan balance forms part of the MEF reserves of \$34.29 million, with interest accruing to the MEF monthly.
13. The MEF has approved a \$10.06 million loan to the Brian Perry Charitable Trust (trading as the Bridge Housing Trust) to be used for a 42-unit affordable housing development. The loan incurs interest at 0.5% p.a. above the Local Government cost of borrowing and is repayable with a 24-month period. The loan balance forms part of the MEF reserves of \$34.29 million, with interest accruing to the MEF monthly.
14. The profit and loss statement is **Attachment 1** to this report.

340 Tristram Street – Bridge Housing Hinemoa development – \$10.06 million MEF Investment

15. The Bridge Housing Charitable Trust (Bridge) owns the land at **340 Tristram Street, Hamilton**, and intends to build a 42-unit affordable housing complex called the Hinemoa Development.
16. The MEF Advisory Group has approved, under delegated authority, a loan of \$10.06 million to part-fund the development. The loan documents have been prepared and signed by the parties. The Council's loan agreement becomes unconditional once the preconditions have been satisfied.
17. At the time of writing this report, the demolition of existing buildings on the site is nearing completion, prior to starting construction.
18. Updates will be provided to the MEF Advisory Group and Economic Development Committee as the project progresses.

Victoria on the River Southern Edge Activation – Templeton Hotel Development

19. The Chief Executive has approved Templeton's Preliminary Design for the VOTR hotel development and the Sale and Purchase Agreement for the land is now unconditional. Ownership of the development property transferred to Templeton on 30 April 2025. Payment is due on completion of the project.
20. Currently Templeton are working on the detail of their consent application, which they anticipate lodging towards the end of this year.
21. Staff worked closely with Templeton Group on the announcement of the unconditional agreement. This included collaborating to inform affected tenants, nearby businesses and residents, local MPs, iwi partners and major central city stakeholders.
22. An exclusive interview and photo opportunity was arranged with the Waikato Times, resulting in the [announcement story on 2 April 2025](#), with a follow-up piece about positive feedback from hospitality businesses on 4 April. Further positive coverage came from [RNZ](#), Newstalk ZB, ZM, Waikato Business News and [Hotel Magazine](#).
23. Updates will be provided to the MEF Advisory Group and Economic Development Committee as the project progresses.

Area Q – Rototuna – Jones Lands Limited

24. On 3 December 2024 the Council approved Jones Lands Limited as the preferred purchaser for the Council-owned land known as Area Q at Korikori Green. The land has subsequently been sold to Jones Lands Limited – with 5% of the purchase price paid, 5% due on 10 August 2025, and the balance due on 10 June 2026.
25. Currently Jones Lands Limited is working on the detail of the design for the site, which they anticipate lodging for resource consent in July 2025.
26. Updates will be provided to the MEF Advisory Group and Economic Development Committee as the project progresses.

Financial Considerations - *Whaiwhakaaro Puutea*

27. Strategic Property is a regular operating activity funded through the Long-Term Plan.
28. Further MEF financial information for FY 2024/25 Q3 and the first month of Q4 is provided in **Attachment 1**.

Ethical Investment

29. The ethical status of the institutions providing the MEF investment vehicles were summarised in the [report](#) to the 24 May 2022 Economic Development Committee (Item 11, pp 377 – 381).

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

30. Staff confirm that recommendation complies with the Council’s legal and policy requirements.

Climate Change Impact Statement

31. Staff have used the climate adaptation assessment guidance and determined there are no known climate risks or adaptation opportunities associated with the matters covered in this report. Staff have used the climate emissions assessment guidance and determined there is no change in greenhouse gas emissions associated with the matters covered in this report.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

32. The purpose of Local Government changed on 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future (‘the 4 wellbeings’).
33. The subject matter of this report has been evaluated in terms of ‘the 4 wellbeings’ during the process of developing this report as outlined below.
34. The recommendations set out in this report are consistent with that purpose.

Social

35. The strategic property activity allows the Council to promote better outcomes for the community at large, helping to create a more vibrant Hamilton with greater social interaction.

Economic

36. The MEF will fund key development opportunities to help attract business growth, grow the city’s economy, aid potential public and private investment and help with prioritising future funding decisions and business cases.

