

2004 MATARIKI EVENTS

Friday 28th May – Sunday 20th June

TE ATA HAU - THE NEW DAWN

The Upstairs Gallery, 1/ Lopdell House, 418 Titirangi Rd, Titirangi

Exhibition opening on the 27th of May, 6-8pm

8 local artists celebrate aspects of Matariki through photography, carving, weaving and painting. Artists include Tanya Milne, Anita Mitchell and Rawiri – Carving by design. Phone 817 8030

Saturday 29th May

WEAVING WORKSHOP

Seminar room, Lopdell House, 418 Titirangi Rd, Titirangi

10am till 2.30pm

Costs \$8 for members and \$10 for non-members

Tania Milne, Anita Mitchell and Jasmine Clark will be making big baskets and lots of fun for all. Book early as numbers are limited to 12. Phone 817 8030.

Tuesday 1st – Saturday 26th June

NGA POU TOA O MATARIKI

The Warrior Posts of Matariki

Signal Gallery, 717 Swanson Rd, Swanson

(Sunday 30 May - Opening, 4pm)

Established tane Maori artists who come together in Waitakere to form the pou of Matariki through contemporary and traditional Maori arts. Featuring James Webster, Kawariki Morgan, Darrin Pivac and Matene Sisnett. Phone 833 3479

Friday 11th June – Sunday 18th July

Lopdell House Gallery, 418 Titirangi Rd, Titirangi

NATALIE ROBINSON KAPOKAPO (LITTLE STARS)

In honour of Matariki, this exhibition investigates Maori and Pakeha relationships to the land through navigation, travel, and mapping.

AROHA CHAPLOW TE RUA KOPITO

Part Maori and part Pakeha, Aroha Chaplow says her paintings represent gateways between past and present ideas. Monday 14 June 10.00 am, Main Gallery - Aroha Chaplow will speak about her work.

Saturday 12th June

CAPTURED ANGELZ 'LIFE, LOVE AND NATURE'

Titirangi Beach, Titirangi

11am – 2pm

To capture the essence of life, love and spirit in our surrounding environment. Emerging artist Tanya Ruka exhibits her works of paintings – oil on canvas. For more information contact Peter Ruka on 027 420 0205.

Thursday 17th June & Thursday 15th July

NGA TANGI TAWHITO

Ancient Sounds – A cacophony of music

Main Gallery, Lopdell House Gallery, 418 Titirangi Rd, Titirangi

7 – 9pm

AI

Tickets \$10 adults/\$6 Children - Bookings are essential.

A performance of sound - a journey that begins with music older than time itself, travelling through to the infectious rhythms of today. Amazing instruments coaxed by skilled players will call the spirits of the natural world, rising up through the ages to a delicious cacophony of contemporary beats. Performed by Rewi Spraggon and Bob Harvey. TICKETS: AVAILABLE AT TITIRANGI PHARMACY on 817 7658

Saturday 19th June – Sunday 18th July

MATARIKI DISPLAY

Waitakere City Libraries

Information about the history of Matariki and its significance to Maori will be displayed around the Waitakere City Libraries. Phone Rewi Spraggon – Kaiwhakahaere Maori on 836 8000 ext 8536 or rewis@waitakerelibs.govt.nz

Saturday 19th & Sunday 20th June

THE MAGIC OF MUKA

Tutor: Ann Uerata

Corban Estate Arts Centre, 426 Great Nth Rd, Henderson

10am – 1pm

Fee: \$55

Discover the magic of stripping flax to reveal muka fibre, and learn more about the traditional Maori uses of this important material. Phone 838 4455 (Class limit 8)

Wednesday 23rd June

TANE HUI

Te Whanau O Waipareira Trust, cnr Edmonton & Great North Rds, Henderson

6.30pm

Koha

Waipareira Trust are running a Tane Hui in honour of Matariki, featuring special guest speakers on the history Matariki. For more information contact Ngaire Te Hira on 836 6683

Thursday 24th – Sunday 27th June

MA TE RANGATAHI, MO TE RANGATAHI - Youth Forum

Te Piringatahi O Te Maungarongo Marae, 19 Luckens Road, West Harbour

Registration fee: \$100 – 3 x days

A youth forum for students interested in leadership, whakawhanaungatanga and learning more about Matariki. Further enquires please contact Te Piataata Trust on 832 3612.

Saturday 26th June

PUORO MATARIKI – NGA MAHI A NGA TUPUNA

The everyday work of our ancestors

Main Gallery, Lopdell House Gallery, 418 Titirangi Rd, Titirangi

7.00pm

Tickets \$5.00 Bookings and door sales

Enjoy an evening of pre-European music and marvels with Riki Bennett and Rewi Spraggon. Experience Taonga Puoro (Maori musical instruments) in action; learn about pre-European bushcraft and survival techniques. Discover the ancient art of fire-making in celebration of Matariki.

A2

TICKETS: Kristal Rogers on 836 8000 ext 8507 or e-mail kristal.rogers@waitakere.govt.nz. DOOR SALES AVAILABLE ALSO

Sunday 27th June

CELEBRATING MATARIKI WITH POI PERFORMANCE

Main Gallery, Lopdell House Gallery, 418 Titirangi Rd, Titirangi

11- 2pm

Free entry

Students from Massey High School will perform beautiful poi dances and then teach members of the public how to perform with poi. Phone Lopdell House on 817 8087

Sunday 27th June

CELEBRATING MATARIKI WITH POI

Studio open day, Lopdell House Gallery, 418 Titirangi Rd, Titirangi

10.00 am - 2.00 pm

Make Poi from harekeke and raupo to herald the appearance of Matariki, the cluster of seven little stars in our western night sky, which marks the New Year in the Maori Calendar. Phone Anna Bates on 817 8087

Thursday 1st – Friday 30th July

PUNA EXHIBITION

Civic Foyer, Waitakere City Council, 6 Waipareira Ave, Henderson

Exhibition Opening Wednesday 30th June, 6pm

This is an annual exhibition promoting talent from Waitakere Cities emerging Maori artists. Featuring fine art, whakairo and raranga. Artists, Hohepa Renata, Veronica Kupa, Tanya Ruka, Harley Turner, Junior Ravuso and(raranga)

Friday 2nd July – Sunday 1st August

NGA WHETU EXHIBITION *Wiremu Diamond Wilson, Alicia Courtney & Students from Henderson High School.*

Corban Estate Arts Centre, 426 Great Nth Rd, Henderson

Open 7 Days, 10am – 4.30pm

Exhibition Opening - Thursday 1st July 2004 at 6pm

Celebrating Matariki, Wiremu Wilson and Alicia Courtney have been working with the group of Henderson High School students teaching traditional skills and techniques specific to working with fibre. A selection of the artworks created during this project will be exhibited. Phone Corban Estate Arts Centre on 838 4455.

