



NEW ZEALAND FESTIVAL

23 FEB —
18 MAR
2018

2018 INVESTMENT & IMPACT
SUMMARY REPORT FOR INVESTORS



THE 2018 NEW ZEALAND FESTIVAL

►► VISION

The New Zealand Festival is recognised globally as New Zealand's iconic creative experience-maker in Wellington

►► STRATEGY

To create extraordinary cultural experiences that become great stories

►► IMPACTS

Wellbeing: people feel | **Creativity:** people think differently | **Prosperity:** people thrive

►► VALUES

Kairangitanga / Māiatanga / Hononga / Kaitiakitanga / Manaakitanga / Kotahitanga
Excellence / Courage / Partnership / Guardianship / Hospitality / Unity

►► CULTURE

Versatile / Relevant / Risk-taking / Highly Connected / Creative





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The 2018 New Zealand Festival Investment & Impact Summary Report includes summary analysis of the Festival's performance data, reports and research by BERL and Nielsen.



ASPIRATION



Once again Wellington has played host to an incredible range of artists and experiences from all over the world. It was a privilege to provide this platform from which artists could be ambitious

for their work, their ideas and for our shared futures. As a small country, geographically set apart, it is important that we continue to foster this ambition for our own artists and for the incredible stories that represent this land and the cultures within it. Seeing the

sparkle of recognition and delight in the eyes of our audiences as they recognise a part of themselves is something we can all celebrate. The Festival connects us to each other and to the world in a most wonderful way and we are grateful to the many artists, partners and audiences who helped us achieve this in 2018.

►► SHELAGH MAGADZA

Artistic Director

Shelagh's tenure as the New Zealand Festival's Artistic Director ended this year. In June 2018 Marnie Karmelita was appointed as the organisation's new Creative Director.





EXTRAORDINARY



Showcasing Wellington as an innovative cultural city for more than 32 years, our biennial Festival continues to bring an exciting and vibrant energy to the capital. Through an extraordinary

artistic programme and exceptional relationships with both arts and business in Wellington, the Festival augments the reputation of Wellington as New Zealand's key arts destination.

►► GEOFF DANGERFIELD

Executive Chair



Creating extraordinary experiences is not something we do on our own but is made possible through with the support of tangata whenua, funders, partners, our Patrons

and The Culture Club supporters, local and central government, international partners, our wonderful team, and our audience. As the 2018 Festival demonstrated, it's incredible what can be achieved when people work together.

►► MEG WILLIAMS

Executive Director





IMPACTS

From a \$10 million investment, the 2018 New Zealand Festival generated:

- ▶▶ 346 events including seven world premieres
 - ▶▶ Welcomed 1400+ artists from 27 countries
 - ▶▶ Overall attendance of 308,887
[up 3% from 2016]
 - ▶▶ 76,599 to ticketed events and 232,288
to free events
 - ▶▶ Unique attendance of 88,003
 - ▶▶ Over 13,000 unique attendees from out
of the region
 - ▶▶ Over 2,500 unique international attendees
 - ▶▶ 23% first time attenders
 - ▶▶ 16% non-New Zealand European attendees
 - ▶▶ 31% of Wellington City residents attended
an event
 - ▶▶ The Festival contributed \$50.6 million in
gross output, just over \$25 million in GDP
to the city's economy
- 



AMBITION & ACHIEVEMENT

2018 New Zealand Festival sought to:

- ▶▶ **Present** a powerful programme of local, national and international art that delights audiences from Wellington and beyond
- ▶▶ **Engage** a broad audience and encourage greater audience participation with high quality arts and community events
- ▶▶ **Reflect** the creative and cultural identity of Wellington and New Zealand and provide the best hospitality and Festival experience for artists and visitors
- ▶▶ **Increase** overall attendance from the 2016 Festival, drive out-of-region visitation, increase national awareness and deliver economic return to Wellington

