

PEOPLE, STORIES, PLACES



**TUKUI24**  
**WHAKATŪ**

# Event Host Information Pack

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*Dear prospective event host*

Thank you for taking an interest in running an event for Tuku 24 Whakatū. The festival runs from March 24 to May 4, 2024.

We are really looking forward to receiving a wealth of ideas from the community, and some great ideas have already come forward. 2023's six week festival was a blast and we are all raring to go for 2024!

Please use this information pack as a guide to planning your event and to assist you in registering your event(s) for inclusion in the programme.

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

To register your event and/or to make an application for grant support, fill in the Tuku 24 Event Listing/Grant Form on the Tuku festival website here: [tukuwhakatū.nz](http://tukuwhakatū.nz)

Once again, thanks for your interest in getting involved in Tuku 24 Whakatū.

*Tom*

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# Programme Listing Registration Criteria/Advice



**For Tuku 24 Whakatū event registrations to be accepted and added to the 2024 programme, the following suitability criteria must be met:**

- Events should be on a history/cultural heritage theme.
- Events should be available for the public to attend. Event hosts can charge for events and have a booking system to control numbers, but no “invite only” or restricted access events will be added to the programme.
- Events should be within an hour’s travel from Nelson’s city centre.

Also,

1. An online registration form should be submitted here: [tukuwhakatu.nz](http://tukuwhakatu.nz) by the closing date of 08/01/2024.
2. Events should be run/organised by the applying event host.
3. Event hosts agree to be responsible for carrying out health and safety risk assessments including providing a copy of their event risk assessment forms to Council.
4. Event hosts agree to Council marketing their event in the Tuku 24 Whakatū programme and other marketing that Nelson City Council decides to carry out.
5. Inclusion in the Tuku 24 Whakatū programme is at the discretion of Nelson City Council as assessed by Council’s selection panel.

# Event Grant Funding Criteria/Advice



## The Match Funding Model:

The grant funding of events in Tuku 24 Whakatū is all about partnership and joint contributions. Money from Nelson City Council can be paid to event hosts to assist with delivering events if they can show a similar degree of investment in time or money is made from their side.

In recognition that some people cannot put up cash funds this “match funding” model allows voluntary time to be valued at \$25 an hour as matching, alongside any funds you may have.

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

## Charging for Grant-Funded Events:

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

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



## Grant Funding Criteria:

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

1. Events must have a history/cultural heritage focus and must be located within the Nelson City Council boundaries so ratepayers can easily attend them.
2. Funded partners must be prepared to sign a Community Grant Agreement with Council or its agent and share their accounts after the event by completing a post-event report.
3. A preference will be given for projects/activities which show an element of working in partnership in their funding and delivery. This may include working with other not-for-profit organisations, funders, or sponsors.
4. Funding preference will be given to projects/activities that meet one or more of the "Especially Favoured Characteristics" noted below.
5. Successful applicants must acknowledge Nelson City Council and support from Nelson City Council and Tuku 24 Whakatū in promotional material wherever possible by using approved Tuku 24 logos.
6. Other factors that will be considered are:
  - The value of the project to the community in comparison with the cost to Council
  - The size of the event and its reach, particularly the expected audience size
  - The degree of match funding provided by the event host
  - The level of wider community involvement in the project
  - The past achievements or potential of the event host in managing events
  - Contribution to other Council policies/strategies.

## Especially Favoured Characteristics:

For Tuku 24 Whakatū, grant applications that achieve any of the following characteristics will be looked on particularly favourably:

1. Events that share Māori heritage, particularly those that have undergone appropriate consultation with iwi or specialist Māori heritage groups
2. Events that share other non-European migrant heritage
3. Events that are specifically designed to attract audiences that are under 50 years old
4. Events that require less than \$500 grant funding



## What won't be funded?:

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

- Activities that are held outside the Nelson City Council administration area

While not eligible for a Tuku 24 grants, if your event is located in the Tasman District Council boundary you may be eligible for financial support from the following funds:

[Creative Communities Scheme | Tasman District Council](#)

[Community grants - grants from rates | Tasman District Council](#)

- Political parties
- Duplication of existing public or private programs operating close to each other
- Purchase or improvement of privately owned assets
- Activities already completed - no retrospective funding
- Public services that are the responsibility of central government (e.g., core education, primary health care)
- Private events

## The Grant Application Process:

- **Early November 2023** - Tuku 24 Whakatū grant and listing registrations are opened and are promoted.
- **January 8 2024** - grant applications and event registrations close.
- **By end of January 2024** - grant applications are assessed by the grant assessment panel and negotiated with hosts. The panel is made up of three people: two heritage staff members and a third staff member from outside the heritage team.
- **February 2024** - grant agreements are signed by event hosts.
- **Early March 2024** - payment is provided to all grant recipients once they have sent in their health and safety plans.