

TARANAKI

like no other

Taranaki Event Toolkit

**THINKING ABOUT ORGANISING AN EVENT IN TARANAKI?
HERE'S HOW TO MAKE IT A SUCCESS**



TSB Bowl of Brooklands, New Plymouth

visit.taranaki.info

A scenic sunset over the ocean with a mountain peak in the distance. The sky is filled with large, dark clouds illuminated from below by the setting sun, creating a dramatic orange and blue glow. The ocean is calm with gentle waves. In the foreground, there is a white silhouette of a fence or railing.

TARANAKI : A SUPERB LOCATION FOR OUTSTANDING EVENTS

WHY TARANAKI?

Taranaki has an enviable track record of hosting world-class events. In part, this is driven by location (the region is dotted midway between Auckland and Wellington on the North Island's West Coast) but mostly because of the people – passionate, creative thinkers who know how to go the extra mile to make things happen and look after visitors.

This willingness of people to work together and offer support will ensure your event is memorable for all the right reasons. Going the extra mile is also par for the course for the Regional Development Agency, Venture Taranaki, which facilitates regional collaboration in the attraction, development and leverage of events, and the three District Councils who provide a range of advice and assistance to ensure your event is successful.

The region's venues are outstanding, varied and distinctive, and the cafes, accommodation choices and things to do are second to none. With Taranaki Mouna/ Mount Taranaki at the region's heart and the sparkling west coast to his side, the setting is hard to beat.



Huatoki Plaza, New Plymouth



Coastal Walkway and Len Lye Wind Wand, New Plymouth



Fitzroy Beach, New Plymouth

TOTALLY ACCESSIBLE

It's easy to get to Taranaki. New Plymouth Airport, which services the region, has been judged one of the country's best, and is just a 50-minute direct flight from Auckland or Wellington, with multiple Air New Zealand flights coming in daily. From Christchurch, it's a 90-minute direct flight.

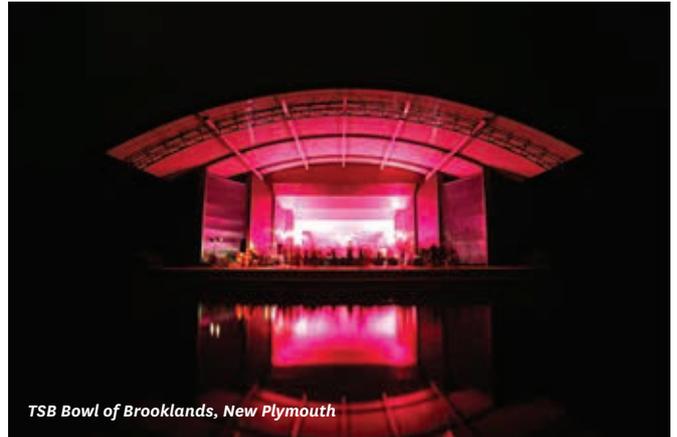
Taranaki is just a scenic drive away from many parts of the country. New Plymouth is a four-and-a-half-hour drive from either Auckland or Wellington (Hāwera in South Taranaki is just three and a half hours from Wellington), It's around three and a half hours' drive to Rotorua or Taupo, three hours to Hamilton or Palmerston North, and four hours to Tauranga. You will find numerous spots to refuel both vehicle and passengers regardless of what direction you come from.



Lake Mangamahoe, New Plymouth



TSB Stadium, New Plymouth



TSB Bowl of Brooklands, New Plymouth



TSB Showplace, New Plymouth



Yarrow Stadium, New Plymouth

ORGANISING AN EVENT

There is a lot to think about when organising an event – from finances to organising recycling bins. For a great set of resources – including tools and checklists – to help you with the event planning stage, see the resource section at the back of the toolkit. These resources are freely available and have been compiled by the New Zealand Major Events fund.

HOLDING AN EVENT IN TARANAKI

Taranaki is an exceptional place to hold an event and whether you are a professional event organiser looking for a great location, or a sports club wanting to hold your national event in the region, Venture Taranaki, the regional development agency, is a great place to start for free advice and guidance. Venture Taranaki can act as a sounding board, point you in the right direction, facilitate getting in touch with the right people and even assist with bid documents if required.

The region offers a range of venue options to suit the size and requirements of a variety of indoor and outdoor events as well as extensive capability around venue and event support. The following pages provide a list of venues to help you find the perfect match.

The location of your event – New Plymouth, Stratford or South Taranaki district – will determine the rules and regulations you will need to follow and the way each council can support you.

CURRENT EVENT CALENDAR

SUMMER

TSB FESTIVAL OF LIGHTS

From December to January, the TSB Festival of Lights transforms New Plymouth's Pukekura Park after dark, with thousands of lighting effects and installations and daily free events.

festivaloflights.co.nz

WHANGAMOMONA REPUBLIC DAY

The historic village of Whangamomona holds its republic celebrations every second January, complete with elections and quirky rural events. Next up in 2021.

whangamomonahotel.co.nz

ROUND THE MOUNTAIN CYCLE CHALLENGE

Ride 150km around iconic Taranaki Mouna as a solo, duo or team at this celebrated annual event.

cyclechallenge.co.nz

AMERICARNA

Taranaki comes alive to the throb of hundreds of V8 engines with this locally created celebration of American classic car and hot rod culture.

americarna.com

WOMAD – THE WORLD OF MUSIC, ARTS AND DANCE

WOMAD delivers an exhilarating weekend of global rhythms, sights and sounds in the lush surroundings of Brooklands Park and TSB Bowl of Brooklands in New Plymouth.

