



# impact report

# 2025



the coromandel

artbeat

spring  
festival

# We Are Creative

Coromandel

# our objectives/

CREATIVE HE MANA TOI  
COROMANDEL MOEHAU  
TRUST



**We are Creative Coromandel.**

We're here to harness the power of the creative sector to build a stronger, fairer, and more prosperous future.

**As Creative Coromandel Trust we advocate for our region's creative industries/creative communities and offer opportunities, resources, and support to promote their activities.**

We know that the arts, culture, and creativity strengthen our communities and contribute significantly to our region's economic output through creative economies and positive social well-being outcomes.



**this is the 2025  
coromandel**

# **artbeat**

**spring festival**





# key facts/ 2025 artbeat festival



**26,922**  
total attendees<sup>1</sup>

**8,077**  
outside visitors<sup>3</sup>

**98** **↑ 8**  
up from 2024

**events**  
over 3 months, Sep-Dec 2025

**\$410** **↑ \$60**  
up from 2024

**average spend**  
per person per day, plus tickets<sup>5</sup>

**3,211** **↓ 50%**  
down from 2024  
as many free events

**total tickets sold**

**\$3,311,570** **↑ \$95,420**  
up from 2024

**total outside visitor spend**  
(conservative estimation of 1 day average stay)

**\$251,285** **↑ \$21,895**  
up from 2024

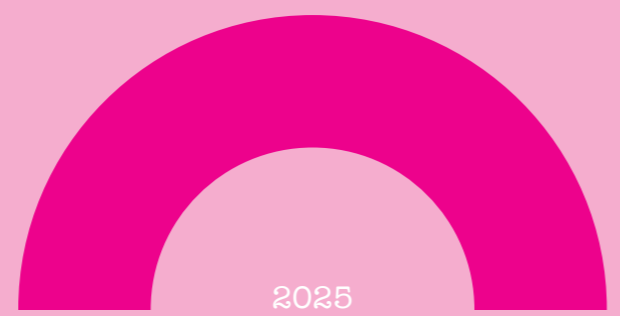
**total sales**  
economic value tickets + artworks<sup>2</sup>

**\$24,695** **↓ \$1,755**  
down from 2024

**total expenditure 2025**

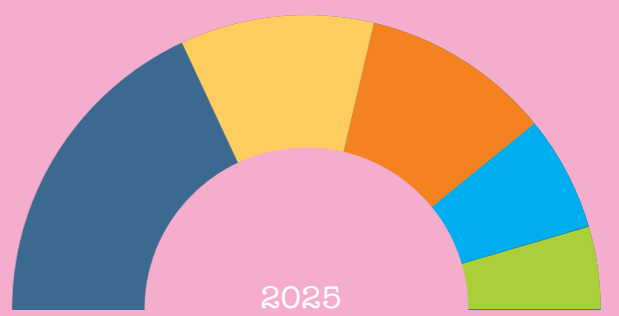
## where our money came from

	2025	2024	2023
TCDC Regional Event Funding	25,000	0,000	0,000
Lottery Community Grant	0,00	6,450	13,000
DHC Events Funding	0,00	20,000	5,000
<b>total income</b>	<b>25,000</b>	<b>26,450</b>	<b>18,000</b>



## what we spent it on

	2025	2024	2023
marketing & comm's	9,011	6,043	8,053
MediaWorks ad campaign	5,000	6,250	0.00
social media campaign	4,056	4,025	0.00
brand/web/graphic design	3,523	6,988	7,647
project management	3,105	3,144	2,300
<b>total expenditure</b>	<b>24,695</b>	<b>26,450</b>	<b>18,000</b>



<sup>1</sup> includes participants and spectators

<sup>2</sup> artbeat is a mixture of ticketed small to medium events and many free, community, family friendly events, plus artworks sold. 2025 artbeat festival also featured premium artist workshops.

