

First adopted:	28 August 2025
Revision dates/version:	Version 1/August 2025
Next review date:	28 August 2028
Engagement required:	N/A
Document Location	Events Policy - 28 August 2025 - FINAL Approved.docx
Associated documents:	Our Vision for Hamilton Kirikiriroa; He Pou Manawa Ora; Event Sponsorship Policy; Community Grants Policy; Disability Action Plan; Events Enablement Work Programme
Sponsor/Group:	General Manager Partnerships, Communication and Maaori

Events Policy

Ko te Puutaketanga

Purpose

1. The purpose of this policy is to:
 - a) Enable Hamilton to reach its full potential as an event enabling and welcoming city.
 - b) Outline Council's roles and responsibilities relating to city events, with a particular focus on:
 - Facilitating event-planning and implementation
 - Making it easy to hold city events while maintaining safety, public health and accessibility standards, and minimising disruption to local communities and businesses
 - Encouraging and enabling city events generally that contribute to the city's strategic direction and add to the city's vibrancy, community spirit, cultural diversity, and economic potential.

Ko te Whaanuitanga

Scope

2. This Policy applies to all city events whether on council property or more generally that council has a role in facilitating, except for:
 - a) Private events on private land not accessible by the public
 - b) Demonstrations and rallies
 - c) Events held outside the jurisdiction of Hamilton City Council.

Ko ngaa Whakamaaramatanga

Definitions

Term	Definition in this Policy
Event	An organised temporary activity that has some impact on the community.

Ko ngaa Tikanga Whakahaere Kaupapahere

Policy Principles

3. The guiding principles for this Policy are:

Customer service

- a) Council will provide clear communication and timely customer service to support a streamlined and responsive event permitting process.

Diverse year-round programme of events

- b) The Council will ensure there are a variety of events that are representative of its diverse communities. It will collaborate with community groups, iwi and Maaori, and local businesses

to make them happen, communicating and promoting events that support the richness, voice and diversity of Kirikiriroa and grow the audience base.

Health, safety, and environmental care will be a priority for all Hamilton events

- c) The Council prioritises the safety and well-being of event participants and the community, ensuring all events adhere to the health and safety standards and other on Kirikiriroa Hamilton's environment, climate and supporting waste minimisation plans to protect the city's blue and green spaces.

Ko ngaa Tikanga Policy

4. The Council will ensure streamlined systems and processes to:
 - a) Ensure permitting and event enquiries are channelled through one point of contact wherever possible and event organisers will know who to contact and how.
 - b) Provide permit decisions within designated timeframes.
 - c) Provide clear guidelines, timelines, and permitting requirements.
 - d) Provide support for event managers in preparing emergency preparedness plans for high-risk events.
 - e) Conduct risk assessments for high-risk events to determine additional actions.
 - f) Implement continuous improvement in processes and requirements.
5. The Council will provide ready advice and support to anyone holding a city event, whether on Council's property or generally as needed. Council staff will:
 - a) Offer guidance and resources.
 - b) Provide specific advice on regulatory matters; including but not limited to noise and traffic management requirements.
 - c) Consider additional investment in advice and support through long-term and annual planning.
 - d) Identify suitable spaces and council venues for hosting events; and provide maps and details to event organisers.
 - e) Invest in improvements or new infrastructure to enhance event hosting capacity.
 - f) Support and advise event organisers on the sustainable practices, such as composting, reduce single-use plastics, and promoting public transport and inform them on Maatauranga Maaori waste minimisation practices that may be utilised.
 - g) Monitor and review events for compliance, providing feedback and support.
6. The Council will partner with others to deliver city events, and Council staff will:
 - a) Engage with community groups, iwi and Maaori, local businesses, and other stakeholders for input and feedback on city events that the Council holds and encourage their involvement in event planning and execution.
 - b) Support Kaupapa Maaori events and undertake early engagement in planning and decision making with iwi and Maaori led organisations to ensure the partnership pillar and outcomes outlined in He Pou Manawa Ora (Pillars of Wellbeing Strategy) are upheld.
 - c) The Council may develop formal partnership agreements outlining roles, responsibilities and expectations for selected events, and as determined from time to time.

7. The Council will fund and/or sponsor selected events, and Council staff will:

- a) Promote and provide grants or funding for community-led events that meet identified expectations within the Council's Community Grants Policy.
 - b) Determine grant funding and sponsorship options and levels through the Council's long-term and annual planning.
 - c) Work with community groups and event organisers to support the exploration of additional external funding sources to support event activation.
 - d) Ensure due consideration is given to achieving the Council's core city strategies and plans, including (but not limited to) the Central City Transformation Plan, He Pou Manawa Ora and Rangatahi Action Plan as part of the application for grants and/or sponsorship assessment process.
8. The Council will promote Hamilton City events, and Council staff will:
- a) Use Council media and social media channels to promote Council-led or sponsored events.
 - b) Offer promotional support for events with wide community reach or interest.
 - c) Maintain partnerships with key stakeholders for major event promotion and activation.

Ko te Aroturukitanga me te Whakatinanatanga **Implementation**

Monitoring and

- 9. Implementation of the policy will be monitored by the General Manager Partnerships, Communication and Maaori.
- 10. The policy will be reviewed in response to any issues that may arise, every three years, at the request of Council or in response to changed legislative and statutory requirements (whichever occurs first).

Ko ngaa Tohutoro **References**

Local Government Act 2002
 Major Events Management Act 2007
 H3 (Destinations Group, Hamilton City Council) venue use requirements
 Hamilton City Council Event Sponsorship Policy
 Red tape and barrier feedback from CBD event holders 2025
 Waikato Arts Navigator 2023