



**CARNIVAL  
OF LIGHTS**



**2019 FULFILMENT REPORT**

**HIGH  
LIGHT**





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# INTRODUCTION

This report has been prepared for key stakeholders who have contributed to the success of HighLight: Carnival of Lights. Bringing this event free to our community would not be possible without the support of our fabulous sponsors and delivery partners. It is also important we take the time to acknowledge the hard work, commitment and innovation of our talented performers, artists, volunteers and supporters.

## EVENT INFORMATION

In 2017 with the support of a small but dedicated group of sponsors and delivery partners, the Promotions and Events Team at Hutt City Council set about creating a unique, accessible event called HighLight: Carnival of Lights. The team wanted to make this event unlike any traditional light festival and put an emphasis on a carnival experience with live entertainment, performance and crowd engagement. HighLight has since been recognised as a finalist in the 2018 and 2019 Vibrant Gold category at the Wellington Gold Awards, and won the Best Community Event of the New Zealand Event Association awards in March 2019.

Building on the momentum of both the 2017 and 2018 events, the team once again set to transform Riddiford

Gardens over Labour Weekend. This year the carnival featured even more live children's entertainment, live performances, interactive light installations and a fireworks display each evening from two locations. An underlying theme of 'Lost' was applied to the event with three distinct precincts being curated; Lost in Love, Lost in Space and Time, and The Lost Gardens.

HighLight 2019 wowed crowds of more than 120,000 over four nights and has firmly stamped its mark on the Wellington Region as an event not to be missed. By combining community, charity, businesses and Council the HighLight formula is a winning one.

This report shows the high level results and impact that was HighLight 2019.

I took our girls down to the Highlight festival on Monday night and it was fantastic!!! The last time I went was a couple of years ago and I was amazed by how much it has grown. Well done to you and the team! You are doing Lower Hutt proud.

LOUISA – TOURISM EXPORT COUNCIL OF NZ

# RESULTS AT A GLANCE

## ATTENDEE NUMBERS

Estimated 120,000 attendees. 51% are from Lower Hutt and 49% are from Wellington, Upper Hutt then further afield.

## VOLUNTEERS

**300 volunteers** across the four nights.

## ATTENDEE SATISFACTION

**Net promoter score of 60%.**

As a general rule, events in Australia and New Zealand aim for a Net Promoter score of 30 or above.

## ECONOMIC BENEFITS

An **extra \$340,000 spent city-wide** during the four days of HighLight.

**1% annual increase.**

## FUNDRAISING

We partnered with White Ribbon Trust as our Charity partner for 2019 and **raised \$34,000** via a number of channels.

## WASTE MINIMISATION

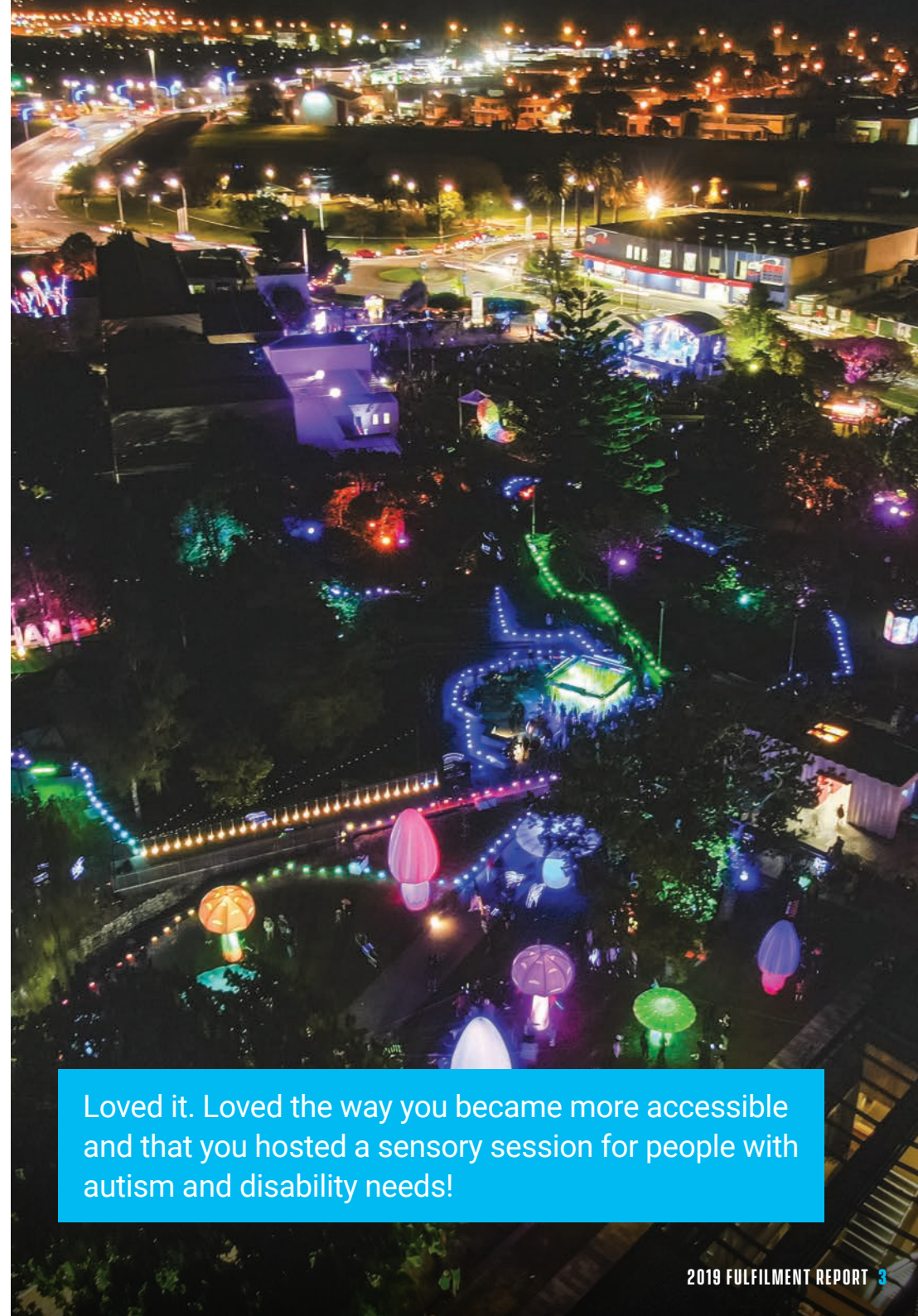
**80% of event day waste was diverted from landfill**, this is an improvement from 78% in 2018. **Our goal is to be waste free by 2021.**

