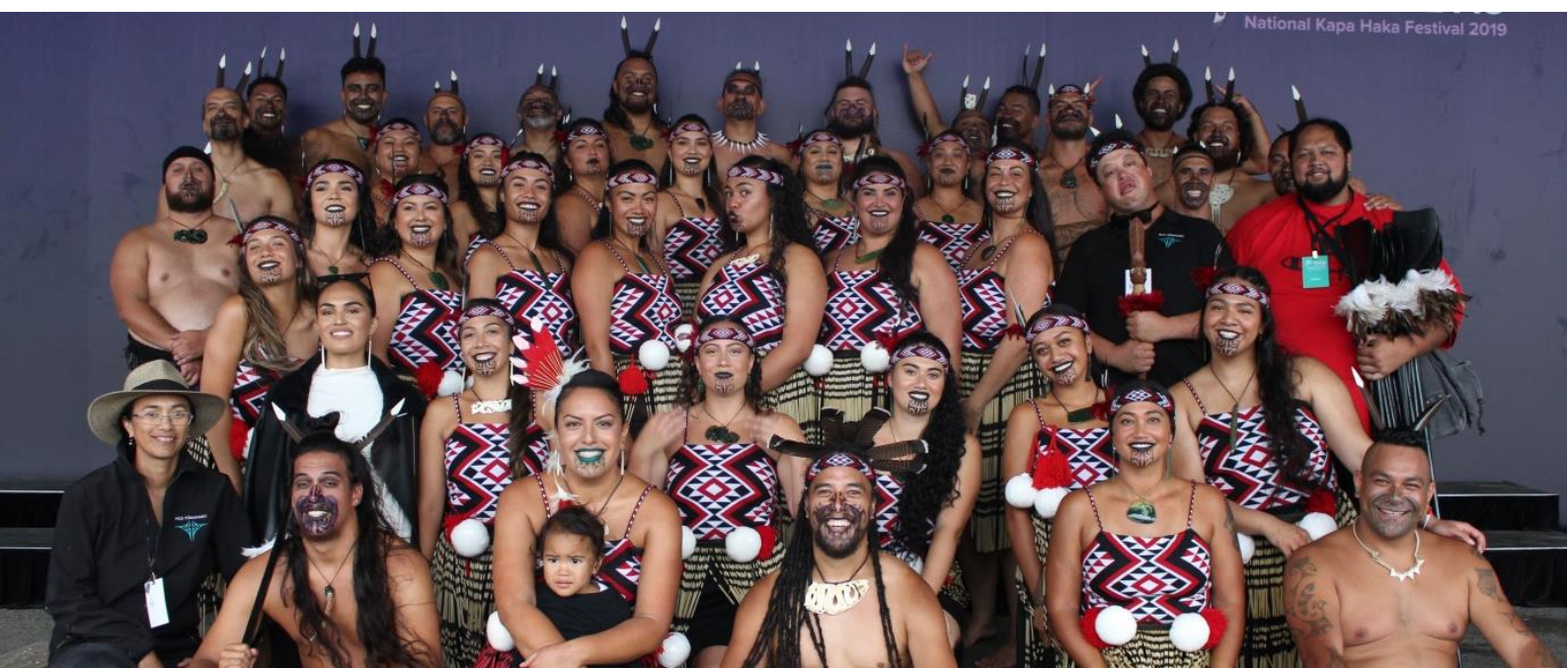


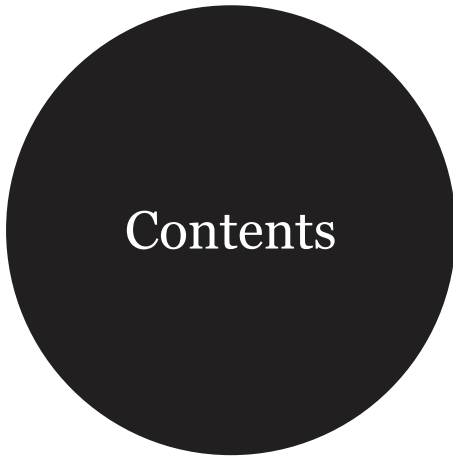
Te Matatini 2019 - Wellington

Impact Evaluation

*Report prepared for Te Matatini Society Incorporated
by Angus & Associates*

May 2019





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Executive Summary

“ *I just love the whole cultural experience. Being able to watch continuous Kapa Haka and the different iwi with their range of ideas and interpretations of their own tikanga in their performances is truly wonderful and a great honour for me to witness. It is a feast for the eyes, ears, and heart*



Summary of Findings

- Nearly 80% of survey respondents were female, in line with previous festivals. The 2019 festival attracted an older audience compared to the benchmark of the previous four events, with 66% aged 40 and over (compared to the benchmark of 53%).
- The varying locations of the festival brings with it changes in where attendees reside around New Zealand. This year's results show over half of NZ respondents from Wellington, while iwi representation from Manawatu/Horowhenua/Wellington was higher than the benchmark of previous festivals.
- 73% of attendees identified themselves as Māori, lower than the festival benchmark of 84% while 38% identified as NZ European (compared to 22%). A quarter of attendees could speak Māori very well or well, a decrease from benchmark data and a possible reflection of this Festival's ethnic profile.
- The 2019 festival saw a higher proportion of local residents in attendance compared to the benchmark, with over half of attendees from Wellington.
- Attendees of Te Matatini 2019 were most likely to have first heard about the festival from a friend or whānau member, while learning of the Festival at another Te Matatini event is also notable.
- The 2019 festival was a first-time Te Matatini experience for 60% of attendees, significantly higher than the benchmark of 34% 'first-timers'. Attendance across Festival days was on average lower than the benchmark, with further analysis showing that almost half of this year's attendees only attend one Festival day.
- The 2019 venue, rated noticeably lower on all measures to the Te Matatini benchmark with parking facilities representing the largest decrease. Many comments suggested that this was the most disappointing aspect of this year's Festival. Festival and venue staff also rated lower where comparable to benchmark data.
- Te Matatini 2019 received an **average audience satisfaction rating of 8.1** (out of 10) and an **average rating of 7.9** (out of 10) on **value for money**. For both measures, spectators rated higher than those participating in the Festival. Many positive comments were received about the Festival which ranged from the quality of food to the manaakitanga shown by kaimahi.
- Comments regarding how to improve future Festivals ranged from more language translation, better informed staff and having more Festival information available.
- Based on attendee experience at Te Matatini 2019, the audience were highly inclined to return (9.1 out of ten) and to recommend the Festival to people they know (+73 NPS).

- Visitors to Wellington attending Te Matatini 2019 spent on average a total of \$827.10. This takes total estimated expenditure by those who indicated the Festival as their main reason for visiting Wellington to **\$10.61 million**.
- Also factoring in team, stakeholder and event organiser expenditure in Wellington, this comes to a total of **\$15.30 million**.
- In terms of social and cultural impacts, Te Matatini 2019 has rated most highly in bring people together and for its promotion of Māori culture. Across the various impacts measured, although still positive, this year's results were all lower than benchmark results. There were many comments about the wider impact of Te Matatini received, with the passion of respondents evident when talking about the positive impacts of Te Matatini to Māori and all New Zealanders.

Conclusions

Findings of this year's research indicate Te Matatini 2019 - Wellington was another highly successful event. With a New Promoter Score of +73 and propensity to return of 9.1 out ten, the event has left a positive impression for majority of attendees.

The estimated number of unique attendees to this year's Festival was comparable to those of 2017's Festival in the Hawke's Bay, however with some key differences in audience profile. This year saw 60% of attendees attending their first Te Matatini Festival, almost double the benchmark of previous events. Attendees from the host region (Wellington) also represented over 50% of attendees, again significantly higher than the benchmark of previous events. The latter has a major impact when calculating economic contribution to the region, with significantly less attendee expenditure included when calculating economic contribution to the host region (only visitors can be factored in). However, it can also be said that this year's Festival likely reached new audiences who in turn may travel to other Te Matatini Festivals.

That being said, the total estimated economic contribution of Te Matatini 2019 to the host region Wellington was still **\$15.30 million** - a hugely significant contribution to the local economy.

Beyond the economic contribution, a wide range of comments were received about the impact Te Matatini National Kapa Haka Festival on social and cultural impacts - it is clear that attendees and stakeholders alike see the Festival as more than simply Kapa Haka.

Looking for improvements for the future, the event drew most criticism for being held at a sporting stadium, put simply, findings about the venue leave the most room for improvement.

Introduction



It was easy to see the pride in the language and culture of the performers and their family/friends/supporters in the crowd. Te Matatini is special



Background

This report presents the findings of two surveys undertaken in review of Te Matatini 2019 - Wellington. The primary survey was of people attending the festival, while a secondary survey collected information from the festival's key stakeholders.

The Te Matatini Festival is held every two years, and in 2019, was held in Wellington from Thursday 21 – Sunday 24 February. While the main focus of the festival is the Kapa Haka competition – in which elite Kapa Haka performers compete at their regional competitions to reach and compete in 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

The two surveys were undertaken to gather a range of information that would 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 2019 to key stakeholders such as sponsors and funding agencies.