2018 New Zealand Festival achieved:

- ▶▶ Increased local and national awareness of the Festival
- ▶▶ High level of audience satisfaction with the Festival programme from attendees, invited international guests, partners, patrons and supporters
- ▶▶ Strong New Zealand identity – 77% of audiences agree that the New Zealand Festival is helping to develop New Zealand culture
- ▶▶ Growth in total attendance, more than 308,000 people enjoyed 2018 Festival events [up 3% from 2016]
- ▶▶ Significant economic and social contributions to Wellington, including a gross output of just over \$50.6 million, GDP of more than \$25 million and employment equivalent to 393 full-time jobs





HIGHLIGHTS

Kupe: Festival Opening Night, presented in partnership with Te Ati Āwa/Taranaki Whānui iwi, was a large-scale spectacle event attended by approximately 35,000 people. The arrival of four Waka Hourua from Aotearoa and one from Samoa as well as waka crews from the Cook Islands and Tonga was marked by a theatrical performance on the water and on the land. This was an event of national significance which received significant national and international media coverage. The *Kupe* livestream has had over 198,000 views and incredible engagement – reaching audiences worldwide [over 32% of viewers were from overseas].

SchoolFest is the Festival's dynamic, creative learning programme, giving students the chance to experience the best theatre, dance, music, literature and visual arts from New Zealand and around the world. This year almost 15,000 students from more than 80 schools took part and 11,000 of these students took part in free events. Students travelled from as far as Northland, Hamilton, Wanaka and Nelson to be involved.

Pushing the boundaries with *Future Playground*. This unique virtual adventure for Festival-goers showcased some of the most original, cutting-edge creative technology in the world today – enjoyed by over 4,000 people.

Seven world premieres were presented as part of the Festival including *Kupe: Festival Opening Night*, Hone Kouka's *Bless The Child* and Michael Parmenter's *OrphEus: a dance opera*.

The Festival Club on Odlin's Plaza returned for 2018 and was well received. This intimate, quirky venue played host to a number of international and local stars and had a large number of sell-out shows including Teeks: *A Song for you* and Nathan Haines & Jonathan Crayford: *Adagio*. 69% of those who went to a Festival Club show said it exceeded their expectations.

The best from leading international artists by presenting world-class work from leading, cutting-edge, contemporary companies. These included a number of sell-out seasons – The Weta Digital Season of *Barber Shop Chronicles*, Cécile McLorin Salvant, Thundercat and more.

Writers & Readers programme with around 90 events, featuring 152 guest writers and thinkers. The innovative and challenging programme received great feedback.



OUR FESTIVAL PARTNERS

INNOVATION PARTNERS

LEADER



ACTIVATORS



SUPPORTERS



DESTINATION PARTNERS

LEADER



ACTIVATORS



SUPPORTERS



VENUE PARTNER



CREATIVE PARTNERS

CULTURAL PARTNER



ACTIVATOR



SUPPORTER



ACCESSIBILITY PARTNER



EXPERIENCE PARTNERS

FESTIVAL CLUB PARTNER



ACTIVATORS



SUPPORTERS



ENGAGEMENT PARTNERS

LEADER



SUPPORTERS



ENTERPRISE PARTNER



CORE PARTNER



CORE FUNDER



MAJOR GRANTS



OUR INTERNATIONAL PARTNERS, CORPORATE PATRONS & GRANTS

CORPORATE PATRONS

Air New Zealand
BERL
Building Solutions
Craig's Investment Partners
CQ Hotels Wellington
Deloitte
JacksonStone & Partners
Mojo Coffee
Resene

INTERNATIONAL SUPPORT

Asia New Zealand Foundation
Australian High Commission
British Council
British High Commission
Cook Islands High Commission
Culture Ireland
Embassy of Spain
Embassy of the United States
of America
High Commission of Canada
Samoan High Commission

NEW ZEALAND SUPPORT

Carterton District Council
Four Winds Foundation
Greytown Trust Lands
Hutt City Council
Infinity Foundation
Kāpiti Coast District Council
Māori Tourism
Ōtaki Community Board
Porirua City Council
Pub Charity
Royal Society of New Zealand
Te Puna Foundation
Te Puni Kōkiri
Trust House Enterprise
New Zealand National
Commission for UNESCO
Upper Hutt City Council