## ACCESSIBILITY EVENING ATTENDANCE

**80 people** from our community **with accessibility needs** attended the event as part of the newly introduced accessibility evening.

## PUBLIC FEEDBACK

**Overwhelmingly positive and supportive** messages have been received from community across the Wellington Region through social media, email, call centre and other channels.



Loved it. Loved the way you became more accessible and that you hosted a sensory session for people with autism and disability needs!

# INNOVATION AND DIVERSITY

Every year the team pushes the boundaries by diversifying to keep the HighLight offering fresh and exciting. Every year the team challenges one another to come up with ideas that make those who live in Lower Hutt, proud of what their city is delivering. HighLight helps engage the community through:

- City Safety by including the Police, Maori Wardens, Community Patrols, Safe City Ambassadors and Recon
- Youth incubation and talent programmes
- Opening the doors to all by improving accessibility for the wider community
- Creating an event that locals are proud to show off

***Tonight was amazing. It was a thrill to go to and see kids with genuine challenges relax and enjoy the lights. All of us parents commented that we felt relaxed not worried about apologising for our children.***

***Please make sure the organisers know how grateful we all are for the opportunity. It was an amazing experience! My daughter made a 'best friend' (her words) with another girl on the spectrum and they wandered around together arm in arm. So precious!***



## PARTNER PREVIEW NIGHT

We tried a new approach this year based on feedback from 2017 and 2018. We hosted a preview night for sponsors and their families to enjoy some hospitality together prior to heading out onto site for a preview of the event without the crowds. This event provided a wonderful opportunity for a casual family night and the opportunity to experience something a bit special. We've had positive feedback and would follow this model again in future.



## ACCESSIBILITY FOCUS

Knowing that we want the event to be accessible to the whole community led us to trial an accessibility night in 2019 and to undertake an accessibility audit. Our event team worked with Genevieve McLachlan to audit the site (and event) and make recommendations for improving certain aspects. The accessibility night was held at the same time as the preview night, was marketed through specific disability groups and required sign-ups in advance. This was so that the team could manage moving people safely around the site. It was very successful and will be implemented on a larger scale in 2020.



## CHILL OUT ZONE

Our CBD Activation manager brought lower Laings Rd to life this year with the Fireballs Chillout Zone. This was a wonderful place to chill out, grab a bite to eat and watch live performances.

A large number of CBD hospitality businesses were given the opportunity to activate in the Chill Out Zone at no cost, the four businesses to took up this opportunity experienced sell out of stock on three of the four nights.



## NAENAE PARTY BUS

As well as free community buses that are put on each year, Naenae residents were treated to a special party bus to transport them to the event and back. Pre-registered attendees were treated to live music, food and rave sticks to get the party started before arriving at HighLight.



## YOUTH TALENT INCUBATION

The St James Church was transformed into a live youth stage with a backdrop of a beautifully lit tropical forest, The Sanctuary Stage. Youth performers featured on all four nights of the carnival.



## RANGATAHI YOUTH PROJECTION COMPETITION — HER WINGS

The stellar team from Streamliner Productions worked their magic on bringing #HighLightCarnival to life with not only sound and lighting effects, but they teamed up with two local rangatahi to bring their projection concept to life. HighLight: Carnival of Lights is all about supporting creativity and incubating young talent. Designed and created by Stokes Valley teenager Kera Alderson, this projection tells the story of a young girl whose wings are hit by lightning, preventing her from flying. Her family come together to help the young girl fix her wings.

Artists: Kera Alderson and Qian Yun Zeng, Naenae Intermediate school.

