



TE MATATINI 2025 IMPACT EVALUATION

MAY 2025

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EXECUTIVE SUMMARY

This report presents the findings of a post-event evaluation undertaken for Te Matatini o Te Kāhui Maunga which was staged in Ngāmotu New Plymouth from 25 February to 1 March 2025. The post-event evaluation was designed to assist organisers in: -

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

Key findings are summarised below.

Attendee Profiles

- Survey results indicate that four in five attendees at Te Matatini o Te Kāhui Maunga were female. This heavily female skew is consistent with earlier events.
- While the age profile of people attending Te Matatini o Te Kāhui Maunga was broadly similar to that for previous events, a substantially higher than average proportion of this year's audience was aged 60 years or more.
- Seven in ten people attending this year's festival identified as Māori; a lower proportion than for previous events. The 2025 event also attracted a higher proportion of people identifying as NZ European - 44% compared with 27% for previous events. Perhaps corresponding with this, eight percent of attendees indicated they could speak Te Reo Māori 'very well' (down from 14% for previous events).
- More than half of Te Matatini 2025 attendees (53%) were first-time attendees. This proportion is much higher than the average for previous events (43%).
- Two in five attendees at Te Matatini 2025 first heard of the event from friends or whānau. Another one in five heard of the festival at another Te Matatini event. Information shared via social media (and especially Facebook) was also instrumental in generating awareness of Te Matatini o Te Kāhui Maunga.
- The post-event attendee survey for Te Matatini o Te Kāhui Maunga measured attendance in person, as well as viewership online and on television (by those who attended in person). This highlights a considerable degree of multi-channel engagement across all five festival days.

EXECUTIVE SUMMARY (cont.)

Event Experience

- Te Matatini o Te Kāhui Maunga achieved a very high overall audience satisfaction rating of 9.0 (on a scale of 1 to 10). Satisfaction was high across the board but highest overall amongst stallholders/exhibitors. Seven in ten of this group gave an overall satisfaction score of nine or ten out of ten. The very high levels of satisfaction recorded were reflected in almost equally high scores for value for money.
- Almost all survey respondents indicated they were likely to attend again. While three in four indicated that this was “very likely”, this proportion was lower than reported in 2023 (86%). This may relate to a slightly higher proportion of local (Ngāmotu New Plymouth-resident) attendees at this year’s event (who chose to attend given the event’s proximity but may be less inclined to travel for future festivals), or to the generally older age profile of attendees in 2025.
- The propensity of attendees to recommend Te Matatini festivals to people they know can be expressed as a Net Promoter Score (NPS). At +87, this year’s NPS is two points higher than that recorded in 2023 and signals an exceptionally high level of engagement with Te Matatini o Te Kāhui Maunga.

Economic Contribution

It is estimated that Te Matatini o Te Kāhui Maunga made a direct economic contribution of **almost \$24 million** to Taranaki. This is made up of: -

- \$17.439 million in expenditure by visitors travelling to Taranaki for the primary purpose of attending Te Matatini o Te Kāhui Maunga.
- \$2.158 million in expenditure by teams travelling to Taranaki to participate in the event.
- \$1.417 million in expenditure by event sponsors, funders, stallholders, and other event partners that would not have occurred in Taranaki had it not been for Te Matatini o Te Kāhui Maunga.
- \$2.753 million in expenditure by event organisers (not accounted for elsewhere).

While the almost \$24 million direct economic contribution made by this year’s festival is the highest of all Te Matatini events to date, it is approximately \$3 million less than was forecast in October 2024 (prior to the event). The difference between forecast and actuals can be attributed primarily to lower than anticipated expenditure per person: this is perhaps not surprising given the current economic climate and pressures on discretionary expenditure.

Wider Impacts

- Feedback on the 2025 event was even more positive than earlier events, with **attendees** endorsing Te Matatini o Te Kāhui Maunga for a wide range of social and cultural impacts. Most notably, 2025 saw a significant increase in the proportions of survey respondents agreeing that Te Matatini “has increased my interest in Māori culture” and that it has “helped to expand my knowledge of Māori culture and cultural activities”.
- **Stakeholders** also endorsed Te Matatini 2025 for its wide range of social and cultural impacts; notably for bringing people together, increasing interest in Māori culture, expanding knowledge of Māori culture and creating new economic opportunities for Māori businesses (pakihi Māori).

BACKGROUND

This report presents the findings of a post-event evaluation undertaken for Te Matatini o Te Kāhui Maunga 2025. Data for the evaluation was collected primarily through a survey of people attending the festival, and a second survey of key festival stakeholders.

Last held in Tāmaki Makaurau in 2023, the Te Matatini National Kapa Haka Festival is traditionally held every two years although it was cancelled in 2021 due to the COVID-19 pandemic (as was a planned replacement event in 2022).

Te Matatini o Te Kāhui Maunga was held in Ngāmotu New Plymouth from 25 February to 1 March 2025. While the focus of the festival is the Kapa Haka competition – with elite Kapa Haka performers having participated in regional competitions to reach and compete in the national finals – the festival is also a celebration of te ao Māori, te reo Māori, and tikanga Māori. Alongside the Kapa Haka competition, kai and retail stalls, toi Māori exhibitions, educational workshops and other entertainment are all available to those attending.

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

- further developing the Te Matatini National Kapa Haka Festival as an engaging and highly rewarding experience for those attending;
- demonstrating the social, wellbeing, cultural and economic impacts of Te Matatini o Te Kāhui Maunga, and the benefits the festival brought to the country and the host rohe during a time of hardship for many; and
- demonstrating the impact of the festival to key stakeholders such as sponsors and funding agencies.

As in previous years (2011, 2013, 2015, 2017, 2019 and 2023), this year's primary survey covered a wide range of topics and included questions designed to gather information concerning audience profiles, characteristics of attendance, and expenditure associated with attendance at the festival. Feedback was also sought on the event experience and the extent to which the festival contributed to a range of social and cultural objectives.

