

Event Funding Application and Guidelines 2026

Whanganui District Council

Whanganui District Council, Visitor Experiences is based in the Innovation Quarter at 179 St Hill Street.

Events must have the potential to bring economic, marketing and cultural exposure benefits to the region.

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Introduction

One of our key areas of focus is destination marketing which includes event funding and support.

The strategic criteria for supporting events:

1. Economic gains (attracting national and international visitor spend)
2. National/international marketing exposure (promoting Whanganui as a great place to visit, live and do business in)
3. Social and cultural benefits (positively profiling Whanganui and upholding the attributes of Whanganui)

Key goals include:

1. Retention of existing sustainable events
2. Enabling the growth of new and existing events
3. Attracting new events to Whanganui

Event Funding Eligibility

Funding decisions will be made by a Whanganui District Council panel based on the application fulfilling the criteria in this document relative to other applications and funds available.

As this funding comes from the Whanganui District Council's destination marketing budget, there are conditions for its use. With the completed application form please provide the following:

1. A marketing and communications plan outlining
 - your communications and marketing objectives
 - intended promotional and marketing activity, especially outside the region and internationally
 - an internal and external stakeholder communication plan
 - the communication plan should demonstrate how you are promoting Whanganui through your event or activity and
 - show how your event will get positive publicity on a national level and/or international level

Whanganui District Council will meet regularly with your group to assess its effectiveness and progress.

Our staff can help, see page 5 for details.

What events are more likely to be funded?

Event funding is intended to help with marketing the event and will be seed funding in some cases, intended to get an event underway and through the early stages of development. **It is not intended to be guaranteed funding throughout the life of the event.**

It is expected that as an event grows it should aim to develop a sustainable business plan and secure sponsorship and/or other funding and revenue.

This enables the funds to be used to support new and emerging events in the same way over time.

Many events in Whanganui are considered and while we would wish to support every event we do our best to allocate funds objectively and it is often a difficult decision.

New and existing events more likely to be funded are those that fit best with event funding eligibility criteria.

What won't be funded?

- Events that directly compete with existing events
- Individual travel and accommodation expenses related to developing or promoting an event
- Establishment costs for a new organisation
- Organisation or event manager overheads

For example:

- Purchasing or leasing a motor vehicle
- Rental and accommodation costs
- Service and maintenance costs including utilities such as power and phone
- Retrospective costs
- Overseas travel

- Event infrastructure or venue costs
- Prize money or entrance fees

What will be required from you?

As funding is sourced from the public/business community, we must be accountable for its use and return on investment. The funding investment should create a return for our community and this must be demonstrable through data. To do this events need to be following best practice, has have information available to assist with event management and planning, and be integrated into wider Whanganui promotional activity.

If funding is approved for your event, you will need to;

- Sign an agreement – key terms will need to be understood and adopted in terms of your obligations to us
- Provide regular updates with the Whanganui District Council team, i.e. through monthly meetings and/or email updates
- Enable Whanganui isite Visitor Centre to be a ticketing agency for the event, where possible
- Provide a health and safety plan and a waste minimisation plan and Traffic Management Plan if applicable
- Provide a full budget, inclusive of other funding sources, to make clear the reliance on Whanganui District Council' funding (if further detail is required following your application)
- Complete an event report within two months of the end of the event (see [Event Funding Report](#))
- Include logos, supplied by Whanganui District Council, on ALL collateral and promotions, before, during and in event wrap-up. Examples of the use of logos may need to be provided to Whanganui District Council upon request
- Allow the Whanganui District Council team free access to cover events for Whanganui District Council social media and website
- Invite Whanganui District Council staff, Chief Executive and Mayor of Whanganui, to event openings and any significant occasions that are part of the event, depending on the size and nature of the event

What other help is available to your event?

The marketing team are happy to provide additional help promoting your event with access to:

- Event calendar listings (Discover Whanganui)
- Social media posts and features (Discover Whanganui/Whanganui District Council)
- Displays and promotion at the Whanganui isite and Whanganui Airport (as available)
- Website links
- Distribution of press releases
- Billboard sites (as available)

Where else is there possible funding for your event?

If your event is not likely to fit with the requirements for this funding there are other options. Go to the Whanganui District Council website and search for “Funding Opportunities”.

[Funding Opportunities Whanganui District Council](#)

When and how should I start looking for event funding?