PATRONS

PLATINUM

John and Jackie Archibald
Mary and Peter Biggs CNZM
Helena and James Brow
MR Camp and AE Gaskell
Sir Roderick and Gillian,
Lady Deane
Peter and Carolyn Diessl
David Goddard and Liesle Theron
Chris and Kathy Parkin
Roy and Renate Savage
Richard Stone and Dennis Roberts
Teena, Lady Todd
The Wallace Foundation
Gael Webster and Tim Brown

GOLD

Paul and Sheryl Baines
Dennis and Valerie Barnes
Kaye and Maurice Clark
John Luxton and Mary Scholtens
Adam and Kate Thornton
Van der Boyes Family Trust

SILVER

John Allen and Janie Pack
Ian Cassels and Caitlin Taylor
Geoff Dangerfield and
Claire Douglas
Stephen Kós and Jocelyn Afford
Rex Nicholls and
Kerry Prendergast
Mark O'Regan and Nicola Saker
Sir David Gascoigne and
Dame Patsy Reddy
Paul Ridley-Smith and
Felicity Wong

BRONZE

Colin and Nalini Baruch
Pip and Peter Bennett
Peter Chemis and Jane McDiarmid
Dinah and Robert Dobson
Matthew Dravitzki
Cathy Ferguson and
Michiel During
Ruth and Peter Graham
Jane and Michael Hall

Heather Hayden and Tony White
 Timberly Hughes and
 Allan Ransley
 Lyn and Murray King
 Jane Kominik
 Ross and Treena Martin
 Adie and Matthew McClelland
 Chris and John McGrath
 Richard T Nelson
 Fay Paterson and Brett Gawn
 Mike and Mazz Scannell
 Jill Shepherd
 Gordon and Marie Shroff
 Celia and Ashley Smout
 Elisabeth Welson and
 David Langman
 Leona Wilson

PATRON

Malcolm and Ginny Abernethy
 James and Louise Aitken
 Margie Beattie and John Barlow
 Barbara Blake
 Virginia Breen

Katie Chalmers and Michael Baker
 Errol and Jennifer Clark
 Al and VP Diem
 Alison Franks and John Bristed
 Ian and Jocelyn Fraser
 Rhona Fraser and
 Campbell McLachlan
 Marion and Paul Frater
 Susan Freeman-Greene
 Michael and Kristin Gibson
 Sharon and Tom Grealley
 Howard Greive and
 Gabrielle McKone
 Carole A Hicks
 Prof Les Holborow
 Carolyn Hooper and Terry Friel
 Tomas and Jan Huppert
 Susan and Nigel Isaacs
 Justin Lester
 Mary Marshall
 Jane Meares and Denis Clifford
 Rachel Metson and Paul Foley
 Renata Minetto
 Bronwyn Monopoli
 Rob Nicoll

Sue Paterson
 Hilary Patton and Shirley Gainsford
 Sam Perry and Iona Anderson
 Joe and Jackie Pope
 Collin Post and Brenda Young
 Michael and Lynda Potts
 Laraine and Peter Rothenberg
 John and Rachel Ryan
 Margaret and Roger Sainty
 Judy Salmond
 Cathy Scott
 Conrad Shanly
 Ross Steele
 Tim Stephens and Sarah Bartlett
 Dr and Mrs W S Taylor
 Ruth and Simon Treacy
 Amelia and Bill Trotter
 Phillipa Ulrich and Denis Lander
 Janet Waite
 Margaret Wallace
 Carla and John Wild
 Meg Williams and Olly Bisson
 Jane Wright
 Anonymous [21]

WELLINGTON INTERNATIONAL ARTS FOUNDATION TRUST

Sir John Anderson
 Sir David Gascoigne
 John McCay

In Memoriam

We wish to recognise the major contribution to the arts made by Sue Paterson, who was the New Zealand Festival Executive Director from 2009 – 2017, and who sadly passed away in July 2018.