womad.co.nz

CONCERTS AT THE TSB BOWL OF BROOKLANDS

Catch top national and international acts at this stunning outdoor amphitheatre.

visit.taranaki.info

PSP JETSPRINTS

Catch fast-paced aquatic action as jetboats race around a tight, shallow circuit.

jetsprint.co.nz

AUTUMN

TRI TARANAKI FESTIVAL

A festival of triathlon including the NZ sprint triathlon and the

ITU SPRINT TRIATHLON WORLD CUP

Top triathletes sample Taranaki's landscape in short course action.

itunewplymouthtriathlon.co.nz

EASTER MASTERS SURF COMPETITION

Men and Women 30 – 75 years old take part in this laid-back surf competition as famous for the apres surf entertainment as the waves.

surfingtaranaki.org

WINTER

RIGHT ROYAL CABARET FEST/WINTER FEST

The two festivals produced on alternate years bring a spectacular array of national and international artists to warm winter.

taft.co.nz

FEAST FESTIVAL

A region-wide two week culinary celebration featuring local restaurants, cafes, bars, brewers, growers, producers, & purveyors.

feastival.co.nz

TARANAKI ARTS TRAIL

Get a glimpse inside the studios of more than 70 of the region's top artists.

taranakiartstrail.co.nz

SPRING

TARANAKI GARDEN FESTIVAL

The premier festival of Taranaki's gardens presents more than 50 gardens and a vibrant events programme.

gardenfest.co.nz

TARANAKI FRINGE GARDEN FESTIVAL

Offering a wonderful mix of gardens and much more.

taranakigardens.com

TARANAKI STEELFORMERS ROUND THE MOUNTAIN RELAY

An all-night, all-day relay event. Walking, running and composite teams of between 10 and 16 members complete the 150km route around Taranaki Mouna.

eventstaranaki.co.nz

ŌAKURA ARTS TRAIL

Explore the coastal village of Ōakura and its artists.

oakuraarts.co.nz

NZ TATTOO & ART FESTIVAL

In November Taranaki welcomes the New Zealand Tattoo & Art Festival, Australasia's largest tattoo event.

nztattooart.com

SPIEGELTENT FESTIVAL/BOX OF TRICKS

Produced on alternate years, the enchanting Crystal Palace Spiegeltent on Puke Ariki landing hosts a bevy of cabaret, hilarious comedy, and award-winning theatre while Box of Tricks, for everyone from 1 to 101, features international shows, glittering circus acts, exuberant dance and joyful theatre.

taft.co.nz



Pukekura Park, New Plymouth

NEW PLYMOUTH

The largest city in the region, New Plymouth offers an eclectic mix of culture, contemporary style and hospitality as it spreads along the coast and back towards the mountain. With a large range of accommodation and eating options it can accommodate a range of world class events at its four main event venues.

TSB BOWL OF BROOKLANDS

The TSB Bowl of Brooklands is a truly unique venue. Set against a towering wall of trees from neighbouring Pukekura Park, and adjacent to a picturesque lake, the Bowl's impressive outdoor sound stage and large grass amphitheatre is just as spectacular for the entertainer as it is the audience. With a capacity of 15,000, the TSB Bowl of Brooklands is a special venue for summer concerts, and the sound stage can be utilised for corporate events, weddings and dinners.

npeventvenues.nz/venue-hire/tsb-bowl-of-brooklands/

YARROW STADIUM

Yarrow Stadium is an international-standard sports stadium with a capacity of 24,300, located just minutes from New Plymouth's CBD. Earthquake strengthening has been planned for the stadium so the ground's stands are currently unavailable until the stadium reopens, however Yarrow Stadium's corporate suites are open. Overlooking the main ground, with uninterrupted views of Taranaki Mouna, the corporate suites cater for groups up to 80.

npeventvenues.nz/venue-hire/yarrow-stadium/

TSB STADIUM

Located minutes from the CBD, the TSB Stadium is a multi-purpose events centre with three courts, capacity for up to 4,560 and excellent car parking. TSB Stadium caters for a wide range of events with the ability to transform from a sporting venue to a commercial event hosting an exhibition, concert or large conference within hours.

npeventvenues.nz/venue-hire/tsb-stadium/

TSB SHOWPLACE

Located in the CBD's art precinct, the iconic TSB Showplace's main theatre hosts numerous international touring productions. It also caters for conferences of just under 1,000 to intimate dinners for six or large banquets for 350. Within the venue, the Theatre Royal is a multi-purpose performance venue that offers various configurations including tiered or cabaret seating, and flat-floor seating for concerts or dining. The venue also includes numerous other rooms and break-out areas with bar and lounge options.

tsbshowplace.co.nz/venues/venues-for-hire.html

CASE MANAGEMENT SUPPORT

New Plymouth District Council offers free event case management support to guide you through the consents and approvals you need to apply for to ensure your event runs smoothly. A range of resources are also provided on their website including:

- Consents licenses and consultation required
- Coordinating volunteer events
- Events on the road and footpath
- Health and safety guidelines
- Street stalls
- Venue hire information

To access the above resources and and/or apply for event case management go to the following link:

newplymouthnz.com/Business/Using-Public-Places/Events-Information-for-Event-Organisers

CASE STUDY



WOMAD

Started in 2005, WOMAD is an annual three-day festival which brings together artists from around the world for an international festival of music, arts and dance. Brooklands Park and the TSB Bowl of Brooklands are transformed for the event into a small village with multiple stages, a global food court, retail area, workshops and a kidzone.

