



Harcourts
HAWKE'S BAY
**ARTS
FESTIVAL**

**2017
Festival
Review**

CASSUS CIRCOUS



PROUDLY PRESENTED BY

**arts
inc.**
HERETAUNGA

Festival Overview



This year's ride is over... the tents are silent and have been packed away... time to reflect on a festival that had it all... magical music... dramatic theatre... thought provoking stories... sunshine... classical clowning... absorbing dance... the classics to contemporary... boundary breaking... cross cultural... high winds... fine food and fine wine... community engagement... extreme rain... laughter... tears... magical children's shows... conversations provoked... amazing reviews... world class local content... engrossing schools and ambassador programmes... I could go on but you get the idea...

This festival developed a tempo of its own, sometimes high energy, sometimes thoughtful and reflective, sometimes raw, always beautiful and to finish it off, a different sort of finale with the warm embrace that was Eb & Sparrow.

What an amazing two weeks... so many incredible performances with increasingly diverse and enthusiastic audiences, fabulous reviews, standing ovations and Haka - this was truly an exceptional effort by the local community to stage a world class festival in our own back yard.

This year our audience numbers swelled to well over 14,000 across the 70+ performances and multiple venues. The festival hub at the Village Green in Havelock North was a revelation, connecting the festival to the recently redeveloped playing area and Mackersey Family Pavilion, providing a very welcoming environment for our audiences. Hospitality exceeded our expectations and the character and feel of this festival was second to none.

On behalf of the Board of Arts Inc. Heretaunga I can't thank you enough for your contributions, be it our Core Funders, Hastings District Council & Creative New Zealand, naming rights sponsor Harcourts, Gold, Silver & Bronze Sponsors, Grant Providers, Patrons & Benefactors, local suppliers, volunteers, friends, whanau and of course the incredible hard-working team. It's truly humbling to be a part of something that touches so many people's lives in such positive ways.

Andy Heast Chair,
Arts Inc. Heretaunga

* Special thanks to festival photographer Tim Whittaker for the stunning images of this year's festival and David Trubridge for supply of beautiful site lighting.

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The third festival in as many years has made another big impact on our region with the most diverse programme yet, featuring a fantastic and at times challenging mix of performances and conversations from Hawke's Bay and around the world.

The Pacific Crystal Palace returned to grace the newly refurbished Village Green and formed a hub for our festival with not only a visual focus but the opportunity to experience part of the festival by simply taking a stroll to the park.

This year a focus on our visual arts made a huge impact with two great exhibitions. Shane Cotton, one of New Zealand's foremost Maori artists exhibited an entirely new range of works at Hastings' Parlour Projects. Fane Flaws created a most spectacular retrospective of his work spanning 48 years of his life with 'Almost Serious' at Arts Inc Heretaunga in Hastings. A beautiful exhibition highlighting the evolution of one man's creative work in the context of a rapidly changing New Zealand.

White Night in Napier captured not only the imagination of participating galleries and creative spaces but filled the streets with thousands of people, wanting to discover the arts quarter in more depths. It was a hugely successful initiative creating a foundation for future happenings in Napier as part of the festival offering.

Tape Art NZ added an interactive element to the visual arts programme with the Labyrinth at the Village Green in Havelock North and a fantastic few days of working with the Flaxmere community to create a mobile tape art labyrinth that was gifted by the festival to the Flaxmere Community Centre for future use by the wider community at local events.

The depth of the international programming gave us the platform to feature our local and national work in a global context which highlighted the quality of our emerging and established local talent. Without it we could never claim to have a festival that aims to be relevant to our wider community and truly celebrates the talent we have in this region.

Thank you for supporting the arts in Hawke's Bay. We are all the better for it!

Pitsch Leiser Festival Director,
Harcourts Hawke's Bay Arts Festival

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What you said: Audience Feedback

Harcourts Hawke's Bay Arts Festival 2017 Online Survey
What our survey respondents* said:

*97%

rated their experience of the
2017 festival as Excellent (65%)
or Very Good (32%)

*98%

rated the quality of the
performances as Excellent
(79%) or Good (19%)

*95%

are Highly Likely (80%) or
Likely (15%) to recommend the
festival to others

*91%

Strongly Agree (66%) or Agree (25%)
that the festival makes the region a
better place to live

*85%

ate out as part of their festival
experience

*based on 330 responses

A selection of comments from our customer survey

"I really appreciate having such a wonderful festival locally. The prices were affordable and even more so without having to factor in, travel to a bigger centre with all the associated costs. Thank you very much for all of you who worked so hard to make the festival the great success it was."

"The range of events seemed so much wider this year, The quality more consistent... I'm very admiring of the potential "risks" taken with the programming, especially with local shows. It would be a stultifying event if only professional "sure-fire" audience pleasers were staged."

"So grateful for all the hard work and passion for the arts that has made the festival a wonderful success. Long may it last."

"I love the Festival and the surprise of the unexpected. Highlights were Dr Geeklove, Mixtape Dance Tape Show, Reb Fountain. I came away delighted - the best feeling!"

"My husband and I have just moved to the Bay, and we really loved the accessibility of this Festival, and the very high standard of the acts".

"They were all excellent for different reasons. Driftwood was astounding in its athleticism and its contemporary soundtrack. Being in the round was seeing the tent at its best. It was great to see The Māori Sidesteps- good to see inclusion of some te reo, humour and thought provoking content. The Unusual Silence was stunning- haunting and thought provoking. Back of the bus was a family favourite, funny, innovative and unique. White night was brilliant in getting the community out and mixing and seeing the city come to life."



MIXTAPE DANCE SHOW



**“The Unusual
Silence at Napier’s
Waiapu Cathedral
this afternoon was
amazing– so moving
and showing such
incredible vocal skills.
Congratulations
Victoria Kelly, Voices
NZ and all involved .
Cheers HBAF, another
great show for the
Festival.”**

Letter to the Editor, HB Today 11.10.17

A selection of comments from our Facebook page

“Thank you to the Festival team and volunteers and sponsors for creating wonderful and memorable experiences for Hawkes Bay audiences. Much appreciation”

“Yes, thank you Pitsch for all you have given us and the wonderful team too... its been magic!”

“Awesome efforts Pitsch and team. Precision and calibre of the performances by various artists this year! Couldn’t wait for next one!”

“We are so lucky to have this wonderful celebration of the arts to look forward to every spring.”

