



Te Matatini Herenga Waka Herenga Tangata Impact Evaluation

Report prepared for

Te Matatini Society Incorporated

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angus
& ASSOCIATES

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the atmosphere amongst the crowd,
the whole day felt positive, uplifting
and powerful, so much pride!

EXECUTIVE SUMMARY

This report presents the findings of a post-event evaluation undertaken for Te Matatini Herenga Waka Herenga Tangata which was staged in Tāmaki Makaurau from 22-25 February 2023. The post-event evaluation was designed to assist organisers in: -

- a) further developing the Te Matatini National Kapa Haka Festival as an engaging and highly rewarding experience for those attending;
- b) demonstrating the social, wellbeing, cultural and economic impacts of Te Matatini Herenga Waka Herenga Tangata on Aotearoa, and the benefits the festival brought to the country during a time of hardship for many communities; and
- c) demonstrating the impact of the festival to key stakeholders such as sponsors and funding agencies.

Key findings are summarised below.

Attendee Profiles

- The profile of people completing the post-event survey suggests that Te Matatini Herenga Waka Herenga Tangata attracted a very high proportion of first-time attendees (more than one in two of those attending), and a slightly older audience than past events. Women made up more than eighty percent of attendees (although this proportion may be overstated given a gender bias in ticket purchasers and those responding to the post-event survey).
- Residents of Tāmaki Makaurau made up more than half of all people attending Te Matatini Herenga Waka Herenga Tangata. The largest groups of **visitors** to Tāmaki Makaurau came from Waikato, Bay of Plenty, Te Whanganui-a-Tara and Te Tai Tokerau. There were comparatively few visitors from Te Tairāwhiti and Hawke's Bay this year although this is not surprising given the impact of Cyclone Gabrielle on performers and whānau in these regions just two weeks earlier.
- Eighty four percent of people attending identified as Māori and twenty seven percent as NZ European. This year's event also attracted a high proportion of people identifying as Cook Island Māori and Samoan (at six percent and five percent respectively).
- Ten percent of survey respondents opted to complete the post-event attendee survey in Te Reo Māori (one of two options provided, along with English). However, more than half of all people attending Te Matatini Herenga Waka Herenga Tangata indicated they had some degree of fluency in Te Reo Māori (being able to speak te reo 'very well', 'well' or 'fairly well').
- Awareness of Te Matatini Herenga Waka Herenga Tangata was heavily driven by word of mouth, with almost half of those attending first hearing about the event from a friend or whānau.
- Almost three quarters of those attending Te Matatini Herenga Waka Herenga Tangata did so on finals day, around fifty percent on Competition Days two and three, and forty two percent on Competition Day one.
- Survey results also show very high levels of online engagement and television viewership amongst people who attended Te Matatini in person. Almost a third of attendees also viewed the event on television each day of the competition, and up to forty percent each day online.

- The number of people who didn't attend in person but did engage online/on television is unknown but is likely to be significant given the available viewership statistics (see page 12).

Event Experience

- Te Matatini Herenga Waka Herenga Tangata achieved a very high average audience satisfaction rating of 8.8 (on a scale of 1 to 10). Satisfaction was high across all groups attending but highest overall amongst spectators. Almost two thirds of attendees gave an overall satisfaction score of nine or ten out of ten. These very high levels of satisfaction are reflected in almost equally high scores for value for money. On this metric, the event scored an overall 8.6 (out of 10).
- When asked to comment on what they enjoyed most about Te Matatini Herenga Waka Herenga Tangata, attendees reflected on aspects of the performances, event organisation and overall 'vibe' of the event. While the performances were an obvious highlight – described as powerful, skilled, and awe-inspiring – simply being with Māori at an event celebrating te ao Māori was an enjoyable and sometimes deeply moving experience for many of the people who attended.
- At the same time, attendees did see opportunities for improvement. These often centred on aspects of the event management (including venue layout and crowd organisation), the range and affordability of kai, and facilities/services for whānau with tamariki, people with disabilities, and the elderly. Some attendees also called for greater use of English alongside Te Reo Māori for those not fluent in te reo.
- While these points suggest the event can be improved still further, an astounding ninety five percent of people attending Te Matatini Herenga Waka Herenga Tangata indicated they were likely to attend again in future (eighty six percent 'very likely' and nine percent 'likely'). This sentiment is reflected in an exceptionally high Net Promoter Score of +85.

Economic Contribution

Te Matatini Herenga Waka Herenga Tangata is estimated to have made a direct economic contribution of **almost \$22 million** to Tāmaki Makaurau. This is the highest contribution of all Te Matatini events evaluated since 2011 - by quite some margin - and is made up of: -

- **\$14.41 million in expenditure by visitors** travelling to Tāmaki Makaurau for the primary purpose of attending Te Matatini Herenga Waka Herenga Tangata.
- **\$1.71 million in expenditure by teams** travelling to Tāmaki Makaurau to participate in the event.
- **\$2.28 million in expenditure by event sponsors, funders, stallholders, and other event partners** that would not have occurred in Tāmaki Makaurau had it not been for Te Matatini.
- **\$3.49 million in expenditure by event organisers** (not accounted for elsewhere).

Wider Impacts

In addition to its economic impact, feedback from event attendees and festival stakeholders indicates that Te Matatini Herenga Waka Herenga Tangata had broader social, wellbeing and cultural impacts.

The event is widely thought to have brought people together, increased interest in Māori culture, and expanded knowledge of Māori culture. It has motivated people to use (or learn) more Te Reo Māori and to get involved in kapa haka and other Māori cultural activities. For residents of Tāmaki Makaurau, Te Matatini Herenga Waka Herenga Tangata engendered pride and, for many, strengthened connections with communities across Tāmaki Makaurau.

At a very personal level, the impact of Te Matatini Herenga Waka Herenga Tangata is also evident in the many hundreds of detailed comments made by people who attended the festival – sentiment that is best summed up in the word **PRIDE**.

Te Matatini Society Inc and Angus & Associates would like to thank everyone who took time to provide feedback on their experience of Te Matatini Herenga Waka Herenga Tangata. This report would not have been possible without your help.

Data collected for this year's evaluation will also help Te Matatini and its partners to progress an exciting area of new research on the measurement of cultural value.

Ngā mihi nui ki a koe

INTRODUCTION

Background

This report presents the findings of a post-event evaluation undertaken for Te Matatini Herenga Waka Herenga Tangata. Data for the evaluation was collected primarily through a survey of people attending the festival, and a second survey of key festival stakeholders.

Last held in Te Whanganui-a-Tara in 2019, the Te Matatini National Kapa Haka Festival is traditionally held every two years but in 2021 was cancelled due to the COVID-19 pandemic (as was a planned replacement event in 2022).

Te Matatini Herenga Waka Herenga Tangata was held at Ngā Ana Wai (Eden Park) in Tāmaki Makaurau over the four-day period 22-25 February 2023. While the focus of the festival is the Kapa Haka competition – with elite Kapa Haka performers having participated in regional competitions to reach and compete in the national finals – the festival is also a celebration of te ao Māori, te reo Māori, and tikanga Māori. Alongside the Kapa Haka competition, kai and retail stalls, toi Māori exhibitions, educational workshops and other entertainment are all available to those attending.

Objectives

The post-event evaluation is designed to assist organisers in: -

- a) further developing the Te Matatini National Kapa Haka Festival as an engaging and highly rewarding experience for those attending;
- b) demonstrating the social, wellbeing, cultural and economic impacts of Te Matatini Herenga Waka Herenga Tangata on Aotearoa, and the benefits the festival brought to the country during a time of hardship for many communities; and
- c) demonstrating the impact of the festival to key stakeholders such as sponsors and funding agencies.

