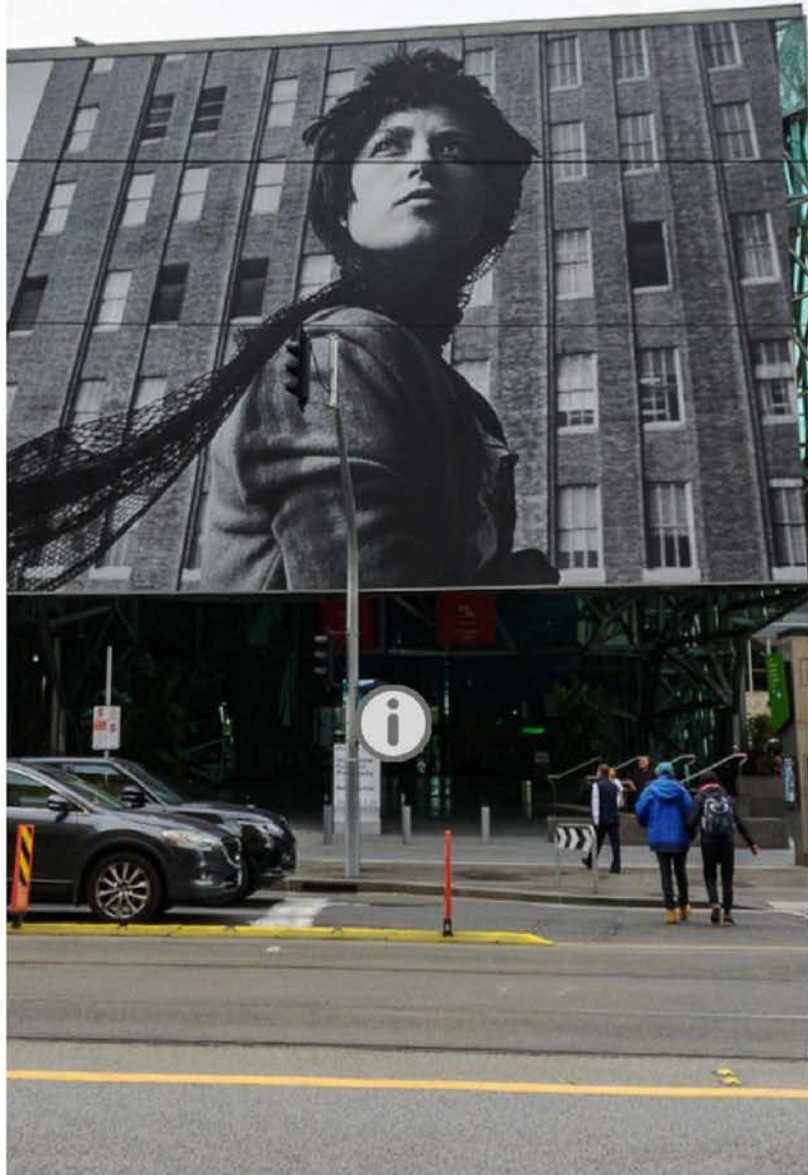




**foto
fest**
14-22 SEPTEMBER 2024
2024



INTRO



WHY A PHOTOGRAPHY FESTIVAL?

Photography Festivals are world renowned, with more than 100+ across the Globe.

Founded in 1970, the Rencontres d'Arles festival, held in a picturesque region of the south of France, is one of the oldest and most prestigious of photography events. Last year, more than 70,000 photo enthusiasts, collectors and professionals descended on the medieval city to view an eclectic mix of exhibitions and multimedia shows.

So, let's talk Aotearoa, New Zealand

Here in our country, the only official photography festival is held in Auckland, mid year over one month. Now in its 20th year with an operating budget of \$500,000 The Auckland Festival of Photography receives major support from a number of funders including The Asia Pacific Foundation and Auckland City Council.

For Hastings and Hawke's Bay

2022 showed us that our region would embrace a festival like this. Our point of difference was to create opportunities in non gallery and vacant spaces around the CBD. We wanted people to 'stumble' onto an image that would grab their eye, showcasing great photography in a number of different ways while giving bringing opportunity for connection and celebration.

We did it again in 2023, adding more to the event showing our region FotoFest was on its way, to cement itself as an annual event with huge potential for growth.

