

A Review of Te Matatini 2015

Report prepared for Te Matatini Society Incorporated



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Introduction

Background

This report presents the findings of a survey undertaken with people attending *Te Matatini National Kapa Haka Festival Christchurch 2015*.



The Te Matatini National Festival is held every two years, and was held in Christchurch from 4-8 March in 2015. 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.

Objectives

This survey was undertaken to gather a range of information from the audience attending Te Matatini 2015 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 2015 to key stakeholders such as sponsors and funding agencies.

As in previous years (2011 and 2013), the 2015 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 2015 questionnaire is attached as an appendix to this report.

Methodology

Using as a base the 'Festivals' survey application developed by Get Smart 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 2015 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 853 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 Get Smart Limited. Contact details for a further 1,883 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 2,736 people attending Te Matatini 2015 in total. Of the 2,736 people invited to participate in the survey: -

- ✓ 46 unsubscribed from the survey system
- ✓ 83 bounce backs were received (e.g. incorrect email addresses)
- ✓ 1,190 completed the survey

The final sample of n=1,190 represents a response rate of 45% - in line with the average response rates of ~40% achieved by other festival organisers using the getsmart survey system but well ahead of industry-standard online survey response rates of 20-30%.

Benchmark

Where questions used in the Te Matatini 2015 survey were the same as those in previous festival years (2011 and 2013) it has been possible to compare results achieved by Te Matatini 2015 with a festival 'benchmark' as well as those in the sector 'benchmark'. The sector benchmark represents the average results achieved by all other festivals using the getsmart survey system since January 2011. As context, these festivals include the likes of ERUPT Taupo, Otago Festival of the Arts, Wanaka Festival of Colour, Matariki Festival, Christchurch Arts Festival, Nelson Arts Festival and others.

Executive Summary and Conclusions

Summary of Findings

- The 2015 festival attracted a similar age profile to previous events, with just a small decline in those aged less than 40. As with previous events, almost half of the audience was aged between 30 and 49.
- More of this year's audience identified as New Zealand European than in previous years. However, almost three quarters of the audience identified as Māori (compared to 88% in both 2011 and 2013). The change of location in 2015 resulted in a significant increase in attendees from South Island Iwi, 13% of the Māori audience compared to an average of 5% for the 2011/13/15 events combined.
- As in previous years, Te Matatini 2015 attracted a well-educated audience with more than half of those responding to the survey holding a post- or under-graduate qualification.
- The change of location for the 2015 festival brought with it a significant increase in attendees from South Island centres. For previous festivals, relatively few attendees had travelled from the South Island for Te Matatini (3% of the audience in 2013). This year's results show 50% of respondents originating from the Canterbury region, and a further 7% from elsewhere in the South Island. Other key regions from which attendees originated were Bay of Plenty (9%) and Wellington (7%).
- The 2015 festival saw a higher proportion of local residents in attendance than in previous years, bringing down the proportion of visitors from outside the region to 53% (from 80% previously). However, 95% of those attending Te Matatini 2015 from outside Christchurch considered the festival the **main reason** for their visit to the region – compared to 87% in previous years. The number of nights spent in region also increased in the latest year from 4-5 nights to 5 nights or more.
- The 2015 festival was a first-time Te Matatini experience for almost half of the audience. This is significantly higher than the festival benchmark of 35% 'first-timers'. Despite this, almost a quarter of the audience had attended more than 5 times and this is consistent with results in previous years. Of those attending, most were doing so as spectators or as whānau support for performers and many were accompanied by children (56%) and/or other whānau (55%).
- The majority of respondents had purchased a ticket themselves – most often a 4 day pass or a single-day for Finals Day. The Powhiri was well attended in 2015 (41%) compared to previous years. Average attendance of individual events on Competition Days was lower than in previous years; however, attendance on Finals Day was higher.
- The 2015 venue rated equal or higher than the Te Matatini benchmark (being the average for the 2011/13/15 events) on all measures except for transport available to/from the venue. The venue rated particularly well in regards to the range of food and drink available, visibility of stage/performers, cleanliness and maintenance of wharepaku/toilet facilities, and ease of getting around within the venue. The audience was also highly satisfied with the alcohol-, drug- and smoke-free venue initiatives.
- Te Matatini 2015 received an **average audience satisfaction rating of 9.3** (out of 10); a result which was higher than both the Te Matatini festival and getsmart arts festival sector benchmarks. The 2015 festival audience also gave an **average rating of 9.0** (out of 10) on value for money, once again higher than both benchmarks.

- Suggestions for improvement commonly focussed on a need for more shelter and seating and the cost/selection of food available.
- Based on their experience at Te Matatini 2015, very high proportions of the audience indicated they were likely to return and to recommend the Festival to friends and whānau. This has changed very little over the last three Te Matatini Festivals. The audience at the latest festival also included a larger proportion of those wanting to attend more events like Te Matatini in future than has been the case in previous years.
- In terms of its wider social and cultural impacts, Te Matatini 2015 was rated most highly for its promotion of Māori culture and for its success in bringing people together. Compared with previous years, Te Matatini 2015 was also widely considered to have made the region a better place to live. On almost all social and cultural impact measures where a comparison is possible, Te Matatini outperforms the wider arts festival sector benchmark, often by a considerable margin.
- As an indication of the event's **economic contribution**, adult visitors to the Christchurch Region attending Te Matatini 2015 spent on average a total of \$1,110.68. The largest proportions of costs were incurred in relation to accommodation and food/drink. Accommodation expenditure was significantly higher than in previous years; in large part attributable to visitors' longer length of stay in the region on this occasion. The 2015 audience also spent significant amounts on other retail shopping and transport/fuel indicating the economic contribution made by the Te Matatini audience is likely to have been widely felt across the region. This takes total estimated expenditure by those visiting Christchurch for the primary purpose of attending Te Matatini 2015 to **just over \$9 million**.¹
- As in previous years, the Te Matatini 2015 audience showed significant interest in Māori and Pacific Arts, dance and visual arts events. Interest was particularly strong in relation to Māori arts and cultural exhibitions and showcases and national-level kapa haka shows.

Conclusions

The findings of this research indicate that Te Matatini was once again a highly successful event in 2015 – 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 Christchurch Region.

While average attendance on individual competition days was lower than in previous years, Finals Day was extremely well attended. The quality of the experience had by those attending is also reflected in quite exceptional results for overall satisfaction and propensity to recommend, and in the many glowing comments made by survey respondents.

The change of location to the South Island for 2015 appears to have developed a **new audience** for Te Matatini; one that has a clear appetite for events similar to Te Matatini 2015 in the future. Amongst Te Matatini's regular attendees, there also remains strong demand for **more**: more national-based kapa haka, and more Māori arts and cultural exhibitions and showcases. The enthusiasm of a new audience and the ongoing demand for experiences such as those delivered at Te Matatini 2015, bode well for next year's Festival and other events Te Matatini Society may consider in future.

¹ An estimate of **visitor expenditure only** and does not include any flow-on effects of income earned by those working on the festival or associated activities, local resident spend, or further expenditure by stallholders, etc. It also does not take into account expenditure in the region by event organisers or sponsors.

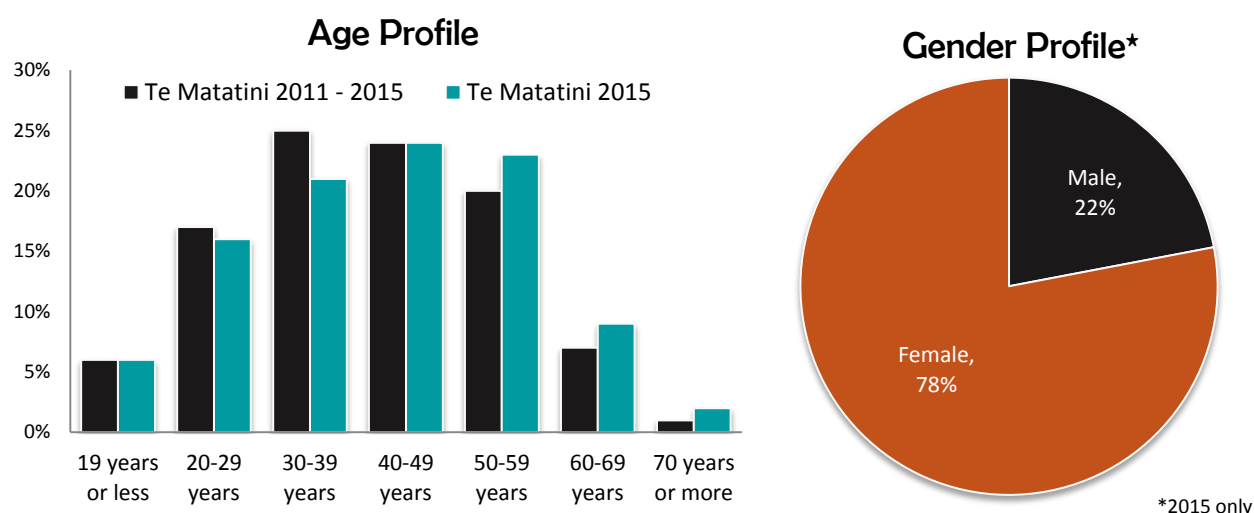
Findings

Audience Profile

The following outlines the demographic profile – and other characteristics - of the Te Matatini 2015 audience, as indicated by survey results.

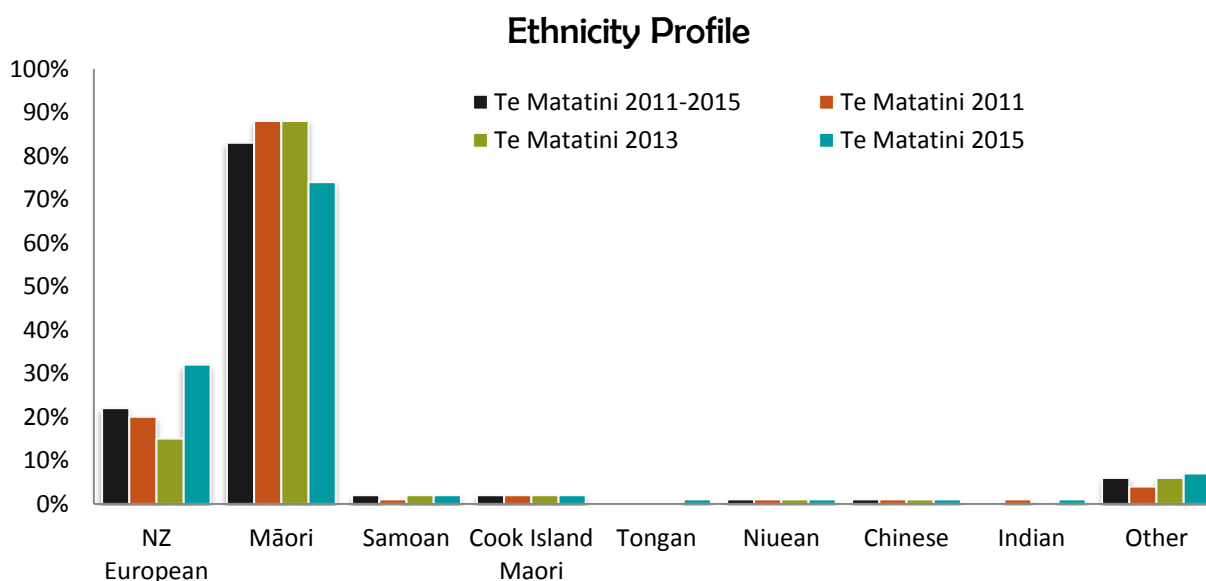
Age and Gender

Consistent with previous festivals, almost half of the Te Matatini 2015 audience was aged between 30 and 49 years, with the majority of the audience ranging from 20 – 59 years. The 2015 audience was dominated by women, as has proved typical of Te Matatini festivals in the past, and other arts festivals in general.



Ethnicity

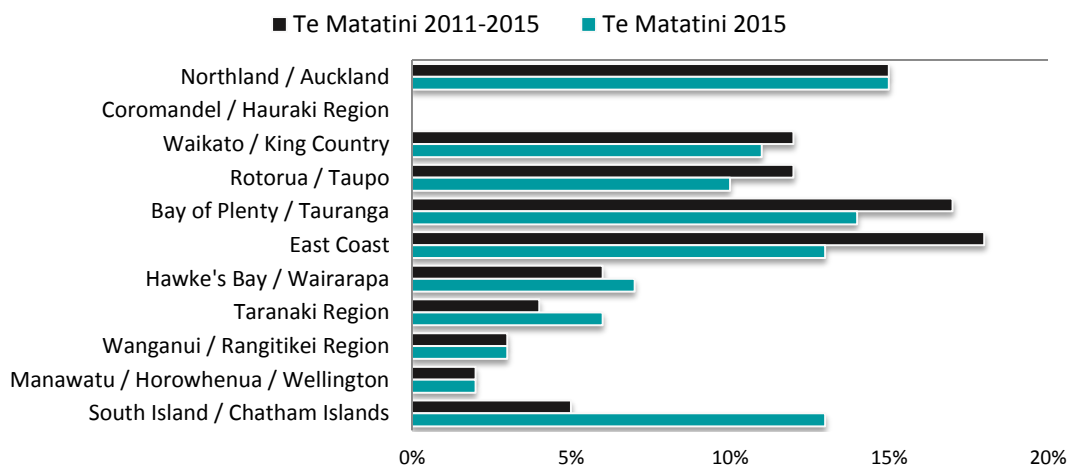
The 2015 festival had significantly more of the audience identifying as New Zealand European than past events. Almost three quarters of the audience identified as Māori (compared to 88% in both 2011 and 2013). Comparatively few identified with other ethnic groups.