As in previous years (2011, 2013, 2015, 2017 and 2019), this year's primary survey covered a wide range of topics and included questions designed to gather information concerning audience profile, characteristics of attendance, and expenditure associated with attendance at the festival. Feedback was also sought on the event experience and the extent to which the festival contributed to a range of social and cultural objectives.

Methodology

Most contact details for festival attendees were sourced from the festival's ticketing database, with survey invitations sent only to those who had given explicit permission for follow-up contact. These were supplemented by contact details collected by volunteers at the festival.

Contact details from the two sources were 'de-duplicated' to ensure that each individual was sent one survey invitation only.

Following the de-duplication of databases, survey invitations for the primary **attendee survey** were emailed to 6,617 people. Of these 6,617 people: -

- 64 unsubscribed from the survey system
- 88 bounce backs were received (e.g. incorrect email addresses)
- 178 did not qualify (because they were aged less than 15 years or because they did not attend the event, despite having purchased tickets)
- n=1,547 completed the attendee survey (a response rate of 26%)

It is likely that the relatively high number of non-qualifiers can be attributed to the flooding in Tāmaki Makaurau before Te Matatini Herenga Waka Herenga Tangata and to Cyclone Gabrielle and the scale of its impact. Both weather events took place immediately before Te Matatini Herenga Waka Herenga Tangata and are known to have affected attendance with some teams and whānau support unable to travel. The wider audience impact is unknown but non-attendance may also have impacted the overall survey response as some people who were sent invitations did likely not attend (even if they did not indicate this by clicking through to the survey).¹

The attendee survey was made available to complete in Te Reo Māori as well as English. Ten percent of those who completed the survey chose to do so using the Te Reo Māori option.

The **stakeholder survey** was sent to a database of 157 key contacts provided by Te Matatini Society Incorporated. Of these 157 stakeholders invited to participate in the survey: -

- 1 unsubscribed from the survey system
- 2 bounce backs were received (e.g. incorrect email addresses)
- n=76 completed the attendee survey (a response rate of 48%)

Both the attendee and stakeholder surveys were administered using the get smart survey system. This system offers the functionality required to distribute survey invitations (by email), manage responses (including the distribution of reminder emails), monitor response rates, and analyse and report upon survey data.

Benchmarking

Where questions asked in the Te Matatini Herenga Waka Herenga Tangata attendee survey were the same as those asked in previous years (2011, 2013, 2015, 2017 and 2019) it has been possible to compare results for this year's festival either with a Te Matatini festival 'benchmark' (an aggregate of all years) or with a single prior year.

¹ The attendee survey response rate over the last three events – 2015, 2017 and 2019 – has averaged 40%.

ATTENDEE PROFILES

This section considers the demographic profile and other characteristics of people attending Te Matatini Herenga Waka Herenga Tangata, as indicated by the survey results.

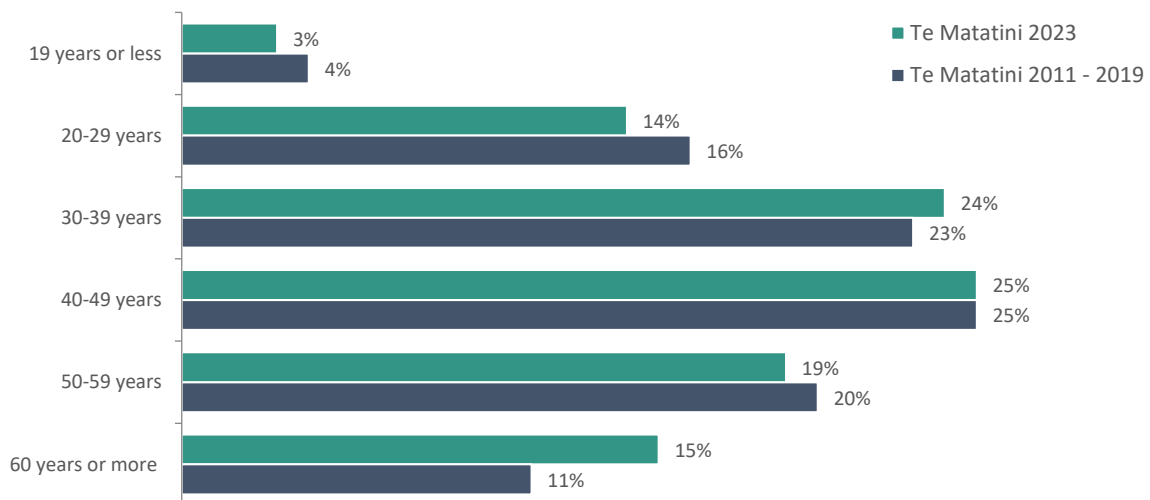
Gender

Survey results suggest that around four in every five attendees at Te Matatini 2023 were female although it is noted that there may be some gender bias in the survey response. The heavily female skew is consistent with earlier events.

Gender	2011 - 2019	2023
Male	22%	16%
Female	77%	81%
Gender diverse	<1%	2%
Prefer not to say	<1%	1%
Base: Total Sample (n=)	5,282	1,547

Age

While the age profile of people attending Te Matatini Herenga Waka Herenga Tangata was similar to that of audiences at previous events, a slightly higher than average proportion of this year's audience was aged 60 years or more.



Base: Total Sample Te Matatini 2023 (n=1,547), Te Matatini 2011-2019 (n=5,282)

Origin

Country of Origin

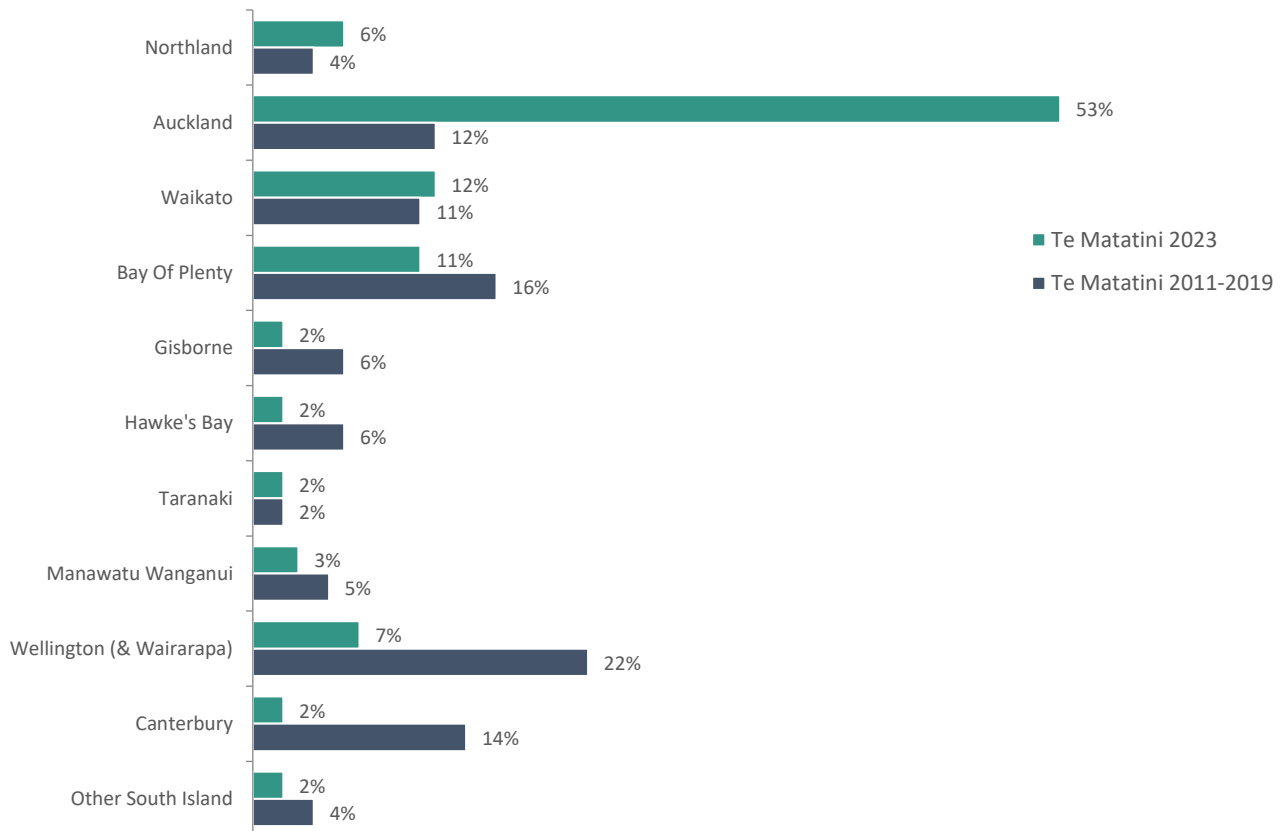
The large majority of attendees at this year's Te Matatini festival again originated from Aotearoa New Zealand, with most others from Australia.