“A very special thanks to Mr Leiser and his committee for the truly excellent variety of performances over the last two weeks connected to the Arts Festival.
From the amazing White Night in Napier to Pss Pss in the Spiegeltent, we were entertained, enthralled, captivated and even educated. More, More, More!”

Creating the Magic: Programming

An arts festival provides a vehicle to showcase a wide variety of work to a highly captive audience. From emerging local productions to highly acclaimed international acts, it is our challenge to present work that not only entertains, but excites, educates and enriches our lives.

Local Productions

A key priority for 2017 was to highlight local talent alongside national and international work, with a record number of local productions included in this year's programme.

Why programme locally produced work?

- Gives local audiences the opportunity to hear our own unique stories.
- Provides a vehicle for local acts to showcase their talent to a highly-engaged, ready-made audience.
- Inspires local artists to create new work and gives them the confidence to find their voice among the best.
- Allows local artists to benchmark themselves against the best of national and international talent.
- Provides a stepping-stone for local productions to take their work to the next level.

The enthusiastic response of audiences to locally produced shows proves a willingness to support and embrace local talent. A number of local shows enjoyed full capacity audiences, including Vincent, The Hooligan & The Lady, Kiwi As and two performances of Project Prima Volta's Acis & Galatea.

"The Harcourts Hawke's Bay Arts Festival has helped Festival Opera empower teenagers by giving them a voice as part of the festival. Collaborating and creating are two important experiences everyone should enjoy on a daily basis and 36 Project Prima Volta students were able to experience the immense challenge and the immense satisfaction of creating their own opera together! Thank you HBAF!"

Anna Pierard, Project Prima Volta

Local Success Stories

Several success stories to come out of the 2017 festival include Vincent by local actor Daniel Betty and The Contours of Heaven by local collaboration Riverseeds Performance Collective. Both productions played to critical and audience acclaim, with plans afoot to tour the productions further afield.

"Given the talent shown by Betty to sustain a solo piece for an hour and a quarter, while holding the audience spellbound for the entire performance, it is a shame there is only a single show. Congratulations to all those involved in this engaging interpretation of the life of van Gogh – consideration must surely be given to present further performances." Sonia Mackenzie, Theatreview.

Local Readers + Writers

The Readers + Writers Festival was also rich in homegrown talent, and included conversations with local identities David Trubridge, Anna Pierard, Mary-anne Scott, Puti Lancaster, Gareth Ward, Jenny Dobson, Dr Joseph Stone and Amber Logan.

Session Chairs Simon Murfitt, Matt Kidd, Jo Morris, Paula Murdoch, Jessica Soutar Barron and award winning writer Anna Mackenzie all ably drew commentary out of the writers and encouraged them to share their inspirations, experiences and divulge some unknown moments in the development and creation of their characters.

"The festival gives us the perfect opportunity to celebrate our local talent - both successful award winners and emerging writers. We made some interesting pairings such as local favourite Mary-anne Scott with the widely acclaimed Jenny Patrick and new author Gareth Ward with NZ literary legend Kate de Goldi."

Carla Crosbie, Programme Coordinator, Readers + Writers Festival

Homegrown Talent

This year's festival also had an emphasis on showcasing homegrown acts, who have achieved national or



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“It’s about putting the ‘Hawke’s Bay’ into the Harcourts Hawke’s Bay Arts Festival.”

Pitsch Leiser, Festival Director.

international success.

Homegrown talent included Thomas Oliver, Eb & Sparrow, The Full Stretch, and Victoria Kelly and Dr Karyn Grylls of The Unusual Silence.

Including homegrown talent in the programming gives the artists the opportunity to reconnect with local audiences, and inspires fledgling artists in the future. The success of these shows reiterates the importance of showcasing homegrown talent at future festivals.

“To give my music a home in Havelock North for two sold-out nights at the festival was such a joy. I could feel the sense of pride and community in the air at both shows. As a teenager in Hawke’s Bay, when I wasn’t playing music, I spent most of my time skateboarding in that very Domain, about 50 metres from where the Spiegeltent sat, so I felt very connected to my past as we played, and I felt like the audiences could feel that, too. A perfect way to come home after a three-week European tour. My band, my crew and I all loved the whole experience. Thanks again to Pitsch and co. for having us.”

Thomas Oliver, Musician

“A great evening. A truly talented local artist, in the Spiegeltent, in Havelock North. I came home feeling like I had been part of something wonderful.”

Sarah Cates, The Hook (Review of The Full Stretch)

National Talent

A regional arts festival gives local audiences the opportunity to see some of the best and brightest talent from across the country, while cultivating an audience for many previously unknown acts.

Many of these acts would find it difficult to achieve large audiences of their own accord and the festival provides the platform to perform to capacity houses.

A recent example of this is Tami Neilson who played to a sold-out audience on the final night of the 2016 festival. She returned to Hawke’s Bay in 2017 to play a sell-out show at the War Memorial Centre in Napier.

“A knowledgeable festival team and very receptive and warm audiences made our concert at the Harcourts

Hawke’s Bay Arts Festival a rewarding experience for our artists and staff. It is exciting for us to see how the Festival is going from strength to strength offering a programme both accessible but also full of artistic excellence.”

Arne Herrmann, CEO Voices New Zealand, The Unusual Silence

International Talent

Another important role of a festival is to introduce local audiences to work that has never been seen before.

The 2017 festival brought together a record number of twelve international acts, from children’s shows to cabaret, to international award-winning circus and physical theatre. We welcomed artists and performers from Switzerland, Ireland and Canada, along with nine acts from Australia.

Performers at the top of their international game present a quality of work that simply isn’t available within New Zealand. We were treated to international artists such as Compagnia Baccalà with the award-winning show Pss Pss, who trained at one of the most prestigious mime schools in Europe. With more than 600 performances in over 50 countries, these artists bring a depth of experience that is impossible for local performers to match.

Programming international talent also allows homegrown talent to benchmark their work against the best in the world.

“We were delighted to bring over 3 works from our Melbourne company to Hawke’s Bay and enjoyed being so warmly welcomed by all the staff and crew of the festival. It’s been over a year of planning and things couldn’t have gone smoother. Such a pleasure to perform to your lovely audiences’, thanks Pitsch for asking us, we’d be thrilled to return one day!”

