

奧克蘭 元宵燈節 AUCKLAND LANTERN FESTIVAL



1. What is the Auckland Lantern Festival, who can attend?

The Auckland Lantern Festival celebrates the culmination of the traditional fortnight of Chinese New Year festivities.

This event is produced in partnership by Auckland Tourism, Events and Economic Development (ATEED) and the Asia New Zealand Foundation.

The Auckland Lantern Festival is a free four-day public event. It features live performances by local and international dancers and singers, workshops, street theatre, music, demonstrations, exhibitions and a fireworks display, as well as stalls offering Asian food and gifts.

A key audience is the Auckland Chinese population, including recent immigrants and international students. As Auckland's largest cultural festival, it is a celebration of Auckland's diversity and an opportunity to showcase Chinese culture to a wide audience. The festival is now a must-do event for a broad non-Chinese audience. It attracts an audience split approximately 60 per cent non-Asian and 40 per cent Asian.

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The vision for the festival is for it to be an inspirational showcase of traditional and contemporary Chinese culture, performance, music, art and cuisine.

2. What does the event involve?

The Auckland Lantern Festival is a major social anchor event in the annual ATEED Auckland Major Events Portfolio. This means it contributes to enhancing the quality of life in the region, and makes Auckland a desirable place for talented people to live.

When it was first delivered in 2000, by the Asia New Zealand Foundation in partnership with the then- Auckland City Council, it was a one-day event at Albert Park.

The festival has expanded, and attendee numbers have steadily increased throughout the festival's history. In 2016, the event relocated to the larger venue of Auckland Domain.

The Domain has suitable spaces, landscapes and vegetation to showcase the centrepiece of the festival, its large-scale display of lanterns. Like Albert Park, it is one of Auckland's iconic parks, and it is in close proximity to the city centre and public transport services.

The festival date changes every year according to the Chinese lunar Calendar and thematically follows the Chinese zodiac.

ATEED invests \$250,000 in the event as part of its annual Major Events Portfolio. This is supplemented by event stallholder revenue, funding from the Asia New Zealand Foundation, corporate sponsorship, and funding from community organisations. The overall cost to deliver this event is upwards of \$1M.



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It takes about six to seven months to plan, although some conversations regarding programming, international performers and content can take up to 18 months. Programming conversations and sponsorship meetings take the longest to mature.

The core project team of 8-10 staff begins project meetings about 6-7 months out from the festival date.

The Auckland Domain has heritage-listed trees and landscapes, so a significant amount of site protection and damage mitigation work is required to ensure the park can be returned following the festival in a good condition for Aucklanders and visitors to enjoy.

This includes preventative actions such as spreading a layer mulch outwards from trunk to tree drip lines and sometimes further depending on the tree species. Also mulch onto selected grass to limit damage from thousands of people walking over grass and tree roots.

As well as the core festival activities, there are programmes coordinated in collaboration with other organisations such as the Auckland Museum, Parnell Business Association, and Auckland University. This can change each year depending on the project.

3. What permits or licences are required to run this event?

- Resource consent for use of the Auckland Domain
- Health & Safety Plan
- Site Specific Safety Plans (SSSPs)
- Safe Work Method Systems [SWMS]
- Building Permits or Building Permit Exemptions for large structures over 100sqm and / or over 2.5m high
- Permit for the fireworks display
- Monitored Food Control Plans and Safe Food practices
- Traffic Management Plan [TMP]
- Security Plan
- Electrical certification
- LPG use certification
- Noise control
- Business and Resident's newsletter

Any events which affect Auckland's road network require temporary traffic management plans (TMPs).

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These outline measures that will be in place to address traffic disruptions during the pack in / live hours / pack out phases of the event. This includes plans on road closures, access and parking restrictions on affected roads, special public transport arrangements, and public notifications of road closures and parking restrictions. In addition to the TMP, ATEED also ensures there is an accessible parking zone and has developed a bike valet service for cyclists.