Country of Origin	2019	2023
New Zealand	95%	97%
Australia	2%	3%
Other	3%	<1%
Base: Total Sample (n=)	1,285	1,547

Region of Origin

As each festival moves to a new location in Aotearoa New Zealand, changes can be seen in the regional profile of those attending. Survey results indicate that more than half of the people attending Te Matatini Herenga Waka Herenga Tangata were from the Tāmaki Makaurau region, with large numbers also originating from other upper North Island regions.

It is perhaps not surprising that there were comparatively few people from Te Tairāwhiti and Hawke's Bay attending this year's festival, given the impacts of Cyclone Gabrielle.



Base: Live in NZ - Te Matatini 2023 (n=1,502), Te Matatini 2011-2019 (n=4,913)

Ethnicity (NZ Residents Only)

Eighty four percent of people attending Te Matatini Herenga Waka Herenga Tangata identified as Māori; a proportion that is significantly higher than the average for previous events. The 2023 event also attracted a higher proportion of Pasifika, with many identifying as Cook Island Māori or Samoan.

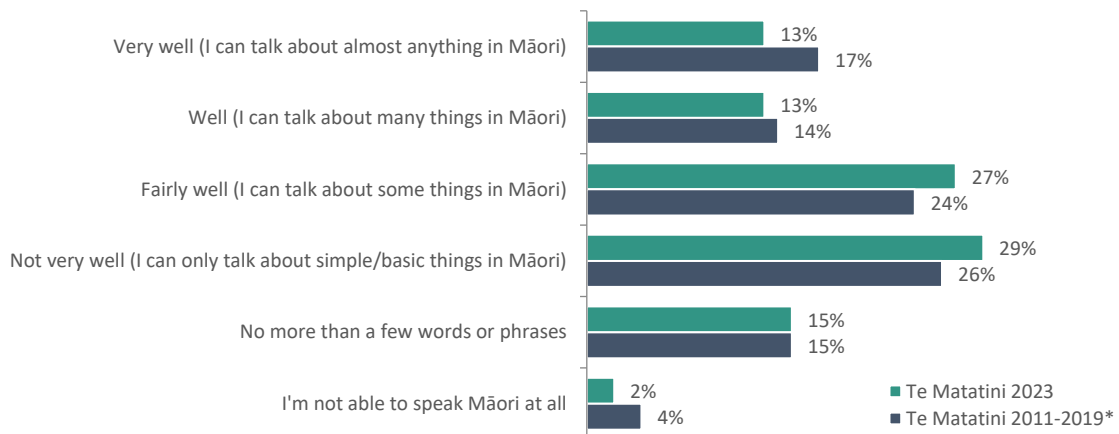
The largest numbers of those grouped as 'other' had nominated 'Australian', 'European', 'Scottish', 'Pakeha' or 'Irish' as their ethnicity.

Ethnicity	2011 - 2019	2023
Māori	81%	84%
NZ European	26%	27%
Cook Island Māori	2%	6%
Samoan	2%	5%
Tongan	1%	2%
Niuean	1%	2%
Chinese	1%	1%
Indian	0%	1%
Other	6%	8%
Base: NZ residents (n=)	4,913	1,502

Fluency in Te Reo Māori (NZ Residents Only)

More than a quarter of attendees at the 2023 festival indicated that they could speak Te Reo Māori 'very well' or 'well', although this was slightly lower than the average for the 2017 and 2019 events (of 31% combined). At the other end of the spectrum, just 2% indicated they were not able to speak Te Reo Māori at all.

As in 2019, some people attending Te Matatini Herenga Waka Herenga Tangata commented that they would have liked to see more English used alongside Te Reo Māori at the festival (i.e. both languages being used for those who aren't fluent in Te Reo Māori).



Base: NZ Residents - Te Matatini 2023 (n=1,502), Te Matatini 2011-2017 (n=3,697)
*Question added in the 2017 survey

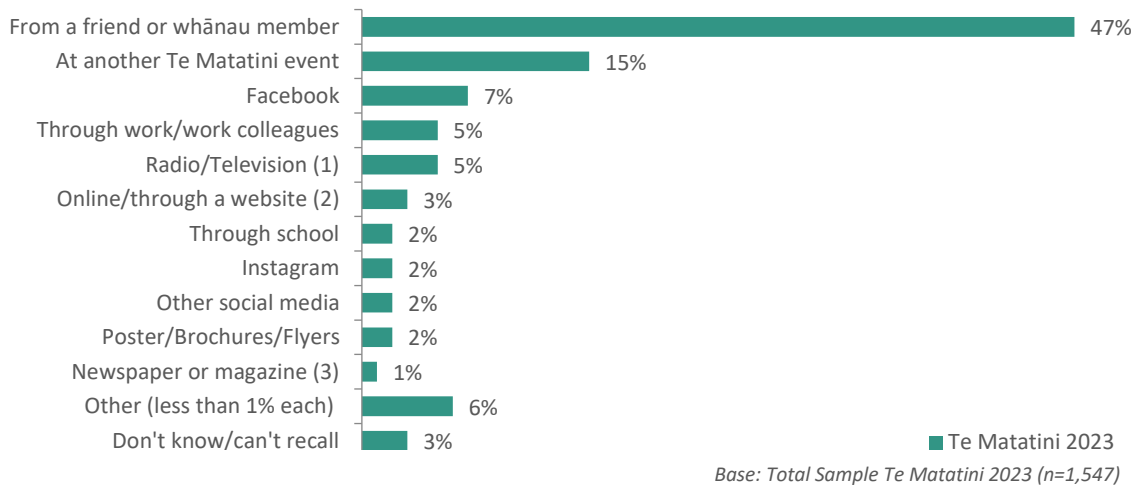
Previous Attendance

Compared with previous festivals where the majority of attendees had attended a Te Matatini festival more than once, Te Matatini Herenga Waka Herenga Tangata attracted a much higher proportion of first-time attendees. This group made up more than half of the total audience (55%).

Previously Attended	2011 - 2019	2023
Yes	60%	45%
No	40%	55%
Base: Total Sample (n=)	5,282	1,547

Awareness

Awareness of Te Matatini Herenga Waka Herenga Tangata was heavily driven by word of mouth, with information shared most often by friends and whānau, and work colleagues to a lesser extent.



