

1 INTRODUCTION

Hawke's Bay is host to many events, from national and international events through to local and community events. Community groups manage a large percentage of these events. Professional event staff, are sometimes contracted either locally or nationally to manage specific events and there are many in the region that undertake event management on a part-time basis.

The Hawke's Bay key event calendar is an important resource for getting an overview of the key events, which happen throughout Hawke's Bay. The summer season is especially full with events, particularly the months of February and March and it is advised to run any new event outside of these times. Please check the calendar on www.hawkesbaynz.com to view this calendar.

There is no current event strategy for the region but there is a coordinated approach by organisations to further grow the event sector and develop local organiser skills. Within Hawke's Bay there are four councils that offer resource towards events. Below is an overview of these, plus other applicable organisations and their event contacts.

These maps provide an outline of the division between the four districts.

It pays to talk to the local councils to confirm individual boundary lines, if in doubt.



Enjoy... Breathe... Relax... Taste... Escape... Refresh
Hawke's Bay Wine Country