

# Best Local Government Event 2018



This award celebrates excellence in events that are owned or delivered by local government. Event budget/organisation size is irrelevant.

## ***Who should enter?***

Local government organisations that own or deliver events. Events receiving local government support, but delivered externally are not eligible (these will be eligible to enter other categories).

## ***Eligibility:***

Entries must be related to an event. The event must be delivered in New Zealand and owned or delivered by a New Zealand local government organisation – i.e Council, Regional Council, RTO, economic development agencies or council controlled organisation. The event must have either started or concluded between **1 April 2017 and 31 July 2018 inclusive**.

## ***Judging Criteria:***

Each entry must begin with a standardised overview of the event so judges can understand why the event was created, when it first began, the scale of the event, content, audience and participants (maximum 500 word count).

Entries (maximum 1,500 word count) will be assessed against the following criteria:

1. **Strategy and Objectives (20%)**
  - a. What did success look like when you started planning the event? This may include desired economic or social outcomes, audience, sustainability, or media for example.
  - b. What was your strategy to achieve these outcomes?
2. **Engagement (20%)**
  - a. Who are the various stakeholders (this may include sponsors, spectators, suppliers, media, participants for example) and how were they engaged?
3. **Execution (20%)**
  - a. How does this event demonstrate best practice across the planning and execution of your event? This may include elements such as budgeting, marketing or health and safety for example.
4. **Effectiveness (20%)**
  - a. What were the key measures set for each of the items that you outlined in number 1 above and did the event deliver these? In other words, did you achieve what you set out to do? Provide evidence where possible.
5. **Excellence (20%)**
  - a. How did leadership, innovation, unique selling points and legacy outcomes (including broader economic, community, environmental and infrastructure) contribute to the event's success?
  - b. Why should this event win over and above other events?