

EVENT BUSINESS PLAN

FOTO IWI CHARITABLE TRUST

FOTOFEST HASTINGS HAWKE'S BAY



Table of contents

1. Executive summary
2. Business details
3. What we do and how we do it
4. Business background
5. Our goal/mission
6. Our strategy
7. Current and planned team
8. Market analysis
9. Competitor analysis
10. SWOT – Internal and external forces
11. Marketing strategy and budget
12. Assets held and planned
13. Financial plan
14. Business continuity planning

Executive Summary

FOTOFEST is positioned to create a fun and interactive event that will engage with local community, local creatives and visitors to the region of Heretaunga. In 2022 the first FOTOFEST was held, supported by the local Council through funding. During the 7 day event it was clearly determined that this event provided multiple opportunities and outcomes under the local creative, art and business strategies.

Stakeholders such as Council, local Business Association and Creative organisations as well as participants through a survey conducted were positive in seeing the event continue and grow. Embracing the local city and business community, a number of artist exhibitions feature within the CBD as well as notable exhibitions within a selected venue. A number of talks, workshops and opportunities for people to come together around a common interest is vital to the success of FOTOFEST providing for whanaungatanga and wellbeing.

We believe FOTOFEST has the opportunity to go from strength to strength to provide an art platform that engages both local, national and international interest. Focussing on and promoting photography we can provide an event not catered for under local art programmes that both inspires and encourages participants to celebrate and engage with amazing images, thought provoking stories while providing multiple engagement and educational opportunities.

Business details

Business name	Foto iwi Charitable Trust
Trading name	Foto iwi Charitable Trust
Established	July 4th 2018
Structure	Charitable Trust
Date registered	June 19th 2019
NZBN	9429046885340

Contact details	
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Online/social media	
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Facebook	FotoFest '23 Hawke's Bay
Instagram	fotofest_hastings_hb
Blog	www.fotofest.nz/blog

What we do and how we do it

FOTOFEST is a fun packed photography festival managed t by FOTO IWI Charitable Trust. We work throughout the year on a number of youth focussed workshops and programmes, community exhibitions/ competitions engaging with community and creatives while promoting the event.

FOTOFEST will be a 10 day event held late September within Hastings city, Heretaunga, Hawke's Bay. There will be a number of photographic exhibitions available to view, a number of talks and workshops. Supported by Hastings District Council, we will collaborate with the local city Business Association and retailers to provide a number of walking exhibitions throughout the CBD.

School Groups

We will provide a specific photographic exhibition with educational components and promote this to schools as part of the overall event each year.

A support network will assist with preparation prior to during and after the event, with assistance for exhibitors and curation of exhibitions. Use of our website and social media pages as well as printed material will further support and promote to the local community and visitors the date, location and programmes held during the event.

A number of competitions and exhibitions aimed at local community involvement will again be promoted. We work closely with partner organisations to allow for ideas to be formulated that can develop into a programme or exhibition for their own communities to feel inclusive.

We collaborate with:

- Multicultural Association(exhibition)
- IHC New Zealand (exhibition)
- Hawke's Bay Photographic Society (Exhibition)
- Hastings Business Association (Competition)
- Local schools (Youth competition and exhibition)
- Te Wananga o Aotearoa (Rangatahi Exhibition)
- Hawke's Bay Māori Tourism
- Hastings Youth Council
- Chinese Association
- Hastings District Council
- Napier City Council

- Ngā Toi Hawkes Bay
- Ngati Kahungunu

We will continue to strengthen relationships with the above organisations and look to collaborate with local iwi to participate in the festival through promotion to organisations and whānau within Heretaunga. With multiple opportunities for those wishing to view and / or participate during the festival we look to add value to our local art community and event calendar, provide for people to enjoy and be inspired, and feel connected to each other. The community of Heretaunga, the region, Te Matau a Māui, Aotearoa, our country and the world through installations/exhibitions/education.

Business history

Foto iwi was created to support and encourage youth with digital media opportunities.

Since 2018 we have managed a number of workshops supported by our local Creative Communities through Council. We extended our programme in 2021 to work with a key youth group as a media team, giving them opportunities to connect with the local community and capture stories digitally producing these in our own free printed newspaper alongside a weekly podcast.

We have worked within a number of local schools and as well as with organisations both locally and nationally such as IHC NZ, and AGE Friendly NZ. Working with youth not in employment or education is a current area of focus to enable them to see opportunities available to them with knowledge and skill around digital media.

Since 2019 we have worked closely with Hastings District Council on a number of additional projects under their Vibrancy Fund, all designed around community engagement within the CBD.

Our community and youth focus aligns well with FOTOFEST as an outlet for groups and individuals to showcase their organisation and work.

