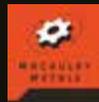


HIGHLIGHT

HIGHLIGHT: CARNIVAL OF LIGHTS

2017 CARNIVAL REPORT

SPONSORS:



BROUGHT TO YOU BY:





“WHAT A FANTASTIC
EVENT TO HAVE HERE
IN WONDERFUL
LOWER HUTT.

THE COMMUNITY HAS
COME OUT IN DROVES
TO EXPERIENCE
HIGHLIGHT CARNIVAL
OF LIGHTS.”

MAYOR RAY WALLACE



2017 REPORT

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2017 STATISTICS

HighLight transformed Riddiford Garden in central Lower Hutt into a wonderland of brilliant light installations and live performances.

Over four nights visitors to the carnival enjoyed walking through the gardens and immersing themselves in various displays, live entertainment and interactive features. The event was open to all ages and free to attend.

Estimated Event Attendance	120,000
Media Reach	Nationwide audience of 9.3million
HighLight Website Visitors (Oct)	12,087
HighLight Email Registrations	2,273
Facebook followers	12,962
Eventfinda listing views (Oct)	91,034

THE CARNIVAL PROGRAMME

HIGHLIGHT 2017 WAS BROKEN OUT INTO CATEGORIES THAT INCLUDED:

- Live performance and Activities
- Collaborations and Commissions
- Food and Beverage
- The Heart
- Activations
- Partners and Partner Installations
- Lead-in events – HighLighting the Hutt
- Volunteers

The theme for the carnival tied all of the elements together through 'Being Human'.

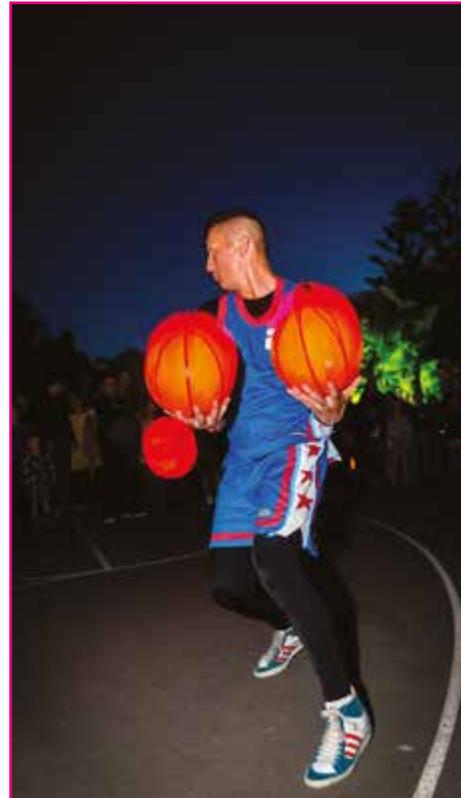
HighLight promised to delight, educate, entertain and surprise. We hope you had an amazing time.

Bringing HighLight: Carnival of Lights to our community would not have been possible without the generous support of our fantastic partners. We also need to acknowledge the hard work and commitment of our talented local performers, artists, volunteers and suppliers.

LIVE PERFORMANCE AND ACTIVITY



EMOJI GLOW TUNNEL



LED BASKETBALL



HULA HOPIST



FLASH MOBS

In each event zone we incorporated elements of live performance and activity. This activity ranged from UV hand marbling, LED Basketball shoot-out comps, our ever popular flash mobs and

roving performance artists such as Disco Ball Man, Taikoza Taiko drummers, LED Taiaha performers, Cupid and more!

COLLABORATIONS & COMMISSIONS



CONNECTIONS



LINGER



MEGA ILLUM-IN-AIRE



CAN YOU SIGN?

The HighLight team collaborated with many different groups to bring this event to life.

We are so proud to have worked with local groups and organisations such as The St James Church, local street artist Chimp,

Colossal performance company, Deaf Aotearoa, MJF Lighting, Streamliner, Lulu's Body Art, the Riverlink Project, Hutt City Libraries, Co-Ed café, Hutt City Dance Centre, Whitireia, Taizoka Wellington, L&M Projects and the Dowse Art Museum.

FOOD AND BEVERAGE



We created a HighLight Food Truck village on-site at the Heart of the Carnival near the main stage for 2017. Additional food trucks were sourced to meet the need of larger than expected numbers. Two on-site eateries Bellbird and Co-Ed were engaged to provide special HighLight treats for the duration of the Carnival.

