

# A Review of Te Matatini 2013

**TE MATATINI  
KAPA  
HAKA  
AOTEAROA**



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**Prepared for Te Matatini Society Incorporated [March 2013]**

# Contents

<b>Introduction .....</b>	<b>3</b>
Background .....	3
Objectives.....	3
Methodology.....	4
<b>Executive Summary and Conclusions .....</b>	<b>5</b>
Summary of Findings.....	5
Conclusions .....	7
<b>Findings.....</b>	<b>8</b>
Audience Profile.....	8
Communications .....	20
Audience Behaviour .....	22
Audience Satisfaction.....	28
Social and Cultural Impacts.....	34
Economic Contribution [Expenditure in Region] .....	38
Recognition of Funders & Sponsors.....	42
Future Development.....	44

# Introduction

## Background

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This report presents the findings of a survey undertaken with people attending Te Matatini 2013.

The Te Matatini National Festival is held every two years. While the main focus of the Festival is the kapa haka competition – in which elite kapa haka performers compete through a series of competition preliminaries to reach and then win the national finals – the Festival is also a celebration of Māori culture and cuisine. Alongside the kapa haka competition, food and retail stalls, art and craft exhibitions, educational workshops and other entertainment are all available to those attending.

The Te Matatini National Kapa Haka Festival 2013 was held in Rotorua from 20-24 February 2013.

## Objectives

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This survey was undertaken to gather a range of information from the audience attending Te Matatini 2013 and to help organisers: -

- a) Further develop the Te Matatini National Festival as an engaging and highly rewarding experience for those attending; and
- b) Demonstrate the social, cultural and economic significance of Te Matatini 2013 to key stakeholders such as sponsors and funding agencies.

As in 2011, the 2013 survey covered a wide range of topics and included questions designed to gather information concerning audience needs, audience behaviour, audience satisfaction and expenditure associated with attendance at the Festival. Feedback was also sought on the extent to which Te Matatini contributed to a range of social and cultural objectives such as 'instilling pride in the local community', 'promoting Māori culture' and 'inspiring (members of the audience) to get involved in other Māori cultural activities'.

A full copy of the Te Matatini 2013 questionnaire is attached as an appendix to this report.

## Methodology

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Using as a base the 'Festivals' survey application developed by GetSmart Limited on behalf of the Ministry of Culture & Heritage (MCH) and Creative New Zealand (CNZ), a modified set of questions was designed for Te Matatini 2013 in consultation with Te Matatini Society Incorporated.

This set of questions was set up online using the getsmart survey system which also includes the functionality required to distribute survey invitations (by email), manage response (including the distribution of reminder emails), monitor response rates, collate and present results.

Contact details required to undertake the survey – the names and email addresses of 1,107 people attending the Festival – were collected at Te Matatini by volunteers and staff of Te Matatini Society Inc. according to sampling and other operational guidelines supplied by GetSmart Limited. Contact details for a further 1,429 people were supplied by Te Matatini from its ticketing database. The two databases were automatically 'de-duped' when uploaded to the getsmart survey system.

Following the de-duping of databases, survey invitations were emailed to 2,536 people attending Te Matatini 2013 in total. Of the 2,536 people invited to participate in the survey: -

- ✓ 19 unsubscribed from the survey system
- ✓ 224 bounce backs were received (e.g. incorrect email addresses)
- ✓ 1,174 completed the survey

The final sample of n=1,174 represents a response rate of 51% - exceeding the average response rates of 40% - 50% achieved by other festival organisers using the getsmart survey system and industry-standard online survey response rates of 20-30%.

## Benchmark

Where questions used in the Te Matatini 2013 survey were the same as those in the base 'MCH - Festivals' survey application, it has been possible to compare results achieved by Te Matatini 2013 with a sector 'benchmark'. This benchmark represents the average results achieved by all other festivals using the getsmart survey system over the period 1 January 2011 to date. As context, it is worth noting that these festivals include ERUPT Taupo, Fuel Theatre Festival, Otago Festival of the Arts, Tauranga Arts Festival, Wanaka Festival of Colour, Matariki Festival and the Nelson Arts Festival.

# Executive Summary and Conclusions

## Summary of Findings

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The following outlines the main findings arising from this research undertaken with people attending Te Matatini 2013.

- Te Matatini 2013 responses were dominated by women (75%), and almost half of the audience was aged between 30 and 49 years.
- While almost 90% of those attending Te Matatini 2013 identified as Māori, a sizeable 15% also identified as New Zealand European. Few other ethnicities were represented at Te Matatini 2013.
- A large number of Iwi were represented at Te Matatini 2013, with the largest single grouping identifying as Ngāti Porou (11% of those attending) followed also by Ngāpuhi (7%) and Tūhoe (6%). Almost a quarter of responses were distributed over a large array of Iwi, with each individual Iwi comprising 1% or less of the audience.
- Te Matatini 2013 attracted a well-educated audience (with 61% holding a post- or under-graduate qualification). Many were employed in professional, managerial or clerical/administrative occupations and the Festival also attracted a sizeable number of students.
- While the majority of those attending Te Matatini 2013 came from around New Zealand, 5% of survey respondents were from Australia and 1% each from the United States, United Kingdom and Germany. New Zealand attendees most often came from Bay of Plenty, Waikato, Auckland, Wellington or Northland. There were few South Island-resident people at Te Matatini 2013 (4%).
- In total, more than 80% of those attending Te Matatini 2013 were visiting Rotorua to do so. For the most part, the Festival was the main reason for their visit and the majority spent upwards of 3 nights in the region.
- The 2013 Festival was a first-time Te Matatini experience for just over one-quarter of the audience. However, 31% of the audience also reported having attended 5 times or more.
- People attending Te Matatini were often accompanied by other whānau and partners or spouses, and children, specifically those aged 5 to 15 years. The largest groups were attending as spectators or as whānau support for a roopu or performer. Significant groups were also involved in the staging of events – as performers themselves, as stallholders or exhibitors, or as volunteers/workers at the Festival.
- The majority of those attending first heard about Te Matatini 2013 through friends and whānau, or through radio and television media.
- Māori Television is also a popular channel for those seeking information on future events, along with other television channels and Facebook. A substantial number of people would also like to be informed about future events via email newsletter from Te Matatini or through other online channels.

- The majority of those responding to the survey had purchased a ticket themselves – most often a 4 day pass (at \$85/adult and \$45/youth, or as an Early Bird at \$65/adult). A significant number of attendees also indicated that they had purchased single day passes for Competition Day 3 and Finals. Attendance varied day by day with Competition Day 3 most well-attended overall.
- On any given Festival day, there were events which were better attended than others. Attendance by performance was highest on Final's Day.
- Overall, those attending Te Matatini 2013 were most strongly influenced in their choice of days and performances by the roopu performing on the day and by other friends and whānau attending. The weather was also a factor for many.
- The venue for Te Matatini 2013 rated well with those attending, particularly in regards to the alcohol, drug-free and smoke-free initiatives, parking facilities, transport available to/from the venue and overall ambience. Less well-received was the range of food/drink available and the cleanliness of the wharepaku. Audience members also appear to have had some difficulties with the lack of shaded areas available and with empty seats in the grandstand.
- Festival and venue staff were also highly acclaimed, particularly in regards to making attendees feel welcome.
- The level of overall satisfaction with experiences at Te Matatini 2013 was very high, but lower in relation to perceived value for money. Attendees took particular enjoyment from the performances, the time spent with family and friends, and the whakawhanaungtanga (camaraderie). Large numbers of people also commented on the enjoyment they had in meeting people, the atmosphere, weather, celebration of culture and the drug, alcohol- and smoke-free nature of the event.
- In terms of improvements, comments most often centred on improved shade/covered areas, the price and/or healthiness of the food available for sale, and the visibility of the stage.
- Based on their experience at Te Matatini 2013, very high proportions of the audience indicated they were likely to return and to recommend the Festival to friends and whānau.
- In terms of its wider social and cultural impacts, Te Matatini was seen to have played a significant role in promoting Māori culture, bringing people together and instilling pride in the local community. Te Matatini 2013 was also widely considered to have 'increased interest' and 'expanded knowledge' in Māori and/or 'other' cultures and arts. It is also worth noting that on almost all social and cultural impact measures where a comparison with the benchmark is possible, Te Matatini out-performs the benchmark in regards to impact (and often by a considerable margin).
- As an indication of the event's **economic contribution**, adult visitors to the Rotorua Region attending Te Matatini 2013 spent on average a total of \$740.95. This is significantly higher than the benchmark of \$512.04 for other festivals. The largest proportion of costs was incurred in relation to accommodation, food/drink and transport. However, the Te Matatini 2013 audience also spent significant sums on other attractions/activities, other retail shopping and other items. This indicates the economic contribution made by the Te Matatini audience is likely to have been widely felt across the region.

- In addition to the above, adults attending Te Matatini 2013 spent an average \$43 per adult at the Festival (based on calculations using AWOP data). This takes total estimated expenditure by those visiting Rotorua for the purpose of attending Te Matatini 2013 to **almost \$7.8 million**.
- Note that this is an estimate of **visitor expenditure only** and does not include any flow-on effects of income earned by those working on the festival or activities associated with the festival, expenditure by local residents or further expenditure by the businesses which benefitted (e.g. stallholders). It also does not take account of expenditure in the Rotorua region by event organisers or sponsors, which is likely to be significant.
- AWOP cards were used widely by Festival attendees and the vast majority of survey respondents (80%) indicated that they found the card either easy or very easy to use. Furthermore, 71% supported its use at future events. Comments added in relation to use of the AWOP card reflected enthusiastic support but also the concerns of those opposed to use of AWOP in the future (e.g. many preferring cash or EFTPOS, others finding the activation fee and other costs associated with AWOP disappointing, some respondents indicating that the cards were hōhā (tiresome) and a hassle.
- Te Puni Kokiri and the Ministry for Culture & Heritage were both recognised as key funders of Te Matatini 2013. More than 70% of all survey respondents recognised the University of Waikato, Te Wananga of Aotearoa, Māori Television Service and Kiwibank/NZ Post as sponsors of Te Matatini 2013. A wide range of other organisations also received recognition for their support.
- As regards future development, there remains significant interest in Māori Arts, Pacific Arts, dance and visual arts and comedy amongst the Te Matatini audience. Interest is particularly strong in national-level kapa haka roopu shows, regional and Iwi-based kapa haka. Interest in Māori arts and cultural exhibitions and showcases is also strong.
- The majority of attendees would like to attend more events like Te Matatini 2013. The major barrier to attendance is the conflict this may pose with work and study commitments and the timing of events. Other significant barriers include cost of attending, and location (were Te Matatini not held locally).

## Conclusions

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The findings of this research indicate that Te Matatini was once again a highly successful event in 2013 – whether measured by the engagement, enjoyment and support of those attending, by the Festival's social and cultural contributions, by the recognition enjoyed by Festival sponsors and funders, or by the economic contribution made to the Rotorua Region.

Furthermore, there remains strong appetite for more: more national, regional and Iwi-based kapa haka, more Māori arts and cultural exhibitions and more Māori cultural showcases. This bodes well for future Te Matatini National Kapa Haka Festivals and other such events that may be considered by Te Matatini Society Inc.

For the most part, opportunities to improve and build upon the success of Te Matatini 2013 relate mainly to questions of venue and logistics: more shelter, better seating, better visibility of performers and stage, and better options for access around the venue (including disabled access). Comments made by attendees suggest that future audiences might also be better served by a greater range of healthy kai options and a ticketing structure which makes experience of the Te Matatini National Kapa Haka Festival more affordable (and therefore more accessible) to a wider audience.

The latter may become more of an imperative as Te Matatini looks ahead to the 2015 event in Christchurch, given that additional costs will be incurred by those choosing to travel south for the event. For those unable to attend, opportunities to experience the Te Matatini National Kapa Haka Festival through online and other 'virtual' channels may help to ensure ongoing support.

## Findings

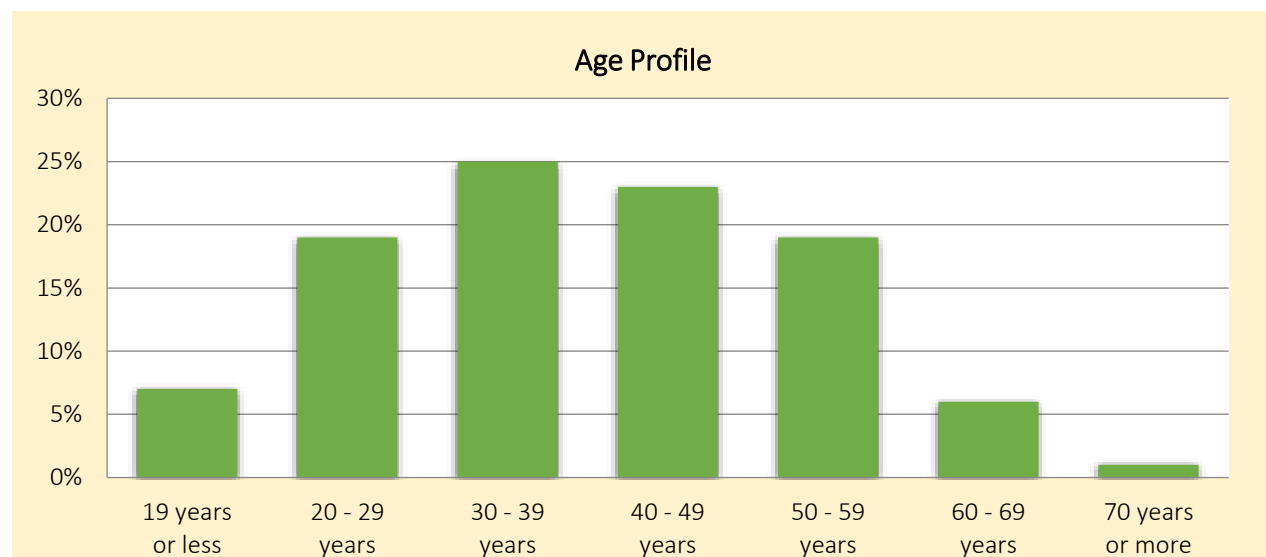
### Audience Profile

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The following outlines the demographic profile – and other characteristics - of the Te Matatini 2013 audience, as indicated by survey results.

#### Age

Almost half of the Te Matatini 2013 audience was aged between 30 and 49 years, with the majority of the audience ranging from 20 – 59 years.

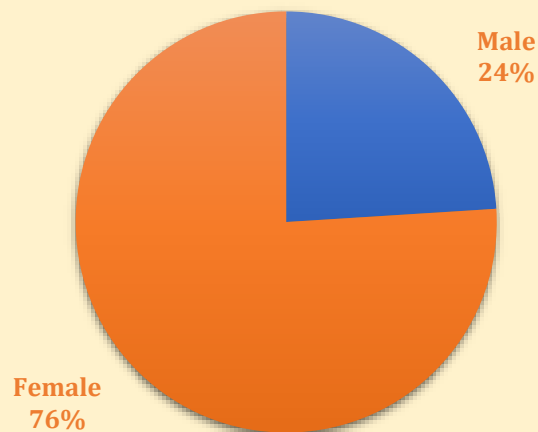


#### Gender

The Te Matatini 2013 audience was dominated by women, as has proved typical of festival and other arts audiences across the range of events using the getsmart survey system to date.



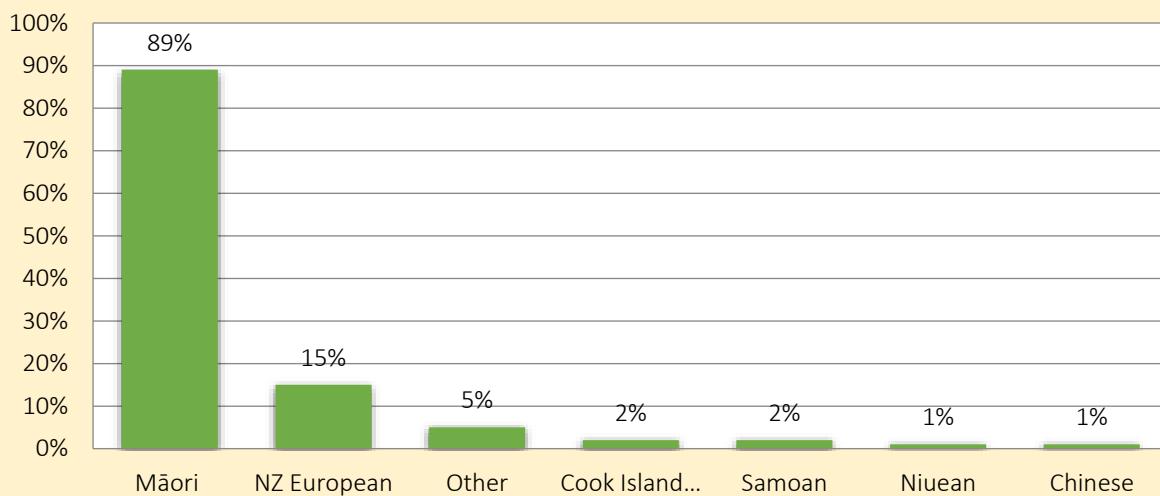
### Gender Profile (Te Matatini)



### Ethnicity

Almost 90% of the Te Matatini audience identified as Māori, and 15% as New Zealand European. Comparatively few identified with other ethnic groups.

