

Event Host Information Pack



Contents:

Introduction

Programme Listing Criteria/Advice

Event Grant Funding Criteria/Advice

Risk Management Advice, Template

Communications Advice, Template

Dear prospective event host,

Thank you for taking an interest in running an event for Tuku 22 Whakatū Heritage Month in April 2022.

We are really looking forward to a wealth of ideas from the community, and some great ideas have already come forward. After last year's successful launch of our "Tuku" branding, we are all rearing to go!

Please use this information pack as a guide to planning your event and to assist you in making an application for its inclusion in the programme.

If you want to talk directly to someone about your event idea before or after you make your application, please contact me at the details below. I would absolutely love to hear from you, no matter how small or under development your idea may be.

To make an application to add an event to the program, first, fill in an event listing application on the Nelson City Council website.

Then and **only if you wish to apply for grant funding**, fill in a separate grant fund application on the same site.

Once again, thanks for your interest in getting involved in Tuku 22 Whakatū Heritage Month.

Tom Ransom

Arts and Heritage Adviser

Nelson City Council

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Programme Listing Inclusion Criteria/Advice

For Tuku 22 Whakatū Heritage Month event applications to be accepted and added to the 2022 programme, the following suitability criteria must be met:

1. Events should be on a history/cultural heritage theme.
2. Events should be available for the public to attend. Event hosts can charge for events and have a booking system to control numbers, but no "invite only" events will be added to the programme.
3. Events should be located within the Nelson City Council rates boundary.

OR:

If not located within the Nelson City Council rates boundary, applications must be:

- On a history/cultural heritage theme
 - Self-financing (no event grant funding can be applied for)
 - Not-for-profit
 - Within an hour's travel from Nelson City CBD.
4. An online application form should be submitted on the Nelson City Council website by the closing date.
 5. Events should be run/organised by the applying event host.
 6. Event hosts agree to be responsible for carrying out health and safety risk assessments, including COVID 19 controls, and shall provide a copy of their event risk assessment forms to Council.
 7. Event hosts agree to Council marketing their event in the Tuku 22 Whakatū Heritage Month programme and other marketing that Nelson City Council decides to carry out.
 8. Inclusion in the Tuku 22 Whakatū Heritage Month programme is at the discretion of Nelson City Council as assessed by Council's selection panel.

Event Grant Funding Criteria/Advice

The Match Funding Model

The grant funding of events in Tuku 22 Whakatū Heritage Month is all about partnership and joint contributions. Money from Nelson City Council can be paid to event hosts to assist with delivering events if they can show a similar degree of investment in time or money from their side.

In recognition that some people cannot put up cash funds this “match funding” model allows voluntary time to be valued at \$20 an hour as matching, alongside any funds you may have.

Grant funds are often oversubscribed. Grant applications can be as small as you like. Often, just a few hundred dollars may take away your barriers to running an event. The upper end of grant payouts is limited to about \$2000 per event, but at that figure, or above, an event accommodating significant numbers of people, (over 300) or complexity will be expected.

Charging for Grant-Funded Events

Grant-funded event hosts can, in addition, set a charge for participants to attend their event. However, it is assumed that any grant received will reduce or subsidise the ticket price to attendees so that it is more accessible. This must be demonstrated in your application. A condition of the grant is to share all accounts with Council. Grant-funded events should not make a significant profit (after costs) for organisers. If profit is derived, this must be managed in either of the following ways:

- The organiser agrees to “pay forward” the profit by declaring it as cash input to any future Tuku Whakatū Heritage Month grant fund applications.
- The organiser agrees to donate the profit to a heritage-based charitable trust.

