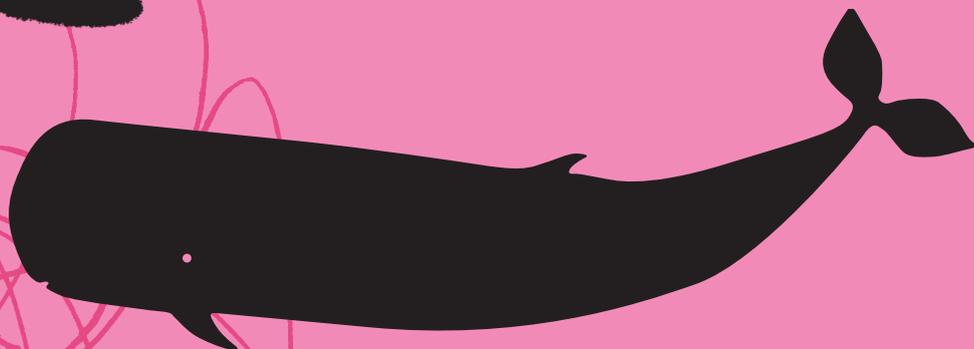


# impact report

2024



the coromandel

**artbeat**

spring  
festival

The background is a solid pink color. On the left side, there is a large, dense cluster of white, hand-drawn scribbles that resemble a tangled ball of string or a chaotic doodle. The text is overlaid on this background.

# We Are Creative

Coromandel

# our objectives/

CREATIVE HE MANA TOI  
COROMANDEL MOEHAU  
TRUST



**We are Creative Coromandel.**

We're here to harness the power of the creative sector to build a stronger, fairer, and more prosperous future.

**As Creative Coromandel Trust we advocate for our region's creative industries/creative communities and offer opportunities, resources, and support to promote their activities.**

We know that the arts, culture, and creativity strengthen our communities and contribute significantly to our region's economic output through creative economies and positive social well-being outcomes.

**this is the 2024  
coromandel**

# **artbeat**

**spring festival**





# key facts/ 2024 artbeat festival

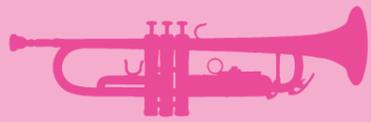
**30,629**

total attendees<sup>1</sup>



**9,189**

outside visitors<sup>3</sup>



**91**

events

over 3 months, Sep-Dec 2024



**\$350**

average spend

per person per day, plus tickets<sup>5</sup>

**6,554**

total tickets sold



**\$3,216,150**

total outside visitor spend

(conservative estimation of 1 day average stay)

**\$229,390**

total ticket sales

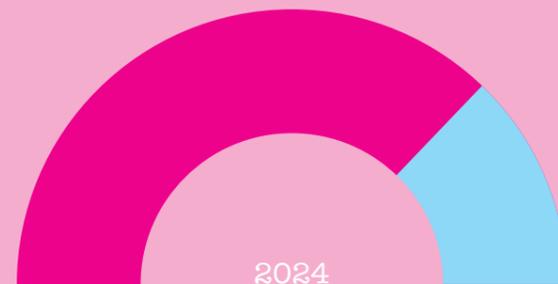
economic value<sup>2</sup>

**\$26,450**

total expenditure 2024

## where our money came from

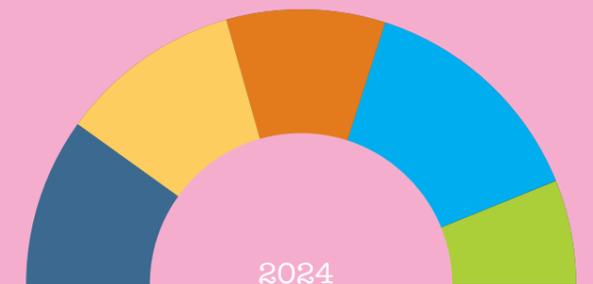
	2024	2023
DHC Regional Events Fund	20,000	5,000
Lottery Community Grant	6,450	13,000



total income **26,450** 18,000

## what we spent it on

	2024	2023
marketing & comm's	6,043	8,053
MediaWorks ad campaign	6,250	0.00
social media campaign	4,025	0.00
brand/website/comm's design	6,988	7,647
project management	3,144	2,300



total expenditure **26,450** 18,000

<sup>1</sup> includes participants and spectators

<sup>2</sup> artbeat is a mixture of ticketed small to medium events and many free, community, family friendly events, based on 2024 artbeat events data an average ticket price would be \$35

<sup>3</sup> We have come to this figure by making a conservative estimate of 30% of total attendees coming from our closest urban centers, which was the focus of our 2024 marketing and communications

<sup>4</sup> estimated based on food \$70, accommodation \$150, retail \$70, petrol \$60

welcome from  
the chair



## kia ora koutou

**Ngā mihi to all the artists, performers, supporters, volunteers and partners for helping make the artbeat 2024 another incredible success and a expression of who we are here in Hauraki Coromandel – you helped make our spring festival a vibrant celebration of creativity, community and connection, totalling 30,629 attendees in total!**

Our second artbeat saw 91 creative events around our rohe – artists' open studios, workshops, music gigs, local theatre, community events, festivals and exhibitions – the program was a creative gig-guide that had something for everyone and captured the creative sprit that is the Coromandel.