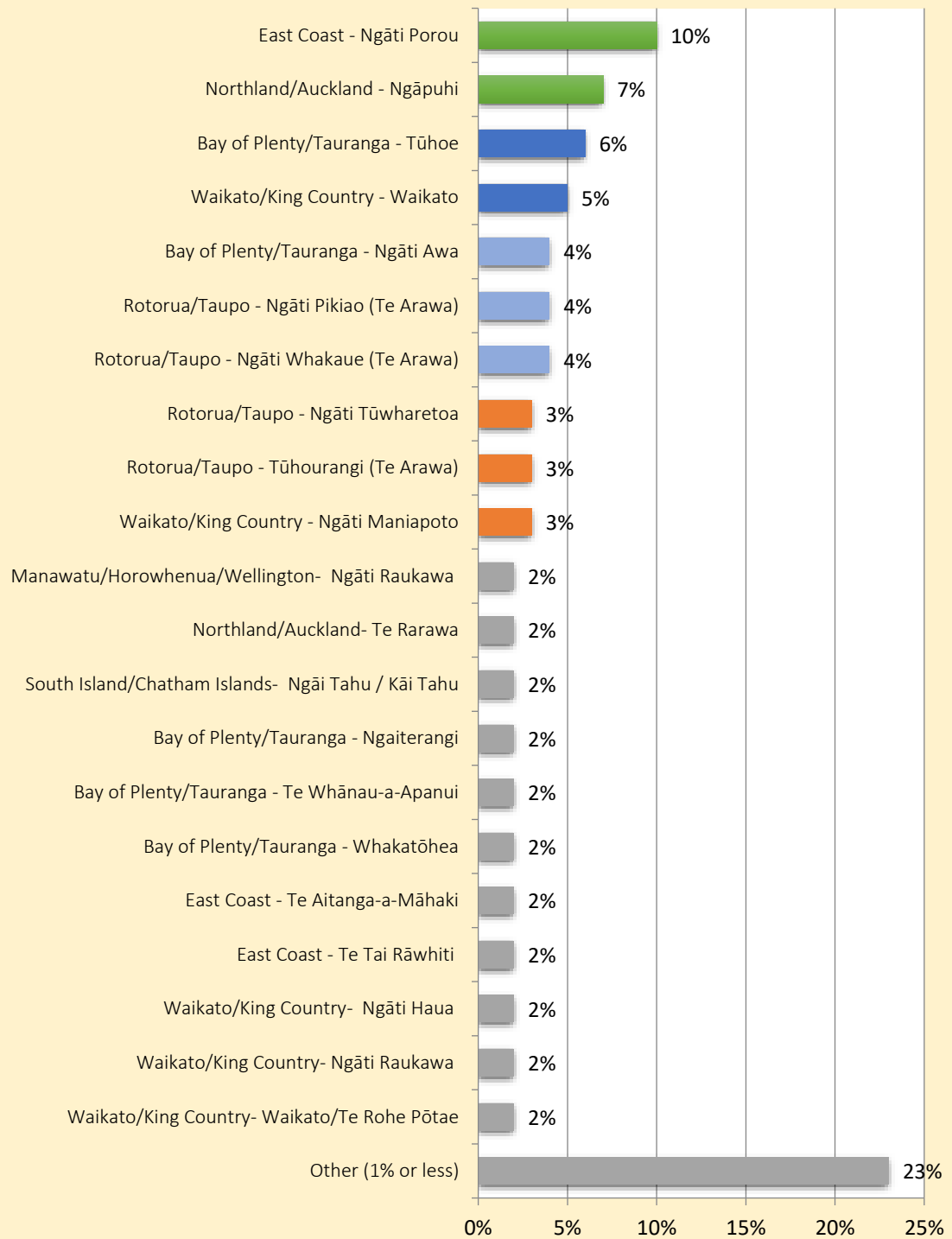
### Ethnicity Profile (Te Matatini)



### Iwi

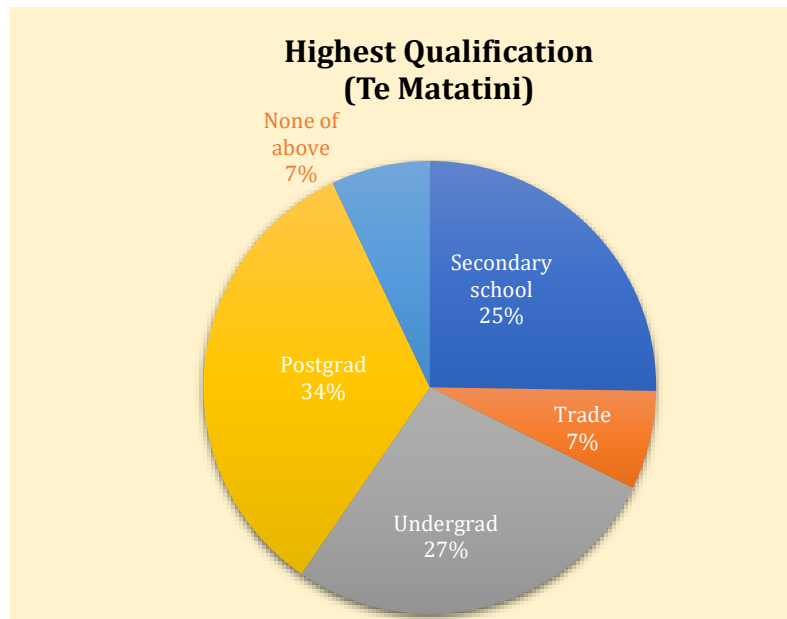
A large number of Iwi were represented at Te Matatini 2013 (see chart overleaf), with the largest audience groupings (of those identifying as Māori) identifying as Ngāti Porou (10%), Ngāpuhi (7%) and Tūhoe (6%).

## Iwi Represented at Te Matatini



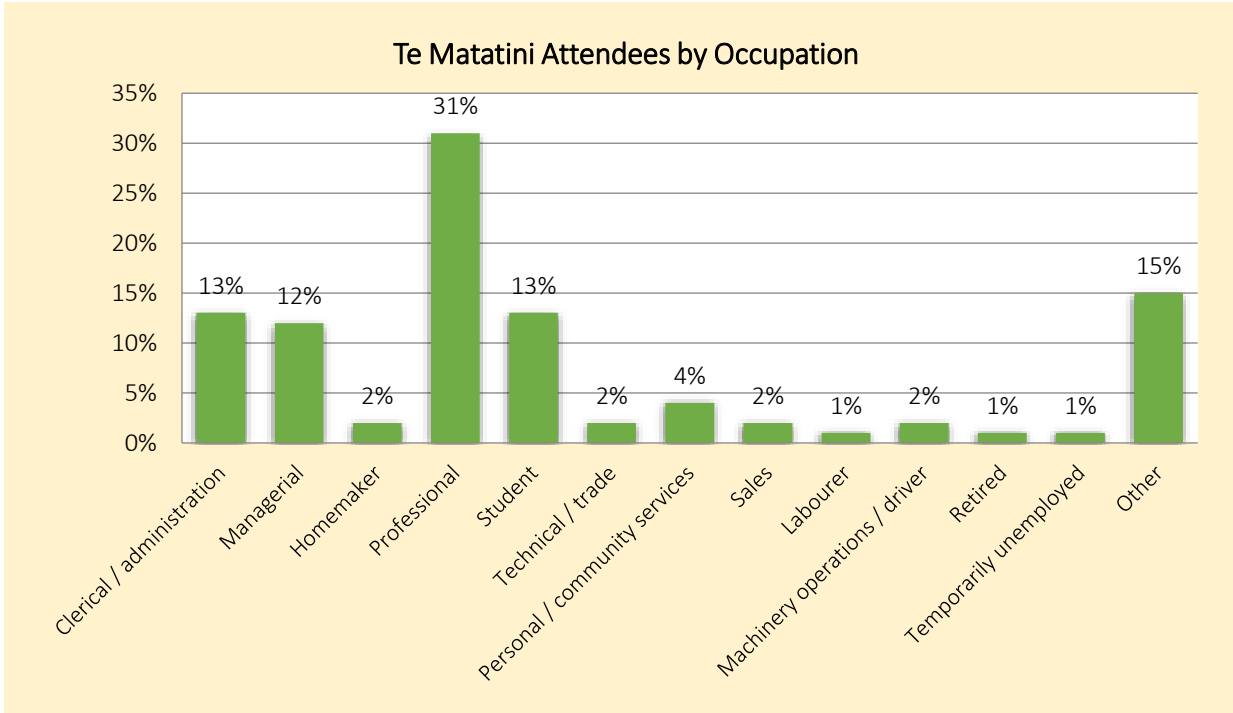
## Education

Te Matatini attracted a highly-educated audience: almost two-thirds having a tertiary qualification (including more than a third with a post-graduate qualification). The overall distribution of the audience in terms of education is similar to that of other Festivals, with the most significant difference being in those with a postgraduate qualification.



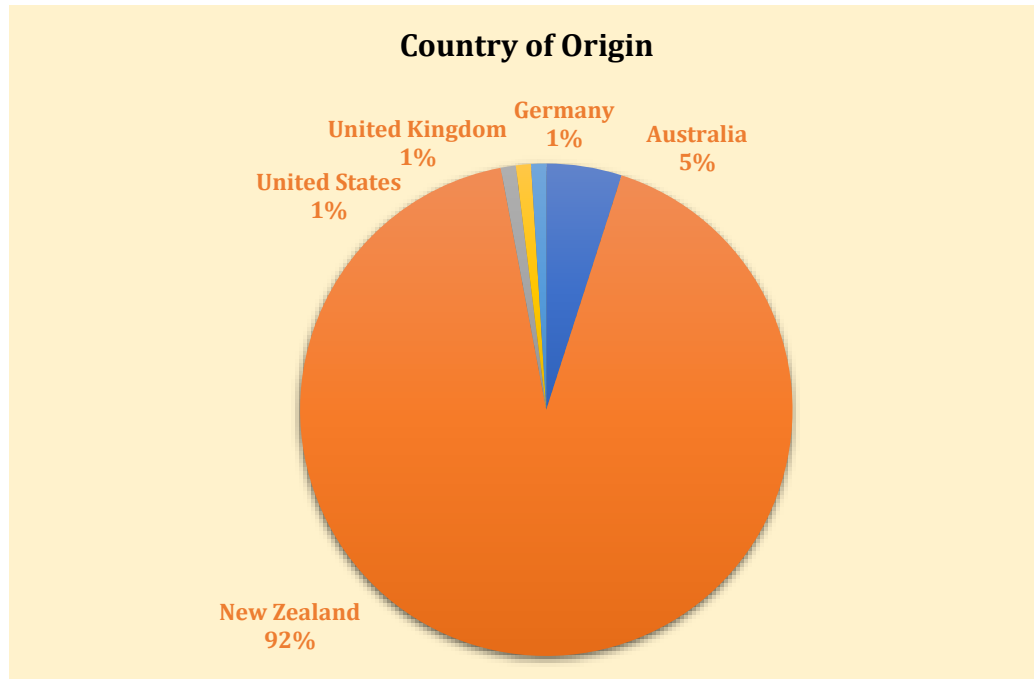
## Occupation

By occupation, 'professionals' constituted the largest single grouping in the Te Matatini audience. The Festival also attracted a significant number of students and people working in managerial or clerical/administrative occupations.



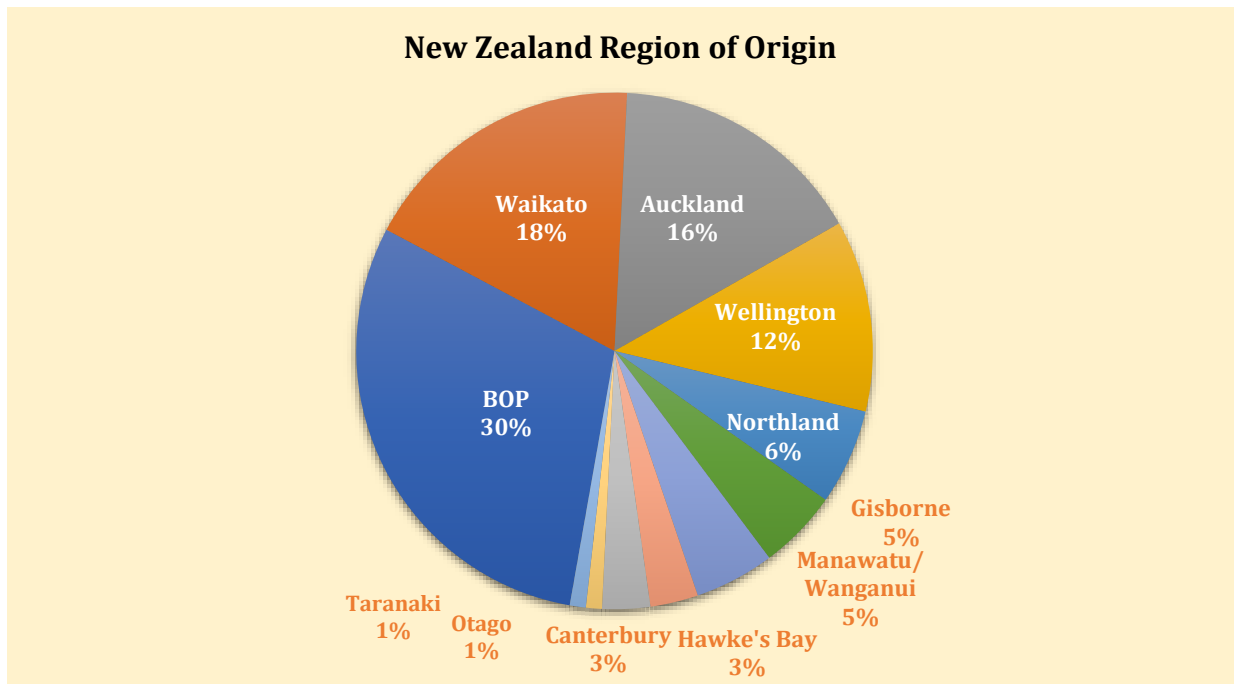
## Country of Origin

While the vast majority of the Te Matatini 2013 audience originated from New Zealand, the Festival did attract 8% of its audience from offshore markets. International visitors most often originated from Australia, with a small proportion also from the United States, Germany or the United Kingdom.



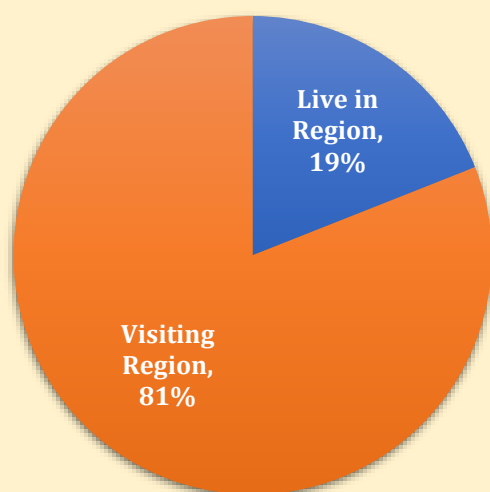
## Region of Origin

Te Matatini 2013 attracted people from many regions of New Zealand, with the largest proportions of the New Zealand-resident audience attending from the North Island regions of Bay of Plenty, Waikato, Auckland, Wellington and Northland. Relatively few attendees travelled from the South Island for Te Matatini, with just 3% of the audience from Canterbury.