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

Methodology

Majority of contact details were obtained through the festival's ticketing database and supplemented by contact details provided by event organisers of key attendee groups e.g. team managers, volunteers and event judges. Contact details were not supplied of competitors, instead a survey invitation link was provided to all team managers to distribute to their respective teams. All contacts coming from the various sources were all 'de-duped' when uploaded to the getsmart survey system.

Both surveys used the getsmart survey system which includes the functionality required to distribute survey invitations (by email), manage responses (including the distribution of reminder emails), monitor response rates, collate and present results.

Following the de-duping of databases, survey invitations (for the primary attendee survey) were emailed to 4,661 people who attended Te Matatini 2019 – Wellington. Of the 4,661 people invited to participate in the survey: -

- 116 unsubscribed from the survey system
- 27 bounce backs were received (e.g. incorrect email addresses)
- **n=1,323** completed the survey

Benchmark against previous Te Matatini Festivals

Where questions used in the Te Matatini 2019 survey were the same as those in previous festival years (2011, 2013, 2015 and 2017) it has been possible to compare results achieved by Te Matatini 2019 with a Te Matatini festival 'benchmark' or to at least a single previous festival.

Attendee Profile

“ *The festival
is an identity
foundation-stone in
New Zealand, for Māori
and Pākehā alike. It is
the best thing I have
been to as a New
Zealander - incredibly
rewarding, uplifting and
powerful* ”



The following outlines the profile and other characteristics of Te Matatini 2019 attendees, as indicated by survey results.

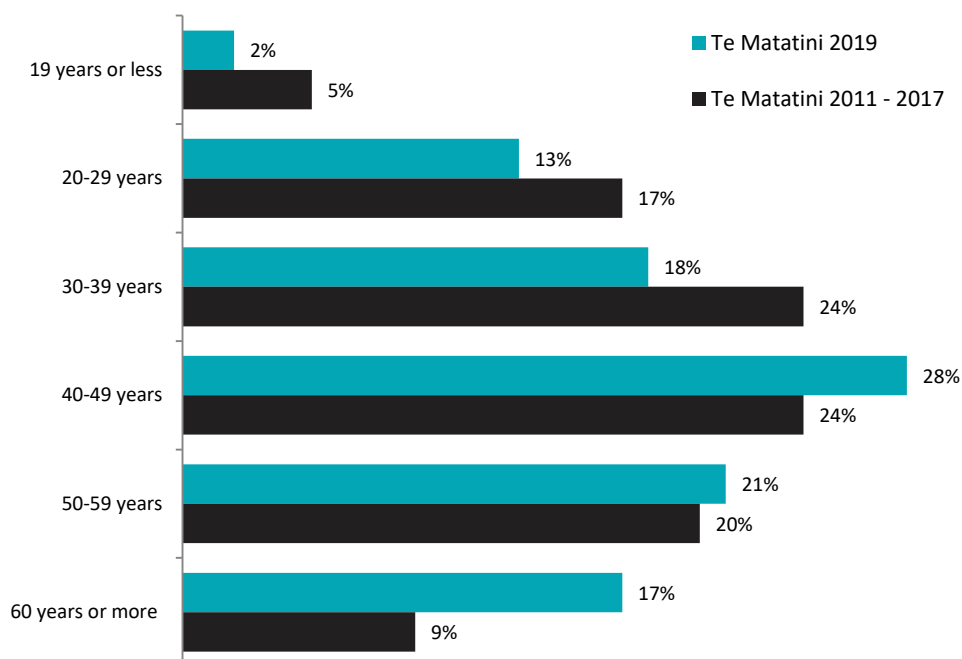
Gender

Similar to previous events, almost four in every five attendees at Te Matatini 2019 were women.

Gender	2011 - 2017	2019
Male	23%	18%
Female	77%	79%
Gender diverse	0%	1%
Prefer not to say	-	2%
Base (n=)	3,997	1,285

Age

Te Matatini 2019 data suggests that visitors were older than previous years, with only a third of attendees aged 19 – 39 years and almost half of this year's audience aged between 40 and 59 years.



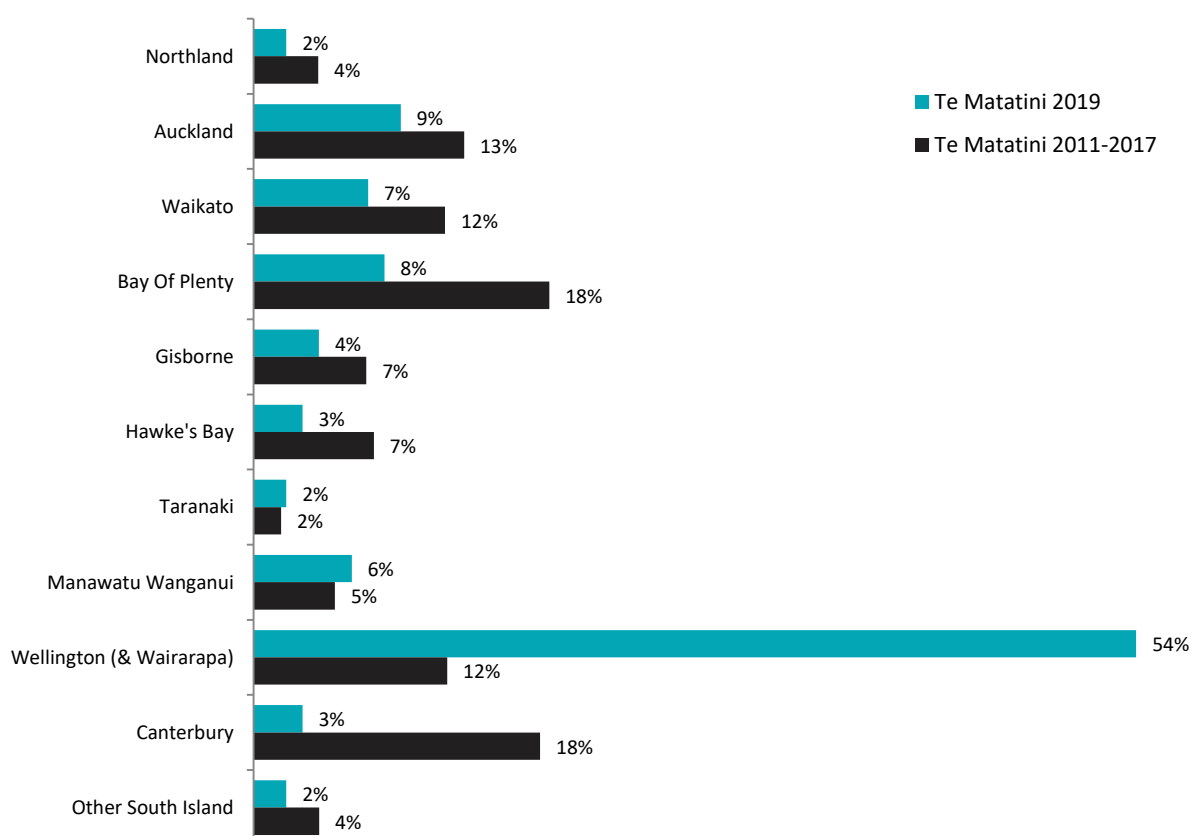
Base: Total Sample - Te Matatini 2019 (n=1,285), Te Matatini 2011-2017 (n=3,997)

Origin

The large majority of attendees at this year's Te Matatini festival again originated from New Zealand. The festival attracted 5% of attendees from abroad; spanning 12 countries in total. International visitors in 2019 were most likely from Australia.

Country of Origin	2019
New Zealand	95%
Australia	2%
Canada	1%
United Kingdom	1%
United States of America	1%
Other	1%
Base (n=)	1,285

As each festival moves to a new location in New Zealand, it brings with it changes to the region of residence profile of attendees. More than half of attendees at Te Matatini 2019 were from the Wellington region, while were 9% attracted from the Auckland region, 8% from the Bay of Plenty region and 7% from the Waikato region – lower than the benchmark set in previous festivals. There were significantly less attendees from the Canterbury region to this year's festival compared to the benchmark, however this is expected given the 2015 festival was held in Christchurch.



Base: Reside in NZ - Te Matatini 2019 (n=1,216), Te Matatini 2011-2017 (n=3,697)

Ethnicity (NZ Residents Only)

Almost three quarters of attendees who resided in New Zealand at the time of the 2019 festival identified as Māori, however this was lower than the benchmark of 84%. Higher than the benchmark of previous festivals, more than a third of the audience identified as New Zealand European and in general, more attendees identified with ethnic groups other than Māori or New Zealand European.

Many of those who identified as 'Other' in 2019 were European.