VALUE & SATISFACTION

2018 New Zealand Festival investors most value:

- ▶▶ Supporting Wellington and New Zealand to thrive as an innovative cultural centre
- ▶▶ Relationship with an established, strong brand that celebrates leadership, excellence and innovation
- ▶▶ 'Brand fit' and the ability to enhance corporate reputation through Festival partnership
- ▶▶ Longevity of relationship with the Festival
- ▶▶ Rewarding clients and customers through access to unique Festival experiences
- ▶▶ Networking and business development opportunities
- ▶▶ Engaging with new audiences and target markets





ECONOMIC IMPACT

2018 New Zealand Festival

ATTENDANCE

Tickets issued (including SchoolFest)	76,599
Free event attendance	232,288

PERFORMANCES/EVENTS

Separate events	346
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ARTISTS

Number of artists	1400+
Number of countries represented	27

EXPENDITURE (\$M)	10.7
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ATTENDEES (UNIQUE)

Wellington Region	74,275
Rest of New Zealand	11,176
International	2,552

ECONOMIC IMPACT (TOTAL)

WELLINGTON CITY

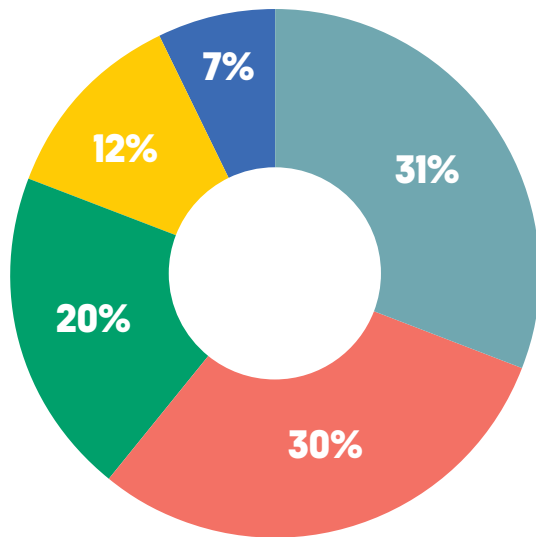
Gross output (\$m)	50.6
GDP (\$m)	25.4
FTEs	392.7

WELLINGTON REGION

Gross output (\$m)	49.0
GDP (\$m)	24.4
FTEs	364.8

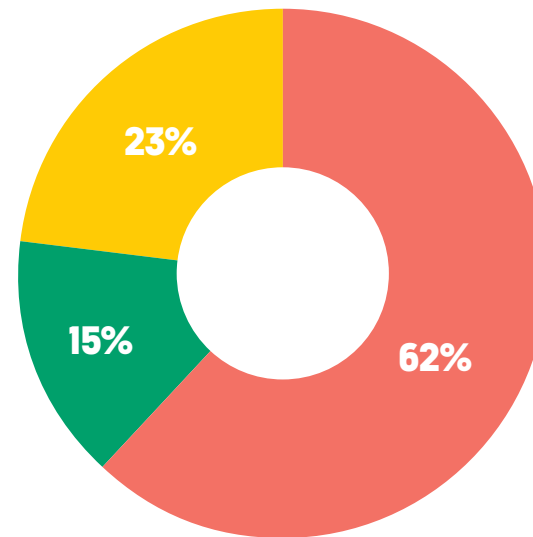


INCOME & EXPENDITURE



INCOME

- ▶ Sponsorship & Grants 31%
- ▶ Box Office 30%
- ▶ Local Government grants 20%
- ▶ Government grants 12%
- ▶ Other Income 7%



EXPENDITURE

- ▶ Events/Producing/Presentation 62%
- ▶ Marketing 15%
- ▶ Administration 23%





OTHER IMPACTS

AUDIENCE SUSTAINABILITY

- ▶▶ 23% of audiences were first timers, 36% of these were under 25 years of age
- ▶▶ 75% of Festival attendees went to a free event

SUPPORTING CULTURAL TOURISM

- ▶▶ 53% of attendees are more likely to attend an arts or culture event in the future because of their experience at the Festival
- ▶▶ 51% of attendees also went to an event that they would not go to normally if it had come to Wellington outside of the Festival

FESTIVAL VISITORS ATTENDING OTHER ATTRACTIONS:

- ▶▶ Te Papa [58%]
- ▶▶ Other arts events [32%]
- ▶▶ CubaDupa [31%]

DEVELOPING AND RETAINING TALENT

- ▶▶ Festival activity contributed to the equivalent of 393 FTE jobs in Wellington in 2018
- ▶▶ We play a leading role in strengthening Wellington's skill base through training and professional development, contributing to a healthy and sustainable creative industry in Wellington