Clare Bartholomew, Producer/Writer/Performer
– Salvador Dinosaur, Australia

“Pss Pss was outstanding. I particularly enjoy mime and the size of the tent allowed us to be really close to the action and see the expressions on faces – perfect.”

Survey respondent, Harcourts Hawke’s Bay Arts Festival
2017 Survey



Sharing the Love: Community Events

One of the highlights of the 2017 festival was White Night. This free, community event saw ten venues in Napier's art precinct open their doors for an evening of exhibitions, live performance, interactive events and artists in residents. Street musicians, food vendors and a spectacular laser light show added to the carnival atmosphere.

Despite being the first event of its kind in Hawke's Bay, White Night was a huge success with thousands of people taking to the streets to experience Napier at night. The galleries and other venues recorded record numbers of people in attendance and appreciated the opportunity to showcase their offerings to a wider audience.

Highlights:

- * The MTG recorded 2,200 visitors during White Night
- * All other venues reported a large number of visitors, many of whom were not regular gallery-goers.
- * White Night created an opportunity for businesses to work together to showcase the arts quarter to the general public
- * Overwhelmingly positive feedback from the public who appreciated the chance to attend a free, family-friendly event as part of the wider HBAF programme

"I was BLOWN AWAY by the lovely friendly positive vibe from those attending - real family atmosphere and I talked to so many people who have walked past here a million times and never been in... I think for all the galleries we got access to more of a 'general public' than the usual 'gallery goer' types, and all in a super friendly, easy, comfortable and welcoming way, so ideal for breaking down the stuffy gallery stereotype that many many people still have... I was just so delighted to experience a night that really felt like Napier loving Napier. Napier people embracing and celebrating and enjoying their unique and vibrant little city. I'm so looking forward to next year."

Lizzie Russell, Tennyson Gallery.

"We have been overwhelmed with the universally positive feedback about the White Night event held on Saturday 30 September. The atmosphere in town was electric, with several thousand people packing the arts quarter and we were so pleased that people seized the opportunity to explore this area and discover businesses that perhaps they had never seen before. A new event always has some uncertainty around it, however we were so appreciative of all the hard work the businesses put in to their events and the strengthening of bonds between businesses this event created. We are also thankful to the Arts Festival for bringing this event to Napier for local residents to engage with, it was clearly very much needed! This is an event we look forward to building on next year."

Zoe Barnes, Manager, Napier City Business Inc.

Tape Art Labyrinth

This beautiful and unique community art project saw a labyrinth created from coloured tape outside the Spiegeltent, and another one created by community groups at the Flaxmere Community Centre.

The public labyrinth was well-travelled by both young and old during the first week of the festival and provided a delightfully colourful addition to the Havelock North Village Green.

The Flaxmere Community Labyrinth brought together disparate groups from the community who joined together in the shared process of creating this unique piece of art. The completed artwork was gifted to the Flaxmere community in a moving ceremony, which was also featured on Te Kaea news on Maori Television.

"What delighted us with both our professional and community labyrinths was the way they gathered



Conversations with our World: Readers & Writers Festival

together such disparate people as part of a shared art experience. Many times it was a familiar sight to see two or three generations walking the paths together.

The Flaxmere Community Labyrinth was interesting on a number of levels as the process of its making (and we hope the ongoing way it will be used) has the potential to be a catalyst to build bridges and connect people within the community... We also received a strong reaction once people realised the art work would be owned by the community and was going to have a life there, shared for any group who might wish to use it.

We are really grateful that the festival took on this community dimension of the project. We feel the idea has begun to take root and the community labyrinth is poised to become the loci of ongoing community connection."

Erica Duthie and Struan Ashby, Tape Art NZ

Almost Serious by Fane Flaws – Free Event

The Hastings Community Arts Centre came to life for the duration of the festival with an interactive installation by well-known local artist and musician, Fane Flaws.

The retrospective exhibition showed 48 years of the artist's work, along with a series of free interactive events, including action painting, two very well-attended portrait salons and live music sessions.

Fane created two large murals – the first with Martin Poppelwell, accompanied by Peter Dasent on piano, who provides the music for Playschool in Australia. Peter also performed a solo lunchtime concert. The second mural was created with Bernie Winkels, with music provided by The Revolutionary Arts Ensemble.

Fane performed with his band No Engine at the opening of the festival, which was attended by around 100 people. He also performed a second smaller gig and presented a free floor talk.

The exhibition brought in many visitors to the gallery, many of whom had not visited the gallery previously.

"Fane Flaws time at arts inc was excellent esp with other musicians and artists also involved, this felt like how integrated arts should be, had moments of real groove..."

Survey respondent, Harcourts HB Arts Festival 2017 Survey

The Story Only I Can Tell – Community Performance (ticketed event)

This unique event brought together three local people from very different walks of life who shared their stories in a deeply moving and personal performance. Iona College Principal Shannon Warren, artist Ricks Terstappen and musician and actor Pereri King offered a snapshot of their life journeys in this intimate celebration of love, hope, adventure and the strength of the human spirit.

"I find myself identifying with each presenter as they speak to their stories. These are stories that I know the feeling of, the sound of. These are stories that land in your heart and bring you to your knees. Yet these are everyday people, and everyday lives, and they are extraordinary. This indeed makes for some riveting humanity."

Nadia Kersel, The Hook (Review of The Story Only I Can Tell)

"William Yang's presentation was also very beautiful and moving with such a personal story. I also greatly enjoyed the 3 local performers and their unique stories at this event. There was a commonality in their experience of life's ups and downs and how they had coped with them. A great way to show that we all have a story worthy of sharing."

Survey respondent, Harcourts HB Arts Festival 2017 Survey

The 2017 Readers + Writers programme brought together an eclectic mix of celebrated writers, storytellers, journalists and published academics.

Over two weeks we listened as these writers discussed what it takes to develop characters to tell other people's stories; the moral dimensions of lying without consequence; the suffering of returned soldiers; the reality of living with the effects of serious mental health issues and how P is ravaging our communities. We heard tales of tragedy, tales of inspiration and prevailing in the face of overwhelming odds; tales of wonder and fun providing the opportunity for escape and adventure. These are our stories – the stories from our communities.

We carefully planned the continued celebration of local talent and paired both nationally acclaimed and emerging local writers with NZ literary greats, such as Kate de Goldi with Gareth Ward and Jenny Pattrick with Mary-anne Scott.