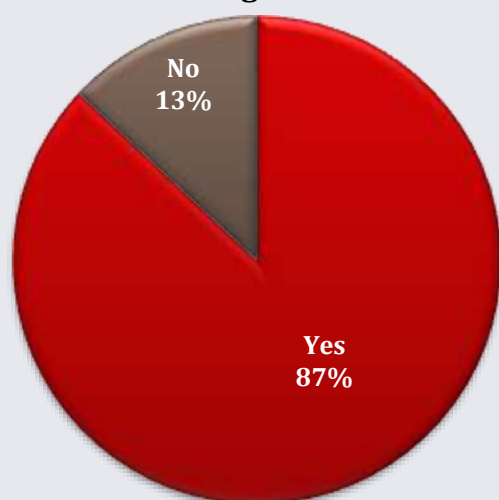


**Festival as Drawcard**

### Visitors to Region Te Matatini 2013



### Festival: Main Reason to Visit Region

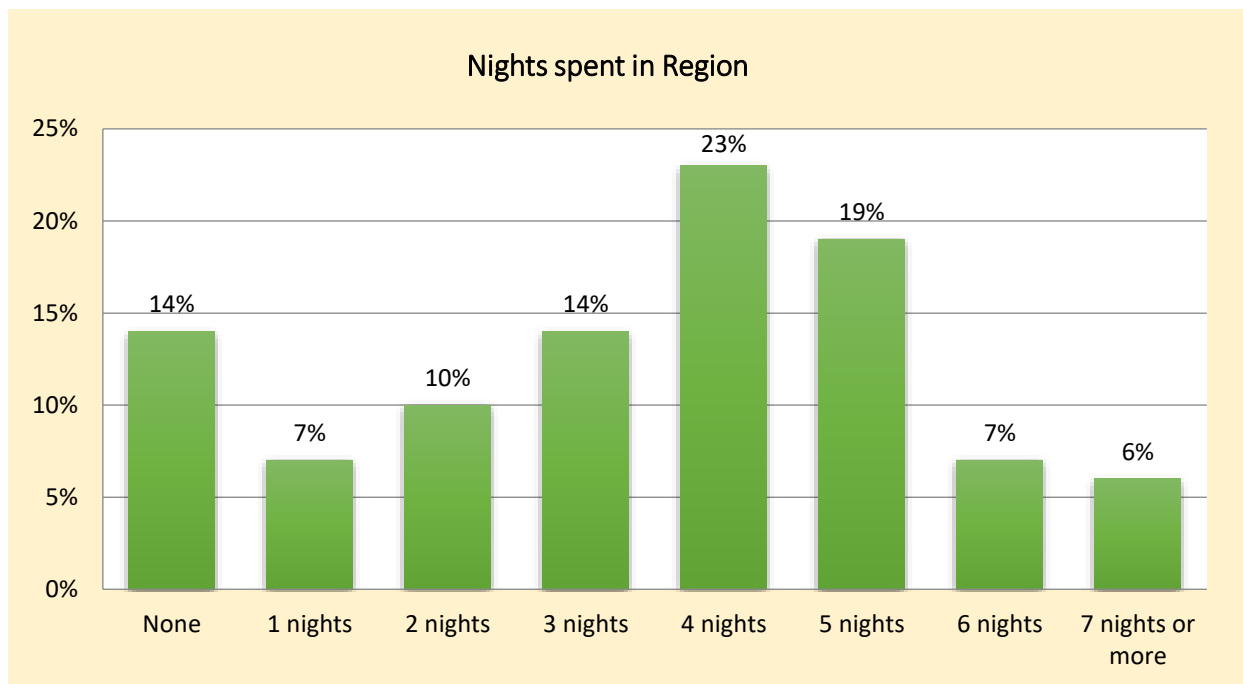


It follows that the large majority of the audience at Te Matatini 2013 were visiting Rotorua from outside the region (more than 80%). This distinguishes Te Matatini 2013 from other festivals which draw an average of just 12% of their audience from outside their host region.

Furthermore, it is noted that 87% of those attending Te Matatini from outside the Rotorua Region considered the festival the **main reason** for their visit to the region.

### Duration of Stay

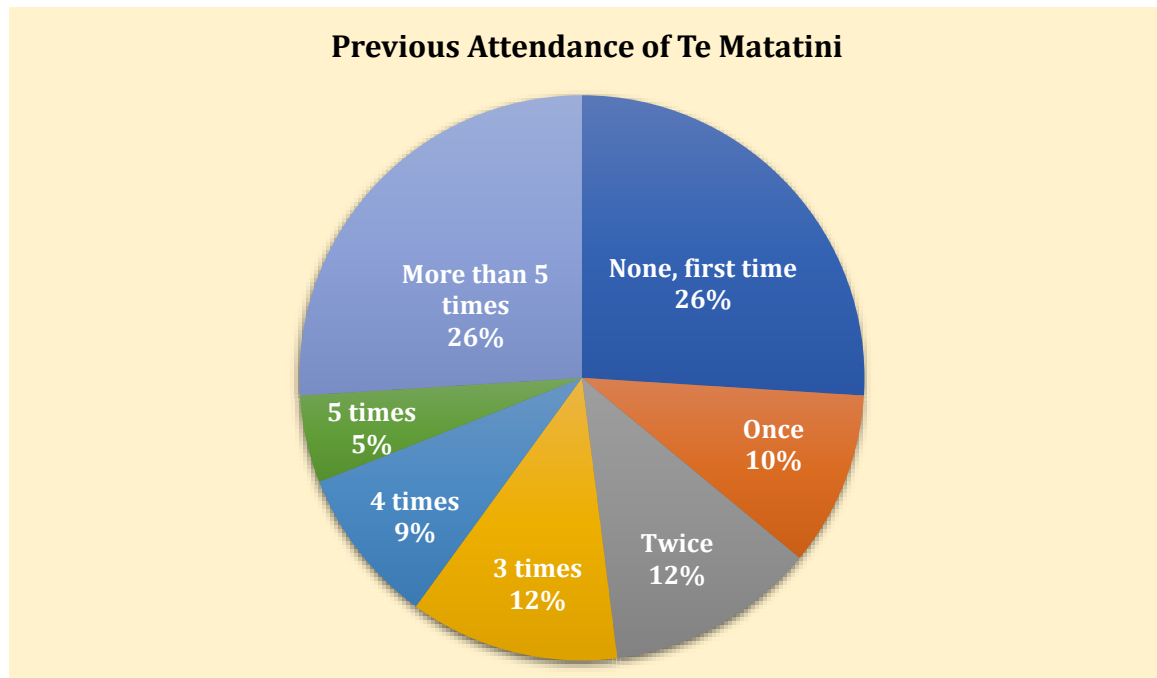
Those travelling from outside the region to attend Te Matatini 2013 stayed longer in the region (on average) than visitors attending other festivals – most often, for 4 or 5 nights.





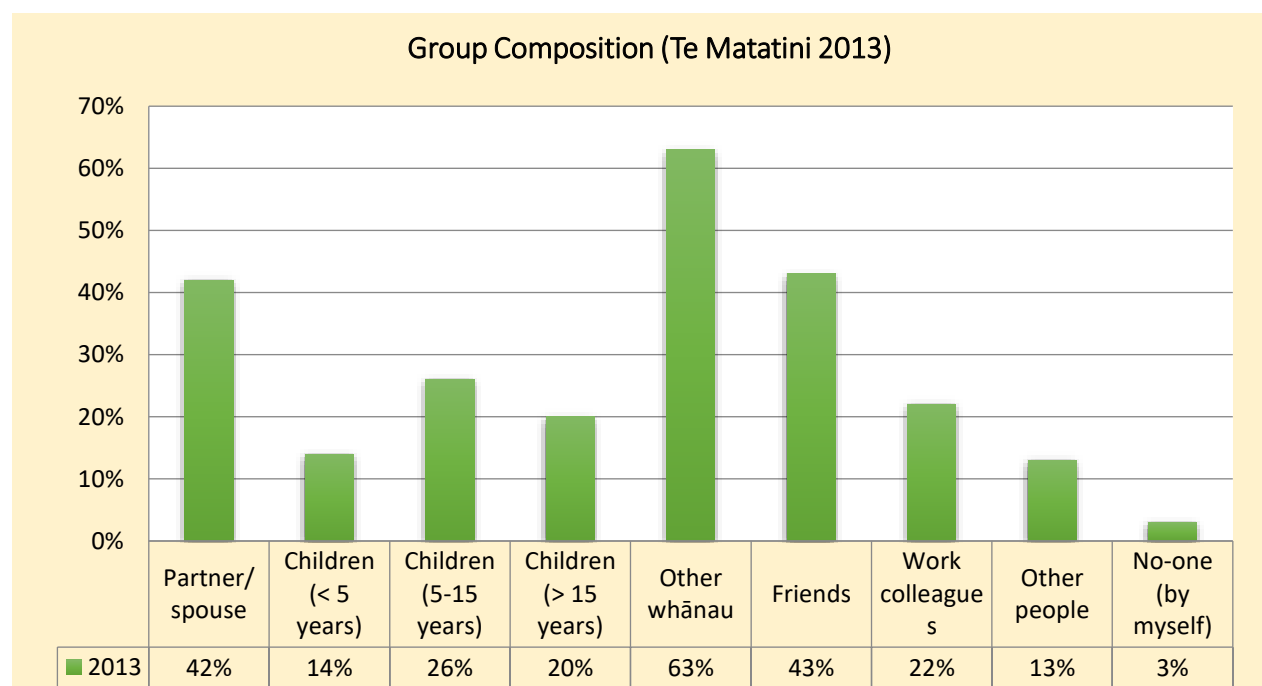
## Previous Attendance

The audience at Te Matatini 2013 was relatively evenly distributed in terms of its previous experience of Te Matatini National Festivals. The 2013 event was a first-time experience for just over one-quarter of the audience, while the same proportion (26%) had previously attended 5 times or more.



## Party Composition

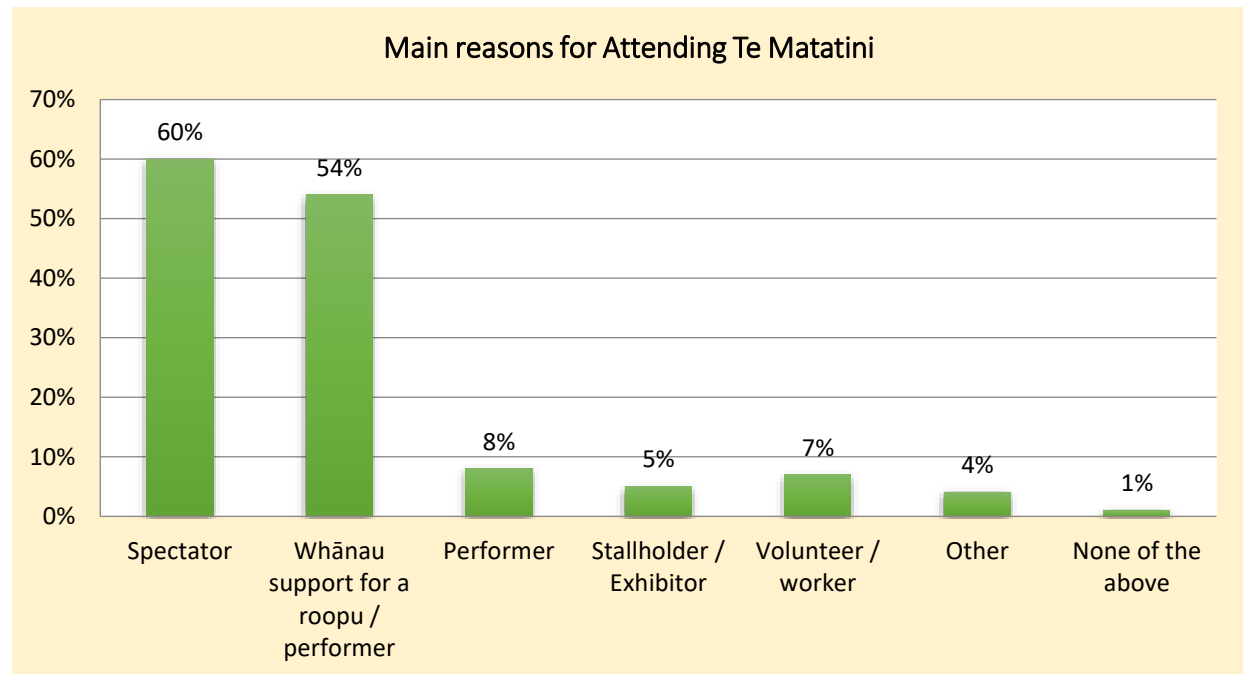
People attending Te Matatini 2013 were often accompanied by children (60%) or other whānau (63%). Large numbers also attended with friends or their partner/spouse. Overall, Te Matatini 2013 was strongly a 'whānau affair'.





## Main Reasons for Attending

The largest groups of people attending Te Matatini 2013 were attending as spectators or whānau support for a roopu/performer. Despite this, significant proportions were also involved in the staging of the event – being performers (8%), volunteers/workers (7%) or stallholders or exhibitors (5%).

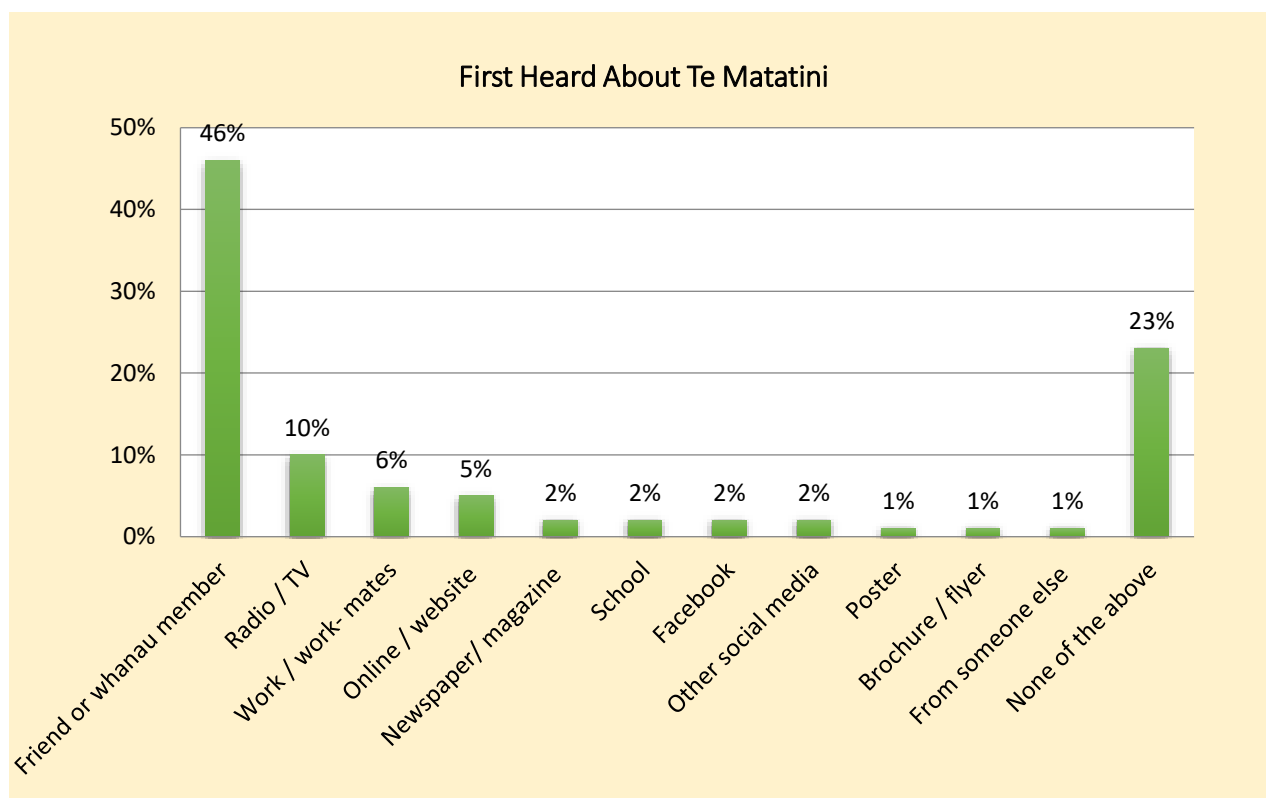


## Communications

The following considers how the audience at Te Matatini 2013 learned of the event, and how they would prefer communication to take place in the future.

### How First Heard

Almost half of those attending Te Matatini 2013 first heard about the event through friends or whānau, with the next largest group (10%) becoming aware of Te Matatini 2013 through a radio or television channel.



Those who indicated they had heard about Te Matatini 2013 through a **newspaper or magazine** (just 2% of the sample) were asked in which publication they had seen reference to the Festival. 40% had heard through the Rotorua Daily Post, while the remainder responded 'other' or 'don't know' (both 30%).

