

# SOUTH WAIRARAPA DISTRICT COUNCIL

8 AUGUST 2018

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## AGENDA ITEM C1

### APPLICATIONS FOR GRANT FUNDING

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#### **Purpose of Report**

To present an application for funding from Huri Huri and the Chamber of Commerce.

#### **Recommendations**

Officers recommend that the Council:

1. *Receive the Application for Grant Funding Report.*
2. *Receive and consider the application for funding from the Wairarapa Chamber of Commerce for \$2,000 to help with the costs associated with hosting Wairarapa Business Awards.*
3. *Receive and consider the application for funding from Huri Huri for \$2,000 to help with the costs associated with promoting the Wairarapa Summer of Cycling Campaign.*
4. *Either approve grant funding at the requested levels, or at partially funded levels, or decline funding.*

#### **1. Executive Summary**

Funding applications have been received from Huri Huri and the Chamber of Commerce (see Appendix 1).

Council are requested to consider the applications on their merit and contribution towards the well-being of the South Wairarapa community and either grant funding, partial funding, or to decline funding.

#### **2. Discussion**

Every year as part of the annual plan or long term plan (LTP) process Council considers applications for funding at the time that submissions to the plans are considered. Historically all funding put aside for the purpose of grants is allocated; no discretionary funding is available for applications received during the year.

Councillors elected to put aside a contingency in the Long Term Plan 18/28 so funding was available should midterm applications with merit be received.

## **2.1 Financial Implications**

For the 18/19 year Council elected to hold a contingency of \$18,142 for funding applications received outside of the LTP submissions process.

Budget, allocations and contingency as at 8 August 2018 are shown below.

<b>Grant Funding</b>	<b>18/19 Funding</b>
Approved Budget	\$170,000
Allocated Budget	\$151,858
<b>Contingency</b>	<b>\$18,142</b>

Allocating funding at the requested levels will leave a contingency of \$14,142.

## **3. Appendices**

- Appendix 1 - Wairarapa Chamber of Commerce Application for Funding
- Huri Huri Application for Funding

Contact officer: Suzanne Clark, Committee Secretary

Reviewed by: Paul Crimp, Chief Executive Officer

# **Appendix 1**

- Wairarapa Chamber of Commerce Application for Funding**
- Huri Huri Application for Funding**



# South Wairarapa District Council

## 2018/28 Long Term Plan

### Grant Application Form

Email to: [ltp@swdc.govt.nz](mailto:ltp@swdc.govt.nz) before 4 pm, 23 April 2018

#### 1. ORGANISATION DETAILS

<b>Name of organisation:</b>
Wairarapa Chamber of Commerce Inc
<b>Physical address:</b>

<b>Postal address:</b>
Po Box 868 Masterton 5810

<b>Contact Person:</b> Catherine Rossiter-Stead	<b>Phone No (Day):</b> 0210471723
<b>Email:</b> <a href="mailto:catherine@wairarapachamber.co.nz">catherine@wairarapachamber.co.nz</a>	<b>Mobile No:</b> as above
	<b>Phone No (After hours):</b>

<b>When was the organisation formed and what are its aims and objectives?</b>
2005
The Chamber's focus is on being a major contributor to economic growth in Wairarapa by encouraging and supporting business growth through the principles of collaboration, connection and advocacy.

<b>Total number of members in your organisation?</b>	210+
<b>How many full-time equivalent people work in your organisation?</b>	None. A total of 20 hours are contracted to an administrator.
<b>How many volunteers work in your organisation?</b>	7
<b>Date of last AGM?</b>	19.10.17
<b>Are you GST registered? Y/N</b>	<b>GST No:</b> 91-442-353

<b>Officers of organisation</b>	
<b>Chair: Sean Stafford / Rebecca Sayer</b>	<b>Phone No:</b> 0272904180 / 0274522439
<b>Secretary:</b>	<b>Phone No:</b>
<b>Treasurer: David Osborne</b>	<b>Phone No:</b> 0274486606

## 2. PROJECT OVERVIEW

**Specific reason for grant application (e.g. upgrade to facilities/purchase of equipment/one-off event):**

To help launch Wairarapa's inaugural business awards.

This is the first time the region has hosted its own dedicated business awards. There are businesses in Wairarapa that are doing amazing things, but fly well under the radar. The Wairarapa Awards is an opportunity to highlight these incredible organisations and showcase what this region has to offer.