2024 also saw the extension of our festival brand and website to better communicate our vision and grow our reach, amplifying the creative mahi of the events who signed up to be part of our festival “umbrella”. Increased communications and marketing meant we could better reach outside audiences in our close urban centres.

Collaborative connections with many different organisations, businesses, communities, partners, and artists have strengthened our creative communities and built resilience. We are excited about some new directions for 2025 as we look to add innovative workshops and events, organised in-house by the artbeat

team, and added to our lineup making the three-month event even more dynamic and creative!

Creative Coromandel and our festival team are proud of what we have achieved in two years.

We look forward to bringing even more creativity and community to life on Te Tara-o-te-Ika-a-Māui. See you in Spring 2025!



| **Fiona Camron** Chair, Creative Coromandel, artbeat project manager | **John McEnteer** Hauraki Māori Trust Board Rep & Deputy Chair, Creative Coromandel | **Jessica Paton** Trustee, Creative Coromandel, artbeat social media coordinator

**Creative Coromandel Trustees are:**

Fiona Cameron	Chair
John McEnteer	Hauraki Māori Trust Board Rep & Deputy Chair
Jessica Paton	Thames Rep
Graeme Smith	Whangamatā Rep
Jean McCann	Tairua /Pauanui Rep
Roimata Taimana	Mercury Bay/ Kūaotunu Rep
Berine Ross	Whangamatā Rep
Martin Rodley	TCDC Rep
Terry Walker	Whangamatā Rep
Heather Watt	Whangamatā Rep
Brooke Dennehy Lakin	Coromandel /Colville Rep
Isabel Gilbert Palmer	Mercury Bay /Kūaotunu Rep



The Māori Sidesteps | Photo by Richard Hornell Photography



I found Fiona's approach to be refreshingly different – completely focused on how to support our event without personal project or agenda. Very hard working in a hands-on way, managing the promotion and marketing. I felt she always had the interests of our event in mind. The integrated use of a broad range of marketing media was very helpful including social, print and press releases that found their way onto regional radio. Easy to deal with, professional, experienced and always supportive, engendering a high degree of trust. We look forward to 2025.

**Ian Preece**  
CoroCine Film Festival



Steampunk Festival 2024 Parade | Photo by Richard Hornell Photography

# about

**3 months  
of creative  
events**

**one  
peninsula**

**one  
artbeat**

**The coromandel artbeat spring festival is a lineup of local arty events all over Hauraki Coromandel and runs for 3 months each year (September to December). It was started in 2023.**

Discover and enjoy the creative, natural spirit of Hauraki Coromandel at the coromandel artbeat spring festival from September to December each year.

Here on the Coromandel, art is at the heart of our communities. We want to celebrate and share this creativity with you during this three-month festival.

Join us at events, exhibitions, workshops, open studios, musical and theatrical performances all over the Peninsula, that will welcome and inspire you.

Explore a diverse range of creative activities, take a scenic journey off-the-beaten-track, immerse yourself in artistic experiences and be inspired meeting the people creating work you will love.

Enjoy the laid-back pace of the Coromandel, relax in our beautiful, wild spaces, find hidden gems, great food and coffee, and be welcomed into accommodation by our fabulous locals.

Nau mau, haere mai, piki mai ra.

# festival objectives/



the coromandel  
**artbeat**  
spring  
festival



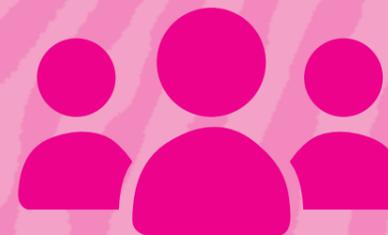
- **enable our arts sector** to achieve its creative potential and thrive



- **draw more visitors to the Coromandel** by promoting arts events from across the region



- **strengthen and reinvigorate the businesses** after the negative economic effects of COVID-19 and of several severe weather events



- **strengthen and reinvigorate the communities** after the negative social effects of COVID-19 and of several severe weather events



the coromandel

**artbeat**

spring  
festival

- **Community Engagement:** Showcase local artists, creatives, performers, and businesses to foster a strong sense of community and contribute to social well-being, belonging, and inclusivity.
- **Economic Impact:** Increase tourism and visitor spending to boost our local economy and build stronger, more resilient, creative economies for communities around our region, specifically in the shoulder tourism season of Spring.
- **Cultural Enrichment:** Support diverse artistic experiences to enhance cultural traditions and vitality in our communities.
- **Umbrella:** Create, connect, bring together and celebrate an artbeat brand designed to provide cover and promotion for all creative events around the Coromandel for free.
- **Communication, Collaboration, and Coordination:** To create cohesively sustaining relationships with our arts communities so they can achieve their creative potential and economic goals.