Friday 2nd July

NGA WHETU CONTEMPORARY MÄORI MUSIC NIGHT

Seminar Room, Corban Estate Arts Centre, 426 Great Nth Rd, Henderson

7.30pm – 9pm

Tickets \$10

Come and enjoy an evening of entertainment with local Maori musicians Mahinarangi Tocker, Andrea Tunks, Paua Nation (Eru Tamanui and David Parker) and Ruia. TICKETS: Kristal Rogers on 836 8000 ext 8507 or Kristal.rogers@waitakere.govt.nz

Saturday 3rd July

NGA WHETU RONGO NUI – THE WELL KNOWN STARS

A3

Old Maori Showbands Night and Friends
Titirangi Memorial Hall, South Titirangi Rd, Titirangi
7.30pm
Tickets \$10.00 – bookings essential!

An evening showcasing some of the remaining Maori showband members and friends who performed in the infamous Maori Showbands in the '50's at the Auckland Maori Community Centre. Bar and Hangi available to purchase. TICKETS: Kristal Rogers on 836 8000 ext 8507 or kristal.rogers@waitakere.govt.nz

Saturday 3rd July – Sunday 18th July
SCHOOL HOLIDAY PROGRAMME
Corban Estate Arts Centre (in galleries), 426 Great Nth Rd, Henderson

Free activities for children in the CEAC gallery including, String Games, Storytelling – Maori Myths & Legends and Making Muka - by talented weaver Ann Uerata. Phone Dianne for dates and more information on 838 4455.

Two day school holiday programmes based around the themes of Matariki will also be available with ArtBeat at CEAC. Dates: Mon 5th –Tues 6th July and Mon 12th - Tues 13th July. Phone 838 2013 for details.

Thursday 8th July
NAVIGATING THE PACIFIC
The voyagers of Te Aurere – Stan Conrad
Main Gallery, Lopdell House Gallery, 418 Titirangi Rd, Titirangi
7 – 9pm
Entry by koha

Stan Conrad will talk about his experiences as a crewmember on Te Aurere, a traditional voyaging waka (canoe) that has travelled over 30,000 miles throughout the Pacific using only traditional navigational techniques. Phone Lopdell House on 817 8087.

Friday 9th July
WAHINE BREAKFAST
Lincoln Green Conference Centre, 159 Lincoln Rd Henderson. Auckland
7.30am
Tickets: \$15

Waipareira Trust presents special keynote speakers and breakfast to celebrate Matariki and honour 6 wahine who have been nominated by the public for their valuable contribution to the Maori Community. TICKETS: Ngaire Te Hira on 836 6683

Saturday 10th July
MATARIKI FESTIVAL DAY
Basket Ball Courts, Corban Estate Arts Centre, 426 Great Nth Rd, Henderson
9.00am – 3.00pm
Free entry

A FREE family day to celebrate the past months festivities and the beginning of the Maori/Pacific new year through performance, storytelling, art and food stalls. Phone Kristal Rogers on 836 8000 ext 8507 or kristal.rogers@waitakere.govt.nz

KITE MAKING WORKSHOP
Corban Homestead, 426 Great Nth Rd, Henderson
10.00am

AL

Make traditional Maori kites (Pakau) with contemporary materials. Fun for the whole family \$5 per kite making project. Phone Corban Estate Arts Centre on 838 4455

Friday 16th July
Whakaata Tawhito
Old Māori Short Films
Hoani Waititi Marae, cnr Parrs Cross & West Coast Rds
6.30pm
Tickets \$5.00

An evening of Maori footage caught on camera tracing back to the early 1900's. Historical Maori events that have not been seen on TV. Collated from the National Film Archives in Wellington, presented by Lawrence Wharerau. TICKETS: Kristal Rogers on 836 8000 ext 8507 or e-mail kristal.rogers@waitakere.govt.nz.

Sunday 18th July
MATARIKI CLOSING CELEBRATION
Lopdell House Gallery, 418 Titirangi Rd, Titirangi
4.30 pm - 6.30 pm
Entry by Koha

Charles Koroneho *Cultistic Misfit*

Performance artist Charles Koroneho has developed a 'wildly unorthodox' style of dance weaving together traditional Maori dance forms with Japanese Butoh and contemporary dance practice. An irreverent, confrontational, and often hilarious look at global culture and the commodification of the indigenous. Featuring a 'cast' of iconic Maori characters and imagery hybridised through global culture.

Te Kura Kaupapa O Hoani Waititi - Kapa Haka

Direct from their winning performance at the ASB Auckland Maori and Pacific Island Festival. This group stood out like shining stars at the festival with their powerful performance. See them farewell Matariki in style! Phone Lopdell House on 817 8087.

Monday 19th – Friday 29th July
TERM SCHOOLS EDUCATION PROGRAMME
Corban Estate Arts Centre, 426 Great Nth Rd, Henderson
Free Entry

School trip to the Gallery - Informed tour of exhibition, a worksheet and hands on Kowhaiwhai workshop using Kokowai (*Paints made from traditional materials*) with Rewi Spraggon. A 90 minute educational programme. Phone Diane on 838 4455 to book.