<sup>3</sup> We have come to this figure by making a conservative estimate of 30% of total attendees coming from our closest urban centers, which was the focus of our 2025 marketing and communications

<sup>4</sup> estimated based on food \$85, accommodation \$165, retail \$75, petrol \$85

welcome from  
the chair



## kia ora koutou

**Ngā mihi nui to all the artists, performers, visitors, supporters, volunteers and spectators for helping make our artbeat 2025 another incredible celebration of who we are here in the Coromandel. You helped make our spring festival a vibrant celebration of creativity, community, and connection.**

Our third artbeat saw 98 events sign up for our free online lineup of creative events happening around our rohe, from artists' open studios, workshops, music gigs, local theatre, community events, festivals and exhibitions. It was a creative gig guide that had something for everyone and captured the creative spirit of the Coromandel Peninsula.

2025 saw our festival brand and reach expand through our standalone website and a media campaign that communicated our vision and amplified the creative mahi of the events that signed up for our spring festival lineup. Our increased communication and marketing enabled us to reach outside audiences in our close urban centres, drawing them to our creative offerings.

Our partnerships with creative organisations, businesses, communities, and artists have strengthened our creative communities and built resilience. We know that our artbeat supports the vision of the Coromandel as a vibrant and dynamic arts region that attracts people to our creative offerings, ensuring economic sustainability and growing arts tourism.

We look forward to continuing **the coromandel artbeat spring festival** and growing its positive impact on The Coromandel. Creative Coromandel and our festival team are proud of what we have achieved in three years. We look forward to bringing even more creativity and community to life in Te Tara-o-te-Ika-a-Māui in 2027.

**Ngā mihi, Fiona Cameron, Chair**



**Fiona Cameron** Chair, Creative Coromandel, artbeat project manager

**Creative Coromandel Trustees are:**

- Fiona Cameron .....Chair
- John McEnteer .....Hauraki Māori Trust Board Rep & Deputy Chair
- Jessica Paton .....Artbeat Social Media Coordinator/ Thames Rep
- Graeme Smith .....Whangamatā Rep
- Jean McCann .....Tairua/ Pauanui Rep
- Roimata Taimana .....Mercury Bay/ Kūaotunu Rep
- Martin Rodley .....TCDC Rep
- Terry Walker .....Whangamatā Rep
- Heather Watt .....Whangamatā Rep
- Brooke Dennehy Lakin .....Coromandel/ Colville Rep
- Isabel Gilbert Palmer .....Mercury Bay/ Kūaotunu Rep



The Nukes, artbeat launch concert | photo © and courtesy of Jessica Paton, Social Media Coordinator, Creative Coromandel



Our experience of participating in the artbeat festival was memorable. It's a unique event which seeks to activate a diverse range of venues around the peninsula with a diverse range of community focused arts-activities. The event looked to utilise our whole skill set- from visiting high school rangatahi and the festival launch concert in Thames, to a ticketed show in Whitianga. We felt well supported and hosted by Fiona and the team and wouldn't hesitate to recommend the event to other artists. Our thanks for including us in your programme. Ngā mihi ki a koutou.

**Dave**

on behalf of the Nukes ukulele group



# about

**3 months  
of creative  
events**

**one  
peninsula**

**one  
artbeat**

**The coromandel artbeat spring festival is a lineup of local arty events all over Hauraki Coromandel and runs for 3 months each year (September to December). It was started in 2023.**

Discover and enjoy the creative, natural spirit of Hauraki Coromandel at the coromandel artbeat spring festival from September to December each year.

Here on the Coromandel, art is at the heart of our communities. We want to celebrate and share this creativity with you during this three-month festival.

Join us at events, exhibitions, workshops, open studios, musical and theatrical performances all over the Peninsula, that will welcome and inspire you.

Explore a diverse range of creative activities, take a scenic journey off-the-beaten-track, immerse yourself in artistic experiences and be inspired meeting the people creating work you will love.

Enjoy the laid-back pace of the Coromandel, relax in our beautiful, wild spaces, find hidden gems, great food and coffee, and be welcomed into accommodation by our fabulous locals.

Nau mau, haere mai, piki mai ra.