Environmental

37. MEF developments aim to include current best-practice energy-saving design.

Cultural

38. The strategic property activity endorses and embraces the cultural identity of the city.

Risks - *Tuuraru*


39. There are no known risks associated with the decision sought in the report – noting that the estimated yields from mixed fund investments are based on historical return averages, which does not guarantee future performance or yield.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

40. Having considered the Significance and Engagement Policy, staff have assessed that the recommendation of this report has a low level of significance. Given the low level of significance no engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Municipal Endowment Fund FY2024/25 (Q3/Q4) Profit and Loss



STRATEGIC PROPERTIES

Select Financial Year:

FY25FY24FY23

Select Month:

JulAugSepOctNovDecJanFebMarAprMay

How much money is in the Endowment fund today?
\$34,289,676

How much interest have we earned this year on the MEF fund?
\$1,080,839

Return on MEF Fund this year
4%

What is the value of our MEF Properties?
\$22,034,931

What is the value of our MEF Investment Funds?
\$21,700,000
Term Deposits
\$7,402,617
Mixed Funds
\$6,500,000
Loans Issued

ENDOWMENT FUND: PROFIT AND LOSS STATEMENT

	Resource	YTD Actuals	YTD Budgets	YTD Variance	Annual Budget
INCOME	Rental Income	(\$1,127,220)	(\$1,075,402)	\$51,818	(\$1,182,891)
	Operating Contributions	(\$189,547)	(\$155,852)	\$33,695	(\$171,430)
	Water Charges - Internal Charges	\$4,037		(\$4,037)	
	Rates Expense - Internal Charges	\$185,561	\$168,520	(\$17,041)	\$185,364
	Total	(\$1,127,169)	(\$1,062,734)	\$64,435	(\$1,168,957)
EXPENSES	External Rates	\$10,917	\$11,033	\$116	\$11,264
	Electricity	\$683	\$1,080	\$397	\$1,188
	Insurance	\$41,320	\$41,319	(\$1)	\$41,319
	Legal Services	\$40,588		(\$40,588)	
	Consumables	\$4		(\$4)	
	Service Providers	\$26,708		(\$26,708)	
	Interest Received Special Funds	(\$1,080,839)		\$1,080,839	
	Staff Remuneration		\$2,500	\$2,500	\$2,277
	Total	(\$960,620)	\$55,932	\$1,016,552	\$56,048
	GAIN/LOSS				
Unrealised Loss on Change in FV other	\$165,854		(\$165,854)		
Loss on Fair Value of Invstmnt Prop		(\$270,000)	(\$270,000)	(\$270,000)	
Unrealised Gain on Change in FV Other	(\$643,239)		\$643,239		
Total	(\$477,385)	(\$270,000)	\$207,385	(\$270,000)	
Total (Surplus)/Deficit	(\$2,565,174)	(\$1,276,802)	\$1,288,372	(\$1,382,909)	

Interest Accrued on Loans Issued
\$221,219

Total value of MEF assets:
\$56,324,607

What is the value of our SIP Properties?
\$21,858,500

Total Strategic Property asset value:
\$78,183,107

STRATEGIC INVESTMENT PROPERTIES: PROFIT AND LOSS STATEMENT

	Resource	YTD Actuals	YTD Budgets	YTD Variance
INCOME	Rental Income	(\$383,552)	(\$116,212)	\$267,340
	Operating Contributions	(\$53,085)	(\$37,506)	\$15,579
	Fees & User Charges		(\$339,181)	(\$339,181)
	Water Charges - Internal Charges	\$4,796		(\$4,796)
	Rates Expense - Internal Charges	\$104,450	\$112,083	\$7,633
Total		(\$327,390)	(\$380,816)	(\$53,426)
EXPENSES	External Rates	\$6,546	\$6,912	\$366
	Electricity	\$2,538	\$4,374	\$1,836
	Insurance	\$19,909	\$20,620	\$711
	Legal Services	\$0		\$0
	Management Fee		\$7,034	\$7,034
	Service Providers	\$3,944	\$6,010	\$2,066
Total		\$32,937	\$44,950	\$12,013
Total (Surplus)/Deficit		(\$294,453)	(\$335,866)	(\$41,413)

Resolution to Exclude the Public

Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Confirmation of the Economic Development Committee Public Excluded Minutes 27 March 2025) Good reason to withhold) information exists under) Section 7 Local Government) Official Information and) Meetings Act 1987	Section 48(1)(a)
C2. Strategic Property Update - May 2025		
C3. Strategic Issues Update (Public Excluded Matters)		
C4. Co-Lab Constitution Amendment		

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to enable Council to carry out commercial activities without disadvantage	Section 7 (2) (h)
	to enable Council to carry out negotiations	Section 7 (2) (i)
Item C3.	to enable Council to carry out commercial activities without disadvantage	Section 7 (2) (h)
	to enable Council to carry out negotiations	Section 7 (2) (i)
Item C4.	to protect the privacy of natural persons	Section 7 (2) (a)