

Harcourts
HAWKE'S BAY
**ARTS
FESTIVAL**



**2020
Review**



Vision:

To create a world class, contemporary arts festival in Hawke's Bay reflecting the unique qualities of this region as well as celebrating the diverse visual and performing arts from across Aotearoa / New Zealand

Our Strategy:

- To programme high quality, diverse, national & local works including music, theatre, dance, performance, visual arts, comedy, literature and multi-disciplinary works
- To develop and build cross-cultural, diverse audiences for all that we do through existing and new, innovative marketing channels/opportunities
- To create a relevant and widely accessible programme with a combination of subsidised and free performances
- To commission and support works that tell local Hawke's Bay stories across any genre

Audience quote

"This was probably the best HB Arts Festival - the standard of performance was fabulous; wonderful variety of theatres; excellent scheduling and the content was thoughtful, stimulating and had wide audience appeal"



This page: Shel We
Cover: Tūtira mai ngā iwi

Our Aspiration for 2020: Pakihiwi Ki Te Pakihiwi

For the 2020 Harcourts Hawke's Bay Arts Festival, we sent out a karanga calling our community to come together and stand with each other pakihiwi ki te pakihiwi, shoulder to shoulder. And what a response we had in a year of uncertainty.

One of the few arts Festivals in the world to go ahead since COVID-19 drove communities around the globe into lockdown, the Harcourts Hawke's Bay Arts Festival drew to a close on 26th October following 15 glorious homegrown nights of celebrating Aotearoa.

Navigating border restrictions and regional lockdowns in the run up to the Festival meant a reimagined shape and scale for this year's event. The 2020 programme featured 109 performances in 18 Hawke's Bay venues.

Andy Heast, Chair of Arts Inc Heretaunga said, "We were very fortunate in Hawke's Bay that we were able to go ahead with a physical Festival in a safe environment for our audience. We worked tirelessly with our staff, the venues and the artists to ensure that we created a wonderful Festival that was a platform to celebrate the arts and our community in the ever-changing landscape of 2020".

Festival Director Pitsch Leiser said, "The 2020 Harcourts Hawke's Bay Arts Festival gave people the opportunity to come out and enjoy the arts, as a source of hope and community as well as a celebration of strength and resilience.

We set out to deliver a local programme that represented the best of Aotearoa and at a more micro level, this region Te Matau-a-Māui. We achieved this in spades with a range of accessible community activities, live performances, education and youth development and creative connection. This year has been a great opportunity to dig into our region a little more deeply and listen to the stories and connections and share those with a wider audience."

Creativity from both the artists and our adaptable team during planning was required to react to the ever-evolving pandemic. When the country went into lockdown in March, we would have normally signed off our programme, but this year, like many other events, we were looking at the possibility of cancelling.

The constantly shifting landscape meant that artists had much less time to pull together their shows and our promotional lead times were much shorter. It's a real testament to the resilience and adaptability of artists and Festival crew that the final product was so unique and engaging.

We are delighted with this year's achievements, and the results speak to the hard work and dedication of the wider Festival team.

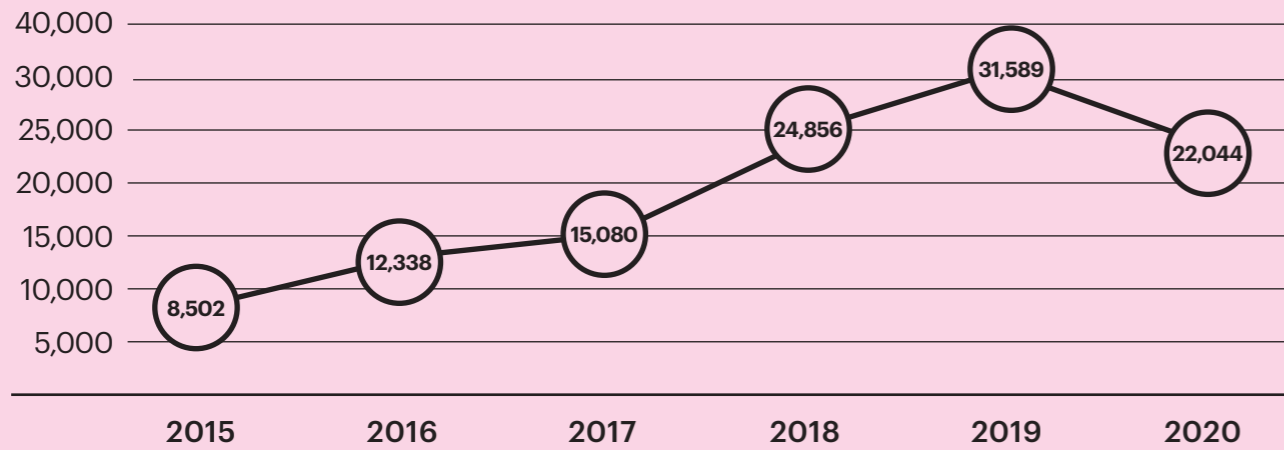
In 2021 the Festival will return for another season of surprise and delight.