Our goal/mission

Our goal is to continue to expand our youth, education and community programmes adding these outcomes into our annual photography event as an outlet for recognition and sharing of creative work.

We plan to see FOTOFEST grow to:

- Inspire all who participate and attend through sharing of exhibitions to uplift, to tell stories and encourage individuals in their lives, personally and creatively.
- Provide for wellbeing through whanaungatanga, connection and friendship
- Invite diversity from all communities being able to showcase, celebrate and share their stories
- Through workshops and programmes that both educate, uplift and inspire all FOTOFEST

Our Core values

Our Kaupapa is to inspire, educate and engage using photography while celebrating the values of friendship, unity and belonging through whanaungatanga.

Photography has the ability to offer so much for communities to celebrate individual culture and diversity and for all ages to be inspired, educated and engaged.

We aim to create a fun and friendly event, putting people at the front of all we do.

FOTOFEST strives to align its values alongside those established for our region under Toi-Tū

Hawke's Bay - Culture and Events Strategy. People first, ensuring the event provides something for all generations and cultures within our region of Heretaunga.

- Growing to be recognised as an annual event bringing visitors to our region to participate and enjoy while promoting our region and diverse communities
- Working collaboratively with organisations and sponsors to add value across multiple sectors of community

Sustainability

Kaitiakitanga

- To be aware of our environment including our use of sustainable materials and resources
- Utilising local people and businesses to help and provide services.

Our Strategy

- Engage with funders and maintain relationships
- Continuing to update budgets
- Engage with stakeholders including businesses, associations and creatives
- Promoted the event through database and social media to start online interest and engagement

Current team structure

Current team

Name	Shayne Jeffares
Role title	Manager / Project Manager
Key responsibilities	Main Organisation contact, Manage workshops, Community connector, Manage volunteers, Event Coordinator, Funding Manager
Qualifications	Business/ Management
Experience	Business and Charitable management
Track record	

Name	Shaun Lines
Role title	Trustee
Key responsibilities	Governance, Mentoring
Qualifications	Business and Corporate, NGO Management

Name	Raewyn Newcomb
Role title	Trustee/Treasurer
Key responsibilities	Finances
Qualifications	Business Management

Name	Cath Jeffares
Role title	Trustee/ Chairperson
Key responsibilities	Programme planning
Qualifications	Business Management, Marketing

Mentors, consultants, advisors and other outside help

Name	Role/Job title
Andrea Taafe	HDC
Vicki Roebuck	HDC Marketing
HDC Event and Marketing Staff	Comms
Local Businesses and Sponsors	Sponsorship
Past Participants	Review/ feedback/ think tank

Research was compiled by reviewing similar festivals both nationally and internationally, then looking to adapt to the culturally rich community and region of Heretaunga, Hastings.

- To create marketing and promotion for both the local community and also create national interest. Feedback was sought and provided from participating exhibitors and stakeholders
- Through social media channels database and website continue to promote the event ongoing and field enquiries through a call for entries model.
- **Market opportunity**

Heretaunga and Te Matau a Māu, Hawke's Bay are rich in culture, food, wine and events and a popular region for tourists and holiday makers. Adding value to the festival for visitors, with off site workshops and tours can further promote the region and cement the festival as an annual must do, alongside the creative and art regional calendar around similar times, such as the HB Art Festival and Blossom Festival.

Adding value for our exhibitors is also paramount, over other festivals or art events. Our website will host each exhibitor and promote their work prior to and after the festival in an online gallery and shop. Many artists struggle to promote their own work, we will work with them to provide a platform to continue to promote them as part of the festival community.

Target market size and outlook

The event is focussed on:

- Local community bringing a new and exciting dynamic to the annual art and creative calendar
- Providing fun free events and opportunities to engage with culture and community for local residents.
- School Communities/Students have access to educational exhibitions
- Providing an education component, and opportunities for school age students to participate through a Photography Award. This could be through a touring exhibition, which Schools would be invited to attend.
- Hobbyists : Those who enjoy taking photographs as an interest and meeting others with similar interests
- Professional Visual Artists , Professional exhibitors, and those in the visual art industry who use the medium to educate and provide an income for themselves
- Tourists/Visitors/Families, outside the region. Those interested in viewing exhibitions and or participating in photography inspired workshops, or learning from others in the industry/Choosing to visit the region and enjoy the festival as a family with something for everyone to participate in of all ages

- **Non regional competition**
Auckland Festival of Photography

Strengths	Weaknesses
Established, Track record, funding success, large city event	Formal corporate style event and communication, not as community focussed on smaller programmes and workshops

- **Art Festival, local**

Strengths	Weaknesses
Established, Track record, funding success, supported by art community	Formal corporate style event for specific demographic, limited free opportunities to engage with art.

