

Planning and decision making for the Field Days

There is a lot of planning involved in the Mystery Creek Field Days. It takes approximately 15 months to plan the event. So when the event is underway they are currently planning for the next year, meaning that the resource consent process is almost always occurring. The consent process, granted by the local council involves completing a range of environmental assessment reports to ensure ... Since the Mystery Creek Event Centre is a registered official event site this includes many of requirements for the consent process. However, it is necessary to identify specific issues relating to this type of event e.g. waste disposal, length of the event, numbers of people and animals involved (1).

After the consent process is complete and more direct event planning occurs. The planning process can be divided into three parts. The first part involves communication with the exhibitors (2). Designing the prospectus and communicating with potential exhibitors like FMG, Steel and Tube (3) must occur early as this is a crucial part of the planning process.

Initial literature is sent to the exhibitors which highlights the current theme and outlines the site application process...

The second stage includes the land site of 94 ha being divided into 1,400 small plots (4). Businesses can buy as many plots of land as they want depending on the size and nature of their display. The organisers try and put similar businesses and displays together, like the rural living area and... The exhibitors are responsible for setting up, manning and dismantling their display...

Major events have a voluntary committee made up of people who know about the event to set up, such as fencing. The committee works to deadlines set by the Field Days Board...

Impacts of the Field Days

The Field Days impact on the region socially, economically and environmentally. One example of the environmental impacts of this event is that although it is held outside of a main centre – Hamilton, thousands of people attend every day, meaning that there are thousands more cars on the road increasing air pollution and congestion... The site of this event is adjacent to the main highway from Hamilton to Cambridge, State Highway 3 and the airport which can cause traffic congestion which is also a negative impact (5)...

The location of Mystery Creek Events Centre close to the Waikato River means that any liquid waste purposely or accidentally released around the event site will flow on into the river. This also relates to polluted runoff and seepage from the site (6)... Waste disposal is also an issue that needs to be monitored...

The economic impacts of this event include businesses being able to offer products at discounted prices which benefit the consumer. There is a big economic impact on the region with the influx of people requiring accommodation and food thereby benefitting hotels, motels, restaurants and petrol stations. This would increase the regions' economic earnings e.g. in 2010 the Field Days generated \$129 million for the Waikato economy and \$529 million nationally(7) which came about through equipment sales and over flow effects...