**Pitsch Leiser Festival Director and
Andy Heast Chair Arts Inc Heretaunga**



Festival at a Glance

AUDIENCE NUMBERS



15

NIGHTS

109

PERFORMANCES

22,044

TOTAL AUDIENCE

13

SOLD OUT SHOWS

18

VENUES

27

CORPORATE FUNCTIONS

43

VOLUNTEERS

31

PATRONS

22

SPONSORS AND SUPPORTERS

9.85%

OF TICKETS SOLD FROM OUTSIDE
THE HAWKE'S BAY REGION

25

YOUTH AMBASSADORS

**MORE THAN
300**

VOLUNTARY HOURS

Key Highlights

Audience Quote

"Everyman performed by HABYT. You know a play has impacted you when you think about it after you've watched it, I have thought about this play many times after I have watched it. It was inspirational for me, a young actor to see the expectations of the HABYT group which I will audition for next year."

Opening Night: Transfigured Night – Specifically commissioned for the 2020 Festival created by Lemi Ponifasio. This original work included MAU Wahine, The Hawke's Bay Orchestra, Kahurangi Dance Company and the Huata family. This beautiful work challenged our audiences and created a platform for conversation across the rest of the Festival season.

Schools and Young People – the Festival's dynamic, creative learning programme, giving school students and ambassadors the chance to experience the best theatre, dance, music, literature and visual arts from across New Zealand. This year almost 3,500 students from 22 schools took part across 22 performances

100% New Zealand line-up – this is the first time that the Hawke's Bay Arts Festival has supported an exclusively New Zealand line-up giving NZ artists one of the few opportunities in 2020 to be a part of a Festival. It also allowed us to share further stories of our region and showcase some of the important artistic creations from Heretaunga.

Community participation – several low cost or free and accessible offerings were created both in Hastings and Napier ensuring money wasn't a barrier to participation. Java Dance offered seven free performances of The Metamorphosis, Trail a roaming, surprising, fun, and engaging performance starting at the Hastings Community Arts Centre and finishing at the city mall. Project Prima Volta offered free lunchtime concerts in Napier and Hastings. Nuit Blanche lit up the streets of Napier for the middle Saturday of the Festival, with art galleries offering fun and interactive exhibitions and creative offerings.

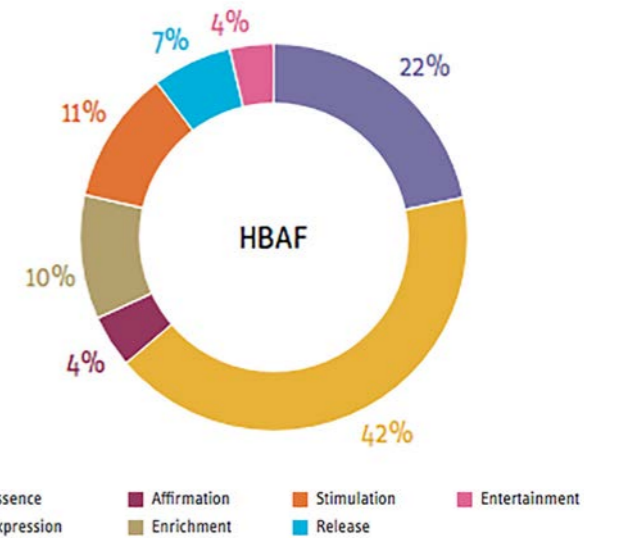
Into the Heart of the Heretaunga – 2020 was a year of radical change for the Festival moving from the previous five Festival hubs in Havelock North into the heart of Hastings and Toitohi Hawke's Bay Arts and Events Centre. Since its inception, the Spiegel tent on The Village Green in Havelock North has been synonymous with the Festival. However, having a venue of the calibre and sophistication of Toitohi made the journey down the road an obvious next step in the evolution of the Festival. It meant that in a year of uncertainty the Festival could go ahead in an established facility, enjoying the support of the team at Toitohi in making it happen.