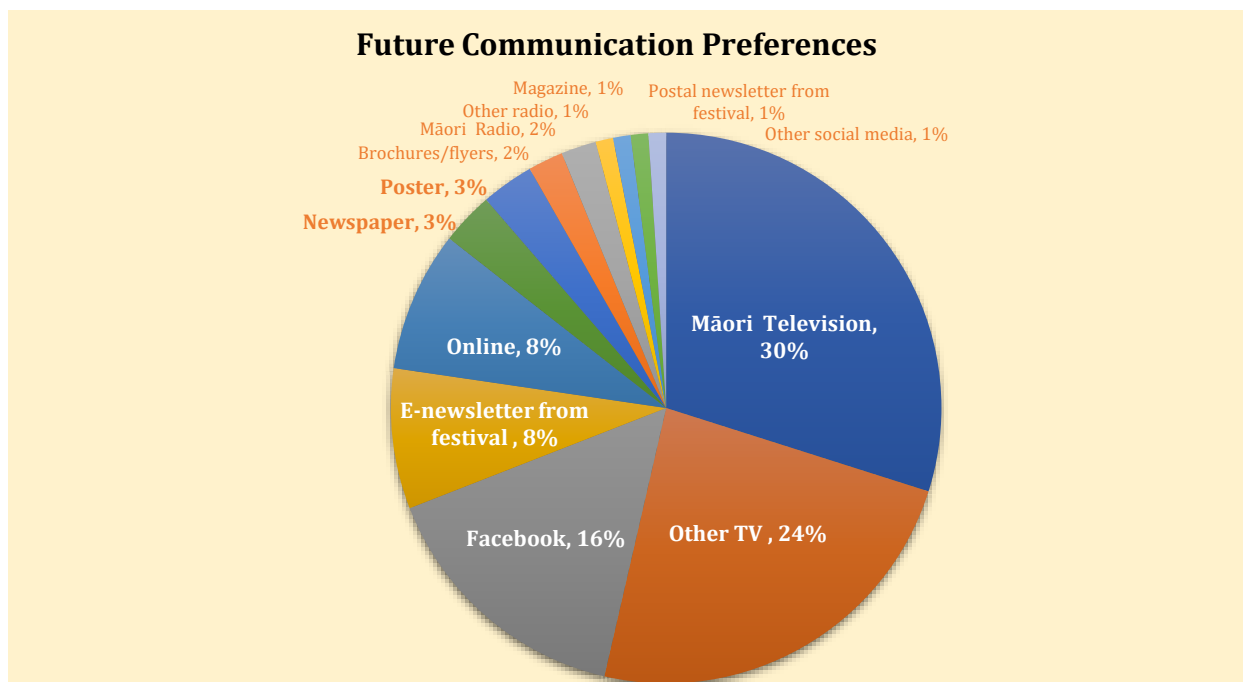
Those who indicated they had heard about Te Matatini through a **website** (5% of the sample) were asked on which website they had seen reference to the Festival. The largest group (44%) indicated the Te Matatini website. Interestingly, 16% indicated that they had heard about Te Matatini 2013 through a social networking site or Facebook page (be it Te Matatini', a friends' or Te Puni Kokiri's page).

And finally, those who indicated they had heard about Te Matatini 2013 on the **radio or television** (a larger 10% of the sample) were asked on which channel they had seen information about the Festival. In this instance, the largest group (76%) cited Māori TV, and 13% indicated an Iwi radio station.

## Future Communication

When asked “of all the ways in which festival organisers could inform you about Te Matatini National Kapa Haka Festivals in the future, which would you prefer?” the majority opted for television as a medium (with 30% choosing Māori Television and 24% other television channels).

At the same time, almost a third (32%) of all audience members opted for communication via online or electronic channels in the future, including 16% selecting Facebook, 8% an e-newsletter from Te Matatini and 8% a website.

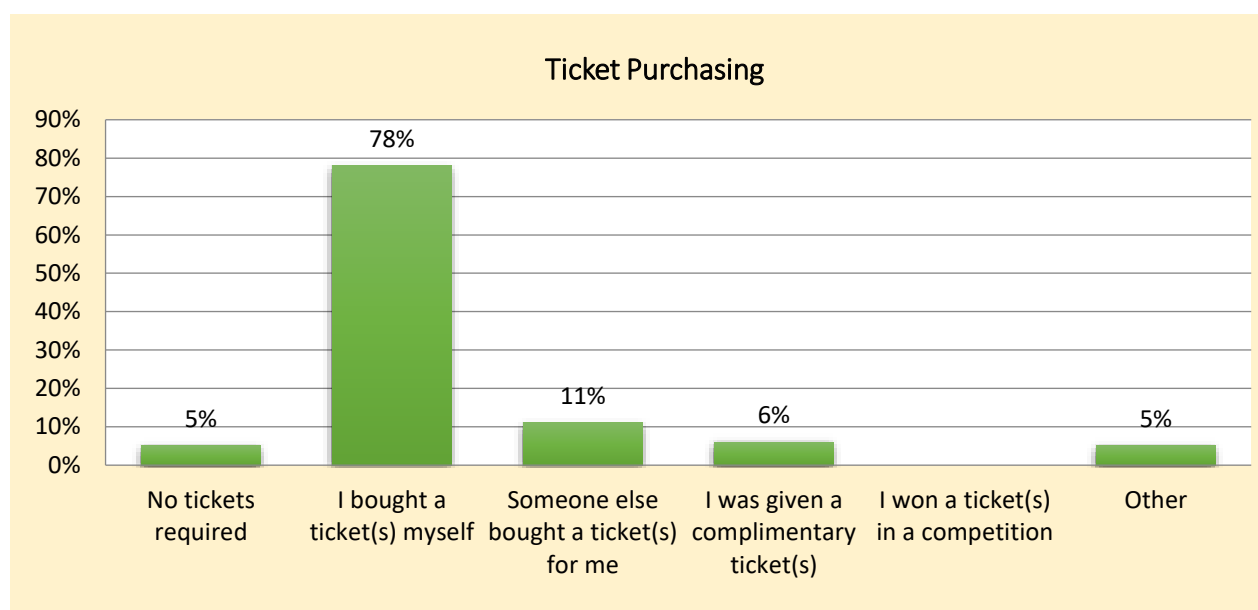


## Audience Behaviour

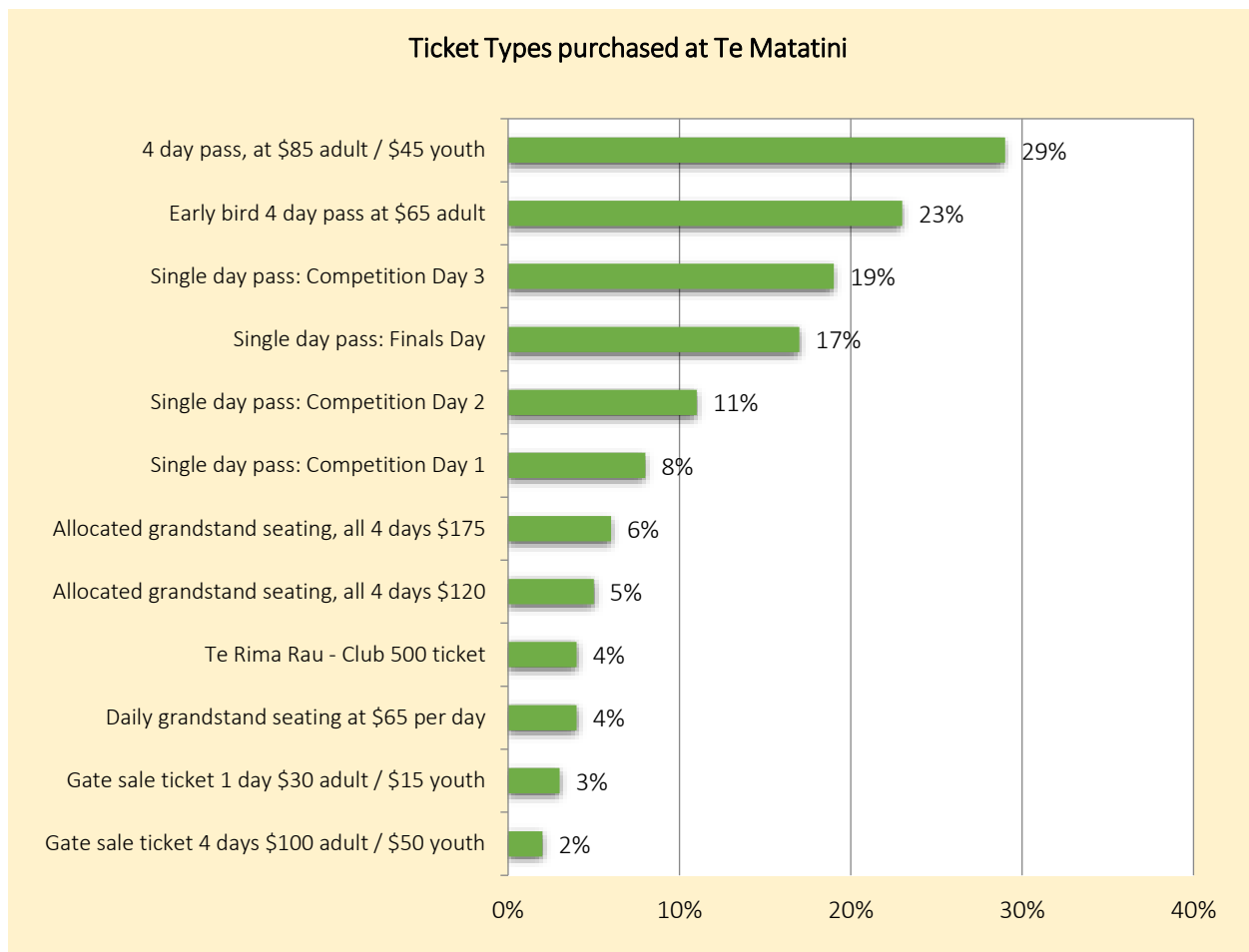
To clarify how the Te Matatini 2013 audience experienced the Festival, survey respondents were asked if and how they had purchased tickets; what tickets they had purchased; what Festival days and performances they had attended; and what factors influenced their choice of days and performances. The following outlines results.

### Ticket Purchasing

The ticket purchasing profile of those attending Te Matatini 2013 shows the majority of attendees purchased ticket(s) themselves.

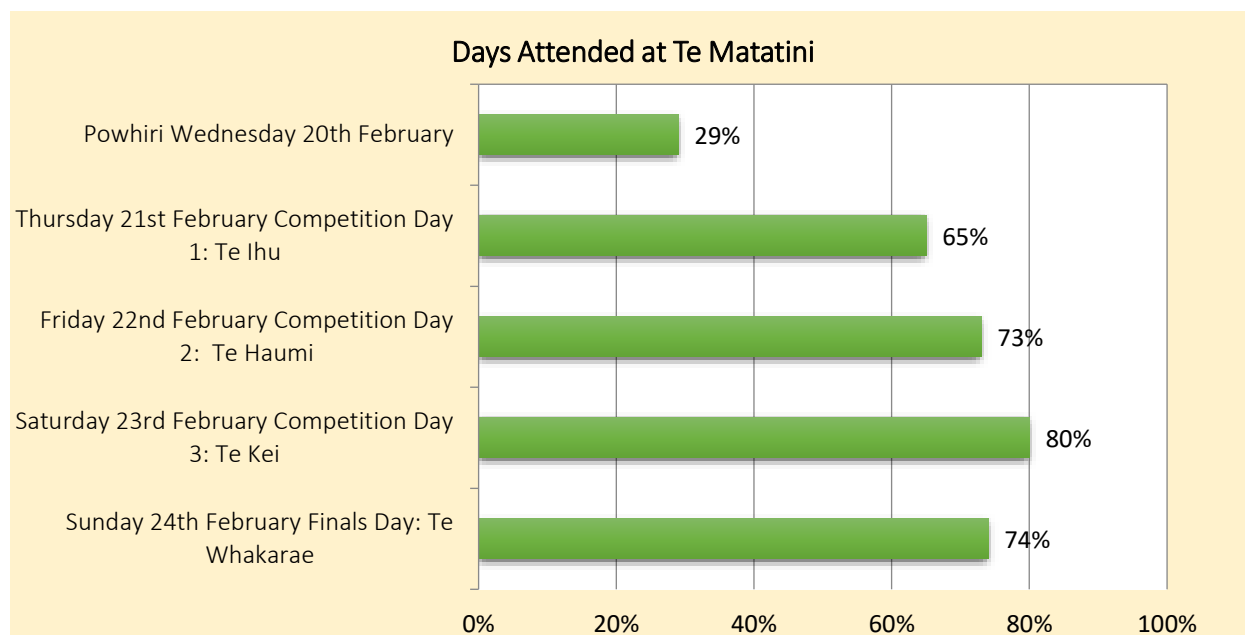


Those who purchased tickets were asked what type of tickets they had purchased. The distribution of tickets purchased is shown overleaf and illustrates the popularity of the full 4-day pass (at either price point) relative to single or multi-day passes. For those purchasing single day passes, Competition Day 3 proved most popular (19%), followed by Finals Day (17%).



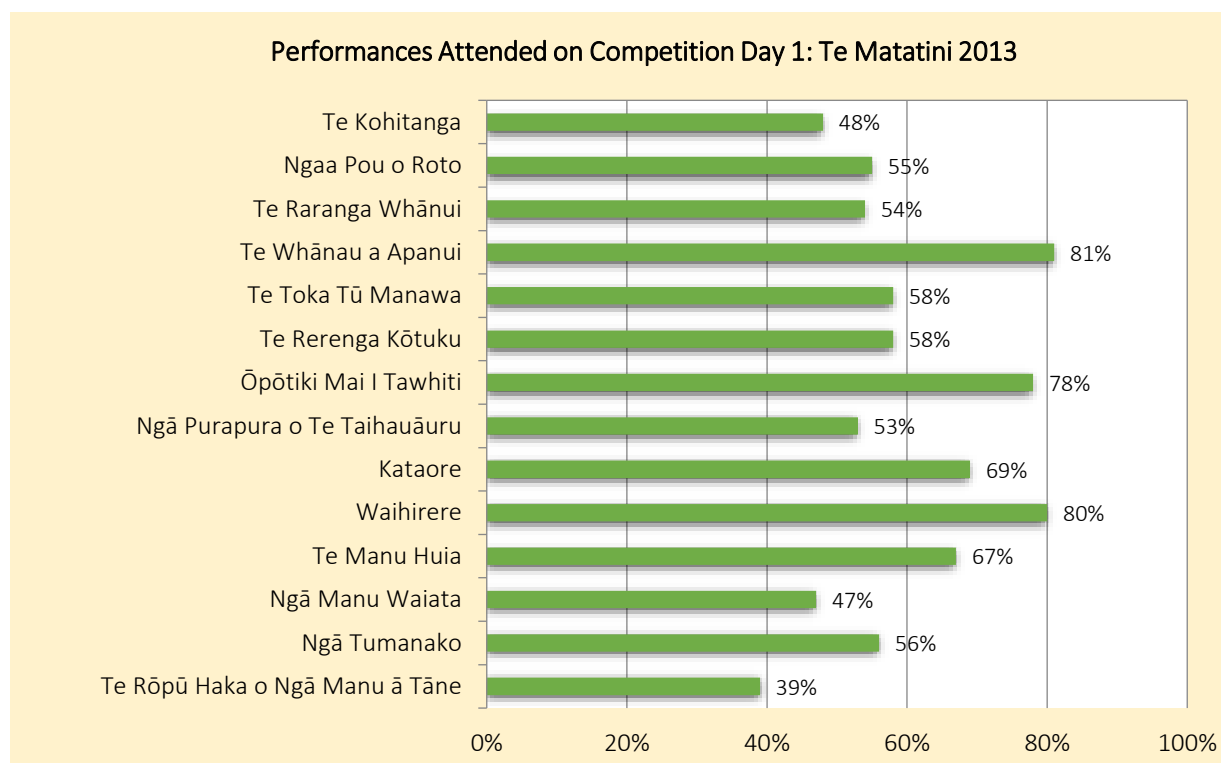
### Days/Events Attended

A maximum of 80% of survey respondents attended on any given day. Just 29% were present for the Powhiri (compared with 37% in 2011). Overall, the most popular days appear to have been Competition Day 3: Te Kei, with Finals Day: Te Whakarae and Competition Day 2: Te Haumi attracting similar proportions of the total audience (74% and 73% respectively).



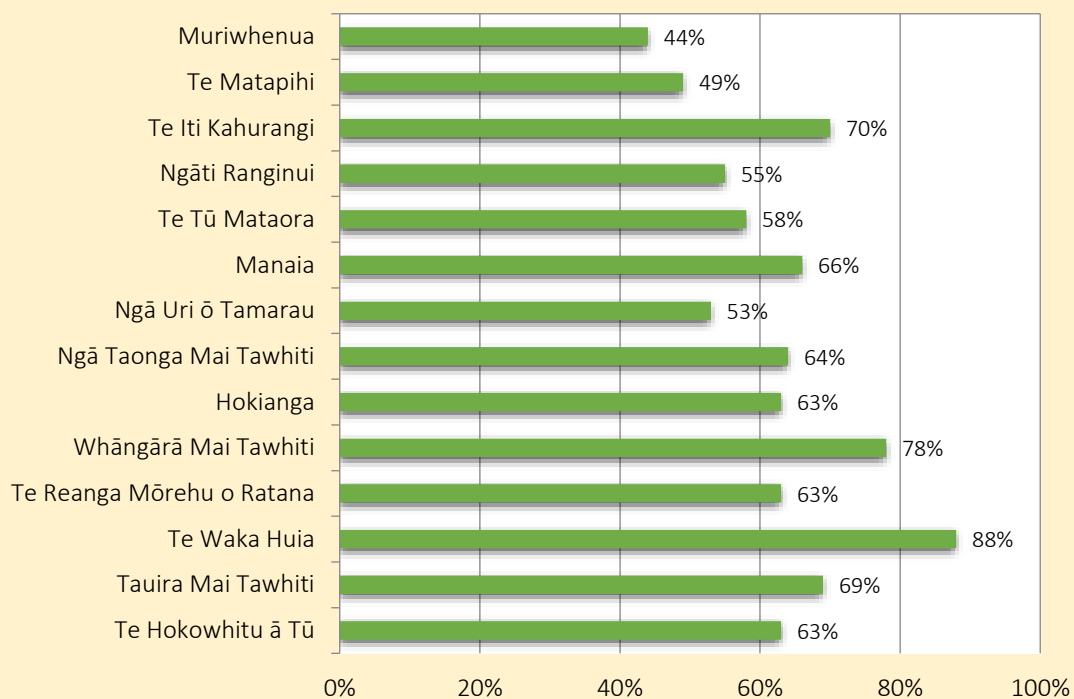
Those attending each day were asked which events they had attended. As the following charts illustrate, the most popular events overall were Te Whānau a Apanui and Waihirere (Day One), Te Waka Huia (Day Two), and Te Mātārae i Ōrehu (Day Three) – all reaching 80% or more of the audience on the day.