The Wairarapa Awards, as it becomes more recognised, will help contribute to the following:

- *Healthy and Economically Secure People*
- *Vibrant and Strong Communities*

**Where and when will the activity/event take place or what is the anticipated completion date of the project (please note funds cannot be allocated retrospectively)?**

Please see attached timetable. Award Night is 4 October 2018

**Why should South Wairarapa District Council (SWDC) support this project/event?**

The Wairarapa Awards contributes to the Council's vision of being a *an open, energetic and unified community, as well as being future-focussed and growth-oriented*. Regional awards such as these invokes recognition and pride in the place we invest in, work in and

live in. Highlighting business excellence, not only in South Wairarapa - but across the whole Wairarapa showcases the very best of what this region has to offer.

**Who will benefit from these funds and in what way?**

The Wairarapa Community because the awards will promote business excellence and demonstrate what a great place Wairarapa is to invest in, work in and live in.

**Would you like to speak in support of your application at a meeting of the South Wairarapa District Council?** Yes

*Submission hearings will be held on 14 & 15 May 2018 at the Council Chambers, Martinborough*

### 3. FINANCIALS

Funding requirements	
Total cost of project	\$ 13,680
Your organisation's contribution	\$
Other outside funding (please supply brief details)	\$
Amount applied for in this application	\$ 2,000
Shortfall (please provide brief details of how will balance be found)	\$
Project income (if applicable), e.g. generated from sales to public	\$
Is organisation a registered charity?	Yes/No
Have you applied to SWDC for funding before?	Yes/No

<b>If yes, when, for what purpose and how much was granted?</b>	
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<b>Bank account details</b>	
<b>Name of bank:</b>	Westpac Masterton
<b>Account name:</b>	Wairarapa Chamber of Commerce
<b>Account No:</b>	03-0687-0048982-00

#### **4. Declarations**

We agree to comply with requests from an officer or councillor from SWDC for additional information in relation to this application.

#### **Statement to comply with the Provisions of the Privacy Act 1993**

The personal information above is collected and will be held by SWDC for the purpose of considering your application for financial assistance. You have the right of access to, and correction of, personal information about you, that we hold.

#### **Authorisation**

- I certify that the information provided in this application form is true and correct to the best of my knowledge.
- I have the authority to make the application on behalf of the organisation.
- I agree that the necessary documentation listed below is attached to this application.
- I confirm that we will complete and return a grant accountability form within two months of the project being completed.
- The organisation will keep receipts and a record of all expenditure for 7 years.
- Any unspent funds will be returned to SWDC.
- All expenditure will be accounted for in the Grant Accountability Form.

<u>Signatory One</u>	<u>Signatory Two</u>
<b>Signed:</b>	<b>Signed:</b>
<b>Full name:</b>	<b>Full name:</b>
<b>Designation:</b>	<b>Designation:</b>
<b>Date:</b>	<b>Date:</b>

#### **Supporting documentation required for this application**



<ul style="list-style-type: none"><li>• Most recent annual accounts including notes and review/audit report.</li></ul>	<input type="radio"/>
<ul style="list-style-type: none"><li>• Income and expenditure statement for part year and inaugural minutes (if organisation has been operating for less than 12 months)</li></ul>	<input type="radio"/>

## South Wairarapa District Council 2018/28 Long Term Plan Grant Application

### Conditions of Grant:

#### Residential eligibility:

- Organisations, Charitable Trusts & Incorporated Societies must currently operate within South Wairarapa or have a broader Wairarapa-wide benefit.

#### Application forms:

- Will be accepted either in electronic or hard copy form.
- A separate application must be made for each project or event.

#### Annual grant:

- All applications are considered by the South Wairarapa District Council and awarded at their discretion and on the merits of each project for the greater wellbeing of the South Wairarapa community.
- There is no maximum amount for any one grant, however, the SWDC's resources are limited and funding support is not guaranteed on an on-going basis.
- Applicants will need to re-apply each year for consideration of funding to continue.
- There is a 12-month time limit for uplifting the funds from the date of notification of approval.
- After 12 months, if funds have not been uplifted the grant will be rescinded and a new application must be completed and submitted for consideration.
- Unused funds must be returned to SWDC.

#### Supporting material:

- Organisations are required to provide copies of their most recent annual report and financial statements that have either been audited or reviewed by a suitably qualified person.
- Within two months of completion of the project or event, applicants are required to send to the SWDC a completed Grant Accountability form.