Once again we were very proud to host huge names in New Zealand literature –

Deborah Challinor New Zealand's biggest selling author for the last two years; the 2017 winner of the Ockham NZ Book Awards Acorn Prize for Fiction Catherine Chidgey; plus last year's winner Stephen Daisley who now resides in Australia. Stephen is currently the Writer in Residence at Randall Cottage in Wellington and was born in Hastings.

Several of these internationally acclaimed authors and illustrator Dylan Horrocks also took time to talk to the

students from the Ambassador Programme – a great initiative that our guest writers were pleased to take part in. In fact some have asked other national festivals they are attending whether they are doing this.

Lies, Fake Lies and Alternative Truths, featuring journalist Nicky Hagar attracted the largest audience of our literary events with over 100 people attending. He spoke about current and topical issues articulately and displayed depth of thought, demeanour and integrity.

"Being in the audience for this session led to a deeper understanding of the challenges we face to gain the truth about the world around us, and many discussions long into that evening with friends. In short, this session stirred thought which may lead to action".

Audience member

The 2017 Hawke's Bay Readers and Writers programme is produced by The Writers in Wineries Charitable Trust in association with the Harcourt's Hawkes Bay Arts Festival and supported by Creative Communities Hastings, Creative Communities Napier, NZ Book Council, Hastings District Libraries, Napier Libraries, Hastings City Art Gallery, Wardini Books, Beattie & Forbes Books & Post, Penguin Random House NZ, Harper Collins NZ & Victoria University Press.

Audiences of Tomorrow Furnware Education & Ambassador Programmes

Education Programme

The education programme aims to encourage local schools, kura's, kindergartens and parents who home school students to come and see live theatre in a theatre. For most students this was their first experience watching a live performance. The education pieces programmed are aimed at particular age levels and balanced between different art forms as much as possible.

This year Furnware came on board as the sponsor of the Education and Ambassador Programmes. Thanks to their support, we were able to bring Massive Company's 'The Wholehearted' to the festival and further develop the Ambassador Programme. This partnership between the festival and Furnware has allowed us to support, develop and inspire 23 students from throughout the region to have an experience of a life-time.

This year we had programmed six shows, including dance, music, physical theatre, circus, vaudeville, verbatim theatre, historical drama and so much more. This included two local acts who performed alongside national and international theatre companies to highlight the growth of the arts throughout our region.

A total of 1100 students attended from 15 Hawke's Bay schools. The focus this year was to build relationships with more schools and early childhood centres, resulting in a large increase in the participation by primary schools and early childhood centres. With the focus on 'play' in the curriculum the festival is able to show different ways to engage students with learning through performance. Teachers and students commented on the value of the festival as it provides not only entertainment but understanding about live theatre and how to engage students in a meaningful way.

For the first time, we also offered the programme to neighbouring regions and a small group of Maori and Pacifica students from Tauhara College in Taupo travelled to Hawke's Bay to attend a performance of The Wholehearted. We are planning to expand this reach in future years.

"I just want to thank you for the wonderful opportunity the Festival gave my students by staging Massive Theatre's 'The Wholehearted'... The performance spoke to my students on so many levels. They were totally immersed in the story from the moment the performance opened. It showed them how devised theatre can be exciting, stimulating and relate to their lives. The content certainly initiated lively debate about the symbolism of the cubes, aspects of the story resonated with individual students and the overall synergy that flowed through the performance made time fly. It was over too soon. The icing on the cake was meeting the actors and Sam afterwards to ask questions and know more about them. It was certainly worth the four hours of travelling to see such a professional and stimulating production."

Sue Goldsmith, Drama Teacher, Tauhara College, Taupo

Ambassador Programme

The Ambassador Programme engages students identified within the Hawke's Bay community as leaders in the arts within their communities. Students apply for a position and are selected by the festival team. This year 23 students were selected to become ambassadors from 12 schools or training institutions from throughout Hawke's Bay.

They participated in workshops, masterclasses with artists from throughout the festival. These workshops were broad to challenge the students to develop their skills or see how professional artists create their work. A highlight was watching the ambassadors developing their dance skills with Java Dance Company and writing a composition with Thomas Oliver. Throughout the festival, ambassadors also had conversations with artists to hear about their journey and what have been the most important challenges they have faced or overcome to get where they are today. These conversations inspired the students as they had generally seen the artist's work the night before.



AMBASSADORS PERFORMANCE

A highlight this year was the Ambassadors' Showcase in the Spiegeltent on the last day of the festival. It was a chance for the ambassadors to show sponsors and family the skills that they have learnt throughout the 14 days and share their talents with all involved. The parents had the chance to then talk not only to the festival team but the ambassadors in an open forum. Pitsch Leiser remarked that the artists had commented that they too had been inspired by the ambassadors and their questions about the arts industry.

The Ambassador Programme is in its second year and certain members of the alumni participated in performances, workshops or played pivotal roles in helping the festival team. Connor Hirst and Morgan Pearce were voices in the performance 'The Contours of Heaven', Marina Nash worked as the scribe and supported William Yang in 'The Story Only I Can Tell' workshop and performance, and many more alumni of the programme supported current ambassadors throughout workshops. This building of relationships for these young people is what grows the arts in our region and helps develop future artists, technicians, writers, directors and arts professionals.

"The Ambassador Programme has been life-changing. It's taught me about the people in my community that make beautiful work. It's taught me that working in the arts is hard, but also achievable. It's about connecting to people in order to tell a story. The Ambassador Programme is this amazing and unique opportunity for people like me to see that as long as you're living truthfully, you can make a

living out of what you love. Acting is something I've always wanted to do with my life and the Ambassador Programme is one of the few things that has encouraged me to pursue that. Hopefully that encouragement will lead to my name in a book someday. That would be cool."

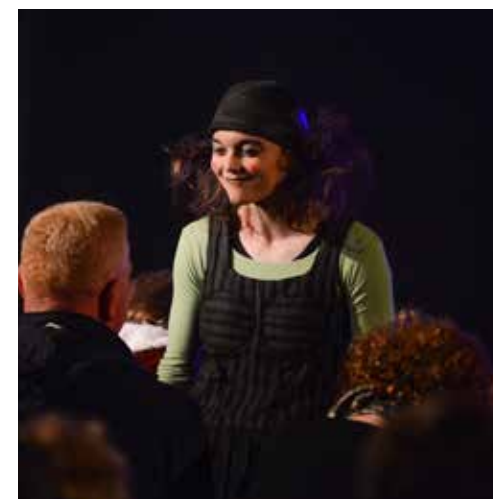
Rachel Lockwood, Youth Ambassador

"This programme has opened doors I never knew existed and helped me realise that the arts are extremely useful in any part of my life and that creativity is valuable in any job or career. I am so grateful to Furnware for being our main sponsors – the fact that they understand the importance of the arts speaks volumes about their values and morals."