***At HighLight we get to work with some of the most respected, innovative artists. So, to give two young women the chance to have their names in the same space as the people they look up to could play its part in inspiring our next generation of artists. – Carla Steed, Event Director***



# CHARITY PARTNER

## WHITE RIBBON CHARITABLE TRUST

Our 2019 Charity Partner was White Ribbon. White Ribbon aims to eliminate men's violence towards women by encouraging men to take ownership of this important issue and model good behaviour that can change attitudes and behaviour. These values have enormous flow on effects for the wider community, family and children.

## FUNDRAISING HIGHLIGHTS

- Macaulay Metals built a time Machine (replica tardis) and auctioned this off at the conclusion of the event raising \$5,000
- Mitre 10 MEGA raised \$18,000 from the sale of their Rave Sticks which they sold across all four nights of the event for \$3 each
- Event collectors, text to donate, face painting raised more than \$7,000
- Ara Mai! Te Whiti Riser Night Walk raised over \$4,000

100% of funds raised at HighLight go back into the local community via White Ribbon to help them combat family violence against women in our community.

1,054 people that completed our survey and 523 people answered the question 'Who is the charity partner for 2019'. Of those who answered, **522 correctly identified White Ribbon as the charity partner which is excellent from an awareness perspective.**

## TOTAL FUNDRAISING FROM THE EVENT RAISED \$34,045!

# COUNCIL AND COMMUNITY PARTNERS

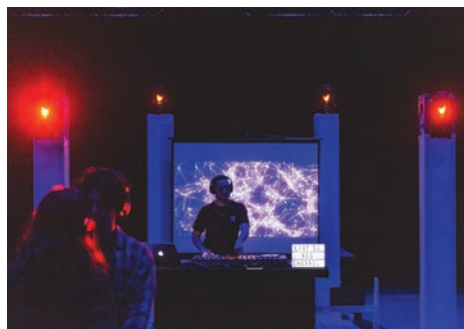
We work closely with teams both inside and outside of Council. We embrace the opportunity to work alongside our neighbours on HighLight.



## THE DOWSE ART MUSEUM

Karl and the team embraced HighLight in 2019 by opening their doors to not only one but two light installations, torchlight tours and a children's activity. We loved working with our Art-inspired neighbors to bring a whole new audience of people into The Dowse Art Museum. What an exciting opportunity! The torchlight tours were in overwhelming demand which exposed a whole new audience to The Dowse.

**The Dowse held two installations, 80s Cube Sponsored by TSB Festival of Lights** by Artist Toulouse Group and **Light Field** by Artist Angus Muir Design **Door counters 32,000**



## LOWER HUTT EVENTS CENTRE

We value our relationship with the Lower Hutt Events Centre and their willingness to be involved in HighLight. As an event that is mainly held outdoors, being able to offer respite to weather and crowds is really important and Gert, Sarah and the team allowed this to happen. This year the venue held a beautiful projection piece called Te Toi-o-ngā-rangi, the Taikoza drummers, a silent disco, clouds and delicious UV reactive gelato!



## ST JAMES CHURCH

We've worked with the wonderful team of the St James Church since the very first year of HighLight, and every year they challenge us to use their space in a new and exciting way. This year we transformed the front of the church into a live youth stage with a backdrop of a beautifully lit tropical forest and called it the Sanctuary Stage. The adjoining graveyard housed an installation called branches which lit the way through the graveyard with an accompanying soundtrack that challenged our ideas of environmental succession.



## WAR MEMORIAL LIBRARY

2019 is the first year that the War Memorial Library has opened their doors and not only provided indoor space for an installation but then decided to purchase it as a legacy to inspire future library visitors. Love Birds is now permanently in place in the Library. What a wonderful way for Kat and the team to embrace HighLight. People commented that the library offered a wonderful respite from the weather and crowds outside, as it did for our Regal Peacock who needed to be moved indoors on Sunday to get out of the wind.

**Love Birds** by Artist Pineapple Design Studio **Door counters 18,000**

# INSTALLATION SPONSORS



## ASHEN BY A44 GAMES

Local business A44 Games are at the top of their game and operate from right here in Lower Hutt. They put together a snippet of Ashen, their award winning game as a projection piece. At its core, Ashen is about relationships. You will meet people out in the world, perhaps a tinker or huntress, a fortune-hunter or weaver of shadows.

Great exposure to a huge new audience for a local internationally growing business.

**Artists:** A44 Games



## AUTUMN FALL WITH THE SUPPORT OF VICTORIA UNIVERSITY OF MELBOURNE.

Stroll below these gorgeous flowers as they gently swivel, the autumn colours painting the landscape below.

**Artist:** Skunk Control



## FLORESCENTIA PRESENTED BY AMERICAN APPAREL & EMBROIDME

Roy, Nick and their teams came on board for the first time in 2019 by bringing us Florescentia and taking care of our volunteers with t-shirts and high-vis vests. From the Latin word for 'blossoming', Florescentia is inspired by the phenomena of photosynthesis found in natural biology.

Converting the energy from the sun into chemical energy, life blossoms. We think this has synergy with how Roy and Nick's businesses bring their customers' brands to life – nice one!