# festival objectives/



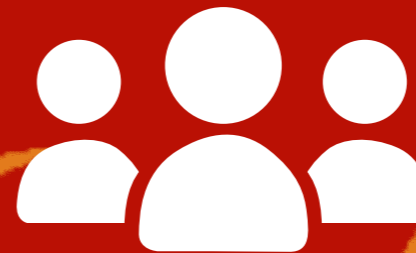
→ **enable our arts sector** to achieve its creative potential and thrive



→ **strengthen and reinvigorate the businesses** after the negative economic effects of COVID-19 and of several severe weather events



→ **draw more visitors to the Coromandel** by promoting arts events from across the region



→ **strengthen and reinvigorate the communities** after the negative social effects of COVID-19 and of several severe weather events



the coromandel

**artbeat**

spring  
festival



- **Community Engagement:** Showcase local artists, creatives, performers, and businesses to foster a strong sense of community and contribute to social well-being, belonging, and inclusivity.
- **Economic Impact:** Increase tourism and visitor spending to boost our local economy and build stronger, more resilient, creative economies for communities around our region, specifically in the shoulder tourism season of Spring.
- **Cultural Enrichment:** Support diverse artistic experiences to enhance cultural traditions and vitality in our communities.
- **Umbrella:** Create, connect, bring together and celebrate an artbeat brand designed to provide cover and promotion for all creative events around the Coromandel for free.
- **Communication, Collaboration, and Coordination:** To create cohesively sustaining relationships with our arts communities so they can achieve their creative potential and economic goals.





“It was spectacular!! In 20 years I've never known Colville like it!” EM

“What a wonderful festival! I loved the sense of community and it was so cool to see all the visitors that came from all over the place. Nga mihi nui.” MD

“Your crowd was something special. Fantastic people, fantastic vibes, and all that creativity and community spirit... Thank you!!”AD

**EM, MD, AD**  
Colville Festival

# our impact/

## Who are we serving

**Our region's creative industries/creative communities** - visual artists, performing artists, arts leaders, art businesses, and tangata whenua.

**Local Residents:** Engage the Coromandel and Hauraki communities with events and activities to enhance community cohesion and encourage regional economic spending.

**Tourists:** We attract visitors around Aotearoa, particularly from our close urban centres, Auckland, Hamilton, and Tauranga. We also attract international visitors who seek unique, creative, and cultural experiences in spring.

**Families:** Provide family-friendly community activities and workshops catering to all ages and abilities, increasing participation in the arts and cultural sectors.

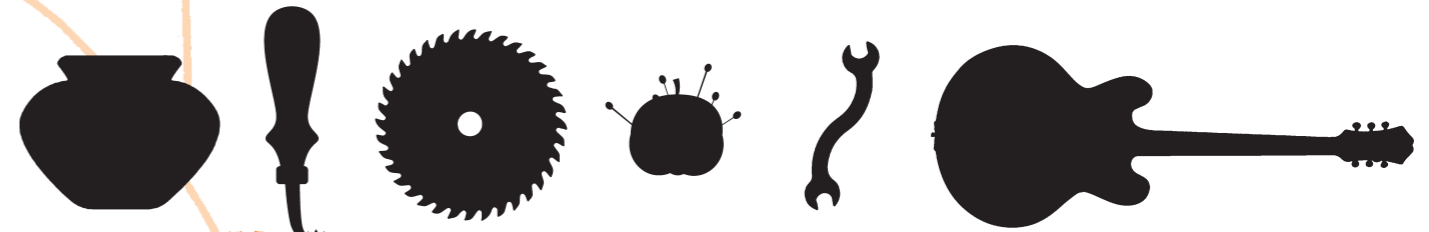
## What are we delivering and how much

**An annual professionally organised art festival across the entire region over three months each spring.**

The festival offers a unifying umbrella that cohesively brands and promotes a multitude of individual, independent creative events. It enables any creative in the entire region to be part of a bigger picture.

The festival is professionally promoted, both within the region and to outside nearby urban centres to attract visitors and encourage engagement.

It offers a platform to simultaneously leverage individual events and the region as a whole; connecting, nurturing and strengthening the region's creative industries/creative communities.



## The quality of our delivery

**In 2025, we continued to strengthen our promotional support for community-focused free events.**

We know that these events **significantly boost our local economy**, foster social cohesion and connection throughout our communities, and attract out-of-town visitors.

