



Finding your Event “Sweet Spot”

Event Sector Leaders
in association with the Eventing the Future
Conference
August 2014

Today

- Sport NZ strategy and thinking
- Developing a world leading sporting events system in NZ
- Tools to assist finding the Sweet Spot

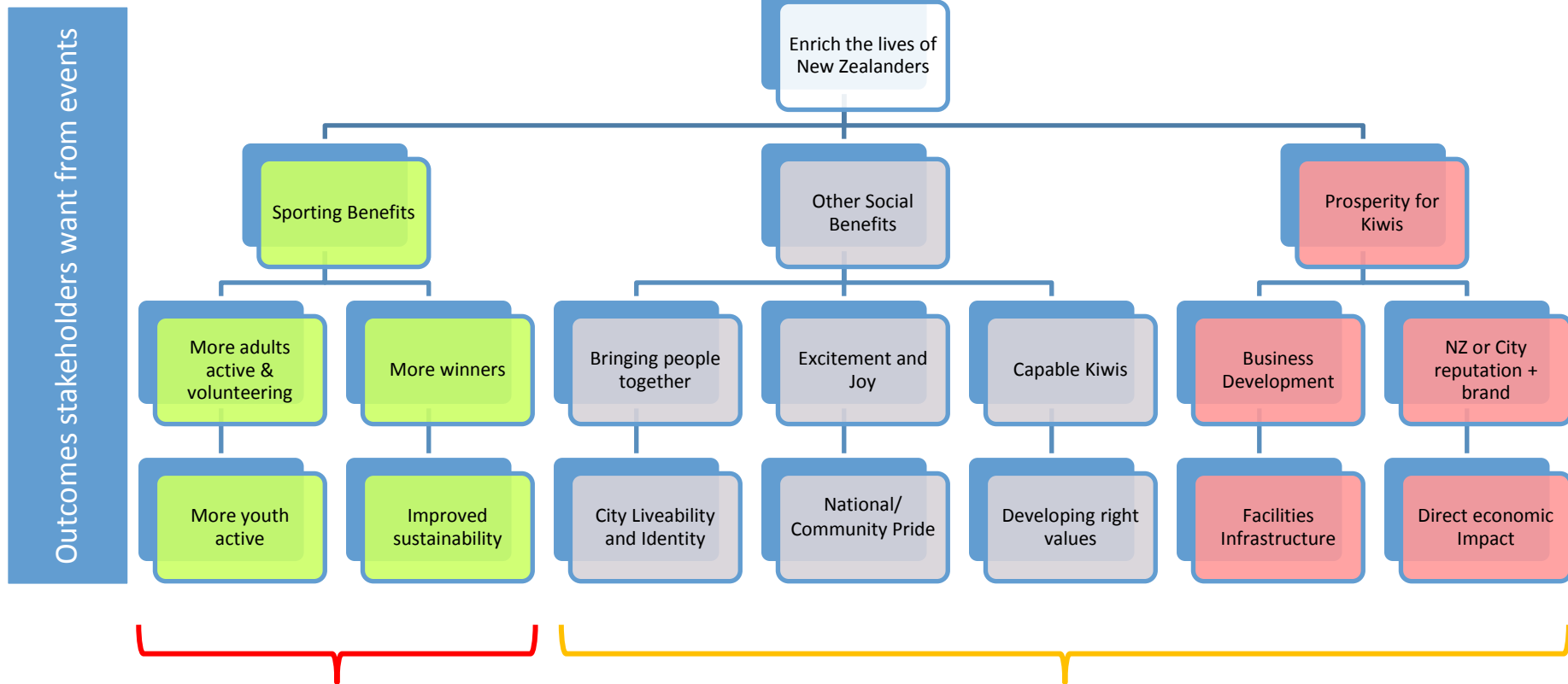


Sport NZ Event Strategy & Thinking

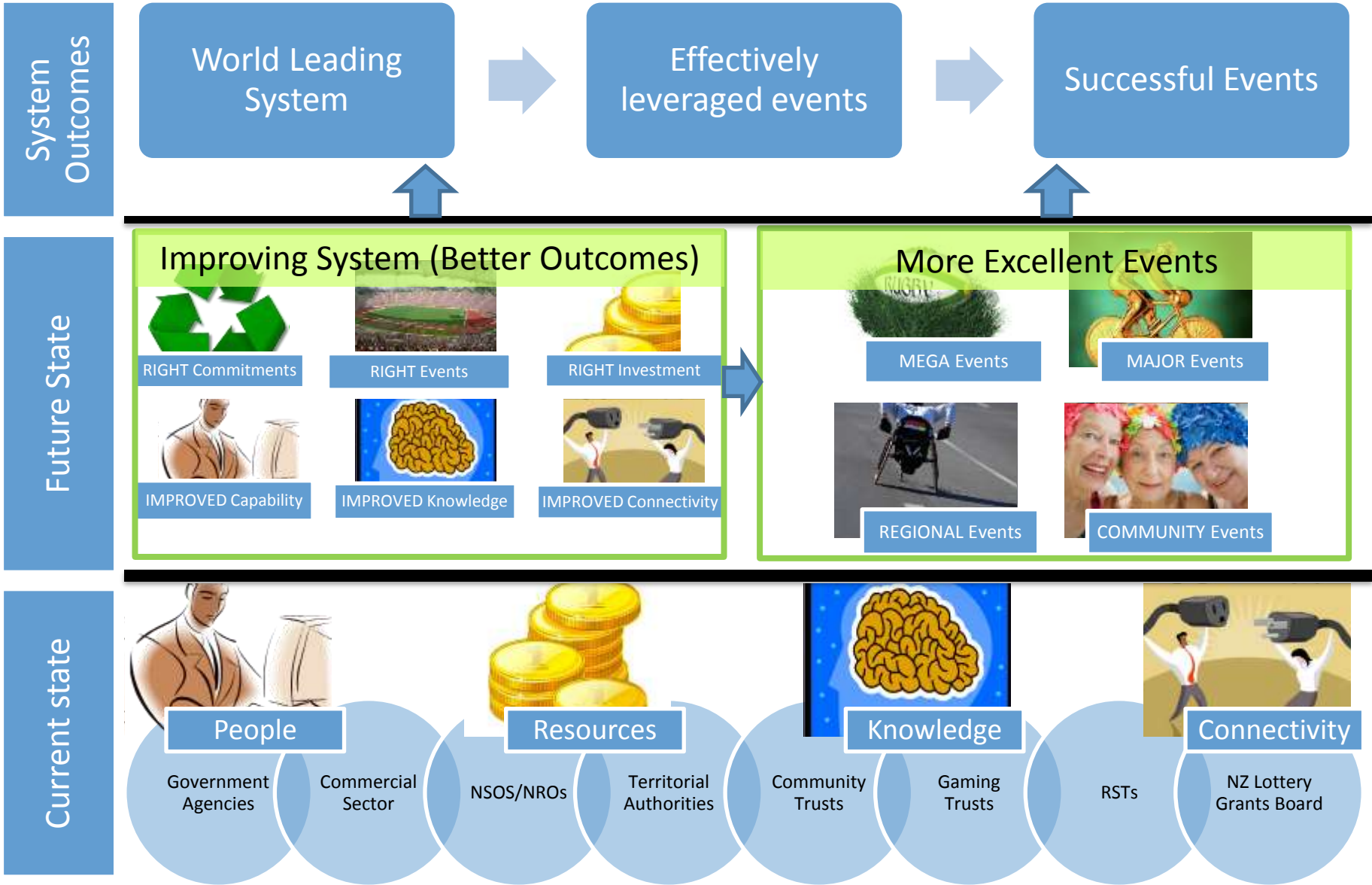
- From June to December 2013, Sport NZ consulted on, developed and approved a new events strategy.
- The strategy is to develop a world-leading NZ Sporting Events System (NZSES) that generates:
 - More excellent events of all levels
 - More of the sporting and other social or economic benefits that Kiwis want.
- Sport NZ undertook to lead the development of this system.
- The sporting events system exists well beyond traditional Sport/Rec boundaries



NZ Sporting Events System (NZSES)



To get events that do this... we usually need to deliver some of these other benefits.



Events System Overview

- Improving the sporting events system requires TEAM work.
- It will always be a work in progress.
- Most stakeholders are clear on what they want from WITHIN the system. An improving system will meet these better.
- We also need stakeholders to help work ON the system and to understand/agree roles and responsibilities.



NZSES Focus Areas

- The Right Commitments
- The Right Events
- The Right Investment
- The Right Execution

The six life stages of every sporting event each need to be well delivered.



Page 15 of NZSES sets out initial work

PLUS: Workforce capability and talent management

Tools

- Calculating event strategic value to an organisation
- Finding the Sweet Spots



Questions

- Are we heading in the right direction?
- Are there other critical needs/gaps the system needs to address?
- Where would you like to participate/help?

Thank you





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