Our CBD Development Manager worked with local eateries within the immediate CBD area to provide offers and express family options for those who chose to eat before or after attending the Carnival.

THE HEART



CLOWN



PERFORMERS



MAIN STAGE



FIREWORKS

The Heart of the Carnival was created as a central gathering area to eat, relax, be entertained and watch the Hiremaster Fire and Light Show.

Live entertainment started on the main stage each night at 7pm with contemporary clown Fraser Hooper followed by

MoreFM DJ George and his team getting the kids up and moving.

Each night a different all-ages band took to the main stage to entertain the crowds. The Hiremaster Fire and Light Show at 9.30pm was a spectacle not to be missed, it delighted crowds from far and wide.

ACTIVATIONS



UV HAND MARBLING



EMOJI GLOW TUNNEL



WE ARE LIGHT

Throughout the Carnival various activations were set up as engagement points for our audience. Each activation was set up with the customer in mind.

These activations were where young and old could create, use their imagination and immerse themselves in the magic of light and colour, and they did!

CHARITY PARTNER – ALZHEIMERS WELLINGTON



COLLECTORS



MACAULEY METALS



MITRE 10 MEGA



PROFESSIONALS LOWER HUTT

This year we chose to align the event with local charity Alzheimers Wellington. With the inclusion of Affinty and the general event theme of 'Being Human' this was a great fit.

Alzheimers Wellington's goal is to create dementia friendly communities, where people affected by dementia are included and supported. This event enabled many conversations to be had about peoples past and present experiences.

Being a local charity all the donations received though HighLight stay in the Wellington region and go directly towards helping local families affected by dementia. This support for people affected by

dementia is offered free of charge, and is available for as long as people need them.

We challenged all of our event partners to raise funds for Alzheimers Wellington and worked with them to help achieve these goals.

Total fundraising throughout the event included collections by Alzheimers Wellington at the event, a Scrap-for-Cash promotion by Macaulay Metals, Glow Stick sales at the event by Mitre 10 MEGA Petone and a Playhouse Auction by Professionals Lower Hutt.

Total fundraising at the event raised more than \$20,000

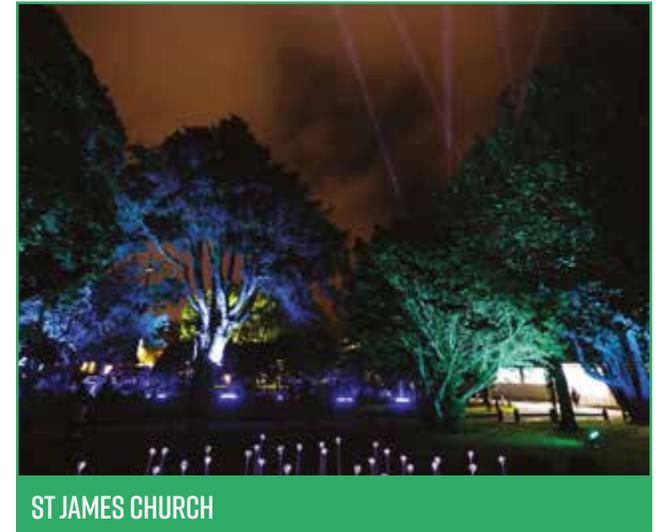
ACTIVATION PARTNERS



HIREMASTER



MORE FM



ST JAMES CHURCH

We couldn't have delivered this event free to the community without partnering with such wonderful businesses and groups who trusted us to deliver this outstanding event. The next two pages show some of the magic we achieved together.

Hiremaster Fire and Light Show:

Each night at 9.30pm the audience looked skyward to see the Hiremaster Fire and Light Show. This was a real crowd pleaser and a wonderful way to signal the end of the main stage entertainment each evening.

More FM & the Breeze:

Both More FM and the Breeze contributed by helping us to promote HighLight, run giveaways and raise awareness. The More FM kids stage was wildly popular each night.

Emotional Rollercoaster at the St James Church:

Upon entering the church people were treated to a performance with a difference. An immersive, dramatic piece of spoken poetry set to lights unfolded that took viewers on a roller-coaster ride of emotions. Between poetry readings spectators were entertained by solo guitarist/singer Tatum Phillips.