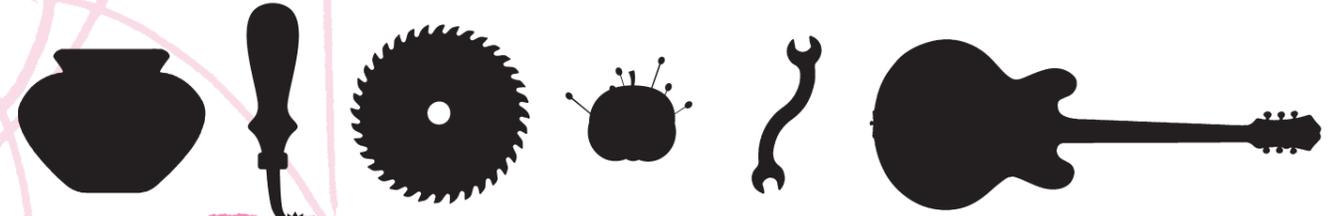


Creative Coromandel supported the 9th annual **Steampunk the Thames** through both funding and effective marketing.

The inclusion of **Steampunk The Thames** in the **coromandel artbeat spring festival** allowed us to reach a larger and different audience. We are also grateful for the extra social media support our festival received and the support of the TCDC/Creative Coromandel comms team. It helped us attract over 7,500 festival goers this year.

**Richard Hornell**  
Steampunk The Thames  
9th Annual Festival

# our impact/



## Who are we serving

**Our region's creative industries/creative communities** - visual artists, performing artists, arts leaders, art businesses, and tangata whenua.

**Local Residents:** Engage the Coromandel and Hauraki communities with events and activities to enhance community cohesion and encourage regional economic spending.

**Tourists:** We attract visitors around Aotearoa, particularly from our close urban centres, Auckland, Hamilton, and Tauranga. We also attract international visitors who seek unique, creative, and cultural experiences in spring.

**Families:** Provide family-friendly community activities and workshops catering to all ages and abilities, increasing participation in the arts and cultural sectors.

## What are we delivering and how much

**An annual professionally organised art festival across the entire region over three months each spring.**

The festival offers a unifying umbrella that cohesively brands and promotes a multitude of individual, independent creative events. It enables any creative in the entire region to be part of a bigger picture.

The festival is professionally promoted, both within the region and to outside nearby urban centres to attract visitors and encourage engagement.

It offers a platform to simultaneously leverage individual events and the region as a whole; connecting, nurturing and strengthening the region's creative industries/creative communities.

## The quality of our delivery

**In 2024, we have strengthened, uplifted and grown our communications.**

We extended our professional festival brand, developed a standalone multi-page festival website, and significantly stepped up our media communications & marketing.

We delivered a professional, focused communications campaign that took the artbeat out to audiences:

We had a strong national and regional media profile - our 2024 budget allowed us to promote the festival through a marketing campaign with MediaWorks in our three close urban centres, AKL, WKO, and TAU.

It also gave us a bigger marketing capacity for our regional media outlets to reach a bigger audience for that market. We also significantly increased our exposure to social media channels. Further, we focussed on increasing participation and growing the number and quality of participants.

more -->

**How are those we are serving better off because of what we are delivering**

- 1) **The festival promotion will help their own event** – they'll look more professional in their own communications, and most of all they will be able to reach a much wider audience via our professional marketing and communications.
- 2) **it is completely free**, and creatives stay in control of their own event.
- 3) **They become part of a bigger, cool thing.** It provides a sense of belonging.
- 4) **Their professional network will likely grow** as a result.
- 5) **They'll feel good about supporting their region** and the creative industries of that region by participating and making the artbeat more amazing. This in turn supports their own creative practise.

**Impact our work has on our community**

**By supporting our creative economies, we enable our local communities to be financially more robust and create sustainable businesses.**

While the festival primarily serves as a platform to connect, nurture and strengthen the region's creative industries/creative communities, this ultimately benefits the whole; local communities and industries across the region become more connected, strengthened and nurtured.

damn'  
right  
mate







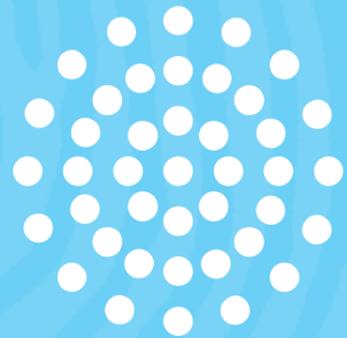


The **Coromandel Artstour** this year was one of our most successful. I had people from Wellington, New Plymouth and even Australia. The Australians made a point of coming to Coromandel because they googled "What to do on the Coromandel Peninsula", and our event came up. **The artbeat** promotion was vital for our event because of reaching a much broader and more diverse audience than we could achieve ourselves. After a hard winter, local businesses enjoyed the increased patronage this brought to Coromandel Town.