Cameron Young, Youth Ambassador

"The Ambassador Programme has been a very memorable experience and I got so much more out of it than I expected. I got to do what I love every day for two weeks. I was able to meet like-minded teenagers and work with them in a meaningful way. I always knew, going into the performing arts that it would be a struggle, but until now I thought I would struggle all by myself. From this programme I've learned that the arts community is so diverse and caring. Everyone is so connected in such beautiful ways. I'm extremely grateful for this incredible opportunity and I will remember all that I have learned these last two weeks and utilise this knowledge in all of my future projects. I hope that one day I will get to be a mentor for a future Ambassador Programme."

Kaitlyn Stron, Youth Ambassador





OTTO AND ASTRID

Marketing, Comms & PR

The Brand

The distinctive blue logo created in 2015, continued as the centerpiece of our branding, ensuring continuity and recognition for existing festival supporters.

Collateral

Marketing collateral included:

- * 20,000 76-page A5 programmes printed and widely distributed throughout the region and beyond
- * 24 Billboards in Hastings, Napier & Havelock North
- * 39 street flags in Hastings and Havelock North
- * 50 street flags in Napier + 5 large roundabout flags
- * 8 'Gateway' signs in Hastings and Havelock North
- * 600 A4 and A3 posters in key public locations including cafes, libraries, waiting rooms, cafes, etc.
- * 6,000 DL leaflets promoting school holiday shows

NZME Advertising Campaign

Thanks to our sponsorship agreement with media partner NZME, we were able to deliver a high-impact promotional campaign across print, radio and online media.

Print

- * Ten week newspaper advertising programme featuring ¼ page ads in Hawke's Bay Today (12 weekday & 3 Saturday ads).

Radio

- * Ten-week advertising campaign featuring 30 second commercials
 - Newstalk ZB: 239 ads
 - The Hits 89.5FM: 209 ads
 - Coast: 227 ads
 - Gisborne: 90 ads
 - Taupo: 90 ads

Digital Marketing

- * Four-week digital advertising campaign featuring on www.nzherald.co.nz
 - Hawke's Bay: 85,300 impressions
 - Wellington/Wairarapa: 43,300 impressions
 - Manawatu: 43,300 impressions
 - Gisborne: 10,000 impressions

Added Value

- * On air ticket giveaways on The Hits 89FM
- * Interviews with artists and crew on The Hits Breakfast Show
- * Weekly ticket giveaways on inside front cover of HB Today
- * Editorial in HB Today and community newspapers
- * Ticket giveaways on The Hits Facebook page

- * Promotion on The Hits and ZM websites
- * Announcer adlibs with Adam & Sarah on The Hits Breakfast
- * Promotional trailers across The Hits
- * Dedicated webpage on hits.co.nz 'What's On' Hawke's Bay section

Publicity

The publicity campaign kicked off in earnest when the programme was launched on the 27th of July.

Print

Local press coverage was comprehensive with more than 60 print items published, including editorial pieces, featured performances, artist interviews and briefs. Coverage of the event was 100% positive across all media channels.

- * 35 editorial stories, featured performances, artist interviews and briefs in Hawke's Bay Today
- * 5 front covers of HB Today Vibe magazine
- * A minimum of 25 editorial pieces in community newspapers
- * 1 editorial feature in Wairoa Star
- * My Hastings - August (article); September (4-page feature); October (listings) (30,000 copies distributed throughout the Hastings district.)
- * Bay Buzz magazine article
- * Small features in Air New Zealand's inflight magazine Kia Ora and North & South magazine.

Online

- * Online articles in Simply You online and The Big Idea
- * Many of HB Today articles also appeared in nzherald.co.nz

Radio

- * Interviews on The Hits with Pitsch Leiser (Festival Director), Jamie Macphail (MC), Anthony Stretch (The Full Stretch), and Pauline Ellen Hayes (The Hooligan & the Lady)
- * Interview on Central FM (CHB) with Anthony Stretch
- * Interview on Radio NZ with Kim Hill (Declan O'Rourke)
- * Radio NZ Concert 'Upbeat' (Dr Karen Grylls – The Unusual Silence)
- * Radio NZ with Jesse Mulligan (Victoria Kelly – The Unusual Silence)

Television

- * TVNZ One News – feature on Project Prima Volta and Harcourts HB Arts Festival interview with Festival Director Pitsch Leiser.

Events

The festival team promoted the festival at various events including:

- * Hastings Blossom Parade (HBAF-decorated float and distribution of 5000+ flyers promoting school holiday shows.)
- * Presentation and ticket giveaways at Battle of the Book Clubs (200+ literary enthusiasts)
- * Presentation by Festival Director at Landmarks Trust AGM
- * Presentations by three HBAF performers at Pecha Kucha Hawke’s Bay

Newsletters

Our festival specific database subscribers grew from 2038 (2016) to 2,875 subscribers at the end of the 2017 campaign. We sent out a ‘Save the Dates’ email newsletter in May 2017 and a further 11 campaigns over a 9-week period from 3 August until 6 October 2017. In addition, we sent out several campaigns to our patrons, benefactors, sponsors and funders. Our open rate was 41% (compared with an industry average of 21%).

Direct Marketing

We produced show-specific email flyers and sent out tailored information for a number of performances. We also created special offers for several performances.

