

2026 COMMUNITY EVENTS FUND INFORMATION SHEET

Goal of the Community Event Fund

Part of Masterton District Council's purpose under the Local Government Act 2002 is to promote the social, economic, environmental and cultural wellbeing of our communities in the present and for the future. The aim of the Community Events Fund is to support diverse and exciting events that appeal to residents; contribute to these wellbeing's and celebrate our culturally rich and diverse district and region.

Masterton District Council will consider applications for events that:

- Optimise the economic contribution of events to Masterton.
- Support events to be of a high quality.
- Support events to grow and appeal to a wider audience.
- Promote Masterton as an event visitor destination.
- Create a positive image of Masterton to residents and visitors.
- Community-based events organised by community groups or individuals that help grow and enhance our sense of community and increase opportunities to engage and connect with each other safely.

Events in our community help support two key outcomes set out in the Wellbeing Strategy, *He Hiringa Tangata, He Hiringa Whenua*:

- *An Engaged and Empowered Community*: Events provide opportunities for our community to connect and engage with each other.
- *A Thriving and Resilient Economy*: Local events can attract visitors to Masterton that in turn provide economic benefits for the community.

Some events may support a third outcome:

- *Pride in our Identity and Heritage*: Events can provide opportunities to celebrate and promote our cultural heritage and identity.

Eligibility

Organisations and individuals are eligible to apply to the Community Events Fund. Applications by individuals must be co-signed by another person, who will retain equal responsibility for ensuring that the event is carried out and funds are spent appropriately and reported back on through an accountability form.

Any applicants under the age of 18 must have an adult signatory (support person) on their application; on which the responsibility for the event shall fall.

Applications can only be considered if the accountability form for the previous event you received funding for, has been completed and returned.

Please note that an incomplete form or missing supporting documentation may result in your application being returned to you.

Funding Year

Applications to the 2026 funding year open on Wednesday, 1 July 2026 and will close at 4.30pm on Friday, 31 July 2026.

How to Apply

To be considered for this grant, please complete the application form. The application form is available on our website

<https://www.mstn.govt.nz/community/community-grants/community-events-fund>

and from reception at Waiata House, 27 Lincoln Road.

You or your organisation may be contacted by council staff or elected members of the Council for further information if required.

Information You Will Need for Your Application

- A one-page report that covers the following information about your event:
 - The date(s) of the event
 - Where it will take place in the Masterton district
 - Estimated number of active participants
 - Estimated number of the audience attending
 - Where those people are expected to be coming from
 - How it will benefit the Masterton district
 - Explain any risks that could be associated with the event e.g. financial, public safety, weather etc.
- Relevant quotes
- Bank verified account details (for the account to which any grant will be direct credited into)
- Latest annual accounts and latest monthly financial statement (for organisations only)

Event Categories

You will need to state which category your event falls under in your application form.

Events are categorised into the following three categories:

- Major events with economic benefit;
- Local and targeted events with community benefit; and
- Emerging events.

Major Events with Economic Benefit

This category covers a festival or event that attracts a large audience and participation (more than 1,000 and possibly including international interest), generates significant economic wealth, and contributes to the positive national and international profile of the Masterton district and the Wairarapa region.

A premier festival or event will fill the majority of local and regional accommodation and attract thousands of visitors from outside the region. Such events are unique to the district or closely associated with it.

- Elements of originality should be incorporated into these events to provide complementary activities, expand community involvement, and attract a wider public. Major events with economic benefit may be supported by Destination Wairarapa and each will be able to be linked with 'What's On' in the Wairarapa.
- Such events may be one-off or may recur on an annual or biennial basis.
- Events may have a naming rights sponsor. Some of these long-standing events will be expected to become financially independent of council grants or to receive council funding for value-added activities.

A current example is the Wairarapa Balloon Festival.

Local or Targeted Event with Community Benefit

Local Event

- A local event is staged for local people as a celebration of an occasion, for some reason that is significant to the wider community, or to contribute to a community's recovery.

Targeted Event

- A targeted small event is aimed at a particular sector of the community e.g. youth, ethnic group, or a neighbourhood.

The scale of local and targeted events will vary, and may range from a street barbeque, community fun day or event for a local club or organisation to a larger scale event.

Audience participation will vary, and admission will usually be free, although where a local event is also a fundraiser, this may not be so.

Local events generate civic pride, add to the district's vibrancy, make residents feel included, contribute to a sense of community and connectedness, and make visitors inclined to stay longer in a culturally rich environment.

A current example is the Eastside Community Group annual festival.

Emerging Events

- Emerging events may warrant a kick-start grant if they are seen to have the potential to become significant events in the future that will benefit and involve the local community and attract visitors.
- In some instances, council's role will be to provide seed-funding that will enable the organisers to approach other funders. In other instances, council will be a contributor to make up some, or all, of the difference between funding received and proposed expenditure.

