

# 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 by the Major Events Team of Auckland Tourism, Events and Economic Development (ATEED).

Auckland's largest annual festival and New Zealand's largest Chinese cultural festival, the Auckland Lantern Festival attracts over 160,000 people every year. It showcases traditional and contemporary Chinese culture, and Auckland's Chinese stories and communities. Festival goers can enjoy hundreds of handmade lanterns amongst heritage trees in Auckland's oldest park, music, dance and theatre performers from New Zealand and China, martial art displays and workshops, arts and craft stalls, food stalls selling delicious Chinese cuisine and a fireworks finale. The free, family-friendly festival celebrates its 20<sup>th</sup> anniversary in 2019, and ushers in the Chinese 'Year of the Pig'.

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.

The vision for the festival is "*To be the most highly anticipated Chinese cultural festival that celebrates Auckland's Chinese stories.*"

## 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.

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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 trees to showcase the centrepiece of the festival, its large-scale display of lanterns. The Domain is an iconic Auckland public space, 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 \$1.2M.



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

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 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 mulch layer outwards from tree trunk to tree drip lines and sometimes further depending on the tree species. Also mulch onto selected grassed areas 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, Newmarket Business Association, Auckland Libraries, Auckland University, Auckland Transport, and other independent Asian creative practitioners. 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 (TMP).

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.

For 2019, the Festival collaborated and delivered a Lime Scooter park.

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ATEED aims to divert as much waste from landfill as possible. For example, all packaging used by food vendors is either recyclable, biodegradable or commercially compostable. A three-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. Plastic bags were also forbidden this year.



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

The key technique used in planning the Lantern Festival are the fundamentals of professional Project Management. Key features of this include determining the Scope, Time, Cost, Quality and Finalisation. The ATEED Major Events uses general office software such as Word, Excel, PowerPoint, SketchUp, and Photoshop to plan and organise the festival.

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 behaviour 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 and the Asia New Zealand Foundation. ATEED Major Events is the current deliverer of the event. Other stakeholders include; Auckland Chinese Community Centre, Auckland Council parks, heritage and compliance teams, NZ Police, Auckland Transport, Auckland Museum, Auckland Hospital, Waitemata Local Board members and Auckland Councillors, and businesses and residents, near the festival site. As the festival grows, the stakeholder list grows as well, so planning must consider 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?**

Producing a successful event of this size each year is a significant challenge in itself. We seek to deliver the festival vision, meet the organisation’s ambitions, improve each year, and balance all stakeholder’s needs.

A challenge arising for 2019 was the H&S plan for LPG bottles. Worksafe NZ had developed new legislation, and the Festival had to alter existing plans and create new plans to ensure the Festival was compliant.

**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 from 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 estimated total audience. In 2018, an estimated 165,000 people attended the four nights of the event.

Other methods to guide our audience estimates include examining waste levels and comparing numbers to previous event years and gas bottles used.



Strategy. It has been focused on cultural and liveability outcomes. Although we are also exploring how the festival can generate economic outcomes and 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?**

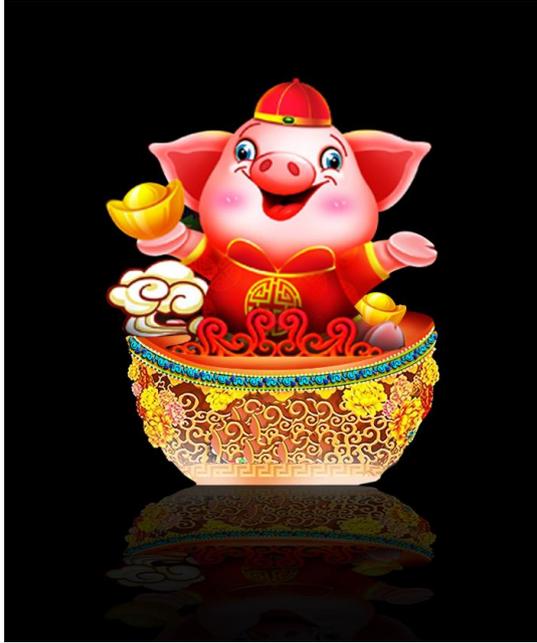
We purchase the lanterns from a lantern making company in the city of Zigong in China. All lanterns are built to order, in response to specific concepts. The lanterns are barged by river to Shanghai, then loaded into containers for freighting to New Zealand. This process can take five to six months.

For 2019 we received four new lanterns

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Year of the Pig

Drawing and as deployed



The Hits Radio Panda

Drawing and as deployed



## FAQ – AUCKLAND LANTERN FESTIVAL

China Southern Airlines  
Drawing and as deployed



## FAQ – AUCKLAND LANTERN FESTIVAL

ASB yellow lanterns x 100

Drawing and as deployed



