

Achieved

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91428 Analyse a significant event from a geographic perspective
Fieldays

Part A:



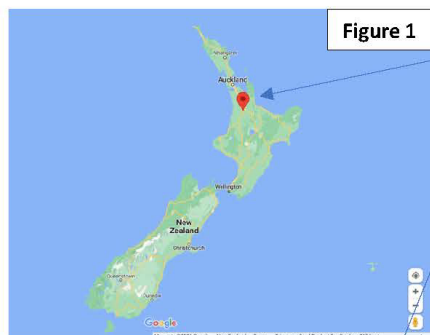


Figure 1

The Fieldays is held in the Waikato region of the north island of New Zealand (shown by the red pin on figure 1)

The Fieldays is located at Mystery Creek, 125 Mystery Creek Road Ohaupo, New Zealand, (this can be seen by the red pin shown on figure 2)

The Waikato region is New Zealand's 4th largest region and is home to 9.5% of NZs population. It is known for its natural features such as, the Waikato River, Lake Taupo, native and exotic bush and of course farmland. By the Fieldays being located in the Waikato region it is somewhat reflecting the way of which the region is about as the region is very much known for – farming, and the primary sector.

The Fieldays being located in New Zealand is significant as New Zealand as a country is very well known for its 'primary sector' as New Zealand's primary industries earn billions of dollars each year from exports and is the world's largest exporter of milk, sheep meat and wool. Thus, the Fieldays main purpose being to advance the primary industries it is significant that the event is located in a location with large values of the primary sector.

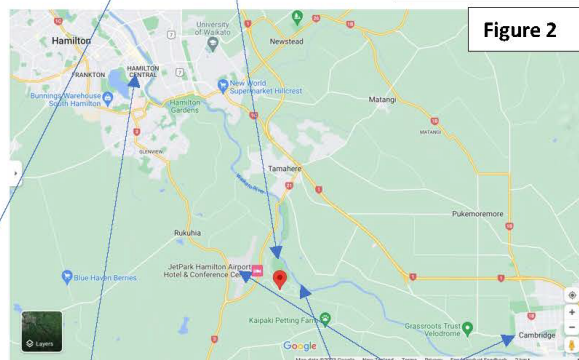


Figure 2

The location of the Fieldays allows for great accessibility.

The location allows for nearly all forms of transport with the roads allowing you to drive your car and park it at the venue or take a bus. The Waikato River being located on the outskirts of the events venue allows for other form of transport such as jet boat. The Hamilton airport being a 2-minute drive from the venue also allows easy access to fly, the Fieldays is also known for helicopter rides into the venue – this is seen as very convenient as you skip all the traffic.

The location of the event is 15 minutes from Hamilton CBD, Cambridge and Te Awamutu – this is impactful as the short distance between the Hamilton CBD and the event allows for easy access for those businesses attending the event, but also the short distance between the towns of Cambridge and Te Awamutu allows easy access for agricultural people to come to the event, as Cambridge and Te Awamutu are known to be service towns to agriculture people, families and businesses. This location of the event and the easy accessibility will mean it is more likely for people to come to the event.

Mystery Creek is a 2-minute drive from Hamilton airport which also allows for easy accessibility for visitors and exhibitors to come from anywhere in the country and world – this will impact the amount of people attending the event significantly.

The Waikato River is also located on the outskirts of the property, which allows for alternative form of transport into the event such as jet boat rides – these jet boat ride allow people to skip the 'Fieldays traffic' and will impact the event positively as the jet boat ride may appeal to a different group of people.

Part B:

The first step to holding an event is to plan. When planning an event there are four stages that must be done to ensure a smoothly run event: Planning/development, event and post event.

Planning/development

The planning stage of the event life cycle is where initial planning and decision making is done, this involves the type of event, venue, who is going to be involved, who is going to be impacted, budgets, permits, etc... Planning an event like the fieldays take a long time (15 months) – this means before the event for that year has happened, they are already planning for the next year. After this there is the event stage (when the event is held) and the post event stage which is after the event.

According to the Hamilton City Council, the field days is a high impact event because there are road closures and major infrastructure. The application for the event must be submitted a minimum of 90 days before the event. Every event requires a site plan, an event programme, a health and safety plan, and a waste management plan. These are needed before permission is given. These include insurance, plans for traffic management, building and resource consents, and alcohol and other licences.