Friday 23rd July
MATARIKI BALL
7.30pm
\$40 per person / \$30 unemployed / 60 over \$20

Nau mai haere mai ki te kaupapa o Matariki. A Matariki Ball to honour kaumātua and kuia. For tickets contact Ngaire Te Hira on 836 6683

Saturday 24th July
FORMS OF ADORNMENT
Tutors: Wiremu Diamond Wilson and Alicia Courtney.
Corban Estate Arts Centre, 426 Great Nth Rd, Henderson
10am – 4pm
Fee: \$55

A5

Designed for beginners to introduce the practical elements of construction adornment/jewellery as inspired by Pacific and Maori material culture. Phone 838 4455 (Class limit 12)

Saturday 24th & Sunday 25th July

NGA PUHI WANANGA

Te Piringatahi O Te Maungarongo Marae, 19 Luckens Rd, West Harbour

Nga Puhi wananga will be held to celebrate Matariki through Te reo, whakapapa and waiata. For more information contact Piringatahi Marae on 416 9244

FOR MORE INFORMATION ON WAITAKERE CITY MATARIKI CELEBRATIONS CONTACT KRISTAL ROGERS ON 836 8000 EXT 8507 OR kristal.rogers@waitakere.govt.nz

REGIONAL MATARIKI EVENTS

For details on the Matariki Celebrations held regionally contact:

Auckland City – Stephen Bradshaw on 379 2020 or stephen.bradshaw@aucklandcity.govt.nz

Manukau City – Chantelle Whaiapu on 262 8900 ext 8241 or cwhaiapu@manukau.govt.nz

North Shore City – on 486 8400

Ab

Budget for Going West Books & Writers Festival 2003			2004	
INCOME	Budget	Actual	Budget	Actual
Sponsorship & Income				
WCC	55,000	55,000	85,000	85,000
CNZ Grant	15,000	15,000	15,000	15,000
Douglas Pharmaceuticals	10,000	10,000	10,000	10,000
General sponsorship			1,500	1,500
Publisher Sponsorship	5,000	1,250	1,200	1,200
Cato Bolam			2,000	2,000
Kensington Swan	0	3,500	3,500	3,500
EcoWater	0	2,000	2,000	2,000
Libraries	0	1,500	5,000	5,000
NZ Book Council	0	1,198	745	745
CCNZ	1,000	1,000	2,000	2,000
Arts Proj Budget	3,000	3,000	2,200	2,200
	89,000	93,448	130,145	130,145
Ticket Sales				
Train	28,000		20,000	11,040
Literary Weekend	7,000	27,116	7,000	15,319
Wordsmiths	1,000	0	0	0
StoryFest	425	422	450	509
Word Up	500	187	nil	0
Bookmarket	500	0	500	355
Theatre	3,000	3,400	6,000	11,131
			490	490
Poetry Slam				
Wine Transfer	0	664		0
	40,425	31,789	34,440	38,844
Total Income	129,425	125,237	164,585	168,989
EXPENDITURE				
Wordsmiths Program				
Performance Fees	3,500	3,494	4,000	4,000
Van Hire	1,000	0	0	0
Co-ordinator	500	500	1,100	1,100
Travel & Accommodation	0	299	0	0
Catering			0	0
	5,000	4,293	5,100	5,100
Wordup				
Performance Fees	2,000	500	0	0
Venue & Set Up Costs	500	223	0	0
Security	0	150	0	0
MC		150	0	0
Sound		295		0
	2,500	1318	nil	0
Literary Weekend Program				
Speakers Fees	8,000	4,300	6,800	6,883
Accommodation	3,000	2,799	2,560	2,755
Airfares & Travel	5,000	3,602	4,000	3,139

Taxi Fares	0	1164	1,500	320
Sound Recording	6,000	6,000	8,000	8,000
Cash Float		500		0
DVD transfer			600	600
	22,000	18,365	21,460	21,697
Theatre Production				
Theatre Fee & Travel	2,500	2,000	6,800	6,800
Theatre Hire	0	400	1,750	1750
Technical Assistant	0	100		0
Playmarket 10% Fee	0	302		0
Poster Production	0	59		0
Gala Night			1,500	1500
	2,500	2,861	9,800	9,800
Management				
Program Director Fee	6,000	6,000	10,000	10,000
Assistant Fee			2,000	2,000
Commission [M.Kerr]			300	300
	6,000	6,000	12,300	12,300
Publicity & Promotion				
Media Services	7,000	4,000	6,000	8,000
Printing/Paper Costs	10,000	8,250	11,000	8,201
Advertising	12,000	12,983	14,000	14,000
Postage	2,000	1,514	1,500	2,144
Flyer Delivery Costs	2,000	1,310	1,735	1,750
Photography	1,000	1,000	1,000	2,033
Write On Printers		735	2,000	1,436
	34,000	29,792	36,000	37,549
Venue				
Venue Hire	1,000	1200	1,200	1,200
Carpet Hire	1,500	2,094	2,000	2,094
Chair Hire	1,000	1,106	500	607
Security	650	0	1,350	1,350
Catering	8,000	7,549	7,650	7,650
Water Cooler Hire	300	0		0
Flowers	300	187	400	545
Data/Audio Visual	3,000	1,431	1,500	2,324
Lighting & Blacks		2,091	2,000	2,550
Liquor Licence		56	56	56
Miscellaneous Costs		268		0
Extra technical support			500	500
Extra staff				
	15,750	15982	16,856	18,876
Steam Train Trip				
Train Hire	12,000	11,644	12,000	10,000
Catering : Fitisemanu	5,445	6,528	6,500	6,312
Catering : Settlers Lodge	6,240	6,272	4,992	4,992
Wine	1,500	2,228	2,500	2,641
Performance Fees	2,000	2,536	4,250	4,250
Sound/Recording	2,500	3,000	3,000	3,000
Venue Fees	300	300	300	300
Mulled Wine Costs	0	182	200	200

Travel	0	150		0
PL Insurance			700	750
	29,985	32,840	35,950	32,445
Poetry Slam			1,100	1,100
Book Market				
Music			500	500
Set up			150	150
			650	650
StoryFest				
Sound	1,000	1,000	1,000	1,000
Performance Fees	9,000	6,047	7,000	7,713
Workshop Fees	0	200		1,607
Catering	750	930	1,000	750
Photography	600	103	500	500
Airfares	1,000	0	1,000	0
Water Cooler Hire	300	341	350	0
Venue Hire	450	300	300	300
Lighting	0	650	650	800
Security	0	180	180	200
Cleaning	0	320	350	80
First Aid	0	88	100	140
Venue Arts Programme	3,400	3,900	4,200	4,550
Miscellaneous Costs	0	0		479
EcoWater support				630
Face Painting				600
	16,500	14,059	16,630	19,349
Administration Costs				
Tickets	0	106	106	106
Performance Koha	0	150	150	0
Phone Jack	0	70		0
Stationery	0	429	250	250
Auckland Festival	0	2250		0
Transportation Costs	0	75	100	385
Ice Bins	0	49	50	0
	0	3,129	756	741
Contingency			5,000	
TOTAL EXPENDITURE	134,235	128,639	161,502	159,607
INCOME	129,425	125,237	164,585	168,989
Surplus		3,402	3,083	9,382