Grant Funding Criteria

The following funding criteria will be used by the Council’s assessment panel to consider applications:

1. Events must have a history/cultural heritage focus and must be open to members of the public within the Nelson City Council boundaries to attend. Or, they must benefit Nelson residents in other ways.
2. Funded partners must be prepared to sign a Community Grant Agreement with Council and share their accounts for the event by completing a post-event report. (Contact Tom Ransom to see an example of a grant agreement)

3. A preference will be given for projects/activities which show an element of working in partnership, both toward funding and delivery. This may include working with other not-for-profit organisations, funders, or sponsors.
4. Preference will be given to projects/activities that meet one or more of the “Especially Favoured Characteristics” noted below.
5. Successful applicants must acknowledge Nelson City Council’s and Tuku 22 Whakatū Heritage Month support in promotional material wherever possible by using approved Tuku22 logos.
6. Other factors that will be considered are:
 - The value of the project to the community in comparison with the cost to Council
 - The size of the event and its reach, particularly the expected audience size
 - The degree of match funding provided by the event host
 - The level of wider community involvement in the project
 - The past achievements or potential of the event host in managing events
 - Contribution to other Council policies/strategies.

Especially Favoured Characteristics:

For Tuku 22 Whakatū Heritage Month, applications that achieve any of the following characteristics will be looked on particularly favourably:

1. Events that can demonstrate they can still run safely at COVID-19 Alert Level 2 as well as Level 1
2. Events that celebrate or mark Māori heritage, particularly those that have undergone appropriate consultation with iwi or specialist Māori heritage groups
3. Events that celebrate or mark other non-European migrant heritage
4. Events that are specifically designed to attract audiences that are under 50 years old
5. Events that request less than \$500 of grant funding.

What won't be funded?

The following factors will mean an event cannot be financially supported with a grant:

- Activities held outside the Nelson City Council administration area
- Political parties
- Duplication of existing public or private programs operating close to each other
- Purchase or improvement of privately owned assets
- Activities already completed - no retrospective funding.

- Public services that are the responsibility of central government (e.g., core education, primary health care)
- Private events.

The Grant Application Process:

- **October 2021**- Tuku 22 Whakatū Heritage Month grant and listing applications are opened and are promoted.
- **20 December 2021** - Grant application deadline.
- **January/February 2022**- Grant applications are assessed by the grant assessment panel. This panel is made up of three people: two heritage staff members and a third staff member from outside the heritage team.
- **February 2022**- Negotiations are undertaken with applicants, particularly if a lower amount of grant money is offered to them than requested in their application. Grant agreements are signed by event hosts.
- **March 2022**- payment is provided to all grant recipients once they have sent in their health and safety plans.

Risk Management Advice

Every event should undertake a risk assessment. The key aims of risk assessment are to prioritise the risks – i.e. rank them in order of seriousness and plan how to make all risks small by either eliminating the hazard altogether; or if this is not possible, controlling the risks so that harm is unlikely.

COVID 19

During the COVID-19 pandemic, all event hosts will need to comply with any measures set by the Government that relate to different alert levels. How these controls will be implemented needs to be in the risk assessment.

Risk Assessment Steps

Step 1: Identify hazards, i.e. anything that may cause harm

When considering the hazards associated with your event, make sure that you consider setting up and packing out after the event as well as the event itself.

Step 2: Decide who may be harmed and how

What are the consequences if someone does get hurt?

Step 3: Assess the risks and take action

Consider how likely it is that each hazard could cause harm. This will determine whether or not you should put controls in place to reduce the level of risk. What are those controls?

Step 4: Make a record of the findings

This record should include details of any hazards noted in the risk assessment and actions taken to reduce or eliminate risk. This record provides proof that the assessment was carried out. The risk assessment is a working document. You should be able to read it. It should not be locked away in a cupboard.

Step 5: Review the risk assessment

If your event is running for multiple days or sessions, you should review it at a toolbox meeting to make sure any controls are in place and working and that nothing has been missed.

Each venue and event will have its own hazards. Some potential hazards that you could consider are:

Vehicles *Movement during set up and event? Parking?*

Trips & slips *Cables, uneven ground, stairs?*

Lifting *E.g. heavy or awkward items*

Equipment in use *Electrical? Heat e.g. BBQ or heat guns?*

Capacity for visitors *E.g. confined spaces?*

Hygiene *Food safety? Toilets?*

Environmental *Sun? Rain? Cold?*

Fire or earthquake *What are the emergency procedures? Evacuation?*

Accidents *Is first aid available?*

This risk management plan should make the basis for the health & safety briefing you give your crew before the event. Remember to keep a record of who has been briefed.