**Artists:** Chimera Atelier and Pineapple Design Studio



## FUNGI FANTASIA- PROUDLY SUPPORTED BY MITRE 10 MEGA PETONE

The team at Mitre 10 MEGA like to do things to scale. So when Fungi Fantasia came up as an option it was a no-brainer! This stunning piece gave the MEGA team real presence on site. Their team came to the party by selling Rave Sticks each night and sold all 6,000 for \$3 each. This resulted in a massive \$18,000 being raised and given directly to White Ribbon. What a massive achievement for the MEGA team who are always going above and beyond!!

**Artist:** Amigo and Amigo



## LOVE SONG KARAOKE BROUGHT TO YOU BY RAY WHITE KEMEYS BROTHERS

For the second year in a row, Ray White Kemeys Brothers have brought the party to HighLight by sponsoring our giant karaoke sing along. This year the songs were all love themed. Who doesn't love a good real estate agent right? You've definitely bought the fun to HighLight two years in a row now and we love your enthusiasm!



# INSTALLATION SPONSORS — MEDIAWORKS



## THE EDGE DJ BOOTH

The Edge DJ brought the party to the Space and Time precinct by dropping some hot beats on the dancefloor every night from 8 until 11pm. Kids (and adults) of all ages cut shapes on the dancefloor and boogied the night away.



## TRUMPET FLOWERS PRESENTED BY THE BREEZE

The team at The Breeze wanted noisy, artistic and fun! They definitely got it by partnering with Trumpet Flowers! We love working with The Breeze team to bring their brand to life during HighLight!

**Artist:** Amigo and Amigo



## SQUIGGLE; PRESENTED BY RIVERLINK — FUTURE PROMENADE

Our RiverLink colleagues saw the beauty and synergy between their project and Squiggle. By replicating the future Lower Hutt promenade, attendees could hear the rush of the water, see the incredible light and connect to Te Awa Kairangi. RiverLink loved Squiggle so much that they have purchased the piece to be used in relation to their project in the future. Keep an eye out for where it might pop up next.

**Artist:** Angus Muir



## TIME BOX PROUDLY CREATED AND PRESENTED BY MACAULAY METALS

The Macaulay Team were at it again this year. They decided to follow the theme to a tee by creating a giant Time Box (tardis lookalike) complete with police box, internal Dr. Who soundtrack and live weeping angels! Macaulay's went the extra step once again by auctioning off the installation after the event for \$5,000 with all proceeds going straight to the charity partner White Ribbon. We love your work!



## U.F... OH! PROUDLY SUPPORTED BY QUEENSGATE SHOPPING CENTRE

We were thrilled to work with the team at Queensgate this year, not only to work on bringing an installation to life for HighLight, but to put a school holiday activity into centre court for the school holidays. The Queensgate team offered us access to their marketing channels during the school holidays which boosted our campaign reach. The crashed UF...OH was a hit at HighLight as it told a story of investigating into the crash and to approach with caution. What an excellent win, win, win thank you Queensgate!

**Artist:** Ashleigh Jenner, Adam Kingsbury and Alana Inglis



## UV SPAGHETTI PROUDLY SUPPORTED BY SIGN FOUNDRY

The team at Sign Foundry joined us for the first time in 2019 and embraced the idea of UV Spaghetti so much that they renamed it the Spaghetti House. Enough of eating spaghetti, we encouraged our attendees to get tangled up in the UV strands of spaghetti. This was once again one of the most instagrammable pieces both day and night.

**Artist:** Angus Muir



## TE TOI-O-NGĀ-RANGI SUPPORTED BY VICTORIA UNIVERSITY OF WELLINGTON

In Maori mythology there are twelve heavens, each with its own series of heavenly bodies; Te Toi-o-ngā-rangi is the uppermost of the twelve heavens and the most sacred of them all. In this animated sound and light installation visitors are transported through the realms of the twelve heavens, lost in their search for Te Toi-o-ngā-rangi.

**Artists:** Daniel Brown and Mark Johnson

# EVENT DELIVERY PARTNERS

## FULTON HOGAN

Road closures and traffic management are a really important part of our logistical planning when it comes to pack-in, pack-out and event days. Paul and the team at Fulton Hogan take the stress out of the process and support our team along the way. This is an absolute stress reliever!



## METRO PRODUCTION SERVICES

Vanessa, Jeff and the team at Metro came on board to support the event in 2019. Their state of the art stage has helped us take the professionalism of the event to a whole new level! Thanks for the support!



## HIREMASTER

We love working with Cam and Richard from Hiremaster. This is a relationship that has stood the test of time and we're lucky to have had their support right from year one. The commitment and can-do attitude that they bring to the event is second-to-none. From bollards to bean bags, this team has us covered for our event infrastructure needs and we know that they love being a part of the event just as much as we love having them a part of it. Love your work!

## MJF LIGHTING

Getting to work with Mike, Blair, Nick and the MJF team on HighLight is an absolute delight. They 'got' the HighLight vision from year one and from there they have worked alongside us to take the event from strength to strength. They know what it takes to pull off an event of this scale while being mindful of public safety and always wanting to go above and beyond and deliver something that will not only be talked about, but remembered. The team invest heavily both financially and personally in the event and the team are an absolute joy to have on site – we look forward to the banter every year!