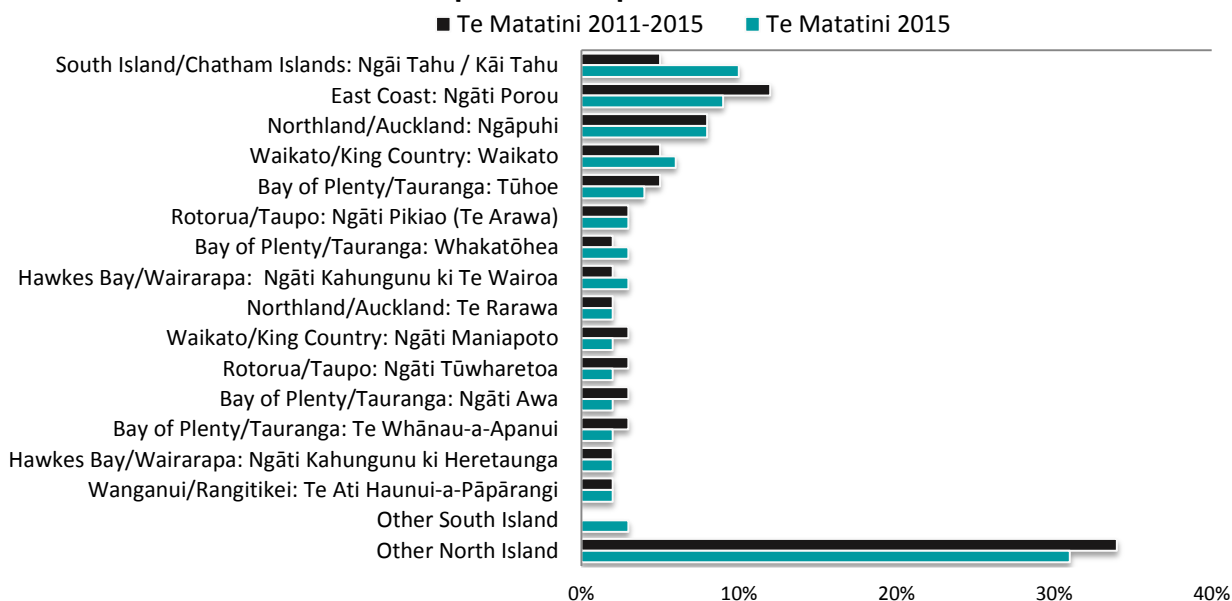
Iwi

The change of location for the 2015 festival brought with it a significant increase in attendees from South Island/Chatham Islands Iwi (13% of the Māori audience compared to the benchmark for Te Matatini of 5%). The largest audience groupings (of those identifying as Māori) identified as Ngāi Tahu / Kāi Tahu (10%), Ngāti Porou (9%), Ngāpuhi (7%) and Waikato (6%).

Iwi Represented at Te Matatini



Top 15 Iwi Represented at Te Matatini



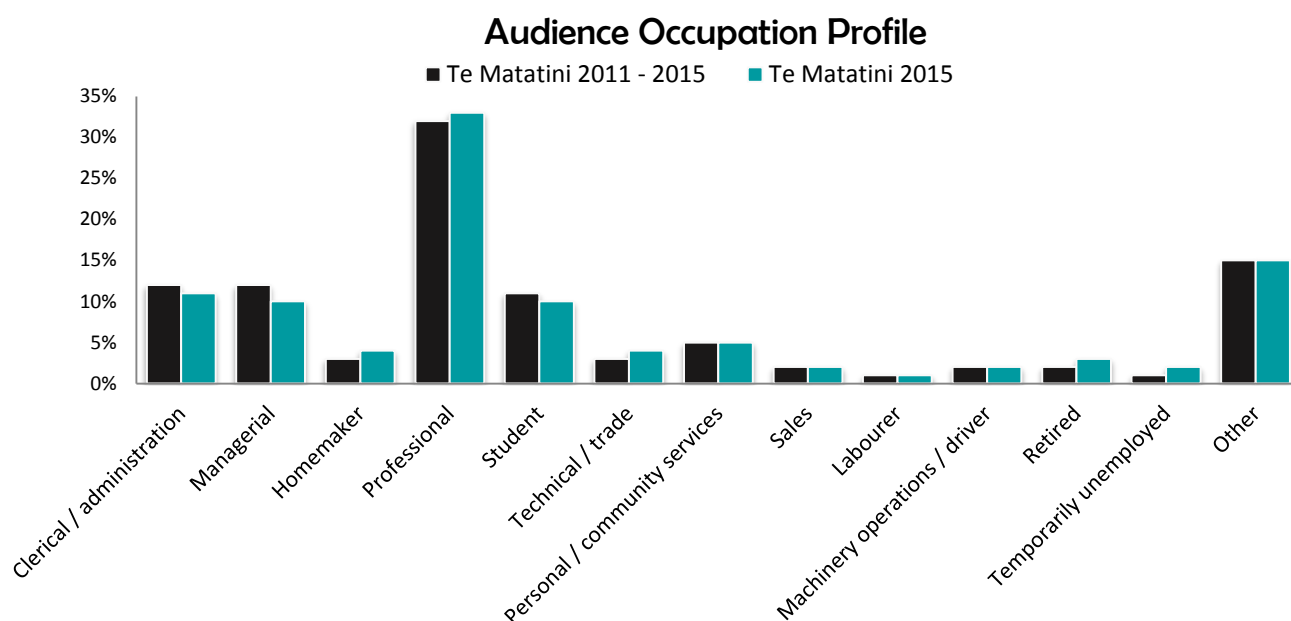
Education

As in previous years, the 2015 festival attracted a well-educated audience with more than half of those responding holding a post- or under-graduate qualification.

Highest Qualification	2015
Secondary school qualification	22%
Trade qualification	8%
Undergraduate	26%
Post-graduate	35%
None of the above	9%

Occupation

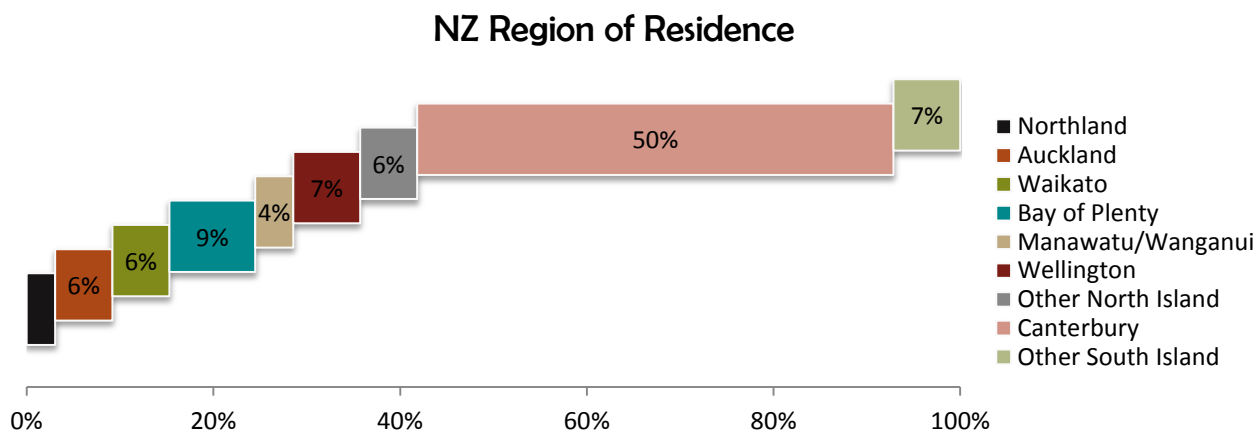
By occupation, 'professionals' constituted the largest single grouping in the Te Matatini audience. As with previous festivals, Te Matatini 2015 also attracted a significant number of students and people working in managerial or clerical/administrative occupations.



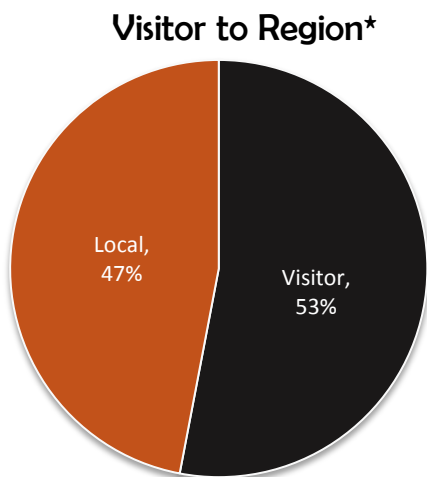
Origin

While the vast majority of the Te Matatini 2015 audience originated from New Zealand, the Festival did attract 7% of its audience from offshore markets. International visitors most often originated from Australia, with a small proportion also from the United States.

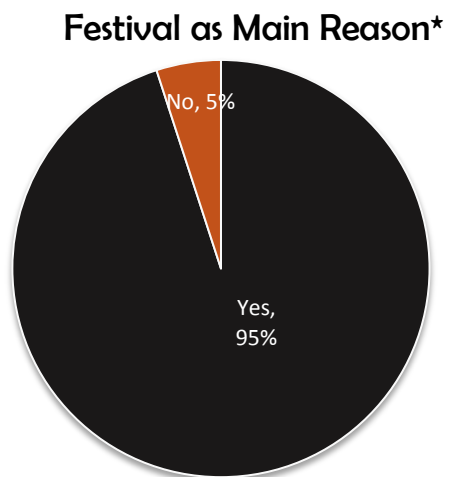
The change of location for the 2015 festival brought with it a significant increase in attendees visiting from the South Island. While in previous festivals, relatively few attendees travelled from the South Island for Te Matatini (with just 3% of the audience from Canterbury in 2013), 2015 results show 50% of respondents attended from the Canterbury region, and a further 7% from elsewhere in the South Island. Other key New Zealand-resident audiences attending from the North Island were from a range of regions including Bay of Plenty (9%), Wellington (7%), Auckland (6%) and Waikato (6%).



Festival as Draw Card



*2015 only



*2015 only

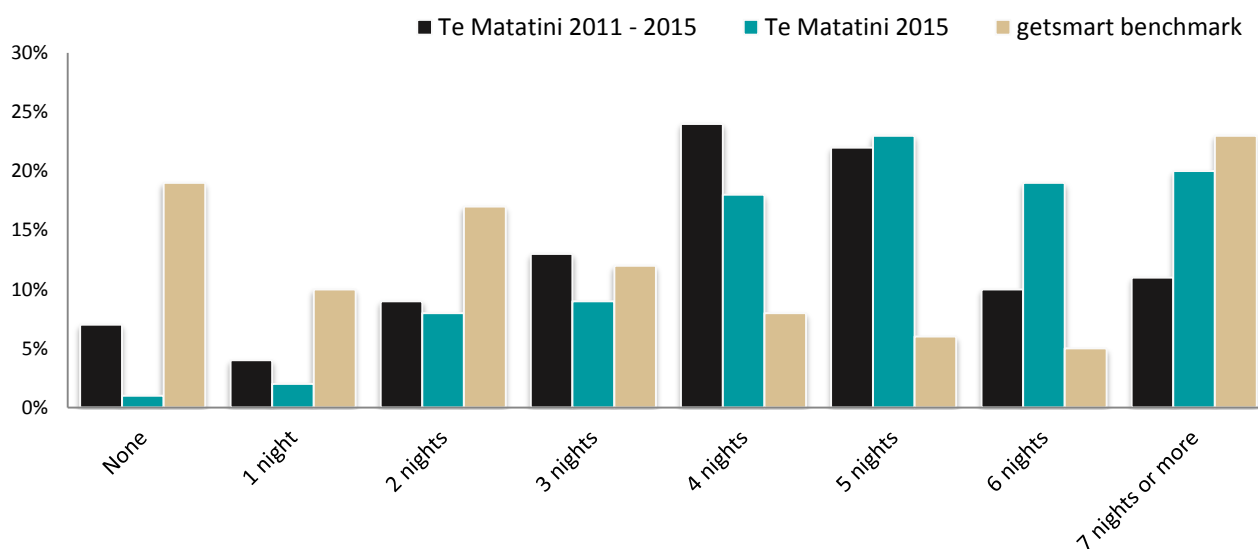
Just over half of the Te Matatini 2015 festival audience were visiting the region. While visitors represented a smaller proportion of the audience than was the case in 2011 and 2013 (over 80%), the relatively high proportion of visitors continues to distinguish Te Matatini from other festivals which draw an average of just 12% of their audience from outside their host region.

Furthermore, it is noted that 95% of those attending Te Matatini 2015 from outside the Christchurch/Canterbury Region considered the festival the **main reason** for their visit to the region. This compared to 87% in previous festival years.

Duration of Stay

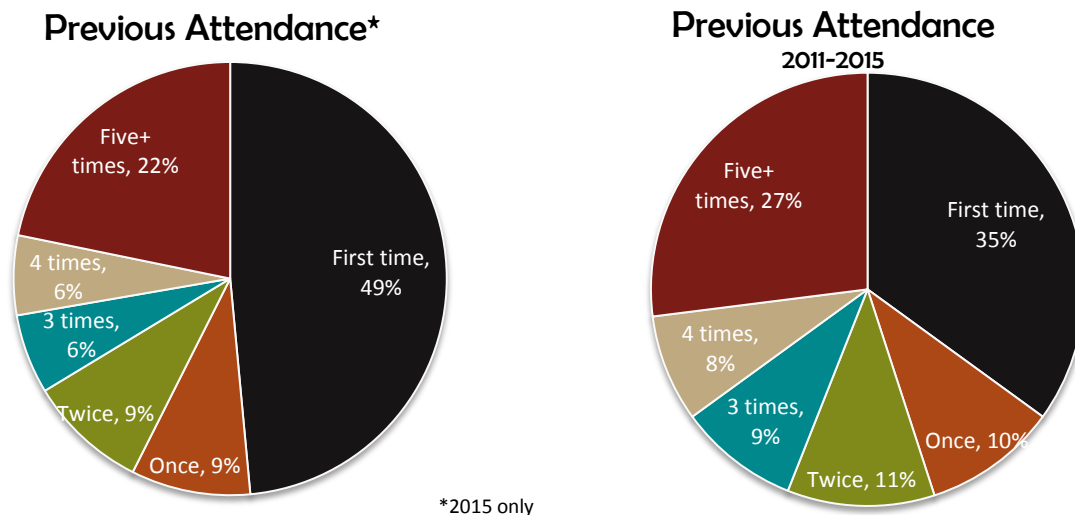
Those travelling from outside the region to attend Te Matatini 2015 stayed longer in the region (on average) than those visitors attending the festival in previous years – most often, for 5 or more nights.