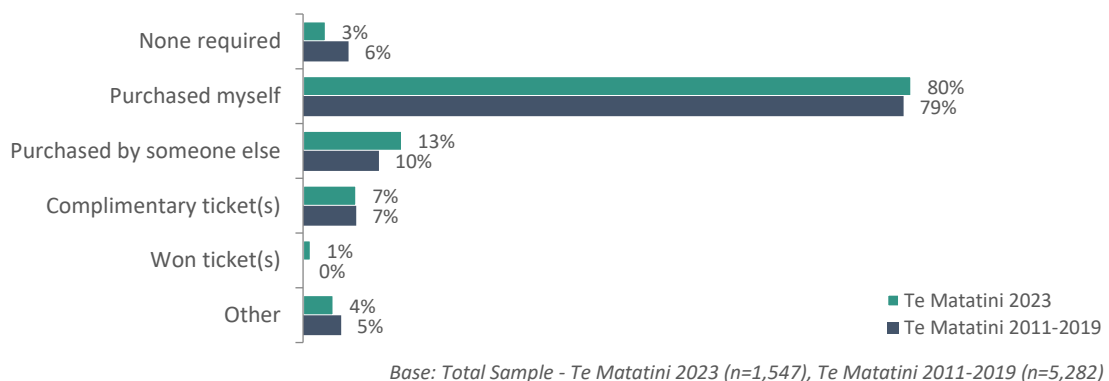
(1) Primarily Whaakata Māori/Māori TV (n=22) and TV One or TV Two (29)

(2) Primarily the Te Matatini website (21), Te Matatini Facebook page (11) and Ticketmaster website (7)

(3) Including NZ Herald (2) and Air NZ Koru Magazine (1)

Ticket Purchasing

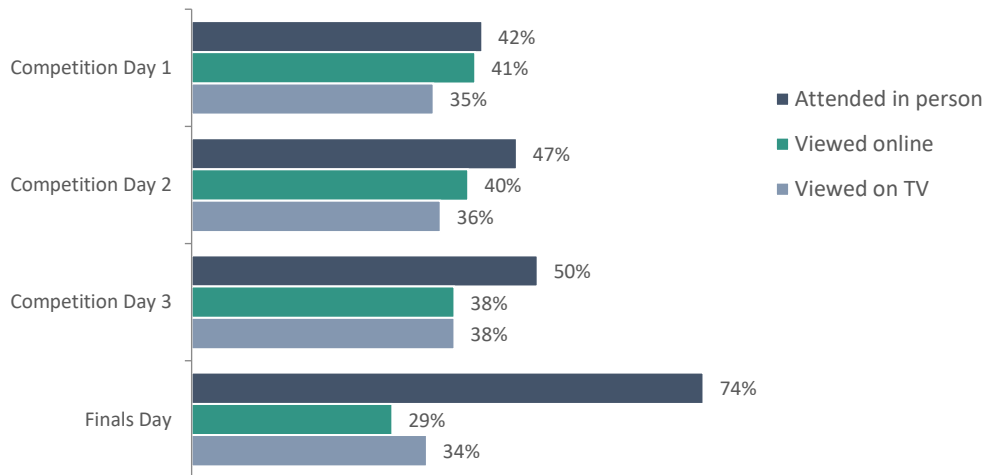
As in previous years, most people completing this year's attendee survey were ticket purchasers (80%).



Days Attended

The post-event attendee survey for Te Matatini Herenga Waka Herenga Tangata measured attendance in person, as well as viewership online and on television. The results show a very high level of online engagement and television viewership by people responding to the survey (noting that all of these people **also attended in person**).

The number of people who didn't attend in person but did engage online/on television is unknown but is likely to be significant given the available engagement statistics (see below).



Base: Total Sample Te Matatini 2023 (n=1,547)

2023 TE MATATINI ENGAGEMENT STATISTICS *

- 730,000 New Zealanders watched the live broadcast of Te Matatini Herenga Waka Herenga Tangata on TV2
- 1.8 million New Zealanders streamed the festival on TVNZ+
- 35,000 listeners tuned in to the translation service each day
- On Te Matatini's social platforms:
 - Facebook engagement increased by more than 400% each day
 - Instagram engagement increased by 860% over the four days of the festival
 - Tik Tok engagement increased by more than 9000% (starting with 1,000 followers on day one and increasing to 100,000 followers by day four)
- Google search interest reached an all-time high in New Zealand in February 2023. During the week of the festival, Te Matatini was the top trending topic in Aotearoa and "Te Matatini schedule" was the overall top trending search. Search interest in the festival was up by more than 1,600% in the seven days to 25 February, compared to the previous week.
- Outside of Aotearoa New Zealand, the top countries searching for Te Matatini during the week of the festival were Australia, the United Kingdom, Canada and the United States.

* Statistics supplied by Te Matatini Society Incorporated

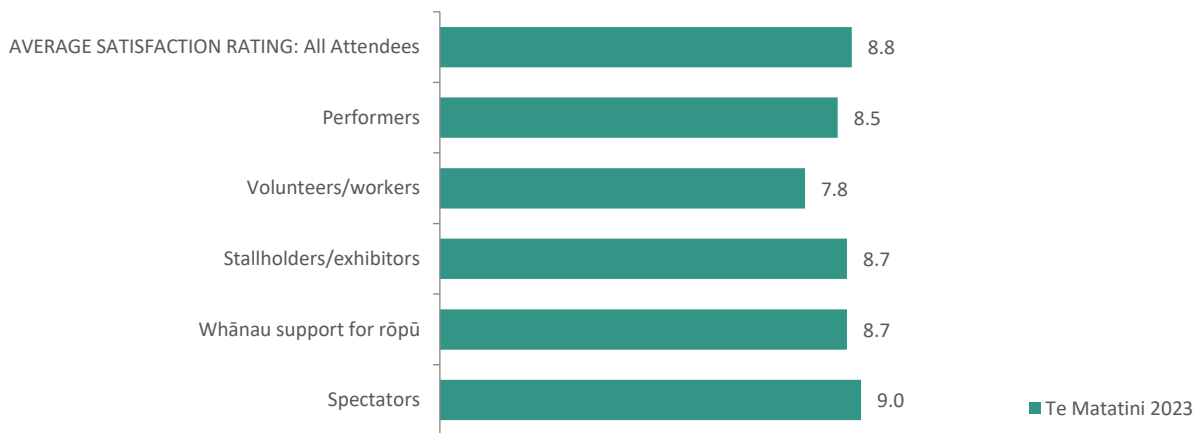
EVENT EXPERIENCE

To identify the strengths of Te Matatini Herenga Waka Herenga Tangata, and opportunities to enhance future events, survey respondents were asked about their satisfaction with the festival overall and their perspective on value for money. Attendees were also asked to comment on what they enjoyed and what might have made their experience more enjoyable.

Overall Satisfaction

Te Matatini Herenga Waka Herenga Tangata achieved a very high **overall audience satisfaction rating of 8.8** (on a scale of 1 to 10). Satisfaction was high across the board but highest overall amongst festival spectators.