“What makes WOMAD so special is our fantastic connection with the community and our corporate partners, the amazing group of more than 300 volunteers and, of course, the hard-working festival team that makes it happen every year. People feel incredibly proud that WOMAD belongs to our region and love to be a part of the festival,” says WOMAD NZ Event Director and Programme Manager Emere Wano.

The WOMAD vibe permeates the whole of the region – CBDs hum with an eclectic throng of festival goers taking time out to enjoy the region or simply refuelling their mind and body to be ready for another action-packed day and evening of world-class entertainment.

WOMAD’s value to Taranaki is immense – the festival is a key part of the region’s identity and has a sizeable impact on the economy and tourism.

“New Plymouth is the smallest city in the world to host a WOMAD and despite people thinking it shouldn’t be possible, each year we put on a world-class three-day event for over 17,000 people,” Emere says.

WOMAD first appeared as a biennial event in Auckland in 1997. It ran there until 2003, then two years later successfully relocated to New Plymouth, where the region has made it its own. It has become an annual event and is secured in New Plymouth for many years to come.

“When WOMAD did their first site visit back in 2001, they were looking for two things – the venue’s proximity to facilities, amenities and transport, and the community feel and look, which is very important in terms of the WOMAD ethos and values. New Plymouth’s size is a real advantage as there is no outside noise of other things going on, unlike bigger cities,” she says.

“WOMAD brings the community together and has helped create a sense of civic pride throughout Taranaki. Taranaki has always been a cultural centre that supports the arts and creativity, and our WOMAD whanau (that’s all of us) are a team of creative, innovative people who care about this festival, this community, this region,” she says.

“We work together, with others in the community, to come up with ways to do things better each year. To keep WOMAD vibrant and relevant, and so the community feels proud and part of the festival.”

In 2017, WOMAD was named Best National Event of the Year at the New Zealand Event Awards.

“The key is our team is never complacent, we always challenge ourselves and are always thinking about what we can do better, looking out for ideas and inspiration globally for what is working for other international festivals.”



CASE STUDY

NEW ZEALAND TATTOO & ART FESTIVAL

From humble beginnings in 2010, the NZ Tattoo & Art Festival, held at TSB Stadium, is now Australasia's largest tattoo event attracting more than 300 of the world's best artists and 7,000 festival goers annually.

With no real tattoo festivals in New Zealand at the time and some ideas from international festivals gleaned from magazines, organiser Brent Taylor set about nailing his vision for the festival.

"I spent a lot of time planning and right from the start I knew I wanted entertainment as well as artists. I knew it would be a point of interest" he says.

The entertainment has grown from bands in the early days to include action sports and live performances.

What makes running the event different from other events is that it is not just a matter of attracting visitors, the team also has to make sure the tattoo artists are happy. And happy artists are busy artists.

"Keeping the artists happy adds pressure – there's lots of moving parts to this festival," he says.

Around half of the 300 artists attending the festival are from overseas and many Australians make up the thousands of festival goers.

"Hospitality providers benefit a lot and some artists spend extra time here and tour around the region," he says.

With nine successful festivals under his belt, reputation and word of mouth take care of a lot of marketing. However, Taylor makes a point of using social media, Instagram in particular, to target people with an interest in tattoos and for reaching out to key artists, especially the Australian market.

"Artists tell their customers about the festival so they do a lot of marketing for the event. Going into our 10th event I am getting a couple of emails a day from artists who want a spot," he says.

Taylor gets approached to move the festival but says it wouldn't have the same feel.

"Our venue is surrounded by green spaces and trees, and the nearby beach and mountain make people feel chilled and relaxed."

New Plymouth's size is also an asset.

"It's obvious who's here for the festival and artists say everyone makes them feel welcome. Hoteliers go out of their way to make a real fuss of the artists."

The Taranaki touch is evident from a powhiri and welcome evening through to everyone working together to make the event a success.

"The Stadium team treat us like more than just a customer, we work as a team to put the event on. Everyone is just doing stuff that needs to get done – it's really cool and feels very supportive," he adds.

Brent's advice for other event organisers is simple: "Spend a lot of time on the planning stage – make sure you have a clear vision of what your event is and try not to be everything in the first year. Add as you grow. Focus on the main event and don't get distracted."

CASE STUDY



ITU TRIATHLON

In the weeks leading up to the New Plymouth leg of the ITU World Triathlon Series it is not uncommon to be swimming at the Todd Energy Aquatic Centre or running or riding on the Coastal Walkway alongside groups of elite athletes from all over the world.

“New Plymouth is a great, safe place to train and the competing athletes often come and spend time here pre-race day,” says Event Director Shanelle Barrett.

Many of these athletes are also billeted with families in the region.

“Homestays are unique to this event and are a great way to get the community involved. Competitors love the homestays – it’s novel and they get a cultural experience with a home away from home feel.”

It is this accessibility and sense of community that contributes to the success of the sprint distance triathlon – 750m swim, 20km

cycle and 5km run – held at Ngamotu Beach and the surrounding roads of New Plymouth since 2010.

The event is well supported by the public. With free entry for spectators, young and old can get up close to the athletes and experience the thrills and emotions of race day.

“It’s been the support of the community, council and businesses that makes the event easy to bring back year-on-year,” she says.

Not that running an event of this calibre is easy.