Nights Spent in Region



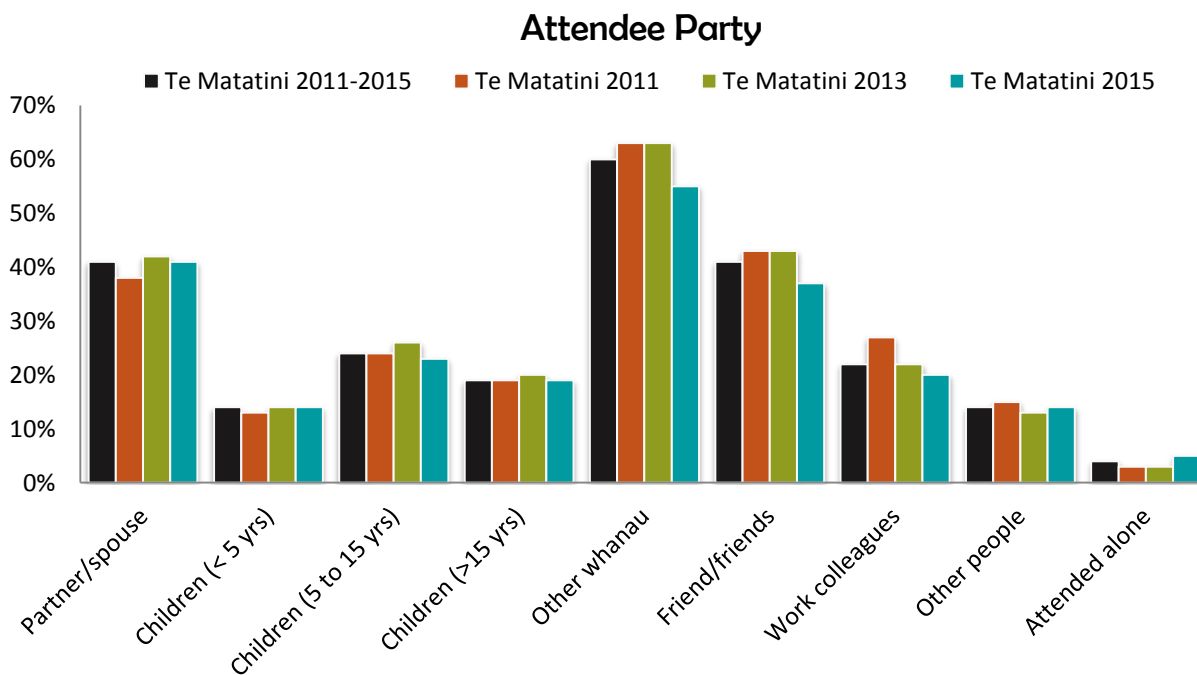
Previous Attendance

The 2015 festival was a first-time Te Matatini experience for almost half of the audience. This is significantly higher than previous festivals that attracted just over one quarter 'first-timers' (26% in 2011 and 27% in 2013). Despite this, almost a quarter of the audience had attended more than 5 times and this is consistent with previous years' festivals.



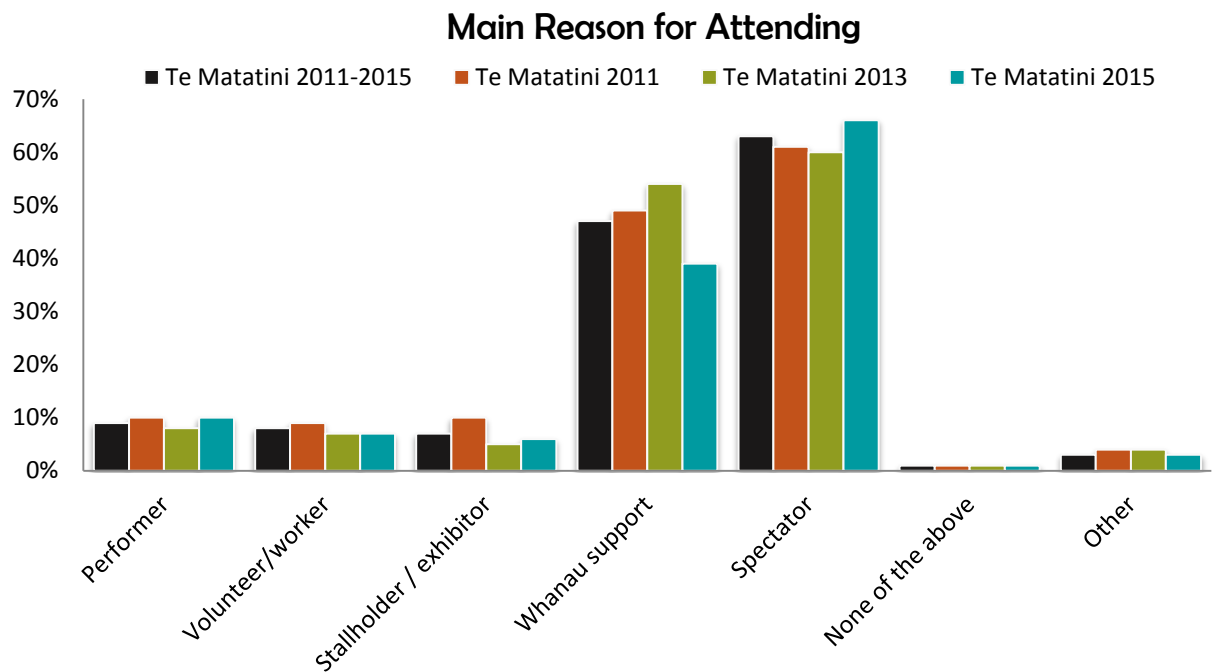
Audience Party Composition

People attending Te Matatini 2015 were often accompanied by children (56%) or other whānau (55%). Large numbers also attended with friends or their partner/spouse. As with previous festivals, Te Matatini 2015 was strongly a 'whānau affair'.



Main Reasons for Attending

The largest groups of people attending Te Matatini 2015 were attending as spectators or whānau support. Compared to previous festivals, more of the audience identified as spectators in 2015 than as support for the rūpū/performers. As in previous years, this year’s results also showed significant proportions involved as performers (10%) and volunteers/workers (7%).

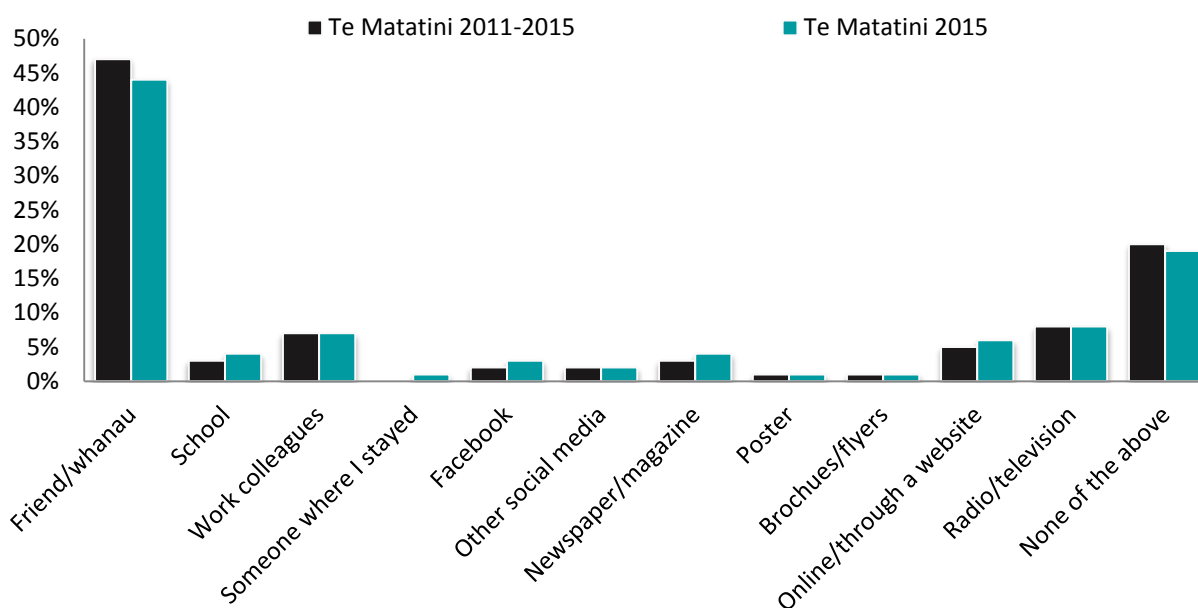


The following considers how the audience at Te Matatini 2015 learned of the event, and how they would prefer communication to take place in the future.

How First Heard

Almost half of those attending Te Matatini 2015 first heard about the event through friends or whānau. The next largest group (8%) became aware of the festival through a radio or television channel.

First Heard About Te Matatini



Of those who had heard about Te Matatini 2015 through a **newspaper or magazine** (4%), the majority had heard through The Press (60%) or the Christchurch Mail (9%) while the remainder responded 'other' or 'don't know' (20% and 11% respectively).

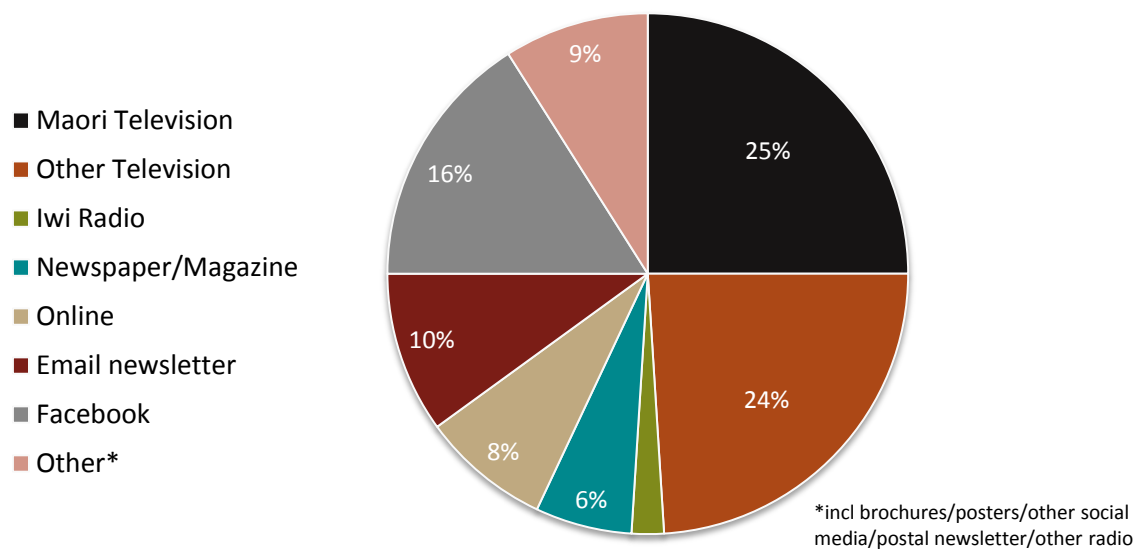
Those who had heard about Te Matatini through a **website** (6%) most commonly indicated the Te Matatini website (51%), through the Te Rūnanga o Ngāi Tahu website (9%), or a website listing events in New Zealand.

Those who had heard about Te Matatini 2015 on the **radio or television** (8%) most commonly cited Māori TV (71%).

Future Communication

When asked about their preferred communication method for future Te Matatini Kapa Haka Festivals, almost half opted for television as a medium (25% choosing Māori Television and 24% other channels). At the same time, a third of all audience members also opted for communication via online or electronic channels, including 16% selecting Facebook, 10% an e-newsletter from Te Matatini and 8% online/through a website (see chart overleaf).

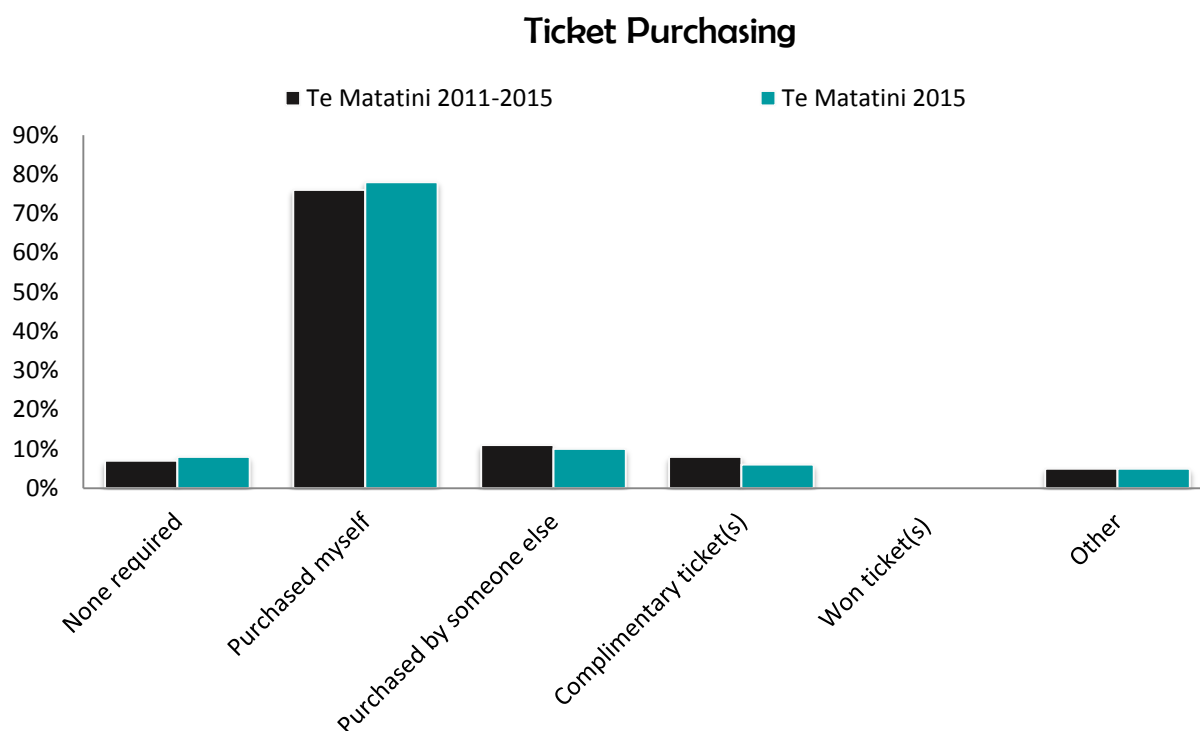
Future Communication Preferences



To clarify how the Te Matatini 2015 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.

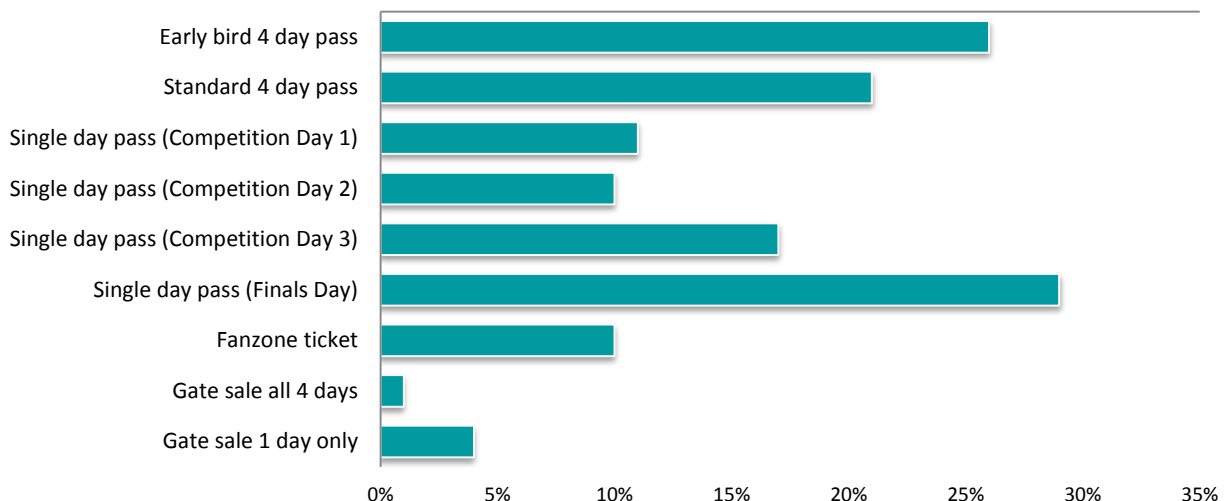
Ticket Purchasing

Consistent with previous festivals, the ticket purchasing profile of those attending Te Matatini 2015 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, Finals Day was most popular (29%) followed by Competition Day 3 (17%).