Ethnicity	2011 - 2017	2019
Māori	84%	73%
NZ European	22%	38%
Samoan	2%	3%
Cook Island Māori	2%	3%
Tongan	1%	0%
Niuean	1%	1%
Chinese	1%	1%
Indian	0%	0%
Other	6%	8%
<i>Base: Only NZ residents (n=)</i>	3,697	1,216

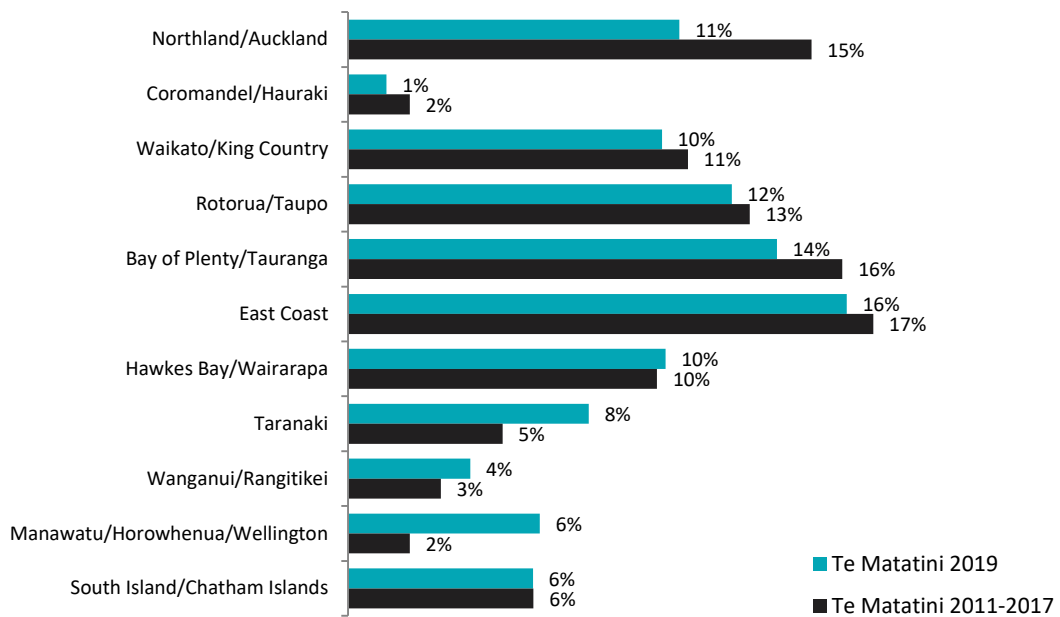
Iwi

Iwi representation at Te Matatini festivals is directly influenced by the festival's location. In 2019, the festival had greater representation of iwi from Manawatu/Horowhenua/Wellington than in past events, with similar results recorded at the 2017 Hastings-based festival which attracted a larger proportion of attendees from Hawkes Bay/Wairarapa iwi.

Ngāti Parou (11%) was most well represented in 2019 of those identifying as Māori. Ngāpuhi (5%), Tūhoe (4%), Ngāi Tahu / Kāi Tahu (4%) and Waikato (4%) were also notable in size in 2019.

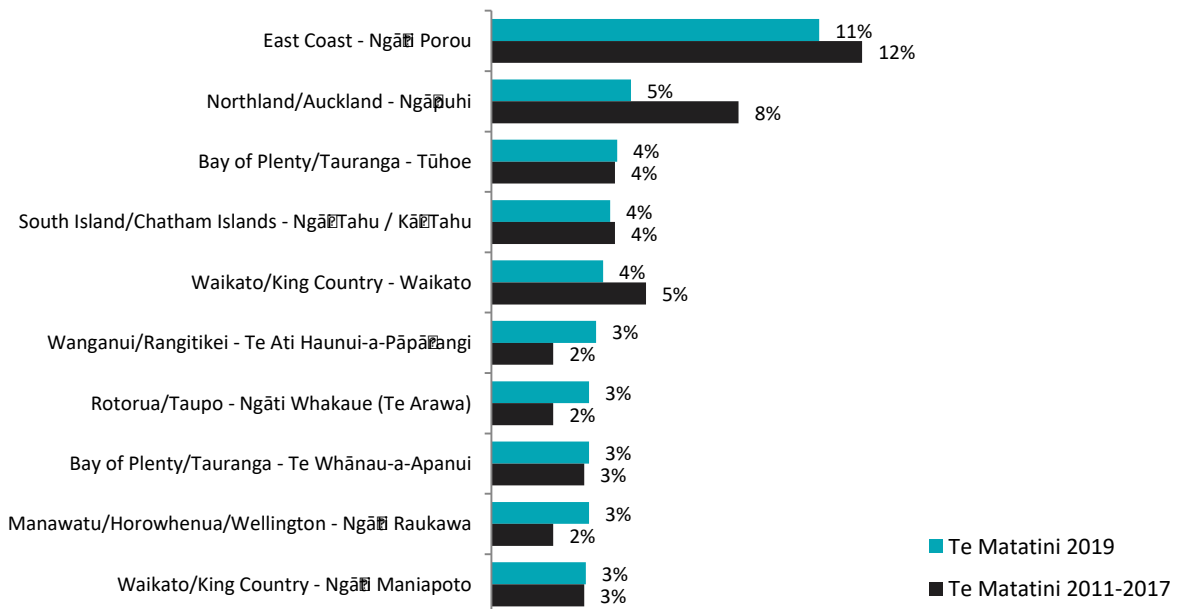
Tables overleaf.

Iwi Represented at Te Matatini (Region)



Base: Identified as Māori - Te Matatini 2019 (n=886), Te Matatini 2011-2017 (n=3,341)

Top 10 Iwi Represented at Te Matatini*



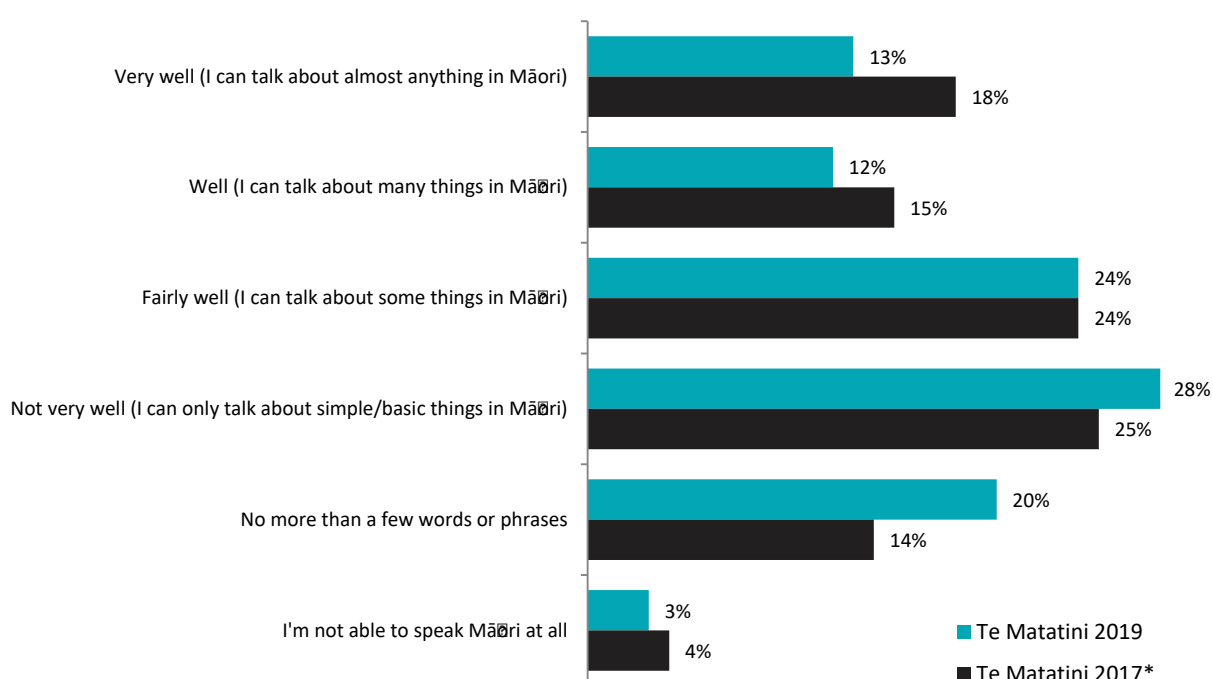
*ranked by Te Matatini 2019 Iwi representation

Base: Identified as Māori - Te Matatini 2019 (n=886), Te Matatini 2011-2017 (n=3,341)

Fluency of Te Reo Māori (NZ Residents Only)

A quarter of attendees at the 2019 festival can speak Te Reo Māori 'very well' or 'well', however this has decreased from a third of respondents in 2017. On the other end of the spectrum, 24% were not able to speak Māori at all or speak no more than a few words or phrases, with a further 28% of respondents only able to do so in a very limited capacity - a possible reflection of the greater proportion of non-Māori attendees at this year's event.

Some attendees would have liked to have seen more English spoken alongside Te Reo Māori (i.e. presenting in both languages) for those who aren't fluent in Te Reo Māori. When respondents were asked what would have made their experience at the festival more enjoyable (discussed later in the report), 3% cited the need for greater English language interpretation.