## STREAMLINER PRODUCTIONS

Rich, Marcus and the team at Streamliner invest a huge amount into HighLight both physically and financially. Their desire to see the event succeed stems from their passion in seeing positive outcomes for the community we operate in. By championing the lead on the Rangitahi youth projection competition, and mentoring students for the last two years is one way that Streamliner adds value to our relationship, not to mention the financial investment they put into the event. These guys often fly under the radar by putting their heads down and getting things done but we know they deserve a huge amount of credit and we applaud their commitment – thank you!

# MARKETING SPONSORS

Our Marketing partners play such a crucial role in helping spread the HighLight word far and wide while keeping with our marketing campaign objectives.



## MEDIAWORKS

Working with Leighton, Jess, Jay and the Mediaworks team is an absolute delight for us, and to be able to work with them for three consecutive years is even better. It's true that momentum and trust are both built over time and this partnership is a real testament to that statement. The added value that this team brings to our marketing schedule and our attendees experience is second to none. We love it because this partnership is more than a breeze!



## GO MEDIA

It was through our partnership with Mediaworks that Leighton introduced us to Mike and his team from GoMedia. Mike is passionate about giving back to the community and for that reason we got some incredible exposure from as far north as Gisborne right down to central Wellington and everywhere in between. GoMedia have a huge portfolio of bus backs and static and digital billboards which contributed massively to the exposure and success of HighLight this year. What a great way to increase our audience reach!

*My family and I had a lovely time at the carnival. Thank you so much for the awesome experience and amazing night. Being free was even better!! Finding more and more hidden light displays was so fun when we thought we'd seen everything we just kept stumbling across more which kept it interesting!! The fireworks were beautiful and we are so lucky to be able to attend an event like this (especially for our children) which cost nothing for us being a family on a low income. I loved that you partnered with White Ribbon too! Thank you so much, can't wait for the next one!!*

# PERFORMANCE PARTNERS, ARTISTS AND ACTIVITIES

## COLOSSAL ENTERTAINMENT

Our relationship with Colossal Entertainment spans from before our even first event. Zane, Degge and Imogen are true innovators and collaborators and 2019 was no different. The local, national and international reach for performers that Colossal brings to HighLight is invaluable. From alien abductions to jamming bee keepers, juggling metronomes, transvestite clairvoyants and fire walking astronauts, there is never a dull moment with the Colossal crew around. Creating a carnival atmosphere is a really big focus for our team and the collaboration with Colossal not only makes it possible – it makes it outstanding!

Special thanks to Titan cranes for assisting Colossal in making their Alien abduction come to life!

## FACE PAINTING

Kids of all ages had the opportunity to get their faces painted with all proceeds (\$2 each) going to the HighLight Charity partner, White Ribbon.

## MORE FM MAIN STAGE

The team at More FM once again brought the party to the Main stage through their sponsorship and activation on the main lawn. The team are passionate about bringing their brand to life and they did this by bringing Polly and Grant along on the Sunday night for the pre-fireworks show, provided an MC for all four nights, and set up a photo booth for some More FM social media action on the main lawn for the whole event.

Once again the Main stage proved to be a really popular place to be on all four nights. The position of the main stage, food trucks, roving entertainment and being a prime position to watch the fireworks show go off the roof of the library (and riverbank).

## LITTLE CIRCLES

Visitors were encouraged to create their own temporary piece of art and see the colours take shape with this locally created piece.

**Artist:** Luke Easterbrook-Clarke

## PAINT THE NIGHT

Attendees had the opportunity to graffiti the brick wall of the Event Centre, only temporarily of course! This was a wonderful way to bring a big blank space to life!

## OTHER CONTRIBUTORS TO MENTION ARE:

Alex McLeod  
Amigo & Amigo  
Angelique Te-Rauna  
Angus Muir Design  
Awhina Lambert  
Beacon  
Chimera Atelier  
Creature  
Drift  
Finn Harris  
Go Go Gadget Design  
Hutt City Dance Centre  
Jimmy & The Jets  
Jonathan Berkahn  
Karen Espersen  
Kera Alderson and Qian Yun Zeng  
Luke Easterbrook-Clarke  
Horrobin and Hodge

Human Agency  
Matt Liggins  
Pineapple Design Studio  
Pink Cactus Design  
POP Bubbles  
Pyrostar International  
Rachel Naser and Andy MacRae  
Skunk Control  
South Island Light Orchestra (SILO)  
Speaking of Sparrows  
Taikoza Wellington  
Taita Clubhouse  
Tape Art NZ  
T-Bone  
The Ratbags  
Toulouse Group  
Uncle Monkey