“Unlike any other businesses where you get a chance to work with customers on a daily basis and refine your product or service, with an event you work for a whole year and you have one day to get it right. It is not an easy thing to pull off,” adds Barrett.

Barrett says that it takes three years to develop a strong event – to build relationships with the council and businesses and to develop a following with the public.

“The New Plymouth District Council is amazing to work with, you work as a team and they are really supportive.”

She recommends event organisers develop a good rapport with the council to ensure they get all the consenting and permissions right, be really organised and have a unique event offering.





STRATFORD

Stratford is located in the heart of Central Taranaki and is known as the gateway to Taranaki Mouna. With a choice of event venues, Stratford has hosted numerous international hockey tests and is home to the award-winning Stratford Speedway.

STRATFORD WAR MEMORIAL CENTRE

A short stroll from the town centre, the Stratford War Memorial Centre has three main areas, kitchens and a garden and can cater for groups of up to 1,000. The venue is ideal for hosting everything from indoor sports through to conferences and weddings.

TET MULTISPORTS CENTRE

The largest sporting complex in Stratford, this impressive facility can cater for several sports, functions and events. The facility includes indoor and outdoor netball courts, tennis and squash courts, international standard hockey turf, meeting rooms and a fully licensed bar and kitchen.

CENTENNIAL RESTROOMS

Located along Fenton Street, the character-filled Centennial Rest Rooms consists of two rooms and a kitchen and is the perfect venue for smaller events.

EVENT FACILITATION SUPPORT

Touch base with the team at Stratford District Council who can assist with event planning and promotion. The Council website also provides information on alcohol licensing, by-laws and planning and resource consents.

stratford.govt.nz

06 765 6099

stratforddc@stratford.govt.nz

The Council lists events on their website and community events can also be submitted for inclusion on the digital community noticeboard located on State Highway 3.



CASE STUDY



TET Multisports Centre, Stratford

HOCKEY

‘World class’ was the phrase commonly heard at Hockey New Zealand’s Four Test Series against Japan and two Olympic Qualifier games against Korea held in Stratford in October and November 2019.

The TET multi-sport turf provided a truly ‘World Class Facility’ and a great experience for both participants and the 3,000 spectators who attended the various matches.

It was a case of ‘build it and they will come’ recalls Taranaki Synthetic Turf Trust Trustee Hugh Barnes who was heavily involved in getting the facility up to international standards back in 2010.

“We knew Hockey New Zealand had a policy to take matches to the provinces, so we had the aim of getting the turf up to scratch and getting one test match. We’ve now hosted 50 international test matches,” he says.

He puts that down to creating strong relationships with the right people and getting a good team on board.



And that team included more than 70 volunteers, including 43 children, to run the 2019 Olympic qualifier and test series.

In addition to the international hockey on show, the event featured player, coach and umpire development support and community events.

“Bringing the Blacksticks to Taranaki raises the profile of the sport significantly. Young people can see pathways,” he says.

Hockey numbers were stagnant in 2010, but since then there’s been a 50 per cent increase in player numbers.

“Hockey is hugely supported – from local trusts such as Taranaki Electricity Trust (TET), TSB Community Trust and the New Zealand Community Trust (NZCT), to the community that make the most of the opportunity of getting up close and personal with the teams, to the hockey community who make it all happen,” says Hugh.

Hosting international events isn’t for the faint-hearted.

“Hosting any event requires a lot of coordination, communication and cooperation and that’s just amplified with an international event,” he adds.

CASE STUDY



Stratford Speedway, Stratford

STRATFORD SPEEDWAY

Located at the A & P Showgrounds in Stratford, racing began at the Stratford Speedway in 1964 with 14 stockcars competing at the first race meeting. Nowadays the club has 220 members (drivers) and, together with an army of volunteers, they run 16-20 events a year beginning in October and finishing in March or April. Highlights of the season usually include the fireworks night in early November, the Boxing Day Demolition Derby and national championship meetings.

Stratford competitors have a proud history, with 23 New Zealand championships (more than any other club) won in the premier classes of Stockcars, Saloons and Modifieds and numerous wins in team racing.

Committee Secretary and Vice President Kim Sharpe says: "Speedway means a lot for Stratford – our big events bring a lot of people in, especially for national titles. They stay at local motels, shop and eat locally – it puts Stratford on the map."

Calling on 60 to 100 volunteers per meeting, the Speedway team know a thing or two about attracting, coordinating and building a good team.

"Communication is key and acknowledging volunteers for what they do, highlighting that you can't do it without them, goes a long way. You need to keep in mind that it is all for fun too," she adds.

"Then if you find a good photographer or licensed barstaff you've got to try and keep them," she jokes.

Kim's other tip for event organisers is to use social media: "Social media is where's it is at for advertising and promoting the big race meetings."

The team must be doing something right. In 2017/2018 they were awarded Most Improved Volunteer Track in New Zealand and in 2018/2019 they won Track of the Year – Volunteer Run.





TSB Hub, Hāwera

SOUTH TARANAKI

Spanning the coastal plains is the vibrant district of South Taranaki. At the hub of the district is the town of Hāwera with the surrounding towns of Eltham, Pātea and Ōpunake also offering welcoming destinations. Easily accessible from Wellington in the south or an hour's drive from New Plymouth, South Taranaki has three popular event venues in Hāwera, excellent regional venues in Eltham and Ōpunake and a wide range of parks and reserves.