METHODOLOGY

Most contact details for festival attendees were sourced from the festival's ticketing database, with survey invitations sent only to those who had provided explicit permission for follow-up contact. This database was supplemented with contact details resulting from MC announcements advertising survey registration, as well as QR codes displayed around the festival and on the commercial screens. The two data sources were then de-duplicated to ensure that each individual attendee received only one survey invitation.

Following the de-duplication of databases, survey invitations for the primary attendee survey were emailed to 7,101 people. Of these 7,101 people:

- 36 unsubscribed from the survey system,
- 28 emails bounced back (e.g., due to incorrect email addresses),
- 206 were disqualified (either because they were under 15 years of age or did not attend the event despite having purchased tickets), and
- N=1,952 completed the attendee survey, resulting in a response rate of 28%.

The attendee survey was available both in English and Te Reo Māori. Nine percent of respondents chose to complete the survey in Te Reo Māori.

The stakeholder survey was sent to a database of 176 key contacts provided by Te Matatini Society Incorporated. Of these:

- 1 unsubscribed from the survey system,
- 1 email bounced back (e.g., due to an incorrect email address), and
- N=74 completed the stakeholder survey, yielding a response rate of 42%.

Both the attendee and stakeholder surveys were administered using the Get Smart survey system, which supports email distribution of invitations and reminders, response management, and data analysis and reporting.

Benchmarking

Where questions asked in the 2025 Te Matatini o Te Kāhui Maunga attendee survey were the same as those asked in previous years (2011, 2013, 2015, 2017, 2019 and/or 2023) it has been possible to compare results. In these instances, the comparison has been made either with a Te Matatini festival 'benchmark' (being an aggregate for all festival years) or with a single prior year.



ATTENDEE PROFILE



TE MATATINI
O TE KĀHUI MAUNGA

HE KĀHUI TUPUA, HE KĀHUI WAIRUA

angus
& ASSOCIATES

ATTENDEE PROFILE

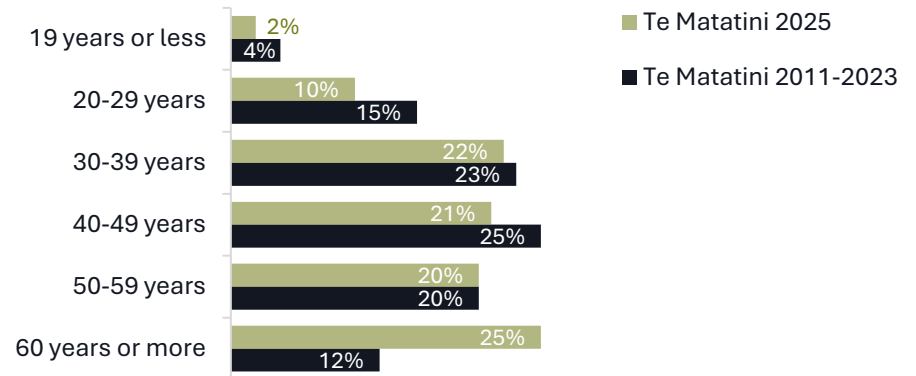
Survey results suggest that four in five attendees at Te Matatini 2025 were female. The heavily female skew is consistent with earlier events. While the age profile of people attending Te Matatini o Te Kāhui Maunga was similar to that of audiences at previous events, a substantially higher than average proportion of this year's audience was aged 60 years or more.

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

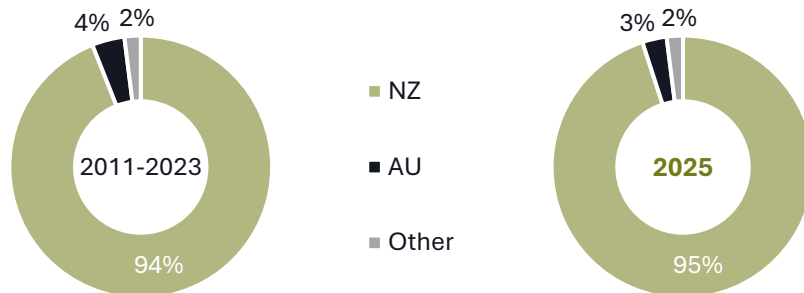
GENDER

	2011-2023	2025
Female	78%	81%
Male	20%	18%
Gender Diverse	<1%	1%
Prefer not to say	<1%	1%
Base: Total sample	n=6,829	n=1,952

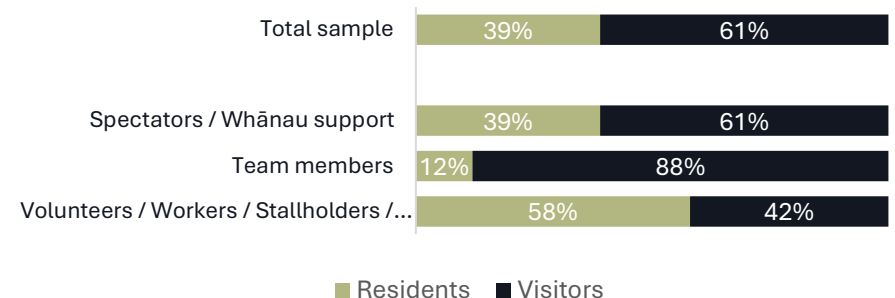
AGE



COUNTRY OF ORIGIN



RESIDENT/VISITOR (2025)



ATTENDEE PROFILE (cont.)

More than 70% of people attending Te Matatini 2015 identified as Māori; a lower proportion than for previous events. The 2025 event also attracted a higher proportion of people identifying as NZ European, 44% compared with 27% for previous events. Eight percent of attendees at the 2025 festival indicated that they could speak Te Reo Māori 'very well' (down from 14% for previous events) - likely reflecting the change in audience composition by ethnicity.

More than half of Te Matatini 2025 attendees were first-time attendees (significantly higher than the 43% average for previous events).