#### Payments:

- GST registered applicants must provide a tax invoice to enable the grant to be paid



- Grants will be paid directly into the applicant organisation's designated bank account.
- SWDC may request receipted accounts as evidence of payment in advance of release of this grant.

**Please return the completed by 4.00 pm on Monday 23 April 2018 to:**

South Wairarapa District Council

PO Box 6

Martinborough 5741

Or email: [ltf@swdc.govt.nz](mailto:ltf@swdc.govt.nz)



## Background

This is the first time the region has hosted its own dedicated business awards. There are businesses in Wairarapa that are doing amazing things, but fly well under the radar. The Wairarapa Awards is an opportunity to highlight these incredible organisations and showcase what this region has to offer.

South Wairarapa District Council aims for the South Wairarapa *to be an open, energetic and unified community and to be future-focussed, growth-oriented and exercise sound judgement*. The Wairarapa Awards, as it becomes more recognised, will help contribute to the following:

*Healthy and Economically Secure People  
Vibrant and Strong Communities*

The Wairarapa Chamber of Commerce is the voice of business in Wairarapa, so it's a no-brainer that our region's business awards should be organised by the local Chamber.

## The Event

The Chamber recognises that putting an awards event together requires a high level of expertise and is lucky to have those wonderful people from the Wellington Gold Awards on hand to provide excellent practical advice.

So in the inaugural year, the Chamber is seeking nominations in four categories: *Innovation, Vibrant, Emerging* and *Team*. As the event becomes established it will feature more awards and tributes.

*Innovation* highlights businesses exploring new ideas, services and products and who are thinking outside the box.

*Vibrant* features those businesses who are leaders in Wairarapa's burgeoning hospitality and tourism sector.

*Emerging* showcases the region's up and coming businesses.

*Team* is all about service to the community, wellness and well-being, and investment in people.

## Format 2018

### Awards Night

Thursday 4 October 2018  
Cophthorne Solway Park Hotel & Resort  
6.30-9pm

- Celebrity Master of Ceremonies
- Canapes & drinks in the foyer
- Platters and beverages on the tables
- Finalist video shorts
- Live music

### Nominations

The competition is open to receive nominations from the public and entry is through the completion of a nomination form. This will be promoted through local media and distributed through the Chamber newsletter, Facebook and website ([www.wairarapachamber.co.nz](http://www.wairarapachamber.co.nz)).

### Judging

The selection of 12 finalists will take place by a panel of judges overseen by an independent convenor – so everyone gets a fair go.

Initially, at least 24 businesses will be selected and presented to the judging panel. To help with this process, an independent researcher will write up 300 words on each business using the same format to ensure fairness. Twelve finalists will be selected via a rating system.

The 12 finalists will then be informed that they have been nominated and have reached the final stage. They will be invited to attend the awards night (which involves purchasing a table of ten). At this stage they will have the opportunity to decline if they don't wish to proceed any further.

The winners will again be selected via a rating system. This time via email, so that even the panel are kept unaware who the winners are until the actual awards night. This helps to maintain suspense and excitement.

### Additional Awards

In addition to the four categories, there will be an overall *Supreme Award* and a *Tribute* to a well-known Wairarapa business icon.

## Timeline

<b>Date/s</b>	<b>Activity</b>
2 July	Call for nominations
20 July	Closing date for nominations
23-26 July	Researcher compiles entry info
27 July	Panel meets to select finalists
30 July	Email out to finalists with expectations and instructions for the next stage
1 August	Confirmation of finalists
2 August	Media release announcing finalists
1 August – 21 September	Finalist videos to be sourced or produced
4 October	Awards night
8 October	Event review

## Budget

Based on 150 guests @ \$45 a ticket

<b>Item</b>	<b>Cost</b>	<b>Income</b>
Sponsorship / grants		\$8,000
Ticket income		\$6,750
Venue hire	Sponsored	
Wine (no corkage)	\$1,080	
Beer (no corkage)	\$850	
Soft drinks	\$300	
Food	\$3,000	
AV hire & technician	\$500	
Event expenses – band, table decorations, MC	\$4,950	
Advertising & Marketing	\$3,000	
Cost	\$13,680	
Income		\$14,750
		<b>\$1,070</b>

## Summary

For a number of years there has been plenty of talk about creating a region-wide business awards. The Wairarapa Chamber of Commerce has taken the lead and, quite frankly, just got on with it and made it happen.