- * The Unusual Silence: NZ choral federation, local choirs, Music Teachers Assn, HB Society for music education, RSAs, retirement villages and rest homes
- * School holiday shows: local schools and pre-schools
- * Shows with Maori content: local Maori organisations and networks
- * Wairoa shows: Wairoa District Council, Wairoa Buy & Sell
- * MTG, Blyth, Gaiety Theatre, Waiapu Cathedral, Toi Mairangi & Arts Inc Heretaunga – promotion via venue’s marketing channels
- * Personal emails from individuals connected with the music/theatre communities promoting specific events.
- * Specific events were also shared via a number of other FB pages and via the artists own networks

Website

We launched ticket purchasing via the website on 2nd August 2017, with a 36-hour pre-booking period for patrons, benefactors and friends of the festival. Our first day of public sales was Friday 4th August, when we sold 593 tickets. Our audience engaged with our website in the following ways over the month from 8th September to 8th October 2017:

- * 46,794 total visitors to the website
- * 50.04% of tickets were sold via our website
- * During the 13 days of the festival, we had an average of 550 web sessions per day, viewing 4.27 pages and spending an average of 3.18 mins on the website.
- * 55.73% of the sessions were from new visitors to the website
- * Most people arrived at our website by either using a Google search (46.97%) or by typing www.hbaf.co.nz

- and landing on the home page (41.8%).
- * The two largest referral sites this year were hawkesbaynz.com with 10.55% of traffic and ThomasOliver.co.nz with 9.8%. Facebook provided 8% of traffic.
- * Our most viewed event on the website was White Night with 12% of all traffic to that event listing.
- * 43.08% of all visitors to the website lived in Napier.
- * 15.66% of visitors lived in Wellington and 9.84% in Auckland

Social Media

Facebook continues to be our most successful social media platform, with an abundance of quality content generated by the festival marketing team and our artists. This allowed us to post 2-3 times a day during the period 17th September-14th October. We also supplied content to other organisations to post on their Facebook pages.

- Key insights from Facebook, Instagram and Twitter:
- * We posted 95 times on the HBAF Facebook page
 - * 39,533 Facebook post reach (the number of people who saw our posts)
 - * 14,855 Facebook post engagement (likes, comments and shares)
 - * 13,616 Facebook video views
 - * The two most engaging videos were the launch video (2,631 views) and the backstage interview with our MC, Jamie Macphail (2,063 views).
 - * The aerial shot of the Tape Art Labyrinth was our most engaged photo with 4,597 people reached with 255 reactions and 121 on-shares
 - * 384 Instagram followers
 - * 102 Instagram posts
 - * 105 Twitter followers
 - * 35 tweets

Special thanks to Tim Whittaker Photography, Indelible and The Hook, who supported us with rich and engaging content. via the following avenues:

Reviews

- * ‘The Hook’ reviewed all festival events online, with overwhelmingly positive feedback received: <https://thehook2017.wordpress.com/tag/hbaf17/>
- * Hawke’s Bay Today reviewed 8 performances.
- * ‘Theatreview’ reviewed 13 performances online.

“Presented so convincingly, with genuine feeling, the audience is moved to a standing ovation, vocal with appreciation of the weight of the work and gratitude for its generous rendering.”
Gill Duncan, The Hook (Review of Vincent)

“The Maori Sidesteps finished their show to a standing ovation, as the audience roared for an encore”.
Rachel Wise, HB Today (The Maori Sidesteps)

“Something special has happened here tonight and, on their feet cheering effusively, the audience know it.”
Rosheen Fitzgerald, The Hook (Review of Thomas Oliver)

Marketing Partnerships

Our sponsors and partners offered a significant boost to our promotional efforts through their own marketing channels. Key activities included:

Hastings District Council

- * 39 street flags in Hastings & Havelock North
- * 5 Hastings Gateway signs + 3 Havelock North Gateway Signs
- * 2 billboards outside of Hastings and Havelock North Libraries for R&W programme
- * Hastings i-SITE window display
- * My Hastings - August (article), Sept (4-page feature), Oct (listings)
- * Distribution of Programmes, posters and school holiday show flyers to council facilities
- * Promotional video on TV screens in libraries
- * HDC Facebook page – 13 posts with an average of 10 Likes and average reach of 1600 people
- * HDC Internal Website – posted as an Event
- * School Holiday newsletter – feature on School Holiday show programme

Harcourts Hawke’s Bay

- * Large window displays in all Harcourts HB offices (A4 poster window cards and large logo window decals)
- * Regular half-page newspaper ads in HB Today
- * Full-page ads on back page of Bluebook
- * Web banners on Harcourts and HB Today websites
- * Sharing of festival posts on Harcourts Facebook page
- * Arts Festival promotion on the reverse of all agent DL cards distributed for several months prior to the festival
- * A4 flyers in all of all appraisal boxes for new listings
- * Ticket giveaways promoted on individual agents’ business Facebook pages
- * HBAF email banner for all staff emails

Napier City Council

- * 50 HBAF-branded street flags displayed on main thoroughfares (Sept – Oct)
- * 5 large roundabout flags on Marine Parade (Sept – Oct)
- * Large 6 x 3 m billboard site at HB Airport (Sept – Oct)
- * Six 2400 x 1200 Billboard sites
- * NCC Digital Screens – HBAF promo slides on information screens at NCC facilities – Library, i-SITE and NCC reception (Aug – Oct)
- * Festival branded NCC vehicle (Aug – Oct)
- * Programme and poster distribution to NCC facilities, incl NCC reception, library, aquarium, Par 2 golf and i-SITE
- * Proudly Napier editorial + event listings (Sept), and adverts (Aug + Sept)
- * HBAF email signatures on 500 staff emails for two weeks (Sept)
- * Promotion of HBAF on NCC Facebook pages
- * Support with visit from NZ Herald journalist

Other Partnerships

We would also like to acknowledge the support of many other organisations who promoted the festival via their own marketing channels. These included our sponsors and supporters, as well as Love Havelock North, Hastings City Business Association, Napier Inner City Marketing, Hawke’s Bay Tourism and i-SITEs (Napier, Hastings and Havelock North).

Readers + Writers Festival

The Readers + Writers Festival was extensively promoted via the following avenues:

- * Hawke’s Bay Readers & Writers website
- * Series of e-newsletters to HBRW subscribers
- * Facebook advertising and updates
- * Twitter updates
- * R+W posters and flyers created (for specific writer events) and distributed in Hastings and Napier
- * Promoted in Hastings District Libraries e-newsletters (1500 subscribers) for 2 months
- * Shared and promoted on libraries Facebook pages
- * Editorials and media releases provided to Hawke’s Bay Today for Indulge and Hastings Leader
- * Paid advertising in Hastings Leader
- * Displays in Hastings, Havelock North and Napier libraries & Beattie and Forbes bookshop, Ahuriri
- * Digital promo sliders playing in Hastings, Havelock North, Flaxmere libraries and HDC contact centre
- * Billboard in Civic Square & outside HN Library
- * Promoted in Beattie and Forbes e-newsletter
- * Direct marketing to Live Poets, local book clubs, writing groups and local schools via e-newsletters, English Teachers Association and drama and art teachers.