As might be expected, overall engagement was strongest on Finals Day (with upwards of 70% of the day's audience attending all events) even though the proportion of the audience attending on this day was lower than on Day 3. Of the nine events included, seven reached 80% or more of the audience with the remaining two capturing only slightly lower proportions of the audience (76% and 77%).

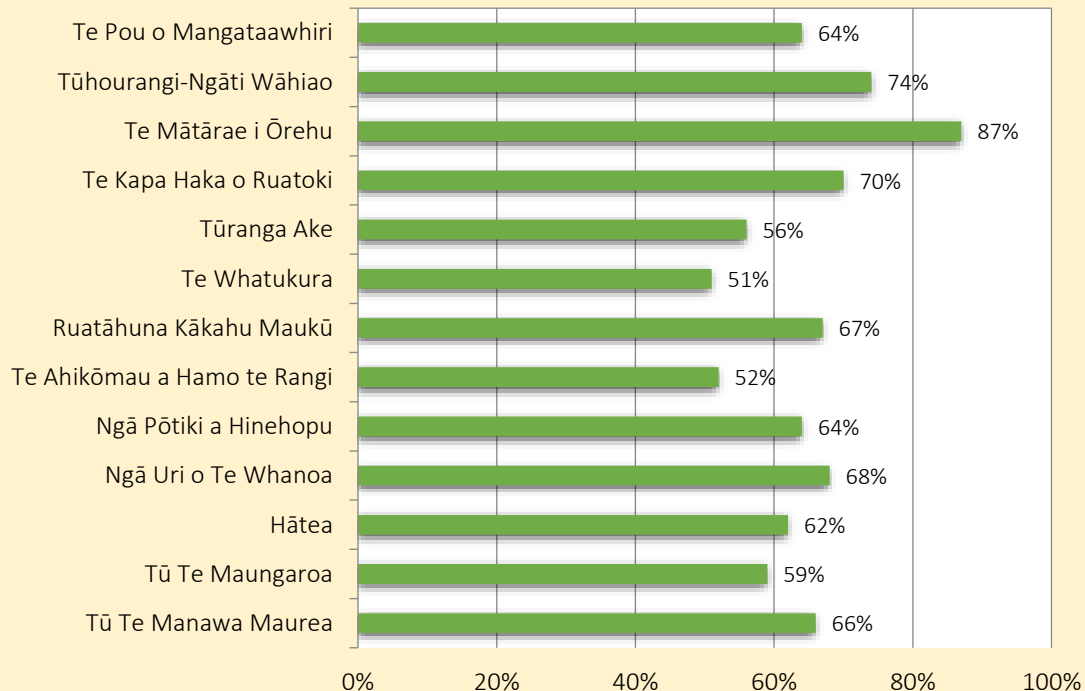




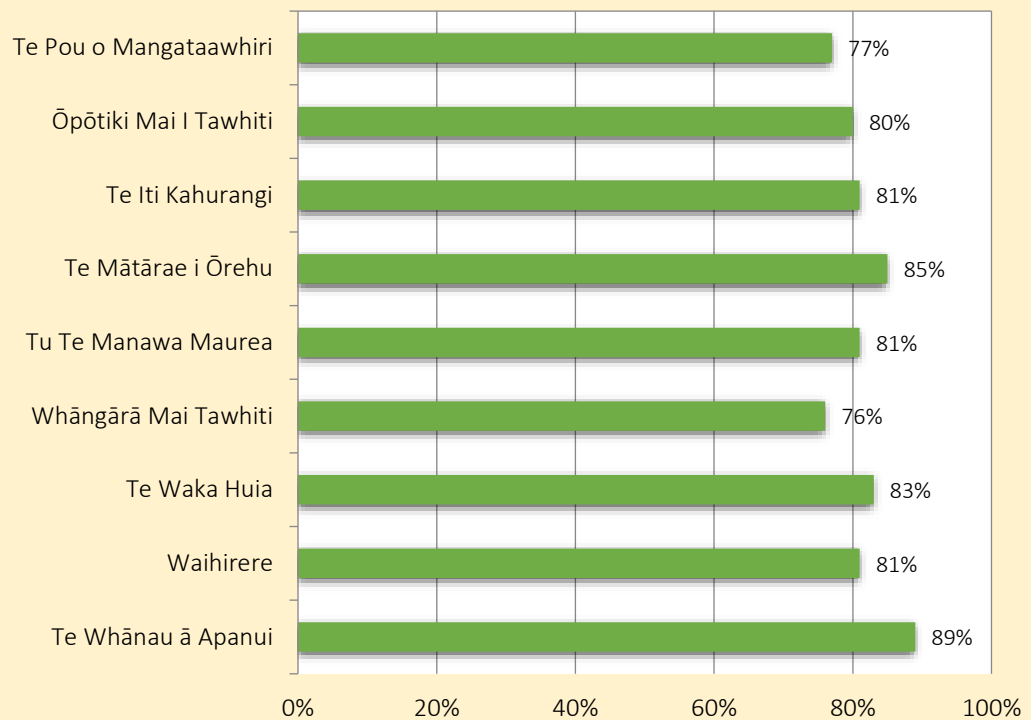
### Performances Attended on Competition Day 2: Te Matatini 2013



### Performances Attended on Competition Day 3: Te Matatini 2013

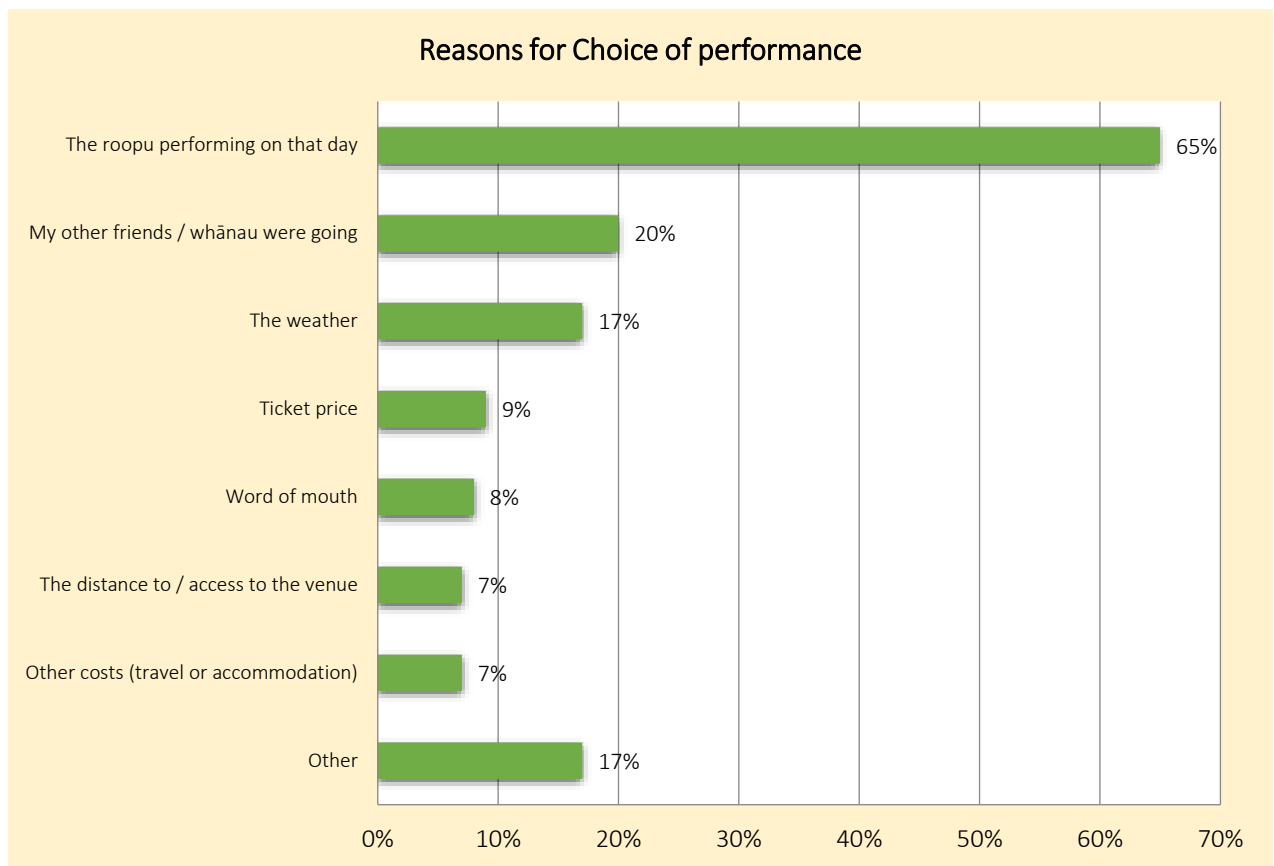


### Performances Attended on Finals Day: Te Matatini 2013



### Factors Influencing Choice of Days/Performances

All survey respondents were asked which, of a range of factors presented, influenced their choice of the day(s) and performance(s) on which they attended. Not surprisingly, it was the roopu performing on the day that proved most influential. However, large proportions of the audience were also influenced by what their friends/whānau were doing or by the weather on the day.



The “other” factors cited included work or other commitments that took audience members away from Te Matatini 2013, constraints on the days on which performers were permitted to attend, volunteer and stallholder commitments, and the difficulty in getting children ready in the morning in time to attend performances on the day.

## Audience Satisfaction

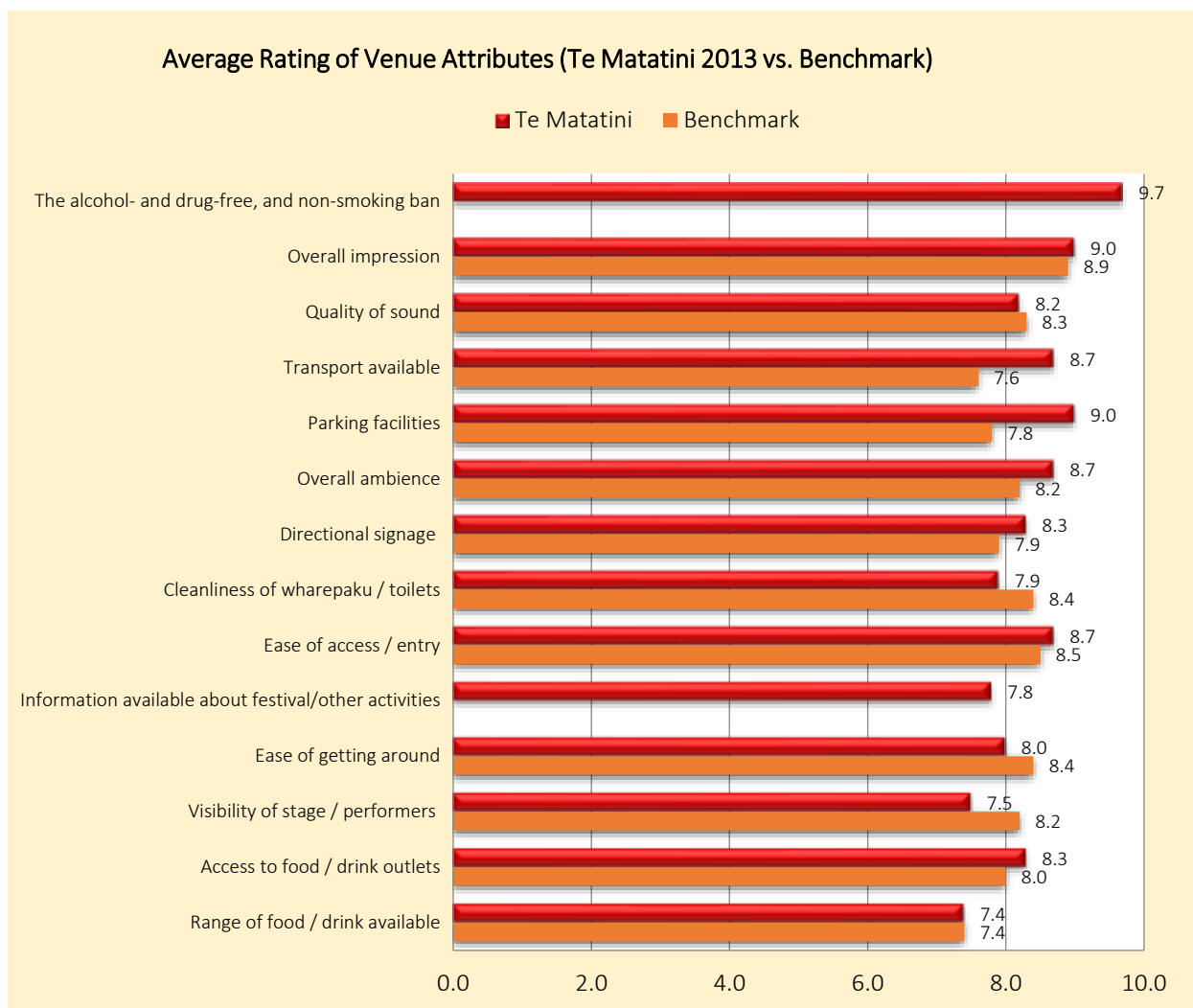
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To identify both the strengths of Te Matatini 2013 and opportunities for improvement in the future, survey respondents were asked to comment upon a number of aspects of the Festival, including venue and staffing. They were also asked to indicate their level of satisfaction overall, and to comment both on what they had enjoyed (in particular) and what (if anything) might have made their experience more enjoyable.

### Evaluation of Venue

Feedback on a number of aspects of the venue for Te Matatini 2013 was sought. The following chart shows the average rating achieved by Te Matatini on each of the aspects evaluated, and compares this with the average result for all other festivals which make up the benchmark (where available). *Note that survey respondents were asked to rate each element on a scale of 1 to 10 where 1 equalled poor and 10 equalled excellent.*

The venue for Te Matatini 2013 rated well in regards to parking facilities, overall venue impression and ambience, transport available to/from the venue and ease of access/entry. Less well-received was the visibility of stage/performers and the range of food/drink available. High levels of satisfaction were reported in 2013 in relation to the 'alcohol, drug-free, non-smoking' venue (an outstanding 9.7 out of 10).



Survey respondents were asked to add any further comments they might have about the venue and these comments are shown in the graphic below. Note that the larger the typeface used in the graphic, the more frequently comments on this theme occurred.

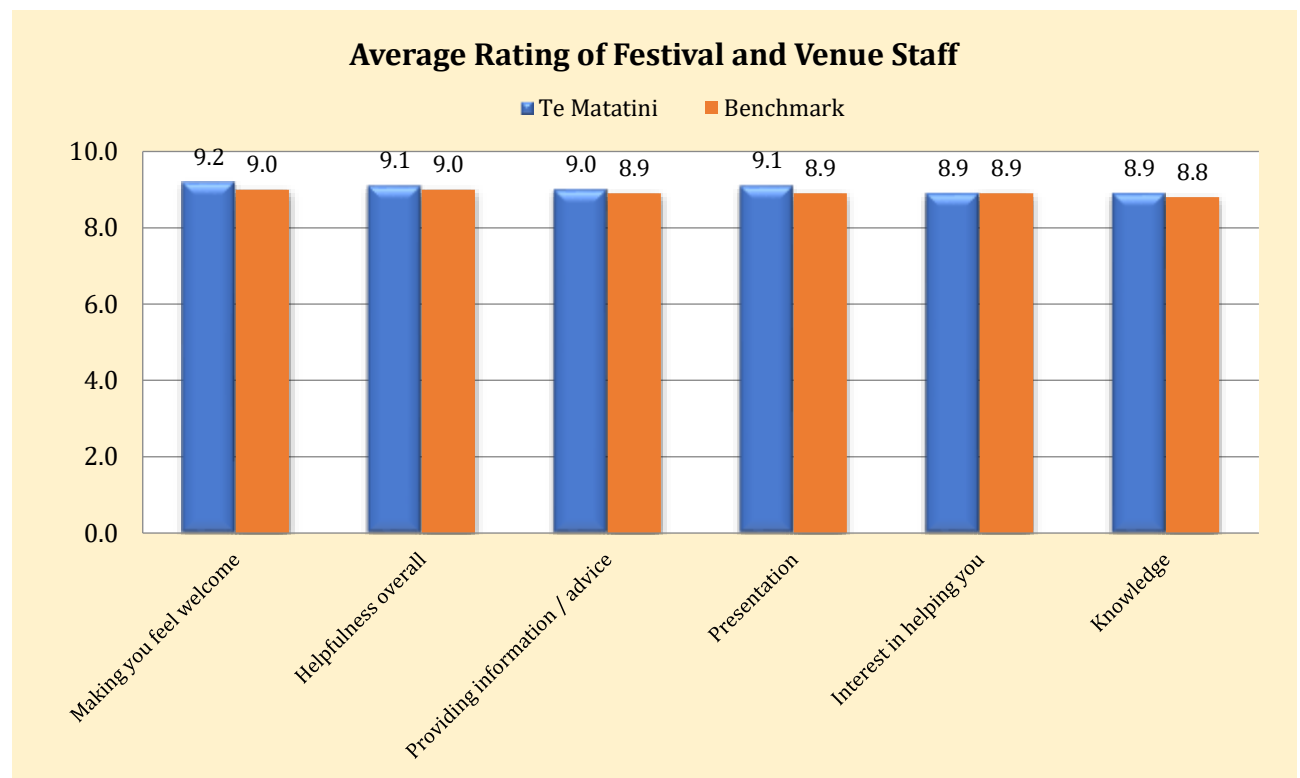


Full verbatim comments are available to Te Matatini via the getsmart online reporting function.