Base: NZ Residents - Te Matatini 2019 (n=1,216), Te Matatini 2011-2017 (n=3,697)
*Question added in the 2017 survey

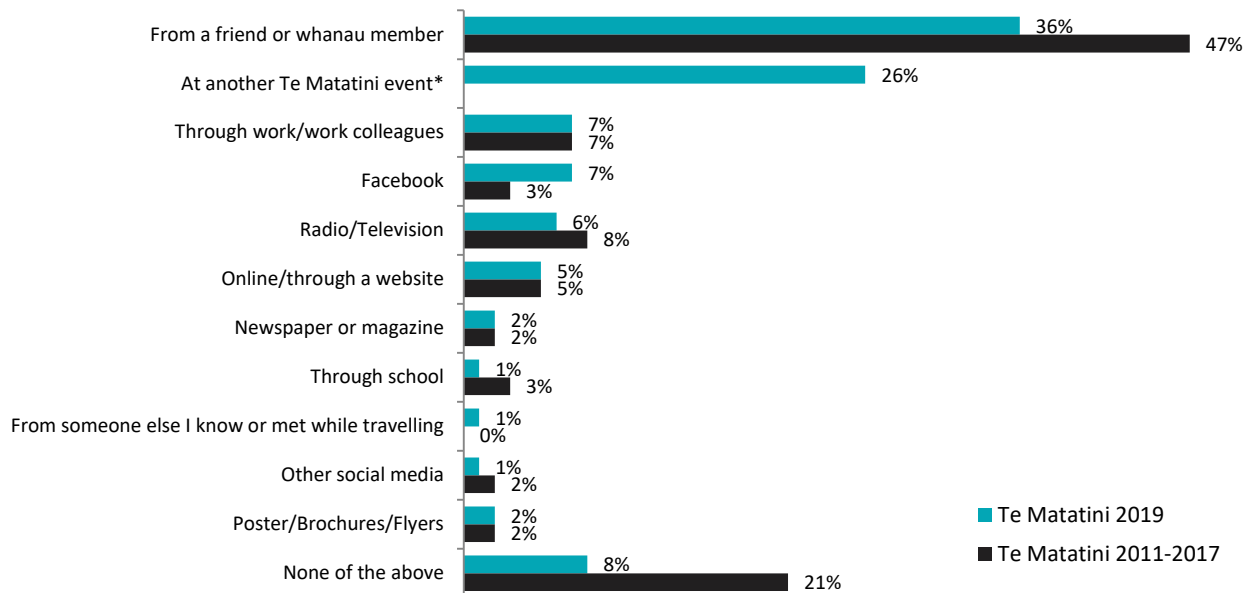
Previous Attendance

Unlike previous festivals where the majority of attendees were repeat visitors, at Te Matatini 2019 this trend reversed with 60% of attendees attending a Te Matatini festival for the first time.

Previously Attended	2011 - 2017	2019
Yes	66%	40%
No	34%	60%
Base: Total Sample (n=)	3,997	1,285

Awareness Channels

Close to two thirds of attendees at Te Matatini 2019 first heard about the event through friends or whānau (36%) or from another Te Matatini event (26%). Interestingly, more than one in five attendees through another source not listed, significantly more than the benchmark of 8%.

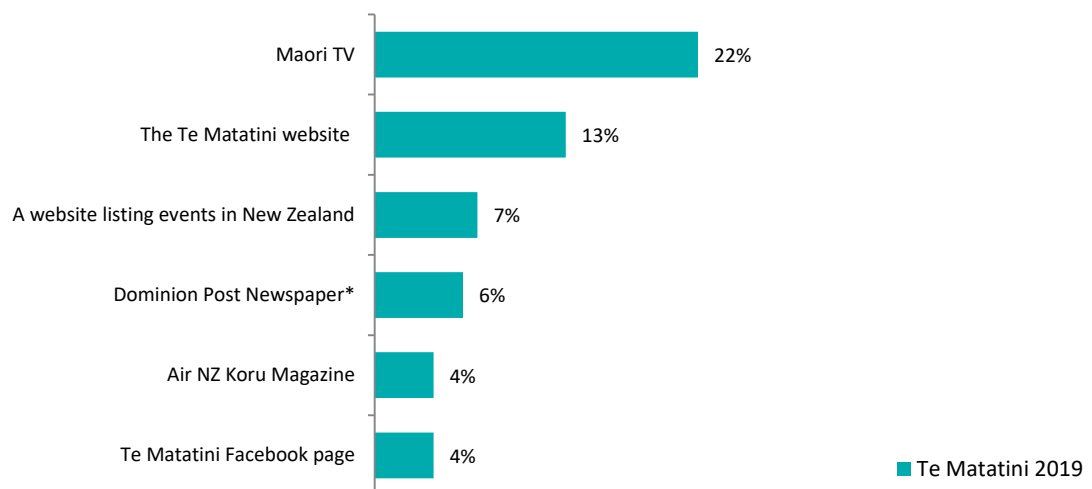


*Answer choice added in 2019

Base: Total Sample - Te Matatini 2019 (n=1,285), Te Matatini 2011-2017 (n=3,997)

Specific Source

The majority of the audience at Te Matatini 2019 heard about the festival through Māori TV (22%) with the next most popular being the Te Matatini website (13%). Similar to previous festivals, the local newspaper, the Dominion Post, was cited as a specific information channel.

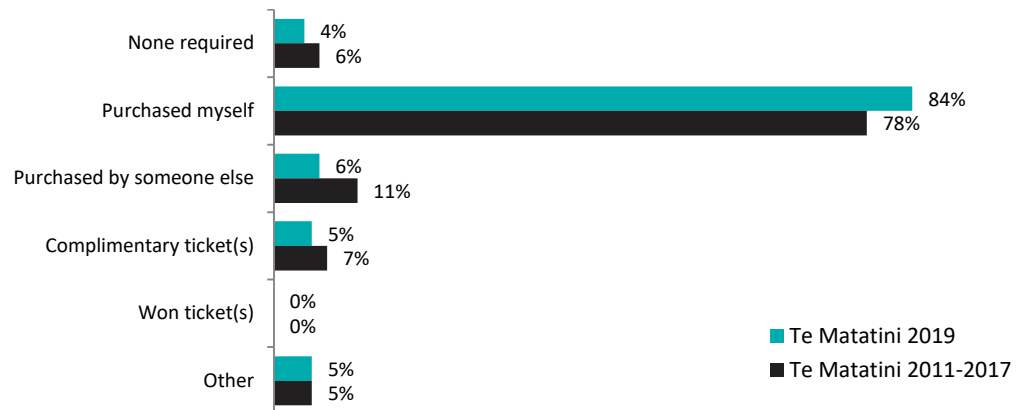


*Not listed in survey, but noted in 'Other (please specify)'

Base: Newspaper or Magazine, Website or Radio/Television selected as first information source - Te Matatini 2019 (n=165)

Ticket Purchasing

Te Matatini 2019 highlighted very similar ticket purchasing profiles compared to the benchmark of previous festivals. 90% of attendees to the 2019 festival had purchased the tickets themselves or had someone else purchase them. This suggests positive development as there is an increased percentage of attendees paying to attend the festival.

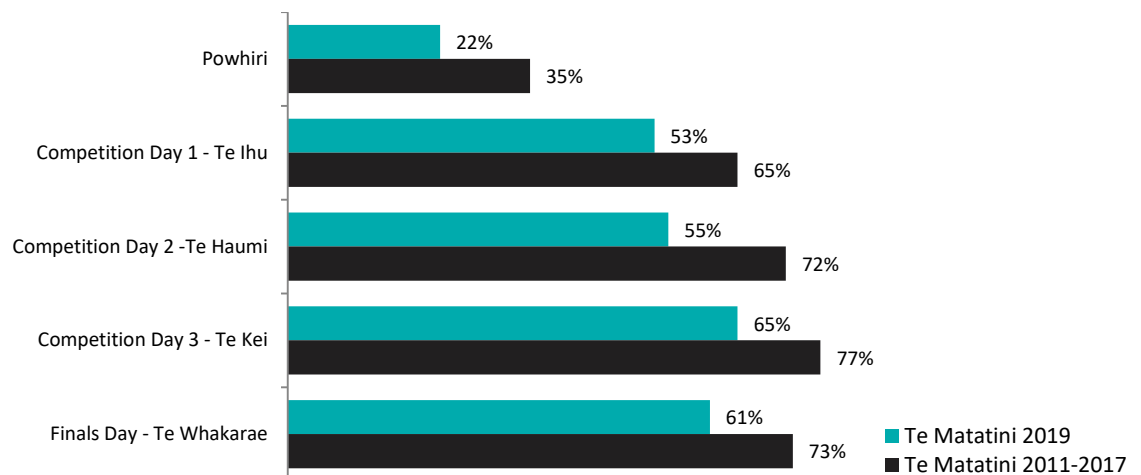


Base: Total Sample - Te Matatini 2019 (n=1,285), Te Matatini 2011-2017 (n=3,997)

Days/Events Attended

Te Matatini 2019 saw lower attendance or involvement with each event day when compared with the benchmark of the last four festivals. Competition Day 3 saw almost two thirds of attendees attending on this day, the most popular day this year.

Further analysis of this data reveals that a large proportion of attendees only attended one day of the Festival.



Base: Total Sample - Te Matatini 2019 (n=1,285), Te Matatini 2011-2015 (n=3,997)

Event Experience

“

I believe that this type of entertainment is vital to our Māoritanga. The impact it will have on our younger people is endless...