See a template of a health and safety risk assessment and a risk matrix below as a suggestion of how to present your risk assessment paperwork. This completed template should be presented to Council once you receive confirmation your event is in the programme.

Health and Safety Risk Assessment

PROJECT/EVENT/ACTIVITY:**DATE COMPLETED:****COMPLETED BY WHOM:**[illegible]

Action Plan (where controls are not effective, additional controls must be put in place):						

Competencies/Training/Qualifications Required:

Equipment and PPE Required:

Equipment Maintenance and/or Pre-Start Checks Required:

**Please provide evidence of training, Equipment Maintenance Records, Pre-Start Checks, and Safe Operating Procedures if relevant*

SIGN OFF (by all involved in the project/event/activity):

CONSEQUENCES	LIKELIHOOD of the given consequence occurring
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Minor injury requiring only first aid or less	Serious injury on one person requiring medical treatment	Notifiable injury of workers or public	Single fatality of workers or public	Multiple fatalities of workers or public				
Insignificant(1)	Minor (2)	Moderate (3)	Major (4)	Extreme (5)	Descriptor	Qualitative guidance statement	Indicative Probability range %	Indicative frequency range (years)
Medium (5)	Medium (10)	High (15)	Very High (20)	Very High (25)	Almost certain (5)	The consequence can be expected in most circumstances OR	>90%	>1 occurrence per year
						<i>A very low level of confidence/information</i>		
Medium (4)	Medium (8)	High (12)	High (16)	Very High (20)	Likely (4)	The consequence will quite commonly occur OR	20% - 90%	Once per 1-5 years
						<i>A low level of confidence/information</i>		
Low (3)	Medium (6)	Medium (9)	High (12)	High (15)	Possible (3)	The consequence may occur occasionally	10% - 20%	Once per 5-10 years
						<i>A moderate level of confidence/information</i>		
Very Low (2)	Low (4)	Medium (6)	Medium (8)	High (10)	Unlikely (2)	The consequence may occur only infrequently	2% - 10%	Once per 10 - 50 years
						<i>A high level of confidence/information</i>		
Very Low (1)	Very Low (2)	Low (3)	Medium (4)	Medium (5)	Rare (1)	The consequence may occur only in exceptional circumstances	<2%	Less than once per 50 years
						<i>A very high level of confidence/information</i>		

Communications and Marketing Advice

Nelson City Council will be spending at least \$10,000 in promoting and marketing the Tuku 22 Whakatū Heritage Month.

Promotions and advertisements may be undertaken in a number of ways including:

- Adverts/editorial pieces/stories in local newspapers
- Adverts and editorial pieces on local radio stations
- Displays and posters in Nelson City Council buildings, including libraries
- Promotions associated with a Tuku 22 Whakatū Heritage Month webpage on Nelson City Council's website
- Social media activity
- Articles/stories in Our Nelson
- Listings in It's On
- Tuku 22 Whakatū Heritage Month programme printing and distribution
- Plus lots more.....

You are welcome to carry out your own promotions or publicity for your event. If you are planning to do your own promotion, Nelson City Council would like to hear about what you are planning. This should be signalled in the online electric event application form and by sharing the Communications Plan template below.

Brand logos and guidelines for the Tuku 22 Whakatū Heritage Month will be provided by Council, and users must use logos/branding in compliance with any associated brand guidelines.

See a template of a basic Communications Plan below. If you are doing your own promotions, this completed template should be presented to Council once you receive confirmation of having your event in the programme.

Tuku 22 Whakatū Heritage Month Event Host Communications Plan

Name and date of event:

Name of Organiser:

Contact details of Organiser:

Phone

Email:

I require graphics of Tuku 22 Whakatū Heritage Month logos/branding and brand guidelines to use in my promotions

Yes/No

Communications Plan:

The following plan has two examples in italics to guide you:

[illegible]