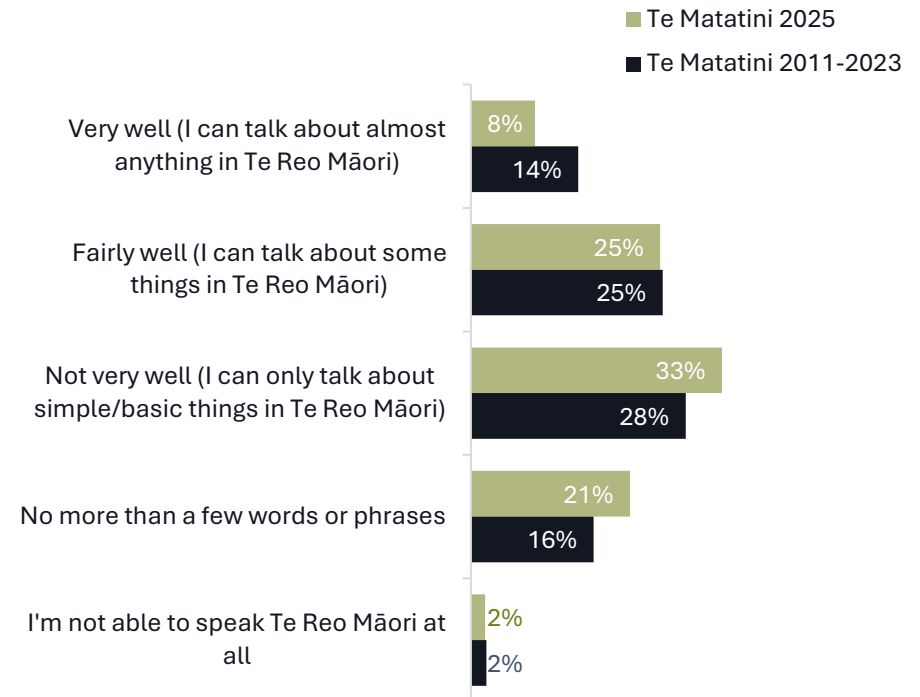
ETHNICITY

	2011-2023	2025
Māori	83%	71%
NZ European	27%	44%
Cook Island Māori	3%	2%
Samoan	3%	2%
Tongan	1%	1%
Niuean	1%	<1%
Chinese	1%	1%
Indian	<1%	<1%
Other	6%	7%
Base: NZ Residents	n=6,417	n=1,852

PREVIOUS ATTENDANCE

	2011-2023	2025
Yes	57%	47%
No	43%	53%
Base: Total sample	n=6,829	n=1,952

FLUENCY IN TE REO MĀORI



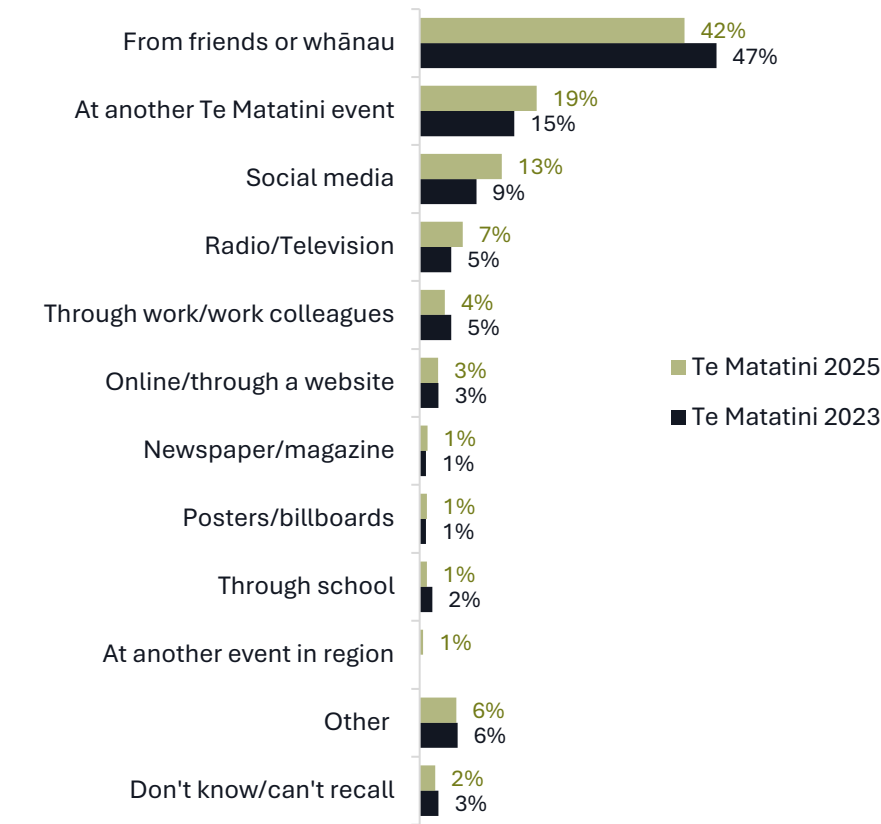
Base: NZ Residents Te Matatini 2025 (n=1,852); Te Matatini 2011-2023 (n=3,561)

Question added in 2017 Survey

ATTENDEE PROFILE (cont.)

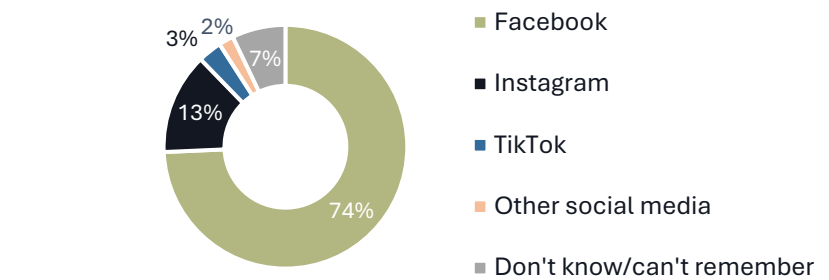
Two in five attendees at Te Matatini 2025 first heard of the event from friends or whānau. Another one in five heard of the festival at another Te Matatini event. Information shared via social media (and especially Facebook) was also instrumental in generating awareness of Te Matatini o Te Kāhui Maunga.