# VOLUNTEERS



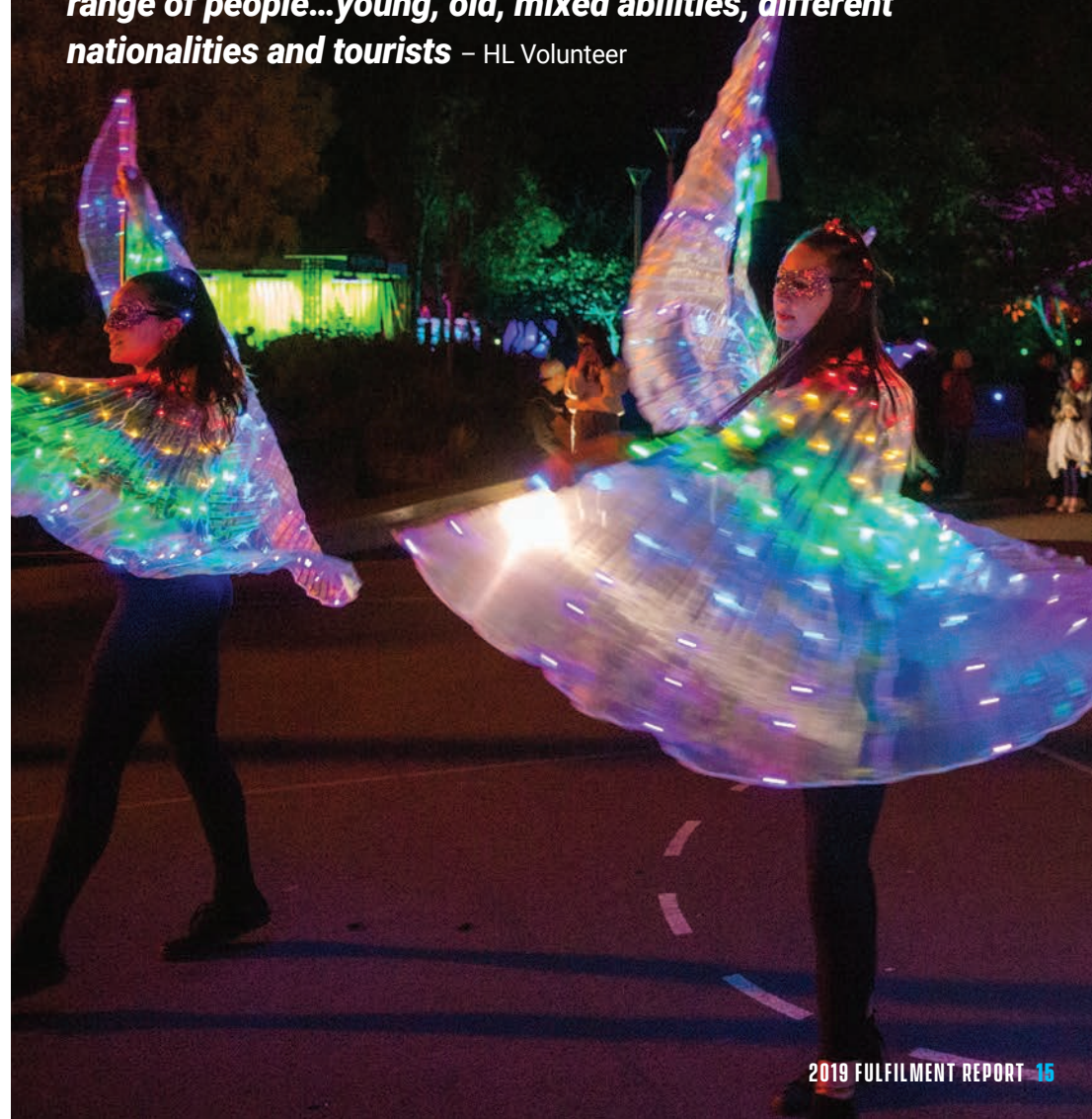
To ensure that HighLight runs smoothly and is safe for all attendees, we need more than 300 volunteers, that's 80 each night! This year we really upped the emphasis of fun and comraderie by encouraging early sign ups and by giving out spot prizes at the conclusion of the event. We provided all volunteers with a light dinner of a Pita Pit wrap, some fruit, and biscuits. Each volunteer was given a HighLight t-shirt and was asked for their feedback by way of a survey.

- Almost 90% of volunteers rated their experience as 7 or higher (out of 10)
- 60% of volunteers said "count me in for 2020, I can't wait to be involved again"
- 40% said they would consider volunteering again

We would like to thank those businesses who partnered with us to ensure our volunteers were clothed and fed: American Apparel, EmbroidMe Wellington, New World Stokes Valley, Pita Pit Lower Hutt and Westpac Lower Hutt.

***It was fun being part of such a magnificent event and seeing the smiles and looks of wonder on attendees faces – especially the children*** – HL Volunteer

***The best part about volunteering at HighLight was getting to see how excited people were and how much they were enjoying their experience. Also good to see such a wide range of people...young, old, mixed abilities, different nationalities and tourists*** – HL Volunteer



# MARKETING

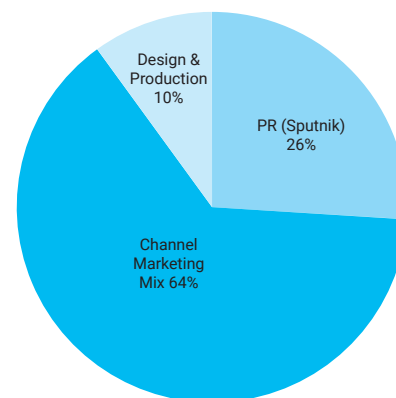
A detailed marketing plan was developed for sponsors and partners that included promotion across the Wellington region and targeted towns and cities within a four hour drive of Lower Hutt. Mediaworks (More FM, The Breeze and The Edge), one of our major delivery partners backed the event with a strong radio and social media campaign.