#### Evaluation of Festival and Venue Staff

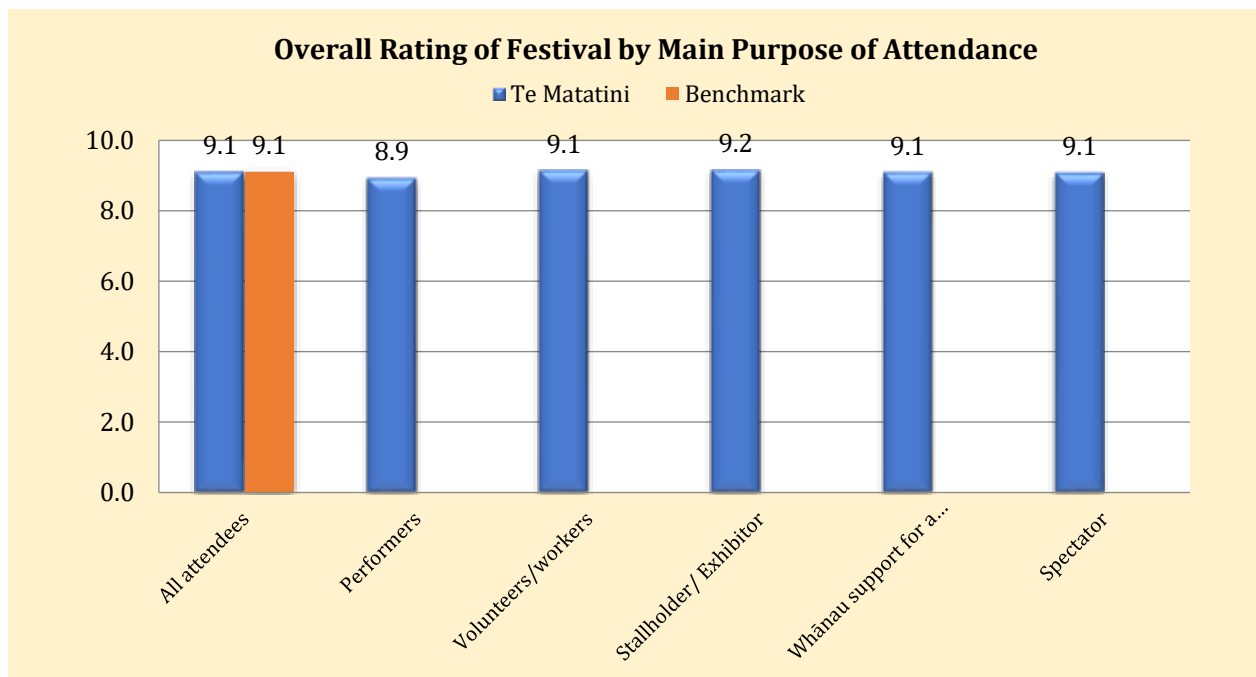
Survey respondents were asked to evaluate Festival and venue staff on a range of attributes. The following chart shows the average rating achieved by Te Matatini 2013 Festival and venue staff on each of the attributes measured, and compares this with the average result for all other festivals which make up the benchmark.

The ratings achieved by Festival and venue staff at Te Matatini 2013 were relatively similar to the benchmark, with high average ratings on all measures. Particularly high was the welcoming nature of the staff – rated an average of 9.2 (on a 10-point scale) overall.



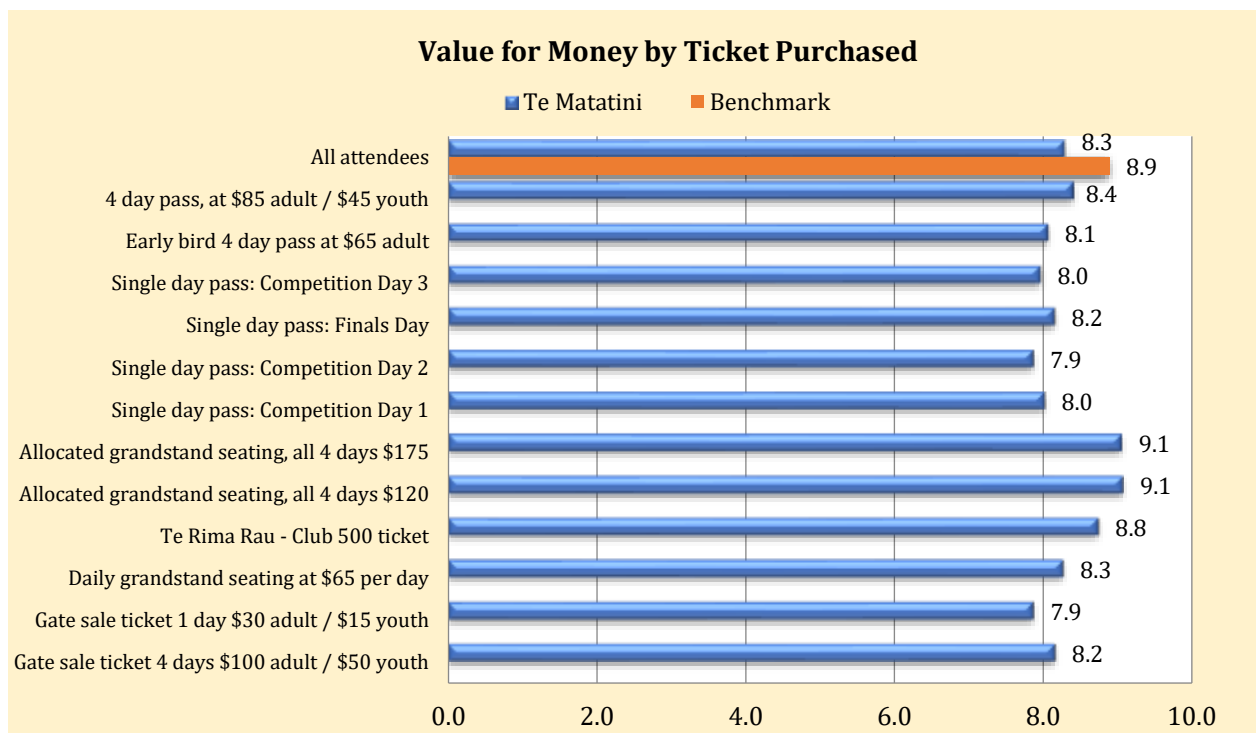
### Overall Satisfaction

Te Matatini 2013 received an **overall audience satisfaction rating of 9.1** (on a scale of 1 to 10), which was equal to the benchmark of 9.1. Overall satisfaction was, on average, highest amongst those involved as stallholders/exhibitors and lowest (although still very high) amongst those performing at the Festival.



### Value for Money

On value for money, Te Matatini 2013 received an **average rating of 8.3** (on a scale of 1 to 10), which was significantly lower than the benchmark of 8.9. Ratings for value for money were highest amongst those attendees who had purchased four-day grandstand seating passes (both at \$175 and \$120 price points) with a rating of 9.1 out of 10.



### Highlights of Te Matatini 2013

A question asking survey respondents “what, if anything, did you enjoy most about Te Matatini?” elicited a huge variety of often quite detailed comment. The following graphic highlights common themes, where the larger the typeface used, the more frequently comments on this theme occurred.

Attendees took particular enjoyment from the performances, the time spent with family and friends, and the whakawhanaungatanga (camaraderie). Large numbers of people also commented on the enjoyment they had in meeting people, the atmosphere, weather, celebration of culture and the drug, alcohol- and smoke-free nature of the event.



Most commonly used Māori words included: Whakawhanaungatanga (camaraderie), Kaihaka (performers), Kaupapa (stage), manaakitanga (hospitality) and kaimahi (volunteers, staff).<sup>1</sup>

Some particularly notable quotes from survey respondents included:

*“My most memorable moment was when I sat down in front of this beautifully carved Mahau in which the performers got to show the best of Kapa Haka in the nation – WOW”*

*“To see people out there in mass jumping up to do the haka, young and old, is really inspiring. This is how I knew that the Maori people were proud and passionate and strong.”*

Full verbatim comments are available to Te Matatini via the online getsmart reporting function.

### Opportunities for Improvement

A question asking survey respondents “what, if anything, would have made your experience more enjoyable?” also elicited a wide variety of comment. As above, the graphic overleaf highlights common themes, where the larger the typeface used, the more frequently comments on this theme were made.

A large number of comments related to the weather and the need for more shelter. Other common themes related to seating, stage visibility, toilets, access and kai options.

<sup>1</sup> Definitions were accessed from [www.maoridictionary.co.nz](http://www.maoridictionary.co.nz)



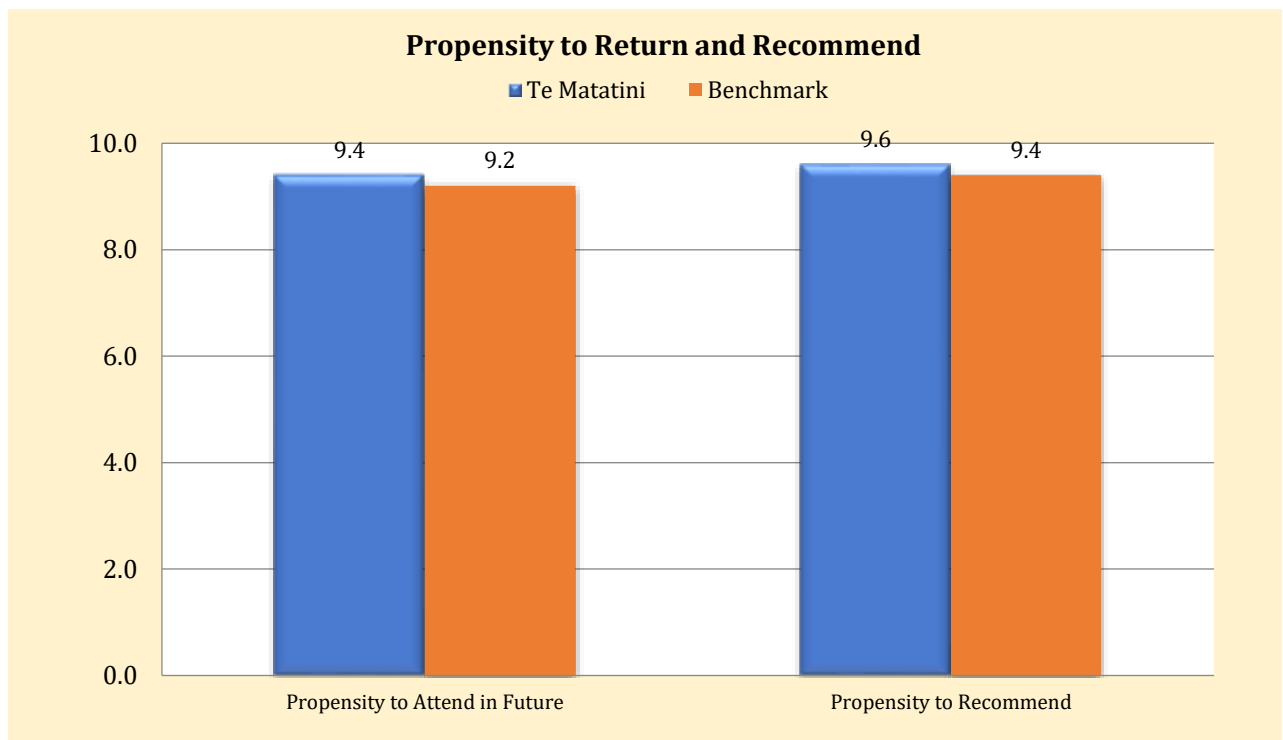


As before, full verbatim comments are available to Te Matatini via the getsmart reporting function.

### Repeat Attendance and Advocacy

As further measures of audience engagement, 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. In both instances, answers were recorded on a 10-point scale where 1 equaled 'very unlikely' and 10 equaled 'very likely'.

As shown in the following chart, attendees at Te Matatini 2013 were both highly inclined to return in the future and highly inclined to recommend the event to others. The average results achieved by Te Matatini 2013 exceeded the (already very high) benchmark on both measures.



## Social and Cultural Impacts

To help in clarifying the social and cultural impacts of Te Matatini 2013, survey respondents were presented with a number of 'statements' and asked "to what extent do you agree or disagree that these apply to Te Matatini 2013 and your own experience of the event?". The full statements are included below for reference.

- The festival makes Rotorua a better place to live
- The festival brings people together
- The festival encourages local people to get involved
- The festival instils a sense of pride in the local community
- The festival promotes Māori culture
- The festival has increased my interest in Māori and/or other cultures
- The festival has helped to expand my knowledge of Māori culture/Māori arts
- The festival has inspired me to get involved in other Māori cultural activities
- The festival has given me a greater sense of my identity
- The festival has given me a greater sense of belonging
- The festival has challenged my ideas

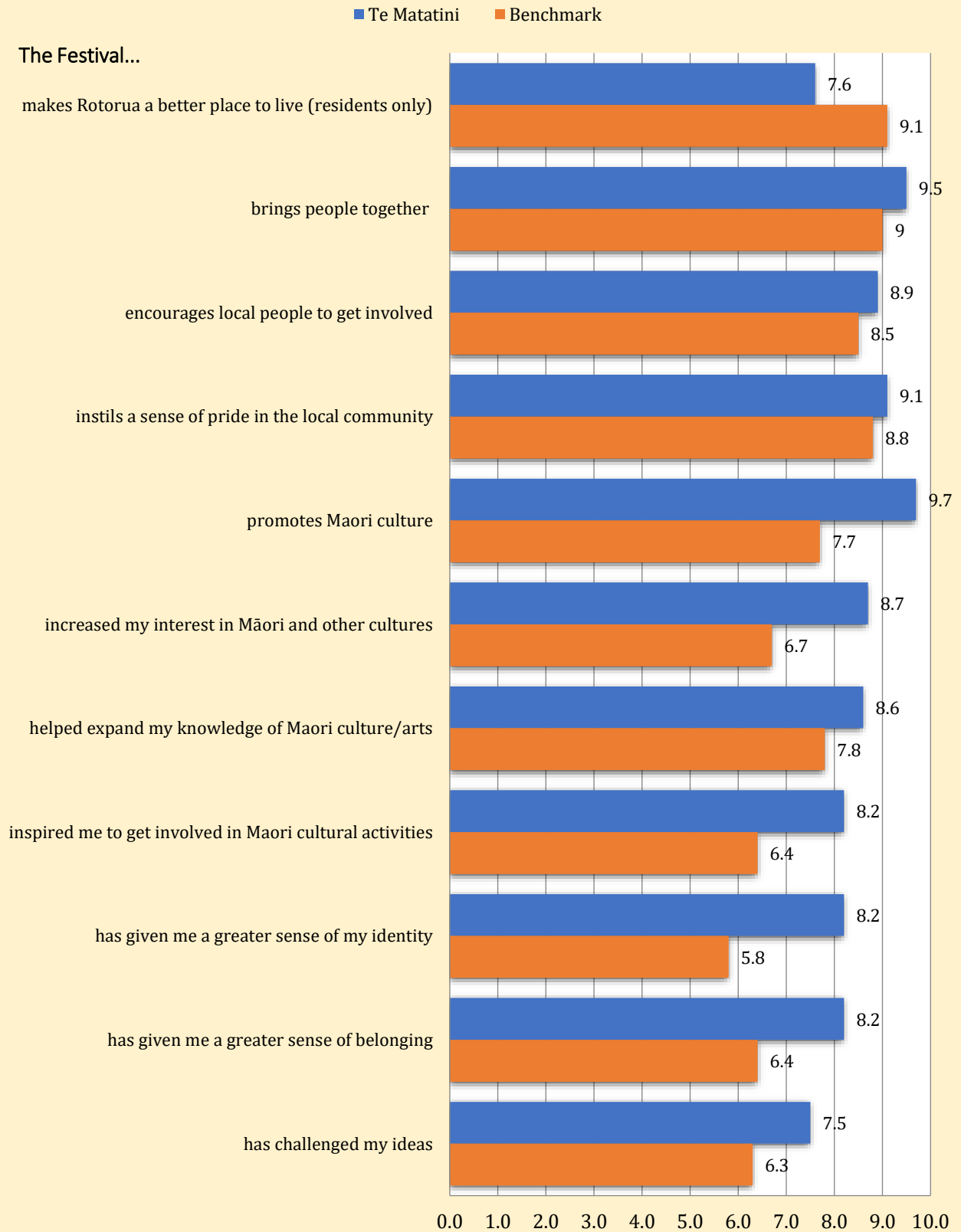
The chart overleaf presents results relative to the benchmark.