AWARENESS



Base: Total sample Te Matatini 2025 (n=1,952); Te Matatini 2023 (n=1,547)

SOCIAL MEDIA



Base: Those who first heard about Te Matatini 2025 through Social media (n=254)

OTHER SOURCE

TV One or TV Two	21%	A website listing events in New Zealand	1%
www.tematatini.co.nz	14%	Iwi Radio Station	1%
Whaakata Māori / Māori TV	13%	The Spinoff	1%
Te Matatini Facebook page	12%	Other radio station	4%
An online search engine	5%	Other	9%
New Zealand Herald	5%	Don't recall	12%

Base: Those who first heard about Te Matatini 2025 through 'newspaper or magazine', 'website' or 'radio/television' n=214

ATTENDEE PROFILE (cont.)

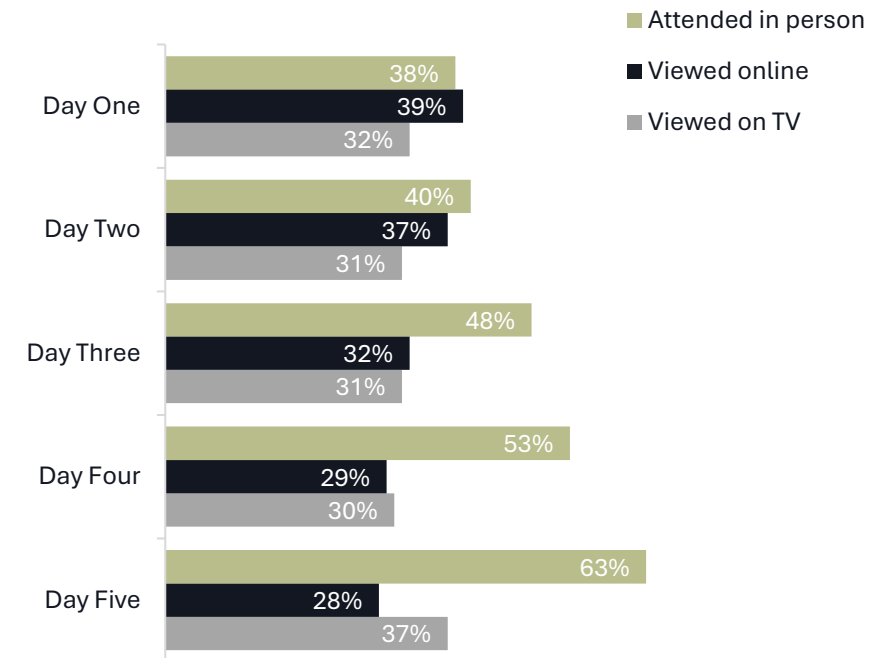
Most people completing this year's attendee survey were ticket purchasers (more than 90%, compared with an average 79% for previous events).

The post-event attendee survey for Te Matatini o Te Kāhui Maunga measured attendance in person, as well as viewership online and on television (by those who attended in person). This highlights a considerable degree of multi-channel engagement across all five festival days.

TICKET PURCHASING

	2011-2023	2025
I bought a ticket or tickets myself	79%	91%
Someone else bought a ticket or tickets for me	11%	8%
I was given a complimentary ticket or tickets	7%	5%
I won a ticket or tickets in a competition	0%	1%
No tickets were required	5%	1%
Other	5%	2%
Base: Total sample	n=6,829	n=1,952

DAYS ATTENDED



Base: Total sample Te Matatini 2025 (n=1,952)

WIDER ENGAGEMENT STATISTICS

Broader audience statistics indicate that engagement with Te Matatini o Te Kāhui Maunga extended well beyond those who attended in person.

- **1,168,337** New Zealanders watched Te Matatini o Te Kāhui Maunga video on MĀORI+
- **479,598** New Zealanders watched the live broadcast of the festival on MĀORI+
- A cumulative audience of **141,769** New Zealanders watched Te Matatini o Te Kāhui Maunga on television