## MARKETING REACH

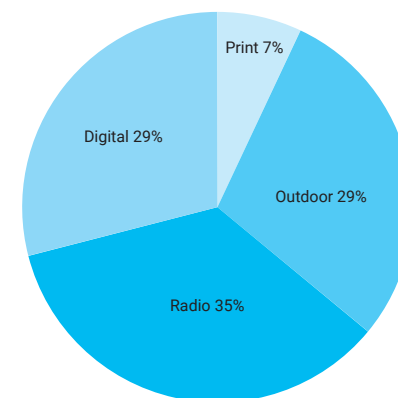
Our survey told us that attendees found out about the event in the following order:

Attracting Attendees		%
Facebook	566	57.4%
Word of mouth	224	22.72%
Billboard or similar advertising	43	4.36%
Radio	24	2.43%
Online/Google	20	2.03%
Eventfinda	18	1.83%
Through our event sponsors/partners	16	1.62%
Other	4	0.41%
Responses	71	7.2%
<b>TOTAL</b>	<b>986</b>	

Marketing, Production and PR Mix by Spend

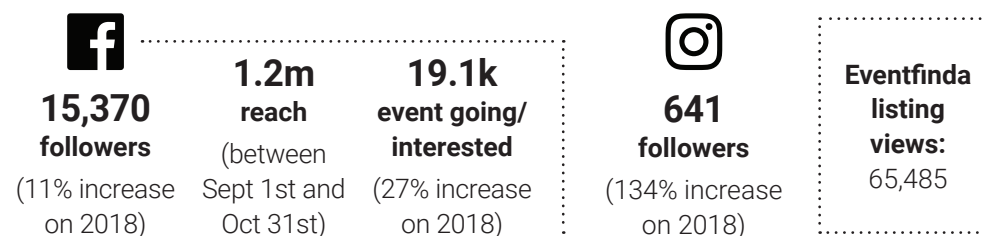


Marketing Mix by Channel



Social media activity was ramped up in 2019 with the introduction of the #Highlightcarnival to the Instagram account. Being such a visual feast, and knowing that Instagram is one of the fastest growing social platforms meant that content could be sought and used in a number of ways at minimal cost.

The #highlightcarnival photo competition assisted us in generating content to the big screen. A random winner was drawn at the conclusion of the event and awarded a \$250 Queensgate shopping voucher. This generated more than 600 posts for 2019.



# PUBLIC RELATIONS

In 2019 we once again engaged Sputnik PR to run our PR campaign. This campaign aligned with our marketing objectives to ensure that the event, sponsors and partners all received opportunities for exposure in the lead up to the event.

## WE ACHIEVED A PR REACH OF OVER 8M

**21 pieces** of media coverage across print, online, TV and radio.

- Total potential audience of **8,074,204**
- Pre-event print coverage in top tier titles such as **Good, Woman's Weekly, North & South and The Dominion Post.**
- **Two successful familiarisations** with Counter Journal and Wairarapa Times Age, with overwhelming positive feedback.

## WHAT WORKED WELL IN 2019?

With two years of successful events on our belt, **journalists were familiar** with HighLight and wanted to hear what was in store for 2019

- Having two years of **strong visitor numbers** to demonstrate the popularity of the event in previous years
- Issuing the **event listing** with enough time to secure long lead coverage
- An **engaging Wellington artist story** from the U.F...Oh! Designers and their installation at Queensgate

## PR OBJECTIVES AND TIMING

- Encourage excitement for the return of HighLight for its third year running, following a successful second year.
- Grow regional awareness of HighLight as a not-to-be-missed event on the Wellington calendar.
- Bring the event to the attention of a more national audience, drawing in visitors within 4-hour drive times over Labour Day weekend 2019.

## HIGHLIGHT 2019 MEDIA RECORD

Media Outlet	Circ	Date	Type	Secured?
Air NZ	900,000	31/07/2019	Online (EDM)	Sputnik
WREDA summer festival mini-mag	300,000	31/08/2019	Print	Council
WREDA visitor guide calendar	300,000		Online	Council
WellingtonNZ event listing	300,000		Online	Sputnik
WellingtonNZ e-newsletter	300,000	17/10/2019	Online (EDM)	Sputnik
North & South Magazine	96,900	1-Oct	Print	Sputnik
Capital Magazine	39,000	1-Oct	Print	Sputnik
Concrete Playground	19000	26/09/2019	Online	Sputnik
Concrete Playground e-newsletter	1200	1-Oct	Online (EDM)	Sputnik
Kia Ora	344,000	1-Oct	Print (& digital version)	Sputnik
Good	60,000	1-Oct	Print	Sputnik
Woman's Weekly	311,000	29-Sep	Print	Sputnik
Regional News	90,000	TBC	Print	Sputnik
The Hits (shoutouts)	282,000	19-Oct	Radio	Sputnik
Radio Active (Carla interview)	120,000	19-Oct	Radio	Sputnik
The Dominion Post	144,276	23-Oct	Print	Sputnik
Stuff	1,928,664	23-Oct	Online	Sputnik
Concrete Playground e-newsletter (2nd)	1200	22-Oct	Online (EDM)	Sputnik
Stuff	1,928,664	27-Oct	Online	Council
Wairarapa Times Age	26,000	30-Oct	Print	Sputnik
The Project	546,300	30-Oct	TV	Sputnik
Counter Journal	5,000	30-Oct	Online	Sputnik
Counter Journal e-newsletter	5,000		Online (EDM)	Sputnik
Wairarapa Times Age x 2	26,000		Print	Sputnik