SUPPORTING LEARNING AND EDUCATION

- ▶▶ The Festival's dynamic, creative learning programme, SchoolFest, was experienced by 15,000 students from more than 80 schools
- ▶▶ We provided professional workshops and masterclasses for students and industry professionals

PUTTING THE REGION IN THE SPOTLIGHT

- ▶▶ High level of media coverage [national and international] for Wellington secured – a cumulative audience/circulation of 30,110,427 and over 1500 pieces of discrete coverage



2018 FLAGSHIP EVENT: A WAKA ODYSSEY

A *Waka Odyssey* was an iconic event of national significance presented by New Zealand Festival in partnership with Te Ati Āwa/ Taranaki Whānui Iwi, and created and written by Anna Marbrook, Hoturoa Barclay-Kerr and Kasia Pol. An event of this scale on land and water has never been staged before. A strong marketing and media campaign generated unprecedented attendance with more than 65,000 attendees across the project and strong digital engagement. Community participation was high and the events delivered considerable economic impact for the region.

A *Waka Odyssey* in numbers:

- ▶▶ 65,144 attendees
- ▶▶ 10,978 out of region and 2,640 international attendees
- ▶▶ 11,800+ students from more than 40 schools experienced A *Waka Odyssey* schools programme
- ▶▶ Economic impact of \$11m on the Wellington Region
- ▶▶ More than 198,000 views of the *Kupe* opening night live stream on Facebook, more than 32% of viewers from overseas
- ▶▶ Huge participation with 1,112 local and 29 international participants

- ▶▶ Provided opportunities for 50 volunteers and 54 officials
- ▶▶ More than 85 pieces of media coverage, including 15-20 international stories

“Grateful to witness this beautiful celebration. Thank you. Grateful for keeping the ancient wisdom that makes the world a spiritual place.”

2018 FACEBOOK REVIEW

“So wonderful to see the united Pacific Islands come together for a special event like this.”

2018 FACEBOOK REVIEW

“What a triumph for the Festival and Whanganui-a-Tara”

2018 FACEBOOK REVIEW

BEYOND TIME

U-Theatre



18 FEBRUARY

NEW ZEALAND
FESTIVAL 23 February —
18 March 2018

BETROFFENHEIT

A Kidd Pivot, Electric Company Theatre co-production
Co-created by Crystal Pitt & Jonathon Young



À Ố LÀNG PHỐ

Nouveaux Cirques du Vietnam
Lune Production with Théâtre Séniart - Scène nationale



THE WELLINGTON AIRPORT SEASON OF SWAN LAKE / LOCH NA HEALA

Todd Dethlefs
By Michael Keegan-Dolan



CH

AND
February —
March 2018

MARKETING REACH

- ▶▶ Key target markets: Wellington Region, Auckland, Christchurch, Nelson, Hamilton and 5-hour drive time vicinity
- ▶▶ Media partnerships across broadcast, online, print and outdoor including: NZME, Fairfax, Bauer media and QMS Media
- ▶▶ 66% national awareness achieved, 81% awareness in Wellington City
- ▶▶ Achieved media coverage of 30,110,427 circulation with more than 1500 pieces of discrete coverage, valued at \$6.6m (up 73% from 2016)
- ▶▶ Achieved total Facebook reach (organic and paid) of 1.2m, with 10% engagement (up 60% on reach and 42% on engagement from 2016)
- ▶▶ New for 2018 – *Kupe*: Festival Opening Night live stream on Facebook with more than 198,000 views and incredible engagement – reaching audiences worldwide [more than 32% of viewers were from overseas]
- ▶▶ Festival print campaign delivered a 44% reach of all 25-54 year olds nationally [1,853,000] with an average frequency of seven
- ▶▶ Television delivered outstanding national reach of 50% of all 25-54 year olds. 958,000 people aged 25-54 living in New Zealand had the chance to see a Festival ad an average of five times
- ▶▶ More than 358,000 unique Festival website sessions (up 63% from 2016)