ATEED aims to divert as much waste from landfill as possible. For example, all packaging used by food vendors is recyclable, biodegradable or compostable. A triple rubbish bin system is deployed at the Auckland Lantern Festival to separate landfill waste, food waste and recyclables. In addition, all waste water was collected for correct disposal. We forbid vendors to tip any grey water down drains.



4. What techniques and tools are used in the planning of this event?

The key technique used in planning the Lantern Festival is fundamental project management. This involves taking an event and working back from the event date to see what needs to be accomplished in to make the event a success. The ATEED Major Events unit uses software such as Word, Excel, PowerPoint, SketchUp, CAD and Photoshop to plan and organise the festival.

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The other tools used are interpersonal 'soft skills' for developing and maintaining relationships, artistic and design skills for content programming and decorations, and strategic skills for stakeholder management. It also requires cultural knowledge – mostly about Chinese heritage, but also about the local social and demographic landscape in Auckland; and being able to understand the audience as a consumer of arts and cultural festivals.

5. Who are the key stakeholders for this event?

Since 2000, the main delivery partners for the festival have been the then-Auckland City Council, then Auckland Council/ATEED, and the Asia New Zealand Foundation. Other stakeholders include: Auckland Chinese Community Centre; local residents' associations; Auckland Council parks, heritage and compliance teams; NZ Police; Auckland Transport; Auckland Museum; Waitemata Local Board members and Auckland Councillors; businesses and residents near the festival site. As the festival grows, the stakeholder list grows as well, so planning must take into account potential new stakeholders, and connect with them even before they become a confirmed stakeholder.

6. What strategies have been used to meet stakeholder needs?

Strategies include consultations and one-on-one meetings with affected parties. Issues are raised, addressed and assessed, and workable solutions are found and implemented. ATEED is proactive in identifying potential needs that may arise and seeking solutions before they become a larger obstacle. The festival follows a critical path and project plan, and the final tool is a post-event debrief where stakeholders have the opportunity to provide feedback.



7. What is your greatest challenge for this event?

The multiple stakeholders each have views on what the greatest challenge is for them. One of ATEED's biggest challenges is the constant struggle to balance these stakeholders and their differing needs, to keep them all as happy as possible with the event. Another challenge is the organisation's ambition to improve each year's event. That requires the team to come up with a fresh element each year to keep on top of trends and ensure the event is exciting and enjoyable for all audience members – without losing sight of the festival's traditional roots.

8. How have risk factors been identified and managed?

Initially risks are identified by the project team. They are compiled from issues which arose the previous year, and also stakeholder feedback.

Issues are tracked and mitigation strategies put in place through the project management process on a risk matrix, and each issue assigned using a 'traffic light' system to identify priority risks where the team needs to put its energy.



9. What are the benchmarks for success?

ATEED sets key performance indicators (KPI) for the Lantern Festival and these are measured annually. Important success measures include audience numbers and audience satisfaction. Accurate audience data is hard to gauge as the festival is a free event, with multiple entry and exit points. However, ATEED works with an independent company which uses sample monitoring to calculate a relatively reliable

10. How will the effectiveness of the event be measured?

Measuring the event's effectiveness is based on audience event satisfaction, as discussed above (benchmarks for success). Another aspect is that the Lantern Festival is classed as a social anchor event, as outlined in Auckland's Major Events Strategy. It has been focused on cultural and liveability outcomes, rather than generating economic outcomes. But ATEED is exploring how this festival can deliver greater economic development benefits, including generating international or domestic visitation to Auckland – leading to new visitor nights, and an increase in GDP from new money spent during the event period.

11. Where do all the lanterns come from?

We purchase the lanterns from a lantern making company in the city of Zigong in China. We can purchase pre-made lanterns or they can be built to order if we have specific concepts. The lanterns are barged by river to Shanghai, then loaded into containers for freighting to New Zealand.