Congratulations to you and your amazing team, you all did such a fantastic job to bring this awesome event to life once again this year and our team at Pyrostar are very proud to be a part of this event as well. Looking forward to next years event already :)

CHRISSY AND ROB – PYROSTAR

# OUR AUDIENCE

To accommodate our growing audience and to assist our sponsors to reach their goals, we needed to understand who our attendees are and capture the opportunity that they bring. This insight also helps us to understand wider regional and national growth opportunities for the event and sponsor activations.

## SURVEY

During the event we used our Survey Crew to collect email addresses of those attendees who were interested in giving feedback on the event. Each night at the conclusion of the event an email was sent out to this list with a survey link. 1,045 people completed the survey which has been used to give us insight into audience demographics, identify economic activity during the event, understand brand recognition and to measure overall attendee satisfaction.

- We have achieved a net promoter score of 60 (As a general rule, events in Australia and New Zealand aim for a Net Promoter score of 30 or above.)
- The survey tells us that our attendees are: 51% local, 49% out of town
- 81% of respondents said that they would attend the event again

***We came all the way from Levin last night – amazing***

Great to see all the collaboration and creativity. Well done to everyone!

Well done to you and your amazing team on a great event. You really turned it on and it was great to see so many people enjoying themselves. In my opinion, it's an award winner as there's not much to beat that around the region. We are really glad we got involved and loved seeing all the gear looking great. Looking forward to next year already.

ROY – EMBROIDME WELLINGTON

***Congratulations Carnival of Lights. What a wonderful experience it was to see all the lovely lights. I went with a couple of friends on the last night, haven't seen anything like it in the Valley before, plenty for everyone. Hopefully this lighting show will continue for a long time to come. Many thanks once again.***

The exhibition you guys put on was absolutely world class! Thanks again, wonderful family entertainment.

***Very well done, organised, creative and massive community spirit with this event. Good feels all throughout. Thank you volunteers, sponsors and council.***

# ECONOMIC BENEFIT

When a free event of this scale is put on for the community there are some great benefits including increased spending in the city. The following statistics demonstrate the value of HighLight to Lower Hutt businesses that stay open and the positive effect it has on retail, hospitality and accommodation spending.

## TOTAL SPENDING

Up 13% on previous week in CBD while all spending across the city as a whole was up 8%.

Comparing this to Wellington which had a 0.4% increase shows a pretty healthy result.

Our increases during this time are at similar levels to neighboring holiday areas such as the Wairarapa and Kapiti coast. General NZ increase during Labour Weekend is 6% so Lower Hutt topped this.

## HOSPITALITY

Hospitality was up 14% on the previous week across the whole of Lower Hutt and up 8% on the previous year.

## CBD

CBD spend up 5% on previous year and was up 25.5% on previous week.

International spend up 37% on previous year.

Data shows that locals were spending more on Friday and Saturday while Wellingtonians were here and spending mostly on Monday.

## OUR EATERIES AND FOOD TRUCKS

There are plenty of onsite cafes and food trucks to choose from, as well as restaurants in walking distance from the HighLight event site.

## FIREBALLS CHILL OUT ZONE

Lower Laings Road was transformed into a place to relax on the edge of the event zone, featuring a live bands, food and refreshments and the famous POP Bubble Show. Located on Laings Road between High Street and Queens Drive.

What an epic weekend! This is definitely a stand out event for me this year. Every light activation was executed so well over Riddiford Gardens and the Fireworks show was outstanding! Nothing but good things. Thanks so much for letting us be a part of an outstanding weekend!

JESS - MEDIAWORKS

# COMMUNITY FUNDING

We hugely appreciate the valuable support of the community funding organisations who support HighLight.

## WELLINGTON REGIONAL AMENITIES FUND

This is the only event in Lower Hutt that receives direct funding from the Wellington Regional Amenities Fund. This is to acknowledge and recognise the significance of the event on the annual calendar.

**The following funding agencies, some of which have supported the event since its inception in 2017 enable us to deliver an inclusive, safe and community minded event;**

- Pelorus Trust
- Four Winds
- Air Rescue Trust
- One Foundation
- NZCT

## THANK YOU!

We've loved delivering HighLight free to the community over the last three years.

Thank you for coming on this journey with us.





**HIGH  
LIGHT**

**CARNIVAL  
OF LIGHTS**