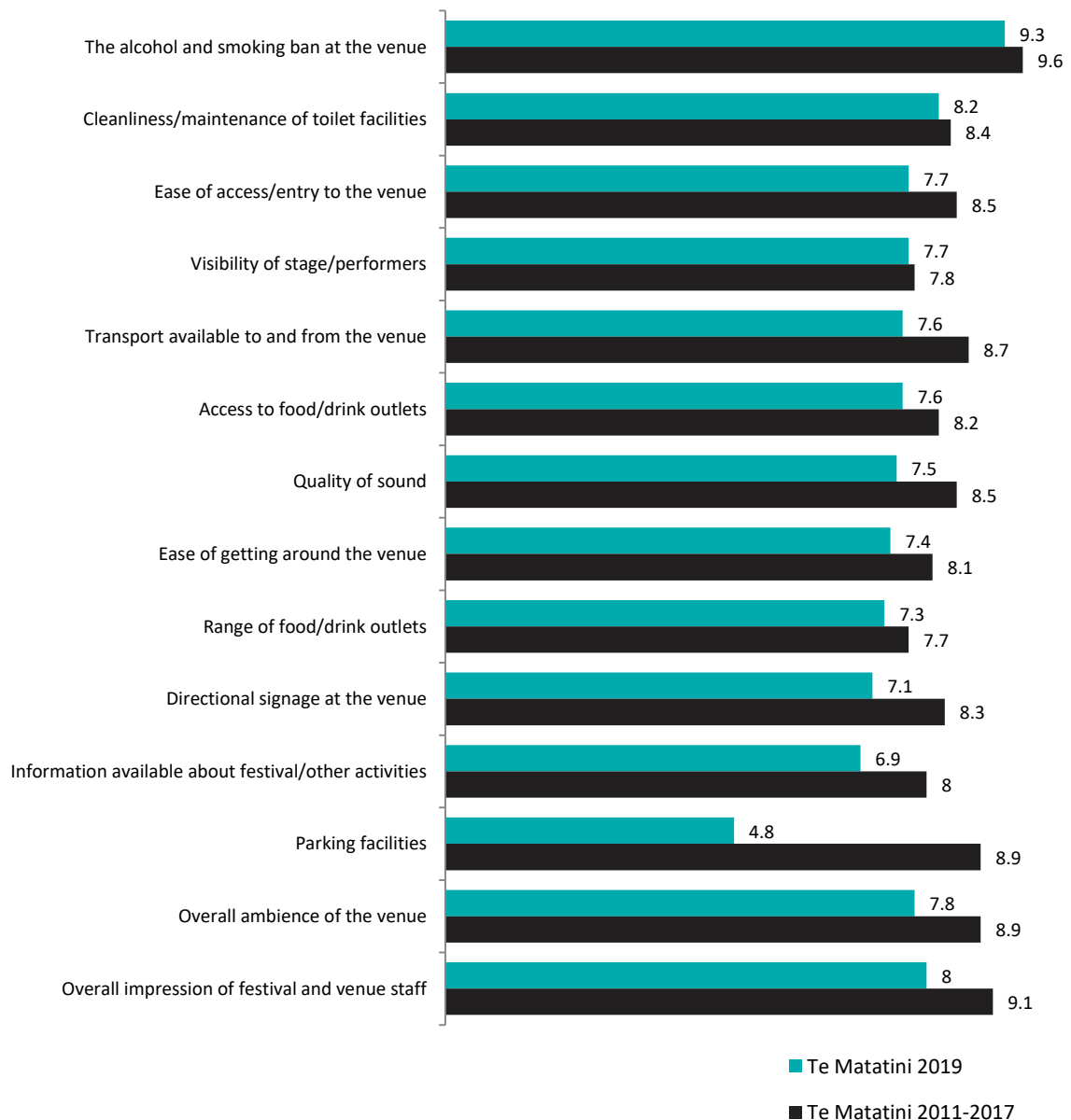


In order to identify the strengths of Te Matatini 2019 and opportunities for improvement in the future, survey respondents were asked to comment on a number of festival aspects, including the venue and staffing. They were asked to indicate their level of satisfaction overall and to comment on what they enjoyed and what might have made their experience more enjoyable.

Evaluation of Venue

Compared to the benchmark of previous festivals, Te Matatini 2019 experienced lower levels of satisfaction across all measures. Notably, 17% of respondents were 'very dissatisfied' with the parking facilities, leading to a lower level of satisfaction when compared with the benchmark.

In comparison to the benchmark, the 2019 festival did achieve similar results with the visibility of stage/performers, cleanliness/maintenance of toilet facilities and the alcohol and smoking ban at the venue.



Base: Total Sample - Te Matatini 2019 (n=1,285), Te Matatini 2011-2017 (n=3,997)
10-point scale used in 2019 (in line with previous years)

Survey respondents were asked to add any further comments they might have about the venue. Comments regarding the venue ranged from the stadium's atmosphere to accessibility for physically impaired eventgoers. Some comments regarding the venue are listed below.

"Venue perfect for sports games etc. but not Kapa Haka. Felt like the stage was plonked in the middle of the stadium. The best seat, where you felt the x-factor and vibe of the teams, was on the ground immediately in front of the stage. This event needs to be held in places that hold historical significance to the hosting iwi thereafter connecting all visiting teams to the land and not just the event - or a backdrop that reflects the local history"

"Parking was a big disappointment! We drove to Wellington from Hamilton, we had young children with us so we would leave for the venue around 10am and by that time the parks near to the venue were all taken, so we to leave our car at our accommodation and take an uber"

"The venue worked well, even in the rain. The seats were better than I expected"

"Different seating zones should have been clearly marked out. Getting back to our seating was made very difficult by poor organisation"

"The venue lacked good accessibility for the elderly, people with wheelchairs and prams"

"The venue is too large for this performing arts performance. Using sports stadiums to host what is a stunning piece of theatrical performance and art is ugly. It is time for Te Matatini to change this. It might be fine for their staff who get to sit in the Kings tent - and who get to sit in the corporate boxes, but spare a thought for the punter sitting in the rain. It's awful!"

"So much concrete. So little nature"

"The choice of venue was poor. It was not a festival atmosphere. It was closed and inside and felt like an event rather than a whānau festival"

"It was silly how you were not allowed to enter the stands during a performance, I can understand not being allowed to enter the mat area at front of stage but the same applying to the stands was excessive"

"It was a great event but sound system was terrible and stadium staff didn't know much about the event"

"Volunteers on doors could have been better informed. We got different instructions between shift changes every single time. Staff outside directing buses didn't seem to have a clue what they were doing. Sent our bus to the wrong location, refused to radio it back up to us and refused to let us walk down the ramp to bring our bus back up. Very rude & unhelpful"

"Too long a walk for our old people. Signage no good. No staff around to help with directions etc."

"Fan zone tickets were a rip off and the seating allocations were changed a couple of times. What we were told on in terms of where we were allowed to sit, was almost different every day"

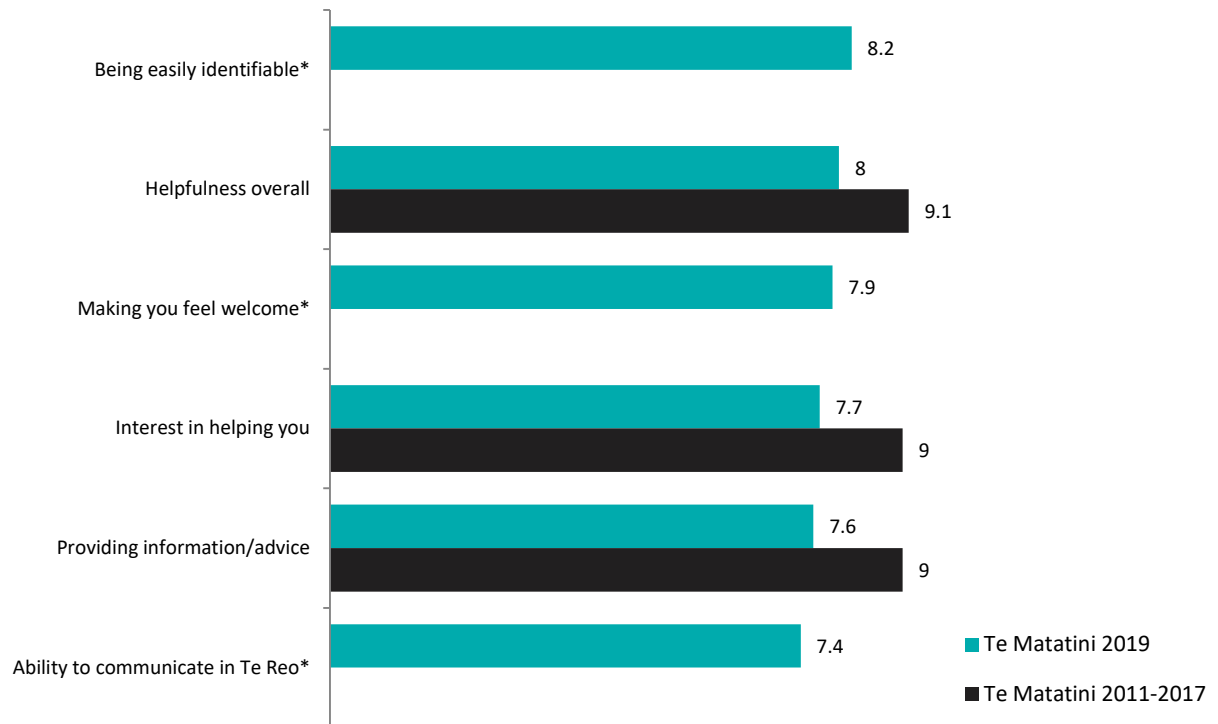
"Confusing rules regarding when you were allowed to enter the stadium, rules changed daily and depending on workers on duty"

"Guards on aisle entrances were rude. No people there to manaaki, was odd having security company staff man exit points. Too many people allowed to walk around during performances"

"The impersonal structure of the stadium, and the distance between performers and the audience, resulted in loss of connection with groups..."