INSTALLATION PARTNERS



MACAULEY METALS



MITRE 10 MEGA



PROFESSIONALS LOWER HUTT

Get Lost proudly presented by Macaulay Metals:

This was the perfect place for people to lose themselves during HighLight. Participants had fun navigating their way out of this giant illuminated, maze while listening to a sometimes funny, sometimes eerie soundtrack. What did you hear and see?

MEGA-Illum-in-aire presented by Mitre 10 MEGA Petone:

It took some serious DIY skills and creativity to bring this crazy concept to life. With the generous support of Mitre 10 MEGA

Petone, and the creative talents of the Colossal performance team, we were able to suspend a giant inflated lightbulb, hang an 80kg steel light spiral inside and feature an aerial performer in the bulb. Truly spectacular.

Imagination Alley presented by Professionals Lower Hutt:

The signs led people to discover three themed wendy houses set within a magical forest designed to surprise and delight. This was a place for young and old to let their imagination go crazy!

INTERNATIONAL INSTALLATION – AFFINITY & RYMAN HEALTHCARE



AFFINITY



RELAXATION STATION BY RYMAN HEALTHCARE

An exciting addition to this inaugural event was the inclusion of internationally acclaimed light installation Affinity.

Designed in Australia by amigo & amigo in collaboration with S1T2, Affinity reinforces the human element of HighLight by acting as a conversation-starter about Alzheimers and Dementia.

The installation and its visual and audio response to viewers fits perfectly with HighLight's theme of 'Being Human', and naturally led to our partnership with Alzheimers Wellington, our official charity partner.

Having Affinity at HighLight would not have been possible without the generous support of Ryman Healthcare, our official Affinity sponsor. Funding from Pelorus Trust also contributed greatly to bringing this artwork to Lower Hutt, and to support HighLight.

Ryman Healthcare provided a wonderful Relaxation Station positioned close to Affinity. It was the perfect place for carnival goers to refresh themselves with a cup of tea or coffee and a friendly chat with their wonderful staff. This proved to be a very popular place to be throughout the event.

LEAD-IN EVENTS – HIGHLIGHTING THE HUTT



GLOWGA



ARA MAI!



STARLIGHT PICNIC

We aligned with our Leisure Active team here at Hutt City Council to deliver a series of lead-in events to HighLight – ‘HighLighting the Hutt’. These occurred primarily during Mental Health Awareness week so carried their theme of connecting with nature. Lower Hutt is the perfect place to connect with nature and as you can see, people came in their droves to enjoy the outdoor spaces that our city has to offer.

HighLighting the Hutt included a glowing night walk up the Te Whiti Riser (BYO torch), Glowing yoga (Glowga) that was held under UV lights and featuring UV reactive body paints, a Starlight Picnic at Percy’s Scenic Reserve with glow worms and a Glowing Youth Festival at one of our community facilities, the Walter Nash Centre.

VOLUNTEERS



VOLUNTEERS



VOLUNTEERS



VOLUNTEERS

Our team of amazing volunteers were crucial to the successful and safe delivery of HighLight.

We were lucky enough to have our team of volunteers fuelled (catered for) throughout the event by Sarah Searancke catering (during one of their busiest weekends of the year).

Our volunteers proudly wore their volunteer vests that were printed and supplied free by Arrow Uniforms.

The support from these businesses to HighLight is a real testament to the wonderful community we have here in Lower Hutt and the wider Wellington region.

THE CARNIVAL AUDIENCE

Initial projections for year one were hoped to be 30,000 – 40,000 people. This was well exceeded in year one with actual captured numbers in the vicinity of 120,000 over the four evenings. This really demonstrates the desire within this region to engage with an event such as HighLight.

SURVEY RESULTS:

After the very first night of HighLight, we launched our customer survey. This was accessible via our facebook page, the website and through an augmented reality app trigger.

120 people participated in the survey with 80% of the participants accessing the survey via Facebook.

The aim of this survey was to collect information that would assist the HighLight team improve and grow the event for 2018 and beyond.

What people liked most?	Top three highlights <ul style="list-style-type: none">• Fireworks• Installations and variety of lights• Atmosphere
Where did you hear about Highlight?	80% Facebook
Geographic Location	<ul style="list-style-type: none">• Lower Hutt 64.4%• Wellington 8.47%• Upper Hutt 11.86%• Porirua 7.63%• Other 3.39%
Would you attend again?	78% Yes

We also asked what about the event could be improved so that the organising committee can consider this feedback for next year and beyond.