*Economically, these free/koha events attracted large audiences who then spent money on food, accommodation, petrol, and retail during the day or over multiple days.*

In a time of increased economic instability, it has permitted everyone to come together and spend what they could afford on other services outside of the event.

more -->

**How are those we are serving better off because of what we are delivering**

- 1) **The festival promotion will help their own event** – they'll look more professional in their own communications, and most of all they will be able to reach a much wider audience via our professional marketing and communications.
- 2) **it is completely free**, and creatives stay in control of their own event.
- 3) **They become part of a bigger, cool thing.** It provides a sense of belonging.
- 4) **Their professional network will likely grow** as a result.
- 5) **They'll feel good about supporting their region** and the creative industries of that region by participating and making the artbeat more amazing. This in turn supports their own creative practise.

**Impact our work has on our community**

**By supporting our creative economies, we enable our local communities to be financially more robust and create sustainable businesses.**

While the festival primarily serves as a platform to connect, nurture and strengthen the region's creative industries/creative communities, this ultimately benefits the whole; local communities and industries across the region become more connected, strengthened and nurtured.

**damn'  
right  
mate**





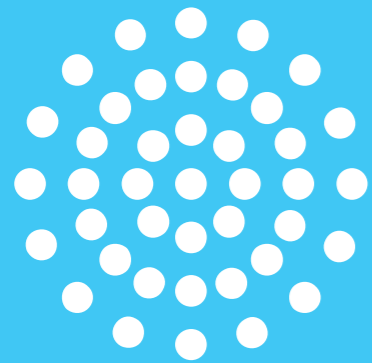


Collaborating with artbeat on the September 2025 coromandel artbeat spring festival Free Launch Concert was a genuine win-win. Thames Music Group (TMG) were pleased to help secure the venue and promote the event to our TMG members and friends at a location and time of day that we routinely offer concerts.

Being involved in presenting a band that is a departure from the usual TMG fare also helped us reach new audiences.

**Rachel Gamby**  
Thames Music Group President

# our values/



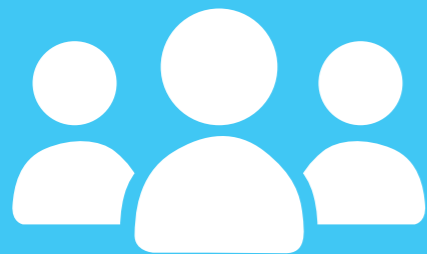
→ **create**

harness the power of the creative sector to build a stronger, fairer, and more prosperous future



→ **connect**

and rebuild community after the negative social and economic effects of COVID-19 and of several severe weather events



→ **come together and collaborate**

Create cohesively sustaining relationships with our arts communities so they can achieve their creative potential and economic goals



→ **celebrate**

our strong creative spirit here in Hauraki Coromandel and our diverse arts communities who tell our stories of place, people and landscape



# what you made possible/

## Digital Marketing Campaign Performance Summary

(151,548 in 2024)

# 248,533

delivered impressions  
via digital local  
audience campaign

# 2.58% CTR\*

August/September  
flight

# 2.49% CTR\*

October/November  
flight

**Thanks to your generous support, we were able to achieve results that are significantly higher than industry standards for display advertising, largely driven by the high-impact interstitial formats which consistently outperformed standard MREC placements.**

**Across both campaign flights in 2025, we achieved a total of 248,533 impressions and 6,275 clicks. The combined performance maintained an exceptional engagement rate, with the October/November flight reaching a 2.49% CTR and the August/September flight achieving 2.58%.**

**High Volume:** **stuff.co.nz** was the primary volume driver in both periods, delivering 11,070 impressions in Aug/Sept and 9,834 in Oct/Nov.

**Device Mix:** Mobile Dominance: Mobile devices accounted for the vast majority of delivery, totaling 171,642 impressions across both reports.

Secondary Channels: **PC** followed with 64,295 total impressions, while **Tablet** remained the smallest segment with 12,596 impressions. The heavy mobile skew correlates directly with the high CTRs observed from interstitial ads.