AUDIENCE

- **Local Community** engagement through community exhibitions and promotion
- **Local Businesses** collaborating with local Business Association and local retailers for store exhibitions and featuring on the walking map
- **Schools** Photo Awards, Youth Competition
- **Hobbyists** keen to upskill and mix with others socially, (keep in mind hobbyists are not amateurs and may be Dentists and Doctors who enjoy photography, events and travel)
- **Tourists/ Visitors** As above, travelling to a region to maximise on an event and enjoying a hobby/interest is a big market to promote FOTOFEST to, add a winery tour or photography workshop on location, even more value is added for visitors to head to our city and enjoy our region.

FOTOFEST '23



- Hastings Ambassador Henare O'Keefe opens the 2024 Festival

Growing on our first event in 2022 we were able to pack more into the 2023 event.

Using a number of vacant and public spaces the event provided a different approach to viewing works.

The event achieved :

- 42 local and national photographic artist exhibitions
- 33 Businesses providing space for exhibition within their premises
- 6 workshops
- 3 community focussed promotions/competitions
- 750 door count on dedicated exhibition spaces
- 1500 website visits up to and over the event period
- 250 addresses to database

- **FUNDING**

Funding was again provided from the Hastings District Council to cover management, marketing and promotion as well as some external funding for hireage and venue costs. Napier City Council also provided support through Billboard placements and a contribution toward advertising.

The outcome from this was Council, local business, and creative organisations were positive in seeing FOTOFEST continue and grow to become an annual event.

- **FOCUS**

Our focus is on a fun, engaging and interactive event, celebrating our local people and community, creative communities, visual artists, photographers and businesses as well as providing an interactive event for visitors to the region.

"We believe with the right local support FOTOFEST can become a must do event for local community, visitors and professionals in their field, to add Hastings and Hawke's Bay to their annual calendar"

“HASTINGS IS THE HEART OF THIS FESTIVAL”



• OPPORTUNITIES FOR OUR COMMUNITIES

Heretaunga is a culturally rich community and we will continue to showcase this through working with those communities and growing collaboration.

Helping community groups to participate easily will aid in removing barriers, celebrating the diversity within our region.

Last year we again worked closely with a number of local organisations to ensure our event was reflective of our community and were able to participate in the event.

- IHC New Zealand (National photography Exhibition)
- Hawke's Bay Camera Club (Exhibition)
- Hastings Business Association (Competition)
- Local schools (Youth competition and exhibition)
- Hawke's Bay Māori Tourism (Sponsor of rangatahi māori category)
- Hastings Youth Council
- Multicultural Association

We look to continue to grow our collaborative partnerships each year, providing a platform for all to feel included and be able to participate in FOTOFEST.

- IHC NZ National Photography Exhibition winner
Cameron and friends from Taupō

PROMOTING HIGH QUALITY NEW ZEALAND ART



We look to enable our exhibitors to develop a quality of work that inspires, educates and engages viewers. We look to support artists with marketing and sale of their works and attract a high calibre of artist to our event.

Different options of exhibition spaces will help encourage emerging photographic artists in their abilities as will opportunities to meet, learn from and discuss with peers as well as host their own opening exhibition opening in the city during FOTOFEST.



CITY ENGAGEMENT AND PROMOTION



Engaging with businesses to exhibit within their retail space has shown over the last two years the willingness of retailers to want to participate in the festival.

A walking map is available online as well as available through participating businesses.

As our event grows and funding allows, our wish to curate an international exhibition such as The World Press Exhibition would be a focus for the festival.



THE FUTURE



2024 Festival opening



- **PARTNERING SPONSOR**

We are actively seeking a major sponsor to help the festival grow into its true potential as a key event for Hastings and Hawke's Bay.

- **TRADE SHOW**

A trade show, highlighting equipment and materials from leading brands will allow for networking and education over one weekend of the event. This will also provide revenue from stall holders involved.

- **DIGITAL EXHIBITIONS**

Working with our local tertiary provider we plan again to provide a digital platform to highlight local and national film makers.

We plan to promote and grow this area of FOTOFEST, specifically aimed at young and emerging filmmakers

- **TOURS**

Tours to key locations, wineries etc as a photography experience with opportunity to meet with others and connect around shared interests.