**Pete Sephton**

Coromandel Artstour Open Studios  
event coordinator

# our values/



→ **create**

harness the power of the creative sector to build a stronger, fairer, and more prosperous future



→ **connect**

and rebuild community after the negative social and economic effects of COVID-19 and of several severe weather events



→ **come together and collaborate**

Create cohesively sustaining relationships with our arts communities so they can achieve their creative potential and economic goals



→ **celebrate**

our strong creative spirit here in Hauraki Coromandel and our diverse arts communities who tell our stories of place, people and landscape



# what you made possible/

35

programmatic  
urban billboards  
2 Sep-22 Dec  
Akl/Hmlt/Taur

151,548

delivered impressions  
via digital local  
audience campaign

88,434

total unique users  
reached

**Thanks to your sponsorship, in 2024 we were able to strengthen, uplift and grow our communications and marketing.**

This contributed significantly to the huge success of the artbeat with over 30,000 event visitors.

billboards and digital ads	\$6,250
and local audience campaign	
design development <sup>1</sup>	\$7,100

1: \$7,100 total communication design budget. part of which was used for this particular campaign

Your funding allowed us to engage MediaWorks in 2024, utilising their multi-channel promotional network and running a multi-tier campaign across 3 main communication channels:

1) **Local audiences data-driven digital campaign** using a short clip, placed across websites and social media based on audience preferences and interests.

The local audiences digital campaign had a total of 151,548 impressions over the three months, it had a total reach of 88,434 unique users, and a click-through-rate that increased steadily over time from 0.15% to 1.25%. The highest reach was via mobile with 76,822 impressions. The geo-locations were Auckland, Hamilton, Tauranga, Waikato and Hauraki Coromandel.

2) **An outdoor campaign using programmatic digital billboards** in three 3 main urban centres Auckland, Tauranga and Hamilton

The Programmatic Outdoor Billboard schedule was designed to play across 35 digital billboards in Auckland, Hamilton & Tauranga. This was designed to play out during peak traffic times of high traffic to get the best cut-through.

**2025 outlook: A radio campaign across the MediaWorks network**

Over the months of September, November and December 2025 we are planning to increase our reach by using MediaWorks' radio network and playing 450 radio ads per month, including radio stations The Breeze, MagicFM and MoreFM.



