

Te Hau Kōmaru



National Waka Hourua Festival
Impact Report

Executive Summary

Te Hau Kōmaru National Waka Hourua Festival

This report demonstrates an accumulative communications impact summary for Te Hau Kōmaru National Waka Hourua Festival from **December 2023 to April 2024.**

Te Hau Kōmaru National Waka Hourua Festival saw its third event take place in Kaitereterē, Te Tai o Aorere this year. The goal for this festival was to reintroduce the kōrero and practice of mātauranga waka to the hapori of Te Tauīhu o te Waka a Māui and reach a rohe that doesn't have direct access to waka hourua. While continuing to share waka hourua kaupapa across the motu.

The opportunities that stemmed from Te Hau Kōmaru Festival allowed us to share the kaupapa to achieve a substantial amount of traditional media coverage as well as a great reach of organic social content.



Media and Social Media Impact

Reach and Value Summary

Total social media reach across the last 90 days (February to April):

Reach - 109,402

Page visits - 12,800

New Followers - 983

Total traditional media reach (November 14th - April 15th 2024)

- Secured **36** pieces of coverage
- National broadcast pieces: **25**
- Total audience* impressions: **561,582+**
- Total EAV** of coverage (estimated advertising value): **\$1,230,036 +**

People in attendance

- 5,000 visitors across the week
- 2,000 for the opening ceremony
- 500 ākongā learning about navigation

*EAV (equivalent advertising value) is calculated by multiplying ASR (advertising space rate) by three to allow for the integrity factor of news copy over advertising. This is on the conservative end of the industry standard. EAV numbers supplied by Isentia. The true EAV would be higher as stats were unavailable for some of the media articles.

Māori Media

We have identified with our media monitoring service that the measurement of Māori media statistics don't accurately represent the full value of each piece in comparison to mainstream media.

This is a result of their limited abilities of monitoring te reo Māori in media. The impact summary of media coverage in the following slides demonstrates the contrast between Māori and mainstream media, indicating that the figures we are able to represent are likely much higher in actuality.

*While Māori media values present as low in comparison to the mainstream coverage we know this is important coverage for our targeted audience.

Media Appearances and Links

Date	Media/Reporter	Title Link	Audience	EAV
14/11/23	Waatea - Breakfast Show	Waka Festival Set for Te Taihū	206	\$870
15/11/23	Waatea - Manako	He Ahurei Waka Hourua	105	\$126
17/11/23	NZ Herald	Te Hau Kōmaru Festival: Reconnecting to ancestral mātauranga	24,223	\$65,025
17/11/23	MSN New Zealand	Festival brings together waka from across Aotearoa	53,131	\$477,939
17/11/23	Newstalk ZB	Festival brings together waka from across Aotearoa	2,450	\$28,056
14/3/24	Waatea - Breakfast Show	Todd Jago Festival coordinator and Te Taihū Board Rep	256	\$204
20/3/24	The Guardian Motueka	A week of festivities like no other	N/A	N/A
25/3/24	Te Ao Māori News	Te Ao Māori Festival educating taurua on Polynesian education	2,071	\$3,426
26/3/24	Te Karere	Waka Hourua sets sails for bi-annual waka festival	N/A	N/A
28/3/24	The Leader Nelson-Tasman	First of its kind waka event for Te Taihū	25,000	\$3,534
29/3/24	Waatea - Manako	Hohepa Potini	105	\$138
1/4/24	Hawkes Bay Today	Hawkes Bay Waka Hourua Te Matau Departs for Te Hau Kōmaru	20,904	\$96,762
2/4/24	Hawkes Bay Today	Isn't here to look pretty	26,000	\$8,295
5/4/24	Stuff	Arrival of waka hourua an emotional moment for mana whenua	47,055	\$310,740