OUR AUDIENCE & TARGET MARKETS

Average age: 25–59 years

Majority female: 59%

Loyal: 32% have attended two or more New Zealand Festivals

ESSENCE

Values: Discerning, Spontaneous, Independent and Sophisticated

Busy, well educated professionals, highly active cultural consumers and creators, leaders. Age profile – 34% 16-34 years, 50% 35-64 years, 15% 65+ years

STIMULATION

Values: Active, Experimental, Discovery and Contemporary

Active, risk takers, open to a wide range of experiences, like to be at the cutting-edge. Age profile – 30% 16-34 years, 62% 35-64 years, 8% 65+ years

EXPRESSION

Values: Receptive, Confident, Community and Expressive

Family focused. Confident, fun-loving, self-aware with a wide range of interests. Age profile – 35% 16-34 years, 45% 35-64 years, 21% 65+ years

AFFIRMATION

Values: Self-Identity, Aspirational, Quality time and Improvement

Young adults, adventurous, arts and cultural consumers, personal developers. Age profile – 38% 16-34 years, 51% 35-64 years, 11% 65+ years



JOIN US – BECOME A PARTNER

We invite you to partner with us to support Wellington's creative and economic future.

We gratefully acknowledge the invaluable financial investment we receive from our corporate partners, funders and Patrons. Their investment enables the Festival to connect an audience of more than 300,000 people with some of the world's best live art, every two years in Wellington. Our partners help make Wellington and New Zealand a place that champions culture, creativity and innovation.

Sustaining the Festival as a world-class biennial arts event is of the utmost importance to us all and as a not-for-profit organisation, partner and funding support is critical to enable us to realise and deliver our creative ambitions.

At the Festival we believe in partnership, not sponsorship. Our strategy is to nurture sustainable and truly collaborative partnerships with families of right-fit corporate partners and funders on both a national and local level.

We welcome the opportunity to collaborate with you to develop a bespoke partnership package that ticks all the boxes – fulfilling your corporate social responsibility objectives, targeting key markets and delivering a valuable return on investment.

- ▶▶ **Define what you stand for** and encourage emotional connections to your brand through this positive association with an iconic festival of national and cultural significance
- ▶▶ **Meaningfully engage with Festival audiences and target markets** [a national, arts and fun-loving audience] and achieve extensive brand exposure through the Festival's innovative multi-channel marketing campaign
- ▶▶ **Build client and employee relationships** and loyalty through your exclusive partnership benefits, including complimentary tickets to high-value Festival shows and exciting, durable online content to drive engagement
- ▶▶ **Establish new relationships** with key Festival partners and stakeholders to benefit your business
- ▶▶ **Receive VIP invitations** to opening functions, networking events and much more ...

For further information on partnership opportunities, please contact:

Amy Dewes, Head of Audience & Partnerships

Phone: +64 21 386 784

Email: amy.dewes@festival.co.nz



PARTNER TESTIMONIALS

"The Festival is a fundamental part of Wellington's burgeoning arts culture. A palpable hum of excitement can be felt across the city as audiences and performers gather from around the globe. Weta Digital has partnered with the Festival for seven years and are very proud to be aligned with an organisation that so passionately champions the arts. Every season delivers extraordinary new events and talent. We can't wait to see what comes next."

DAVID WRIGHT, CHIEF OPERATING OFFICER – WETA DIGITAL
2018 FESTIVAL LEADER PARTNER



"Todd Corporation has been a proud supporter of the New Zealand Festival for many years. This biennial event offers a unique opportunity to showcase Wellington, celebrating local artistic talent and bringing some of the world's top performers to New Zealand."

TODD CORPORATION
2018 FESTIVAL ACTIVATOR PARTNER



"Partnering with the New Zealand Festival opened up numerous opportunities for Garage Project to engage with a local and international audience at events and venues throughout Wellington. The programme offers a diverse range of world class performances that enabled us to showcase our own work alongside in unique and engaging ways".

JOS RUFFELL, CO-FOUNDER – GARAGE PROJECT
2018 FESTIVAL CLUB PARTNER



"We are honoured to celebrate another successful New Zealand Festival programme. It has been our pleasure to present Michael Keegan-Dolan's *Swan Lake/Loch na hEala*, a show which moved its audience, stimulated conversation and provided a platform to present the best of the world to Wellington."