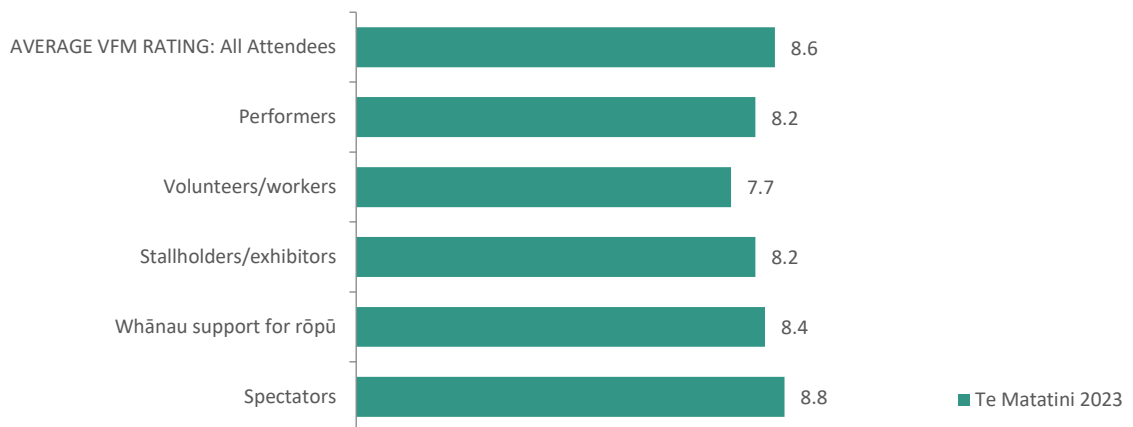
Almost two-thirds of those attending (65%) give an overall satisfaction score of nine or ten out of ten.



Base: Total Sample Te Matatini 2023 (n=1,547)

Value for Money

These very high levels of satisfaction are reflected in almost equally high scores for value for money (noting that there was some comment made about increasing the accessibility of the festival to a wide cross-section of people – for example, by reducing ticket prices or providing more attractive whānau/group pricing - in later feedback on opportunities for improvement).



Base: Total Sample Te Matatini 2023 (n=1,547)

Highlights of Te Matatini Herenga Waka Herenga Tangata

When attendees were asked to comment on what they enjoyed most about Te Matatini Herenga Waka Herenga Tangata, many noted that it was a thoroughly enjoyable and sometimes deeply moving experience because it celebrated Te Ao Māori in a welcoming and respectful whānau-centred environment. The event itself was seen as professional and well-organised although there were opportunities for further improvement as noted on the following page.

While the performances were an obvious highlight – the teams were described as powerful, skilled, and awe-inspiring – simply being with other Māori in a supportive environment, especially after the hiatus caused by COVID-19, was valued by many. At the same time, the event provided an opportunity for Māori and non-Māori to come together and to celebrate Māori culture and this was thought to have fostered a strong sense of whakawhanaungatanga (connection) amongst those attending.

Other highlights included the powhiri, the facilities at the stadium and the “unapologetically” Māori atmosphere (including the use of Te Reo Māori throughout the event). Overall, the event was marked by pride in Māori culture generally (and kapa haka specifically), positive vibes, and a strong sense of whanaungatanga (kinship).



A sample of the many hundreds of comments made by people responding to the survey is included below.

“The Kaumatua Lounge was exceptional. The food, the seating, and the people who took care of us were amazing. Fantastic overall experience. I attended every day and loved it. Also the stalls were fantastic. I spent more than I intended but loved it.”

“The atmosphere of being around our maori people, the waiata, the tamariki, It was really beautiful to see everyone being kind to each other, whanau catching up with each other.”

“The size of the venue, seating, amazing kaimahi who helped when asked questions - i.e. where is this? where do I go to find this?”

“Look I loved the vibe on the rainy Friday, the ease of it all and the fact no hot chips or fizzy drinks were served (though the Creek guy broke that rule) and I knew the creamed paua line would run out just as I got there. I just loved the amazing vibe yo. It's something every school tamariki should go to as part of Aotearoa schooling.”

“Hearing te reo spoken so freely and feeling safe to speak it myself”

“Meeting up with whānau, old school friends, old friends & past acquaintances under this awesome kaupapa!”

“Every space was so well thought out for everyone. Free parking and transport to and from. Free public transport with tickets. Kaumatua Kuia area where they were looked after. Kaimahi everywhere helping anyone that needed a hand. Everywhere was spotless. Enjoyed everything”

"The atmosphere, being amongst other Māori and getting to witness the hard mahi of all the kaihaka that had been preparing for this event."

"the atmosphere amongst the crowd, the whole day felt positive, uplifting and powerful. so much pride"

"It was all such a buzz! I enjoyed it all. from being there, being emersed in all things Kapahaka to being surrounded by so many like minded Māori whānau. it was all just so positive and proudly Māori. i really enjoyed all the staff around the place being Māori, all the stalls were awesome. the internet and social media coverage was awesome, just added to the buzz. I loved it all!"

Opportunities for Improvement

When asked what would have made their experience more enjoyable, attendees provided feedback on issues ranging from long queues for food, to limited food options (especially in relation to healthy kai), lack of space between vendors, and difficulties in distinguishing between different kai lines. Attendees also expressed a desire for better seating options, more shaded areas, and improved accessibility for families with tamariki, people with disabilities, and the elderly.

In response, suggestions included having more kai stalls with affordable options, better organisation of food stalls to reduce congestion, more seating adjacent to food stalls, better placement of wharepaku, and more shelter in wet weather. Other suggestions were to improve sound quality, use English alongside Te Reo Māori for those not fluent in te reo, a larger public car park, and marked pathways for safe navigation.



Following are some examples of the comments made, noting that individual criticisms should be considered in the context of the very high levels of overall satisfaction expressed by those attending.

"The toilet facilities were limited considering we were in such a large venue. Only one block was open in the stand area? Getting to the food area was also hectic on Saturday midday. The queues for food were 30min+ at midday which meant you missed some performances. Although there were water stations located throughout, they werent necessarily in the most convenient/obvious spots."

"the kai tents were meyhem, very difficult to access with so many people there on the Saturday. orher kai areas would have made it easier as the lines and wait time was too long with our kids. maybe a prepaid

voucher sytem for kai would be easier to reduce time paying at vendor. the bus at the end back to the car was too long of a wait with our elderly Māmā so we ubered”

“The middle seating section in the grandstand was hard to hear because of the background noise, possibly some speakers in the middle section for better hearing while people were moving around”

“More kai vendors. The lines were long taking over 45mins just to order. But the kai was reka”

“Pricing was a bit high...a discounted price for a whānau/family group would have been good (unless I missed that option?!)”

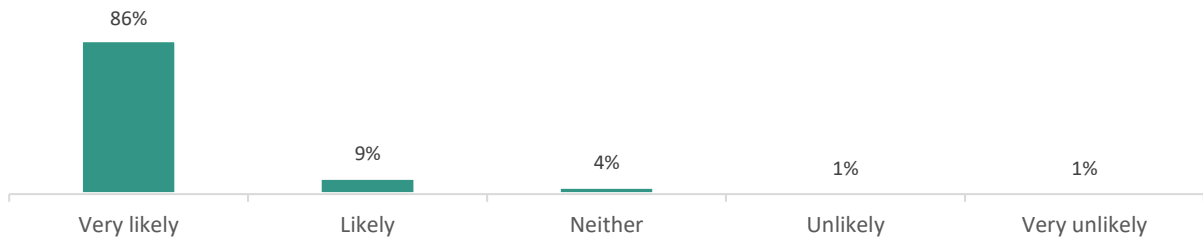
“Having the ability to have lockers or storage options so that anything that you dont need at all times could be stored away rather than having to carry everything around all day”

“Having the workers on the entry and exits from the performance area more organised as they were inconsistent, having entry only one way and exits another way, not having both thru same gate was too slow.”

“having more access routes to kai stall as there was a lot of congestion with one route. also kaumatua/koeke had to use stairs to go down and up. cheaper drinks”

Repeat Attendance and Advocacy

Survey respondents were asked to indicate how likely it was that they would attend a Te Matatini National Kapa Haka Festival again in the future, and how likely it was that they would recommend the festival to people they knew. Almost all survey respondents indicated they were likely to attend again, with an exceptional eighty six percent saying this was “very likely”.



