

Draft QLDC Events Policy 2025

1 PURPOSE

The purpose of this policy is to ensure that events in our district bring people together in a way that helps boost the wellbeing of the community. This policy outlines the benefits that the community expects from events and enables Council to consistently support events that align with these expectations.

2 SCOPE

This policy guides the work of the Council when facilitating, delivering, ensuring strategic alignment and providing funding to events. It also informs the Council's Events Policy Guidelines, which accompany this policy and sets out procedural matters and decision making.

3 DEFINITIONS

Event – an organised, temporary activity that has some impact on the public.

Commercial events – delivered by a commercial entity with the intent to make a profit. Commercial events can include public or private events.

Community events – driven and led by local communities, intent is to deliver community outcomes.

Council assets – indoor and outdoor venues including all public spaces and event infrastructure that are owned or managed by QLDC.

4 STRATEGIC ALIGNMENT

Events often play an important role in helping to achieve strategic outcomes for the district. This policy aims to ensure that events are supported in a manner that helps achieve these outcomes for the community. These strategic outcomes are outlined in a range of different strategies and plans, such as:

Climate and Biodiversity Plan 2022 -2025

Community Facility Strategy 2020

New Pathways to a Thriving Future – Economic
Diversification Plan

QLDC – CODC Sub Regional Recreation and Sports
Facilities Strategy 2020

QLDC Disability Policy

QLDC District Plan

QLDC Library Strategy 2020-2030

QLDC Long Term Plan 2024-2034

QLDC Statement of Diversity Equity and Inclusion

QLDC Strategic Framework, QLDC Long Term Plan

QLDC Tree Policy

Queenstown Lakes Spatial Plan

Queenstown Lakes District Welcoming Plan 2024-2027

Parks and Open Spaces Strategy 2021

Smoke and Vape Free Policy

Te Muka Toi, Te Muka Tākata | The Creativity, Culture and
Heritage Strategy for the Queenstown Lakes District

Travel to a Thriving Future – A Regenerative Tourism Plan

Vision Beyond 2050

Waste Minimisation and Management Plan 2018

Council will work to comply with the instruments set out below when supporting events:

Camping Ground Regulations 1985	Sale and Supply of Alcohol Act 2012
Food Act 2014	Smokefree Environments and Regulated Products Act 1990
Health Act 1956	Water Services Act 2021
Health & Safety at Work Act 2015	<i>Secondary legislation:</i>
Local Government Act 2002	Activities in Public Places Bylaw 2023
Reserves Act 1977	Alcohol-Free Areas in Public Places Bylaw 2018
Resource Management Act 1991	Navigation Safety Bylaw 2025

4.1 OBJECTIVES

QLDC supports community wellbeing and the achievement of key strategies by ensuring that events are delivered well and meet the needs of our communities:

Event delivery objectives:

Respect QLDC's statement of Diversity, Equity and Inclusion.¹

Ensure the safety of event participants, workers, residents and audiences.

Minimise the adverse impacts of events on the district, including the environment.

Community building objectives:

Maximise the local economic benefit that events bring by attracting visitors to events and using local suppliers where possible.

Bring people together in ways that help create a positive sense of community.

Create opportunities for residents and visitors to participate in and attend events.

Respect and celebrate Mātauraka Kāi Tahu.²

Protect and celebrate the unique identity of this place.

¹ QLDC's Diversity, Equity and Inclusion statement ensures we are a place where all staff, residents, visitors, and partners feel valued, respected, and have equal opportunities for growth and success.

² knowledge, wisdom, understanding, skill. Use of 'k' instead of 'ng' is in line with linguistic differences between standard Māori and Southern Kāi Tahu dialect.



4.2 PRINCIPLES

Council will ensure alignment with the following principles when supporting events:

1. Acknowledge all events may not achieve all objectives equally, but an event should not contravene any of the objectives.
2. Work collaboratively, using impartial and objective decision-making.
3. Consider the impact on community access and alignment to Policy objectives when deciding whether to accept or decline proposed event bookings.

4. Offer clear communication and timely customer service to event organisers.
5. Proactively support community and business groups to develop and attract events that align with the policy.

5 MONITORING AND REVIEW

Evaluation of this policy will include the review of the impact of events across the objectives identified above. Information sources to monitor and evaluate events may include:

- Debrief reports from events organised by QLDC
- Economic Impact reports
- Event organiser reports from events that have received QLDC funding
- Event participant feedback surveys
- Financial reporting related to QLDC venue bookings and other event related income and expenses
- Regulatory reporting
- Relevant Quality of Life survey results