Amongst both Rotorua residents and visitors to the region, Te Matatini 2013 was rated most highly for its promotion of Māori culture and for its success in bringing people together. It also rated very highly for instilling a sense of pride in the local community and for encouraging local people to get involved. (It is noted that these results are consistent with results for Te Matatini O Te Ra in 2011).

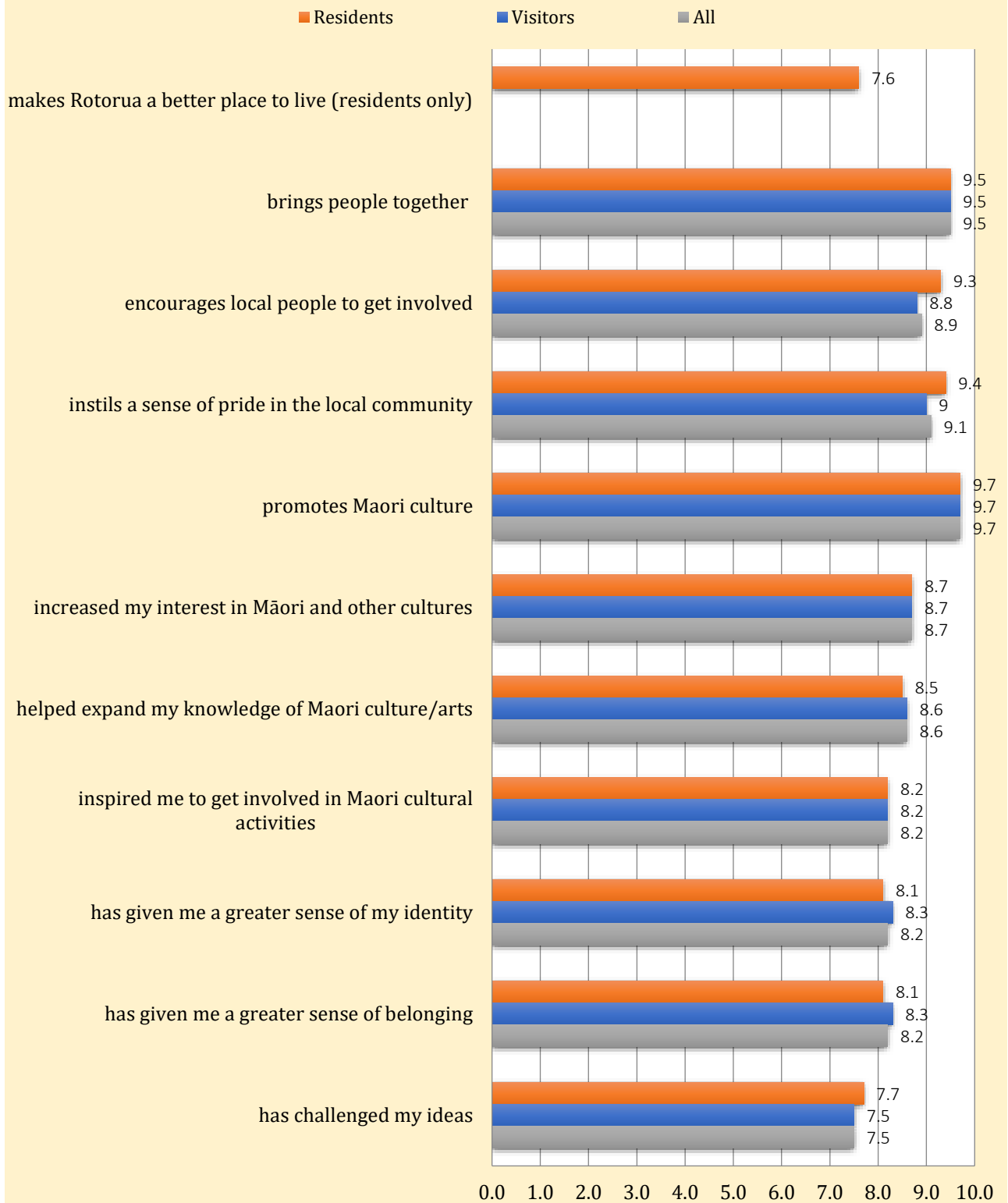
Te Matatini 2013 was also widely considered to have 'increased interest' and 'expanded knowledge' in Māori and/or 'other' cultures and arts. It is also worth noting that on almost all social and cultural impact measures where a comparison with the benchmark is possible, Te Matatini out-performs the

benchmark in regards to impact and often by a considerable margin. The single exception concerns 'making the region a better place to live'.

### Agreement to Statements about Festival: All Attendees



### Agreement to Statements about Te Matatini 2013



## Economic Contribution [Visitor Expenditure in Region]

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To help in establishing the economic contribution of Te Matatini to the Rotorua Region, those survey respondents who indicated they were visiting the region (81% of the sample) AND that Te Matatini 2013 was the **only or main reason** for their visit (87% of this 81% - making 70% of the sample in total) were asked to provide details of expenditure as it related to: -

- Accommodation
- Transport/fuel
- Parking (for time not spent at the festival)
- Food/drink (e.g. restaurants, cafes, bars, snacks)
- Other attractions/events/activities (e.g. gallery/museum, a wildlife/scenic tour, an adventure activity)
- Other retail shopping
- Other items not covered above

Respondents were asked to specify expenditure **for themselves only**: i.e. to break down shared costs (such as accommodation and transport/fuel) and to provide estimates for a single person only. The following data therefore constitutes **average expenditure by adults (aged 15 years or more) through the duration of the Festival**.

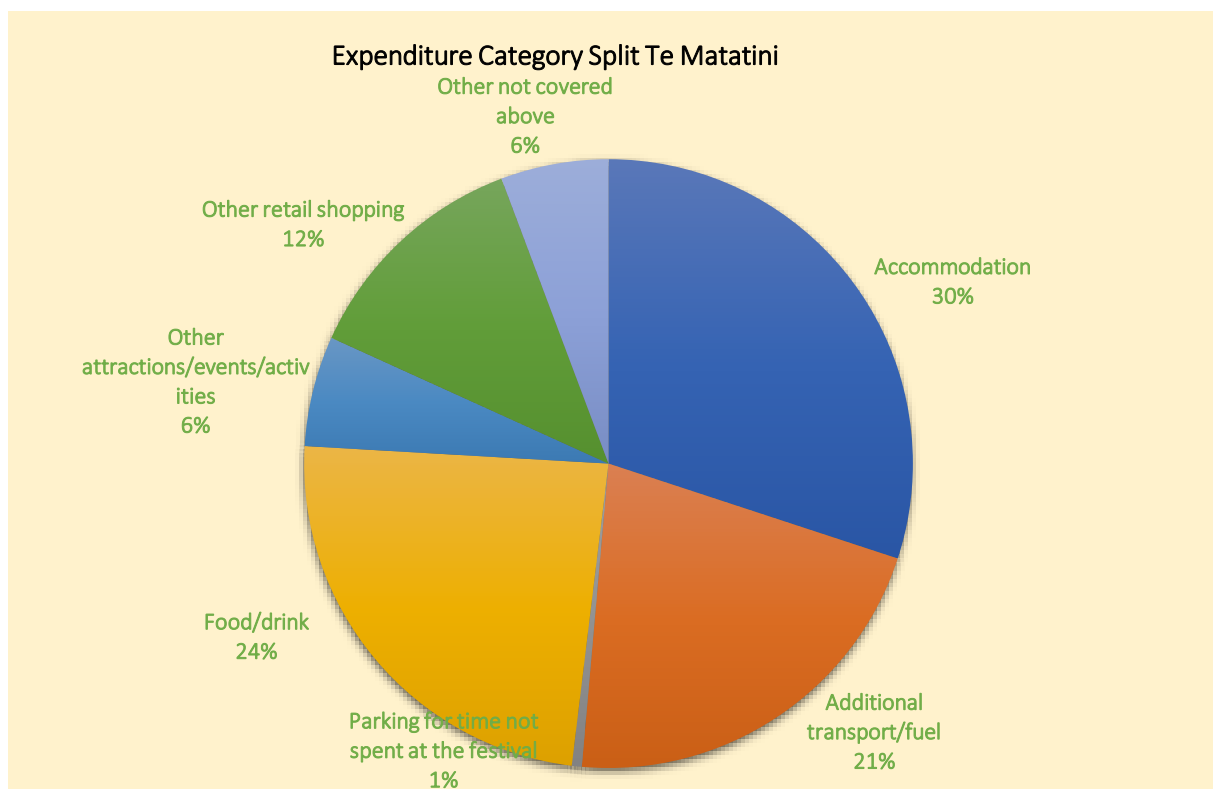
Together with expenditure at Te Matatini 2013 (recorded via AWOP data) and a known adult 'gate', this allows festival organisers to calculate the total audience-related economic contribution of the festival to its host region as follows: -

**Number of adults attending x 70% x average expenditure at/away from event**

Results show that adult visitors to the Rotorua Region attending Te Matatini 2013 spent on average a total of \$740.95 (excluding expenditure at the Festival). This is significantly higher than the benchmark of \$512.04 for other festivals.

The largest proportions of cost were incurred in relation to accommodation, food/drink and transport. However, the Te Matatini 2013 audience also spent significant sums on other attractions/activities, other retail shopping and other items. This indicates the economic contribution made by the Te Matatini audience is likely to have been widely felt across the region.

Refer to chart overleaf.



	Te Matatini 2011 \$	Te Matatini 2013 \$	Benchmark \$
Accommodation	206.20	222.65	121.71
Transport/Fuel	209.90	158.22	91.94
Parking	3.30	3.90	1.91
Food/drink	185.20	177.75	118.18
Attractions/events/activities	24.90	43.44	50.64
Other retail shopping	92.40	92.60	122.82
Other	56.50	42.39	4.84
<b>TOTAL EXPENDITURE</b>	<b>\$778.40</b>	<b>\$740.95</b>	<b>\$512.04</b>

In addition to the above, adults attending Te Matatini 2013 spent an average **\$43 per adult** at the Festival<sup>2</sup>. This takes total estimated expenditure by those visiting Rotorua for the purposes of attending Te Matatini 2013 to almost \$7.8 million.

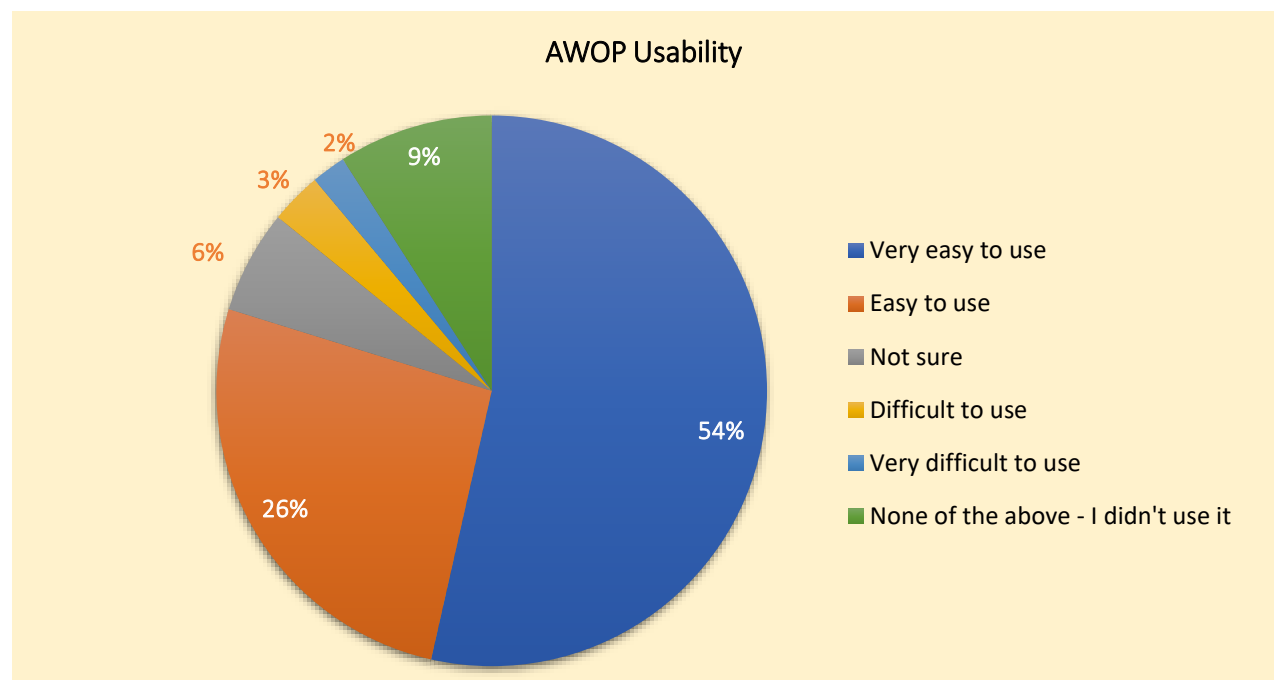
$$\begin{array}{rclcl}
 \text{Number of adults attending} & \times & 70\% & \times & \text{average expenditure} & \text{TOTAL} \\
 & & & & = & \\
 14,207 & & 9,945 & & \$43.00 \text{ at event} & \\
 & & & & \$740.95 \text{ away from} & \\
 & & & & \text{event} & \\
 & & & & \$783.95 & \\
 & & & & & \$7.79 \text{ million}
 \end{array}$$

<sup>2</sup> Ticketing data indicates that 65% of all tickets (sold or complimentary) were adult tickets (14,207 in total). Data relating to AWOP transactions supplied by Te Matatini Society Inc. has been divided by the number of adult tickets to arrive at an average expenditure of \$43 per person.

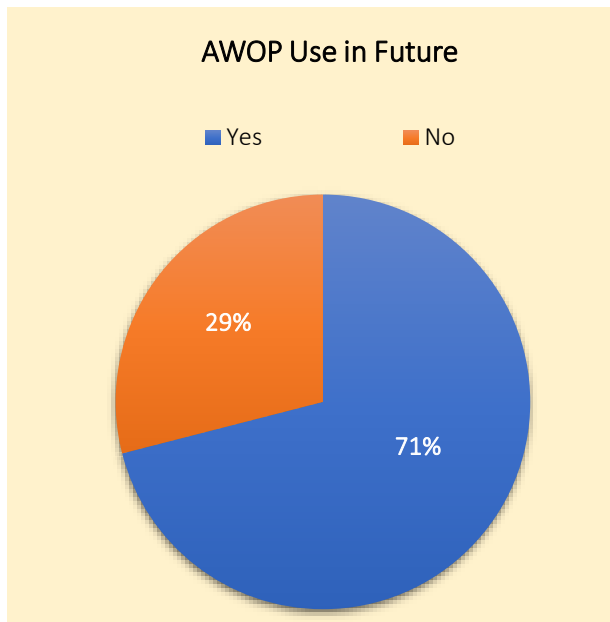
Note that this is an estimate of **visitor expenditure only** and does not include any flow-on effects of income earned by those working on the festival or activities associated with the festival, expenditure by local residents or further expenditure by the businesses which benefitted (e.g. stallholders). It also does not take account of expenditure in the Rotorua region by event organisers or sponsors.

As noted above, Te Matatini 2013 utilised the AWOP system for on-site transactions. AWOP is a system specifically designed for the management of festivals, using RFID technology to monitor monetary transactions and giving Te Matatini complete transparency in relation to every transaction at every stall.

Offering undoubted benefits to festival organisers, survey respondents were also asked how they found their experience of AWOP. As shown below, 80% of respondents found the AWOP card either **easy** or **very easy to use** and 71% suggested that Te Matatini should continue to use AWOP at future festivals.







Comments added in relation to use of the AWOP card reflected enthusiastic support but also the concerns of those opposed to use of AWOP in the future. Refer to graphic overleaf.