THOUGHTS FROM OUR CARNIVAL GOERS

"We are so happy to have been partnered with HighLight Carnival of Lights. It was a fantastic way to raise awareness about what we do as well as much-needed funding.

"We particularly enjoyed seeing the visitors interacting with and learning from Affinity, the light installation that was created to raise awareness of Alzheimer's and that shared stories of New Zealanders who have been affected by the illness."

Anne Schumacher,
Alzheimers
Wellington

"I had a great time on Friday night, wandering through the park, and seeing all the interesting light displays. It was fun to see all the kids dancing to music in the tent, amazing singers with band, brilliant version of six60 Purple. My grown up kids and friends enjoyed themselves, fire dancers and fireworks phenomenal!"

"What a fantastic event HighLight has been! It has truly exceeded all our expectations in terms of what it's delivered to the community of Lower Hutt. All of the elements combine to create something pretty special whether it's the lights, the activities, the live performance or the fireworks, there is something for everyone.

I'm already looking forward to next year!"
Mayor Ray Wallace

"In the four days of the carnival we had expected around 30,000 visitors and are amazed to have had over 120,000 people attend.

The feedback so far has been really positive, being a free event in the community made it accessible to all and the diverse line up provided something for everyone. We feel HighLight has put Lower Hutt on the map."

Carla Steed, Event Director Hutt City Council

"We had the best time with our baby. Volunteers were wonderful; they took photos for us and were very helpful. We will definitely come again. Please make this part of the Lower Hutt event calendar!"

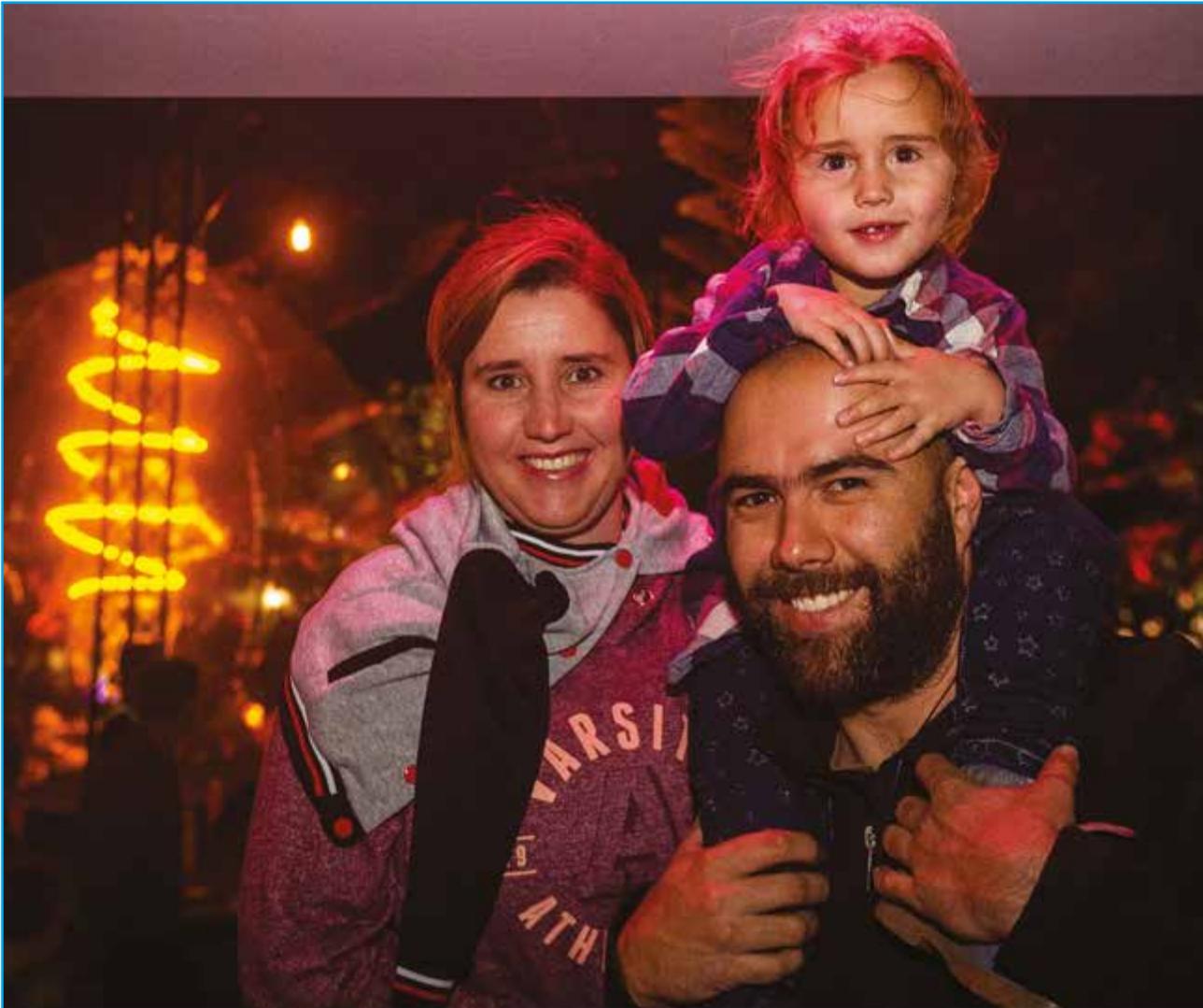
"Well done hutt city council on engaging with community. All the crowd around me were singing so the music was spot on!"