TSB HUB, HĀWERA

Situated in the heart of Hāwera and close to numerous accommodation options, TSB Hub is a modern, multi-purpose indoor and outdoor sports and events centre with capacity for 3,000. The TSB Hub features a three-court stadium – that can transform into a large room to stage exhibitions, expos and concerts – changing rooms, kitchens, meeting rooms and a small bore rifle shooting facility. The venue also boasts six outdoor fields making it ideal for a range of sporting tournaments.

southtaranaki.com/our-facilities/tsb-hub

KING EDWARD PARK, HĀWERA

King Edward Park is a picture-perfect Edwardian Park that hosts outdoor festivals, fairs and private events. Within easy walking distance to the CBD and accommodation outlets, this five-star Garden of National Significance features a popular wedding garden, stage, green room and long grassy avenues lined with floral borders.

southtaranaki.com/our-facilities/parks-reserves-and-gardens

HĀWERA COMMUNITY CENTRE

Hāwera Community Centre provides private rooms with well-appointed facilities ideal for corporate events, conferences and meetings. The complex is made up of the War Memorial Community Hall (capacity 450 cabaret, 650 theatre), theatre (333 seat theatre with full stage) and two lounges (capacity 80-85 seated) as well as a dedicated car park.

southtaranaki.com/our-facilities/halls/hawera-community-centre

ELTHAM TOWN HALL

Built in 1910, the historic Eltham Town Hall and adjoining supper hall can house up to 425. Over the years the hall has hosted many weddings, funerals, balls, cabarets, fundraisers, festivals, concerts, art displays and celebrations.

southtaranaki.com/our-facilities/halls/eltham-town-hall

SANDFORDS EVENT CENTRE

Sandfords Events Centre in the coastal town of Ōpunake is the perfect setting for everything from sports events through to wedding receptions. There is a flexible range of rooms and modern conference facilities, indoor court, a fully licensed bar and restaurant as well as a dedicated car park.

sandfordsec.co.nz



CASE STUDY

RANGITAHU RUGBY LEAGUE

Manaakitanga was the key to the success of the NZ Māori Rugby League Rangitahi Tournament hosted in Taranaki in 2016.

“Looking after our visitors was important to us. Every team got a phone call to check in on their accommodation and logistics needs to help their team get to the event – it was all about being proactive,” says organiser Wayne Capper.

It is this ‘over and above’ service that Capper attributes to the success of the event which saw around 1,500 players and team personnel from all over Aotearoa descend on Hāwera for two days of under-15 and under-17 rugby league action.

Hāwera was an ideal location for the event. The size of the TSB Hub was spot on – all six fields were used non-stop for two days. South Taranaki also has more marae than the north, which proved ideal for group bookings.

Connecting to culture is an important part of a tournament like this.

“The rugby league is just part of a tournament like this. For Māori, our people get an opportunity to embrace culture, learn whakapapa links and represent their tupuna and whanau,” says Wayne.

Māori Rugby League is big in the region, and Taranaki is always very well represented across the age groups at national tournaments. So when the opportunity came up to put in a tono (bid) to host a tournament for Rangitahi, Taranaki was in, boots and all.

“We provide the platform for our people to represent who they are. Taranaki has its own uniqueness that sets us apart from others and this carries through the tournament,” he adds.

Seeing smiles and creating memories of something unique and special is what drives Capper to put on these events.

His tips for fellow event organisers are simple: “Timing is essential. Lock things in nice and early and establish your timeline. All the processes take time. People are also critical to running a good event so make sure you have access to a strong pool of volunteers.”



CASE STUDY



Aotea Waka Memorial, Pātea

PAEPAE IN THE PARK

Paepae in the Park is a free, family festival held annually on Waitangi Day in Pātea’s Memorial Park. Running since 2004, the event features music, entertainment, food and craft stalls.



“We’re most proud of showcasing local talent – especially the Pātea Maori Club who have featured every year at the event. Paepae in the Park is a great opportunity to see the touring group perform for free,” says committee member Mareta Marsters-Grubner.

Paepae in the Park is the only major event in the small South Taranaki district town and also acts as a fundraiser for local clubs and organisations.

“Groups can sell food, crafts etc and top up their funds for the year ahead,” says Masters-Grubner.

Organised by a committee of volunteers, the event takes a lot of planning.

“We have a variety of people from the community and everyone contributes,” she says.

Planning and getting quotes early are the group’s top tips when it comes to putting on a successful community event.



CASE STUDY – REGION-WIDE EVENTS



AMERICARNA

Seeing the interest in classic cars at the Whangamata Beach Hop, local businessman, and then Chair of the Taranaki Chamber of Commerce, John Rae was inspired to create a festival centred around a love of classic American vehicles in his hometown of New Plymouth. The city was the right size to host the event he visualised, it was something businesses could get behind and leverage, and it was also the sort of event he believed the whole community could enjoy.

Little did he realise that from 550 vehicle entrants in 2007 the team would grow AmeriCARna to 857 entrants in 2019 and expand the drive itineraries and festivities to include the whole of Taranaki. Now, the entrants tour the entire region over four days so that the whole Taranaki community can enjoy the event.

“We wanted every aspect of the event to be about quality, not quantity or compromise. The event had to be for American vehicles only and American themed vehicles such as hot rods. AmeriCARna had to be something the community could get behind and enjoy and be fun for the entrants to ensure they came back,” says Rae.

And come back they do. Due to the reputation of AmeriCARna, organisers are now able to attract visitors from America to take part.