Ticket Types Purchased at Te Matatini 2015

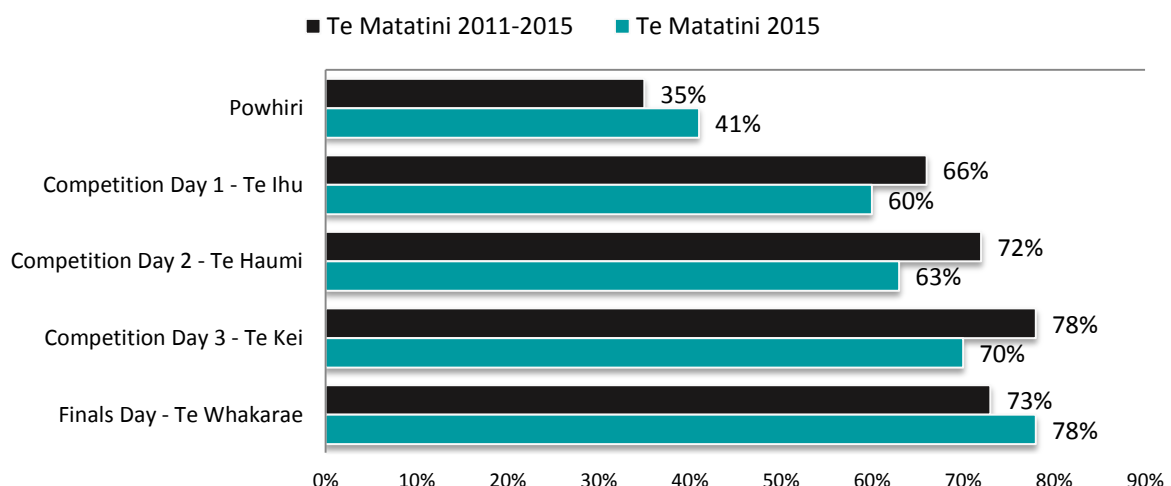


Days/Events Attended

Compared to previous Te Matatini Festivals, the Powhiri was well attended in 2015, with 41% of the audience attending compared to just 29% in 2013, and 37% in 2011. Despite this, average attendance of individual events on Competition Days was slightly lower than in previous years, at 55% for 2015 compared with just over 60% in 2011 and 2013.

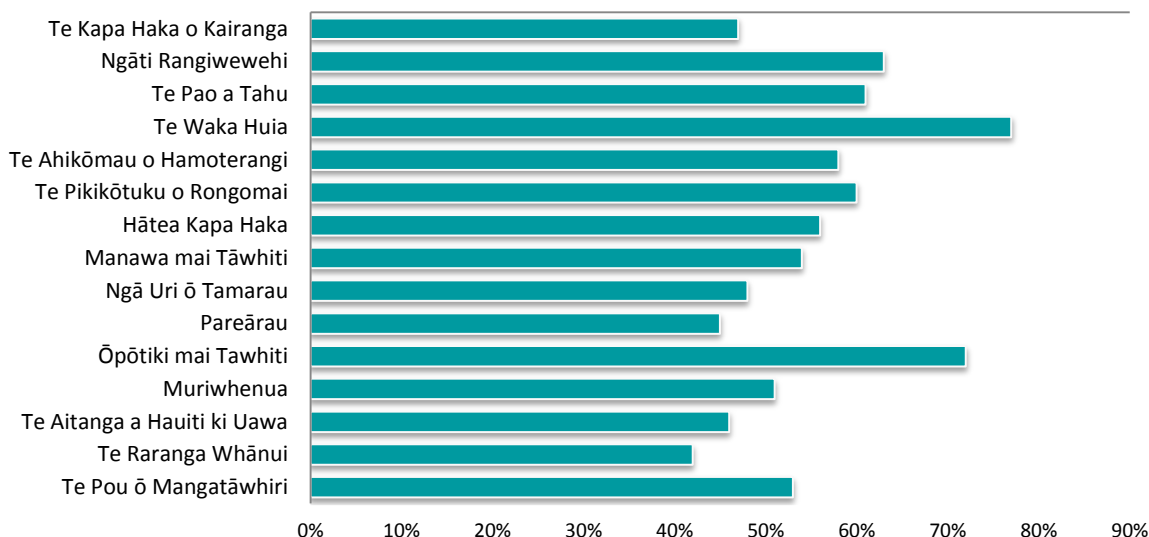
A maximum of 78% of survey respondents attended on any given day. Overall, the most popular day was clearly Finals Day, attracting 78% of the audience, followed by Competition Day 3: Te Kei attracting 70% of the audience.

Days Attended Te Matatini

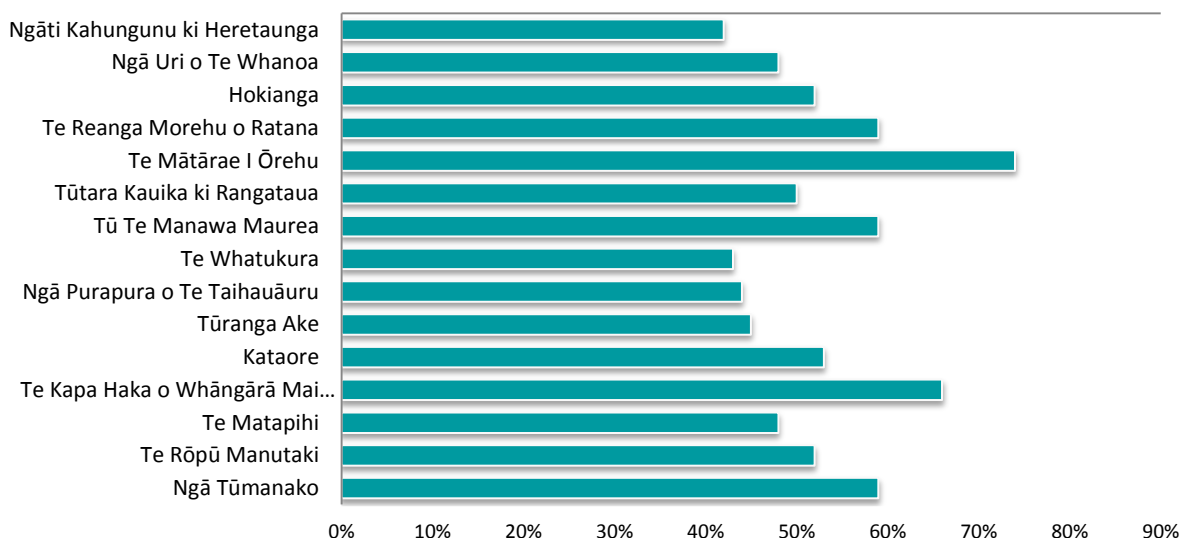


Those attending each day were asked which events they had attended. As the following charts illustrate, the most popular events overall were Te Waka Huia and Ōpōtiki mai Tawhiti (Day One), Te Mātārae I Ōrehu (Day Two) and Te Kapa Haka o Te Whanau-ā-Apanui (Day Three) – all reaching 70% or more of the audience on the day.

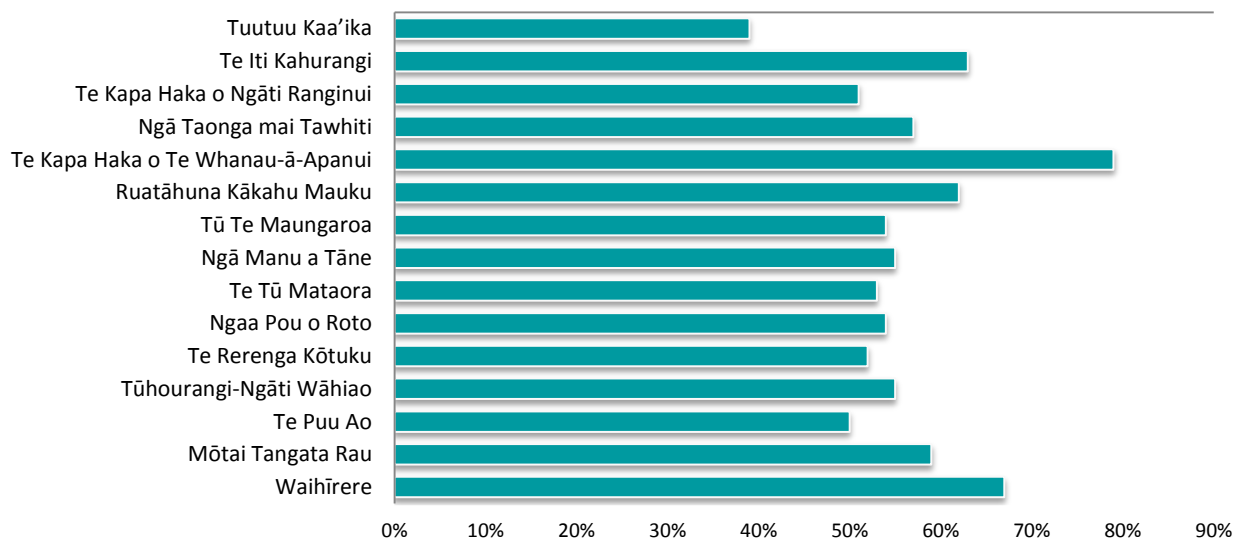
Performances Attended on Competition Day 1: Te Ihu



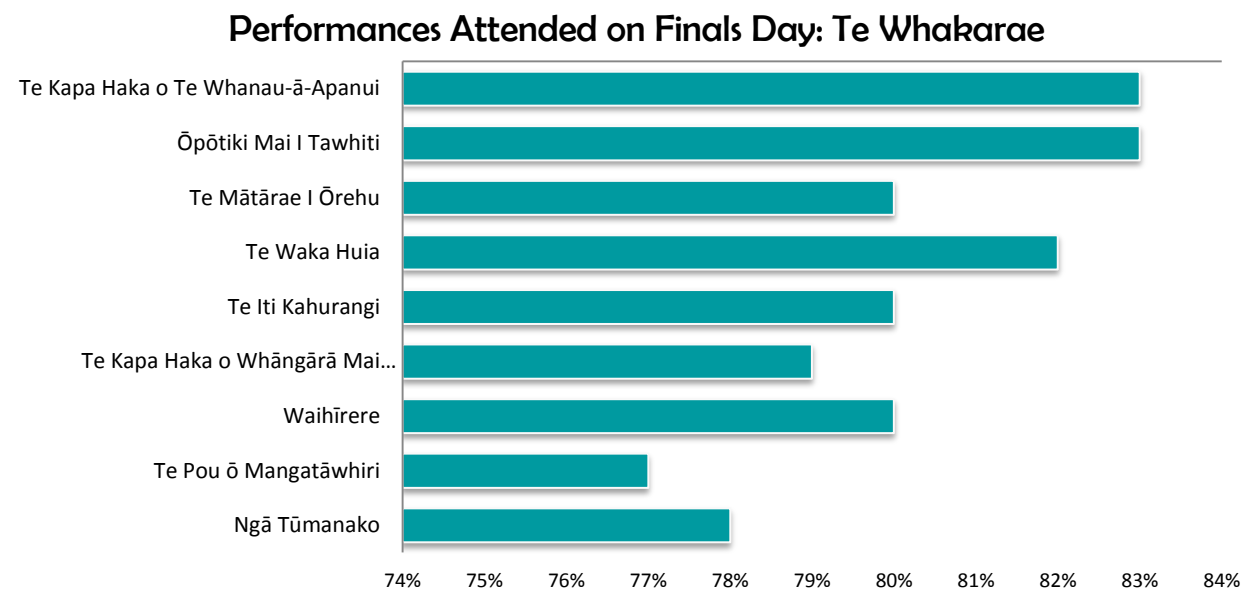
Performances Attended on Competition Day 2: Te Haumi



Performances Attended on Competition Day 3: Te Kei

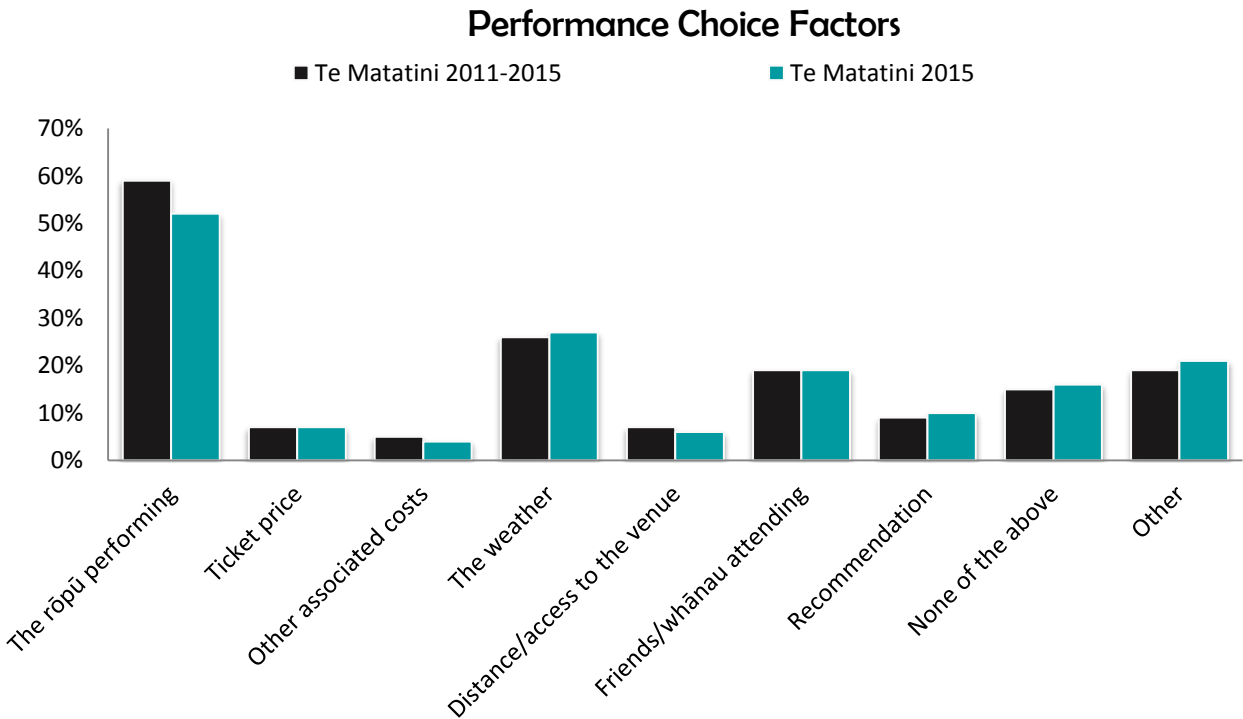


Overall engagement was strongest on Finals Day (with upwards of 75% of the day’s audience attending all events). Of the nine events on Finals Day, six reached 80% or more of the audience.