Base: Total Sample Te Matatini 2023 (n=1,547)

The propensity of attendees to recommend the Te Matatini Kapa Haka Festival to people they know can be expressed as a Net Promoter Score (NPS) of +85.² This is an **exceptional** result and a further improvement on the already very high Net Promoter Score of +73 achieved in 2019.



² Net Promoter Score (NPS) is an indicator used globally to measure customer engagement and loyalty, based on the likelihood of a customer recommending a product, service or experience. Any positive score means that there are more loyal advocates willing to recommend a product/service/ experience (promoters) than unhappy critics (detractors). A passive customer is satisfied, but unenthusiastic. A high score of +100 means that every customer is a promoter, while a low score of -100 means that every customer is a detractor.

ECONOMIC CONTRIBUTION

To provide a comprehensive view of the direct economic contribution generated by the Te Matatini Festival to Tāmaki Makaurau, the following have been considered:

1. **Visitor expenditure:** the expenditure of people visiting Tāmaki Makaurau specifically to attend Te Matatini Herenga Waka Herenga Tangata.
2. **Team expenditure:** expenditure by teams travelling to Tāmaki Makaurau to participate in the festival.
3. **Stakeholder expenditure:** expenditure by event partners, sponsors, funders, stallholders, and other stakeholders in Tāmaki Makaurau (where expenditure was because of Te Matatini Herenga Waka Herenga Tangata and would not otherwise have occurred).
4. **Event expenditure:** expenditure by the event organiser in Tāmaki Makaurau.

Visitor Expenditure

Average Expenditure per Person

Results show that visitors for whom attending Te Matatini Herenga Waka Herenga Tangata was the main reason for their visit to Tāmaki Makaurau (n=713 people or 46% of all attendees) spent, on average, **\$925.24 per person** in the region.³ This is almost \$100 per person higher (or +12%) than the \$827.10 average expenditure by people attending Te Matatini 2019 in Te Whanganui-a-Tara.

By attendee type, spectators/whānau support - who made up the majority of visiting attendees - averaged total expenditure of around \$860 per person. Team members spent almost \$1,200 each, while volunteers/workers and stallholders/exhibitors averaged expenditure of more than \$1,450 per person. The expenditure of other groups is not shown as sample sizes are too small.

See table overleaf.

³ To account for any significant outliers in the expenditure data, the top and bottom 1% of expenditure in each category has been excluded from the analysis. The average is calculated taking into account both day and overnight visitors and adults and children (with each adult assigned a value of 1 and each child a value of 0.5 in the calculation). Data was collected for the individual respondent or group of which they were part (by respondent preference) and broken down across the range of categories shown.

Average expenditure by category	All Attendees 2023	Spectators / Whānau support	Team members ⁴ (performers, rōpū, team managers)	Volunteers / Workers and Stallholders / Exhibitors
Accommodation	\$288.57	\$261.38	\$402.50	\$489.27
Meals, food and drinks (not included in accommodation costs)	\$183.54	\$171.05	\$252.49	\$277.36
Retail shopping	\$183.66	\$164.44	\$272.62	\$359.64
Festival ticket costs	\$113.90	\$119.22	\$65.28	\$77.61
Other entertainment, attractions and events	\$47.84	\$44.03	\$76.98	\$33.92
Transport costs within the region, excluding airfares	\$78.89	\$74.16	\$80.49	\$168.32
Parking for time spent at the festival	\$5.17	\$5.18	\$6.64	\$4.16
Other expenditure	\$23.65	\$21.36	\$37.92	\$43.67
Total expenditure in region⁵	\$925.24	\$860.81	\$1,194.92	\$1,453.95

Base: Visitors for whom the festival was the main reason for visit / visitors extending an already planned stay

n=713

n=607

n=52

n=29

The largest proportions of expenditure in 2023 related to accommodation, meals, food and drink, and retail expenditure.

⁴ Excludes expenditure paid by team management.

⁵ Individual items may not add to total due to rounding.

Total Economic Contribution (Visitors to Tāmaki Makaurau)

Using attendance data supplied by event organisers, reported expenditure has been extrapolated to arrive at an estimate of the total direct economic contribution made by visiting festival attendees.

	Average expenditure per person	x	Total visitor numbers (n=)	=	Total attendee expenditure in region
Spectators / whānau support	\$860.81	x	11,585 ⁶	=	\$9.97 million
Team members (performers, rōpū, team managers)	\$1,194.92	x	2,400 ⁷	=	\$2.89 million
Volunteers / workers and Stallholders / Exhibitors	\$1,453.95	x	1,069 ⁸	=	\$1.55 million
Total economic contribution of visitors to Tāmaki Makaurau					\$14.41 million

Team Expenditure

Average Expenditure per Team

In 2019, 17 team managers responded to the post-event survey, providing detailed information about expenditure in Te Whanganui-a-Tara on behalf of their team (but excluding their own personal expenditure, which was captured later in the survey). From the data provided, average expenditure of \$38,120.71 was calculated for each of the 46 teams participating. Almost half of this expenditure (approximately \$17,700) was spent on accommodation in the region, with around \$9,000 on foods/meals/drinks and \$6,670 on local transport.

⁶ Total spectator/whānau support visitors to Tāmaki Makaurau were calculated with an event organiser estimate of 56,693 total spectator/whānau support attendees. Extrapolating from the survey data it is estimated that there were 26,561 unique attendees who were classified as spectators/whānau support, of which, 46.4% were visitors to Tāmaki Makaurau and 94% noted Te Matatini as their main reason to visit the region.

⁷ Figure provided by event organisers (45 teams of 60 members, of which five were resident in Tāmaki Makaurau).

⁸ Figure provided by event organisers (2,375 volunteers/workers/stallholders). Extrapolating from the survey data, it is estimated that 45% of volunteers/workers/stallholders were visitors to Tāmaki Makaurau and 100% noted Te Matatini as the main reason for their visit to the region.

In 2023, just four team managers provided the data needed to calculate economic contribution accruing from team expenditure. As this is not sufficient for detailed analysis, an adjustment of +12%⁹ has been made to the 2019 data to estimate 2023 team expenditure as below.

Average Expenditure	Team Expenditure (2019 survey data)	Team Expenditure (2023 estimate)
Accommodation	\$17,669.77	\$19,790.14
Meals, food and drinks (not included in accommodation costs)	\$9,390.63	\$10,517.51
Retail Shopping	\$550.00	\$616.00
Festival tickets costs	\$1,373.44	\$1,538.25
Other entertainment, attractions and events	\$443.75	\$497.00
Transport costs within the region, excluding airfares	\$6,671.88	\$7472.51
Parking for time spent at the festival	\$15.00	\$16.80
Other expenditure	\$2,006.25	\$2247.00
Average expenditure in region	\$38,120.71	\$42,695.20
Base: Team Managers (n=)	17	Estimate

Total Economic Contribution (Teams)

	Average expenditure per team	x	Total teams from outside region ¹⁰ (n=)	=	Total team expenditure in region
Team Expenditure	\$42,695.20	x	40	=	\$1.71 million

Stakeholder Expenditure

To capture other expenditure that would not have occurred in Tāmaki Makaurau had it not been for Te Matatini Herenga Waka Herenga Tangata, key festival stakeholders were asked to complete a post-event survey.

In total, n=76 stakeholders responded, providing information on event funding, in-kind contributions, related activations, and expenditure associated with the operation of stalls at Te Matatini Herenga Waka Herenga

⁹ This adjustment of +12% is consistent with the increase in all visitor expenditure between 2019 (for the festival in Te Whanganui-a-Tara) and 2023 (for the festival in Tāmaki Makaurau)

¹⁰ Figure provided by event organisers (45 teams, of which 40 travelled from outside of the region).

Tangata. From the data provided, we have calculated that in excess of **an additional \$6.155 million** was spent in Tāmaki Makaurau that would not have been spent if not for the festival.

