

Purpose and Vision

The New Zealand Government invests in major events to achieve specific outcomes that align with government priorities.

Investments are made through the Major Events Fund, a contestable \$60 million five-year fund.

Our vision is that New Zealand is internationally recognised as a desirable major events destination, delivering world-class events that generate economic and social outcomes, enhance our global reputation, and enrich the lives of New Zealanders.

www.majorevents.govt.nz

Major event priorities

The government invests in major events that generate significant immediate and long-term benefits that align with wider government objectives. Five priorities guide Major Events Fund investments.



PRIORITY ONE: Securing economic benefits

By securing economic benefits from the major events we invest in, we will help to build a stronger, more productive economy and support investment and exports.



PRIORITY TWO: Driving international exposure

By utilising major events to drive exposure of New Zealand in key markets, our investments will provide opportunities to enhance New Zealand's international brand, advance diplomatic interests and promote New Zealand as a visitor destination, place to do business and invest.



PRIORITY THREE: Building national pride

Our major events will create vibrancy, enhance social cohesion and connectedness, and celebrate our unique identity to build national pride.



PRIORITY FOUR: Enhancing our reputation

Our reputation as an exceptional international major events host will be enhanced globally by consistently presenting world class events, and the domestic events sector will be vibrant with a strong pipeline of future events.



PRIORITY FIVE: Advancing government priorities

By realising direct event, and leverage and legacy opportunities, our major events will advance numerous government priority areas including the sport and recreation and arts and culture strategies.

Major Events Fund criteria

To be eligible for Major Events Fund investment, an event must:

- › Be a major event by the government's definition: a major event is an event that is, or has the potential to be, internationally significant by which it generates international interest or visitation from outside New Zealand, profiles New Zealand on an international platform and offers elements that are uniquely New Zealand.
- › Be a sports, arts or cultural event delivered onshore.
- › Meet baseline application requirements listed on www.majorevents.govt.nz.

To be considered for Major Events Fund investment, an event must align with one of three investment focus areas:

- **Investment Focus Area One:** Events must deliver net national economic benefits.
- **Investment Focus Area Two:** Sports major events must contribute to high-performance outcomes, whilst aligning with Sport NZ's strategy.
- **Investment Focus Area Three:** Events must create opportunities to profile and celebrate New Zealand's national identity and cultures, our creative talent, ingenuity, diversity, and adventurous spirit.

Portfolio by design

To actively curate a balanced portfolio, prospecting activity is conducted under a 'portfolio by design' approach which considers factors such as seasonal and regional distribution and balance of content (sport versus art and culture, sport code, and genre variety). Criteria presented in the three investment focus areas guide prospect identification.