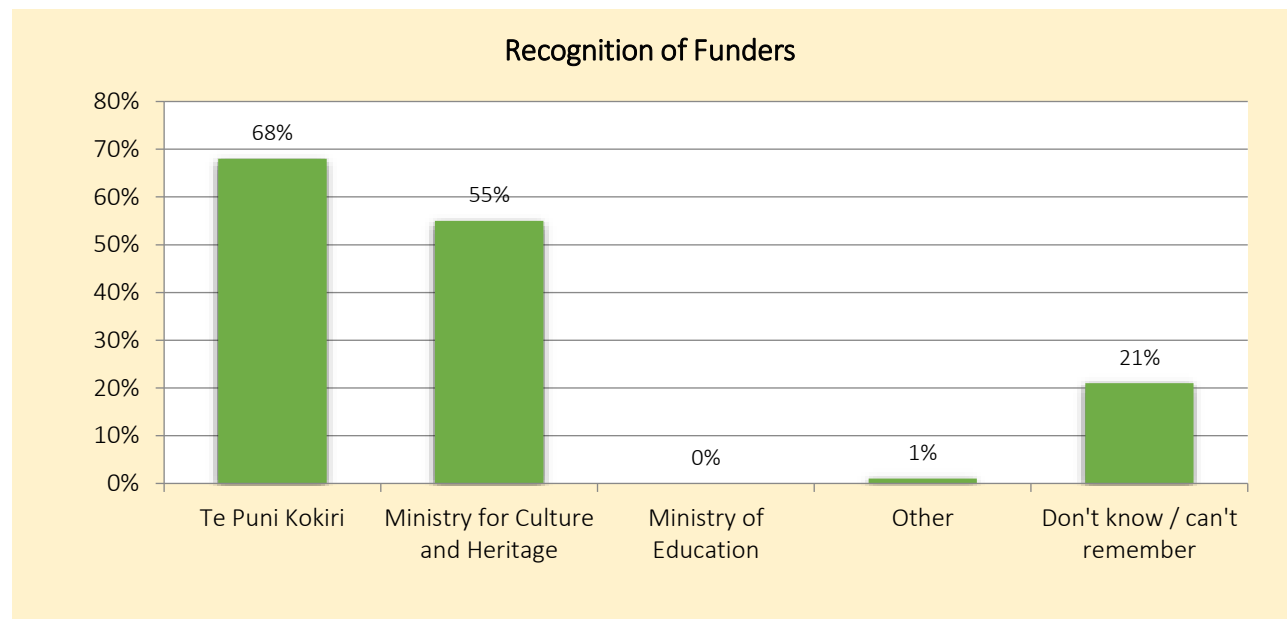


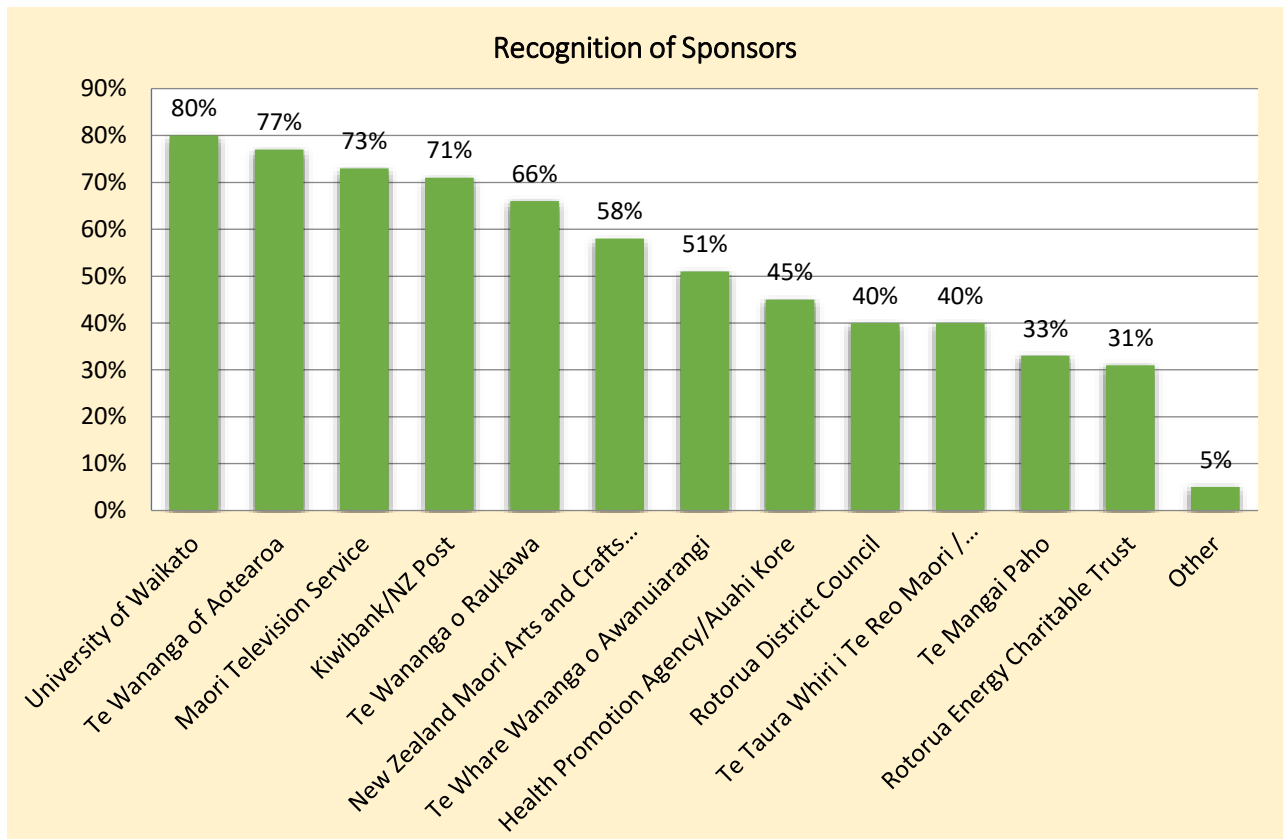
## Recognition of Funders & Sponsors

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To provide feedback to funders and sponsors of Te Matatini 2013, survey respondents were asked to identify festival funders and sponsors from a list provided. Since respondents were 'prompted' in this manner, this is termed a measure of 'recognition' rather than awareness per se.

The following charts illustrate the proportion of survey respondents indicating recognition of each named funder and sponsor.





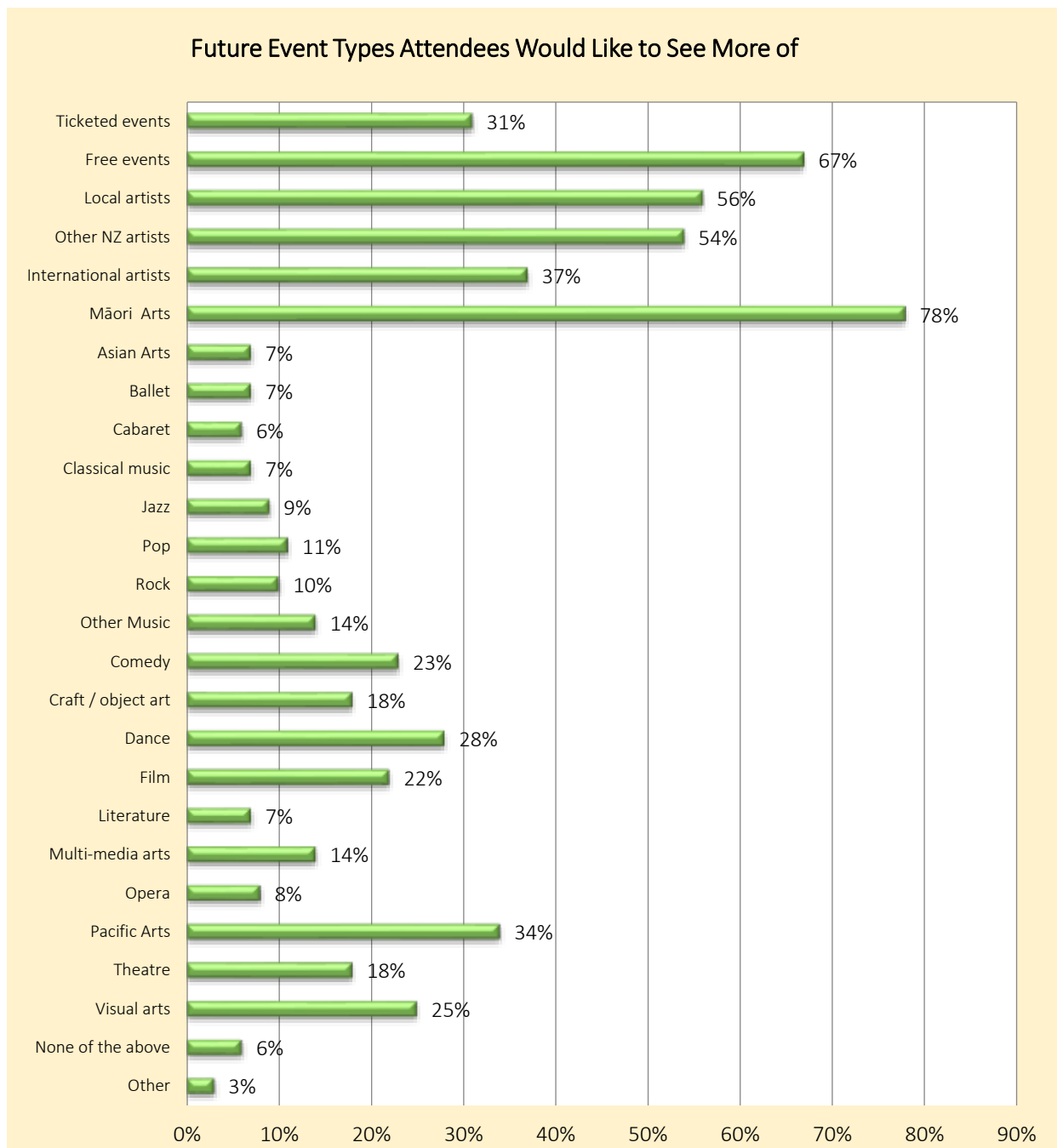
## Future Development

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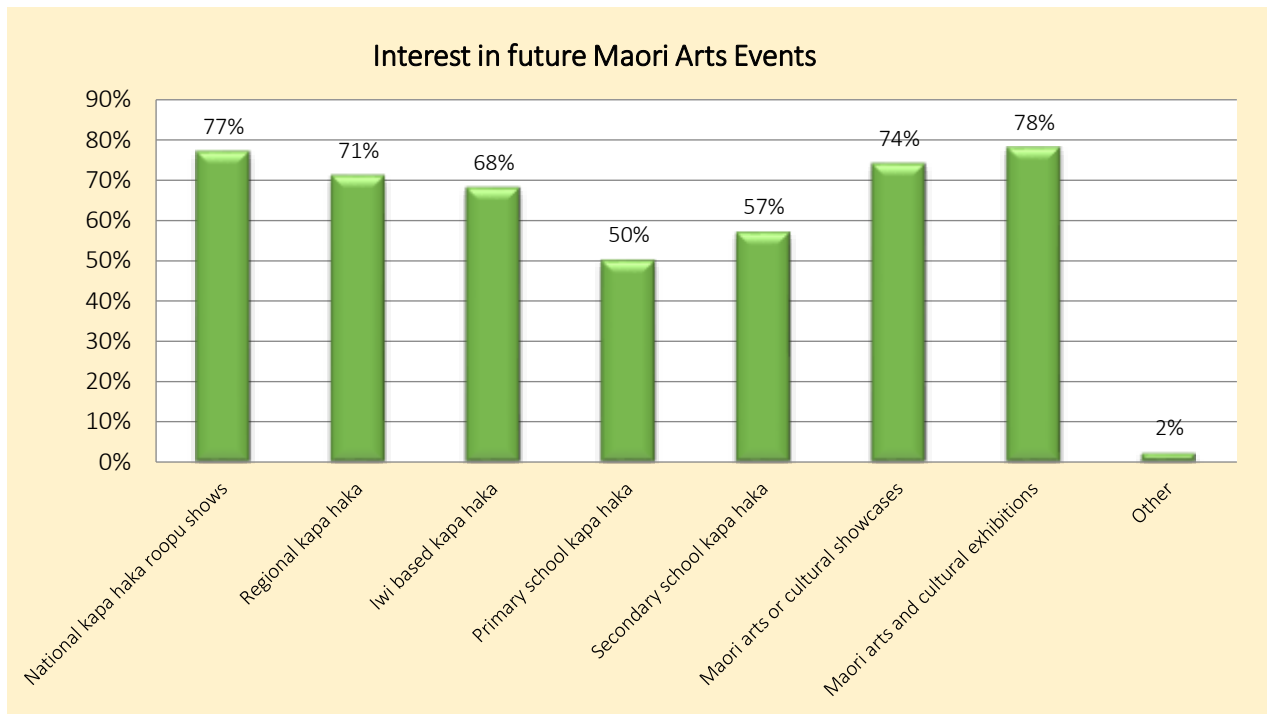
To help Te Matatini in the planning of future events, survey respondents were asked a series of questions relating to their interests and preferences, and concerning any barriers that might exist to their attendance of events such as the Te Matatini National Kapa Haka Festival in the future.

### Interests for Future Events

When presented with a list of options and asked to select those they would like to see more of, the largest groups of Te Matatini 2013 survey respondents selected more 'free events' and, by genre, 'Māori Arts'. However, there was also significant interest in 'Pacific Arts', 'Dance', 'Visual Arts' and/or 'Comedy'. As regards origin of artists, the weight of opinion favoured local and then New Zealand artists.

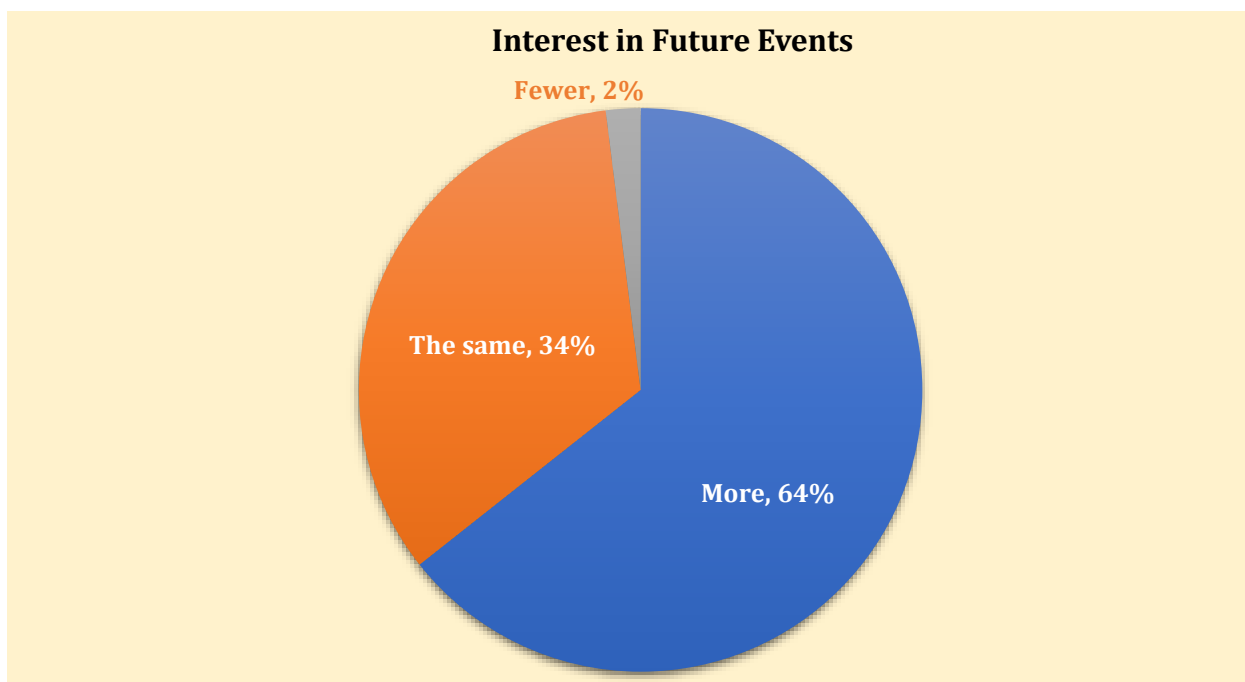


The 78% of respondents who selected 'Māori Arts' were asked to indicate which Māori Arts were of particular interest to them. Results show significant interest in Māori arts and cultural exhibitions and national-level (Top 3/Top 9) kapa haka roopu shows. Strong levels of interest were also shown in showcases and regional or iwi-based kapa haka.



#### Demand for Events

To gauge the extent of demand for events such as Te Matatini 2013, survey respondents were asked whether they would like to attend more, the same or fewer events (like Te Matatini 2013) in the future. A clear majority indicated **more**, while most of the remaining respondents indicated they were satisfied with the status quo.



## Barriers to Attendance

Those respondents indicating they would like to see more events (like Te Matatini 2013) in the future were also asked “and what prevents you from doing so?” The following outline of major barriers to attendance provides valuable information for those planning or staging future events. For example, it confirms that the major barriers to attendance are the timing of events and the conflict this may present with work or study commitments, care responsibilities and a general lack of time. Other significant barriers relate to the cost of tickets and other costs associated with attending, location (not available locally) and lack of information about events available.

As confirmed by this research, attendees do spend a significant sum on accommodation, transport and other items and such costs need to be considered by organisers alongside ticketing and other ‘at-event’ costs as a cost of attending Te Matatini and other events.