"FANTASTIC FAMILY night out and people I know from the outer suburbs flocked to the HUTT CITY to see this."

"What a fabulous way to promote the Hutt. I'm from Kelburn and didn't hear about the festival but went along tonight with my partners family. I was blown away by the amount of effort and high quality performance that was put into this. Many congratulations to the organising team and everyone who took part, well done"

"Great work! Please bring it back next year!"

COMMUNITY ENGAGEMENT



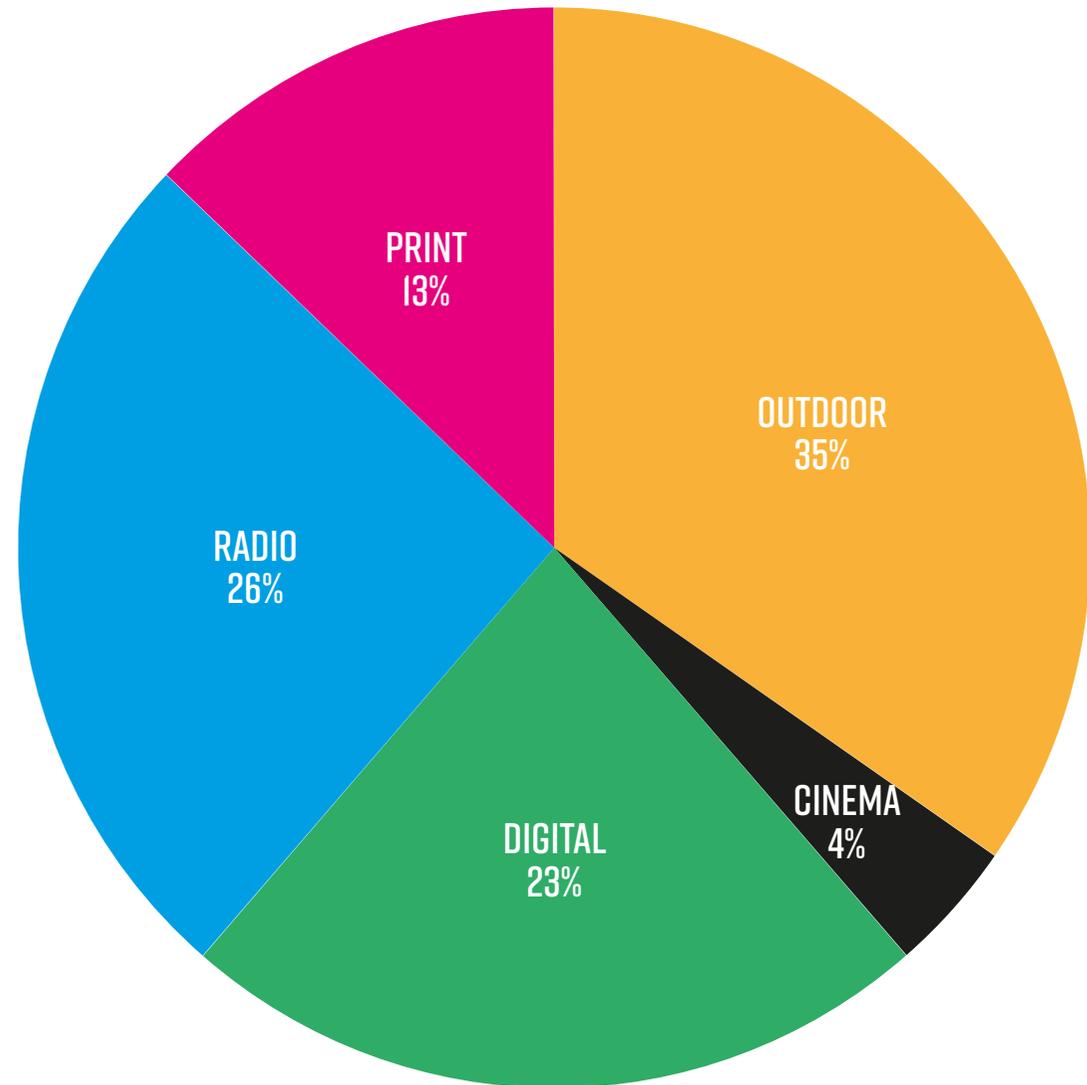
Ensuring that HighLight was free and accessible to the entire community was a really important factor when planning for 2017. The HighLight team spent considerable time and energy trouble shooting ways to ensure this was the case.