STEVE SANDERSON, CEO – WELLINGTON AIRPORT
2018 FESTIVAL LEADER PARTNER



RECRUITING THE FUTURE OF THE FESTIVAL

"JacksonStone's partnership with the Festival is very easy to justify; we are a committed Wellington business and we take great pride in supporting the vibrancy, stimulation and sheer enjoyment that the Festival delivers to Wellington. A component of our partnership involves us providing executive recruitment support to the Festival. We know that a highly capable and talented team underpins the Festival's success and its growth aspirations, so using our skills to help them seek out and appoint the best talent around is something we really enjoy doing."

JACKSONSTONE
2018 FESTIVAL CORPORATE PARTNER





PUBLIC TESTIMONIALS

“I had far greater awareness of the Festival this year and the acts that were billed which was super helpful. The shows this year were absolutely fantastic – extreme talent and so diverse. I could have attended way more if it had not been for lack of time...”

2018 PUBLIC SURVEY FEEDBACK, NIELSEN

“Went to two shows: *Rushes* and *Valerie* and OMG I haven’t been so moved in such different awesome ways in ages. *Rushes* was so amazing and unpredictable – I loved how interactive it was! And *Valerie* was so so thought provoking and heart wrenching [caught some tears forming at a couple of stages!] super privileged to see such amazing art in Wellington. Would go again.”

2018 FACEBOOK REVIEW

“I went to 14 Festival events and enjoyed all of them. My top three were *Betroffenheit*, *À Ố Làng Phố* and *Casus Circus: Knee Deep*. All original, exciting and physically astounding shows. I also loved *Barber Shop Chronicles* and *Home* as creative, innovative theatre experiences. Roll on March 2020!”

2018 FACEBOOK REVIEW

“Another great Festival that keeps Wellington way up on the list as best city.”