Report on Publicity and Promotion Going West Books and Writers Festival 2004

PART ONE – Overview

Introduction

The Going West Books and Writers festival enjoyed a substantial media presence and solid attendances in its ninth year. The festival ran over three weekends from Friday 3rd September until Sunday 19th September, one week longer than in previous years. The number of events featured also increased from nine to twelve plus related exhibitions. This range of events enabled the festival to reach an even wider audience by catering for different interests and emphasizing different genres. Each event was described in the Going West brochure, 40,000 of which were distributed across the wider Auckland region.

The widespread media coverage achieved prior to the festival was the result of a combination of factors:

- Going West's established track record as a well-organised festival with consistent quality programming. Journalists working on the book pages of national newspapers or book related radio programmes are now very familiar with the festival and keen to support it. Local papers like the Western Leader and Titirangi Tatler are hugely supportive and provided extensive editorial coverage.
- Positive working relationships with featured performers and writers in the Going West programme – their energy in promoting their particular event was a significant contribution to the festival's success.
- The "star power" of Australian cartoonist Michael Leunig – his presence at the festival drew many people from all over Auckland to Going West for the first time, and stirred up a great deal of media interest. The presence of Sir Jon Trimmer as part of the festival's theatre programme was also a drawcard.
- Christchurch's Books and Beyond Festival has become biennial and shifted its dates to one week before Going West. As both festivals shared some of the same New Zealand writers plus Michael Leunig this resulted in some positive dove-tailing in editorial content across radio and print media.
- The experienced Going West team - each year those involved fine-tune the festival's approach to publicity and promotion.

See under Part Two for a detailed breakdown of editorial coverage received.

Brand

In 2004, thanks to the graphic design skills of the festival's co-ordinator, the Going West logo was freshened up and the brochure and advertisements given a smart new look. This was followed up by specially designed flyers to promote particular events within the festival. This is the first year that Going West has been able to source all its design work in house, resulting in more choice and flexibility in what was produced, and most importantly in a consistency of the Going West "brand" across all our promotional material.

Website

This year also saw Going West's internet presence become more confident and substantial with the purchase of its own address within the Council's website: www.goingwest.co.nz. Over a two-month period the site was updated three times with information about featured writers, the timetable of events, the history of Going West as well as links to other sites of literary interest in New Zealand, many of who reciprocated with a link to Going West.

As a promotional tool Going West's enhanced web presence was a resounding success. The media consistently referred to the site, and it was of course featured in all our advertising. In an analysis done by the Council's IT department, individual Going West pages were visited almost four and half thousand times in the period from 1st August to 30th September, with the length of visits anywhere from 5 to 15 minutes.

New events

Meeting Karpovsky – Glen Eden Playhouse

Original New Zealand theatre has been an important part of the Going West programme in recent years. In 2004 the festival hired the newly renovated Glen Eden Playhouse for the first time and booked the professional touring show *Meeting Karpovsky* starring Sir Jon Trimmer and Helen Moulder. This was a perfect match for the Playhouse and attracted many new patrons to the festival and the venue. The combination of the play's quality and the stylish new Playhouse proved a great hit with the audience, and revealed the willingness of Waitakere City residents to support professional theatre on their home territory.

The team behind *Meeting Karpovsky* generously featured Going West on their website and on all their publicity including in their Herald advertisements – at no extra cost to Going West. Jon Trimmer also ran free workshops locally for teenagers and adults, which also helped spread the word.

Poetry Slam

A concept conceived in America, Going West's first *Poetry Slam* evening proved to be an experiment well worth the risk. This was evidenced by a full Titirangi Memorial Hall where people enthusiastically read their own poetry and competed for prize money. The event attracted a wide cross section of the community and revealed the depth of talent that thrives beyond the limits of the academic or publishing world. *Poetry Slam* veteran Michael Rudd, who

managed the proceedings on the night, heavily promoted the event through his own networks and made himself available for radio and press interviews.

Films out West

Another successful introduction to the festival were the two film evenings both of which attracted good audiences. The potential to grow this audience and screen the wealth of documentary and film footage created by New Zealanders is an exciting development for Going West.

Regular events

Between the Lines – Literary Weekend

The festival's three-day literary symposium featuring writers from all around New Zealand was the only literary event of its kind happening in the Auckland region this year. It attracted a steady crowd throughout the weekend with casual attendance very high especially at the Michael Leunig session where there was standing room only.

Good advance publicity and editorial listings on the day in both the Sunday Star Times and NZ Weekend Herald certainly contributed to increased attendance at single sessions, with many people staying on for more than one session once they had arrived. Significant in attracting editorial coverage were key elements in the programme: the evening dedicated to Michael King; cartoonist Michael Leunig; the session on Janet Frame's poetry featuring members of her family; and two important launches – the Aotearoa/New Zealand Poetry Sound archive and a New Zealand Literary Map.

Further Down the Track – Train Journey.

The daylong train journey from Auckland to Helensville provides passengers with an entertaining, relaxing and deeply satisfying arts experience, and this year was no exception. Ticket sales were steady, but not to the same degree as in 2003 when this event featured as part of AK03 and benefited from that larger festival's publicity. To make this event accessible to a wider range of people in the future, Going West hopes to secure a naming rights sponsor so as to reduce the price of the ticket and increase spending on advertising.

Book market

Attendance at this year's second-hand book market was also steady with a pleasant ambience created by the addition of great music and food. To grow attendance more resources are needed for signage and advertising.

Family Storyfest

Now a well-known fixture on the calendar of Waitakere City families, the promotion of *Storyfest* is ably served by the distribution of a special bookmark throughout local schools and coverage in local newspapers and free listings.