- The event was (and will always be) free
- Two free return buses per night were subsidised by Hutt City Council to transport those in our community that might not have access to a vehicle (Stokes Valley, Naenae, Taita and Wainuiomata)
- Local artists and performers were engaged directly by the event organisers to help nurture and showcase local talent
- Community groups were paid a nominal fee towards their fundraising efforts when large numbers of volunteers were supplied.

MARKETING AND PUBLICITY

KEY MESSAGES FOR 2017:

- HighLight is a bright new event on the Wellington Regions Calendar of things to do over Labour Weekend.
- HighLight is free to attend and has plenty to see and do for the whole family.
- HighLight is bringing internationally acclaimed installation Affinity to the Wellington Region for the first time.
- HighLight has partnered with Alzheimers Wellington as the charity of choice for 2017 to help raise awareness and funds.

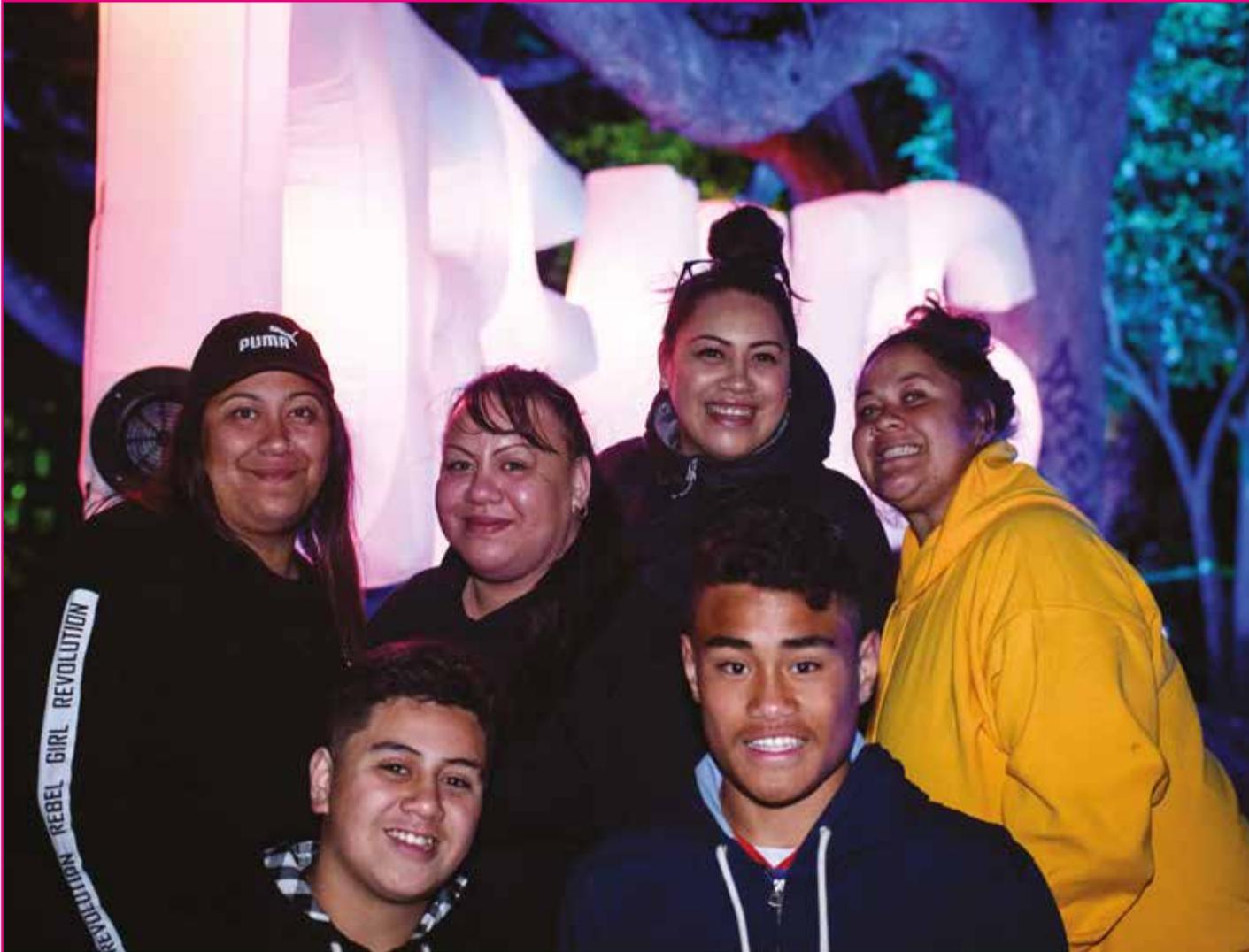


MARKETING AND PUBLICITY

We engaged Sputnik PR to broaden our reach to within 4 hours travel time to Lower Hutt. This resulted in the following coverage with an overall reach of 9.4 million people:

#	Media Outlet	Date	Topic	Type	Regional/national	Readership
1	Next	October	Event Listing	Magazine	National	199,000
2	KiaOra	October	Event Listing	Magazine	National	321,000
3	Capital Magazine	October	Event Listing	Magazine	Regional	39,000
4	Cook Strait News	5-Oct	Event Information	Newspaper	Regional	75,468
5	Independent Herald	11-Oct	Event Information	Newspaper	Regional	71,907
6	Wainuiomata News	11-Oct	Event Information	Newspaper	Regional	18,135
7	Stuff	13-Oct	Carla Steed Interview	Online	National	1,928,664