Stakeholder Activity (incremental expenditure)	Additional expenditure in Tāmaki Makaurau
<p>Provided funding (\$3.88 million)</p>	<p>16 funding organisations responded to the survey. These organisations collectively contributed just over \$4 million in grants, donations and/or cash sponsorship. Of this total:</p> <p>\$2.8 million was new expenditure (i.e. money that was available solely for the Te Matatini Festival 2023 and would not have been spent otherwise).</p> <p>\$1.08 million would have gone to another event/activity/organisation outside of Tāmaki Makaurau had it not been spent on/in association with Te Matatini Herenga Waka Herenga Tangata.</p>
<p>Provided in-kind contributions (\$750,000)</p>	<p>Six organisations that responded to the stakeholder survey had provided in-kind contributions (a combination of staffing, venue spaces, accommodation, payment of travel expenses, hire vehicles, food, support for promotional campaigns, and third-party services).</p> <p>The value of in-kind support was estimated to total \$1.18 million, with incremental expenditure – i.e. additional costs incurred by the organisation/group to provide the in-kind contribution – totalling \$750,000.</p>
<p>Staged related activities in Tāmaki Makaurau (\$1 million)</p>	<p>Two organisations that responded to the stakeholder survey had staged activities or events in Tāmaki Makaurau in association with Te Matatini Herenga Waka Herenga Tangata (but not at the festival itself). The combined expenditure on these events was estimated at \$1 million.</p>
<p>Operated a stall at the Festival (\$525,430)</p>	<p>67 organisations responding to the post-event survey had operated a stall at Te Matatini Herenga Waka Herenga Tangata (alone or with other organisations/groups).</p> <p>51 of these organisations had staff/volunteers travel to Tāmaki Makaurau from outside of the region to operate the stalls (319 people in total).</p> <p>45 of these organisations spent money they otherwise wouldn't have spent in Tāmaki Makaurau (e.g. on other activities or events). Collectively, these organisations spent an additional \$525,430.</p>
<p>Base: All stakeholders (n=)</p>	<p>76</p>

While there were more than 76 stakeholders in total, expenditure data has not been extrapolated due to the varying relationship and involvement of stakeholders in Te Matatini Herenga Waka Herenga Tangata. The total incremental expenditure of \$6.155 million can therefore be considered a **conservative estimate** of stakeholder expenditure in Tāmaki Makaurau. Net of cash sponsorship – which has been accounted for in the event organiser budget, this represents an additional direct economic contribution of \$2.28 million to Tāmaki Makaurau.

Event Organiser Expenditure

Considerable work is involved in the delivery of an event of the scale of Te Matatini Herenga Waka Herenga Tangata. From staging to sound systems and venue hire, to promotion and accommodation, expenditure is significant, and the majority of this expenditure occurs in the region in which the event is held.

This year's event budget was \$5.6 million, of which it is estimated that \$5.04 million was spent in Tāmaki Makaurau. Net of approximately \$1.55 million in ticket sales – accounted for in visitor expenditure – this represents an additional direct economic contribution of **\$3.49 million** to the region.

	Total event expenditure in region	-	Budget accruing from ticket sales	=	Total event expenditure in region
Event organisers	\$5.04 m	-	\$1.55 m	=	\$3.49 million

Total Direct Economic Contribution to Tāmaki Makaurau

Considering all components of expenditure associated with Te Matatini Herenga Waka Herenga Tangata, the total direct economic contribution accruing to the Tāmaki Makaurau Auckland region is estimated **at almost \$22 million**.

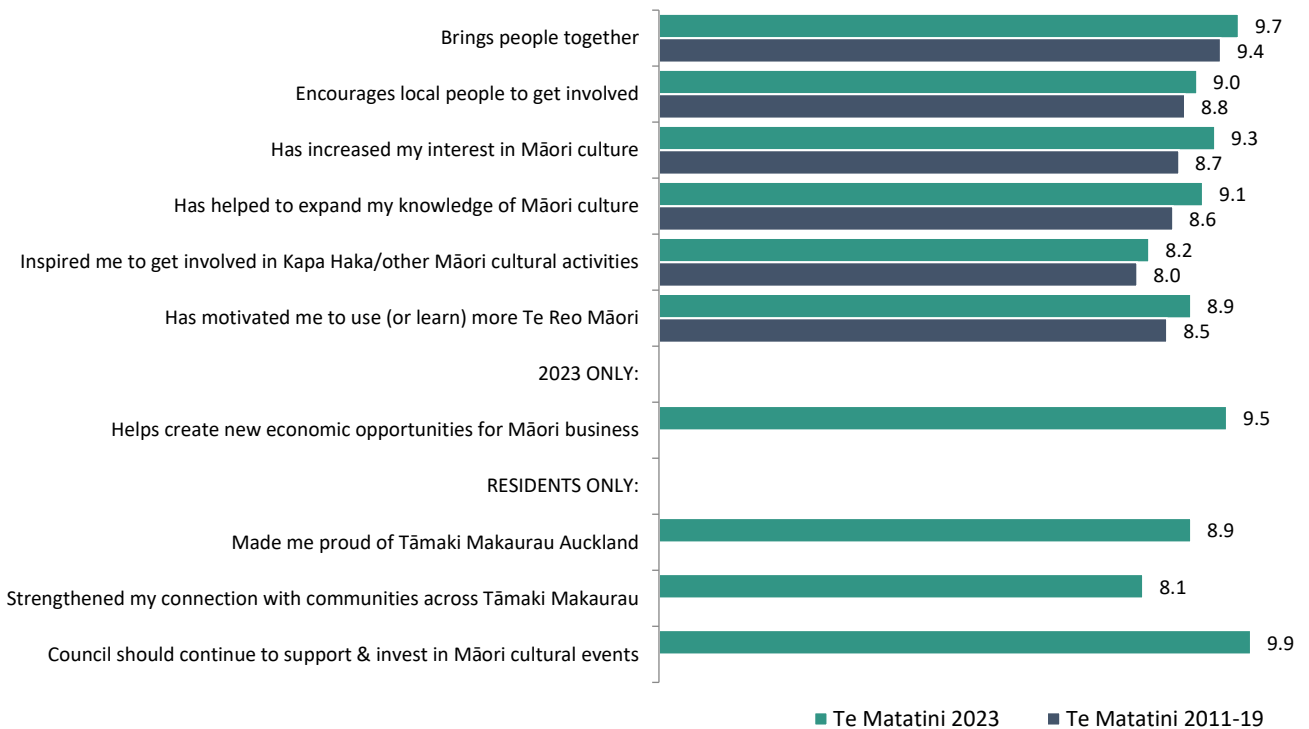
Visitor Expenditure	\$14.41 million
Team Expenditure	\$1.71 million
Stakeholder Expenditure	\$2.28 million
Event Expenditure	\$3.49 million
TOTAL DIRECT ECONOMIC CONTRIBUTION	\$21.89 million

WIDER IMPACTS

To better understand the wider social and cultural impacts of Te Matatini Herenga Waka Herenga Tangata, attendees and stakeholders were asked to respond to a series of statements about the event and to indicate the extent to which they agreed or disagreed with each. Answers were captured using a 10-point scale on which 1 equalled 'strongly disagree' and 10 equalled 'strongly agree'.

The following chart depicts the **average score** given by people attending for each impact statement.

The Attendee Perspective: Te Matatini...



Base: Total Sample - Te Matatini 2023 (n=1,547), Te Matatini 2011-2019 (n=5,282)

Feedback on the 2023 event was even more positive than earlier events, with attendees endorsing Te Matatini for a wide range of social and cultural impacts. Most notably, 2023 saw a significant increase in the proportions of survey respondents agreeing that Te Matatini “has increased my interest in Māori culture” and that it has “helped to expand my knowledge of Māori culture and cultural activities”.