However, events such as this do require financial support in order to make them happen. We hope that South Wairarapa District Council will look favourably on this application.

## South Wairarapa District Council

### 2018/28 Long Term Plan

### Grant Application Form

Email to: [ltp@swdc.govt.nz](mailto:ltp@swdc.govt.nz) before 4 pm, 23 April 2018

#### 1. ORGANISATION DETAILS

Name of organisation:

Wairarapa bike Festival Charitable Trust

Physical address:

PO Box 8, Greytown 5742

Postal address:

PO Box 8, Greytown 5742

Contact Person:

Catherine Rositer-Stead

Phone No (Day):

Email:

catherine@promotepr.co.nz

Mobile No:

021 0471723

Phone No (After hours):

When was the organisation formed and what are its aims and objectives?

Theri Theri is an overarching brand for the promotion of all cycling activity in the Wairarapa.

To host, promote & provide advice on Wairarapa cycling events.

Total number of members in your organisation?	
How many full-time equivalent people work in your organisation?	—
How many volunteers work in your organisation?	2-5 (depending on event)
Date of last AGM?	
Are you GST registered? <del>Y/N</del>	GST No: 118-654-110

Officers of organisation	
Chair: Helen Tickner	Phone No: 0277700020
Secretary: Catherine Rossiter-Stead	Phone No: 021 0471 723
Treasurer: "	Phone No: "

## 2. PROJECT OVERVIEW

Specific reason for grant application (e.g. upgrade to facilities/purchase of equipment/one-off event):

Please see the attached.

Where and when will the activity/event take place or what is the anticipated completion date of the project (please note funds cannot be allocated retrospectively)?

October 2018 - April 2019

Why should South Wairarapa District Council (SWDC) support this project/event?

Being healthy & active makes a huge contribution to overall community well-being which in turn adds to a welcoming & vibrant community where we all enjoy living

Who will benefit from these funds and in what way?

The entire community will have the opportunity to benefit.

Would you like to speak in support of your application at a meeting of the South Wairarapa District Council?  Yes/No

Submission hearings will be held on 14 & 15 May 2018 at the Council Chambers, Martinborough

### 3. FINANCIALS

Funding requirements	
Total cost of project	\$ 13,000
Your organisation's contribution	\$
Other outside funding (please supply brief details)	\$
MDC	5,000
Trust House	3,000
Grant organisations	3,000
	} To be raised
Amount applied for in this application	\$ 2,000
Shortfall (please provide brief details of how will balance be found)	\$
	See attached
Project income (if applicable), e.g. generated from sales to public	\$
Is organisation a registered charity?	Yes/No
Have you applied to SWDC for funding before?	<input checked="" type="radio"/> Yes/No
If yes, when, for what purpose and how much was granted?	

Bank account details	
Name of bank:	WBS
Account name:	Nairarapa Bike Festival Trust
Account No:	02 0688 008 9022 02

#### 4. Declarations


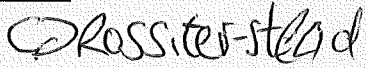
We agree to comply with requests from an officer or councillor from SWDC for additional information in relation to this application.

#### Statement to comply with the Provisions of the Privacy Act 1993

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#### Authorisation

- I certify that the information provided in this application form is true and correct to the best of my knowledge.
- I have the authority to make the application on behalf of the organisation.
- I agree that the necessary documentation listed below is attached to this application.
- I confirm that we will complete and return a grant accountability form within two months of the project being completed.
- The organisation will keep receipts and a record of all expenditure for 7 years.
- Any unspent funds will be returned to SWDC.
- All expenditure will be accounted for in the Grant Accountability Form.

Signatory One	Signatory Two
Signed: 	Signed: 
Full name: Helen Tiche	Full name: Catherine Rossiter-Stead
Designation: Chair	Designation: Project Manager
Date: 27/7/18	Date: 27/7/18

#### Supporting documentation required for this application

- Most recent annual accounts including notes and review/audit report.
- Income and expenditure statement for part year and inaugural minutes (if organisation has been operating for less than 12 months)