EVENT
EXPERIENCE



TE MATATINI O TE KĀHUI MAUNGA

HE KĀHUI TUPUA, HE KĀHUI WAIRUA

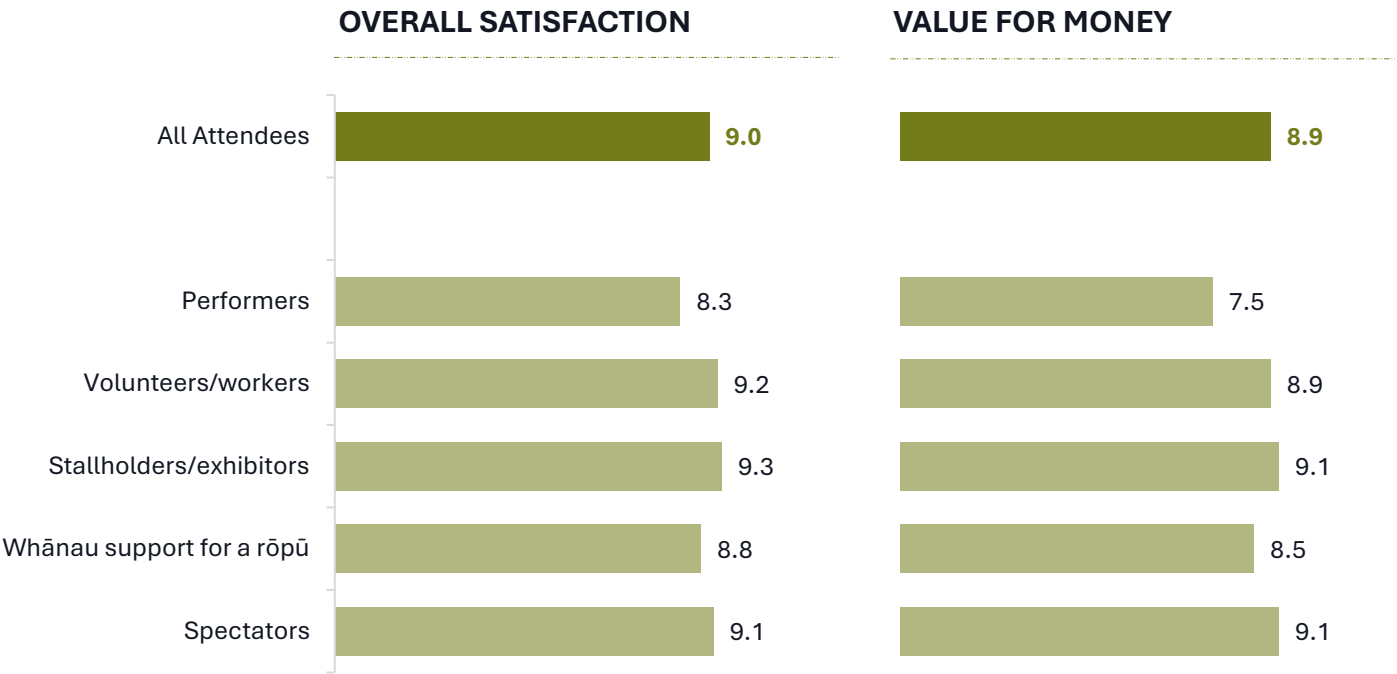
angus
ASSOCIATES

EVENT EXPERIENCE

Te Matatini o Te Kāhui Maunga achieved a very high overall audience satisfaction rating of 9.0 (on a scale of 1 to 10).

Satisfaction was high across the board but highest overall amongst stallholders/exhibitors and festival volunteers/workers. Seven in ten stallholders/exhibitors attending gave an overall satisfaction score of nine or ten out of ten.

These very high levels of satisfaction are reflected in almost equally high scores concerning value for money.



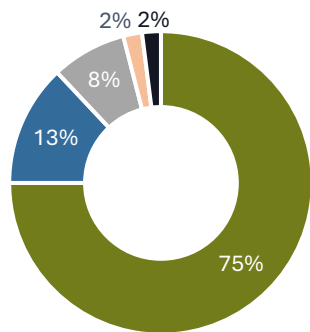
Base: Total sample Te Matatini 2025 (n=1,952)

EVENT EXPERIENCE (cont.)

Almost all survey respondents indicated they were likely to attend again. While three in four indicated that this was “very likely”, this proportion was lower than reported in 2023 (86%). This may relate to a slightly higher proportion of local (Ngāmotu New Plymouth-resident) attendees in 2025 (who chose to attend given the event’s proximity this year but may be less inclined to travel for future festivals), or to a generally older age profile of attendees this year.

The propensity of attendees to recommend Te Matatini festivals to people they know can be expressed as a Net Promoter Score (NPS). At +87, this year’s NPS is two points higher than that recorded in 2023 and signals an exceptionally high level of engagement with Te Matatini o Te Kāhui Maunga.

PROPENSITY TO ATTEND AGAIN



- Very likely
- Likely
- Neither
- Unlikely
- Very unlikely

Base: Total sample Te Matatini 2025 (n=1,952)

NET PROMOTER SCORE*

10	82%
9	6%
8	7%
7	3%
6	1%
5	0%
4	0%
3	0%
2	0%
1	0%
0	0%
Promoters (9-10)	88%
Detractors (0-6)	1%
NPS	+87
Base: NZ Residents	n=1,952

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

EVENT HIGHLIGHTS

“Words can not adequately express the level of Wairua felt throughout the venue, not only as audience culture watching the stage performances but equally the level of manaakitanga through the higher levels of the Stalls village and even from the huge number of volunteers outside the immediate venue from traffic control to gateway.”

“I enjoyed how well it was organised, a good balance of kai, stores and info stands. The performances were all outstanding, as well as the hosts. The vibe was super friendly, everyone willing to help anyone - the Manaaki was top level. Everything was top-notch. I cannot fault anything.”

“Celebration of Māoritanga”

“Te Matatini was an absolutely breathtaking experience—worth every penny! From the moment I arrived, everything was well-organized, from parking to tickets, wristbands, and delicious food. The performances were incredibly moving, bringing out deep emotions and immense admiration for the talent, passion, and mana on stage. What a fabulous event! Ka mau te wehi! Well done to everyone involved in making this such a phenomenal showcase of kapa haka excellence. As someone who is non-Māori, I want to express my appreciation with these words: "Ahakoa he iti, he pounamu"—Though I may not be of the , my respect and gratitude are precious like greenstone. Thank you for sharing your world with us.”

“The calibre of the performances was outstanding. Despite climbing the hills the ambiance, trees natural ampitheatre of the venue was stunning. From the moving pōwhiri to the closing karakia the manaakitanga of nga iwi o te kahui maunga was superb. The best ever and I’ve been attending since 1983!”

“The location, the vibe and the positive representation of Māori.”

“How clean it was, how well laid out everything was, how there was a big screen for those who weren't able to see the stage up-close, so many thing but the number one thing I would have to say is how freaking amazing our Māori are & how we came together for this time of year to support & show love to the talent!!”

“Just the whole vibe, atmosphere, Tikanga, everything about Te Matatini was awesome as a whole experience proud to be Māori.”

“I enjoyed the inclusive nature of the crowd; it was a supportive and buzzy atmosphere. It was wonderful to be surrounded by te reo being spoken and I felt very humbled to be in such a great authentic environment. I also appreciated that there was no alcohol, cigarettes and vaping inside the venue. The variety and creativeness as well as the calibre of the group performances were phenomenal!”

OPPORTUNITIES FOR IMPROVEMENT

“- More food truck options that sold icy products like slushies and Frappuccinos etc.