Evaluation of Festival and Venue Staff

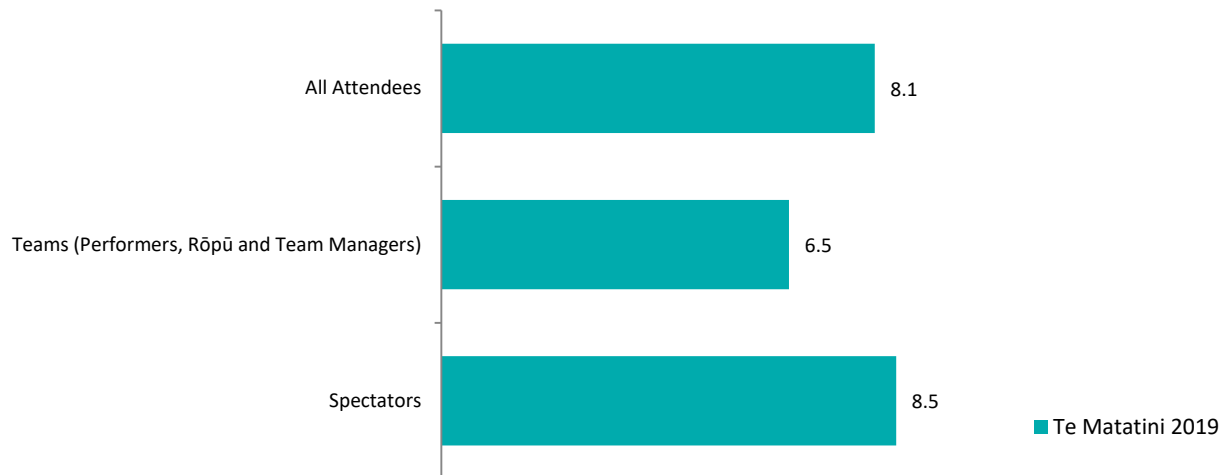
Survey respondents were asked to evaluate the festival and venue staff on a range of attributes. Compared to the benchmark of previous festivals, staff were not considered as helpful with less interest in helping event goers and ability to provide information/advice.



**Answer choices added in 2019
Base: Total Sample - Te Matatini 2019 (n=1,285), Te Matatini 2011-2017 (n=3,094)
10-point scale used in 2019 (in line with previous years)*

Overall Satisfaction

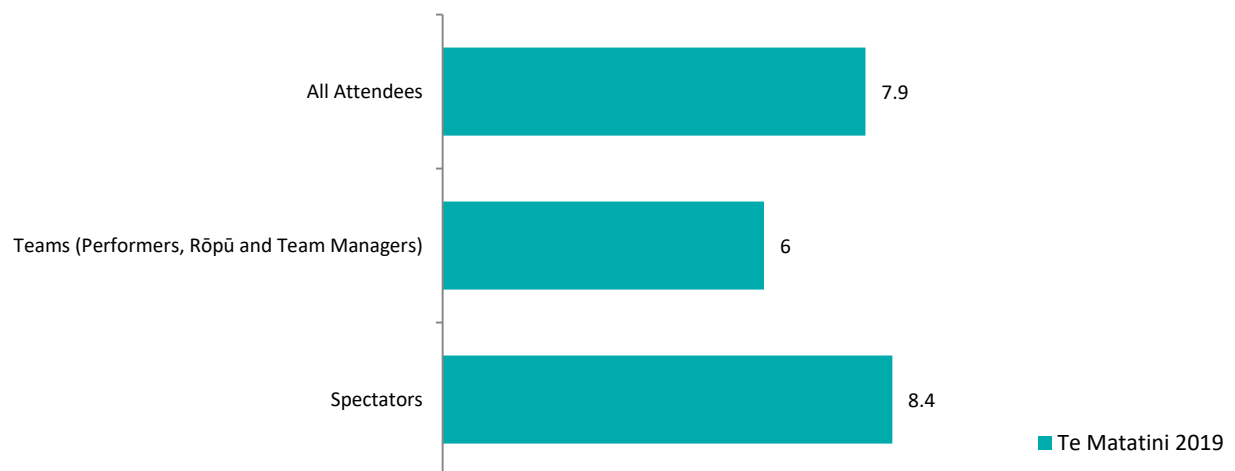
Te Matatini 2019 received an **overall audience satisfaction rating of 8.1** (on a scale of 0 to 10). On average, overall satisfaction was higher among spectators than those involved in the festival. This year's event saw over 50% answer nine or ten out of ten for overall satisfaction.



*Base: Total Sample - Te Matatini 2019 (n=1,285)
11-point scale used in 2019 (previously 10-point used)*

Value for Money

When asked about value for money, Te Matatini 2019 received an **average rating of 7.9** (on a scale of 0 to 10). As seen with overall satisfaction, spectators were on average rated better than those involved.



*Base: Total Sample - Te Matatini 2019 (n=1,285)
11-point scale used in 2019 (previously 10-point used)*

Highlights of Te Matatini 2019 – Wellington

When attendees were asked about what they enjoyed most about Te Matatini 2019, many positive comments were received that ranged from the quality of food available to the manaakitanga shown by kaimahi.

"Hearing Te Reo being spoken & being comfortable with a lot of Māori around"

"Being my very FIRST Matatini experience I was very satisfied! From the moment we walked in we were welcomed with open arms! Friendly staff who made us feel at HOME! My sister and I (Samoan) felt very comfortable and just loved the vibe! Our Te Reo is very limited but we were able to understand some things and communicate with some very PATIENT Kaumatuas :)"

"The \$12 hangi and seeing my wife doing her stuff on the stage"

"The authenticity of the event, including that it was all in Te Reo (even though I cannot speak Te Reo). We are Pakeha and it was one of our first experiences of live Kapa Haka, we loved it. The performances were slick and creative"

"First time I've been to a Kapa Haka event - was blown away, amazing experience. Performances (from a signing perspective) were excellent. Kapa Haka had hairs on the back of my neck standing up. Was a privilege to watch, amazing!!!"

"Enjoyed the total experience. Even though it rained a little it was the best event I've been too in ages. Loved it so much I was checking out Auckland already"

"The stalls were amazing. Seeing so much Māori talent in one place was mind blowing"

"Being part of a truly national and truly Māori event, and having the interpretation app!!"

"Enjoyed the whole experience. There's nothing else in the world that even comes close."

"Watching our people in a positive whanau environment sharing their love for Kapa Haka! Very proud to be Māori! Such a fantastic showcase for Māoridom!"

"The Kapa Haka performances were incredible and it was wonderful to watch and extend my learning of Te Reo"

"It was my first time at Te Matatini and the performances were incredible, the absolute professionalism, commitment and passion was inspiring. The atmosphere of the event was really cool"

"That there was a lively, friendly and family orientated atmosphere in the venue."

"The groups were amazing, an absolute pleasure to visually see and hear them perform. Especially as they are all winners and we were witnessing the best of the best. The food and information hubs were amazing and this was a particularly great way to normalise our language and culture"

"I loved seeing the engagement, commitment and professionalism of the performers. Everyone was so invested in the competition"

Opportunities for Improvement

When asked what would have made their experience more enjoyable, a wide variety of comments were noted including more language translation, better informed staff and providing more information about the event structure and food stalls.

"More straightforward ticketing process with more upfront explanation about how each day works. I finally found the background I was looking for when I finally found out where to buy the programme. It was as though everyone was expected to have good knowledge about how the festival is run. If you want more outsiders, they will require more information"

"Make the Māori TV app aware to us non Te Reo speakers.... didn't find out about that until after when I was watching it at home on TV! Use screens to provide info about each group as they appear on stage...at least run the name of the group across the screen and give some background to where they are from, have they entered before etc. etc. (in Te Reo and English). Very little information was provided about the groups which I thought was very disappointing"

"Allocated parking areas closer to the event. Would have saved hours driving around and having to walk to top up parking metres every 2 hours, missing half of the first day there"

"I was not impressed with some Kaumātua getting turned away from the Kaumātua area, better planning and forward thinking would've created a larger, much more comfortable space for them"

"More information about the stalls and food available on the website. It's hard to plan for coming with little kids on almost no info"

"Would have been great to have english translation - even just for the presenters. As a Te Reo Māori beginner it would have been a great experience to help new learners"

"I am a chronic asthmatic, walking from the train station was hard"

"The Haka translate App was a great idea, but I wish there had been more promotion about it beforehand"

"The sound quality of the performers. The PA system needed to be tweaked so that you could hear the harmonies clearly as well as the words"

"The white plastic they put down on the field meant there was a lot of glare, if that could be a different colour or done differently it would have been more comfortable"

"Having better access to be able to exit the stadium, or more accessibility. It would have been nice to see an area where parents could change their babies nappies, or to breastfeed or feed their babies. Te Matatini in Rotorua had this facility available for whānau. Maybe an area or a few designated areas for our tamariki"

