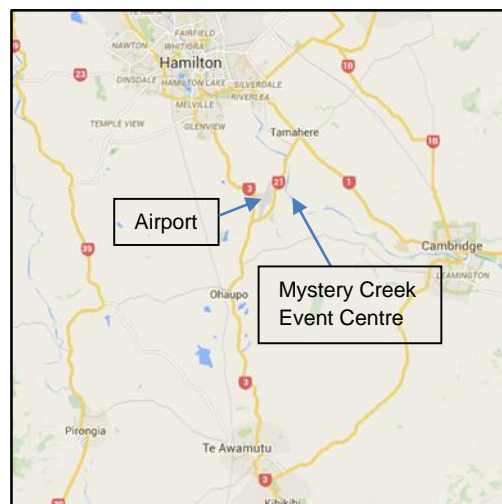


The nature of the event

The aims of the Field Days are: promotion of agricultural research and innovations, to unify town and country, to attract significant events and exhibitions from NZ and overseas.

The Field Days are held over 4 days each June attracting in excess of 130,000 visitors from around NZ and internationally. The site of the Field Days is at Mystery Creek Events Centre which is in the heart of the Waikato, near Hamilton Airport, close to State Highways 1 and 3, and just 10 minutes drive from Hamilton, Te Awamutu and Cambridge... (1)



Mystery Creek Location

2

The organising committee is the Field Days Society which is a non-profit organisation who plan the largest event of its kind in the Southern Hemisphere (3). Key sponsors are the ANZ Bank and University of Waikato...

The **planning process** takes place over 15 months. It is necessary to complete the requirements of the council like resource consent. This must show how the committee intend to deal with the issues arising e.g. traffic control etc. The local people directly affected by the event must be informed. The local community is affected by the noise and huge volumes of traffic on the local roads...

Planning includes working with the Police to ensure that the security is effective and that the traffic congestion is minimised...

Promotion and organisation of exhibitors (4) is a big job that requires finalising before a lot of the actual event planning can continue.

The Field Days event has a positive economic impact on both the local Waikato region and nationally, and a positive impact of the environment, but it has negative social impacts as well.

The Field days generate over \$500 million for the whole of NZ and locals businesses benefit from an increase in sales and more people using accommodation etc...

The Field Days also have economic impacts on several charities who receive financial support from the profits gained by the Field Days Society, e.g. Westpac Ambulance, Waikato Hospice (5)...

The Field Days give farmers ideas about new farming techniques and chemicals. This knowledge can be used to reduce pollution from farms in the future, especially the pollution of rivers from dairy farming. New ploughing methods also improve soil structure (6)...

Traffic congestion is a negative social impact, especially for people trying to get to the airport...