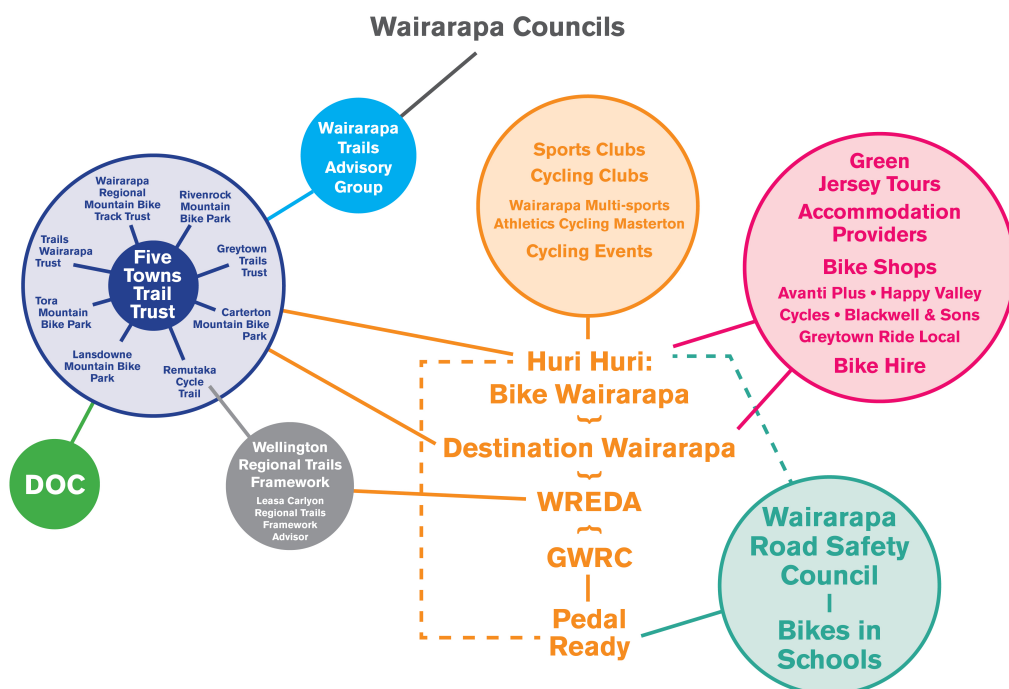




## Background

Cycling participation in Wairarapa is growing rapidly. A coordinated and cohesive approach to support and promote further growth is vital. This is imperative from both a community and tourism perspective.

Huri Huri is quickly establishing itself as an overarching brand for the promotion of all cycling activity in Wairarapa. It is also responsible for hosting, promoting and providing advice for Wairarapa cycling events throughout the year. Huri Huri is also a conduit for information on cycling opportunities in the region, and supports and encourages a safe cycling message.



Wairarapa Cycling Stakeholder Landscape

## Huri Huri Summer of Cycling

October 2018- April 2019

Huri Huri is working alongside Destination Wairarapa and with a number of high-profile local cycling events to coordinate and promote a *Summer of Cycling* campaign. It seems sensible to pool resources and utilise the Huri Huri brand to promote the excellent opportunities to engage our community and potential visitors in cycling activity in Wairarapa throughout the summer. It also brings together the region's cycling stakeholders and helps to promote collaboration.

Events already signed up to the *Summer of Cycling* campaign:

- Wairarapa Multisports Biathlons
- Martinborough Fun Ride
- Greytown Annual Vintage Cycling Festival
- Pedal for Parkinson's Mountain Bike Ride from Pahaoa to Ngwai
- Mountain Duathlon
- Race the Rock at Rivenrock
- Skyline Challenge

There is certainly further opportunity to get behind more community events involving cycling as they are developed in the coming months.

## Campaign Budget

Item	Cost	Income
Sponsorship / grants		\$10,000
Contributions from event organisations		\$3,000
Design	\$1,000	
Printing, fliers / posters	\$2,000	
Radio advertising	\$3,000	
Print advertising	\$4,000	
Road signage	\$2,500	
Online advertising	\$500	
Cost	\$13,000	
Income		\$13,000
		<b>\$0</b>

## Support from South Wairarapa District Council

Most of the organisations involved in organising the cycling events are community or charitable entities. The Wairarapa Bike Festival Charitable Trust (Huri Huri: Bike Wairarapa) is seeking additional financial support to help advertise and promote the *Huri Huri Summer of Cycling* campaign.

Road cycling and mountain biking feature in the top ten sport and active recreation activities for adults (when the adults were asked what activity they had participated in during the last 7 days<sup>1</sup>). This campaign will make a contribution to help our communities be active and satisfies the Council's objectives:

- Healthy and Economically Secure People
- Vibrant and Strong Communities

We hope the Council will look favourably on this application and support the promotion of what will be exciting summer of cycling.