- A map of all the stalls and who they were on the Te Matatini app.
- Really need to think about selling Te Matatini merch in kids and baby sizes.
- More shaded areas.
- Consider opening gates earlier so that the early bird whānau and their runners have time to get their spot in front of the stage and then have time to get a kai or go toilet etc. Whānau are up at the Crack of dawn to try and find a carpark and then line up and wait for gates to open. And it's a looong wait. And once the gates open, and seats are saved, it's then another mad rush to get kai or go toilet and get back in time before karakia/the first group starts.
- Lastly, less groups. All the kapa were amazing. But there were too many, and therefore one too many days needed. I think it'll be more cost effective to have less groups and days financially As well as energy-wise. Especially for kaihaka who had long waits before they performed or before Te Matangirua day.”

“Less hills ? we had a baby and our pram and man it got heavy not only up the hills but walking down them and not want to hit anyone else so having to get a lean on down the hill as well”

“Designated places for disabled viewers in good shade where we can watch like everyone else, not tucked away”

“Having easier parking. My husband and I are 69yrs and 70 yrs. We had to park miles away- The parking was terrible. Many cars were double parked on the footpath, which meant we had to walk out onto the road to get passed cars parked on the footpath. We tried going early- at 6am- but the que of people that had arrived earlier, some at 4am- totally made us decide just to go at 7am- and hope for a good park. Our whanau kept seats for us in the shade- the sun was torturous; at times we had to go and have a rest in the shade if we couldn't secure a seat under the trees. Next time need more seating in the shade.”

“A bit of translation by MCs in English at the event and also a bit more guidance and detail on where the teams were from, this was quite hard to work out who was who and where from!”

“The layout. We were able to get good seats, however, if you've paid for the venue, you should be able to see the stage and not have to view it on the big screens because that's the only option. We also had pakeke with us so having all the kai and shops up the hill wasn't ideal. Traffic jams every break and where iti were hard to locate.”

“Better staging / use of the venue. Having that massive tent structure in the middle of the space meant so many people were missing out on being able to see the stage. The screens helped, but sitting looking at the screen with no view of the stage felt wrong. The finals was packed and it was difficult to get around, especially with kids. An area for older Tamariki in the kids zone would have been awesome too.”



**ECONOMIC
CONTRIBUTION
TO TARANAKI**



**TE MATATINI
O TE KĀHUI MAUNGA**

HE KĀHUI TUPUA, HE KĀHUI WAIRUA

angus
ASSOCIATES

ECONOMIC CONTRIBUTION

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

Visitor expenditure: the expenditure of people visiting Taranaki specifically to attend Te Matatini o Te Kāhui Maunga.



Team expenditure: expenditure by teams travelling to Taranaki to participate in Te Matatini o Te Kāhui Maunga.



Stakeholder expenditure: expenditure by event partners, sponsors, funders, stallholders, and other stakeholders in Taranaki (where expenditure was because of Te Matatini o Te Kāhui Maunga and would not otherwise have occurred).

VISITOR EXPENDITURE

Results show that visitors for whom attending Te Matatini o Te Kāhui Maunga was the main reason for their visit to Taranaki (n=1,140 people or 58% of all attendees) spent, on average, \$915.38 per person in the region.

By attendee type, spectators/whānau support - who made up the majority of visiting attendees - averaged total expenditure of around \$859 per person. Team members spent almost \$1,318 each, while volunteers/workers and stallholders/exhibitors averaged expenditure of more than \$1,541 per person.

VISITOR EXPENDITURE PER PERSON



\$915.38

Average expenditure per person

Average expenditure by category	All Attendees 2025	Spectators / Whānau support	Team members (performers, rōpū, team managers)	Volunteers / Workers and Stallholders / Exhibitors
Accommodation	\$263.09	\$233.61	\$475.72	\$575.95
Meals, food and drinks (not included in accommodation costs)	\$182.40	\$173.58	\$256.99	\$280.29
Retail shopping	\$177.97	\$175.54	\$211.16	\$173.34
Festival ticket costs	\$134.98	\$130.55	\$106.94	\$207.50
Other entertainment, attractions and events	\$38.08	\$33.67	\$65.31	\$108.75
Transport costs within the region, excluding airfares	\$97.82	\$93.66	\$129.85	\$164.75
Parking for time spent at the festival	\$3.46	\$3.41	-	\$6.60
Other expenditure	\$17.59	\$14.56	\$71.76	\$23.42
Total expenditure in region	\$915.38	\$858.57	\$1,317.73	\$1,540.59
Base: Visitors for whom the festival was the main reason for visit / visitors extending an already planned stay	n=1,140	n=1,029	n=37	n=39

VISITOR EXPENDITURE (cont.)

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

TOTAL VISITOR EXPENDITURE



\$17.439 million

Total expenditure

	Average expenditure per person	x	Total visitor numbers (n=)	=	Total attendee expenditure in region
Spectators / Whānau support	\$858.57	x	15,575 ¹	=	\$13.372 million
Team members (performers, rōpū, team managers)	\$1,317.73	x	2,550 ²	=	\$3.36 million
Volunteers / Workers and Stallholders / Exhibitors	\$1,540.59	x	459 ³	=	\$0.707 million
Total expenditure in region					\$17.439 million

¹ Total spectator/whānau support visitors to Taranaki were calculated using an event organiser estimate of 63,938 total spectator/whānau support attendees. Extrapolating from the survey data it is estimated that there were 26,397 unique attendees who were classified as spectators/whānau support, of which, 61% were visitors to Taranaki. 97% of this group cited Te Matatini as their main reason to visit the region.

² Figure provided by event organisers (55 teams of 50 members, of which four were resident in Taranaki)

³ Figure provided by event organisers (1,150 volunteers/workers/stallholders). Extrapolating from the survey data, it is estimated that 42% of volunteers/workers/stallholders were visitors to Taranaki and 95% cited Te Matatini as the main reason for their visit to the region.