The economic benefit to Taranaki is estimated to be \$2.7 million, but as Rae points out that doesn't account for money

spent outside of the festival period – like the money spent at mechanics and panel shops restoring these classic cars. What he does know is that all profits from the event stay in the region and that's something he's really proud of.

Another point of pride is the positive community feel AmeriCARna creates. “From the start it was important that everyone was able to join the fun. The first time I saw the sheer number of people lining Mangorei Road to watch the conga line of entrants' vehicles make their way to New Plymouth's CBD was quite emotional.”

Rae's three tips for anyone contemplating bringing an event to the region or establishing one are: “Ensure you have a point of difference, make sure it doesn't clash and it must benefit the community.”



CASE STUDY – CONCERTS



TSB Bowl of Brooklands, New Plymouth

CONCERTS AT THE TSB BOWL OF BROOKLANDS

It's only natural to think that the striking beauty of the TSB Bowl of Brooklands with its unique backdrop of towering trees from neighbouring Pukekura Park and natural amphitheatre is the reason why Taranaki seemingly attracts iconic artists such as Elton John, Fleetwood Mac and Cat Stevens with ease. But the New Plymouth District Council's Venues Team says it is service and quality that sets the region apart when it comes to securing events at the TSB Bowl of Brooklands.

"We pride ourselves on providing a full concierge service for event promoters. Signing an act is just one aspect of the relationship we form with artists and their promoters," says NPDC Venues Manager Nelita Byrne.

That single point of contact the NPDC Venues Team provides includes everything from finding the right place to stay to a contact for the local drycleaners. Going above and beyond is nothing new for the team.

"One of the most challenging requests we've managed was for a 24-7 butler service for an artist," she says.

Through a network of contacts, they fulfilled this request and once again illustrated the wrap-around service the team and the region are known for.

Quality services are another reason why promoters choose to bring artists to New Plymouth.

"The quality of services available in the region coupled with the willingness of local businesses and the likes of Venture Taranaki to go the extra mile to promote events really sets us apart."



TSB Bowl of Brooklands, New Plymouth

FUNDING

There are many funders who can be approached to provide support towards the costs of running events. Each one has specific criteria. Here are some of the main providers.

NEW PLYMOUTH MAJOR EVENTS FUND

This is a New Plymouth District Council fund which is administered by Venture Taranaki.

The fund is focussed on events that either attract a substantial number of visitors into the region or achieve national and/or international media coverage. Only events that are located in, or primarily based in, New Plymouth District are able to be funded.

TSB COMMUNITY TRUST

Applications can be made for a Programme and Event Grant to provide support towards event costs. The event must have core objectives and activities that align with the Trust's strategic purpose of supporting communities and building a thriving Taranaki.

The grants are restricted to not-for-profit groups (including incorporated societies, charitable trusts, schools and non-constituted groups with a formal structure) operating within the Trust's legislated boundary.

tsbtrust.org.nz/Grants/Grant-Types/Programme-and-Events

TARANAKI ELECTRICITY TRUST (TET)

TET applicants are expected to be based in the former Taranaki Electric Power Board area (which includes Waitara, Inglewood, Stratford, Eltham and extends north past Uruti and as far south as Te Roti). Grants will only be approved where they will benefit people in the Trust area and are for a charitable purpose.

taranakielelectricitytrust.co.nz

NZCT

NZCT's main focus is to provide funds for amateur sport. Other grants include rescue and lifesaving services, community and welfare groups, education and the arts.

Applicants should be incorporated entities and eligible for a New Zealand Business Number (NZBN) in their own right, e.g. registered under the Charitable Trust Act; Incorporated Societies Act; or, in some circumstances, not-for-profit organisations registered under the Companies Act, and preferably legally constituted for one year.

nzct.org.nz

NEW PLYMOUTH DISTRICT COUNCIL COMMUNITY PARTNERSHIPS

The New Plymouth District Council supports a range of funding investments to benefit the community. Two of these can be applied to for events:

- The Community Services and Programmes Grant supports projects and programmes that create change or strengthen the New Plymouth District community. The grant funds events, activities, programmes and services that contribute to the social and cultural vibrancy and vitality for the New Plymouth District and is only available to entities who are a not-for-profit or charitable organisation

- The Creative Communities Scheme provide funding for local communities to engage with and participate in local arts activities including performances and festivals featuring local artists.

For information on all community partnership grants see: newplymouthnz.com/Council/Community-Partnerships/Funding-and-Grants

STRATFORD DISTRICT COUNCIL

Administers the Creative Communities Scheme for the district

stratford.govt.nz/council/services/funding-grants

SOUTH TARANAKI DISTRICT COUNCIL FUNDING

South Taranaki administers a Creative Communities Scheme for the South Taranaki District and has specific funding available for events in or benefiting the South Taranaki region.

southtaranaki.com/our-community/funding-and-grants

NZ MAJOR EVENT FUND

The New Zealand Government invests in major events that meet criteria outlined in the Major Events Development Fund.

majorevents.govt.nz

There are a range of other avenues for funding that may be able to be accessed depending on your event:

GAMING TRUSTS

Gaming societies distribute grants to the community

dia.govt.nz

GENEROSITY NZ

An online search tool that lists a large range of funding sources.

generosity.org.nz

SPONSORSHIP

Sponsorship is often a key source of funding for events that are designed to create a profit or run by an individual. Sponsorship is a strategic partnership between the sponsor and the event and should create a win-win situation for both the event organiser and the sponsor. Sponsors are extremely valuable and relationship building should be a key part of your event organisational programme.