### Regional Distribution

**Auckland:** Remained the core audience hub, delivering 54,437 impressions in the first flight and growing to 78,570 in the second.

**Waikato & Bay of Plenty:** Hamilton was the second strongest region (20,620 total impressions), followed by Tauranga (6,614 total impressions).

### Creative Results

**Interstitials:** These were the undisputed performance leaders. The Octopus interstitial reached a peak CTR of 7.98% in the August/September flight.

**MREC:** The Whale MREC provided the highest volume of impressions (149,692 total) but yielded a lower, yet stable, CTR ranging from 0.71% to 1.18%.

\* click-through-rate

more -->



interstitial adverts (ful-screen in-app still image on mobile with call to action)

local audiences data-driven digital campaign (5 sec. animated clip with call to action)

MetService National Towns & Cities Rural Marine Mountains & Parks Maps & Radar Warnings News Weather Videos More

Auckland Central - 48 Hours

Next 48 Hours 7 Days Extended Water Activities Nearby Forecasts Airborne Allergens Past Weather

No warnings in place for Auckland Central View all severe weather

**Current Conditions**

14.7° Feels like 15°

Clothing 1 to 2 layers 0 windproof

Wind Light winds 13km/h NW Gusts 19km/h

Harbour Bridge Moderate 15km/h NW Gusts 20km/h

Rainfall 0.8mm

**TODAY** 20° 13°

Overnight Morning Afternoon Evening

**WED** 20° 15°

Overnight Morning Afternoon Evening

**Today** SUNRISE 6:44am SUNSET 5:58pm

Showers, some heavy with possible thunderstorms. Westerlies, strong in exposed places, gusting 90 km/h from evening in thunderstorms.

Issued: 4:10pm Tue 14 Apr

**FIRE SEASON** Open except Public Conservation Estate

**FIRE DANGER** Low You should be able to manage the risks of wildfire now.

**National Forecast**

Another showery day 1 MORE WIN MORE SHO MORE THUNDERSTORM

MetService National Towns & Cities Rural Marine Mountains & Parks Maps & Radar Warnings News Weather Videos More

Auckland Central - 48 Hours

Next 48 Hours 7 Days Extended Water Activities Nearby Forecasts Airborne Allergens Past Weather

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**FIRE SEASON** Open 15 Nov Public Conservation Estate

**FIRE DANGER** Low You should be able to manage the risks of wildfire now.

**National Forecast**

Another showery day 1 MORE WIN MORE SHO MORE THUNDERSTORM

the coromandel artbeat spring festival VIEW PROGRAM

# the festival/

2025

98

events

45

event holders

3

months

Sept-Dec 2025

5,011

volunteers, contractors, exhibitors, participants

plus our Creative Coromandel board of trustees who volunteer their time x11

26,922

event goers

72

ticketed events

26

free events

## events by genre:

12

Exhibition events

10

Dance events

5

Toi Maori events

26

Music Gigs Performances Singing events

17

Festival lifestyle events

27

Workshop Wananga Classes events

4

Film events

17

Performing arts events

5

Talks events

## events by region:

2

Hahei

1

Kuaotunu

1

Te Aroha

7

Whangamatā

3

Tairua

1

Cooks Beach

45

Thames

14

Whitianga

1

Pauanui

4

Colville

20

Coromandel



Kim Churchill, The Lovely Tour NZ  
Monkey House Theatre



The coromandel artbeat spring festival is a great platform for celebrating the depth of talent across our region. We were thrilled to kick things off with an outstanding opening event plus a daytime ukelele workshop featuring The Nukes – artists we absolutely love and who brought such great energy to the space – it was a great collaboration with the festival. As a venue committed to delivering a diverse programme of live events year-round, we're always proud to have Monkey House included as part of the festival experience.

**Molly**

Monkey House Cabaret & Theatre





# our social media reach/



**-39.7%**  
**23,288**

## Reach

How many people saw our posts

**152,110**

## total views

How many times our posts were viewed

**1.2K**  
Content interactions

**1.7K**  
5 second views



**+792.4%**  
**9.9K**

## views

How many times our posts were viewed

**+985.7%**

**228**  
Content interactions

Over the period from September 1st to December 15th, our social media presence experienced significant engagement.