Inspiring Youth – To bring to fruition Everyman at Keirunga Theatre for 6 sold out performances in partnership with HaBYT. The Furnware Ambassador programme took place over 12 weeks that allowed 20 students free access to training provided by some of Hawke's Bay's top arts professionals. This culminated in a performance created by the young people.



Understanding Our Audience

Creative New Zealand's publication Audience Atlas New Zealand 2017 presents eight detailed Culture Segments, which provide arts organisations with a framework to enable a deeper understanding of their audiences. Analysis of data from our patron database shows the breakdown of these segments as they apply to the Harcourts Hawke's Bay Arts Festival audience:



The three predominant segments within the Arts Festival audience are:

Expression (42%)

Community, Nurturing, Generous, Committed

Expression are open and full of enthusiasm with varied and eclectic tastes. They enjoy activities that help them connect with and share experiences with others. They like to be sure that everyone is welcome to join in and enjoy things, and as such put a high price on inclusivity.

Essence (22%)

Discerning, Confident, Independent, Arts essential

Essence consider the arts and culture essential to their very being. They're confident and knowledgeable and look for deeply emotional connections. High quality culture is their primary concern and they veer away from the mainstream, considering it unsophisticated.

Stimulation (11%)

Active, Experimental, Ideas, Social

Stimulation are an active group who love adventure and live for the moment. They seek out new experiences to live a varied life and keep ahead of the curve. They are all about big ideas and are looking for something 'out of the ordinary'. But they also attend cultural events for the social experience.

The defining characteristics of the Culture Segments span all demographics. This analysis therefore helps us to understand why our audiences attend, what their expectations are and their core values and needs, allowing us to engage more deeply and to build stronger relationships.

At the end of the 2020 Festival, we surveyed our audience, and here are some of their motivations for engaging with the Festival:

- To have fun/be entertained
- To see the work of a specific artist or director
- To spend quality time with friends/family
- To energize your own creativity

98.29%

of people rated the quality of performance as excellent or very good

94.8%

of people rated the Festival as excellent or very good value for money

93.2%

of those surveyed are highly likely or likely to recommend the Festival experience to others

92.4%

of people surveyed strongly agree or agree that the Festival makes the region a better place to live.



Threads of Touch Furnware Ambassador Performance

Focus on: Inspiring Young People: Furnware Ambassador Programme

With Furnware's continued support as a sponsor of this programme it meant that the Festival could continue to extend the ambassador programme. The value this offers is not only to the education sector of the Festival, but to the enhancement of some of our young people's lives personally and it is something we value highly.

The programme was delivered in partnership with Toitoti alongside their Creative Leaders programme. It was great to "link hands" with our youth initiatives this year to share and collaborate with the rich resources that both the Festival and Toitoti had to offer.

This year 25 students were chosen to be Furnware Ambassadors for the festival, with students being selected from 11 secondary schools throughout Hawke's Bay.

Over 12 weeks the students had free access to training, provided by some of Hawkes Bay's top arts professionals. This regular training platform offered learning, stability, and discipline, ensured comradeship and grew their confidence within themselves through their learning together.

The Furnware Ambassadors embarked on a week-long intensive rehearsal programme. This performative element of their experience, *Threads of Touch*, a verbatim, multi-disciplinary performance spanning over 40mins was inspired by visual artist Delicia Samper's work of the same name. The students workshopped and were guided in their storytelling culminating in a performance on the Opera House stage on Sunday 18 October attended by over 300 people.

The Festival and the Ambassador experience has been a springboard for many alumni who now actively work within the performing arts industry – they have attributed their time with the Harcourts Hawke's Bay Arts Festival as a pivotal turning point in their arts careers.

Focus On: Education Through the Festival

Our Festival To Schools programme offered two contrasting works: *The Boy With Wings* (Birdlife Productions) aimed predominantly at primary schools and *Before Karma Gets Us* aimed at primary and intermediate classes. The feedback from all schools was 100% positive and highlighted that works were relevant, entertaining, educational and clever but most importantly, schools were so happy to have their students sharing live performances together again.

