

Metlink’s Strategic Event Support Policy	
Purpose	This policy sets out principles for assessing whether Metlink should provide strategic event support.
Rationale	<p>Where the demand for access to the public transport network exceeds the timetabled capacity, the General Manager, Metlink requires the ability to deploy additional resources to support the management of the event. Specifically, to support the movement of attendees.</p> <p>This will contribute to:</p> <ul style="list-style-type: none"> • lower congestion levels by moving more people through public transport and less use of private vehicles • positive economic and social development within the Wellington region • reducing the climate impact of the event by moving people through more efficient and climate friendly means, and • contributing to mode shift by providing targeted alternative transport options other than private vehicles to attendees.
Policy Owner	General Manager, Metlink
Application	This policy applies to Metlink operational decision making to support major events.
Related Policy and Legislation	This policy is to be read in conjunction with Greater Wellington’s Sponsorship Policy and the Regional Public Transport Plan 2021.
Effective Date	The day following Transport Committee approval.
Review Date	31 December 2024

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<p>Principles</p>	<p>The following principles must be considered when applying this policy:</p> <ul style="list-style-type: none"> • This policy covers major events. Major is defined by attendance of 10,000 people or more to the event. • The event will significantly impact on the functioning of the timetabled services and create congestion in the Wellington region. • Association with the event will have a positive impact on the Metlink brand. • The event is socially significant in that it has regional and/or national and/or visitor/tourist participation or attendance, and/or public health benefits. • The event has regional economic development impacts. For example it is a major sporting, cultural or festive event that brings people in to the Wellington region.
<p>Scope of support</p>	<p>The General Manager, Metlink has delegation to approve support for events that meet the criteria in the principles within annual operational baselines.</p>