Mystery creek is a licensed venue for alcohol and doesn't allow for outside parties such as exhibitors, contractors and attendees to bring their own alcohol or consuming alcohol on site except for society approved and specially licensed areas.¹ If an outside party wants to host with alcohol or even drinks such as water and food, they need to have their own caterers Alcohol licence that is shown to NZNFS. The Fieldays make this decision about drinks and alcohol as they need to comply with the law and to be able keep their reputation. I think this is a good decision that they have made as it will mean that the society is complying with the law but is also letting exhibitor to be able to have more choice and 'free reign' on what they do at their site. The Fieldays complies with the Privacy Act 2020 this means that when the fieldays collect information from any outside parties e.g., visitors, exhibitors they commit to ensuring personal information is safe against loss, unauthorised access, unauthorised modification and unauthorised disclosure.² The Fieldays would have to oblige with other consents, permits and compliance requirements to be able to hold the Fieldays legally and safely, unfortunately The Fieldays complies with these regulations and requirement as it means they are following the laws which will keep them out of trouble but it also means that it is less likely for things to go wrong for example if they did not follow the privacy act then they are not only not following the law but if the information they had was leaked, and it was found they were not following the act then people would see the event in a bad light and give them a bad reputation, which can also have flow on effects to people not coming to the event the event not making as much money, etc... this decision and planning is good as it means that things like the event getting a bad reputation is less likely to happen.

Event:

The Fieldays values itself on being environmentally responsible. One way one showing that they value sustainability it that at the fieldays plan to have and have had a site called the 'Fieldays Sustainability Hub', this is a collaboration between fieldays and the environmental protection authority (EPA), supported by the Ministry for the Environment. Their aim is to "provide accurate information and facilitate conversation between visitors, exhibitors, and sector research agencies."³ The Fieldays try to be as sustainable as possible with having wheelie bin stations, making sure that waste is going to be recycled (38% in 2021) instead of going to landfill, waste going to compost (7% in

¹ <https://www.fieldays.co.nz/exhibit-at-fieldays/info-for-existing-exhibitors/outdoor-exhibitor-handbook>

² <https://www.fieldays.co.nz/privacy-policy-and-terms-and-conditions-of-entry>

³ <https://www.fieldays.co.nz/attend-fieldays/explore/sustainability-hub>

2021), use less electricity (21% less electricity was used in 2021 compared to 2019). The Fieldays work closely with Instep and Closed Loop so they ensure they have the best practices for ISO 20121 Sustainable Event Management.⁴ The Fieldays carries out a Sustainable event report which informs us about the sustainable and unsustainable practices performed at the event. Currently online the latest report that I have been able to find is 2019 (4 years ago), the fieldays had been consistent with these reports for 8 years prior but as of the 2020, 2021, 2022 and 2023 fieldays event they have not published a sustainable event report online. All this planning and decisions around sustainability and environment is a good thing and is made because the event values the environment and want to try and be as sustainable as possible, meaning the event can happen but it does not impact the environment so that it changes for the future generations. All this is good planning and decision making for the event and shows that they are thinking about the environment.

Many different people are affected by this event, some being exhibitors, visitors, neighbours of Mystery Creek, nearby towns, etc...

Exhibitors are obviously impacted by the fieldays as they are going and taking time, money and resources to be at the fieldays. Think about some of the exhibitors such as Fonterra their site is always very extravagant and would cost them a lot of money to put together along with all the costs with labour. These exhibitors may have high cost, but they have the ability and opportunity to gain a large customer base and sales from going to the fieldays. This is all managed by the exhibitors themselves publicising their stall.

Visitors will be impacted by the fieldays as they are opened up to a range of new and innovative products, this can impact their way of thinking or their choices on day-to-day decisions e.g., maybe a visitor sees a new tractor, they may purchase this tractor and it can impact the way the visitor runs their farm. Visitors may be impacted by the event in other ways such as making new connections to suppliers and people.

Neighbours of Mystery Creek are going to be impacted mainly by traffic. The fieldays cause a large amount of traffic with large numbers of people coming through the gate. Ways that the fieldays plan and manage this large amount of traffic is by urging and encouraging people to use other forms of transport such as, park and ride, jet boat and helicopter. The fieldays use traffic management in the past Traffic Management New Zealand (TMNZ) has managed traffic for the Fieldays. In the most recent 2021/2022 annual report the president report "we have seen traffic volumes in the Mystery Creek are increase significantly, bringing a fresh set of challenges."⁵ This impact of the increase in traffic requires a lot of planning, they also state they are still addressing the car parking issues. To help with traffic management NZNFS has closed certain roads to help with traffic flow into the venue. New Zealand transport agency published an article and statement about the road closures, traffic management on the 9th of June 2023 for the 14th to 17th of June event, this means the public is informed about this planning by the government agency about a week ahead of time.⁶