Our school's offerings at Toitoti and MTG were also well received and included *The Perfect Gift*, *A Traveller's Guide to Turkish Dogs*, *Black Lover* and *Shel We*. The feedback from schools was that they loved going to Toitoti to see shows.

Support from Harcourts agents sponsoring these shows was especially important this year enabling many of our schools and their students to experience a Festival show.

Before Karma Gets Us, Twyford School





Tūtira mai ngā iwi

Focus on: Celebrating Te Matau-a-Maui

Celebrating the stories of our region grew in focus in 2020 and three shows are particularly worthy of putting in the spotlight.

Tūtira mai ngā iwi

Tūtira mai ngā iwi was a showcase of 65 performers MC'd by Crystal Edwards & Charles Ropitini honouring Ngāti Kahungunu's most beloved composers through stories and waiata. The evening included iconic musicians, including Don McGlashan, Hollie Smith, Lisa Tomlins, Louis Baker, Tama Waipara and Whirimako Black.

Performers from the Ngati Kahungunu community delighted the audience including Erena Tomoana, Charles Ropitini, Kahungunu Taikura, Katherine Winitana, Howard McGuire and Ngatai Huata & whanau and children from Heretaunga Schools.

Audience Quote:

"Tūtira mai ngā iwi was absolutely fantastic. Howard McGuire's Pokarekare Ana was the best rendition ever." Festival survey 2020

As the Day Draws In

Was a commissioned piece by the Festival that was performed for 3 nights in St Andrews Hall, Hastings. Directed by Puti Lancaster and produced Teresa Woodham "As the Day Draws In", is a contemporary piece of verbatim theatre highlighting stories of the region, of families and home and the joys and shadows that lie within, a piece that reflects the social and cultural diversity of the Hawke's Bay.

Audience Quote:

"Especially moved by Puti & Teresa's play - the actors portrayed the people so well and I was moved by how extraordinary ordinary people are."

Ecology in Fifths

Performed both at Toitū and at its turangawaewae, The Arboretum at Tūtira, this theatre dance piece was inspired by H Guthrie Smith's (1921) Tūtira: The Story of an NZ Sheep Station. Ecology in Fifths unravels the NZ myth of a 'clean green and natural landscape' — revealing the environmental tensions that lie underneath our grassy paddocks and forest canopies. Spectacular performance design by director Sam Trubridge and stunning choreography by Sean MacDonald combined to present a powerful, poignant lament for the lost ecologies and history of Aotearoa New Zealand. An immersive soundscape by New Zealand composer Bevan Smith transports the audience through the evolution of the story: a transformation occurs, as Guthrie Smith's principles are interwoven with Māori myth and legend.

Audience Quote:

"Ecology in Fifths - contemporary concerns (climate, land degradation) - excellent platform for vital issues we are all facing. Excellent quality NZ content. Local resonance"

Ecology in Fifths, Guthrie Smith Arboretum





The Metamorphosis Trail, Java Dance

Focus on: Engaging the Community

To complement our 37 ticketed events, the Festival has developed a range of ways that audiences were able to engage for little or no cost. An estimated 10,000 people engaged with the Festival this way, across 38 different performances.

Nuit Blanche – Art After Dark

Nuit Blanche, now in its fourth year, with an updated name and logo, is a collaboration between the Festival, Napier City Business Inc, Napier City Council and Indelible Creative Studio

Nuit Blanche is a street festival focussed on the arts quarter in Napier and combines the opening of galleries with street performances. It is a celebration of arts in many forms that attracted thousands of people to see live bands, street performances, interactive events, digital projections, and a laser light show. Nine galleries threw open their doors with specially conceived exhibitions and curated spaces.

Hawke's Bay Arts Trail

Hawke's Bay Arts Trail was a complementary offering to the Festival this year, running over Labour weekend. 65 galleries opened their doors and with a map in hand, people really enjoyed their experience of visiting these often-hidden places and spaces around the region.

Visual Art - Hastings Community Art Gallery

This year we programmed the biennial national ceramic awards, UKU Clay Hawke's Bay. UKU Clay provided an opportunity for artists across all cultures and communities to exhibit together, celebrating their shared love of clay. Rick Rudd, one of New Zealand's leading ceramic artists, was the judge.