17 Dec 2024 17:07:45

programmatic digital billboard

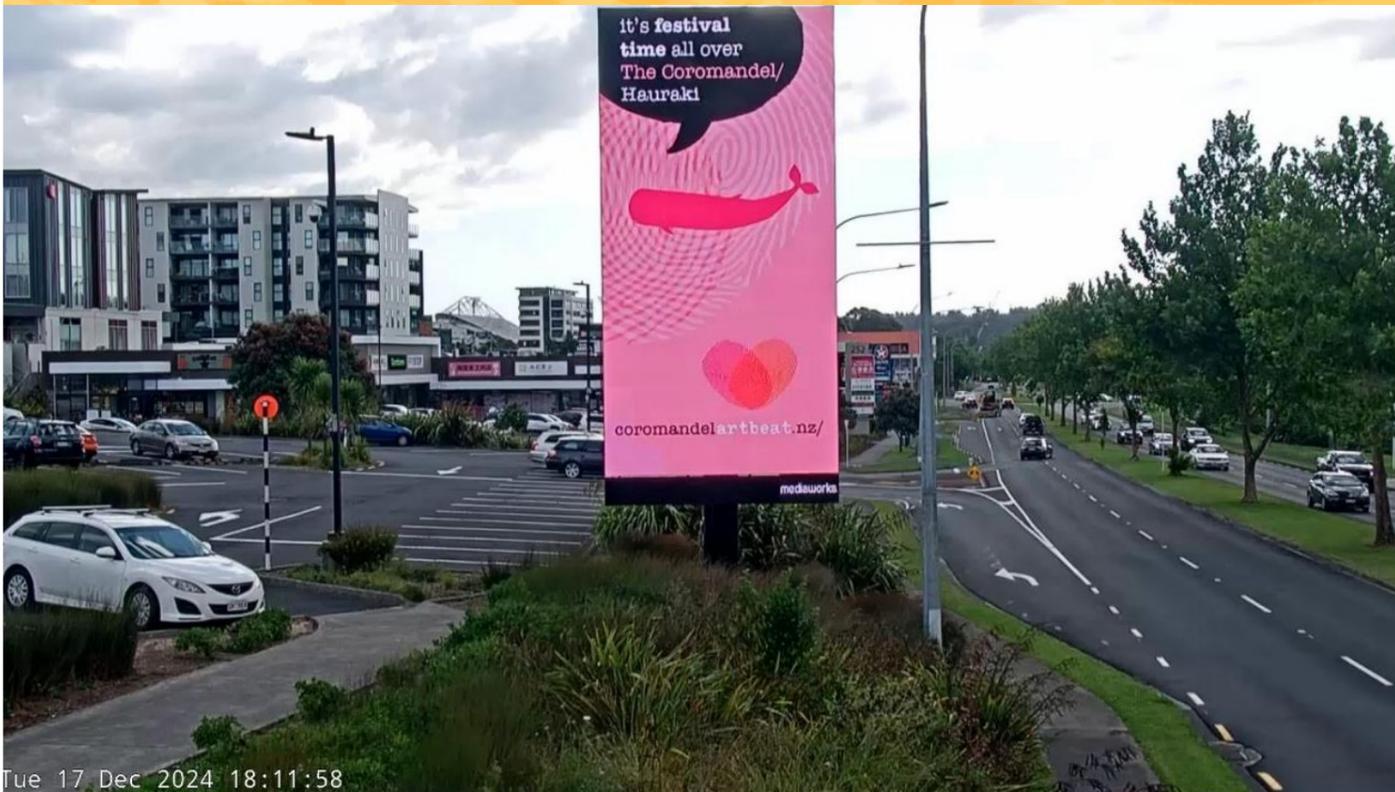


17 Dec 2024 17:11:10

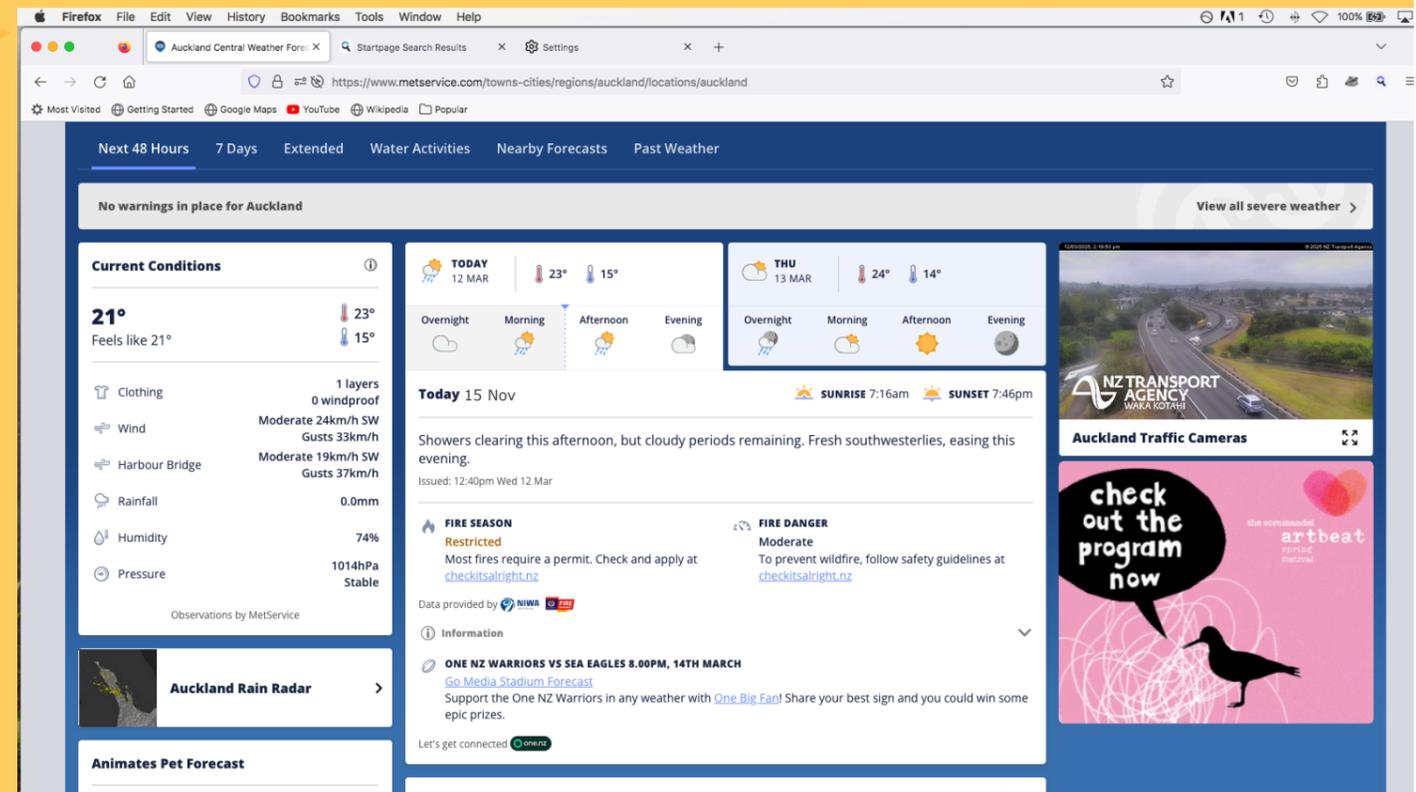
programmatic digital billboard

programmatic digital billboard

local audiences data-driven digital campaign – 5 sec. animated clip with call to action



Tue 17 Dec 2024 18:11:58



# the festival/

2024

91

events

45

event holders

3

months

Sept-Dec 2024

40

ticketed events

6,825

volunteers, contractors, exhibitors, participants

plus our Creative Coromandel board of trustees who volunteer their time x11 needs to be acknowledged.