"Vendor food prices seemed quite high"

"Space to sit down with the family to eat. Didn't like being shut out of the field area while rōpū was on stage. Thought we could sneak in the back without disrupting the performers to watch the big screens"

"Cheaper coffee, healthier (fresh) kai options"

Repeat Attendance and Advocacy

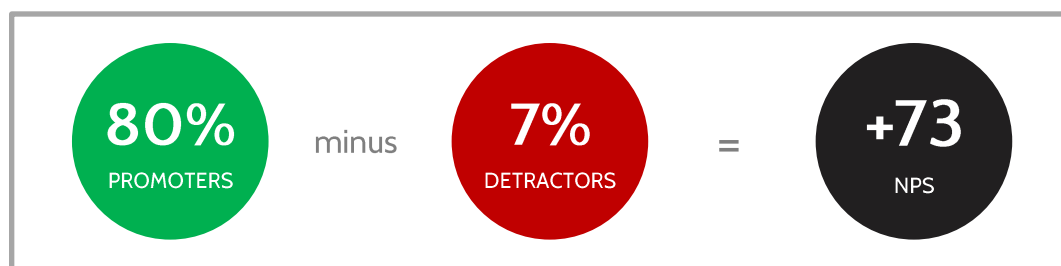
Survey respondents were asked to indicate how likely it was that they would attend a Te Matatini National Kapa Haka Festival again in the future, and how likely it was that they would recommend the Festival to people they knew.

Te Matatini 2019 attendees were highly inclined to attend another festival in the future with an average of 9.1 out of ten recorded. Unsurprisingly, on average those involved in this year's festival indicate that they are more likely to return than spectators.



*Base: Total Sample - Te Matatini 2019 (n=1,285)
11-point scale used in 2019 (previously 10-point used)*

The propensity of festivalgoers to recommend the Te Matatini Kapa Haka Festival to people they know (Net Promoter Score) was +73.



*Base: Total Sample - Te Matatini 2019 (n=1,285)
11-point scale used in 2019 (previously 10-point used)*

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

Economic Contribution (Expenditure in Region)

To establish a comprehensive view of the economic contribution generated by the Te Matatini Festival to the Wellington region, the following aspects are taken into consideration:

1. Visitor expenditure in Wellington while attending the festival
2. Team expenditure in Wellington
3. Stakeholder expenditure in Wellington
4. Event Organiser Expenditure in Wellington

“ *I believe Te Matatini will just keep growing which will be great economically, socially & culturally. It is the biggest Māori event ever & it is so awesome how it brings Māori as well as many other ethnic groups together as one. It's all for the love of Kapa Haka at its best. I personally love seeing all the non-Māoris that attend. It makes me feel proud to be Māori*



1. Visitor Expenditure in Wellington While Attending the Festival

Average Expenditure

Results show that visitors to Wellington attending Te Matatini 2019 - Wellington as their main reason to visit the region spent, on average **\$827.10** (with the top 1% of expenditure in each category has been excluded from the results, removing major outliers in the data). By attendee type (also with 1% of outliers removed), spectators/whānau support, who make up the majority of attendees, averaged a total spend of just under \$800. Those part of a team spent close to a thousand dollars each, while volunteers/workers & stall/exhibitors averaged nearly \$1,400.

Category	Spectators / Whānau Support	Team Members (Performers, Rōpū, Team Managers)	Volunteers / Workers & Stallholders / Exhibitors	Event Judges
Accommodation	\$271.38	\$349.66	\$489.24	\$189.26
Meals, food and drinks (not included in accommodation costs)	\$144.45	\$189.09	\$306.34	\$107.21
Retail Shopping	\$109.70	\$105.03	\$177.16	\$54.38
Festival tickets costs	\$99.92	\$72.80	\$108.09	\$53.13
Other entertainment, attractions and events	\$33.89	\$59.28	\$82.83	\$36.40
Transport costs within the region, excluding airfares	\$109.81	\$147.62	\$183.93	\$82.11
Parking for time spent at the festival	\$7.70	\$14.61	\$13.40	\$2.93
Other expenditure	\$15.18	\$44.09	\$33.67	\$20.52
Average expenditure in region	\$792.02	\$982.17	\$1,394.65	\$545.94
<i>Base: Visitors to region and festival main reason to visit region or extended stay (n=)</i>	481	85	16	14

*Note: The table above displays averages with the top 1% of expenditure in each category excluded
Team member expenditure does not include costs paid for by team management*

The largest proportions of costs in 2019 were incurred in relation to accommodation and meals, food and drink. Accommodation costs on average accounted for over a third of expenditure.

Total Economic Contribution of Visitors to Wellington

Supplemented with data from event organisers to best estimate the number of attendees, average expenditure in region is extrapolated to estimate total economic contribution of attendees.

The total visitor numbers used below for total expenditure calculations represent the number of unique attendees for the attendee group who visited Wellington to attend Te Matatini 2019.

	Average Expenditure Per Person	x	Total Visitor numbers (n=)	=	Total attendee expenditure in region
Spectators / Whānau Support	\$792.02	x	8,660 ¹	=	\$6.86m
Team Members (Performers, Rōpū, Team Managers)	\$982.17	x	2,080 ²	=	\$2.04m
Volunteers / Workers & Stallholders / Exhibitors	\$1,394.65	x	1,160 ³	=	\$1.62m
Event Judges / Competition Team	\$545.94	x	172 ⁴	=	\$0.09m
Total Economic Contribution of Visitors to Wellington					\$10.61m

¹ Total Spectator/Whānau support visitors to Wellington were calculated with an event organiser estimate of 42,698 total Spectator/Whānau support attendees. Applying survey data, it is estimated that there were 19,645 unique attendees who were classified as a Spectator/Whānau support, of which, 47.4% were visitors to Wellington and 93% noted Te Matatini as their main reason to visit Wellington

² Figure provided by event organisers

³ Figure provided by event organisers

⁴ Figure provided by event organisers

2. Team Expenditure in Wellington

Noting the considerable amount of money teams spend while in region for the Festival, team managers were asked additional questions in relation to expenditure by team management - additional to personal expenditure by team members. On average, teams spent **\$38,120.71** in Wellington.

Average Spend	Team Management
Accommodation	\$17,669.77
Meals, food and drinks (not included in accommodation costs)	\$9,390.63
Retail Shopping	\$550.00
Festival tickets costs	\$1,373.44
Other entertainment, attractions and events	\$443.75
Transport costs within the region, excluding airfares	\$6,671.88
Parking for time spent at the festival	\$15.00
Other expenditure	\$2,006.25
Average expenditure in region	\$38,120.71
<i>Base: Team Managers (n=)</i>	<i>17</i>

It is important to note that all other team members were explicitly asked to provide personal team expenditure only while in Wellington - expenditure above is additional to personal attendee expenditure.

Total Economic Contribution of Team Expenditure in Wellington

	Average Expenditure Per Team	x	Total Teams From Outside Region*	=	Total Team Expenditure in Region
Spectators / Whānau Support	\$38,120.71	x	46	=	\$1.75m

3. Stakeholder Expenditure

Key Te Matatini 2019 - Wellington stakeholders were asked to complete a survey to capture expenditure that would not otherwise have occurred in Wellington if the Festival had not taken place.

In total, n=10 stakeholders responded, and in total, estimated that **\$222,250** was spent in Wellington that would not have otherwise occurred if it were not for the Festival.

While there are more than 10 stakeholders, this data has not been extrapolated across all stakeholders due to the varying relationship and involvement of stakeholders to Te Matatini 2019 - Wellington. \$222,250 can be seen as a conservative estimate of stakeholder expenditure in Wellington.

Stakeholder Activity	Additional expenditures as a result of Te Matatini 2019
Provided funding for the Festival	\$71,250 in new funding that would not have been spent, \$65,000 that likely would have gone to another event/activity/organisation outside of Wellington
Provided in-kind contribution	\$6,000 in additional expenditure providing in-kind contributions
Operated a stall at the Festival	\$80,000 spent by groups/organisations to operate a stall/festival at the Festival
Base: All stakeholders (n=)	10

4. Event Organiser Expenditure

Considerable expenditure is undertaken by event organisers to deliver an event on the scale of Te Matatini National Kapa Haka Festival. From staging, sound systems and venue hire, to promotion and accommodation, a significant amount of expenditure is incurred by Te Matatini event organisers, majority of which occurring in the region the event is held.

This year saw **\$2.72 million** of the total \$2.9 million event expenditure occurring in Wellington.

	Total Event Expenditure	Total Event Expenditure in Region
Event Organisers	\$2.9m	\$2.72m

Total Economic Contribution

Factoring the various forms of expenditure associated with Te Matatini 2019 - Wellington, the total economic contribution to the Wellington region comes to an estimate of **\$15.30 million**.