Festival partners: funders, sponsors & supporters

***13** days

***71** performances

***23** shows sold out

***9,276** tickets issued,
excluding school shows

***15,080**
overall participation,
including free events

***28.4%** adult

***16.6%** concession

***8.8%** premium

***3.6%** family

***32.8%** free events

***9.8%** schools

We would like to express our immense gratitude to our funders, sponsors and supporters who have made the Harcourts Hawke's Bay Arts Festival a reality.

Festivals around the world rely heavily on the support of funders and sponsors in order to be financially viable and offer ticket pricing that is accessible to the public. With approximately one-third of our income generated from ticket sales, we would not be here without the generous support of our core funder Hastings District Council and our sponsors, funders, corporate supporters, patrons and benefactors.

We were delighted that all of our founding supporters from 2015 elected to continue their support in 2017, and were excited to welcome Furnware as a new Silver Sponsor for the Education and Ambassador Programmes.



Core Funder: Hastings District Council

We'd like to extend our grateful thanks to Acting Mayor Sandra Hazlehurst, Councillors and staff of Hastings District Council for their incredible commitment to the Harcourts Hawke's Bay Arts Festival. From the first festival in 2015, Hastings District Council has shared our vision to deliver a high-quality arts festival to the people of Hawke's Bay. We applaud and thank HDC for their continued support and their unwavering belief in the social, cultural and economic benefits an arts festival can bring to our region.



Core Funder: Creative New Zealand

We sincerely thank Creative New Zealand for their ongoing support and their recognition of the importance of developing a strong regional arts and culture programme in Hawke's Bay. This support has given the

festival credibility from the outset and enabled us to deliver a dynamic and diverse programme of work to local audiences.

Harcourts

Platinum Sponsor: Harcourts Hawke's Bay

From the outset, Harcourts Hawke's Bay has been a huge supporter of the festival and embraced this event with passion and enthusiasm that's second to none. In addition to their financial support, we'd also like to acknowledge the considerable effort Harcourts has put in to promoting the festival through their own marketing channels. Our grateful thanks to Kaine and Jo Wilson and the incredible team from Harcourts Hawke's Bay.



Gold Sponsor: Porters Boutique Hotel

We're extremely grateful to the Mackersey and Lowe Families from Porters Boutique Hotel for continuing as a Gold Sponsor of the festival for the 3rd year running. With this stunning development now up and running, it's been exciting to work with the team at Porters Boutique Hotel and Malo Restaurant to promote the festival in new ways. We're delighted to have this level of support from local business people and look forward to continuing this partnership in the future.



Gold Sponsor: Napier City Council

We are extremely grateful to Napier City Council for both their financial and in-kind support of the festival. In particular, we'd like to acknowledge the huge contribution of Napier City Council with the coordination and promotion of White Night. The success of this event has solidified the festival's presence in Napier and proven that there is a definite buy-in from the Napier community. We look forward to continuing to develop the Arts Festival as a truly regional event.



Silver Sponsor: NZME

From day one, our media partner NZME has shared our vision for this event and helped spread the word through radio, print and digital media. Thanks to our sponsorship agreement with NZME, we were able to deliver a high-impact promotional campaign via their key media outlets including Hawke's Bay Today, nzherald.co.nz, and key radio brands - The Hits 89.5FM, Newstalk ZB and Coast.

We also received significant added value through editorial, radio interviews, ticket giveaways, social media and web campaigns.



Silver Sponsor: Furnware

We are delighted to welcome Furnware on board as sponsor of the Education and Ambassador Programmes. Thanks to Furnware's support, 26 young people participated in the 2017 Ambassador Programme, and more than 1000 students attending a subsidised performance at this year's festival. We're excited to have Furnware's support to help grow and develop this very important aspect of the festival.



Bronze Sponsor: Ngatarawa Wines

With a recent change of ownership, we're thrilled to welcome back Ngatarawa as our wine partner and bronze sponsor of the 2017 Festival. Our continued relationship saw our bar stocked with a selected range of premium Ngatarawa Wines for our patrons to enjoy throughout the festival. In particular, we'd like to acknowledge Peter Holley, CEO of Mission Estate, who has recently taken over the support of the festival through the Ngatarawa brand.



Bronze Sponsor: Wallace Development Company Limited

We're delighted to welcome back Wallace Development Company as a Bronze Sponsor of the 2017 festival. Jonathan and Maree Wallace and their family are fantastic supporters of the arts in Hawke's Bay, and we're grateful for their ongoing support and commitment towards the Harcourts Hawke's Bay Arts Festival.

"We found dealing with the management of the Arts Festival to be a positive experience. The quality of both the organisation and performances reflected very well on Hawke's Bay."

**Jonathan & Maree Wallace,
Wallace Development Company Limited**

Grants, Patrons and Benefactors

Grants

Grants from community trusts are an essential component of the festival and we are enormously grateful for this support.

Fourteen community trusts and foundations supported the 2017 festival, contributing a total of \$148,500. Grants were received from the following organisations:



GWEN MALDEN CHARITABLE TRUST

BERNARD CHAMBERS CHARITABLE TRUST



Patrons & Benefactors

Our Patrons & Benefactors Programme has gone from strength to strength, with 12 new supporters signing on in 2017.

We now have a total of 43 Patrons & Benefactors who together contributed an impressive \$34,500 towards the funding costs of the festival. This represents a 34% increase over 2016. Support ranged from \$120 to \$5,000.

In addition to their donations, the Patrons & Benefactors purchased festival tickets to the value of \$12,237, demonstrating their dedicated support and passion for this event.

Our thanks to Katherine Halliday and Lenise Lendrum for their continued support of the Patrons and Benefactors Programme and special thanks to Anna Jepson and Phil Williams for hosting the Patrons & Benefactors function in May 2017.