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) they attended. Not surprisingly, it was the rōpū performing on the day that proved most influential. However, large proportions of the audience were also influenced by the weather on the day and the performances their friends/whānau were attending.



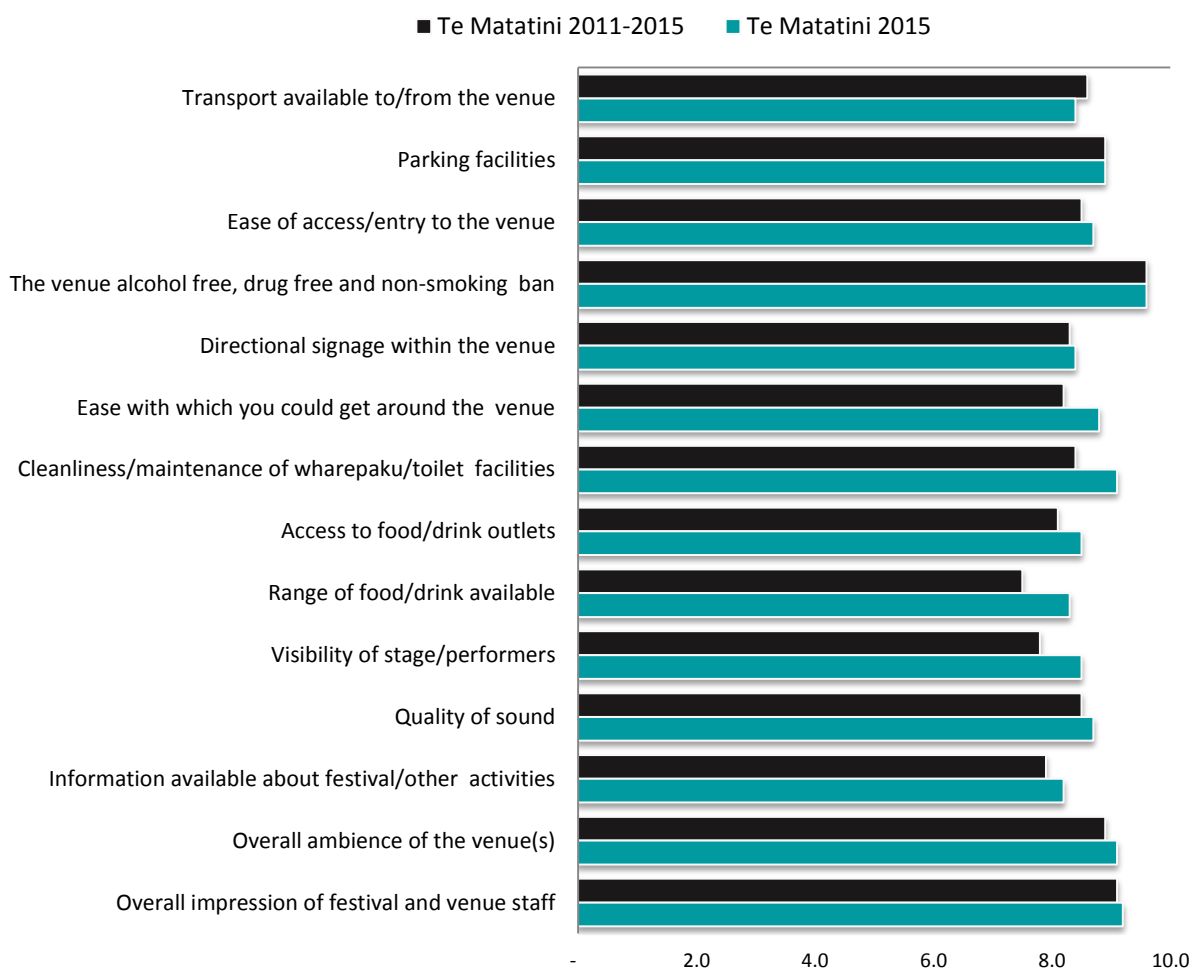
To identify both the strengths of Te Matatini 2015 and opportunities for improvement in the future, survey respondents were asked to comment upon a number of aspects of the Festival, including venue and staffing. They were also asked to indicate their level of satisfaction overall, and to comment both on what in particular they had enjoyed and what might have made their experience more enjoyable.

Evaluation of Venue

Feedback on a number of aspects of the venue for Te Matatini 2015 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 the 2011, 2013 and 2015 festivals which make up the festival benchmark. *Note that survey respondents were asked to rate each element on a scale of 1 (poor) to 10 (excellent).*

Compared to previous events, the venue for Te Matatini 2015 rated particularly well in regards to range of food and drink available, visibility of stage/performers, cleanliness and maintenance of wharepaku/toilet facilities and ease of getting around within the venue. The 2015 festival rated equal or higher than the Te Matatini benchmark on all measures except transport available to/from the venue. *The lowest rating on any measure for 2015 was still a high 8.2 out of 10 and related to information available about the festival/other activities.* Consistent with 2013, high levels of satisfaction were reported in 2015 in relation to the 'alcohol, drug-free, non-smoking' venue (an outstanding 9.6).

Average Rating of Venue Attributes



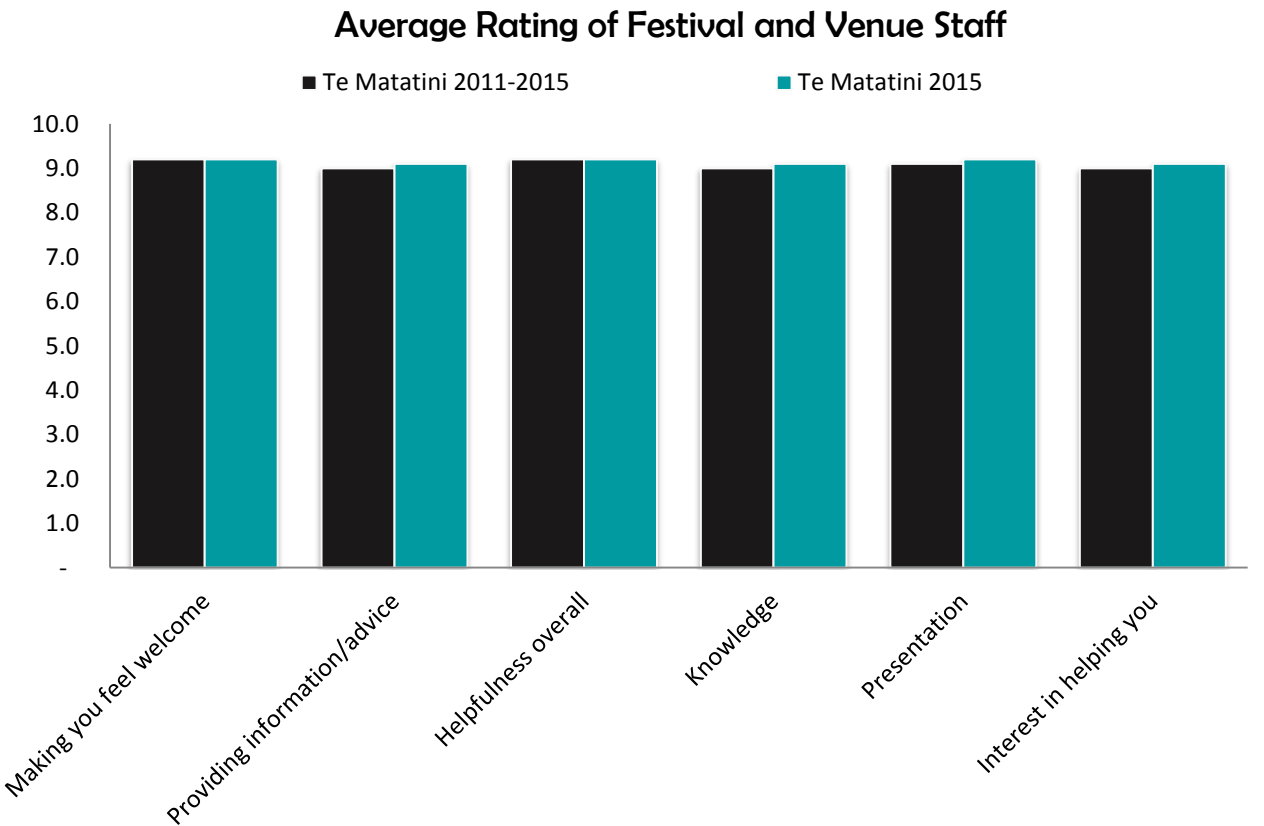
Survey respondents were asked to add any further comments they might have about the venue and these comments are shown in the graphic below. Note that the larger the typeface used in the graphic, the more frequently comments on this theme occurred.



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

Evaluation of Festival and Venue Staff

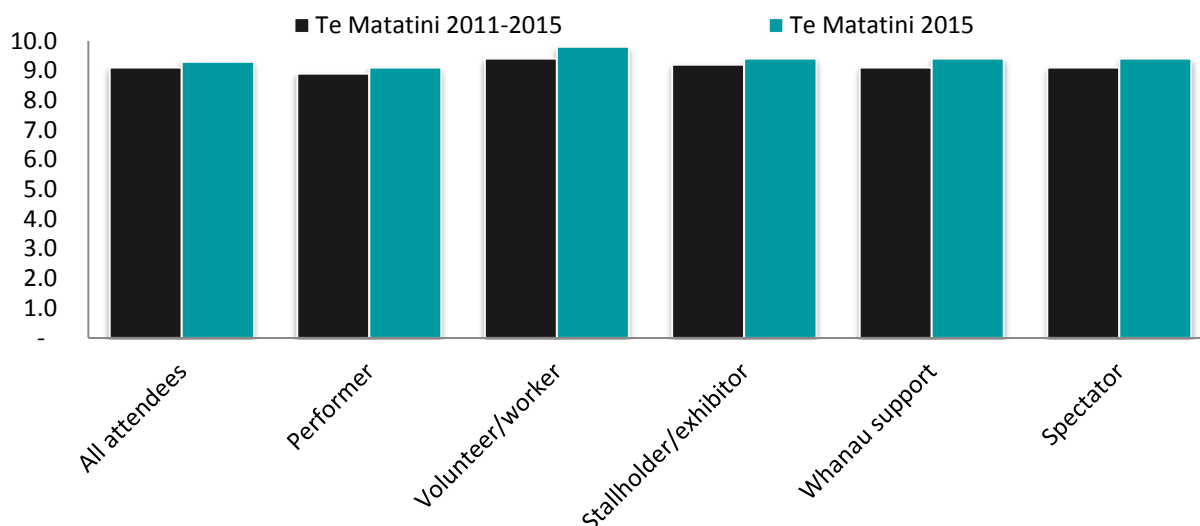
Survey respondents were asked to evaluate the Festival and venue staff on a range of attributes. The following chart shows the average rating achieved by Te Matatini 2015 Festival and venue staff on each of the attributes measured, and compares this with the average Te Matatini festival benchmark. The ratings achieved by Festival and venue staff at Te Matatini 2015 were relatively similar to the benchmark, with high average ratings on all measures.



Overall Satisfaction

Te Matatini 2015 received an **overall audience satisfaction rating of 9.3** (on a scale of 1 to 10), which was higher than both the Te Matatini benchmark and the getsmart festival sector benchmark of 9.1. Overall satisfaction was, on average, highest amongst those involved as volunteers/workers and while still very high, lowest amongst Festival performers.

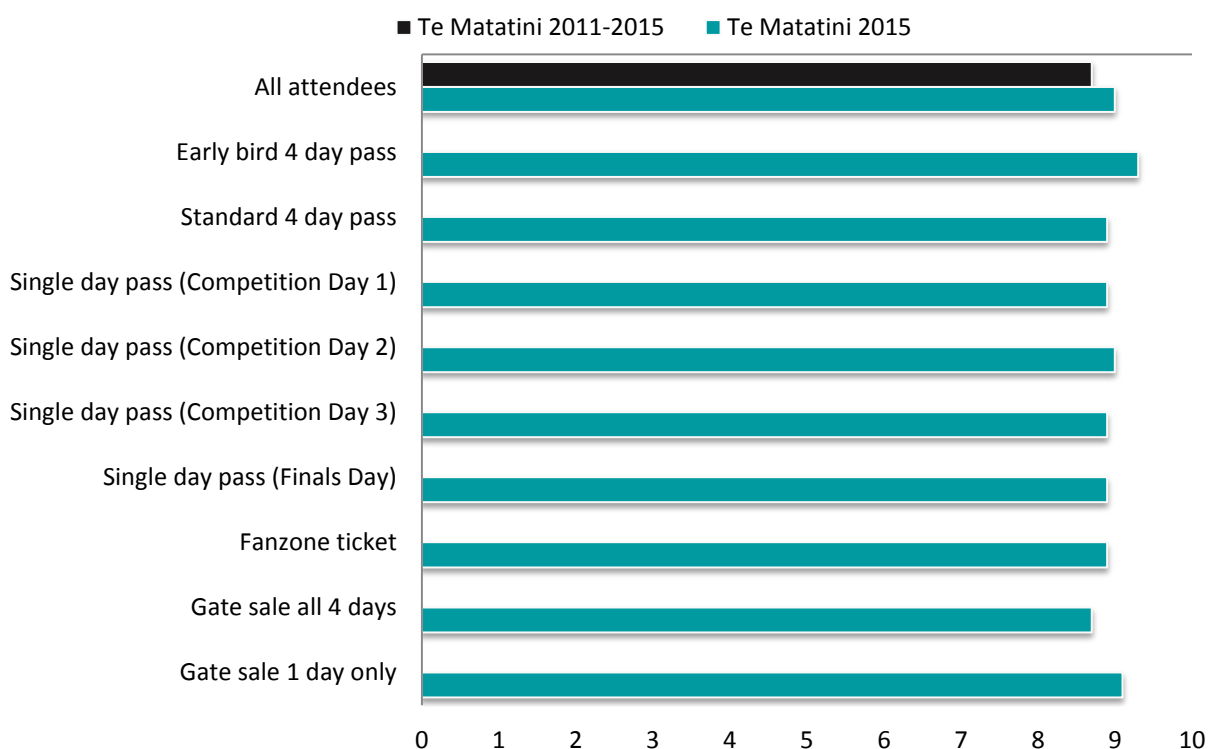
Overall Satisfaction by Attendee Type



Value for Money

On value for money, Te Matatini 2015 received an **average rating of 9.0** (on a scale of 1 to 10), which was higher than the benchmark of 8.7. Ratings for value for money were highest amongst those who had purchased four-day early bird passes (9.3/10) or single day gate sales (9.1/10). Compared to the getsmart benchmark (8.8 out of 10), Te Matatini 2015 rates considerably higher on perceptions of value for money.