6 ROLES AND RESPONSIBILITIES

6.1 COUNCIL'S ROLE

1. Facilitation between event organisers and internal Council departments regarding access to Council assets and Council required permissions.
2. Directly undertaking the initiation, planning and delivery of New Year's Eve celebrations in order to manage general public safety and offer a family friendly experience.
3. Directly supporting events that mark significant national commemorations and public holidays.
4. Deliver programmes run by QLDC Community Services directorate that may include community events.
5. Ensuring strategic alignment of events. This is accomplished through ensuring events align with community outcomes and Event Policy objectives, proactively improving Council processes to ensure we are an event friendly district and considering future demand for Council assets.
6. Providing co-funding in alignment with this Policy. Council commits to providing funding to events through its Ten-Year Plan process.
7. When appropriate, proactively attracting events to the district that leverage Council assets and align with the objectives of this policy.
8. Provide appropriate guidance and process necessary approvals. Monitor and enforce adherence to any conditions.
9. Providing opportunities to build capability amongst event organisers and recognition of aligned events.
10. Monitoring and measuring the impact of events.
11. Actively supporting local business and community groups, Kāi Tahu, Regional Tourism Offices, New Zealand Major Events and other key stakeholders to attract and develop events that align with the policy.

DIVISION	RESPONSIBILITIES
Assurance, Finance and Risk	Approvals for alcohol licensing, environmental health, monitoring of resource consents, parking, waterways and environment health.
Community Services	Council venues and reserve assets booking, approval and management. Engagement with community groups and organisations. Maintenance of parks, reserves and sports fields. Management of Reserve Management Plans.
Corporate Services	Promotion of QLDC organised events, may include public notification of potential impact on the public of other events, receive community enquiries regarding events and temporary parking permit requests through Customer Services.
Planning and Development	Assessing and issuing Resource and Building Consents and engineering certificates. Review and approval of traffic management plans. Management of the District Plan and Resource Management Act.
Property and Infrastructure	Review and approve the utilisation of road corridor including road closures and large parking requests for events. Licenses and lease administration. Provision and maintenance of Council assets and venues. Review of event Waste Minimisation and Management plans and associated reporting.
Strategy and Policy	<p>Strategic oversight and delivery of QLDC's own events programme, provision of information, capability-building, opportunities and advice to event organisers, facilitating and issuing event permits, managing event funding processes, partnership with Regional Tourism Offices and New Zealand Major Events. Ownership of the Events Policy.</p> <p>Assisting with the requirements under the Climate and Biodiversity Plan 2022-2025 (or its successor).</p>

6.2 GOVERNANCE

GROUP	MEMBERSHIP	PURPOSE
Council	Elected members including Chief Executive	Oversight of the Events Policy and annual funding approval.
Events Panel	Four elected members of Council selected by the Mayor.	Convenes annually to evaluate funding applications and recommendations made by the Events Office. Independent advice may also be sought by the panel as necessary.
Events Forward Programme	General Manager Strategy & Policy, General Manager Community Services, senior QLDC management staff representing Community Venues, Economic Futures, Legal, Parks and Monitoring & Enforcement teams.	Meets to connect senior staff across strategic event matters and the forward programme of events in our district. The aim is to strengthen event decision making and to ensure information flow through the organisation.

APPENDIX 1 – MAPPING OF EVENTS OBJECTIVES TO WELLBEING OUTCOMES AND RELEVANT STRATEGIC DOCUMENTS

Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
Healthy and fulfilled people People live safe, meaningful lives with good physical and mental health	Queenstown Lakes District Welcoming Plan 2024-2027 Relevant objective: Welcoming Communications: Council communication materials and messages are inclusive and reflect the diversity of the local community. Council encourages other agencies, businesses, and organisations to follow this model.	Ensure the safety of event participants, workers, residents and audiences.

Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
<p>A good standard of living</p> <p>People have good livelihoods, with access to quality employment and education. Individuals, families and whānau are able to prosper and support themselves</p>	<p>New Pathways to a Thriving Future – Economic Diversification Plan</p> <p>Aims for the district to have a resilient and sustainable economy that offers a diverse range of career and income opportunities.</p> <ul style="list-style-type: none"> • Pillar 3: Grow niche export industries <ul style="list-style-type: none"> ○ The potential for niche opportunities is understood ○ Business within the niche grow ○ New businesses are attracted because of the strength of the niche. <p>There is a particular focus on the technology, outdoor economy, environmental enterprise and food and beverage sectors.</p> <ul style="list-style-type: none"> • Pillar 2: Our hosting expertise supports diversification <ul style="list-style-type: none"> ○ Exportable tourism and hospitality products and services grow. ○ The value of creative industries rises <p>Queenstown Lakes District Welcoming Plan 2024-2027</p> <p>Relevant objective:</p> <p>Equitable Access: All community members are well informed about the services available in the community. Newcomers are made aware of and are using these services.</p>	<p>Maximise the local economic benefit that events bring by attracting visitors to events and using local suppliers where possible.</p>
<p>A healthy natural environment</p> <p>The mauri of the taiao is respected and preserved. Air, water, land, and biodiversity is healthy and its natural beauty endures</p>	<p>Climate and Biodiversity Action Plan</p> <p>Aims for the district to reduce its greenhouse gas emissions by 44% by 2030 and achieve net-zero greenhouse gas emissions by 2050.</p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> • We are committed to zero waste. • Our tourism system is regenerative by 2030. <p>Travel to a thriving future – A regenerative tourism plan</p> <p>Aims for tourism in Queenstown Lakes to be regenerative by 2030.</p>	<p>Minimise the adverse impacts of events on the district, including the environment.</p>

Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
	<p>Relevant objectives:</p> <ul style="list-style-type: none"> • (Visitor economy to) reach carbon zero by 2030. Decarbonising means eliminating the use of fossil fuels and cutting greenhouse gas emissions. • (Visitor economy to produce) zero waste and pollution • Evolve marketing plans and influence partner organisations to change the business mix, attracting market segments with a lower carbon-intensity and higher value. <p>Parks and Open Spaces Strategy</p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> • Open spaces are treasured and protected <p>Waste Minimisation and Management Plan 2018</p> <p>Aims to improve the efficiency of resource use and reduce harmful effects of waste in the district.</p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> • Provide and support opportunities to minimise waste through reduction, reuse, recycling and recovery (in priority order) • Educate and support generators (residents, visitors, and businesses) with options and responsibilities • Avoid or mitigate any adverse effects on public health or the environment 	
<p>Connected communities</p> <p>Communities and networks are cohesive and provide opportunities for positive social interaction and support</p>	<p>Creativity, Culture and Heritage Strategy 2024</p> <p>Relevant objectives:</p> <p>Build supportive communities, facilitating connections to culture and heritage.</p> <p>Provide opportunities for our diverse communities to showcase their work and connect with others.</p> <p>Travel to a thriving future – A regenerative tourism plan</p> <p>Aims for tourism in Queenstown Lakes to be regenerative by 2030. Pillar 1 is focussed on</p>	<p>Bring people together in ways that help create a positive sense of community.</p>

Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
	<p>aligning community wellbeing and values with visitor experiences.</p> <p>Relevant objective:</p> <ul style="list-style-type: none"> Align visitor experiences with the DMP's core values (Manaakitaka / hospitality, tautiataka / guardianship, whanaukataka / family and community focussed) and guiding principles (building communities, enabling regeneration, demonstrating leadership, working together, embracing change). <p>Queenstown Lakes District Welcoming Plan 2024-2027</p> <p>Relevant objective:</p> <p>Culture and identity: Newcomers and the receiving community understand what values they each hold dear.</p>	
<p>Belonging & Identity</p> <p>People of all backgrounds feel a sense of belonging. People are able to practice and share culture and traditions</p>	<p>Queenstown Lakes District Welcoming Plan 2024-2027</p> <p>Relevant actions:</p> <ul style="list-style-type: none"> Inclusive Leadership: As the indigenous peoples of Aotearoa New Zealand, Māori – represented by tangata whenua, mana whenua, iwi and hapū and/ or other hapori Māori – have a prominent role in the Welcoming Plan activities. Connected and Inclusive Communities: Different cultures are celebrated and people are supported to express their cultural beliefs and customs, including language and religious practices. Culture and Identity: Receiving communities and newcomers share and celebrate their cultures with each other, facilitated by the Council and others in the community. <p>Creativity Culture & Heritage Strategy 2024</p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> Establish a strong working relationship with Kāi Tahu. Honour our role as Takata Tiriti (People of the Treaty) and in support of Te Ao Māori. In partnership with Kāi Tahu, recognise, value and celebrate Kāi Tahutaka and mātauraka, 	<p>Create opportunities for residents and visitors to participate in and attend events.</p> <p>Protect and celebrate the unique identity of this place.</p> <p>Respect and celebrate Mātauraka Kāi Tahu.</p> <p>Respect QLDC's statement of Diversity, Equity and Inclusion.</p>

Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
	<p>including Kāi Tahu stories of place.</p> <ul style="list-style-type: none"> • Protect and promote tangible and intangible heritage. • Continue to increase understanding and awareness of mana whenua, local culture, stories and heritage. • Provide places for authentic connection and unique senses of place - celebrating our community stories for locals and visitors to the district. • Support the development of cultural experiences that are aligned with community values. <p>Travel to a thriving future – A regenerative tourism plan</p> <p>Aims for tourism in Queenstown Lakes to be regenerative by 2030. Pillar 1 is focussed on aligning community wellbeing and values with visitor experiences, including protecting and enhancing culture and heritage by infusing them into visitor experiences</p> <p>Relevant objective:</p> <ul style="list-style-type: none"> • Align visitor experiences with the DMP's core values (Manaakitaka / hospitality, tautiataka / guardianship, whanaukataka / family and community focussed) and guiding principles (building communities, enabling regeneration, demonstrating leadership, working together, embracing change). 	

APPENDIX 2 – QLDC STRATEGIC FRAMEWORK

OUR STRATEGIC FRAMEWORK