Wellbeing Areas

You will need to demonstrate the wellbeing area(s) that your event will contribute to, and these are summarised as follows:

 Social	Masterton/Whakaoriori is a positive, strong, inclusive, and self- determining community with equitable opportunities for everyone
 Cultural	Masterton/Whakaoriori values the place and role of tangata whenua and is proud of our cultural identity and heritage
 Environmental	Masterton/Whakaoriori has rivers we can swim in and drink from, clean air to breathe, green and blue spaces that we can enjoy and share with future generations
 Economic	Masterton/Whakaoriori has a strong, sustainable economy that supports our people and places

Submitting Your Application

Completed applications should be returned by **ONE** of the following methods:

- Emailing to mdc@mstn.govt.nz ; or
- Posting to PO Box 444, Masterton 5840; or
- Delivering to Waiaata House, 27 Lincoln Road, Masterton

You may be contacted by council staff of elected members for further information if required. For further information about this grant, please contact Deanna Elwin, Grant Administrator by email deannae@mstn.govt.nz or telephone 06 370 6300.

Assessment of Applications

All applications will be considered both collectively (with other applications) and independently upon their respective merit to ensure a balanced portfolio of event categories (types) are held throughout the year.

In some cases, events may not receive direct funding from council but may receive subsidised access to a council facility or have some charges waived.

In all cases, principal criteria, and guidance to assess an application for funding will vary depending on whether the event is major or local but could include:

Strategic Alignment:

- Aligned with community outcomes and priorities and relevant strategies for the Masterton district.
- Significant number of anticipated participants and future growth potential.
- Evidence of target audience/attendance at regional, national and/or international levels.
- Strong leverage opportunities for attracting other funders and sponsors and high level of economic return on the investment.
- Extension of the visitor calendar into periods where there is accommodation capacity i.e. late autumn and early spring.

Contribution to the Community:

- Contributes to a sense of belonging to the community and opportunities for community involvement.
- Identifies target audience such as youth, older people, ethnic communities etc.
- Events are expected to have environmental sustainability practices such as separating recyclable material from rubbish to landfill. This reduces the cost of rubbish disposal for the event and meets council's targets of reducing solid waste to landfill.
- In accordance with the Wairarapa Combined Smoke and Vape Free Policy, public events receiving council funding or events held at any of council's public places are required to support smoke-free and vape-free messages in advertising and at the event.

Organisational Capability:

- Quality of organisational capability.
- A balanced and realistic budget.
- Events are expected to work towards financial sustainability over the short and long term and council would not normally be the sole source of funding.
- Compliance with previous reporting requirements.
- Safety, security, and risk management.
- Evidence of liaison with Destination Wairarapa, Nuku Ora and other tourism organisations prior to setting dates, to manage the events calendar to maximize availability accommodation and to maximize economic benefit.

District Promotion:

- Quantified/proven exposure benefits and distinctiveness for Masterton nationally (and internationally) and across business at large.
- Generation of overnight visitation to the district and region.
- Utilisation of district facilities and assets.

Decision Making

There will be an Extraordinary Council meeting on 9 September where the Mayor and Elected Members will assess and determine outcomes for all applications to this grant.

Payment and Funding Agreement

Organisations that are GST registered, are to provide a GST tax invoice of the grant amount awarded, plus GST, one month prior to the event date, issued to Masterton District Council, PO Box 444, Masterton 5840. Payment will be made on the 20th of the month following the invoice date.

Organisations and individuals, whom are not GST registered, will be direct credited the grant one month prior to the event taking place.

All recipients receiving a grant of \$2,000 and over will be required to sign a Funding Agreement. This will be provided with the outcome email and should be returned prior to receiving the grant payment.

Accountability

There is a requirement to account for the spend of the grant from our district ratepayer funds and show that the event was completed. This should be as soon as possible after the event and no later than 31 May 2027.

The form will be provided with the outcome email should you be successful for funding or is available on our Funding and Grants website page.

Applications can only be submitted and considered if the accountability form for a previous grant has been returned.

Definitions

- An event is defined as an exhibition, celebration, activity, or staged performance that is open to the public for a limited time.
- Note that 'open to public' does not necessarily denote 'free of charge' and may also be limited by venue capacity and ticketing.
- A festival is defined as a collection of events that celebrate a single or general theme and are promoted as one within this theme and occur within a defined timeframe.
- For sake of brevity, the term 'event' is often employed in a general sense to include both festivals and individual events, capacity and ticketing.

- Conferences are excluded from this.
- Participants, attendees, and the audience refers to all people taking part in an event, whether in active or passive roles.