30,629

event goers

## event organisers survey

from the feedback we received...

71%

said that they found the registration process easy and accessible

72%

felt that their event had a greater outreach and engagement as a result of being registered with artbeat

86%

were satisfied with the level of advertising received

81%

said they are likely to register again next year with only 4.8% unlikely (14.3% indifferent/maybe)

## events by genre:

23

Exhibition events

10

Dance events

7

Ngā Toi Maori events

8

Theatre events

23

Music Gigs Performances Singing events

20

Youth/Tamariki-Children events

27

Workshop Wānanga. Classes events

2

Filmfest events

6

Festival events

33

Performers from out of our region events

36

Films, single screening events





Creative Coromandel played a valuable role in promoting Driving Creek's pottery workshops and 50th celebration through their marketing and communications. Their support helped highlight the milestone's significance, sharing the story of Barry Brickell's legacy and the vibrant arts community at Driving Creek. Through digital promotions, event listings, and community outreach, they helped connect local artists, enthusiasts, and visitors with our workshops and special anniversary events, contributing to the success of the celebrations.

**Jesse Oppatt**

Head of Marketing, Safety and People  
Driving Creek



At the pottery | Driving Creek Railway, Zipline & Pottery



# our social media growth/



**+88.5%**  
**31,700**

## Reach

How many people saw our posts

## Audience demographics

Where are our audience from?

Auckland, New Zealand	20.9%
Thames, New Zealand	12.1%
Hamilton, New Zealand	6%
Tauranga, New Zealand	5.4%
Whitianga, New Zealand	4.2%
Coromandel, New Zealand	2.6%
Wellington, New Zealand	2.4%
Rotorua, New Zealand	2%
Christchurch, New Zealand	1.8%
Kuaotunu, New Zealand	1.4%

Over the period from August 26th to January 10th, our social media presence experienced significant growth and engagement.

Reach increased by 88.5%, with 31,700 people seeing our content. Total views reached 112,031 with 73% from organic sources and 27% from ads.

**+485.6%**

## Content interactions

The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.

Photos	1,095
Multi photo	247
Links	195
Others	40
Stories	4

**+523.1%**

## Engagement

Likes, comments, shares, and clicks

Published content - Based on up to 200 pieces of content (+523.1%): The number of individual pieces of content shared or posted on this Facebook Page or profile

Follower growth surged with a net gain of 347 likes (+1.5k%). Engagement also saw a dramatic rise, with content interactions up 485.6% and published content increasing by 523.1%. The majority of interactions came from photos (1,095), multi-photo posts (247), and links (195). Our top-performing posts included events like “The Tuesdays” at the GBD (7,500 views, 33 interactions) and Cindy Alger & Natasha Armstrong Hunter Pop-Up Show (5,200 views, 38 interactions). In terms of audience demographics, the largest portion of our followers are from Auckland (20.9%), followed by Thames (12.1%), Hamilton (6%), and other key regions across New Zealand.

**This data highlights strong growth and engagement, indicating the effectiveness of our social media efforts.**

**Goal for 2025:** Increase total reach by another 50% by posting more engaging content. Improve engagement rate by focusing on interactive posts (polls, Q&As, etc.). Grow the audience in key regions like Waikato & Bay of Plenty through targeted content.





# what we'll do next/

**The coromandel artbeat spring festival aims to become an annual event that enriches the community, supports local artists and businesses, and attracts visitors to the Coromandel. With our effective marketing strategies, strong community partnerships, and a well-organized operational plan, we are confident that the festival will significantly impact and achieve its future financial and cultural tourism goals.**

## **Organise In-House Creative Workshops**

In 2025, with adequate funding, we want to expand our festival and utilise our arts management expertise to introduce creative workshops into our program. These will be organised, hosted and run in-house through the artbeat team, adding a new income stream to our festival operations.

Aside from local artists featuring in these diverse workshops around our region, we plan to also bring in well-known national artists, adding even more colour and creative depth to our festival and enriching the offer to our audience.

## **Improve Online Presence**

Develop our online presence and further improve the utility and user experience of the artbeat website.

Set up a shared, new event management system across both the Creative Coromandel and artbeat websites, which will enable us to better control how events are listed, and managed.

