

EVENTS



The Otago Community Trust's goal is to contribute to a mixture of great events in our region that make it a vibrant and exciting community to live in. The Trust acknowledges that well organised events bring benefits to our community including showcasing our unique region and talents, exposing us to innovative ideas and building local skills and infrastructure.

Our priorities

The Trust supports events that can show significant benefit to the wider community including broad public engagement, local, social and economic benefit and well planned support for volunteers. Events that are likely to be held again in following years should have a vision for how they will move towards being financially independent.

Background

Events are a celebration, activity, exhibition or staged performance open to the general public for a limited time. Festivals are a collection of events that celebrate a general theme and are promoted as one within this theme. Conferences and workshops should demonstrate benefits to the wider community as well as how public access will be promoted.

Events are held across a variety of sectors including performing arts, sport, heritage and culture. The Trust supports a mix of the following types of events across Otago:

- International Events: Events with international participants and interest hosted by the local community.
- Hallmark Events: Closely associated with the identity and image of the region. They have a high profile, promote our regions uniqueness and provide an opportunity to showcase innovation to local audiences;
- Special Events: Usually topic or special interest based, attracting visitors regionally or nationally;
- Community Events: Staged for, and usually by, local communities to celebrate the heritage or unique aspects of a local area;

What we provide donations for

Examples of what the Trust may contribute to:

- Supporting a local community to run a festival celebrating a region or theme;
- Bringing a national or an international performance to Otago as part of a Festival;
- Staging an international sporting event attracting large numbers of participants;
- An event that showcases local talent and builds the skills of volunteers.

Assessment Criteria

Evidence that the event:

- Is held locally and meets a local need;
- Celebrates a unique aspect of our region culturally or geographically;
- Can demonstrate economic, cultural and/or social benefits for the local community;
- Is innovative and adds something unique to the events calendar across the region;
- Is well publicised using a variety of media;
- Contributes to building skills and experience in the community through use of volunteers, educational strategies and innovative programming;
- Has potential to attract a broad audience, demographically and/or geographically;
- Has skilled organisers managing the event;
- If the event will be held again, consideration of how it will become financially independent and viable;
- Is scheduled for a time that does not significantly clash with another event and is part of an events calendar;
- Has a financial budget with well reasoned assumptions.

EVENTS

What we support.....



Additionally for events with a budget over \$50,000 the following information is required:

- Relationships, partnerships and networks exist across the community;
- Has adequate resources and balance of revenue streams;
- Has considered available supportive infrastructure (hotels, transport, visitor services);
- Has facilities available to host the event;
- Has a vision for how the event will develop over the coming years.

Evaluation

After the event a report will be required describing the following:

- Actual attendance versus projected attendance.
- Volunteer participation as percentage of local population;
- Volunteer involvement and the nature of this;
- Strength of collaboration and participation of partners e.g. local business, local authorities;
- Results of community consultation in planning and evaluation;
- Audience satisfaction;
- For hallmark and major events a description of economic, social and cultural benefits.

The staff at the Trust are happy to answer any questions you may have. If you are thinking of applying for a donation we recommend you contact us to discuss your ideas before filling out an application form.

Application Forms are available from our web site www.oct.org.nz.



Contact us for an application form or more information:

Tel: 03 479 0994 or

Toll Free: 0800 10 12 40

Fax: 03 477 1869

Email: info@oct.org.nz

Web: www.oct.org.nz

Level 2, Community Trust House
Corner Moray Place & Filleul Street
PO Box 5751, Dunedin 9058