Programme Partners

Thanks to a sharing of travel costs with three other regional festivals, we were able to bring an exciting array of international acts to Hawke's Bay. Our thanks to:

Nelson Arts Festival
Kokomai Creative Festival
Tauranga Arts Festival

Platinum Benefactor

Murray and Sue McNae

Gold Benefactors

Jonathan and Cristina McHardy
Meghann and Carl Rowling
Anne and Paddy Maloney
Anonymous Benefactor
The Mactaggart Family
Anonymous Benefactor

Silver Benefactors

Jon and Jo Eames
Katherine Halliday
Jeanette and Peter Kelly
Rosamund Stewart and John Gommans
Williams' Harvey Registered Valuers
Graham and Marian Hirst
Tara and Steve Connell

Patrons

Judith and Wyn Drabble
Teresa Woodham and Ross McLean
Michal McKay
Colin and Diana Crombie
Kim and Margaret Wicksteed
Elwin Sharp
Paulette Durrant and Wayne King
Jenny Corban
Katharine and Robert Marffy
Anna Jepson and Phil Williams
Anonymous Patron
Kathie Rittson-Thomas and Gerald Wilson
Maria van Dien
Lenise and Tony Lendrum
Kate and Robin Ferguson
Kevin Snee
Sainsbury Logan and Williams Solicitors
Annie Gascoigne
Alison Bennett
Arthur Ormond
Sandra and Mark Hazlehurst
Jennifer Kight
Richard and Sharon Mason
Anonymous Patron
Daniel Betty and Allanah Scott

Corporate Supporters

Thanks to our corporate supporters for their support of the festival which ranged from 'in kind' support to donations or discounts for essential goods and services.



Web Ranger



The People: Performers, Crew, Staff & Volunteers

*96%

of respondents in our online survey rated the helpfulness of staff and volunteers as Excellent (75%) or Good (21%) - 2017 Survey Results

Performers and Crew

We welcomed 32 performers and crew from as far afield as Switzerland, Canada, Ireland and Australia. \

A further 286 New Zealand artists and crew helped create the magic of this year's festival.

More than 100 flights and 321 bed nights were booked with local accommodation providers to house visiting artist and crew throughout the 13-day festival.

A selection of comments from our artists

"This was hands down the best festival we have ever had the privilege of attending as artists. From the helpful and friendly support on the ground, to the enthusiastic crowds and the stunning scenery, we couldn't have asked for anything more. Long may the Hawke's Bay Arts Festival continue!"

Lyall Brooks & Adam Fawcett, A Prudent Man, Lab Kelpie

"The Hawke's Bay Arts Festival is one of the most vibrant arts festivals in the country. There are so many local volunteers and artists have the opportunity to genuinely engage with locals. You can feel the 'buzz' of the festival right away. The public really know that there's a festival in town."

Sacha Copland, Artistic Director, Java Dance Theatre

"The Festival team were wonderful to work with, from the initial exploratory discussion through to the final curtain. I have worked in events and know how stressful things can be behind the scenes, but any interaction was consistently upbeat and positive, and completely

professional. They were enthusiastic, encouraging and supportive, and communication was always quick. I felt like we were an important part of the whole event, even though we were only one of fifty-plus performing groups. It was actually more than that – the team conveyed a very real delight and joy in what they were creating with us."

Ani Tylee, Producer, Kiwi As

Staff and Volunteers

It takes an extraordinary combined effort from a large team of hardworking staff and volunteers to put together an event of this scale and calibre. The core team worked tirelessly for months leading up to the festival, with planning already underway for 2018.

A dedicated team of 75 volunteers worked in excess of 800 hours across 315 shifts to help ensure the smooth running of the event itself. Duties included ushering, ticket scanning, carparking, chauffeuring out-of-town artists and performers and even cleaning the Spiegeltent.

Leading up to the event, volunteers helped distribute the festival programmes, delivered posters and flyers to schools and willingly assisted with other tasks as required.

A further four volunteers worked 14 shifts of 3-6 hours each in the bar areas, totaling approximately 80 hours.

No job was too big or too small for our army of volunteers. We thank each and every one of them for helping make the 2017 festival a success.

Special thanks to festival photographer, Tim Whittaker, who donated his time for the third year running to capture stunning images of the festival. Tim shot the majority of the images used in this document.



Festival Team

Pitsch Leiser: Festival Director
Fiona Knobloch: PR / Communications Manager
Rachel Chapman: Partnerships / Social Media Manager
Helen McNamara: Artist Liaison
Daniel Betty: Education & Ambassador Programme
Kelie Jensen: Programme / Grants / Ticketing
Max Parkes: Graphic Design, Unit Design
Cat Haslam: Website, Webbranger
Natasha James: Technical / Production Manager
Marita McCormick-Duncan: Box Office / Ticketing
Lyn Mackie: Administration
Henry Norton: Sight & Sound Services
Alice Hyde: Hospitality Coordinator
Jamie Macphail: MC / Front of House
Ali Beal: MC / Front of House
Kate Vautier: Volunteer Manager / Front of House
Bridget Carpenter, Festival Technician
Ron Kessels, Sound Engineer
Jamie Martin, Production Assistant
David Stewart, Production Assistant
Geoff Goss, Site Manager - Pack In and Out
Gina Moss, Venue Manager, Pacific Crystal Palace

Readers & Writers

Sheryl Reed: Chair, Writers in Wineries Trust
Carla Crosbie: Programme Coordinator
Marty Smith: Programmer, Writer Liaison
Josephine Carpenter: Programme Support
Megan Landon: Programme support

Arts Inc. Heretaunga Board

Andy Heast (Chair), Cynthia Bowers (Treasurer)
Josephine Carpenter (Secretary), Te Rangi Huata, Susan Davidson, John Eaden, Malcolm Dixon, Pitsch Leiser

"The art festival was full of great talents and it was especially very moving to see how local talents were warmly welcomed by the audience. It made me realise the significance of keeping local art festivals for creating vibrant local community and culture. The festival team was welcoming and supportive even to us volunteers. I am very much grateful for taking part."
Asuka Otsuka, Volunteer

"Staff consistently patient, helpful, accommodating and in good humour. So important as this sets the mood. There's a happy vibe. A very can-do feel which is so nice to be a part of."

"Hats off to the volunteers and front of house... incredible passionate bunch of willing people."

"Compliments to all those cheerful and enthusiastic staff members and volunteers."

Survey respondents, Harcourts Hawke's Bay Arts Festival 2017 Survey



Harcourts
HAWKE'S BAY
ARTS
FESTIVAL

**2017
Festival
Review**

YANA ALANA