

Application details

Applicant(s): FOTO IWI CHARITABLE TRUST, Shayne Jeffares
Funding Round: Arts Organisations and Groups Fund 2024 - up to \$50,000
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Activity details

Title: FOTOFEST photography festival 2024
Brief description: towards operational costs
Funding type: General arts fund
Artform: Visual arts
Strategic outcome:
Career Stage: Not applicable
Location(s): Hastings District
Dates: 14/09/2024 to 22/09/2024
Amount requested: \$50,000.00
Budget notes:

Stakeholders

Hastings District Council

Supporters and funders of the event since inception. Andrea Taafe and Vicky Roebuck specifically from an event and city activation perspective, have also provided in kind sponsorship from Council with external advertising and promotion through Council channels.

Napier City Council

Supported the event last year with some pop ups in Napier CBD, within CAN and selected businesses. Support was in kind with sponsorship of 12 billboards around Napier city. Currently in discussion for this years event.

Multi Cultural Association

Our trust has an ongoing relationship with MCA through other creative projects. This year we are discussing MCA having a members exhibition, where images can be submitted for selection in an exhibition within the CBD showcasing our diverse multi cultural community within Hastings.

IHCNZ

a

Hastings Business Assn

a

Hawkes's Bay Schools

a

Hastings Business Assn

a

Te Wananga o Aotearoa

a

Proposal

1. What do you want to do?

We wish to run our third annual photography festival, FOTOFEST in Hastings city, Hawke's Bay. This creative ten day event began in 2022 and again in 2023 and has proved itself as an exciting creative community festival. Planning is well underway again for this year and has shown to be well supported by artists, creatives and the wider community.

Planning for the event is founded on the Hastings Toi Tū Framework, promotes Hastings, as the heart of FOTOFEST and engages with multiple local groups and organisations in celebrating the diversity and community of our city and region. This festival has from the start focussed on enhancing our district, fostering wellbeing for all ages of our community(including a focussed rangatahi youth programme and exhibition) celebrating diversity through exhibitions, culture and heritage through a walking city map taking in the architecture and dynamic of the city while viewing exhibitions within retail spaces, alongside creating tourism opportunities for visitors to our city and region.

As a free event, we also ensure barriers are removed while bringing opportunities for community and creatives to engage in numerous ways, from participation in competitions, to viewing a wide number of exhibitions or taking part in a talk, walk, or workshop.

We love that through this event friendships are formed within the creative sector around common interests, this has been obvious from the very start of FOTOFEST where new introductions are made and relationships formed.

With local major events such as the Hastings Arts Festival and Edible Arts not proceeding where people plan and look forward to celebrating in our city with family and friends there are now gaps. As an organisation we are committed to providing a fresh, creative and engaging annual event that has already put Hastings on the map as a go to celebration of photography and all it offers.

Thousands celebrate across the world at renowned photography festivals. FOTOFEST and Hastings is now in a pivotal position to cement itself into the creative event calendar as a community focussed, creative event to be enjoyed in multiple ways.

2. What are the needs you have identified for your communities and how are you engaging with them to meet those needs?

Heretaunga Hastings is an inspirational region that celebrates diversity, culture and community well.

Through planning we have identified key needs engaging with our community in creative ways to both know what the community wants in an inclusive event and focus on meeting those needs. Having the availability of Toi Tū Hawke's Bay provides the frame work for us to follow and implement into our planning.

Creative Community

We regularly engage with the creative community and those who have participated in the event, seeking information through surveys and feedback around what they may require in an event. This may be around workshops, talks or exhibitions. We also use social media as an outlet for similar conversations. We contribute into our local creative sector via Ngā Toi, CAN and Art inc, to raise awareness around FOTOFEST and seeking feedback from key people to contribute ideas into to the festival. Last year we ran an online programme bringing in a guest to talk about preparing images for exhibiting, which was well supported.

Providing an event that removes barriers around participation, access and cost is vital . FOTOFEST has multiple ways for participation, from viewing an exhibition, to being supported as a first time exhibitor, taking part in a workshop, or even entering an image into one of several online competitions. The event caters for hobbyists/ amateurs/youth through to families that want to participate in a street walk or city focussed competition with their children.

Inclusiveness and Diverse communities

Celebrating our community and individuals through the event is made possible by engaging with community organisations. As an example, our Multi Cultural Association are planning an exhibition this year, Local Architects Association are seeing potential for their annual competition aimed at community participation, and IHCNZ continue to support FOTOFEST with their annual photography competition and exhibition. This was created specifically for FOTOFEST and IHC have the intention of seeing it reach the same level as their annual Art Exhibition, through for those living with an Intellectual Disability. Last year entries tripled from the first year (60 to 180)

We continue to invite all community groups to participate in FOTOFEST, and support them in a competition, exhibition of work over the event in some way that reflects their members.

Local Iwi

We network with our local iwi in providing information that they feel is relevant and informed to encourage participation into our event. Our Local HB Māori Tourism organisation last year provided sponsorship for rangatahi māori in the way of a cash prize and have shown willingness to support once again.

Youth

This year we are creating an award event alongside our annual youth (12-24) photography competition to continue to support local youth. We communicate to local

schools through a database, run workshops in the school holidays and encourage participation through a number of ways often using social media to reach the youth demographic. We have also asked for feedback and ideas for this years event from those participating in last years, through a form on our website and through direct email.

We continue to work toward :

Identifying barriers to participation by being available at all times and welcoming ideas and conversation from individuals and groups.

Education: through exhibitions that highlight social change, environmental issues and share stories of people and communities to uplift and inspire

Safe communities : by collaborating with our local council and bringing the festival into the streets and into the city for all people to enjoy in a safe environment

Wellbeing : creating an event that is welcoming, encouraging of participation, inclusive for families and children as well as artists and creatives

Attachments

The following information has been added to the application:

Type: Budget

Description: Budget Forecast 3 years

File name or web-link: FOTO FEST 2024 Operating Budget CNZ.pdf

Type: Organisational document - please specify

Description: Business Plan

File name or web-link: FOTOFEST Business Plan CNZ.pdf

Description: Overview of event with images

File name or web-link: <https://www.dropbox.com/s/zgrp0tn7x3g6zsm/FotofestIntro.pdf?dl=0>

Description: EOY Report to Board

File name or web-link: EOY Performance Report 2024.pdf

Type: Evidence of benefits and impact

Description: Page highlighting our year with youth mentoring programme, events and community workshops.

File name or web-link: <https://www.fotoiwi.nz/page/gallery/>

Description: Letters of support

File name or web-link: Letters of support CNZ-4.pdf

Sign

This application was signed by:

Applicant: FOTO IWI CHARITABLE TRUST, Shayne Jeffares
Signed by: Shayne Jeffares
Date signed: 24/05/2024