Wordsmiths – secondary schools programme

The *Wordsmiths* programme toured to five local high schools and presented four professionals working in different ways with words – a novelist, a musician, a hip-hop artist and a teacher of writing. As revealed by the

feedback received, they gave their junior teenage audience an entertaining, personal and informative view of these career paths. Funding from Creative New Zealand enabled Going West to plan this tour at no cost to the schools and was effectively promoted by letter, email and phone contact to appropriate teachers.

Exhibitions

For the third year running Lopdell House Gallery and Corban Estate Arts Centre held related exhibitions and events. Both galleries referred to the association with Going West in their publicity material and Going West featured the exhibitions in the festival brochure. CEAC also ran a writing workshop with author Diane Brown and hosted the mime and make up workshops with Sir Jon Trimmer. Both galleries further supported Going West by promoting the festival through email newsletters and their regular mail-outs.

Conclusion

The aim of Going West's promotional activity, from brochure distribution to advertising and editorial profile, is to make people aware of the festival's presence far and wide across the Auckland Region. Judging by the solid attendances across the majority of festival events, this was achieved.

The Going West organisers have always felt that the key to growing the festival is not in growing the size of the individual events – the venues would not cope and much of the ambience would be lost. Instead the way forward is to gradually increase the number and diversity of events and thereby encourage more people to participate. The success of the 2004 festival with its blend of old favourites and new elements has proved this to be the case and bodes well for Going West's 10th anniversary celebrations in 2005.

PART TWO – Details of media and publicity campaign

As in previous years Going West's publicity and promotional campaign focused on five main areas:

1. Paid advertisements in the print media
2. Editorial and listings in the print media
3. Editorial on radio
4. Editorial and listings on websites
5. Distribution of brochures, flyers and posters.

1. Advertisements

Going West's paid advertising is targeted to a book reading public, hence the focus on the relevant *Herald* pages, and magazines like the *Listener* and *Metro*. Niche newsletters of the publishing and book world and of our local

community also receive Going West's advertising dollar. In 2004 advertising in the Herald was done for a shorter concentrated period with larger ads that included more information than in previous years.

Advertisements appeared in:

NZ Herald – weekday

NZ Herald – weekend

Sunday Star-Times

Metro

NZ Listener

Book Notes

Booksellers News

NZ Books

NZ Author

North Shore Times

Western Leader

Central Leader

Laingholm Roundabout

Artists Alliance

Devonport Flagstaff

Express

Titirangi Tatler

2. Editorial coverage in the print media

NZ Herald

16/8 THE GUIDE – article on Meeting Karpovsky with tag to Glen Eden Playhouse

3/9 CANVAS/Book Pages – reviews of Leunig's latest book and Fiona Farrell's latest novel with a tag re their sessions at Going

West plus editorial box on the festival and the other writers appearing.

- 3/9 TIME OUT – “best of” editorial listing re opening weekend
- 11/9 CANVAS /Book pages – review of Kelly Ana Morey's latest book tagged to festival.
- 11/9 CANVAS/Book Pages – a reminder to head west for the festival plus website address
- 11/9 TIME OUT – two “best of” editorial listings re literary weekend and film nights.
- 18/9 TIME OUT – Listing for Storyfest

Sunday Star-Times

- 15/8 FOCUS - Bibliofile column – editorial on the festival
- 15/8 ABOUT TOWN – City Mix editor's pick on Meeting Karpovsky
- 22/8 FOCUS - Bibliofile – editorial mention again with Books and Beyond
- 22/8 ABOUT TOWN – promotional feature on Meeting Karpovsky
- 29/8 ABOUT TOWN – City Mix – editor's pick – literary weekend
- 5/9 FOCUS - Bibliofile – another mention of Going West and its website
- 12/9 FOCUS - Bibliofile – a “last chance” mention re Sunday's programme at literary weekend.
- 12/9 ABOUT TOWN – Storyfest in City Mix Listings

North & South Magazine

September General editorial with image in the “What's On” pages.

Metro Magazine

September

- Train journey highlighted on Metrolog page
- Extensive listings across many categories on the What's On pages
- Article by Gilbert Wong on Leunig with pic on Arts pages

Western Leader

- 30/7 intro article to festival with reference to Murray Gray and featured writers plus photos
- 26/8 shorter article reminding people of the festival

- 26/9 article with image re children painting for Storyfest
- 27/8 article on Sir Jon Trimmer workshop with large colour image
- 31/8 article on Bill Paynter re interview with Leunig plus image
- 10/9 brief article on Film nights
- 16/9 front page colour image of Ken Ring as a clown for Storyfest plus article

The Aucklander (West)

- 18/8 editorial and image on Meeting Karpovsky
- 1/9 editorial on Michael Rudd and Poetry Slam with image
- 15/9 editorial promoting Storyfest with image

The Aucklander (North)

- 15/9 Review of the literary weekend

City Mix magazine

September

- editorial with image in “the buzz” section
- a range of listings of programme content across the magazine

Titirangi Tatler

August

- front page editorial
- articles on Meeting Karpovsky and Poetry Slam

September

- article on literary weekend and the train trip
- background article on Murray Gray, the festival’s programme director
- listings

Waitakere City News

August - article on festival in general

September - article and photos

Laingholm Roundabout

September – article on Meeting Karpovsky and Poetry Slam

Artlink

July/August – advance publicity for Meeting Karpovsky and festival in general

September/October – specific information on all festival events

NZ Listener

11/9 Going West mentioned in article on Aotearoa/NZ Poetry Sound Archive with date of its launch at the festival.

Art News

Spring issue – one specially designed advertorial page with full programme.

New Zealand Author

September – thorough listing of programme highlights.