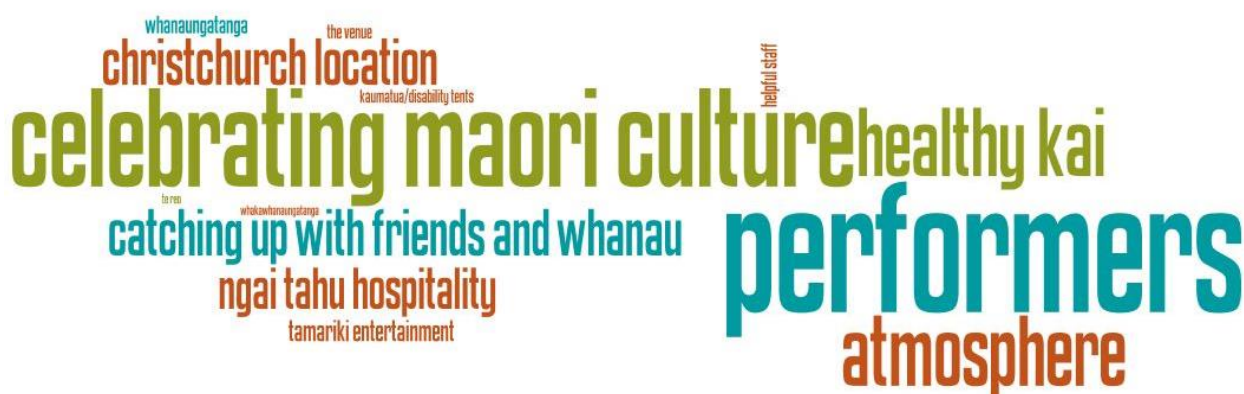
Overall Value for Money by Ticket Type



Highlights of Te Matatini 2015

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 got particular enjoyment from the performances, celebrating Māori culture, and the general atmosphere. Spending time with friends and whanau along with the healthy kai and Ngai Tahu’s hospitality were also key factors in audience enjoyment. The Christchurch location also featured often as a highlight of the festival.



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 seating and shelter. Other common themes related to the selection and cost of kai, visibility and larger viewing area.

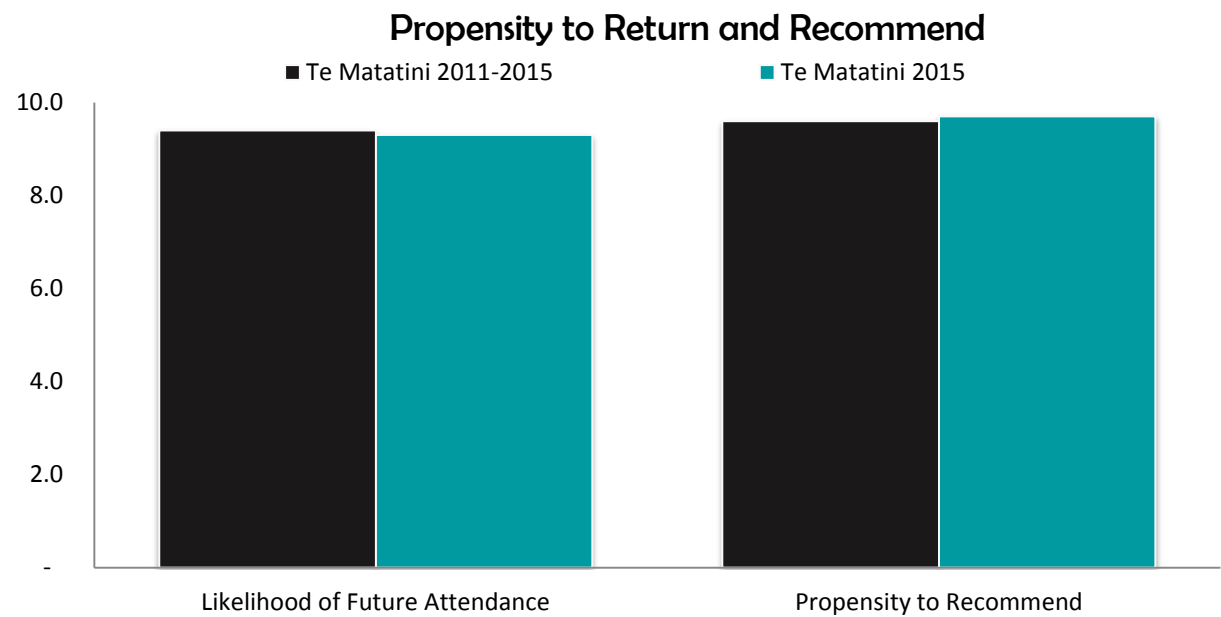


As before, full verbatim comments are available to Te Matatini via the getsmart reporting function.

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 equalled ‘very unlikely’ and 10 equalled ‘very likely’.

Attendees at Te Matatini 2015 were highly inclined to return in the future and to recommend the event to others. Propensity to recommend the festival from the 2015 audience exceeded both the festival benchmark (9.6) and the getsmart festival sector benchmark (9.5). Likelihood of future attendance was just slightly lower than the getsmart benchmark (9.6).



To help in clarifying the social and cultural impacts of Te Matatini 2015, 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 2015 and your own experience of the event?”

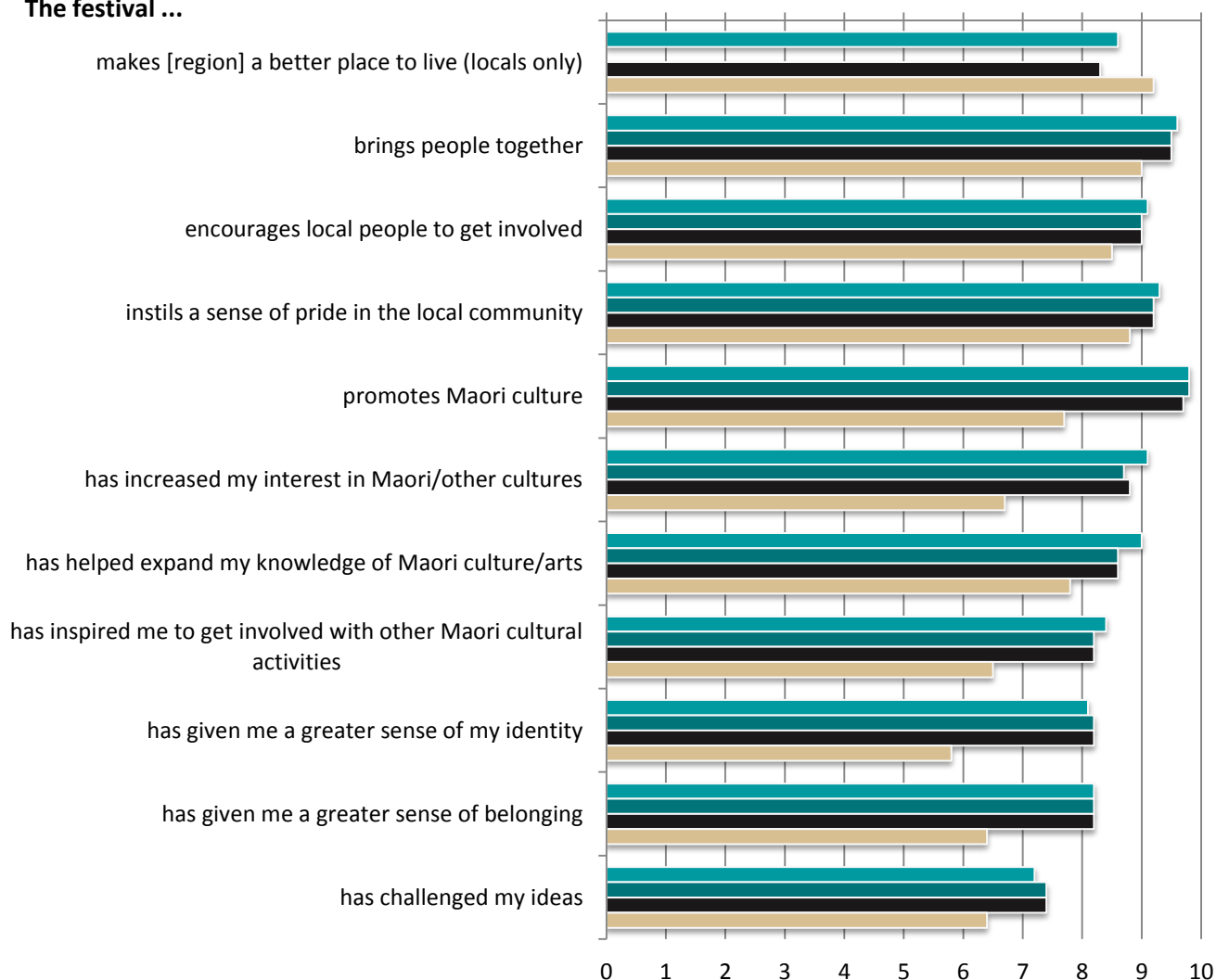
The chart below presents results relative to the getsmart benchmark and the Te Matatini festival benchmark. Amongst both Christchurch residents and visitors to the region, Te Matatini 2015 was rated most highly for its promotion of Māori culture and for its success in bringing people together. It also 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 and 2013).

Te Matatini 2015 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 wider festivals sector benchmark is possible, Te Matatini outperforms the benchmark in regards to impact and often by a considerable margin. The single exception concerns ‘making the region a better place to live’ (asked of locals only).

Agreement to Statements about Festival

■ Locals 2015 ■ Visitors 2015 ■ Te Matatini 2011-2015 ■ getsmart benchmark

The festival ...



Economic Contribution [Visitor Expenditure in Region]

To help in establishing the economic contribution of Te Matatini to the Christchurch Region, respondents who were visiting the region (53% of the sample) *and* the festival was the **only or main reason** for visiting (95% of this 53% or 50% of the sample in total) were asked to provide details of expenditure 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** and break down shared costs (e.g. accommodation and transport/fuel) to provide an estimate for one person only. The following therefore constitutes **average expenditure by adults (aged 15 years or more) through the duration of the festival**. This allows festival organisers to calculate the total audience-related economic contribution of the festival to its host region by **no. of adults attending x 50% x average expenditure in region**.

Results show that adult visitors to the Christchurch Region attending Te Matatini 2015 spent on average a total of **\$1,110.68** (excluding expenditure at the Festival). This is significantly higher than the getsmart festival sector benchmark and previous Te Matatini Festivals largely due to the extended length of stay in the region recorded amongst the Te Matatini 2015 audience.

The largest proportions of costs were incurred in relation to accommodation and food/drink. Accommodation costs are significantly higher than in previous Festival audiences, which in large part is attributable to visitors' longer length of stay in the region. The 2015 Festival audience also spent significant sums on other retail shopping and transport/fuel indicating the economic contribution made by the Te Matatini audience is likely to have been widely felt across the region.

	Te Matatini 2011	Te Matatini 2013	Te Matatini 2015		Benchmark
Accommodation	\$206.20	\$222.65	\$356.65	32%	\$104.23
Transport/Fuel	\$209.90	\$158.22	\$212.19	19%	\$72.65
Parking	\$3.30	\$3.90	\$8.45	1%	\$2.15
Food/drink	\$185.20	\$177.75	\$227.42	20%	\$107.40
Attractions/events/activities	\$24.90	\$43.44	\$66.41	6%	\$39.74
Other retail shopping	\$92.40	\$92.60	\$160.33	14%	\$117.63
Other	\$56.50	\$42.39	\$79.22	7%	\$4.73
TOTAL EXPENDITURE	\$778.40	\$740.95	\$1,110.68	100%	\$448.53

No. of adults attending	x	50%	x	average expenditure in region	=	TOTAL
16,396		8,198		\$1,110.68		\$9.1 million

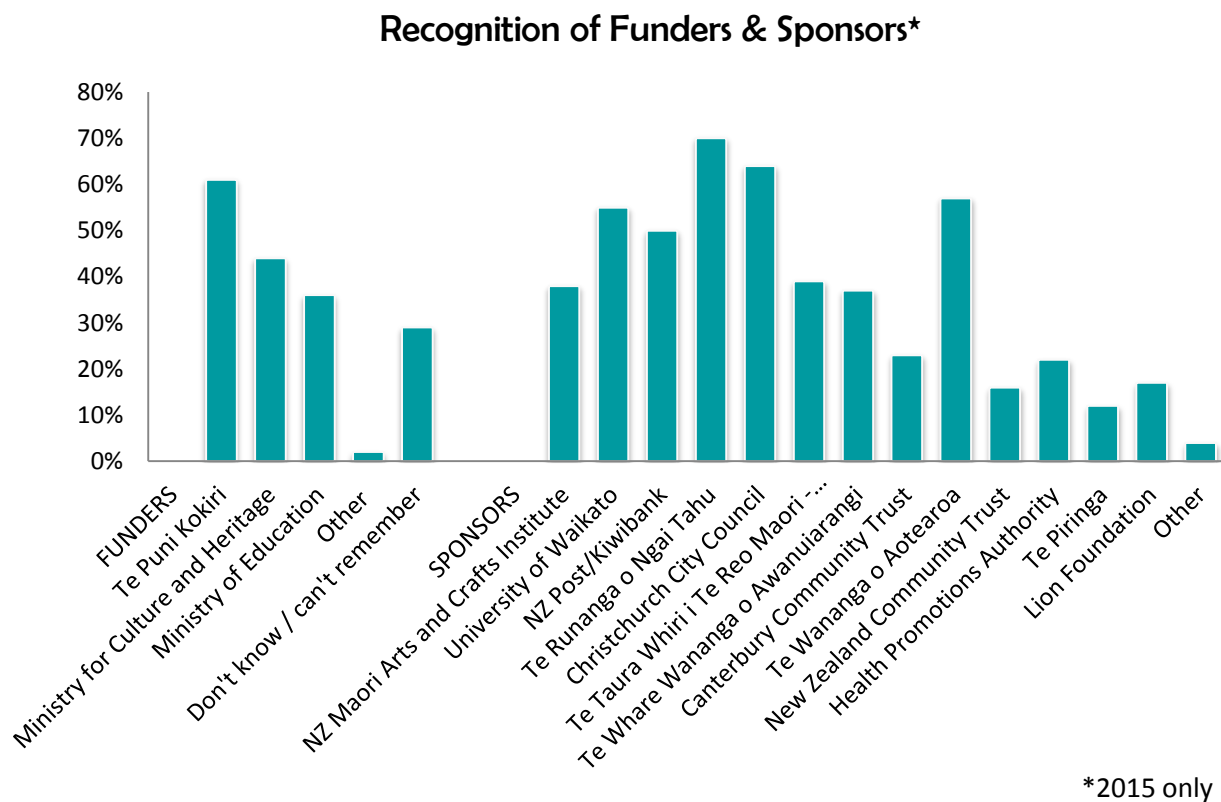
This takes total estimated expenditure by those visiting Christchurch for the purposes of attending Te Matatini 2015 to more than \$9 million².