SWOT – Internal and external forces

- **Internal forces – Strengths**

Strengths	What we'll do
Marketing and networking skills	Continue to engage and meet with stakeholders
Reputation	Continue to build on previous success
Professional	Continue to market and show a professional business model
Approachable and friendly	Continue to grow on our model of inclusiveness with approachable , helpful and friendly communication

- **External forces – Opportunities**

Opportunities	What we'll do
New partnerships/shareholders	Seek partnership opportunities, while making the event attractively positioned through various levels of support, financial and in kind

- **External forces – Threats**

Threats	What we'll do
Pandemic or Lockdowns	Ensure events can move online through live streaming or workshops etc. Cancellation policy in place for ticketed events. Communication with sponsors. Backup date in place if possible. Manage numbers on entry including policy around social distancing etc in case of virus.

Marketing strategy and budget

FOTOFEST Marketing Strategy

Product : A creative event held over 10 days in September annually within Heretaunga Hawke's Bay. The event will cater to local community involvement and local and national creatives through workshops, programmes and exhibitions. The event is always provided free of any cover or door charge.

- Pricing : With fee structures for exhibitors and supporting sponsorship partners, the majority of the event is reliant on community and art funding to provide a minimal or no costs model for participants. Fees for specific workshops and or entry to major drawcard exhibitions would be required to offset any differences not met by sponsorship contributions.
- Place : The event to be held at the same time of year but changing venues or location to be fresh and exciting. Bringing art and exhibitions out of galleries and formal spaces into the CBD
- Promotion : Promotion using campaigns for social media avenues, local and national event promotion sites and our website will require a sizable budget which can be used strategically with maximum outputs. This also uses a low environment footprint for promotion.

Signage and Billboards across Hawke's Bay on materials that can be reused each year, strategically placed in prominent positions.

- Public engagement through short competitions to raise awareness
- Print publication, Photography and art magazines, for visitor demographic
- Use of short film and media to further engage the public, interviews and feedback from participants

Ongoing promotion via database and email news and social media presence to continue on a continual basis, with a managed strategy prior to, during and after the event.

- **Launch strategy and budget**

Area of spend	Cost (\$)
Print (Phantom Billboard, signage, magazine, newspaper)	4500
Social media campaign	1500
Total	6000

- **Ongoing marketing strategy and budget**

Area of spend	Monthly cost (\$)
Ongoing social media campaign	1,000
Artist engagement through website promotion	500
Total	1500

- **Business premises**

Asset	Replacement / maintenance strategy
Lease of venue for duration of exhibition and event	Additional space on site if required, Council Management Policy in place as part of lease of space

- **Computers and IT**

Asset	Replacement / maintenance strategy
Pro Book	Event management
Eftpos Machine	Hire for venue use
Mobile iphone 14+	Compact camera capturing event for marketing strategy, communication and mobile management
Ipad	Support marketing strategy for adding visitors to database
Second mobile	Volunteer Event Coordinator

- **Equipment**

Asset	Replacement / maintenance strategy
Portable Stands for exhibition	Lease/ Hire
Portable lighting	Lease/ Hire

- **Intellectual property**

Asset	Replacement / maintenance / protection strategy
FOTOFEST Hawke's Bay Potential change to PHOTO Hawke's Bay 2025	Look to secure name with Companies Office for ownership and protection of event investment for organisation and stakeholders

- **Financial plan**

Area of spend	First year (\$)	Second year (\$)	Third year (\$)
Advertising including print, website and online	7500	8500	10000
Communication and IT (Eftpos Hireage etc)	5000	6000	6500
General Expenses	2500	3000	3500
Hireage, screens,stands and lighting	7250	8500	10000
Insurance Indemnity	1800	2200	2500
Travel	1500	1500	2000
Freight	1000	1500	2000
Wages Event Promotion and Management(12 months)	55000	55000	58000
Rental of event premises	6000	7500	8000

- **Revenue forecast**

Type of revenue	First year (\$)	Second year (\$)	Third year (\$)
Exhibitors Fees	3500	5000	7500
Sponsorship	5500	8000	10000
Community Funding	20000	30000	40000
Event funding	65000	55000	55000
Total	94000	98000	112500

- Profit and loss forecast

FOTOFEST 2024-2027 Projections

Profit and loss forecast	First year (\$)	Second year (\$)	Third year (\$)
Estimated revenue	94000	98000	112500
Estimated costs	93050	97200	111300
Estimated profit/loss	950	800	1200

- Identify and risk issues and how these will be managed

Risk	Systems, policies or tools to mitigate risk or deal with
Damage or risk at venue or during event to property or by participant	Indemnity Insurance Risk assessment completed
Loss of computer/ equipment	Insurance and back up of data daily
Weather	Multiple options and not reliant on only being outdoors
Staff	Volunteer team equipped