Booksellers News

August – extensive editorial combined with Books and Beyond with use of Going West logo

3. Editorial coverage on radio

National Radio

- 1/7 Linda Clark interview with Michael Leunig tagged to Going West
- 5/8 Preview by David Steemson on Wayne Mowatt show featuring Michael Rudd on poetry slam and Rose Yukich on Going West in general
- 22/8 Sonya Yelich on Bookmarks – tagged to Going West
- 29/8 Fiona Farrell on Bookmarks – tagged to Going West
- 4/9 Michael Leunig playing favourites with Kim Hill – tagged to Going West
- 8/9 Jan Kemp on What's Going On – tagged to Going West
- 10/9 Publisher Roger Steele on What's Going On – tagged to Going West plus Steele promoted train trip in the interview

4. Websites

Information about the festival appeared on the following websites:

- Waitakere City Council – www.waitakere.govt.nz plus the festival's own pages within the Council site – www.goingwest.co.nz
- NZ Book Council – www.bookcouncil.org.nz
- Leaf Salon – www.leafsalon.co.nz
- Arts Calendar – www.artscalendar.co.nz
- the big idea – www.tbi.co.nz

5. Brochures, flyers and posters

Brochure Distribution

Distribution of the brochures and flyers and posters has developed into a highly strategic and well-organised mail-out and delivery to many different organisations including bookstores, book clubs, libraries, community centres and schools – see below for a comprehensive list.

The mail-out to targeted groups is managed very efficiently from the administrative hub of Going West within Waitakere City Council. The personal delivery of brochures out and about on the streets to cafes and other key places has also evolved into an organised process – well thought out in advance with a logical plan devised to target appropriate areas. One person was employed to carry this process out over a period of three weeks.

A total of 40,000 Going West brochures were distributed Auckland-wide:

- Going West mailing list
- Artlink mail out
- Book clubs through the WEA Book Discussion scheme
- General media mail out
- Corban Estate Arts Centre mailout
- Lopdell House mail out
- Private Book Clubs
- Libraries – Central, Waitakere City, North Shore City, Manukau City
- Libraries – Auckland University, AUT, UNITEC, Manukau Tech, Continuing Education
- University of the Third Age
- University of Auckland English Department
- Auckland Region's book stores
- English Departments across all Auckland region's secondary schools
- All other Auckland schools' staffrooms
- Community Centres
- Community Houses
- CABs
- Art Galleries
- Art Centres
- Visitor Information Centres
- Selected theatres and cinemas
- Selected publishers
- All local MPs
- All WCC councillors and community boards
- All WCC managers
- Selected cafes and large video stores
- Enterprise Waitakere and local businesses
- Creative New Zealand offices
- Selected publishers

Storyfest flyers and posters were distributed separately. Enough flyers for one per child were delivered to all the primary, intermediate and preschools in Waitakere City.

Separate flyers were also produced to promote the *Poetry Slam*, the *Book market*, Films out West and the Michael Leunig session. We were able to adapt the generic flyer for the touring show Meeting Karpovsky to give details of the Glen Eden Playhouse season. These were mainly distributed in local areas and displayed in the shops of Auckland-wide book stores.

SPORT

WAITAKERE

TEL.
FAX
EMAIL.

WWW.SPORTWAITAKERE.CO.NZ

25 November 2004

Cr Warren Flaunty
Waitakere City Council
Private Bag 93 109
Henderson
WAITAKERE CITY

Dear Cr Flaunty

Sport Waitakere would like to nominate Lynette Adams, General Manager of Sport Waitakere to replace the incumbent Ivan Yukich to represent Sport Waitakere on the Community Sport Funding Committee.

Ivan Yukich is no longer formally associated to Sport Waitakere and has agreed to step down.

Yours sincerely



Nick Schouten
Chairman of Sport Waitakere Board

cc: Ivan Yukich

A20

**MINUTES OF A MEETING OF THE CREATIVE COMMUNITIES SCHEME ALLOCATION
SUBCOMMITTEE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE,
LINCOLN, WAITAKERE CITY, ON MONDAY, 22 NOVEMBER 2004,
COMMENCING AT 9.30 AM.**

PRESENT:

Councillor	JP	Lawley (Chairperson)
Ms	J	Moore-Chisholm (Professional Artist {nominated annually by Lopdell House Society})
Mr	K	Davey (Waitakere Central Community Arts Council) (from 9.50 am)
Mrs	E	Taumaunu (Te Taumata Runanga)
Mr	R	Waititi (Te Taumata Runanga) (from 9.50 am)

ABSENT:

Ms	H	Baugh (Business Sector)
Ms	M	Tepai (Pacific Islands Communities)

IN ATTENDANCE: Director: Public Affairs
Community Assistance Administrator
Community Arts Co-ordinator
Māori Community Arts Co-ordinator
Democracy Support and Sister City Liaison Officer

1 APOLOGIES

2087/2004

MOVED by E Taumaunu, seconded J Moore Chisholm:

That apologies from J Reece for absence and R Waititi and K Davey for lateness be received and sustained.

CARRIED

2 URGENT BUSINESS

There was no Urgent Business.

3 CREATIVE COMMUNITIES SCHEME ALLOCATION - NOVEMBER 2004

2088/2004

MOVED by J Moore Chisholm, seconded Cr Lawley:

That the Creative Communities Scheme Allocation - November 2004 report be received.

CARRIED

2089/2004

MOVED by Cr Lawley, seconded E Taumaunu:

That the Creative Communities Scheme Allocation Subcommittee consider grants in accordance with the guidelines, and make their recommendations for allocation of funding to the Finance and Operational Performance Committee on 6 December 2004.

CARRIED

2090/2004

MOVED by E Taumaunu seconded J Moore Chisholm:

That the following be required as part of future funding applications:

- A detailed budget that includes all costs of the project;
- Quotes to back up the budget;
- Documentary evidence of legal status if applying for equipment;
- Evidence of own funding where applying for large requests (over \$3,000) and where applying for equipment;
- A current statement of income and expenditure; or
- A balance sheet; or
- A bank statement.

CARRIED

Hearing of submissions commenced.

9.50 am R Waititi and K Davey entered the meeting. K Davey tendered an apology for lateness.

9.50 am **833 Records**
Submitter No: 6, Presenter: Mark Thompson

- Requested funding to produce a follow up CD to the Weststeez 1 CD.

9.54 am **Henderson South School**
Submitter No: 8, Presenters: Cliff Hughes and Noeline Davis

- Requested funding towards the West Auckland Primary Schools Cultural Festival 2004.

10.00 am **Somali Concern Refugees Migrant Organisation Inc**
Submitter No: 14, Presenter: Amina Daud

- Requested funding towards a project to help refugee children get over the traumas they suffered during the times they fled from two civil wars in Somalia and Kenya, and to help improve their lives and contribute to the well being of New Zealand society by using art to convey psychological, cultural and socio-economic issues.