Threads of Touch - a stunning series of large-scale paintings on upcycled traffic signs created by Delicia Sampero. These works were presented in several galleries and venues as a visual thread, connecting different Hawke's Bay places and communities throughout the Festival.

Java Dance: Metamorphosis Trail

Spread across the central stage of Heretaunga Street, Metamorphosis Trail was a unique creation that sold out all 8 performances before the Festival began. It was a show that blurs the lines between audience and participant, performer and members of the public. The performance took the audience through alleyways, over roads, around fountains, to the park with dancers and musicians interchanging roles and weaving around audience and passers-by alike. Included in the performance in addition to the Java Dance crew were Deco Bay Brass Band, EIT music students, choral music from Hastings Girls' High School's Femmina Cappella, and breathtaking arias from local jazz and singer Mere Boynton.

Audience Quote:

"Oh my, oh my, oh my!!!! Java dance experience!! Such a joyous, and uplifting, and fun, and unique performance. I was completely entranced from go to whoa. No highlights because it was ALL freaking amazing. Such talent and engagement. I didn't want to go home when it finished, I was so uplifted and didn't want the feeling to end....."

Nuit Blanche





Witi Ihimaera

Focus on: Readers + Writers

The 2020 Hawke's Bay Readers and Writers Festival more than achieved its goals this year – to provide a range of engaging, diverse and informative sessions that address issues as well as provide entertainment. Some highlights included:

- Matt Calman to visit clients at Ngā Rau Rākau, the Intensive Mental Health Inpatient Unit. Matt has written candidly about his breakdown in his book *The Longest Day: Standing Up to Depression and Tackling the Coast to Coast* and spoke to staff and patients with heart, staying to mingle and chat afterwards.
- The follow up session, *Running for Redemption* with Matt in conversation with Steve Gurney, was attended by runners and multi sports people and those who needed an insight into the speakers' mental health journeys. Feedback was movingly positive and again, connections made.
- Witi Ihimaera chose to launch his new book, *Navigating the Stars*, at Festival, and we took that as a great honour. His presentation was inclusive, generous, and cathartic for the writer and his readers as he shared aspects of his life never shared in public before. Witi gave feedback that the Festival had regenerated his creativity after the months of lockdown and its aftermath.
- Readers and Writers always has a focus on promoting local talent and the *Magpies in Our Backyard* and *Born to Be Wild* sessions showcased the award winning and best-selling talents of Mark Sweet, Cristina Sanders, Catherine Robertson and Mary-anne Scott and Adele Broadbent.
- A popular children's event saw a packed Lovecraft Game store full of fans of James Russell's *The Dragon Defenders* series and Gareth Ward's steampunk adventures in which the audience was encouraged to contribute to a story in which the two authors world's collided. This session sold out and was full of passionate young readers.
- Sir Tipene O'Regan, Helen Brown and Takerei Norton travelled to Te Ika a Maui to present *Kā Huru Manu* (The Ngāi Tahu Cultural Mapping Project) to great interest from local iwi (among others) who are interested in creating something similar for Ngati Kahungungu.

There were old and new connections strengthened and forged and some wonderful conversations about reclaiming what was already in Aotearoa.

- Capitalising on last year's crime session, *How to Get Away With Murder* was a sensitively chaired look at how fictional crime stacks up against the facts. Forensic pathologist Cynic Temple-Camp offered fascinating insights into the deaths he has learned from and the puzzles he has cracked. Charity Norman and Nalini Singh shared their writing process and will be contacting Cynric for future projects! Audience feedback was fabulous and the session well attended.
- A new audience was reached with Mark Vette and Mike White bringing dogs to the stage (literally). A huge crowd laughed and cried over stories of how our doggo best friends enhance our lives and Mark's demonstration with the perfectly trained Monty (saved by Mark from *Death Row*) meant every single audience member left with a smile on their face and extra fur on their clothes.

Matt Calman and Steve Gurney,
Running for Redemption





Audience at Toitoti for Troy Kingi and the Clutch

Marketing and Communication

The Festival Brand

The Festival identity continued with the established blue disk, supporting a strong, image led, campaign celebrating the regions diversity. The focal point of our marketing material was once again the distribution of our 68-page programme booklet. These programmes featured 8 different covers, each depicting a different artist that would reflect the diversity of our programme through differing, age, gender and ethnicity.

