



19 May 2026

Ref: DOIA-REQ-0029620-Lu

Lu

Email: fyi-request-34152-00717343@requests.fyi.org.nz

Tēnā koe Lu

Thank you for your request of 19 March 2026 to the Ministry of Business, Innovation and Employment (MBIE) under the Official Information Act 1982 (the Act), on fyi.org.nz. Your full request is on the website.

On 14 April 2026 we extended your request to 19 May 2026 as we required more time to collate the information in scope of your request.

Please find below answers to each of your questions.

1. Funding Allocation

The total funding allocated to the Events Attraction Package. The amount of funding committed or assigned to each event announced to date (including but not limited to events such as Linkin Park – Auckland, Ultra Music Festival – Wellington, FIFA World Series – Auckland, WSL Championship Tour – Raglan, and Robbie Williams – Christchurch and Auckland).

The Events Attraction Package is part of a wider \$70 million Major Events and Tourism package announced by the Government in September 2025.

Individual funding amounts for each event will not be disclosed for commercial reasons. The total funding amount for all events supported by the Events Attraction Package will be released once all events are announced.

2. Invited Events

The list of events that have been invited to submit business cases under the Events Attraction Package (including those not ultimately selected, if available).

The list of events that have been invited to submit business cases due to the risk cannot be disclosed for reasons of prejudice to the submitters' commercial position if this information is made available.

3. Shortlisting Process

Information on how the independent advisory panel developed the shortlist of events, including:

- Criteria used for shortlisting
- Any weighting or scoring methodology applied
- Any guidance or direction provided to the panel by MBIE or Ministers

Criteria used for shortlisting

The independent advisory panel shortlisted events against a set of agreed qualitative criteria, including:

- anticipated economic impact, including international visitation
- scale and number of proposed shows
- exclusivity of the event to New Zealand
- timing and announcement readiness
- host city and venue support
- broadcast reach and international profile
- access to talent and engagement opportunities
- additional rights or benefits offered
- alignment with broader Government objectives

Independent commercial event delivery expertise supported the identification of suitable opportunities.

Weighting or scoring methodology

Proposals are considered collectively using qualitative judgement across the agreed criteria, informed by cost-benefit analysis and independent expert input. The panel did not apply a formal weighting, numerical scoring, or points-based system.

Guidance or direction from MBIE or Ministers

MBIE officials provided process support and analysis but did not direct the panel's shortlisting decisions. Ministers did not provide direction on individual events. Guidance was limited to previously agreed objectives and the parameters of the investment package.

4. Decision-Making Criteria

Details of the criteria used to assess and select events, including how factors such as: Economic impact International visitor attraction, Regional and seasonal distribution, Alignment with Government priorities - were considered.

Shortlisted events were invited to submit a concise investment proposal incorporating data to run a cost-benefit analysis (CBA) using methodology also used to assess other major event investments under the MEF. The methodology, developed by Fresh Info (economic consultants), is consistent with the Treasury guidelines. Assessments focus on projected economic outcomes, including visitor spend, regional dispersal, and broader tourism impacts. The final package of events will be curated to ensure a mix of different types of events, with regional and seasonal spread also a consideration.

Economic impact considerations included:

- estimated international visitor numbers
- international visitor bed nights
- international visitor spend
- benefit–cost ratio
- overall net economic benefit

Agency feedback was incorporated into the overall assessment and provided to the Panel for consideration.

The Panel also considered the regional distribution of events across the Events Attraction Package (EAP), Events Boost Fund (EBF), and Major Events Fund (MEF). Seasonal distribution was not a consideration.

6 Ticket Pricing and Public Accessibility

Whether ticket pricing and affordability for New Zealand residents were considered in the event selection process. Any analysis undertaken on whether public funding contributes to lower ticket prices or increased accessibility for local audiences. If no such analysis was undertaken, the reasons why.

Ticket pricing was not assessed, as the EAP is principally focussed on securing the events for New Zealand, to enable New Zealanders easier domestic access to the content.

7. Counterfactual Analysis (super powerful)

Whether any assessment was made of whether these events would have occurred in New Zealand without government funding. If so, please provide details of that assessment

This was not a specific question included in the investment proposals, or the panel assessments. There were a range of factors considered, as outlined in the response to Question 3.

If you wish to discuss any aspect of your request or this response, or if you require any further assistance, please contact xxx@xxx.xxx.nz.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Nāku noa, nā



Deborah Jones
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Labour, Science and Enterprise