Huri Huri is seeking \$2000 as a contribution from SWDC.

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<sup>1</sup> Sport NZ Active NZ Survey 2017



RivenRock Mountain Bike Park

217 Mt. Holdsworth Road

RD1 Carterton

### **Huri Huri Letter of support from RivenRock MTB 6th June 2018**

The Huri Huri events and support are very beneficial for RivenRock MTB.

Benefits include coordination of event planning, we have three events planned for the coming cycling season and Huri Huri are instrumental in helping us to time events so that we don't have clashes other events, so we can maximise patronage at all cycling events held here and elsewhere. This is extremely beneficial to all event stakeholders in the region it develops a coordinated approach that benefits us all and promotes cooperation between stakeholders and develops the community as a whole and we very much appreciate their input in this area.

Huri Huri are also instrumental in promoting our events through marketing strategies that we don't have access to, and this will help us enormously to get our events noticed in the local and wider regions and help to develop our business to a sustainable level which benefits the whole community, bringing in visitors from outside the community is beneficial to many local businesses not just cycling stakeholders.

They also supply advice and support for events which we have utilised previously and will continue to do in the future, it is a very supportive group and they have helped us enormously with planning and promotion and with their advice for our future planning and the things we need to consider.

RivenRock MTB greatly appreciates the support from Huri Huri.

Regards,

RivenRock MTB

217 Mt Holdsworth Road

RD1 Carterton

**From:** Brian Baxter brianbaxter@xtra.co.nz  
**Subject:** Support for Huri Huri  
**Date:** 4 July 2018 at 2:51 PM  
**To:** Catherine Rossiter-Stead catherine@promotepr.co.nz

BB

Hi Catherine

I understand that you are applying for funding to help promote cycling events in Wairarapa.

On behalf of the South Wairarapa Rotary Club, which is the organiser of the Martinborough Charity Fun Ride held in October each year, and which is a ride associated with Huri Huri, I would strongly support such an application.

I believe Huri Huri is beneficial to our event and other cycling events in Wairarapa. Benefits include:

- Huri Huri encourages collaboration between Wairarapa cycling event stakeholders
- Coordination of event dates with other cycling stakeholders in the Wellington Region (and avoidance of clashes on the regional cycling calendar)
- Cross-promotion between Wairarapa events to maximise profile and attendance at all cycling events and establishing Wairarapa as a summer cycling destination
- Utilisation of the Huri Huri brand to promote Wairarapa events both within Wairarapa and externally to other cycling stakeholders further a field, especially in Wellington, Kapiti, Palmerston North and Hawkes Bay - e.g. cycling clubs, groups, shops, organisations and Cycling NZ
- Pooling of advertising resource to promote 'Huri Huri Summer of Cycling' activity from late October 2018 to April 2019. This resource will highlight the cycling events taking place in Wairarapa during that time through posters & flyers, print media, radio and digital advertising spend
- Event management support and advice - especially with the Martinborough Fun Ride.

I hope your application is successful

Regards

Brian

**Brian Baxter**

906 Bidwills Cutting Rd  
RD1  
Greytown 5794  
06 304 9878  
027 211 0359

5 July 2018

Catherine Rossiter-Stead  
Manager  
Huri Huri: Bike Wairarapa

Kia ora Catherine

Cycling and events are two of the most important drivers for attracting tourists into the Wairarapa. Combined with the outdoors, coast, towns & villages and wine & food and we have the complete Wairarapa tourism proposition.

Huri Huri is the perfect platform for delivering the coordination required with stakeholders and the events. The collaboration between events to ensure duplication and overlap is avoided is an excellent outcome from your work.

The Huri Huri brand is well recognised now in the Wairarapa and synonymous with cycling and cycling events. This recognition is a great start for the work you do in promoting the various Wairarapa events to the relevant markets.

We're particularly excited by the Huri Huri Summer of Cycling promotion activity you have planned to drive participation in cycling in the Wairarapa from October 2018-April 2019.

As the Regional Tourism Organisation for the Wairarapa we are delighted to have Huri Huri as a partner we can truly say we've worked with from day one. Please feel free to use this letter as endorsement of your activity.

A handwritten signature in blue ink, appearing to read 'D Hancock', is positioned above the printed name.

David Hancock  
General Manager  
+64 272 272 118