Four new statements were added in 2023 in association with key sponsor, Tātaki Auckland. Response to these statements indicates that there is strong support for continued investment in Māori cultural festivals and events by Auckland Council and a strong belief that events such as Te Matatini help to create new economic opportunities for Māori business (pakihi Māori).

The following chart depicts the **average score** given by stakeholders for each impact statement (noting that the statements were reworded in this context to reflect whole-of-society/community impacts, rather than impacts specific to the individual respondent).

The Stakeholder Perspective: Te Matatini...



Base: Total Sample - Stakeholders Te Matatini 2023 (n=76)

Stakeholders also endorsed Te Matatini 2023 for a wide range of social and cultural impacts; notably for bringing people together, increasing interest in Māori culture, expanding knowledge of Māori culture and creating new economic opportunities for Māori businesses (pakihi Māori).

Many of these sentiments are also evident in the free text comments made by stakeholders when asked to describe how Te Matatini Herenga Waka Herenga Tangata had affected their own organisation and its stakeholders/partners (beyond economic impact and thinking about social and cultural impacts). The following comments are illustrative.

“Has made our organisation more aware of the significance of attending Te Matatini and how we should be prioritising it in our calendar of events to ensure we have more staff and more budget to attend in 2025”

“Te Matatini provided a platform for promotion of our Charitable Trust's work in support of te reo Māori revitalisation, reaching a target audience.”

“Festival attendees were keen to engage and kōrero about our mahi as well as to purchase books.”

“The market place was well organised, rarely too crowded in the Arts/Culture section, allowing festival goers to access the stall and for speakers of te reo to discuss our mission.”

“Our objective was to engage and connect with anyone who is considering tertiary education, show that a) we have an awesome Māori community at [ORGANISATION] and have great supports in place for all of our ākonga, but also empower them to believe in their potential and that access to higher education is in reach.

I was able to get my name out there which is amazing for such a small fairly new pakihi”

“it helped me connect with my customers. being an online store we don't often have opportunities to connect.”

“greater collaboration. like minded people enjoying working alongside each other with pride in being Maori.”

“Whanaungatanga, kotahitanga, cultural awareness and identity, inclusion (e.g genders, race, ability etc), positive social impacts, te reo and tikanga Māori appreciation at all levels, indigenous connection and engagement with other first nations people, youth engagement, kaumātua engagement”

“We have all been touched by this event. We especially were thinking of the 3 affected areas that were flooded and we constantly reminded that Matatini was a great mechanism to take everyones minds off the pressing issues of the moment and transport whanau back to I nga rā o mua (the old days)”

“it gave a wider maori audience/customers for our taonga, more knowledge on the type of medium(product) we use to create our taonga, had a wide interest in our taonga.”

“Te Matatini is the largest event in te Ao Māori. Our department was exposed to a greater number of Māori across a greater cross-section of Māori i.e. rich and poor, urban and rural, etc, etc, than we otherwise would. The Government village enabled our department to make connections cross-government with other public servants with mutual customers and similar roles. We also made connections with Māori business owners. This event was also trust-building exercise with the Māori communities throughout Aotearoa kano ki te kano and kano kitea. “

“Post-lockdown this was the perfect event for our department to promote our [NAME] service. Following the example of the NZ Police, this could become part of our recruitment strategy to increase the number of Māori staff.”

“Establishing internal relationships and understandings of Māori culture. Highlighting the performers skills and talent.”

“great exposure to a wide range of people from various cultures and countries.”

“Te Matatini 2023 provided a great networking opportunity for our organisation, stakeholders and partners to create and develop social, personal and business networking opportunities and to also embrace and share our cultural identity while enjoying the kapa haka performances.”

“Great way to share our kaupapa, share our mātauranga and acknowledge our artform”

“The 2023 Te Matatini festival was a rongoa to the cultural landscape of Tamaki promoting performing arts and positive Maori identity.”

“Key focus for our organisation was engagement and connection with industry, employers, Iwi, Hapū, Whānau, Hāpori. The mahi of [ORGANISATION] concentrates on the needs and aspirations of all people that engage with the Hauora and Education sectors. Te Matatini provided the much needed connection for this mahi to thrive.”

“Tuatahi ake me mihi ka tika ki a Te Matatini Inc, ngā kaimahi katoa, ngā kapa me ngā whānau i tū ai tēnei kaupapa ātaahua hei painga mo tāua te māori.”

“This was an opportunity for many of the kaimahi māori within [ORGANISATION] to attend their first Matatini, words can't describe their appreciation for the opportunity to reconnect with their taha māori”

“Being involved and having a stall at Te Matatini is always great for our organisation to have representation to promote our kaupapa and to grow our networks and connections across Te Ao Maori”

“Recognition in support of kaupapa Maori, Maori excellence, a lens that is positively, positive Maori”

“As a pakihī māori it was a great opportunity to connect/network with other pakihī on the same waka, we were able to take opportunities to propose collaboration or combining on services. Able to reach a wider demograph of people as well.”

“I am only a small Maori Art business just keeping afloat but Te Matatini allowed me the opportunity to garner support through Tamaki-Makaurau regional art development group Te Taumata Toi, of which their support was just so validating for my efforts as a Toi Maori Art business. I have complete belief in what I do, but I won't lie it's a hard road to hoe, doing handmade work is rarity in this day and age, so it takes a lot of drive to be putting Toi Maori stuff out there. But it's so rewarding seeing the wehi and wana of not just what I am doing and putting out there but the whole ihi of Te Matatini is just so beautiful and uplifting impact for those who attend for those who see it on Tv and even for those that don't, they know Maori have got it together and doing something spectacular, even the haters of things Maori.”

“We would recommend, put small businesses like ours closer to the entrance and before the kai. When the government agencies closed early people stopped walking around and our lane was left empty even though we were open to the end, trying to make ends meet. Was also disappointing to have people in tents beside us playing loud music the whole time, preventing us from hearing the amazing kapahaka that we came to support. In the future checking in on us at the event to see if any issues could be remedied would be good and placing us in a more appropriate space would have really helped up make money. The struggle was very real for many in our lonely last lane.”

“On a whānau level it was good to have our kohanga reo attending with their mokopuna & tamariki and pakeke.”

“From a corporate perspective it was good to connect and reconnect with other Māori roopu, iwi, corporates and crown agencies.”

“Raising profile of kapa haka, te reo Māori and how important Māori are as Tangata Whenua in NZ. Lots of people wanted to go they know nothing about Matatini. Use of poi etc and practice normalised in our everyday life.”

“greater awareness of our mahi”

“We hosted a kapa haka ropu at our kura for their meals and our students could watch their practise sessions etc. It lifted the ihi to haka and has been rewarding in that way for our students”

“Great exposure for our small pakihi to our target market and beyond. The cost to attend was significant for us and I would love to see more options to support emerging pakihi to attend. Perhaps a curated big stall, with small spaces for emerging businesses within. Photos of stall set ups would help new people understand the visual expectations and help pakihi plan.”

“We loved our experience, however as a working Mama with a small pēpi there were next to no spaces for parents to breastfeed and change baby, especially near the market place. Would love to see Breastfeeding organisations there to provide this tautoko.”

“This event was truly something our business and myself needed. Aside from the amazing revenue generated for us, it was so good for our wairua, manaakitanga and whakawhanaungatanga. This event showcases māori in such a proud, positive light, it shines on all the awesomeness that is us as a culture and people. It was so good to see so many friends, whanau and businesses that I haven't seen in so long! We all loved being part of it!”