It is stated by Te Waka "The value that Fieldays brings to the Waikato region is immense – Fieldays 2021 generated an estimated \$400 million in economic activity for the region."⁷

⁴ <https://www.fieldays.co.nz/further-afield/education/sustainability>

⁵ <https://nznfs.co.nz/wp-content/uploads/2023/03/2022-Annual-Report-v6.pdf>

⁶ <https://www.nzta.govt.nz/media-releases/waikato-and-bay-of-plenty-state-highway-works-for-june-2023/>

⁷ <https://www.waikato.com/whats-on/news/article/2023/04/26/fieldays#:~:text=The%20value%20that%20Fieldays%20brings,economic%20activity%20for%20the%20region.>

Insurance companies are also impacted by the event. The fieldays need insurance for the event and also need exhibitors to also have insurance. In the exhibitors guide they state that they strongly recommend taking out personal and other appropriate insurances to cover displays, employees, and unforeseen events.⁸ It is important that the Fieldays plan to have insurance and make sure the exhibitors also have insurance and it will mean if something were to happen then it will not cost any nearly as much money.

Security and emergency services are also impacted by the fieldays. It is important that the Fieldays plan to have security as security may be needed in various kinds of events. The Fieldays have planned to have a lot of security in place with their team being on-site and patrolling during the pack in period, having exhibitor gates patrolled, and persons checked in and out of the venue, have security cameras operating in selected areas,⁹ the fieldays also provide exhibitors extra security (at an added cost) through their exclusive supplier 'Allied Security'.¹⁰ Throughout the whole event emergency services are on site and ready to help when needed.¹¹

In the past from the first fieldays event in 1969 they had a budget of \$10,500¹². The Fieldays do have a budget as in the annual report for year 2020 – 2021 they NZNFS state the objectives and purpose of it finance, audit and risk committee (FAR) one being to "overview and approval of (draft) annual budget/capex before formula board approval."¹³ I was unable to find the budget for recent years of the fieldays.

To help lower costs of running the event, The New Zealand National Fieldays Society's (NZNFS) main sponsors that help them to run the event of the fieldays is Hyundai New Zealand, One NZ, Ministry for Primary Industries and Case ih. NZNFS states "the society is grateful to the many individuals, organisations and firms that have so generously assisted with donations, sponsorship, support and preparations for Fieldays and other events held at Mystery Creek."¹⁴ How the fieldays plans for it sponsors it that they let the companies contact them and from there they then work out a deal and contract, these contracts are usually over a long period of time (years). One sponsor that is new for the fieldays is Stoney Creek, Stoney Creek is a regular exhibitor at the fieldays, and one of their ways that they are sponsoring the Fieldays is "As part of this three-year agreement, Stoney Creek will provide apparel for the entire Fieldays team, ensuring they are equipped with high-quality clothing that caters to their diverse roles."¹⁵

⁸ <https://www.fieldays.co.nz/exhibit-at-fieldays/exhibitor-guide/health-safety-and-site-planning>

⁹ <https://www.fieldays.co.nz/exhibit-at-fieldays/exhibitor-guide/health-safety-and-site-planning>

¹⁰ <https://www.fieldays.co.nz/exhibit-at-fieldays/exhibitor-guide/services>

¹¹ <https://www.fieldays.co.nz/exhibit-at-fieldays/exhibitor-guide/emergency-services>

¹² <https://www.waikato.com/whats-on/news/article/2023/04/26/fieldays>

¹³ <https://nznfs.co.nz/wp-content/uploads/2021/12/2021-Annual-Report.pdf>

¹⁴ <https://nznfs.co.nz/our-sponsors/>

¹⁵ <https://www.fieldays.co.nz/further-afield/news-from-further-afield/we-re-gearing-up-for-fieldays-with-a-new-look>

Post event:

The Fieldays have conducted cost benefit analysis, and this can be seen in their annual report in 2020 – 2021 report they use what they call the quadrant model of fielddays success, we can see below in figure 3 an event performance score which shows the event areas they are not doing as great in and areas they are doing very good in. We can see by the summary metrics that the area that is the Fieldays strong point is economy and economic wellbeing (0.96) and the weakest area is sustainability and environmental wellbeing (0.84).¹⁶ This evidence is used post-event to review what happened and inform the next fielddays event.