Due to the impact of C-19 the programme launched 5 weeks later than normal on the 1st September and all coverage was within the period 1 September- 26 October

Collateral

- 15,000 A5 programmes were distributed throughout the region and beyond.
- 500 A3 and A4 posters were distributed throughout the region.

Outdoor Media

- 37 billboards were distributed across the region
- 39 street flags in Hastings and Havelock North plus 6 large roundabout flags on Evenden Road roundabout.
- 50 street flags in Napier plus 5 large roundabout flags
- Large airport billboard.

Radio

- 2,500 x 30 sec The Hits, Coast, Newstalk ZB, ZM and Flava from 1st September – 28th October
- National Radio New Zealand Concert – Lunchtime interview with Pitsch 10 September 2020
- RNZ – Lyn Freeman interview with Puti Lancaster and Teresa Woodham 'As the Day Draws In'

Media Coverage

- 1 feature articles in Hawke's Bay Living September
- 1 feature article in Bay Buzz and 4 blog stories on The Buzz online portal.

- 14 pieces in HB Today including Entertainment Extra and Indulge Magazine
- Event listings or feature articles in Life and Leisure Magazine, Kia Ora Magazine, Mindfood Magazine, Canvas Magazine and Herald on Sunday
- My Hastings October issue 4 page feature spread plus front cover.

Online Coverage

- 24 blog posts
- 12 newsletters
- Vox pop shared throughout the Festival via social media.
- HBAF 22k online sessions and 14k users.
- Facebook 20,257 engagement

Bic Runga



Our Supporters

Sponsors

We are grateful to our generous sponsors, supporters, funders and patrons who provide funding and grants to support the ongoing development of the Harcourts Hawke's Bay Arts Festival. We could not deliver the Festival without this essential support. The following pages acknowledge and thank those that also shared our vision for the Arts in Hawke's Bay in this financial year to make this work possible.



Core Funder: **Hastings District Council**

Our core funder Hastings District Council have shown incredible commitment to the Harcourts Hawke's Bay Arts Festival. Over six Festivals Hastings District Council have been a generous supporter and shown their understanding of the arts as a pathway to community wellbeing within the region, particularly in 2020 when many communities had been isolated from one another. They saw the potential of the Festival to bring communities together, share our stories, bridge the gap between different communities, create a sense of place and showcase our unique talent in Hawke's Bay. We truly appreciate their ongoing support.



Government Funder: **Creative New Zealand**

We sincerely thank Creative New Zealand for their continued support and their recognition of the importance of developing a strong regional arts and culture programme in Hawke's Bay. This support has given the festival credibility from the outset and enabled us to deliver a dynamic and diverse programme of NZ work to local audiences.

Harcourts

Platinum Sponsor: **Harcourts Hawke's Bay**

From the outset, naming rights sponsor Harcourts Hawke's Bay has been a huge supporter of the festival and embraced this event with passion and enthusiasm that's second to none. In 2020, they continued to engage with the Festival to schools' programme supported by their agents which allowed school students across the region the opportunity to see Festival shows for free within their school community. This initiative has shown the cross-pollination of arts and business at its best. We would also like to acknowledge the significant effort Harcourts has put in to promoting the festival through their own marketing channels. Our grateful thanks go to Kaine and Jo Wilson and James Cooper and the incredible team from Harcourts Hawke's Bay.



Gold Sponsor: **Jarden**

Jarden have been very dedicated to engaging their clients and bring us new audiences filling approximately 500 seats over the two weeks. We're delighted to have this level of support from a local business and we look forward to continuing this partnership in the future.



Official Media Partner **and LIMBO show sponsor:** **NZME**

NZME has been our media partner from the beginning and have shared our vision for this event and helped spread the word through radio, print and digital media. Thanks to our partnership with NZME, we were able to deliver a high-impact promotional campaign via their key media outlets including Hawke's Bay Today, nzherald.co.nz, and key radio brands - The Hits 89.5FM, Newstalk ZB and Coast. We also received significant added value through editorial, radio interviews, ticket giveaways, social media and web campaigns.



Silver Sponsor: **Napier City Council**

Napier City Council have supported us both financial and in-kind support with their love of the arts. In particular, their support to bring the streets of Napier alive for Nuit Blanche – Art After Dark, we wouldn't be able to run this free event without their coordination and promotion. Their support has allowed us to grow our audience in Napier over the last couple of years.