While viewer numbers decreased on Facebook by 39.7% to 23,288, total views increased to 152,110 with 100% from organic sources and 0% from ads. Instagram views increased by 792.4% to 9.9K, and interactions increased by 985.7%.

**This data highlights strong engagement despite decreased viewers on Facebook, indicating the effectiveness of our social media efforts.**

Top content by views

Boost content See all content

Image	Caption	Views	Interactions
	Tomorrow Friday 5th at 12.15pm at St...	5.5K	4 hearts, 10 shares
	10 years of Steampunk the Thames	2.8K	6 hearts, 12 shares
	CREATORS & MAKERS FESTIVAL	2.6K	11 hearts, 14 shares
	Musicians Promotion Workshop...	2.1K	7 hearts, 3 shares
	It's not every day you turn thirty and sit o	1.6K	3 hearts, 5 shares



Te Whānau Purapura, Te Puru School Kapa Haka Group



It has been a pleasure to support and promote your recent creative initiatives as part of the artbeat. Showcasing events such as Art in Motion, the two writers workshops, and the Frida workshop reflects our shared commitment to fostering a vibrant, inclusive arts community. These events not only provided meaningful creative opportunities for participants, but also contributed to strengthening connections between artists, writers, and the wider community. We value the collaboration and the positive impact these offerings have had on local engagement with the arts.

**Heather Watt**  
Chairperson  
Whangamatā Arts Collective

kia ora /



## Ngā mihi nui for your support

**We are proud to celebrate another successful year of the coromandel artbeat spring festival and would like to say a massive thank you to all our fundraisers, donors and partners who helped make this happen. As always, we could not do what we do without the generosity of all our supporters.**

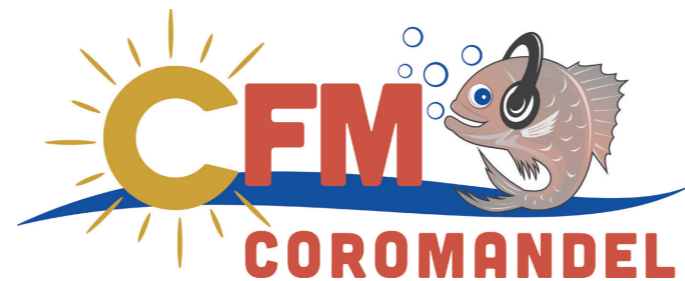
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**Thames Coromandel District Council**



In-Kind Support

**CFM**







The artbeat promotion provided for numerous workshops and events, particularly for our Ngā Kaihanga Uku events, and made a genuine difference. Featuring our events across a wide range of outlets gave us a reach we simply couldn't have achieved on our own. Artbeat is a vital platform for arts and culture on the Coromandel. Its commitment to championing creative events, free of charge, is the kind of advocacy that keeps communities vibrant and artists supported. We are proud to have been part of the festival and hope it continues for many years to come.

**Callum Trudgeon**  
Arts Manager, Lead Production Potter  
Driving Creek





**attention  
all artists!**



**2026**

Sep-Dec

**Be a part of the artbeat!** The artbeat festival has been designed by Creative Coromandel to connect communities through art and to create an arts 'gig guide'. It is free to be part of the festival, and inclusion in the program helps artists to amplify their upcoming events to a receptive audience. All creatives can participate.

**If you have an upcoming art show, dance exhibition or music gig,** contact Creative Coromandel to be added to the calendar.

**what's in it for you:**

- 1) it is completely free
- 2) our promo will help your event - you'll reach a wider audience via our comms and look more professional
- 3) we don't tell you what to do - you stay in control
- 4) you are part of a bigger cool thing
- 5) your network will likely grow as a result
- 6) you support your region and the creative industries simply by participating and making the artbeat more amazing

**email:** [info.creativecoromandel@gmail.co.nz](mailto:info.creativecoromandel@gmail.co.nz)

**web:** [coromandelartbeat.nz](http://coromandelartbeat.nz)



the coromandel

**artbeat**

I'll

be

**back...**

