



A PRESENTATION TO THE
WAIHEKE LOCAL BOARD
28 FEBRUARY 2019

Thank You



The **Waiheke Walking Festival** wouldn't exist without the ongoing support and funding provided by the Waiheke Local Board. **Thank you.**

The following slides summarise the 2018 Festival and outline our funding needs and activities. We see a partnership with the Waiheke Local Board as essential to the continued success of this much loved community event.





Waiheke Walking Trust – 2 years in

The **Waiheke Walking Trust** was borne to provide enhanced sustainability of the Festival:

Continued focus on revenue streams.

- ✓ 2018 saw a significant increase in 'Friends of the Festival' registrations – a total of 100
- ✓ New major sponsor secured – Treescape; and continued support from Fullers & Ray White
- ✓ Our Patron base continues to be strong

Succession planning.

- ✓ After 6 years at the helm Denise Whitfield delivered her final Festival as Event Manager in 2018
- ✓ Anna Reinstein has been appointed Festival Manager and shadowed Denise at the 2018 Festival
- ✓ Denise remains as a valued Trustee

Enhanced expertise across the suite of skills required to deliver a professional event.

- ✓ New Trustee Mandy Hudson brings a wealth of health & safety expertise from an engineering business background
- ✓ New Event Manager with global event experience
- ✓ Festival Coordinator being appointed to support the Event Manager
- ✓ Growing team of committed volunteers, ambassadors and advisors

2018 Event – Key Achievements



- **\$27,500** contributed to local businesses as part of Festival walks (lunches, transport to and from walks etc) – this does not represent the total economic benefit to the island, as it does not include visitor spend on accommodation, additional transport, ferry travel, restaurants etc during their stay.
- Kauri Dieback Disease prevention and education emphasised across all walks on the programme - 2018 being a crucial time for communication about this issue. Auckland based biosecurity team attended and supported the festival and were highly complimentary of our procedures.
- Relationship with Ngati Paoa strengthened further & first time access to Waiheke Station as well as a special naming ceremony at Te Matuku
- New registration reports increased health & safety safeguards
- Booking & payment system with local vineyards, cafes and transport operators continued to work well
- Monthly Walk Series provided volunteers with pre-event training and local participation
- First Aid training refresher course for 40 local volunteers in October
- Zero medical incidents requiring follow up treatment
- Continued to strengthen relationships with key community groups and support local initiatives





2018 Event – Who attended?

2,200 registrations

40% were brand new to the Festival.

- ➔ 59% locals (increase from 56% in 2017)
- ➔ 33% wider Auckland (stable)
- ➔ 4% other NZ regions (down from 9% in 2017)
- ➔ 3% international (stable)

- ***This aligns perfectly with our goal to grow sustainable tourism on Waiheke.***
- ***The Festival continues to be a much loved event.***
- ***Overwhelmingly positive feedback from walkers, volunteers, guides, landowners, partner businesses and sponsors.***
- ***Encouraging locals to use our public walkways and be physically active.***

34%
under 50 years

54%
50 - 69 years

12%
70-80 years

We love that we are promoting a safe and supportive event that promotes active tourism for all ages

2018 Event – Who saw us?



We continue to support sustainable tourism to Waiheke in the shoulder season, through the promotion of the Walking Walking Festival. 2018 saw a concerted effort through PR to reach a wider audience and promote the accessibility of the island's tracks.

TV

- Breakfast TV – showcasing Day One of Te Ara Hura group (21st Nov)

PRINT

- Sunday Star Times (4th Nov)
- New Zealand Photographer
- Viva, Herald (24th Oct)
- North & South (Nov)
- Good Health Choices (Sept)
- Kia Ora (Oct)
- Urban List (online)
- Gulf News / Waiheke Weekender

SOCIAL MEDIA REACH

Facebook followers: over 1500

RADIO

- Slots across NZME radio stations through Aug - mid-Sep (FOC)
- Estelle – The Hits – Full Moon Walk & general festival taster

Further coverage confirmed for 2019:

PRINT

- Good Magazine
- Next Magazine
- Stacey Morrison (The Hits) – Travel Feature, The Herald

2019 Waiheke Walking Festival – 10th Anniversary!



**FRI 15 - SUN 24
NOVEMBER**

- Celebrating the Festival's 10 years
- Celebrating and acknowledging Festival Ambassadors and Founders
- Increasing to a 10 day event from 9 days
- Question marks around track closures – especially Te Ara Hura
- Bringing back the 10 most popular walks over the years
- Introducing new walks to the programme



What will it cost to deliver the 2019 event?

Total costs	\$70,000
WWF Manager	\$30,000
WWF Coordinator	\$10,000
Website	\$5,000
Programme design and brochure print	\$5,000
Volunteer training and support	\$5,000
Advertising and promotion	\$7,000
Insurance and permit costs	\$2,000
Equipment purchase and hire	\$2,000
Festival Finale thank you event	\$4,000





What are we doing to secure the necessary funds?

- Presenting partner sponsorship contract comes to an end this year (\$15,000) – we will work hard to renew
- 2018 Festival new major sponsor – Treescape, renewed sponsorship with Fullers – we hope to renew these
- Additional major sponsor target businesses are identified and we're working hard to secure major sponsors with a cash contribution, not solely in-kind
- We increased our Festival Friends programme (\$100 membership fee) from 60 in 2017 to 100 in 2018 and will continue to focus on this
- We will use a portion of our Patrons income to assist with the costs of delivering the Festival
- We made funding applications to Lotteries and Foundation North for the 2018 Festival and were unsuccessful - we will try again in 2019
- We absolutely require ongoing funding support from the Waiheke Local Board



What else are we doing for our community & visitors

The Waiheke Walking Trust is committed to promoting sustainable tourism by promoting walking on Waiheke year round. In 2019 we have planned;

- **Development of a Walking Website** that promotes walking on Waiheke year-round. This will include walk maps, photos, video, description of the walk. We are working with Auckland Council and the Walking Access Commission to share content with them.
- We have paid for **annual brochure space at the Matiatia visitor information kiosk**. We use this space for Walking Festival brochures in Sept/Oct/Nov, but outside this time we are filling these spaces with Te Ara Hura maps.
- **We continue to look for other opportunities for our event team, trustees and volunteers to support other community events** such as Fossil Free Parade



Waiheke Walking Trust & Waiheke Local Board Partnership

- 2019 is an opportunity to celebrate the 10th Anniversary of the Waiheke Walking Festival. There have been a lot of people involved over the years and our plan is to bring them together to celebrate this milestone.
- With the support of the Waiheke Local Board, other funders, our sponsors, Ngati Paoa and our Festival partners we hope to make this the best Festival yet.
- We have a fantastic community event that grows stronger from year to year.
- We look forward to having the Waiheke Local Board on this journey with us.



Thank you