Figure 3**Overall Event Performance Score**

The Fieldays Performance Score for 2021 provides a benchmark for measuring improvements in future years. Areas that can be worked on, and areas that should be celebrated. Although there is variation in scores between the individual quadrants it is clear significant success is being achieved across all quadrants and no quadrant has been left behind.

*Part C:***Social/economic impacts:**

One short-term impact being that the community has a positive outlook on the event. The NZNFS state that the community is at the heart of what they do, and this can be proven by the 'Community, Connectivity and Social well-being', being one of the four main areas, they focus on. Chief Executive Officer, Peter Nation states in his report with the annual report of 2020 to 2021 that, they are "grateful for the support the community provides" – this provides evidence that the community has a positive outlook of the event.

One other social impact of the Fieldays is that it provides employment and opportunities for people to volunteer over a short period of time. This gives people the ability to earn money but over a short period of time as a seasonal job. Employment at the fielddays can also impact as the jobs for the fielddays are also full time as there is all the planning that goes into it throughout the year that provides jobs. From this employment and the money made by the employee it will positively impact their quality of life and can have bigger impact such as helping a family get out of the poverty cycle. The Fieldays also provides people with education as the event holds many information meetings and engagement sessions and can educate people, this will have long term impacts as the information that these people now know because of the session can be used for the long term.

There is a wellness hub where basic health checks can be done for free. Tests like diabetes can improve people's health as people can learn if they have this disease and learn how to manage it. This has social impacts, but also economic impacts as people are healthier so that would mean less sick days off work. At the last field days, there were 1200 tests for diabetes.

There are other economic benefits as not only do people have jobs there, but people visit the fielddays and buy products. So businesses make money. Many of these businesses are not located in the Waikato region, so other parts of NZ benefit as these businesses make the products elsewhere, employing people, and then take these products to the fielddays. The profits from selling these things go back to the businesses, so there are many benefits. It's not just farmers buying things like farming equipment and tools, people going to the fielddays will often buy food, so a wide range of businesses benefit from this event. The fielddays are a big event and the economic benefits are

¹⁶ <https://nznfs.co.nz/wp-content/uploads/2021/12/2021-Annual-Report.pdf>

huge. A study shows that the benefits are \$400 million for the whole of NZ, and \$180 million of this benefits the Waikato region.

Environmental impacts:

An environmental impact is that the fieldays put plans in place to be environmentally sustainable and try to mitigate being environmentally unsustainable. Ways the fieldays does this is by using sustainable practices and is certified by the Instep Sustainable Event Programme. Waikato Chambers of Commerce states, "The 2019 Fieldays was the most sustainable physical event to date with NZNFS recording a standardised carbon footprint of 31st per person – its lowest ever. Sustainability is becoming more of a focus each year, as farmers and the public become more interested in this. Many exhibitors feature sustainable practices which they can educate the farmers/public and sell these products too. Examples are electric farm equipment rather than petrol/diesel machines, and organic sprays rather than ones which destroy pests but also can affect the natural environment. This is a benefit as people learn more about how to care for the environment, but also the farmers can make more money from organic and sustainable practices because they can charge more for these products.

NZNFS also reduced the amount of waste sent to landfills by 10,285kgs and saved 45,000 litres of water in comparison to 2018's event". The event even with the NZNFS using sustainable practices still does cause negative environmental impacts. An impact being the waste and rubbish that the event would create, with there being a lot of food wrappers, flyers and information booklets. All this waste that is created causes harm to the environment that would not have been caused if the event was not on. There are bins for people to put their rubbish in. This system reduces waste to the landfills which is a positive because there are bins for recycling and also bins for compostable waste. There are bins for the rest of the waste.

There is a large amount of people that attend field days. To help the environment, sustainable transport is encouraged to reduce traffic jams but also emissions from these cars etc. There are several busses that can be used. This is a benefit to the environment because people using the busses will result in less petrol being used and fumes which are harmful to the environment. But, people will benefit because going to the fielddays will be quicker if more people used busses (less traffic) which will also benefit their time. To further encourage people to use the bus, there are park and ride places where people who do not live near a bus stop can drive to a park and ride, and bus from there. This will still impact the environment, but less than if these people all drove to the event in their cars. People can also get to the fielddays by boat, which is another form of shared transport. It would have similar benefits to the bus. There is also a helicopter that people can take to the field days, but this would impact the environment as only a small amount of people can be in one, so would be more harmful. The news reported that "14,000 people taking the bus, and about 1100 visitors arriving via the Waikato River Explorer ferry", so the impact on the environment is lower as so many use this public transport.