The Whanganui District Council financial year runs from 1 July to 30 June. Budget planning takes place in November the year prior so you need to be having conversations and researching your event funding opportunities then.

Applications timeline:

- Application window – open for event funding applications in April for the following July-June period
- Funding decisions will be confirmed within June to applicants
- Should funds remain, a new application window will be opened
- Earlier applications are invited if required by the event. Decisions will be made on a case-by-case basis.

Need help?

Paul Chaplow and Michelle Spooner are here to help with any questions regarding the application process and the proposed event.

Paul Chaplow
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Marketing Lead – Visitor Experiences
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Event Funding Application Form

PART 1: ORGANISATION/APPLICANT DETAILS

1. Your organisation's legal name:
2. Please identify one appropriate person who can be contacted by Whanganui District Council regarding your application.

Name	
Position	
Phone	
Email	

3. Select one of the following categories that best describes your organisation's status

- | | | | |
|-------------------------|--------------------------|----------------------|--------------------------|
| Business | <input type="checkbox"/> | Incorporated society | <input type="checkbox"/> |
| Charitable trust | <input type="checkbox"/> | Māori reservation | <input type="checkbox"/> |
| Educational institution | <input type="checkbox"/> | Not a legal entity | <input type="checkbox"/> |
| Local authority | <input type="checkbox"/> | Other | <input type="checkbox"/> |

If other, please specify:

a. If your organisation is registered with Charities Services, what is the registration number?	
b. When was your organisation formed?	
c. Is your organisation controlled by or affiliated to any other organisation, if yes please specify.	

4. Postal Address		Physical Address (for couriers if required)	
Street/PO Box	<input type="text"/>	Street	<input type="text"/>
City	<input type="text"/>	City	<input type="text"/>
Postcode	<input type="text"/>	Postcode	<input type="text"/>

Phone		
Email		

5. What is your organisation's purpose and what are your objectives?

6. Does your organisation provide any services and/or programmes?

7. What are your usual/previous sources of funding?

Next section: Event details

PART 2: EVENT DETAILS

1. Event name:

2. Please provide a brief description of the event

3. Event location/venues

4. Start date:

Finish date:

<input type="text"/>	<input type="text"/>
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5. **The idea:** Describe your event or proposed event.

6. **The people:** Tell us about the key people and/or external groups involved – locally, regionally and nationally.

7. **Funding sources.** Will other avenues of funding be sought or have other funding sources been applied for? If yes, please outline these.

8. **Business support.** Have businesses or private sector groups been approached for sponsorship or support of the event? If yes, please outline this.

Figures. Please provide projections for the following:

- **Number of *out-of-region* visitors to the event:** Click or tap here to enter text.
- **Number of nights staying:** Click or tap here to enter text.
- **% in commercial accommodation:** Click or tap here to enter text.
- **Estimated number of *international* visitors:** Click or tap here to enter text.
- **Number of nights staying:** Click or tap here to enter text.

- **% in commercial accommodation:** Click or tap here to enter text.

9. **What's next?** If this is an inaugural event, describe your plans for the future. Do you expect the event to be annual or otherwise?

10. **Local boost.** How will local businesses be able to benefit from the event? Please describe the ways in which your event will support the local economy.

11. **Jobs.** Will the event create employment in the region, what would be the nature and terms (long term/short term) of the employment, directly or indirectly?

12. **Visitors.** What do you anticipate is the level of interest and support from New Zealand spectators/audience? Do you expect any international interest in your event?

13. **Estimates.** Please describe the audience you anticipate from the groups below and provide a description, if possible.

	Number	DETAILS
Local		
Provincial		
North Island		
National		
International		

14. **Unique nature.** Is the event unique in any way nationally or internationally? Tick the appropriate boxes and describe.

	Y/N	DETAILS
Not unique		
One other in North Island		
Unique in NZ		
Unique in Australasia		
Unique internationally		

15. **Arts & heritage.** Does the event profile the culture, arts and heritage of Whanganui/New Zealand? Tick the appropriate boxes and describe your event's relevant attributes.

	Y/N	DETAILS
Unique local culture		
Unique NZ culture		
All cultural elements unique		

16. **Experiences.** Does the event offer opportunities to highlight Whanganui's opportunities and strengths? If yes, please describe.

	DETAILS
Participation in local experiences	
Highlighting educational opportunities	
Showcasing local achievements	

17. **Characteristics.** Briefly describe how this project aligns with the objectives of Whanganui's UNESCO City of Design designation.