OUR PEOPLE



Shayne and Cath Jeffares are the brains behind FOTOFEST. The couple have provided multiple opportunities and engagement for community including youth around photography and media.

Shayne is the event manager and main contact for the festival. FOTOFEST is managed under Foto iwi Charitable Trust.

- **FOTOIWI Trustees/ Governance**

Raewyn Newcomb

Cath Jeffares

Shaun Lines

- **Committee**

A dedicated committee is made up of several local creatives working toward the event for this year, who were also involved in the establishment and concept planning for last year's event.

- **Partners**

Helping to make it happen, with people power and resources

- Hastings District Council
- Napier City Council
- Hastings Business Association
- Eastern and Central Community Trust
- Lion Foundation
- HB Māori Tourism
- Pub Charity
- Firstlight Foundation

POTENTIAL CONCEPTS FOR OUTDOOR INSTALLATIONS, AND ENGAGEMENT IN PUBLIC SPACES



Projection



fotofest.nz #fotofesthastings

2023 HIGHLIGHTS



Camera Museum Tour, Cranford Hospice Window, Tintype wet plate photo shoot, IHC competition winner

REVIEWS

more at fotofest.nz



Mark Derricutt

It was awesome to be a part of this years FotoFest down in Hastings - returning to the Bay to share about music photography, and meet and talk to/learn from all manner of other artists was great. Look forward to returning next year to see how things grow!



5m *R*



Amanda Hodge

I feel so blessed to have been part of this wonderful event. So much magic to be seen. I hope this event continues on to be an annual thing as it certainly deserves to. The team at Fotofest were easy to work with and went above and beyond!! NZ has so much talent and Fotofest definitely showcased this in the most beautiful way. Cheers Fotofest!!



5m *R*



Liz Caldwell

What a fantastic exhibition with so much diversity in the exhibitions and speakers. I think this little festival will only grow in popularity in the coming years. A great place for local talent to be showcased. I look forward to being part of this again.



5m *R*



Lee Pritchard

The entire inaugural Hastings Fotofest went so smoothly ,!!..so easy to see how as it was directed by Shayne and Cath, both very experienced and passionate about their art and their work..all the hard mahi put in behind the scenes certainly paid off as the festival was a hit, from opening night, to floor talks to pop ups.. fantastic! It was a pleasure to have contributed and look forward to many more!



6m *R*



Jen Fugle-Davis

A fantastic first edition of what I hope will continue next year! I would love to see a more widely publicised event/ photo competitions before event kick off, and to see more emerging artists work shown in the pop up gallery. Maybe designated areas in Hastings for specific genres?? Portrait workshops where people can have discounted portraits taken and/ or win a portrait photography session. Pop up outdoor photographic art print sales..more than one person for point of contact as it is too much work for one person! Happy to help next year if I am still in HB 🙌



6m *R*



Mark Davey

Shayne, as a first effort Fotofest was great. We had about 320 people thru our door, and most commented that this was a good opportunity to see local talent exhibiting their photos. This is something we would love to be involved with next year. We'll done. Mark @ Hawkes Bay Photographic Society.



6m 



Michele Jung from MiChalk

Great Fotofest, only a shame I didn't realise some of the great talks you were hosting! I would have made the trip over to listen to some. Hopefully you run this again. It was nice to host the watercolours workshop and collab with Lee Warren on the image. I think everyone was pleased & happy with their finished painting! Would happily take part in this again. 😊👍



6m 



Graham Bartleet

Hi. From my point of view the Fotofest week was very successful. The communication leading up to and during the event was to a high standard so that the event was very well publicized particularly in social media channels. The event appeared to be well visited, particularly over the school holiday period. This is a great vehicle for people to be more aware of photography as an art and media and an excellent opportunity for emerging artists to exhibit their work for the first time. In my instance I found the hosting business keen to be involved in making the event a success - very supportive.



6m 



Derek Rossiter

Due to illness didn't make it into town to see some of the exhibitions/talks but what I saw on social media looked awesome. The set up of my own exhibition was well done and I'm glad I got the opportunity to see it for at least a few minutes when I felt a bit better! Shayne and the Crew did an excellent job and I'm sure we will see another FotoFest next year!



6m 



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