8	Dominion Post	14-Oct	Carla Steed Interview	Newspaper	Regional	156,345
9	Radio Active	16-Oct	Activity Guide	Online	Regional	12,386
10	Radio Active	16-Oct	Activity Guide	Radio	Regional	12,386
11	Hutt News (cover story)	17-Oct	Carla Steed Interview	Newspaper	Regional	149,430
12	Dominion Post - Cafe Chat	18-Oct	Co'Ed Cafe	Newspaper	Regional	156,345
13	Stuff	18-Oct	Co'Ed Cafe	Online	National	1,928,664
14	Radio Active	18-Oct	Carla Steed Interview	Radio	Regional	12,386
15	KNOW Wellington	19-Oct	Event Information	E-Newsletter	Regional	60,000
16	Newstalk ZB	20-Oct	Carla Steed Interview	Radio	Regional	9,690
17	Newstalk ZB	20-Oct	Carla Steed Interview	Online	Regional	3,744
18	The Hits	20-Oct	Event Information (on-air mention)	Radio	Regional	11,200
19	Stuff via Dominion Post	23-Oct	Visitor figures surpass expectations	Online	Regional	1,928,664
20	Dominion Post	24-Oct	Visitor figures surpass expectations	Newspaper	Regional	156,345
21	Stuff via Dominion Post	27-Oct	Hutt's HighLight organiser 'gobsmacked' by size of the crowd	Online	Regional	1,928,664
22	Hutt News	31-Oct	Hutt's HighLight organiser 'gobsmacked' by size of the crowd	Newspaper	Regional	149,430
23	Independent Herald	1-Nov	Post event picture story	Newspaper	Regional	71,907
					Total	9,400,760

AND ON TO NEXT YEAR...



Planning is underway for HighLight 2018. While there are a world of possibilities that we could explore, each year will be anchored to an underlying theme which links through to a charity partnership.

While 2017 has been heralded as a resounding success, we have only just scratched the surface as to what can actually be achieved with this event through community, business and charity partnerships.





**HGH
EIGHT**