Media Appearances and Links

Date	Media/Reporter	Title Link	Audience	EAV
5/4/24	The Press	Arrival of waka hourua an emotional moment for mana whenua	1,474	\$9,438
5/4/24	Nelson Mail - Stuff	Arrival of waka hourua an emotional moment for mana whenua	5,532	\$3,714
6/4/24	Te Aka Kūmara	Te Hau Kōmaru National Waka Hourua Festival Opens	N/A	N/A
6/4/24	One News - Online	South Island welcomes largest waka fleet in centuries	9,536	\$11,442
6/4/24	Waatea	Keen anticipation as waka hourua reach Kaitereterere	105	\$270
7/4/24	Te Ao Māori News	Awe-inspiring dawn arrival of fleet	2,071	\$2,577
9/4/24	Te Hiku Media	Hoturoa Barclay-Kerr National Waka Hourua Festival	331	\$321
11/4/24	Radio Ngāti Porou	Te Aomihia Walker	N/A	N/A
11/4/24	Stuff	Beautiful Arrival of Waka in Kaitereterere	18,064	\$4,878
12/4/24	Waatea	Te Aomihia Walker Tairāwhiti Voyaging Trust Member	105	\$126
12/4/24	Re: News / Ohinga	The Rangatahi Helping Revive Waka Hourua	2,170 / 46.5k views	\$1,095
12/4/24	Te Ao Māori News	Tamariki starry-eyed over waka hourua	2,071	\$5,661
12/4/24	Breakfast	Event to pass on navigational skills of Ancestors	132,000	\$18,573
13/4/24	Newshub - Article	Next generation taught voyaging traditions	7,872	\$13,686

Media Appearances and Links

Date	Media/Reporter	Title Link	Audience	EAV
13/4/24	Newshub	Next generation taught voyaging traditions	101,000	\$61,275
17/4/24	Aukaha News	Te Waipounamu holds Te Hau Kōmaru Waka Hourua Festival	N/A	N/A
18/4/24	The Leader Nelson-Tasman	Beautiful Arrival of Waka Hourua	25,000	\$3,586
20/4/24	Hawkes Bay Weekend	Te Matau a Māui crew welcomed home	31,000	\$9,786
20/4/24	Weekend Express	Beautiful arrival of waka hourua	N/A	N/A
20/4/24	NZ Herald	Te Matau a Māui waka hourua: Rangatahi carry the mantle	19,368	\$83,304
20/4/24	Te Ao Māori News	Te Matau a Māui waka hourua: Rangatahi carry the mantle	2,071	\$4,722
21/4/24	Waatea	Te hui ahurei waka hourua	306	\$480

Testimonials

Email

Kia ora Te Hau Kōmaru,

We were at the Te Hau Kōmaru National Waka Hourua Festival on the Sunday and were impressed with all aspects of the festival - layout, organisation, displays, informative expert speakers, and especially (of course!) having the opportunity to step on the waka and to hear about their inspiring crews and voyages.

Thanks for your help.
Ngā mihi
Chris McLennan

Interview

My favourite part of the festival was the arrival of the waka. It was a timeless experience and I am grateful for the opportunity.

Hearing the karanga and listening to the pūmoana and seeing our community show up.

This kaupapa is important because it opens you up to a whole new world you didn't know existed. People who don't appreciate the Māori culture I think are scared. They must remember Māori people are more forgiving than Pākehā ever are and are so welcoming.

I think it starts with kids as well. We already celebrate Matariki but if the kids are doing it then the whānau gets involved and then they all learn like that. It's a good entrance to this world.

Sandy Wright - Tangata Tiriti (87 years old)

Social Media

Hana Park

E tangi hotuhotu ana te manawa i tō koutou wehenga atu! Heoi anō, he ngākau kī ana i te mahi ātaahua kua tutuki. Tēnā rawaatu koutou i whakahokia te mauri o te mahi waka hourua ki runga i a mātou o Te Tai o Aorere, e kore e mimiti ngā mihi

Hazel Brown

On behalf of Ngā Wātene Ō Motueka it has been our pleasure to be part of this kaupapa kō tēnei te mihi atu ki ā koutou kātoa

Tre Iri

Was fortunate enough to climb aboard this Waka and check it out , Absolutely Ataahua (Ngahiraka)

Carol Gibbs

My husband and I were very privileged to be able to step foot on Tairāwhiti Waka whilst visiting our new found New Zealand family, [Karen Johansen](#). We received an amazing welcome by the crew. We wish you well in your adventures xxx (Tairāwhiti)

Lyn Jarman

I never knew that (Kaiteretere) and it has taken a lot of looking online to find it - "Kaiteretere, the correct traditional name, is a storied place, steeped in cultural and historical significance for Mana Whenua iwi". It's good to see it's being used.





Māiatm