	Total Expenditure in Region
1. Visitor Expenditure	\$10.61 million
2. Team Expenditure	\$1.75 million
3. Stakeholder Expenditure	\$0.22 million
4. Event Expenditure	\$2.72 million
Total Economic Contribution	\$15.30 million

Beyond the Numbers

“ This festival and each successive one will only serve to make tikanga Māori and Te Reo Māori stronger amongst Maori and amongst the New Zealand communities in general. These festivals enable everyone to better see their role in preserving tikanga and Te Reo and help 'normalise' these things in our communities. TM also helps with the preservation of current Māori history as composers choose more topical issues for their compositions once again allowing their culture to transfer its history orally. The whanaungatanga at TM is awesome and perhaps this strengthens kotahitanga amongst different iwi with historical wounds

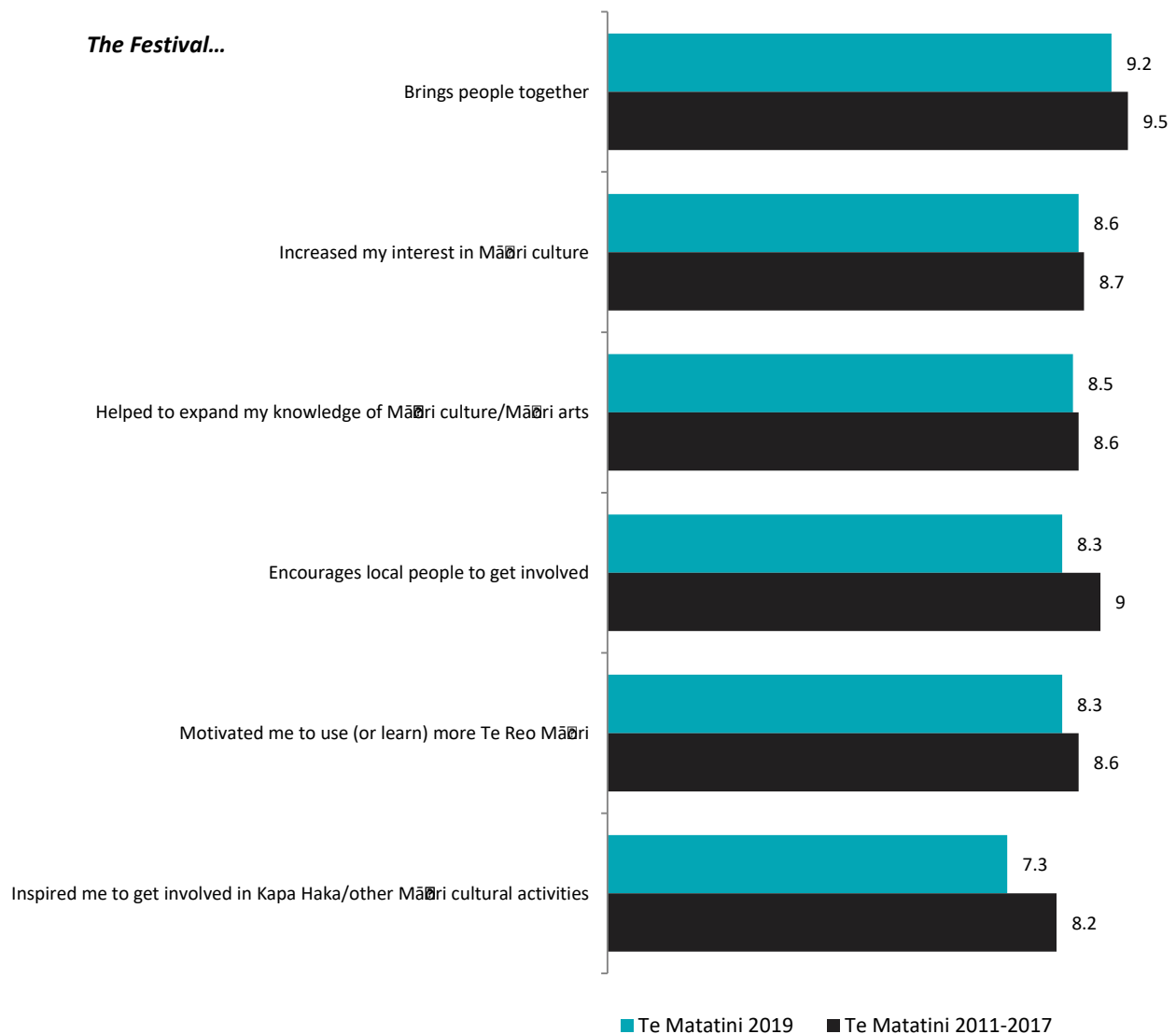


Social and Cultural Impacts

To better understand the social and cultural impacts of Te Matatini 2019, survey respondents were shown several statements and asked “to what extent do you agree or disagree that these apply to Te Matatini 2019 – Wellington and your own experience at the event?” Answers were recorded on a 10-point scale where 1 equalled ‘strongly disagree’ and 10 equalled ‘strongly agree’.

Te Matatini 2019 was rated most highly for bringing people together and increasing eventgoers’ interest in Māori culture. It also rated highly for helping to expand attendees’ knowledge of Māori culture and Māori arts.

Overall, 2019 results are similar to the results of past events, however on all aspects they perform slightly lower than the benchmark. Most notably, the Te Matatini 2019 audience were not as inspired to get involved in Kapa Haka and other Maori cultural activities, when compared with previous results.



Base: Total Sample - Te Matatini 2019 (n=1,285), Te Matatini 2011-2017 (n=3,997)
10-point scale used in 2019 (in line with previous years)

Comments on Social & Cultural Impact

"A platform to air political views and highlight key issues for Māori(dom). An opportunity to showcase the vibrancy of our culture. An opportunity to be in a positive Māori hui where people aren't fighting about Treaty Settlements, iwi development, Marae, saving the reo etc. TM is a chance to really use Te Reo Māori in normalised situations"

"Positive reinforcement to all Māori that they are worthy and have a beautiful culture that is unique and 100% belongs to them and can't be confiscated like the rest of their identity"

"Something for Māori youth to aspire to. Be proud of. Normalising the use of Te Reo Māori"

"Unity in Māoridom and other Pacific cultures. Matatini is the greatest example for all Polynesians to be able to come together as one people"

"It highlights the successful resurgence of Māori culture which is who we are regardless of background. The success is a sign that historical atrocities by colonialists are being recognised. Proof that encouraging all NZ to participate in our culture, and to learn our correct history, leads to the growth and success of the country"

"Reinforces the importance of providing positive platforms for Māori to connect as a collective and celebrate being who we are in the ways that are important to us. Helps my kids connect their values to their culture, and recognise the beauty of themselves as a part of the collective"

"Having something this high profile and with this scale will expand peoples' knowledge and awareness of the Te Matatini event and Kapa Haka generally and make people feel they want to get involved. As an event unique to Aotearoa it's something we can be proud of"

"Māoridom on the global stage"

"Providing opportunities and experiences to inspire, support and grow awareness for Māori culture, language and talent"

"A sense of awakening within the broader community of te ao Māori and the beauty and uniqueness of the culture. A sense of pride amongst rangatahi and kaumātua alike. A sense of accomplishment at groups leaving every effort on the stage. A sense of curiosity at learning the meaning behind the different waiata, haka, etc. A sense of learning"

"Raises the profile of Kapa Haka, increase interest in Te Reo, increase interest in some Māori businesses, for those in corporate space probably networking, education and government service information"

"Greater opportunity for whānau development and strengthening networks. Huge opportunity for all to explore options for future education and development. Exposure for all walks of society to experience the pinnacle of Te Reo"

"Raising awareness of Māori, Kapa Haka and Te Reo within a positive cloak. The talent and determination of the participants, and the sincerity of whanau supporting them in their endeavours - the positive impact of Te Matatini is incalculable. I have friends from Canada who happened to be holidaying in the South Island during Te Matatini and were glued to the TV. They are planning their next trip so they are able to attend Te Matatini in 2021"

Stakeholder Comments

"The value of partnering with a NZ cultural icon Te Matatini is of huge value to our brand and regional projects that we have to supercharge NZ's success"

"This festival was a major engagement opportunity with key stakeholders and share our messaging about the importance of Te Reo Māori"

"The wider impact is huge and often hard to measure but it is something that is vital and necessary for the survival of our culture"

"This is a great event although there was lost opportunity to engage with the wider Wellington community and encourage them to go to the event, this would have increased awareness around Te Matatini and the village in the concourse"

"Feedback tells us that: 1. Our people (Māori staff) felt immense pride that we were involved with Te Matatini. 2. It was noticeable that we were only one of two corporate sponsors - the hope is that this inspires other corporate sponsors. 3. Our involvement meant that some people from within our organisation attended the event, these are people who would never usually attend this or anything like it. It helps toward linking people and cultures within our organisation. 4. This was an opportunity for our Māori people in the business to shine. They worked at our stall and interacted amazingly with visitors to our stall, our non-Māori learnt a lot from watching this"

"Being a sponsor of Te Matatini 2019 is important for Massey University to have a visible presence at the event as a Tiriti-led University. Some of the key objectives for Massey were:

- * To establish and reinforce Massey University's commitment, participation and visibility to one of the largest gathering of Māori across the nation.*
- * To establish Massey University as the University of choice for Māori*
- * To build and maintain a relationship with our Māori communities*
- * Promote Massey University's brand and programmes"*

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At this point in time it is a celebration of emancipation and healing for tangata whenua, in time hopefully it will also be embraced by all New Zealanders as a cornerstone for being Kiwi, and a model for how we should come together, ahakoa te take