See the resource section at the back of the toolkit for advice on sponsorship and resources including how to develop an effective sponsorship proposal.



West End Precinct, New Plymouth

IF YOUR EVENT IS A BUSINESS EVENT OR CONFERENCE

Taranaki is a popular destination for business events and conferences and Venture Taranaki, Taranaki's regional development agency, has created a conference toolkit which provides a range of resources and venue information.

Venture Taranaki also provides free assistance to organisations who are considering hosting their next conference or event in the region. Taranaki offers a variety of unique venues throughout the region and can comfortably host business events of 300-400 delegates. Contact the team and let them help you save time and energy by making the process of organising your conference or business event as simple as possible.

Contact Venture Taranaki and you will receive...

- Information on suitable venues, accommodation and transport options
- Assistance in developing partner programmes and 'free time' itineraries
- Destination familiarisations for event/conference organisers considering Taranaki as an option
- Provision of a range of brochures and guides on 'Things To Do' in Taranaki
- Regional images and information to promote your Taranaki event
- Advice and support



Gover St, New Plymouth

USEFUL CONTACTS

VENTURE TARANAKI

25 Dawson Street | New Plymouth 4310
06 759 5150 | info@venture.org.nz
taranaki.info

Venture Taranaki can help in a variety of ways for major events or conferences.

- Bid documents
- Sounding board – advice and support
- Connector to local suppliers and providers
- Major event fund
- Familiarisations to the region
- Promotion through owned social media channels

PROMOTING YOUR EVENT

Planning how you are going to market your event to your target audience is an essential step of event management. You will need to allocate money in your budget for marketing costs.

For advice, resources and information on how to create an event marketing plan for your event, see the resource section at the back of the toolkit.

There are many free ways to promote your event.

- Eventfinder (events listed on Eventfinder are considered for inclusion on the Venture Taranaki website)
- Council websites (newplymouthnz.com, southtaranaki.com, stratford.govt.nz)
- Social media including Facebook and Instagram
- Noticeboards (digital, community and radio)

EVENT MANAGEMENT

Get in touch with Venture Taranaki or the following Taranaki-based event organisers for assistance in running your event.

DEVINE LIFESTYLE AND EVENT MANAGEMENT

021 454 338 | melissa@devinemanagement.co.nz
devinemanagement.co.nz

CONFERENCE TARANAKI

022 371 9349 | conferencetaranaki@gmail.com
conferencetaranaki.co.nz

AUAHA CONFERENCES AND EVENTS

06 759 6920 | events@auaha.co.nz
auaha.co.nz

TRANSPORT & TOUR OPERATORS

ABC JAMIESON TOURS

06 765 6625 | info@abcbus.co.nz
abcbus.co.nz

CONNECTOR (CITYLINK AND SOUTHLINK ROUTES)

0800 87 22 87 or 06 757 5783 | info@trc.govt.nz
trc.govt.nz

DALROY TOURS

06 754 6206 | info@dalroytours.co.nz
dalroytours.co.nz

KIWI TOURS

06 755 1525 | tours@kiwitours.kiwi.nz
kiwitoursltd.co.nz

PICKERING MOTORS

0800 22 11 20 or 06 761 8363 | pickering.motors@xtra.co.nz
pickeringmotors.vpweb.co.nz

TRANZIT COACH LINES

06 757 5783 | info@tranzit.co.nz
tranzit.co.nz

WEIR BROS

06 278 5858 | weirbros@xtra.co.nz
weirbros.co.nz

WITHERS COACHLINES

0800 752 277 or 06 751 1777 | travel@withers.co.nz
witherscoachlines.co.nz

EVENT ASSOCIATIONS

NEW ZEALAND EVENTS ASSOCIATION (NZEА)

The New Zealand Events Association is an independent events industry body, delivering education, advice and networking opportunities to over 1000 members.
www.nzea.co.nz

THE ENTERTAINMENT VENUES ASSOCIATION OF NEW ZEALAND (EVANZ)

A professional industry association which facilitates the collective sharing of information and development of best practice in the entertainment venues industry



USEFUL RESOURCES FOR EVENT ORGANISERS

The following list covers all the areas you need to consider when undertaking an event.

BUDGETS AND FINANCE

Good financial management, thorough budgeting and being insured for the unexpected are key elements of a well-run event.

Use these templates and checklists to keep on track.

majorevents.govt.nz/resource-bank/event-budgeting-financial-management-and-insurance/

ENVIRONMENT AND SUSTAINABILITY

Environmental sustainability is a key component of event planning. See the Major Events website for more information on how to include sustainable practises into your event planning.

majorevents.govt.nz/resource-bank/environment-and-sustainability-for-events/

The local council in the area where you are running your event will also be able to give you advice and support on waste and recycling collection and disposal.

newplymouthnz.com

southtaranaki.com

stratford.govt.nz

TOURISM SUSTAINABILITY

Visit the Sustainable Tourism website to find out more about the Tourism Sustainability Commitment and how you can run sustainable events.

sustainabletourism.nz

GOVERNANCE

It helps to separate the governance of an event from the day-to-day operations, find out why this is important and how to do it effectively.

majorevents.govt.nz/resource-bank/governance-framework-for-events

HEALTH AND SAFETY

Access helpful checklists to ensure you meet important health and safety obligations and host a safe, enjoyable event for your audience, team and the wider community.

