



NELSON ARTS FESTIVAL

**IMPACT
REPORT
2025**

nelsonartsfestival.nz

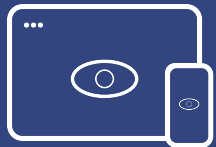
THE FESTIVAL AT A GLANCE

23 OCTOBER – 2 NOVEMBER 2025

11 DAYS OF UNMISSABLE ARTS EXPERIENCES IN WHAKATŪ



est. **68,477**
people engaged



447,000+
viewed our digital content



5,842
tickets sold



would
recommend
the festival



46
Events



273
Artists

NGĀ MIHI E TE WHĀNAU!

Together we celebrated 11 days of art in Whakatū with some of Aotearoa's most exciting artists together with one international work, and with new and returning audiences.

Thank you to our partners, sponsors, venues, crew and volunteers who make it all possible.

Thank you to all the artists who bring their incredible work to our region, and to our audiences who are the driving force behind it all.



OUR 2025 PROGRAMME


Each year, we run a performing arts programme, alongside Pukapuka Talks, a literary programme.

Our dedicated Tamariki & Rangatahi programme works with schools to deliver bespoke events for young people within our community.

 **273**
local, national +
international artists in
our main programme

 **512**
tamariki & local
community in
Mask Parade

 **41**
ticketed
events

 **34%**
kaupapa
Māori
events


15 
local venue
partners

 **31**
authors
and expert
chairs

 **22**
events

 **5**
book
premieres

551
books sold in
festival bookstore

 **384**
tamariki &
rangatahi
engaged

 **9**
events for
tamariki &
rangatahi

12 schools
engaged
with

 **37**
rangatahi
performed at
Tune Up



OUR COMMUNITY AND REGIONAL IMPACT

Our community events are a large part of our festival programme, including the Mask Parade and Tune Up.

Alongside our programme, we run a dedicated accessibility programme to encourage participation in our community.

The festival relies on an incredible team of volunteers, many returning year after year to dedicate their time to support events.



6

events with dedicated accessible options



2

NZ Sign Language interpreted events



1

Audio-described event



480+

volunteer hours worked



5

workshops focused on harm prevention with community partners



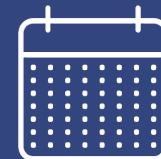
1

event dedicated to social and environmental activism



6

events in the wider Tasman region



3

creative sector development workshops

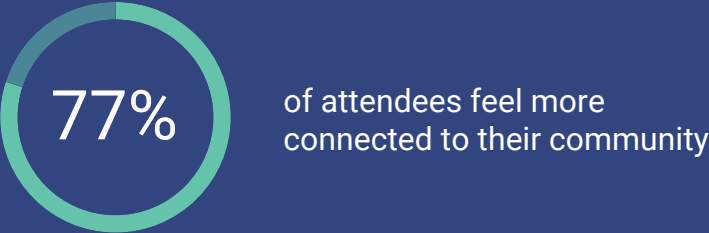


OUR AUDIENCE IMPACT

We continue to attract new and returning audiences who engage with multiple festival events.

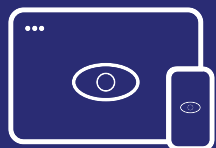


As a result of participating in the festival:



OUR MARKETING IMPACT

Working with a strong group of dedicated partners, we delivered a comprehensive campaign across national and local channels.



447,330

eyes across our digital content



8.5/10

audience satisfaction

4.5 million

impressions from advertising across radio, digital, print and streetside placements.



Over 70 unique pieces of editorial content across 17 national and seven regional media platforms

3.8 million

impressions for organic media content across print, digital and radio.



5,600+

engaged e-Newsletter subscribers



INTERESTED IN BECOMING A FESTIVAL PARTNER?

We want to hear from you. Get in touch : ruth.roebuck@nelsonartsfestival.nz

OUR FESTIVAL WHĀNAU OF PARTNERS

It takes a village! We are proud to work with over 30 partners and 14 funders to deliver this festival in partnership with local businesses and funding organisations.

CORE FUNDER



MAJOR FUNDERS



GRANTS



Community Organisation Grant Scheme (COGs) | Nelson Creative Communities Scheme | Network Tasman Trust | Tasman Creative Communities Scheme | Top of the South Community Foundation

MOA PARTNERS



KĀREAREA PARTNERS



KEA PARTNERS



OUR VENUE PARTNERS

Theatre Royal | NCMA
The Suter Gallery Te Aratoi o Whakatū
The Boathouse | Deville |
The Summer House | Refinery ArtSpace
Village Theatre | Nelson Library
Te Noninga Kumu Motueka Public Library
Pūtangitangi Greenmeadows Centre
Nelson Provincial Museum
Nelson Airport | Cultural Conversations
Neudorf Vineyards

KERERU PARTNERS



TŪI PARTNERS

Paper Plus Nelson |
Pic's Peanut Butter |
Phantom Billstickers |
Orbit World Travel Nelson

PĪWAKAWAKA FESTIVAL SUPPORTERS:

Community Art Works | NRDA | Kismet | Kirby Lane | NRDA | The New Zealand Society of Authors Top of the South Branch |
Top of the South Filmmakers | NZ Brochures & Distribution | Speedy Signs Nelson | Golden Bay Community Board

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