Profile	Promotes Whanganui's UNESCO City of Design status	
Design + creativity	Demonstrates Whanganui's strength of design and creativity, leaving visitors with positive impressions	

Capability	Helps our community build its creativity, providing opportunities for education and skill-building	
Sustainability	Demonstrates Whanganui's commitment to developing sustainably	
Connects us	Helps Whanganui contribute to and partner with other creative cities or communities	
Promotion	Enhances Whanganui's profile and attracts interest in Whanganui as a place to live, work, study, visit and do business in	

18. **Target audience.** Who will you aim to attract to your event? How will you target this audience in marketing and promotion?

AUDIENCE (i.e. families, young singles...)	TACTICS (i.e. advertising)

19. **Media interest.** Please indicate the range of anticipated media interest in your event and describe the expected coverage if relevant (i.e. before the event takes place, and/or coverage of the event itself, online/print/radio/TV).

	Y/N	DETAILS
Local media		

Provincial media		
North Island		
National		
International		

20. **International.** If you target international media, please describe your markets.

21. **Funding recurrence.** If the event has previously been funded through Whanganui District Council, please indicate the number of times it has been funded, and total funding to date (if possible).

Next section: Budgets & planning

PART 3: BUDGETS & PLANNING

1. **The budget:** To the best of your ability, enter all the costs for your project. Provide details so the assessors can understand how you have calculated your costs:

Financials for proposed project Provide a breakdown of the tasks and associated costs required to achieve the milestones. All costs should exclude GST. Use the 'insert row' function if you wish to add more milestones/tasks.				
Milestones	Total cost	Co-funding sought	Applicant co-funding	Key assumptions made in estimating costs
'Milestone one' – (Please write Estimated start date and Estimated end date):				
• Task one				
• Task two				
• Task three				
'Milestone two' – (Please write Estimated start date and Estimated end date):				
• Task one				
• Task two				
• Task three				
'Milestone three' – (Please write Estimated start date and Estimated end date):				
• Task one				
• Task two				
• Task three				
Total				

Budget

Project Income	Write down all the income you will get for your project, other grants, donations, your own funds, other fundraising. Do not include the amount you will be requesting from Whanganui District Council	
Income	Detail	Amount
Total Income		\$
Costs less Income		\$
Amount requested from Whanganui District Council		\$

Other financial information:

Briefly describe the current financial situation of your organisation and why Whanganui District Council co-funding is required for the proposed project. Where possible, provide quantitative and/or qualitative evidence to support your case.

Groups or organisations must provide a copy of their latest financial statement. This can be a copy of the audited accounts, an income and expenditure statement or a copy of the unaudited management accounts.

If your group or organisation has reserves which are not being used for this project you should include your reserves statement or policy.

PART 4: AGREEMENT & SIGNATURE

You must read and sign the following. Please place an X in each box to show that you have read the information and agree to each section.

- I/We understand that if this application is successful I/we cannot receive other funds for the same project from Whanganui District Council, Whanganui District Council other funding programmes.
- I/We declare that the details contained in this application are correct and that I/we have the authority to commit to the following conditions.

If this application is successful, I/we agree to:

- Complete the project as outlined in this application (or request permission in writing from Whanganui District Council for any significant change to the project)
- Complete the project within the duration outlined in the Application Form
- Complete and return a project report form within two months post-project completion
- Return any unspent funds
- Keep receipts and a record of all expenditures for seven years and participate in any funding audit of my organisation or project conducted by the local council
- Contact Whanganui District Council to let them know of any public event or presentation that is funded by the scheme

Acknowledge Whanganui District Council funding at event openings, presentations or performances. Use Whanganui District Council logo in all publicity (e.g. posters, flyers)

I understand that Whanganui District Council is bound by the Local Government Official Information and Meetings Act 1987

I/we consent to Whanganui District Council recording the personal contact details provided in this application, retaining these details, and disclosing them where appropriate

I/we understand that my/our name and brief details about the project may be released to the media or appear in publicity material.

I/we undertake that I/we have obtained the consent of all people involved to provide these details.

I/we understand that I/we have the right to have access to this information.

This consent is given in accordance with the Privacy Act 1993.

Signed:

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Name/Organisation:

Date:

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Contact Details

For any enquires please get in touch with us:

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