

New Zealand
Major Events
Strategy





The New Zealand Government works in partnership with the events sector to support New Zealand's growing reputation as an attractive destination for major events of global significance.



New Zealand Major Events Role



An advisor to government Ministers on the value the New Zealand events industry brings to the economy.



A partner with the events sector to attract major events, boost sector capability and leverage benefits arising from events to maximise them for New Zealand.



An investor to ensure valuable legacy outcomes that align with government's Major Events Strategy are delivered through major events.*



A one-stop-shop for event organisers to help them navigate their involvement with government.

** For the criteria and contestable application process go to www.majorevents.govt.nz*





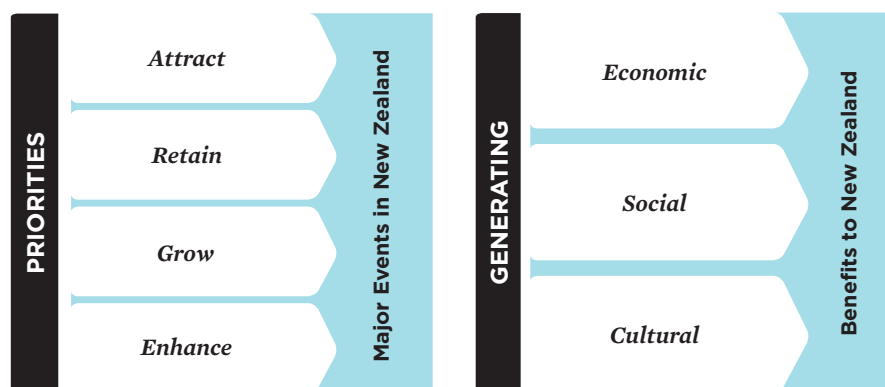
What is the Major Events Strategy?

The government invests in major events that generate significant **immediate** and **long-term** benefits and align with wider government objectives through leverage and legacy opportunities.



Vision

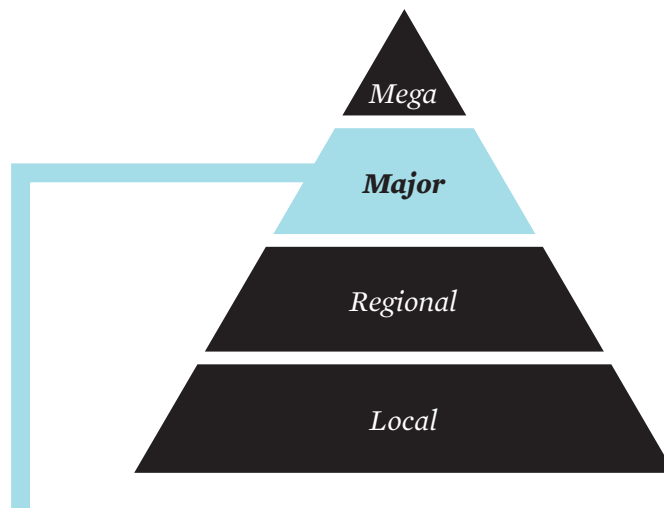
New Zealand is a world class events destination where major events generate **economic**, **social** and **cultural** benefits to New Zealand.





Focus

What is a major event?



From government's perspective a major event:

- Generates significant economic, social and cultural benefits to New Zealand
- Attracts international participants and spectators
- Has a national profile outside of the region in which it's being held
- Generates significant international media coverage in markets of interest





Impacts

- ⌚ Increased tourism revenue
- ⌚ Increased opportunities for New Zealand brand promotion
- ⌚ Creation of business and trade opportunities
- ⌚ Increased participation in sports, art or culture
- ⌚ Increased employment opportunities
- ⌚ Opportunities to increase national identity and pride
- ⌚ Enhanced events sector capability



Long-term Outcomes

- ⌚ High value economy
- ⌚ Vibrant communities and culture
- ⌚ Flourishing events sector



Measuring Progress

- ⌚ Regular evaluation





Priority Actions

- ④ Smart investment of the Major Events Development Fund in events with the most potential for economic return
- ④ Continue to ensure that events activate leverage and legacy plans that deliver on wider government objectives
- ④ Implement the revised decision-making structure for the Major Events Development Fund - including establishing the Major Events Ministers Group and Major Event Investment Panel
- ④ Develop a prospecting plan to enhance New Zealand's ability to attract major events
- ④ Develop a stronger model for evaluating the economic, social and cultural benefits of major events
- ④ Continue to implement the Business Events Strategic Approach alongside Tourism New Zealand
- ④ More effectively communicate the government's Major Events Strategy to the New Zealand events sector and reinforce New Zealand's reputation as a world class events destination
- ④ Continue to support sector capability building through the Major Events Resource Bank





Key Partners and Stakeholders

*Central
government*

*Industry
associations*

Communities

Individuals

*Event
industry*

*Charitable
trusts*

*Creative,
sporting &
cultural
sectors*

*Venues &
suppliers*

*Regional
and local
entities*

Sponsors

*Media &
broadcasters*

*Rights holders
& parent
organisations*





Contact

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