- 10.12 am **New Zealand Chinese Culture Art Centre Inc**
Submitter No: 10, Presenter: Su Wan Chun
- Requested funding towards courses to teach people and in particular the youth and elderly from different cultures, the background to Chinese painting and handwriting.
- 10.20 am **Nga Kakano O Te Kaihanga Trust**
Submitter No: 11, Presenter: T Allen
- Requested funding towards a project that will give young people from Waitakere City the opportunity to learn the taiaha and haka. The project will be over a two to three day period.
- 10.28 am **Priscilla Cowie**
Submitter No: 12
- Requested funding to hold a three day practical arts wananga for Maori visual artists in January 2005.

ADJOURNMENT

2091/2004

MOVED by E Taumaunu, seconded J Moore Chisholm:

That the meeting stand adjourned until 10.45 am

CARRIED

- 10.36 am The meeting adjourned.
- 10.53 am The meeting reconvened.
- 10.54 am **Waitakere Arts Cultural Development Trust**
Submitter No: 19, Presenter: D Blomfield
- Requested funding towards the construction of a Mosaic Tile Art Wall at the Corban Estate Arts Centre.
- 11.10 am **Leataata O Le Lumanai Samoa Trust**
Submitter No: 23, Presenter: Laine Tipi
- Requested funding towards the Performing & Visual Arts Evening for Samoan people.
- 11.20 am **Warren Pohatu**
Submitter No: 29
- Requested funding towards the production of two large murals one for Ngakau Mahana Kohangareao and the other for Hoani Waititi Kohangareao.

- 11.31 am **Piha Media Trust**
Submitter No: 25 Presenter Mark Mitchinson and Peter Chapman
- Requested funding towards the operation of Piha Radio 88.1fm. Through community funding and patron contributions, the station will be able to offer an open platform for the community focusing primarily on creative programming, community issues and interests.
- 11.43 am **Te Rautahi Maori Culture Group**
Submitter No: 18 Presenter Tui Matira
- Requested funding for training in māori performing arts for 68 adults and 70 children. Training will specialise in performance, execution, creativity and advancement of kapahaka, dance, drama, music, indigenous martial arts and spatial development.
- 11.58 am **Timothy Hopkins and Anthony Hopkins**
Submitter No: 28
- Requested funding towards the production of a music video for a single which is off a soon to be released album of original "hip hop" style composition aimed at a broad demographic with an underlying theme of anti-methamphetamine use.
- 12.09 pm The Hearings concluded.

ADJOURNMENT

2092/2004

MOVED by E Taumaunu, seconded J Moore Chisholm:

That the meeting stand adjourned until 9.30 am on Tuesday, 23 November 2004 in the Civic Centre, 6 Waipareira Avenue, Lincoln, Waitakere City.

CARRIED

12.33 pm The meeting adjourned.

A2H

**MINUTES OF A MEETING OF THE CREATIVE COMMUNITIES SCHEME ALLOCATION
SUBCOMMITTEE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE,
LINCOLN, WAITAKERE CITY, ON MONDAY, 22 NOVEMBER 2004 AND
RECONVENED ON TUESDAY, 23 NOVEMBER 2004,
COMMENCING AT 9.33 AM.**

PRESENT:

Councillor	JP	Lawley (Chairperson)
Ms	J	Moore-Chisholm (Professional Artist {nominated annually by Lopdell House Society})
Ms	H	Baugh (Business Sector)
Mr	K	Davey (Waitakere Central Community Arts Council)
Mrs	E	Taumaunu (Te Taumata Runanga)
Mr	R	Waititi (Te Taumata Runanga)

ABSENT:

Ms	M	Tepai
Ms	J	Reece

OBSERVERS:

Councillor	WW	Flaunty, QSM
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IN ATTENDANCE:

Director: Public Affairs
Community Assistance Administrator
Community Arts Co-ordinator
Māori Community Arts Co-ordinator
Project Leader Community Resources
Democracy Support and Sister City Liaison Officer

1 APOLOGIES

There were no Apologies.

2 URGENT BUSINESS

There was no Urgent Business.

3 CREATIVE COMMUNITIES SCHEME ALLOCATION - NOVEMBER 2004

2093/2004

MOVED by E Taumaunu, seconded R Waititi:

That it recommended to the Finance and Operational Performance Committee that the Creative Communities Scheme Allocations as set out be approved.

No:	Group Name	Funding Requested	Funding Allocated
1	Hoani Waititi Marae	\$0.00	\$0.00
2	Monsignor Ante Klaric	\$0.00	\$0.00
3	Te Atatu Peninsula Kindergarten	\$0.00	\$0.00
4	Waitakere Gardens Residents Association	\$0.00	\$0.00
5	Whopper Chopper Trust	\$0.00	\$0.00
6	833 Records	\$5,000.00	\$3,395.00
7	Adoption Counselling Education & Research Trust	\$1,984.00	\$1,195.00
8	Henderson South School	\$4,565.00	\$2,695.00
9	Kumeu Arts Centre	\$1,491.80	\$995.00
10	New Zealand Chinese Culture & Art Centre Inc	\$5,000.00	\$2,495.00
11	Nga Kakano O Te Kaihanga Trust	\$5,000.00	\$2,795.00
12	Priscilla Cowie	\$3,458.00	\$2,745.00
13	Ranui Baptist Youth Group FBI	\$778.00	\$395.00
14	Somali Concern Refugees & Migrant Organisation Inc	\$5,000.00	\$2,995.00
15	Spectrum Care Trust	\$2,184.00	\$1,495.00
16	Te Korowi O Ti Iwi Trust	\$1,806.21	\$1,495.00
17	Te Putahitanga Rangatahi O Te Rautahi	\$2,816.00	\$1,611.00
18	Te Rautahi Maori Culture Group	\$5,000.00	\$2,845.00
19	Waitakere Arts & Cultural Development Trust	\$4,855.00	\$3395.00
20	West Auckland Mental Health Support Trust	\$995.00	\$745.00
21	YMCA of Auckland	\$3,000.00	\$1,995.00
22	Young & Emerging Artists Charitable Trust	\$4,500.00	\$2,495.00
23	Leataata O Le Lumanai Samoa Trust	\$3,511.00	\$2,195.00
24	Love to Sing Limited	\$4,946.00	\$0.00
25	Piha Media Trust	\$5,000.00	\$2,495.00
26	ROMA	\$1,327.00	\$0.00
27	Sturges Road Kindergarten	\$1,383.00	\$990.00
28	Timothy Hopkins	\$5,000.00	\$3,395.00
29	Warren Pohatu	\$5,000.00	\$3,395.00
30	Whats in the Box? Theatre Inc	\$1,513.00	\$990.00
		\$85,113.01	\$49,241.00

CARRIED

11.00 am

The Chairperson thanked members for their attendance and attention to business and declared the meeting closed.