## **Increase Social Media Reach**

Increase total reach by another 50% by posting more engaging content. Improve engagement rate by focusing on interactive posts (polls, Q&As, etc.). Grow the audience in key regions like Waikato & Bay of Plenty through targeted content.

## **Add Radio Advertising to Our Marketing**

Use radio advertising via the MediaWorks radio network including stations like The Breeze, MagicFM and MoreFM.





Creative Coromandel and the artbeat helped us spread the word about our brass band contest to a wider audience.

The broad range of promotional channels amplified awareness and engaged the community, drawing more attention and foot traffic to our event. With its focus on arts and creativity, the artbeat spring festival provided a great backdrop for us to connect with a larger, art-loving crowd, making our event a resounding success.

**Kerepehi Brass Band**

Bay of Plenty Brass Band Festival

Waikato:

kia ora /



## Ngā mihi nui for your support

We are proud to celebrate another successful year of the coromandel artbeat spring festival and would like to say a massive thank you to all our fundraisers, donors and partners who helped make this happen. As always, we could not do what we do without the generosity of all our supporters.

### Reginal Events Fund (REF)



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

### Destination Hauraki Coromandel



### Lottery Community Grant



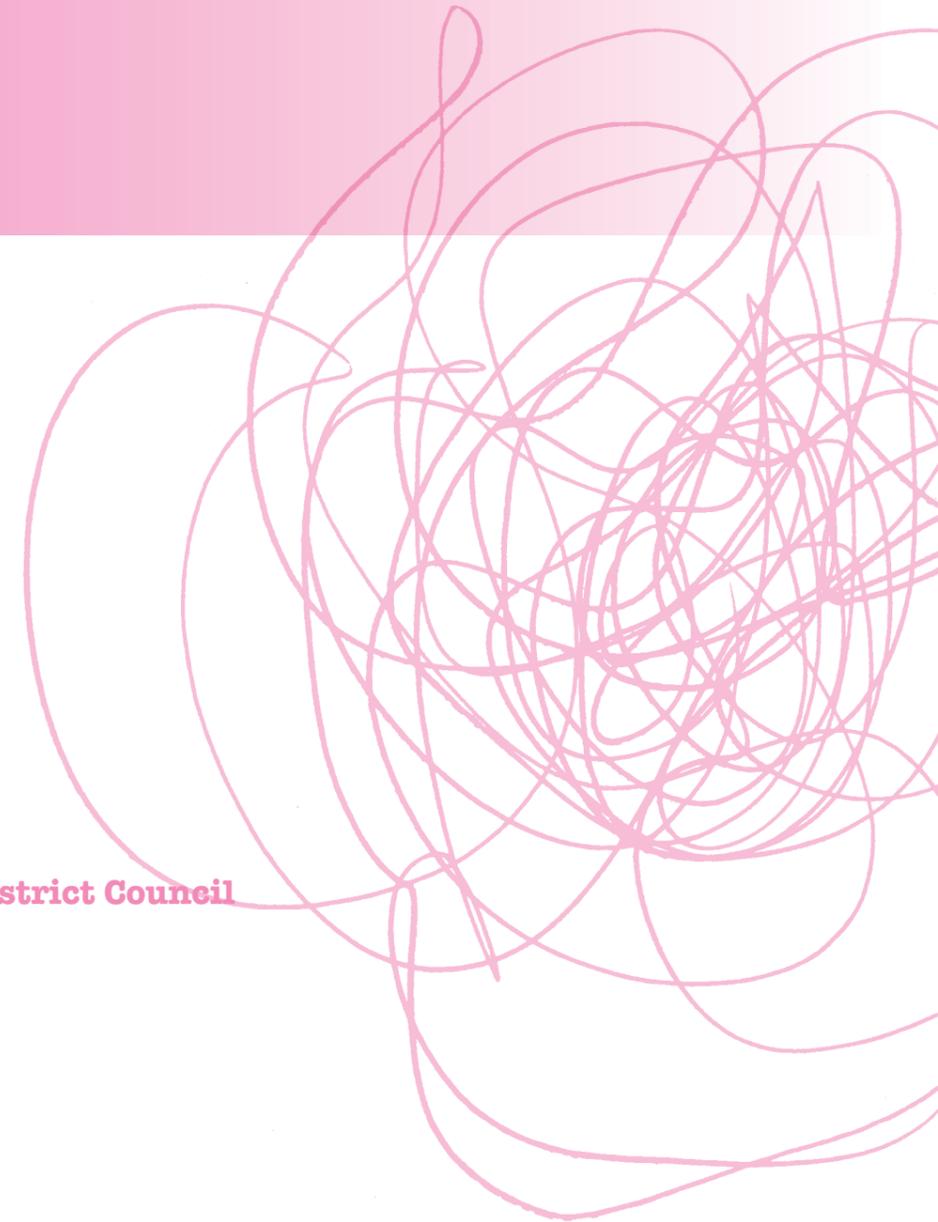
### Thames Coromandel District Council



### Hauraki District Council



### CFM







It was truly wonderful to have the support of Creative Coromandel through the coromandel artbeat in promoting Colville's annual music and arts festival. Knowing our event was being promoted far and wide and seeing it appear on Facebook, in the website event listings and various other places was immensely helpful in garnering community support, increasing visibility and overall event participation. Thanks so much to all involved in making this happen.