TEAM EXPENDITURE

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

In 2025, just five team managers provided the data needed to calculate economic contribution accruing from team expenditure. As this is not sufficient for detailed analysis, an adjustment of +11%⁴ has been made to the 2019 data to estimate 2025 team expenditure as below.

Average expenditure	Team Expenditure (2019 survey data)	Team Expenditure (2025 estimate)
Accommodation	\$17,669.77	\$19,613.44
Meals, food and drinks (not included in accommodation costs)	\$9,390.63	\$10,423.60
Retail shopping	\$550.00	\$610.50
Festival ticket costs	\$1,373.44	\$1,524.52
Other entertainment, attractions and events	\$443.75	\$492.56
Transport costs within the region, excluding airfares	\$6,671.88	\$7,405.79
Parking for time spent at the festival	\$15.00	\$16.65
Other expenditure	\$2,006.25	\$2,226.94
Average expenditure in region	\$38,120.71	\$42,313.99
Base: Team Managers (n=)	n=713	Estimate

	Average expenditure per team	x	Total teams from outside region	=	Total team expenditure in region
Team Expenditure	\$42,313.99	x	51 ⁵	=	\$2.158 million

AVERAGE TEAM EXPENDITURE



\$42,313.99

TOTAL TEAM EXPENDITURE



\$2.158 million

⁴This adjustment of +11% aligns with the increase in all visitor expenditure between 2019 (for the festival in Te Whanganui-a-Tara) and 2025 (for the festival in Taranaki)

⁵Figure provided by event organisers (55 teams, of which 4 travelled from outside of the region)

STAKEHOLDER EXPENDITURE

To capture other expenditure that would not have occurred in Taranaki had it not been for Te Matatini o Te Kāhui Maunga, key festival stakeholders were asked to complete a post-event survey.

In total, n=74 stakeholders responded, providing information on event funding, in-kind contributions, related activations, and expenditure associated with the operation of stalls at Te Matatini o Te Kāhui Maunga. From the data provided, we have calculated that at least an additional \$4.405 million was spent by stakeholders locally that would not have been spent in Taranaki if not for the festival.

While there were more than 74 stakeholders in total, expenditure data has not been extrapolated due to the varying relationship and involvement of stakeholders in Te Matatini o Te Kāhui Maunga. The total incremental expenditure of \$4.405 million can therefore be considered a **very conservative** estimate of stakeholder expenditure in Taranaki. Net of sponsorship (in cash) – which has already been accounted for in the event organiser’s budget – this results in additional stakeholder expenditure in the region of \$1.417 million.

Stakeholder Activity	Additional expenditure in Taranaki
Provided funding (\$2.988 million)	<p>16 funding organisations responded to the survey. These organisations collectively contributed about \$3 million in grants, donations and/or cash sponsorship. Of this total:</p> <p>\$1.408 million was new expenditure (i.e. money that was available solely for the Te Matatini Festival 2025 and would not have been spent otherwise).</p> <p>\$620,070 would have gone to another event/activity/organisation outside of Taranaki had it not been spent on/in association with Te Matatini o Te Kāhui Maunga.</p>
Provided in-kind contributions (\$535,000)	Five organisations that responded to the stakeholder survey had provided in-kind contributions (a combination of staffing, venue spaces, accommodation, payment of travel expenses, hire vehicles, food, support for promotional campaigns, and third-party services).
Staged related activities in Taranaki (\$500,000)	One organisation that responded to the stakeholder survey had staged activities or events in Taranaki in association with Te Matatini o Te Kāhui Maunga (but not at the festival itself). The combined expenditure on these events was estimated at \$500,000.
Operated a stall at the Festival (\$381,775)	<p>65 organisations responding to the post-event survey had operated a stall at Te Matatini o Te Kāhui Maunga (alone or with other organisations/groups).</p> <p>54 of these organisations had staff/volunteers travel to Taranaki from outside of the region to operate the stalls (313 people in total).</p> <p>44 of these organisations spent money they otherwise wouldn’t have spent in Taranaki (e.g. on other activities or events). Collectively, these organisations spent an additional \$381,775.</p>
Base: All Stakeholders	n=74

EVENT ORGANISER EXPENDITURE

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

This year’s projected expenditure by event organisers is \$6.535 million, of which it is estimated that \$3.715 million was spent in Taranaki. Net of approximately \$0.962 million in revenue generated from ticket sales to people travelling to Te Matatini from outside of the region – already accounted for in the expenditure by visitors to Taranaki – this represents an additional direct economic contribution of \$2.753 million to the region.

Total event expenditure in region		-	Budget accruing from ticket sales	=	Total event expenditure in region
Event Organisers	\$3.715 million	-	\$0.962 million ⁶	=	\$2.753 million

TOTAL DIRECT ECONOMIC CONTRIBUTION TO TARANAKI

Considering all components of expenditure associated with Te Matatini o Te Kāhui Maunga, the total direct economic contribution accruing to Taranaki region is estimated at almost \$24 million.

Visitor Expenditure	\$17.439 million
Team Expenditure	\$2.158 million
Stakeholder Expenditure	\$1.417 million
Event Expenditure	\$2.753 million
TOTAL DIRECT ECONOMIC CONTRIBUTION	\$23.767 million