CONFIRMED AT A MEETING OF THE CREATIVE
COMMUNITIES SCHEME ALLOCATION
SUBCOMMITTEE HELD ON

DATE:.....

CHAIRPERSON:.....

**MINUTES OF A MEETING OF THE COMMUNITY SPORT FUND ALLOCATION
SUBCOMMITTEE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA
AVENUE, LINCOLN, WAITAKERE CITY, ON THURSDAY,
25 NOVEMBER 2004, COMMENCING AT 7.05 PM.**

PRESENT:

Councillor	JP	Lawley	(Chairperson) (until 8.17 pm)
Mr	WD	Buchanan	(New Lynn Community Board)
Mr	JG	Riddell	(Massey Community Board) (presiding from 8.17 pm)
Ms	MC	Davis	(Waitakere Community Board)
Ms	S	Hyndman	(The Community)
Ms	J	Smith	(The Community)

ABSENT:

Mr	I	Yukich	(Waitakere Regional Sports Trust)
Mrs	E	Taumaunu	(Te Taumata Runanga)
Ms	K	Wikiriwhi	(Te Taumata Runanga)
Mr	T	Amosa	(Pacific Island Communities)

OBSERVERS: Ms GJ Maurice (Massey Community Board Alternate)

IN ATTENDANCE: Director: Public Affairs
Leisure Projects and Contracts Administrator
Community Assistance Administrator
Democracy Support and Sister City Liaison Officer

L Adams, General Manager, Sport Waitakere
C Newman, Sport Development Officer, Sport Waitakere

1 APOLOGIES

2116/2004

MOVED by JG Riddell, seconded J Smith:

That an apology from WS Bainbridge, for absence be received and sustained.

CARRIED

2 URGENT BUSINESS

There was no Urgent Business.

3 PRESENTATION - SPORT WAITAKERE

Lynette Adams, General Manager for Sport Waitakere and Cathy Newman, Sport Development Officer for Sport Waitakere made a presentation to the Community Sport Fund Allocation Subcommittee on the status of Sport Waitakere.

The presentation included the changes and achievements to date, the role of Sport Waitakere and what future opportunities lie ahead.

4 CHANGE TO RECOMMENDED CRITERIA FOR THE ALLOCATION OF COMMUNITY SPORT FUND, CLUB DEVELOPMENT FUNDING

2117/2004

MOVED by JG Riddell, seconded MC Davis:

That the Change to Recommended Criteria for the Allocation of Community Sport Fund, Club Development Funding report be received.

CARRIED

PRECEDENCE OF BUSINESS

2118/2004

MOVED by WS Buchanan, seconded JG Riddell:

That Item 5: Club Audit (Club Assistance and Growth) report be accorded precedence at this time.

CARRIED

5 CLUB AUDIT (CLUB ASSISTANCE AND GROWTH) REPORT

2119/2004

MOVED by WS Buchanan, seconded J Smith:

That the Club Audit (Club Assistance and Growth) report be received.

CARRIED

MOVED by JG Riddell, seconded Cr Lawley:

That the Community Sport Fund Allocation Subcommittee recommends to the Finance and Operational Performance Committee that the additional allocation of up to \$22,000 be released to contract a report recommending strategic options on how to address the issues raised in the report such as:

- how to address the ongoing need for training;
- what training can be provided;
- who will provide the assistance eg: Council, Unitec etc;
- how to ensure the assistance provided is sustainable;
- how to assist clubs who are experiencing difficulties currently;

- how to improve communication between clubs, sports codes, regional sports trusts, Council and national sports bodies;
- how to address issues of declining membership and how to foster club development; and/or
- how to encourage or facilitate partnerships.

LOST

2120/2004

MOVED by MC Davis, seconded JG Riddell:

That the additional allocation of up to \$22,000.00 to contract a report recommending strategic options on how to address issues in the Club Audit (Club Assistance and Growth) report be brought back to the Subcommittee for consideration after a workshop on the issue has been held.

CARRIED

The Chairperson advised the Subcommittee, that as she had to leave the meeting, the Subcommittee would need to elect a Member to preside for the remainder of the meeting.

CHAIRPERSON TO PRESIDE AT THE MEETING

2121/2004

MOVED by WS Buchanan, seconded MC Davis:

That JG Riddell, be elected to preside for the remainder of the meeting.

CARRIED

8.17 pm Cr Lawley vacated the Chair and left the meeting, JG Riddell assumed the Chair.

The Order of Business resumed at Item: 4 Change to Recommendation Criteria for the Allocation of Community Sport Fund, Club Development Funding.

4 CHANGE TO RECOMMENDED CRITERIA FOR THE ALLOCATION OF COMMUNITY SPORT FUND, CLUB DEVELOPMENT FUNDING

2122/2004

MOVED by J Smith, seconded MC Davis:

That it be recommended to the Arts and Events Special Committee that the following amended criteria for allocating funding for club development be adopted:

The club development fund is to be allocated towards projects that focus on:

- The development of regional sport, fitness or physical leisure strategies that identify future facility and programme needs for a sport or number of sports in Waitakere City;
- Development of volunteer infrastructure, such as training in:
 - governance, management, administrative processes, marketing and strategic planning;

- Feasibility studies for clubs looking to amalgamate;
- Costs associated with the establishment of multi-sport clubs;
- Actual club amalgamation;
- Improving the services a regional sport organisation provides to club sport.

CARRIED

8.50 pm

The Chairperson thanked members for their attendance and attention to business and declared the meeting closed.

CONFIRMED AT A MEETING OF THE
COMMUNITY SPORT FUND ALLOCATION
SUBCOMMITTEE HELD ON

DATE:.....

CHAIRPERSON:.....