Silver Sponsor: **Furnware**

We are delighted that Furnware continued to support the Education and Ambassador Programmes in 2020. We had 25 successful Ambassadors and with the continued engagement of Furnware with the ambassador programme we were able to develop and grow the programme, it was beautiful to see the Ambassadors own performance *Threads of Touch* as a free event to the public.



Bronze Sponsor: **Trinity Hill Wines**

Trinity Hill Wines really got behind the Festival again offering their stunning product range behind the bar at Toitōi as well as part of our hosted events throughout the Festival. They also hosted guests during the Festival as part of their sponsored show *The F:word* with Tami Neilson.



Bronze Sponsor: **Indelible Film and Video Marketing**

We love the support that Indelible bring to us in helping us tell our Festival stories through film and video. They do live, love and breath the arts through creative collaboration with numerous Hawke's Bay artists and they seemed such a natural fit to our Festival team. This year they wanted to be involved at a community, street level and were there as part of Nuit Blanche Art After Dark supporting the family-friendly event.



Show Sponsor: A Travellers Guide to Turkish Dogs – Sainsbury, Logan and Williams Lawyers

Sainsbury, Logan and Williams saw real benefit in associating with the Festival and being able to host staff and clients to their chosen show *A Travellers Guide to Turkish Dogs*.

Venue Partner





As the Day Draws In

Grants

Grants were received from the following organisations:



Patrons Programme

Our Patrons Programme has allowed us to create a strong ambassador support with these avid Festival goers.

Pounamu Patron
Anonymous Patron

Platinum Patrons
Jonathan and Cristina McHardy
Anonymous Patron

Gold Patrons
Steve and Tara Connell
Kim and Bronwynne Thorp
Hamish and Audrey McHardy
Anonymous Patron

Silver Patrons
Judith and Wyn Drabble
Kate Holden
John and Betty Baker

Bronze Patrons
Ani Tylee
Anna Jepson and Phil Williams
Lenise and Tony Lendrum
The Bruce Family
Terry Longley
Doris and Urs Blum
Pitsch Leiser

Corporate Supporters

Thanks to our corporate supporters for their support of the festival which ranged from 'in kind' support to donations or discounts for essential goods and services.





Nuit Blanche



Festival Team

We are a team of local art enthusiasts and enablers who value art, creativity, connection, integrity and collaboration.

The people that surround the Festival are the lifeblood of what makes this such a special and magical event. The interrelated effort of the wonderful assortment of talents, skills and personalities who contribute to this large event is what takes it from the ordinary to the extraordinary.

The effort of our hardworking staff with the support of our volunteers allows the smooth running of the event. The core team worked tirelessly for months leading up to the festival, with planning already underway for 2021.

A dedicated team of 43 volunteers worked around 350 hours. Duties included ushering, ticket scanning, carparking, chauffeuring out-of-town artists and performers.

Festival Team

Pitsch Leiser: Festival Director
Andy Heast: Operations
Kelie Jensen: Creative Associate/Financial Manager
Rachel Chapman: Marketing and PR Manager
LJ Easter: Education Programmes
Marita McCormick-Duncan: Ticketing/Box Office
Mere Boyton: Pou Arahi and Producer Tutira Mai Nga Iwi
Chris Gillies: Technical / Production Manager
Paula Black: Hospitality/Stage Manager
Ani Tylee: Volunteer Coordinator
Lyn Mackie: Administration
Jamie Macphail & Ali Beal: MC's
Henry Norton: Sight & Sound Services
Max Parkes & Giselle Reid: Graphic Design, Unit Design
Cat Haslam: Website, Webranger

Readers and Writers

Louise Ward: Chair, HB Readers and Writers Trust
Carla Crosbie: Treasurer
Brandi Dixon: Fund Development
Josephine Carpenter, Maureen Roache, Judith McKinnon: Programming Support

Arts Inc. Heretaunga Board

Andy Heast (Chair), Hamish Pringle (Treasurer)
 Josephine Carpenter (Secretary), Te Rangi Huata,
 Susan Davidson, John Eaden, Malcolm Dixon,
 Pitsch Leiser

Back cover image: Transfigured Night

Harcourts
HAWKE'S BAY
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**See you
18th – 31st
October 2021**