



VISION, MISSION, & GOALS

THE VISION

To be event legends, in the hearts of our community, New Zealand, and the world

THE MISSION

To enhance Kawerau through the promotion of events, which utilise the natural resources of the district, assist economic growth, attract a diverse range of participants and develop a strong sense of community

GOAL 1

CAPABILITY

Build on what we've established

TE WHANAKETANGA O TE KAHA

DELIVERY

Strategically deliver and support events that aim to meet the needs of the community, Council and our stakeholders

PEOPLE

Widen the pool of people available to support events and build their knowledge, skills and experience

VENUES

Identify new event spaces and develop the current venues

PARTNERSHIPS

Collaborate and partner with organisations and neighbouring Councils to support event growth in Kawerau

REPUTATION
Build the Kawerau reputation as an event destination

PROMOTION
Effectively promote what is happening to as many people as possible

STAKEHOLDERS
Keep all stakeholders regularly informed of how events are benefiting Kawerau

ENGAGEMENT

Let's communicate better

GOAL 2

TŪTAKI

GOAL 3

SUPPORT

Be innovative and creative with sourcing the dollars and in-kind support

ĀWHINA

RELATIONSHIPS

Strengthen relationships with past, present and future funders

RESEARCH

Develop new relationships with the private sector including potential philanthropic donors

INNOVATION

Research and implement new and innovative methods to fund, deliver and support events

EVALUATE

Reassess current funding offered to make sure it is being used efficiently and effectively

REGULATORY
Meet all Health & Safety and regulatory requirements to eliminate and reduce risks at events

DATA
Gather and analyse data from events to improve performance in future

EVALUATE
Measure and increase how events benefit Kawerau both economically and socially

PERFORMANCE

Make decisions based on facts

GOAL 4

AROTAKE

GOAL 5

SUSTAINABILITY

Encouraging smart choices

KAITIAKITANGA

FINANCE

Aim to create sustainable financial plans for events we deliver or support

WELLBEING

Focus support on events with a positive wellbeing approach

ENVIRONMENT

Work with organisers to create a positive impact from events on the environment