² This is an estimate of **visitor expenditure only** and does not include flow-on effects of income earned by those working on the festival/associated activities, local resident spend or further expenditure by businesses (e.g. stall holders). It also does not take into account expenditure in the region by event organisers or sponsors.

Recognition of Funders & Sponsors

To provide feedback to funders and sponsors of Te Matatini 2015, 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 chart illustrates the proportion of survey respondents indicating recognition of each named funder and sponsor.

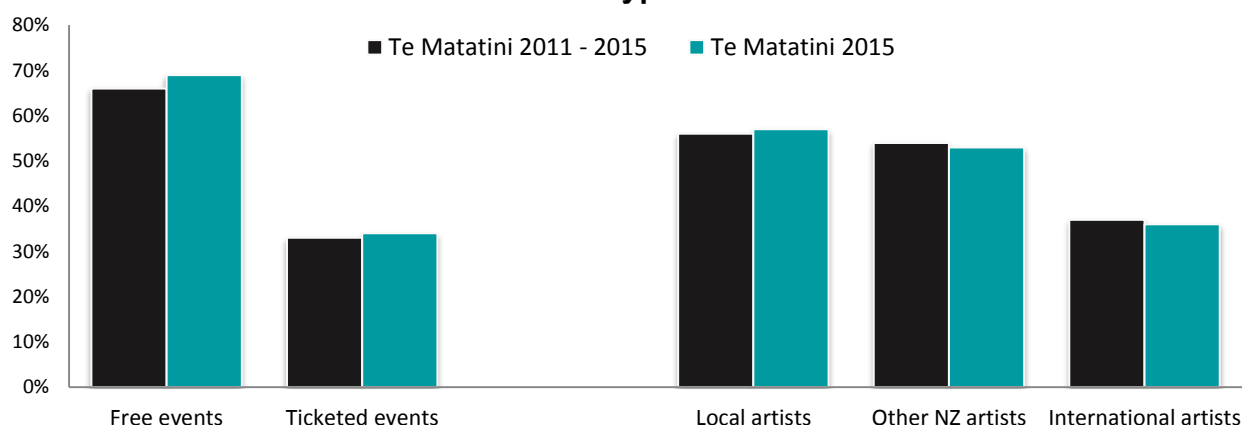


To help Te Matatini in the planning of future events, survey respondents were asked a series of questions relating to their interests and preferences, and concerning any barriers that might exist to their attendance of similar events in the future.

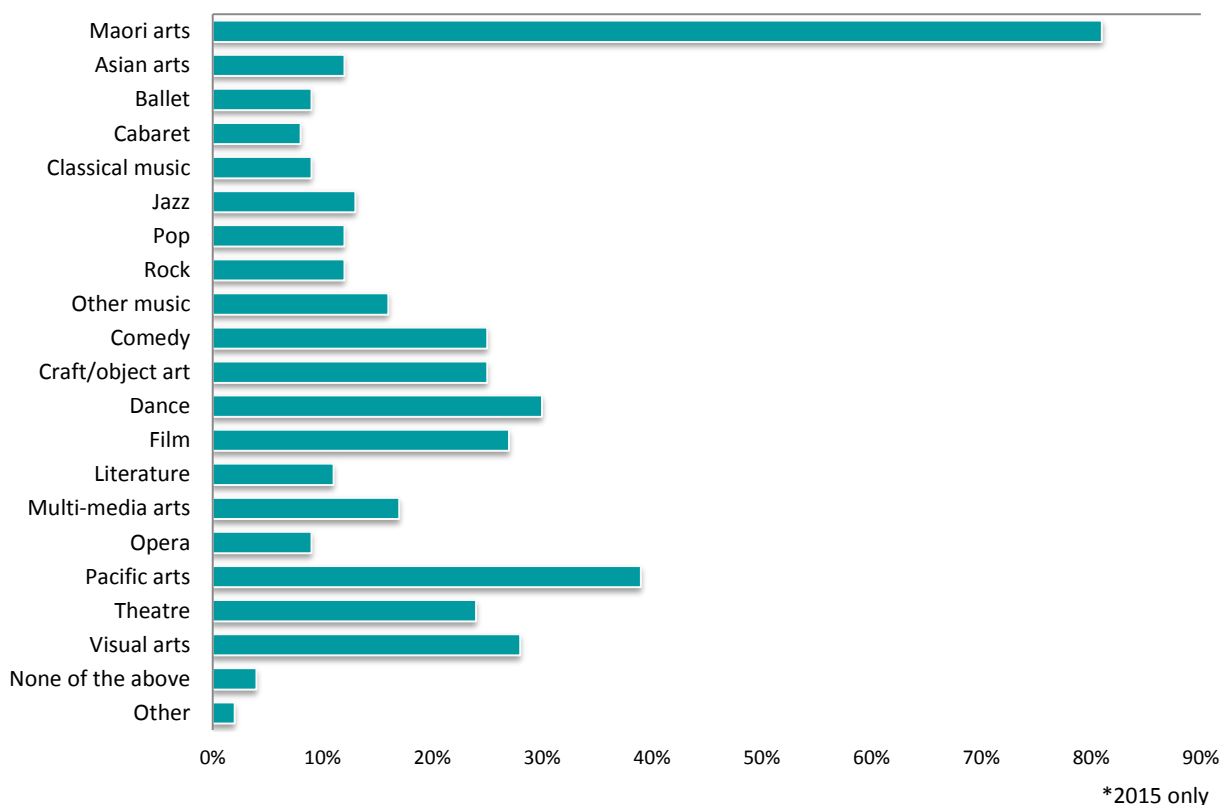
Interests for Future Events

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 2015 survey respondents selected more 'free events' and, by genre, 'Māori Arts'. However, there was also significant interest in 'Pacific Arts', 'Dance', and/or 'Visual Arts'. As regards origin of artists, the weight of opinion favoured local and then New Zealand artists.

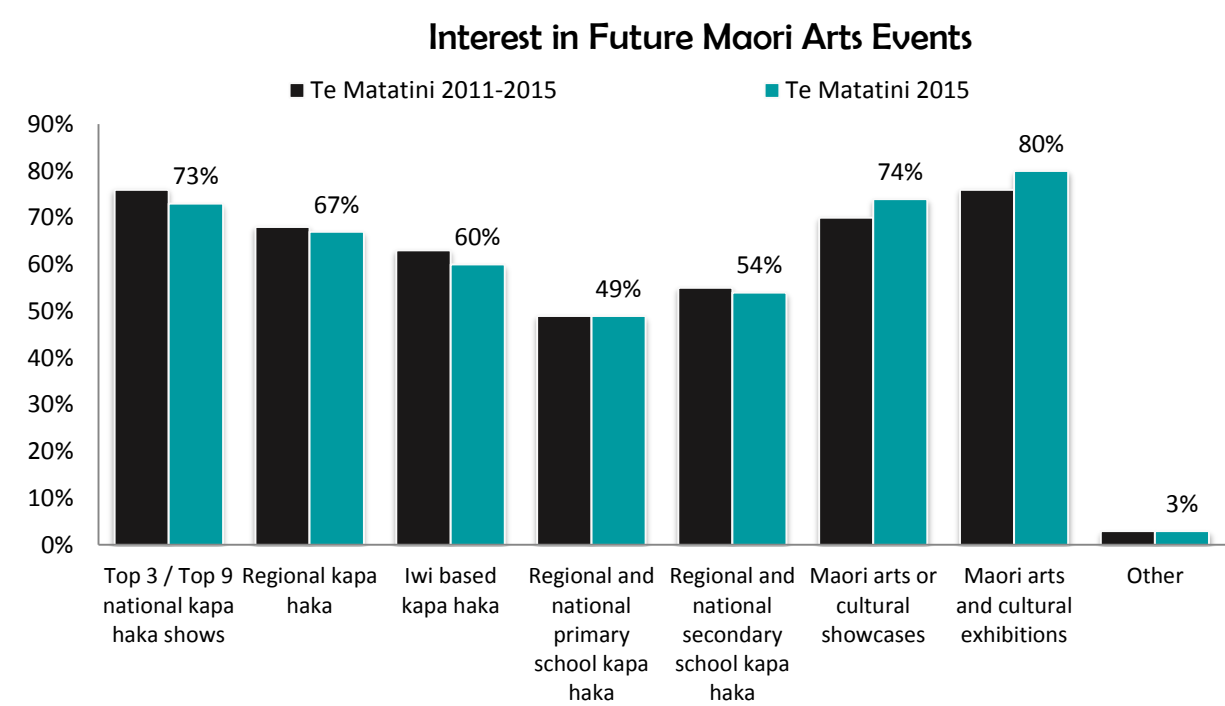
Interest in Other Types of Future Events



Interest in Other Types of Future Events*

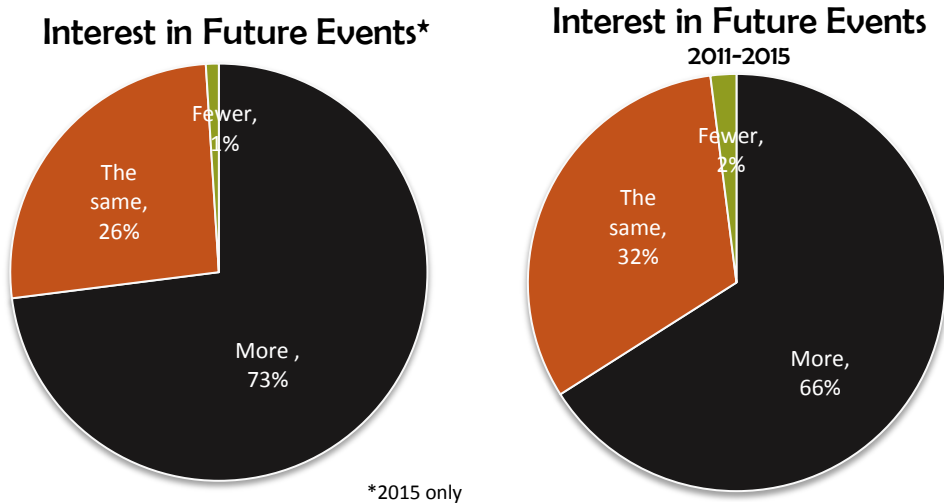


The 81% of respondents who selected *Māori Arts* were asked to indicate which events were of particular interest to them. Results show significant interest in Māori arts and cultural exhibitions and showcases as well as national-level kapa haka rōpū shows.



Demand for Events

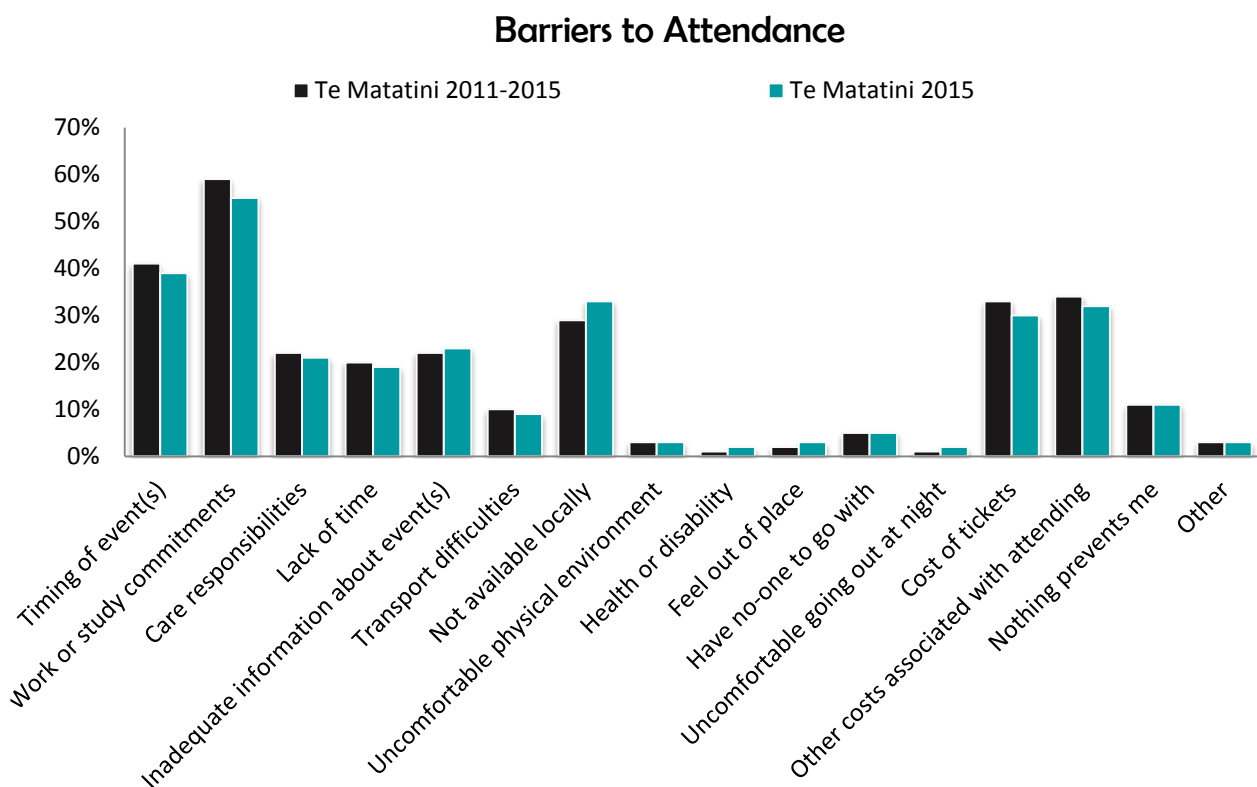
To gauge the extent of demand for events such as Te Matatini 2015, survey respondents were asked whether they would like to attend more, the same or fewer events (like Te Matatini 2015) in the future. A clear majority indicated **more**, while most of the remaining respondents indicated they were satisfied with the status quo. The proportion of those desiring to attend more events was also higher amongst the 2015 festival audience than in previous years.



Barriers to Attendance

Those respondents indicating they would like to see more events (like Te Matatini 2015) in the future were also asked “and what prevents you from doing so?” The major barriers to attendance provide valuable information for those planning or staging future events. Significant barriers to attendance relate to the timing and locality of events and the conflict this presents with work or study commitments, care responsibilities and general lack of time.

Audience feedback suggests that cost is also a significant barrier, both in relation to tickets and other costs associated with attending events, as is a lack of information about events. As confirmed by this research, attendees spend a significant sum on accommodation, transport and other items. These costs need to be considered by organisers alongside ticketing and other ‘at-event’ costs as a cost of attending Te Matatini and similar events.