**Brooke Dennehy Lakin**  
Colville Festival







# Arts and creative sector profile 2024

Manatū  
Taonga  
Ministry  
for Culture  
& Heritage

Infometrics report summary

Since 2020, Manatū Taonga has been measuring the economic characteristics of New Zealand's cultural system to understand long-term trends and changes across different sectors. This analysis is conducted using custom profiles of business and employment data supplied by Infometrics Ltd. The following figures present key data for the year to March 2024 for the Arts and Creative sector profile.

**\$17.5 billion or 4.2% GDP contribution**  
of the arts and creative sector to New Zealand's total economy

**37,504 businesses** in the arts and creative sector.

**117,912 people** have primary employment in the arts and creative sector, a **growth of 0.8%** from the prior year – compared to 2.2% growth for the total economy.

**By 2030**, employment in the arts and creative sector is expected to grow to **126,595 filled jobs**.

**30.3% of people** with primary jobs in the arts and creative sector are **self-employed**, compared to 15.5% for the total economy.

**Decline of -0.3%** in arts and creative sector GDP contribution from the prior year – compared to 1.4% growth for the total economy.

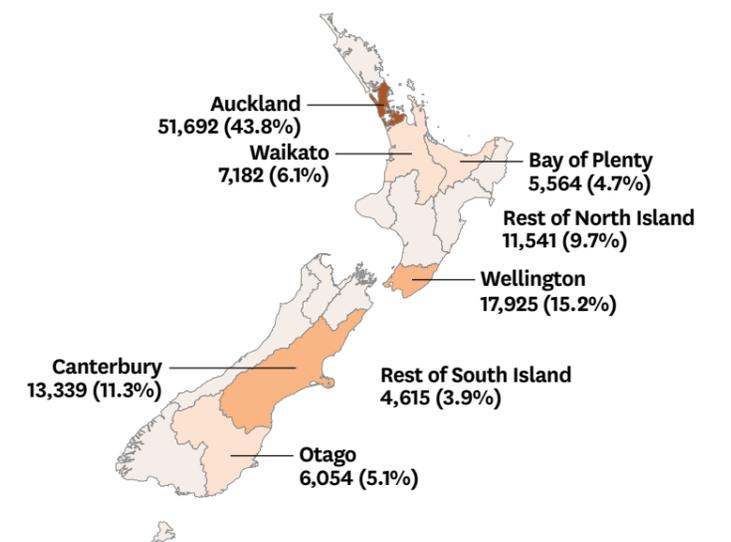
## GDP change over time

Year	Annual GDP (billions)	change from prior year (%)	total NZ GDP (%)
2000	\$7.3bn		3.3%
2010	\$10.7bn	-1.2%	3.7%
2020	\$15.1bn	4.5%	4.0%
2021	\$15.1bn	-0.2%	4.0%
2022	\$16.9bn	12.0%	4.2%
2023	\$17.5bn	3.9%	4.3%
2024	\$17.5bn	-0.3%	4.2%

GDP figures have been adjusted for inflation and are represented in 2024 prices.

Source: Infometrics Arts and Creative Sector Profile 2024. Note: Numbers have been rounded to one decimal point where applicable. For more information about this data, please contact Te Pae Hinatore | Insights at [insights@mch.govt.nz](mailto:insights@mch.govt.nz)

## Which regions do people work in?



**attention  
all artists!**



**2025**

Sep-Dec

**Be a part of the artbeat!** The artbeat festival has been designed by Creative Coromandel to connect communities through art and to create an arts 'gig guide'. It is free to be part of the festival, and inclusion in the program helps artists to amplify their upcoming events to a receptive audience. All creatives can participate.

**If you have an upcoming art show, dance exhibition or music gig,** contact Creative Coromandel to be added to the calendar.

**what's in it for you:**

- 1) it is completely free
- 2) our promo will help your event - you'll reach a wider audience via our comms and look more professional
- 3) we don't tell you what to do - you stay in control
- 4) you are part of a bigger cool thing
- 5) your network will likely grow as a result
- 6) you support your region and the creative industries simply by participating and making the artbeat more amazing

**email:** [info.creativecoromandel@gmail.co.nz](mailto:info.creativecoromandel@gmail.co.nz)

**web:** [coromandelartbeat.nz](http://coromandelartbeat.nz)



the coromandel

**artbeat**



I'm  
going to have  
a whale of  
a time



very  
funny