majorevents.govt.nz/resource-bank/health-and-safety-for-events

EVENT LEVERAGE AND LEGACY

Use these resources to help plan for your event today, tomorrow and into the future.

majorevents.govt.nz/resource-bank/event-leverage-and-legacy

MARKETING AND COMMUNICATIONS

Guidance on how to let your audience know what, when and how to participate in your event.

majorevents.govt.nz/resource-bank/event-marketing-and-communications

MEDIA AND BROADCASTING

Access valuable information and handy tools on how to harness, and deal with the power of the media.

majorevents.govt.nz/resource-bank/media-and-broadcasting-for-events

REPORTING

Use these templates to gather learnings for next time and provide feedback to stakeholders with good reporting.

majorevents.govt.nz/resource-bank/post-event-reporting

RISK MANAGEMENT

It's not enough to simply comply, it's essential to effectively manage risk. Check out these tools and checklists to manage all aspects of risk.

majorevents.govt.nz/resource-bank/event-risk-management-financial-and-non-financial

SECURITY AND ACCREDITATION

Access tools to assist in planning, recruiting and managing event security as well as ways of managing who can go where.

majorevents.govt.nz/resource-bank/event-security-and-accreditation

EVENT SPONSORSHIP MANAGEMENT

Access resources and guidance to help develop and implement a successful sponsorship strategy.

majorevents.govt.nz/resource-bank/event-sponsorship-management

STRATEGIC AND BUSINESS PLANNING FOR EVENTS

Planning is essential. This section provides information on the importance of having an event strategy and business plan and how to develop them.

majorevents.govt.nz/resource-bank/strategic-and-business-planning-for-events

WORKFORCE AND VOLUNTEERS

People are the key to running a good event and they need to be organised with good planning, recruitment and vetting. Get some handy tips and tools on staffing events in this section.

majorevents.govt.nz/resource-bank/workforce-and-volunteers-for-events

Contact New Plymouth District Council and Sport Taranaki to access their volunteer databases.

OUT AND ABOUT IN TARANAKI

No visit to Taranaki is complete without making the most of the region's sights, adventures and hospitality. Pick up our Taranaki Insider's Guide from the local i-SITE or visit www.taranaki.info for more information.

THE SPECTACULAR OUTDOORS

For outdoor lovers, exploring is generally centred around Taranaki Mounga or the region's spectacular coastline.

From walking or cycling one of the region's walkways to short walks or tramps on the mounga, there's an option to suit all fitness levels. If you are short on time, the 13km long Coastal Walkway or nearby Paritutu Rock offer accessible outdoor experiences.

The region is also home to 20 golf courses and numerous other sporting codes are on offer.

Taranaki is renowned for its gardens. Located just moments from New Plymouth's CBD, award-winning Pukekura Park offers a tranquil and picturesque locale for everything from an early-morning run to a scenic coffee spot.

Alternatively, take a drive and visit one of the many stunning gardens throughout the region including Tupare, Hollard Gardens and Pukeiti, where guided tours for any group size can be arranged.

Further South, Hāwera's King Edward Park is a must-see on any garden-lover's itinerary.

ARTS & CULTURE

In addition to the internationally renowned Govett-Brewster Art Gallery/Len Lye Centre in the heart of New Plymouth, art lovers also enjoy Percy Thomson Gallery in Stratford and Lysaght Watt Gallery in Hāwera. They enjoy visiting the collection of artists which are all around the region and many who open up their studios as part of the Taranaki Arts Trail or Oakura Arts Trail.

HERITAGE & HISTORY

Puke Ariki, New Plymouth's waterfront museum, library and information space showcases the region's history and a century and a half of pioneering innovation.

Tawhiti Museum and Traders & Whalers, on the road south to Hāwera, is New Zealand's best private museum featuring the detailed work of creator and artist Nigel Ogle.

Drive out to Whangamomona along the Forgotten World Highway and enjoy New Zealand's first heritage trail, where early pioneers tried and failed to tame the New Zealand bush.

Soak up some history at Stratford's Pioneer Village pioneervillage.co.nz, or see NZ's oldest wooden artefacts at Aotea Utanganui in Pātea.

SPECTACULAR DRIVES

Surf Highway 45 traces the Taranaki coastline from New Plymouth to Hāwera, passing dozens of surf breaks, art and craft studios and areas rich in history including Koru Pa, Parihaka, the Cape Egmont Lighthouse and the wreck of the Gairloch.

As mentioned above, the Forgotten World Highway is New Zealand's oldest touring route taking you through spectacular scenery and remnants of New Zealand's pioneering past. Drive to Whangamomona, first settled in 1895 and visit the historic Whangamomona Hotel or book a ride on a Forgotten World Adventures rail cart excursion.

PLACES TO EAT

When it comes to eating and drinking options, Taranaki is renowned for its local produce, innovation and international flair. No matter what your tastes are there's plenty to sink your teeth into. From the early morning coffee roasters and talented baristas that fuel the region, to the fine and international dining options serving up fresh local food and flavours via the many cool cafes that offer a cosy corner, stunning vista or vibrant community, there are plenty of options right around the mounga.





venture
T A R A N A K I
Te Puna Umanga

Taranaki's Regional Development Agency

25 Dawson St, PO Box 670
New Plymouth 4340
Phone: 06 759 5150
Email: info@venture.org.nz
visit.taranaki.info

An initiative of



Te Kaunihera-ā-Rohe o Ngāmotu
NEW PLYMOUTH DISTRICT COUNCIL
newplymouthnz.com