Appendix: Questionnaire

Questionnaire – Te Matatini 2015 – Christchurch

Thanks for attending Te Matatini 2015. To help us improve the festival in future years, we'd appreciate your thoughts on the 2015 festival.

1. Firstly, can you please tell us whether you live in the Christchurch region, or were visiting at the time you attended Te Matatini 2015 - Christchurch?

Please select one option

I live in the region >> skip to Q3

I was visiting the region at the time

2. And was Te Matatini 2015 the main reason for your visit to the region?

Yes

No >>skip Q34

3. And how many nights did you stay in Christchurch on this occasion?

Please select one option Drop down menu

None – I didn't stay overnight

1-30 nights (individually listed)

More than 30 nights

4. On how many previous occasions, if any, had you attended a Te Matatini Kapa Haka Festival?

Please select one option

None, this was the first time I attended

Once

2 times

3 times

4 times

5 times

More than 5 times

Don't know/can't remember

5. Which of the following people attended Te Matatini 2015 - Christchurch with you?

Please select as many options as apply

My partner/spouse

My child or children (aged less than 5 years)

My child or children (aged between 5 and 15 years)

My child or children (aged more than 15 years)

Other members of my whanau (including extended whanau)

A friend/friends

Work/business colleagues

Other people

No-one, I attended by myself

6. What was your primary purpose for attending Te Matatini 2015 - Christchurch?

Please select as many options as apply

As a performer

As a volunteer/worker

As a stallholder/exhibitor

As whānau support for a roopu/performer

As a spectator

None of the above

Other (please specify) _____

7. How did you first hear about Te Matatini 2015 - Christchurch?

Please select one option

From a friend or whanau member

Through school

Through work/work colleagues

From an i-SITE/visitor information centre

From someone working at a place I was staying in the region

From someone else I know or met while travelling

Through Twitter

Through Facebook

Through other social media

Newspaper or magazine >> ask Q8

Poster

Brochures/flyers

Online/through a website >> ask Q9

Radio/Television >> ask Q11

None of the above

8. **NB: Asked only of those who selected 'newspaper or magazine' in Q7**
Through which of the following newspapers or magazines did you first hear about Te Matatini 2015?

Please select one option

Air NZ Koru Magazine
The Press
The Christchurch Mail
New Zealand Herald
Don't know/can't remember
Other newspaper or magazine (please specify) _____

9. **NB: Asked only of those who selected 'online/through a website' in Q7**
Through which of the following websites did you first hear about Te Matatini 2015?

Please select one option

The Te Matatini website – www.tematatini.co.nz
Te Matatini Facebook page
Waitaha Cultural Council Facebook page
iTicket website – www.iticket.co.nz
Te Puni Kōkiri (Ministry of Maori Affairs) website - www.tpk.govt.nz
Ministry of Culture and Heritage website – www.mch.govt.nz
Te Rūnanga o Ngāu Tahu website – www.ngaitahu.iwi.nz
A website listing events in New Zealand (e.g. www.eventfinder.co.nz)
A website operated by a local tourism operator (e.g. a company providing transport, accommodation or an activity/attraction)
An online search engine
A social networking website (e.g. Facebook, Twitter)
www.youtube.com
An i-SITE/information centre website
A friends Facebook page
Don't know/can't remember
Other (please specify) _____

10. **NB: Asked only of those who selected 'Radio / Television' in Q7**
Through which television channel or radio station did you first hear about Te Matatini 2015?

Please select one option

Maori TV
TV One or TV Two
TV 3
Tahu FM
Iwi Radio Station
Other radio station

Don't know/can't remember
Other (please specify) _____

11. Thinking now about any tickets you purchased for Te Matatini 2015. Which of the following apply to you?

Please select as many options as apply

No tickets were required
I bought a ticket(s) myself >> ask Q13
Someone else bought a ticket(s) for me>> ask Q13
I was given a complimentary ticket(s)
I won a ticket(s) in a competition
Other (please specify) _____

12. **NB: Asked only of those who selected 'I bought ticket(s) myself' in Q11**
Which ticket did you have?

Early bird 4 day pass to the Festival at \$70 adult/\$35 youth
Standard 4 day pass to the Festival at \$90 adult/\$50 youth
Single day pass Thursday 5 March 2015 – Competition Day 1
Single day pass Friday 6 March 2015 – Competition Day 2
Single day pass Saturday 7 March 2015 – Competition Day 3
Single day pass Sunday 8 March 2015 – Finals Day
Fanzone ticket
Gate sale ticket for all 4 days at the festival at \$110 adult/\$60 youth
Gate sale ticket for 1 day at the festival at \$35 adult/\$20 youth

13. Which of the following days did you attend at Te Matatini 2015 - Christchurch?

Please select as many options as apply

Powhiri (Wednesday 4 March 2015)
Thursday 5 March 2015– Competition Day 1: Pool 1 – Te Ihu >>ask Q14
Friday 6 March 2015– Competition Day 2: Pool 2– Te Haumi >>ask Q15
Saturday 7 March 2015– Competition Day 3: Pool 3 – Te Kei >>ask Q16
Sunday 8 March 2015 – Finals Day: Te Whakarae >>ask Q17

14. Which performances did you watch on Competition Day 1: Pool 1 – Te Ihu?

Please select as may options as apply

Te Kapa Haka o Kairanga
Ngāti Rangiwehewhi
Te Pao a Tahu
Te Waka Huia
Te Ahikōmau o Hamoterangi
Te Pikikōtuku o Rongomai
Hātea Kapa Haka
Manawa mai Tāwhiti
Ngā Uri ō Tamarau
Pareārau
Ōpōtiki mai Tawhiti
Muriwhenua
Te Aitanga a Hauiti ki Uawa
Te Raranga Whānui
Te Pou ō Mangatāwhiri

15. Which performances did you watch on Competition Day 2: Pool 2– Te Haumi?

Please select as may options as apply

Ngāti Kahungunu ki Heretaunga
Ngā Uri o Te Whanoa
Hokianga
Te Reanga Morehu o Ratana
Te Mātārae I Ōrehu
Tūtara Kauika ki Rangataua
Tū Te Manawa Maurea
Te Whatukura
Ngā Purapura o Te Taihauāuru
Tūranga Ake
Kataore
Te Kapa Haka o Whāngārā Mai Tawhiti
Te Matapihi
Te Rōpū Manutaki
Ngā Tūmanako

16. Which performances did you watch on Competition Day 3: Pool 3 – Te Kei?

Please select as may options as apply

Tuutuu Kaa'ika
Te Iti Kahurangi
Te Kapa Haka o Ngāti Ranginui
Ngā Taonga mai Tawhiti
Te Kapa Haka o Te Whanau-ā-Apanui
Ruatāhuna Kākahu Mauku
Tū Te Maungaroa
Ngā Manu a Tāne
Te Tū Mataora
Ngaa Pou o Roto
Te Rerenga Kōtuku
Tūhourangi-Ngāti Wāhiao
Te Puu Ao
Mōtai Tangata Rau
Waihirere

17. Which performances did you watch on Sunday 8th March – Finals Day: Te Whakarae?

Please select as may options as apply

Te Kapa Haka o Te Whanau-ā-Apanui
Ōpōtiki Mai I Tawhiti
Te Mātārae I Ōrehu
Te Waka Huia
Te Iti Kahurangi
Te Kapa Haka o Whāngārā Mai Tawhiti
Waihirere
Te Pou ō Mangatāwhiri
Ngā Tūmanako

18. Which of the following would you say more affected your choice of the day(s) and performance(s) you attended?

Please select as many options as apply

The rōpū performing on that day
Ticket price
Other costs (travel or accommodation)
The weather
The distance to/access to the venue
My other friends/whānau were going
Recommendation made by someone I knew/word of mouth
None of the above
Other (please specify) _____

19. Now thinking about the venue(s) at Te Matatini 2015. How would you rate...?

Please select one option for each item

	Excellent			Average			Extremely Poor			N/A
Transport available to/from the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of access/entry to the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The alcohol free, drug free and non-smoking ban at the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Directional signage within the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease with which you could get around the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness/maintenance of wharepaku/toilet facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to food/drink outlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of food/drink available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visibility of stage/performers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information available about festival/other activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall ambience of the venue(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall impression of festival and venue staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. If you have any comments about any venue in particular, please enter these below.

21. How would you rate festival and venue staff on...?

Please select one option for each item

	Excellent			Average			Extremely Poor			N/A
Making you feel welcome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing information/advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpfulness overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interest in helping you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Listed below are some statements that people have made about other festivals. To what extent do you agree or disagree that these apply to Te Matatini 2015 and your own experience of the event?

Please select one option for each item

	Strongly Agree			Neutral			Strongly Disagree		
The festival makes Christchurch a better place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival brings people together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival encourages local people to get involved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival instils a sense of pride in the local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival promotes Māori culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has increased my interest in Māori and/or other cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has helped to expand my knowledge of Māori culture/Māori arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has inspired me to get involved in other Māori cultural activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has given me a greater sense of my identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has given me a greater sense of belonging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has challenged my ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Overall, how satisfied were you with your experience at Te Matatini 2015?

Please select one option

Extremely Satisfied	Neutral	Extremely Dissatisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. And how would you rate Te Matatini 2013 on overall value for money?

Excellent	Average	Extremely Poor
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. What, if anything, did you enjoy most about Te Matatini 2015?

Please enter below

26. And what, if anything, would have made your experience **more** enjoyable?

Please enter below

27. How likely is that you will attend Te Matatini National Kapa Haka Festival again in the future?

Please select one option

Very Likely Neither Very Unlikely
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

28. How likely is it that you would recommend Te Matatini National Kapa Haka Festival to people you know?

Please select one option

Very Likely Neither Very Unlikely
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

29. Looking ahead to future events, which of the following (if any) would you like to see **more** of?

Please select as many options as apply

Ticketed events
Free events
Local artists
Other NZ artists
International artists
Maori Arts
Asian Arts
Ballet
Cabaret
Classical music
Jazz
Pop
Rock
Other music
Comedy
Craft/Object Art
Dance
Film

Literature
Multi-media arts
Opera
Pacific Arts
Theatre
Visual arts
None of the above
Other (please specify) _____

30. You have indicated you would like to see more Maori Arts – can you tell us which Maori Arts in particular?

Top 3 / Top 9 national kapa haka shows
Regional kapa haka
Iwi based kapa haka
Regional and national primary school kapa haka
Regional and national secondary school kapa haka
Maori arts or cultural showcases
Maori arts and culture exhibitions
Other (please specify) _____

31. Ideally, would you like to attend more, the same or fewer events like Te Matatini 2015?

Please select one option

More
The same >>Skip to Q33
Fewer >>Skip to Q33

32. **NB: Asked only of those who selected 'more' in Q31**
And what prevents you from doing so?

Please select as many options as apply

Timing of events (e.g. day vs. night events)
Work or study commitments
Care responsibilities (e.g. for a child or other family member)
Lack of time
Inadequate information about events
Transport difficulties
Not available locally
Uncomfortable physical environment
Health or disability
Feel out of place
Have no-one to go with
Uncomfortable going out at night
Cost of tickets

Other costs associated with attending (e.g. travel, accommodation)
Nothing prevents me
Other (please specify) _____

33. **NB: Only asked of those who were visiting the region** From the time you left home to attend Te Matatini 2015, until the time you returned home, how much did you personally spend in each of the following areas?

Please remember to include money spent in cash, using EFT-POS or a credit card.

Do include money spent before you attended the festival (for example, on airline tickets) and money you spent after your arrived home (for example, paying off costs on your credit card). DO NOT include money spent at the festival itself.

Please remember to include any money spent on your behalf (e.g. by other members of your group) but DO NOT include money you spent on behalf of other people.

If you did not spend anything, or the item/activity was free of charge, please enter '0' in the box.

Accommodation (\$)

Additional transport/fuel (for one person) (\$)

Parking for time not spent at the festival (\$)

Food/drink (\$)

Other attractions/events/activities (\$)

Other retail shopping (\$)

Other not covered above (\$)

34. Thinking now about the sponsors of Te Matatini 2015. What sponsors can you name?

Please select as many options as apply

New Zealand Maori Arts and Crafts Institute
University of Waikato
NZ Post/Kiwibank
Te Rūnanga o Ngāi Tahu

Christchurch City Council
Te Taura Whiri i Te Reo Māori – Māori Language Commission
Te Whare Wānanga o Awanuiārangi
Canterbury Community Trust
Te Wānanga o Aotearoa
New Zealand Community Trust
Health Promotions Authority
Te Piringa
Lion Foundation
Don't know/can't remember
Other (please specify) _____

35. And thinking now about any other organisation(s) you know of that provided money to help with Te Matatini 2015. What funding organisation(s) can you name?

Please select as many options as apply

Ministry of Culture and Heritage
Te Puni Kōkiri
Ministry of Education
Don't know/can't remember
Other (please specify) _____

36. Of all the ways in which festival organisers could inform you about Te Matatini National Kapa Haka Festival in the future, which would you prefer?

Please select one option

Maori Television
Other TV channels (e.g. TV1, TC2, TV3, Prime etc.)
Iwi Radio
Other radio stations
Newspaper
Magazine
Online/through a website
Email newsletter from festival's organisers
Postal newsletter from festival's organisers
Through Twitter
Through Facebook
Through other social media
Poster
Brochures/flyers
None of the above

Just a few questions about you now.

37. What is your gender?

Please select one option

Male

Female

38. Which of the following age groups do you fall into?

Please select one option

19 years or less

20 - 29 years

30 - 39 years

40 - 49 years

50 - 59 years

60 - 69 years

70 years or more

Would rather not say

39. Which of the following ethnic groups do you identify with the most?

Select as many options as apply

New Zealand European

Māori

Samoaan

Cook Island Māori

Tongan

Niuean

Chinese

Indian

Other (please specify) _____

40. You have indicated Māori in the previous question – with which Iwi do you identify most?

List of Iwi

41. In which country do you live?

Please select one option

List of countries

42. Asked only of NZ residents And in which region do you live?

Please select one option

List of regions

43. Asked only for region selected above Which area within [answer to Question 42] region is closest to where you live?

Please select one option

List of areas for each specific region

44. Which of the following best describes your highest level of qualification?

Please select one option

Secondary school qualification

Trade qualification

Undergraduate qualification

Postgraduate qualification

None of the above

45. And which one of these best describes your occupation?

Please select one option

Clerical/administration

Managerial

Homemaker

Professional

Student

Technical/trade

Personal/community services

Sales

Labourer

Machinery operations/driver

Retired

Temporarily unemployed

Other

Thanks for your time and your help, we look forward to seeing you at future festivals.

Your answers have been recorded and you can now close the browser window.