**WIDER
IMPACTS**



TE MATATINI
O TE KĀHUI MAUNGA

HE KĀHUI TUPUA, HE KĀHUI WAIRUA

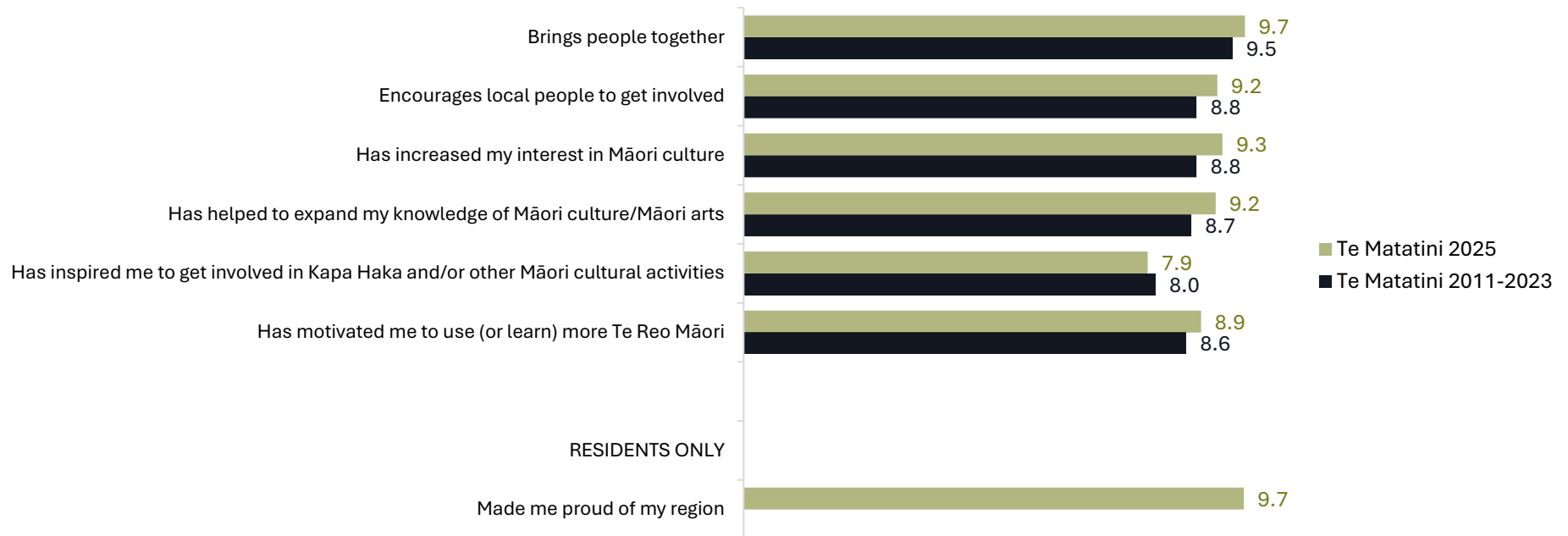
angus
& ASSOCIATES

WIDER IMPACTS – ATTENDEE PERSPECTIVE

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

The chart below depicts the **average score** given by people attending for each impact statement. Results for stakeholders are shown overleaf.

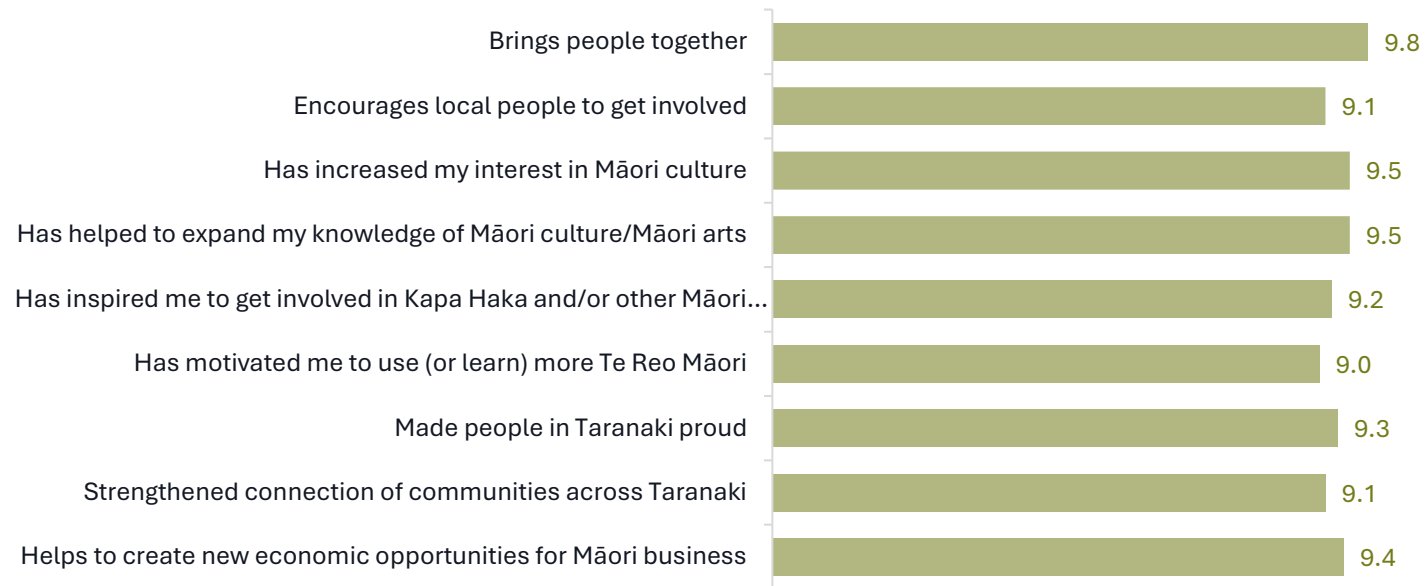
Feedback on the 2025 event was even more positive than earlier events, with attendees endorsing Te Matatini o Te Kāhui Maunga for a wide range of social and cultural impacts. Most notably, 2025 saw a significant increase in the proportions of survey respondents agreeing that Te Matatini “has increased my interest in Māori culture” and that it has “helped to expand my knowledge of Māori culture and cultural activities”.



Base: Total sample Te Matatini 2025 (n=1,952); Te Matatini 2011-2023 (n=6,829); Taranaki residents (n=770)

WIDER IMPACTS – STAKEHOLDER PERSPECTIVE

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



Base: Total sample – Stakeholders Te Matatini 2025 (n=74)



TE MATATINI

O TE KĀHUI MAUNGA

HE KĀHUI TUPUA, HE KĀHUI WAIRUA

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