2018 FACEBOOK REVIEW

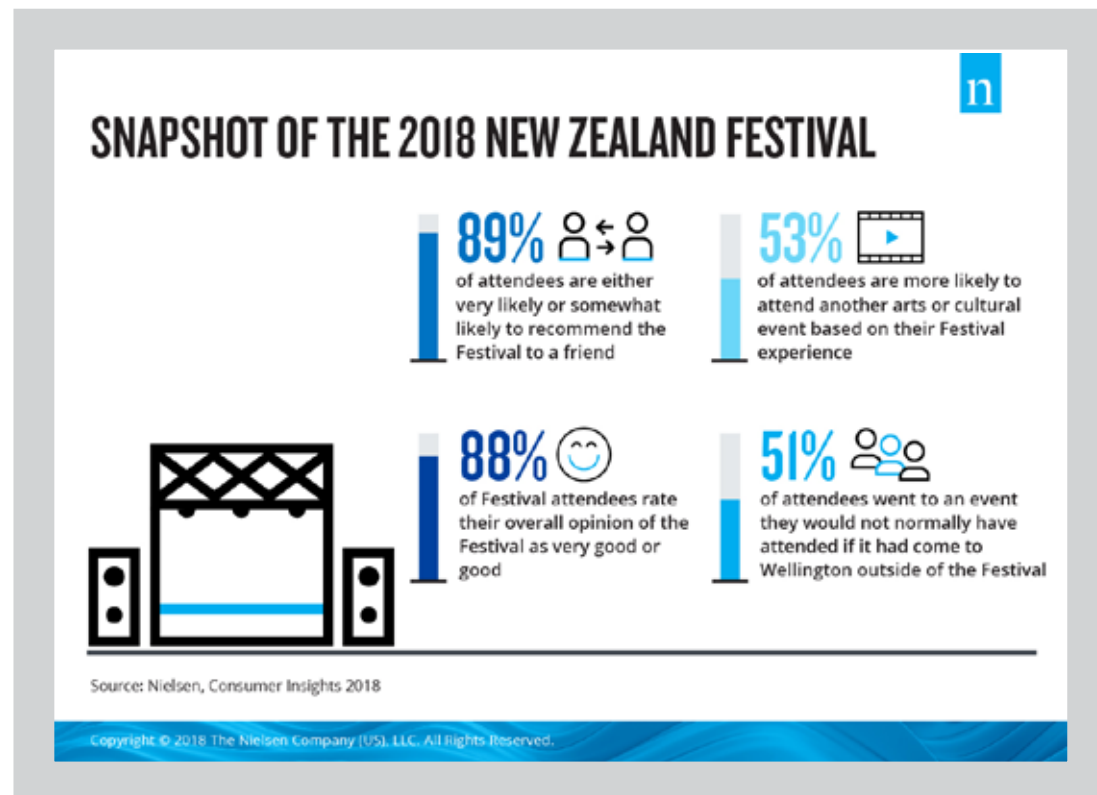


NIELSEN INSIGHTS

The 2018 New Zealand Festival: a continual crowd pleaser

The 2018 New Zealand Festival continues to delight New Zealanders with nine-in-ten attendees rating the Festival positively. The Festival also continues to expose new people to the arts, with one-in-two attending an event they would not normally go to.

Through their partnership with the New Zealand Festival, Nielsen creates insights to help the Festival continue to delight New Zealanders. These latest Nielsen results show the quality of the events that the New Zealand Festival brings to the Wellington calendar, which has a positive impact on the community and the industry.



BERL INSIGHTS



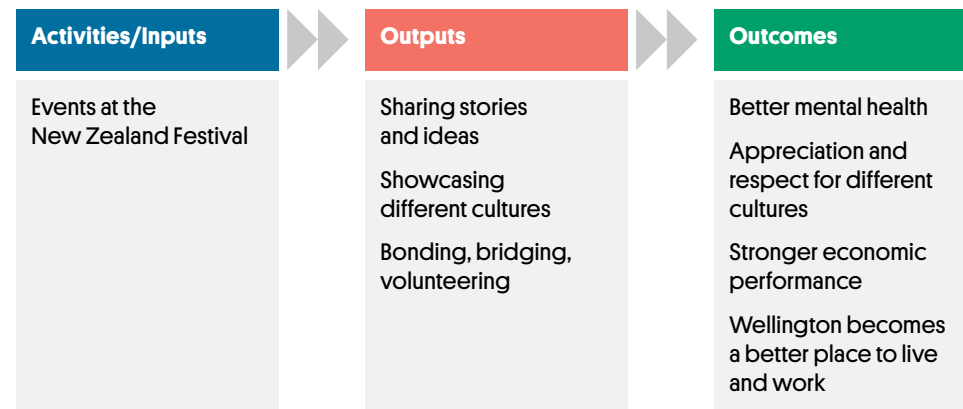
Even non-attenders love the New Zealand Festival!

BERL's 2018 Impact Assessment shows that although it is operating in an increasingly competitive arts and culture marketplace, the New Zealand Festival continues to make a significant contribution to the economy of Wellington city.

The 2018 Festival attracted just over 88,000 separate individuals to a range of free and ticketed events, including almost 44,000 individuals who attended the spectacular *Kupe* and *Kupe Landing* events.

38% of those who attended the ticketed events, and 47% of those who attended the two *Kupe* events, were from outside Wellington; and it was the expenditure of these individuals that generated the economic impacts that BERL estimated. Allowing for multiplier effects, it is estimated that the Festival generated \$25.4 million in GDP and the equivalent of 393 FTE jobs.

This year, for the first time, BERL also considered the impact the Festival has on the wider wellbeing of the city using the Living Standards Framework. Remarkably, the data showed that people who did not attend any Festival events feel almost as positively about its worth as people who did not attend. This suggests that Wellingtonians want their city to buzz; and it demonstrates that arts and culture play a very important role.



If you would like to know more about how BERL can help you to assess how your organisation contributes to wellbeing, or about how the Living Standards Framework is relevant to you, please contact Dr Ganesh Nana [Chief Economist] or Mark Cox [Senior Economist] via info@berl.co.nz

THANK YOU!

Until next time ...

**NEW ZEALAND
FESTIVAL**

TE TAURIMA O AOTEAROA



21 FEB – 15 MAR 2020

Grizzly Bear, 2018 New Zealand Festival Image: Vanessa Rushton