



TAOGA FESTIVAL NIUE ARTS & CULTURE 2019

Brief for Premier Hon. Toke Talagi 1st May 2019

Rebranded TAOGA FESTIVAL NIUE ARTS & CULTURE



- Automation of Website, mobile systems
- Streamline Social Media Program (You Tube, Facebook, Instagram, Twitter, Pinterest, other)
- Introduction of Ticketing Events (Tried with To Ulu Niu, Traditional Umu) with QR coding, scan bar, etc



- Refreshing the vibe of the TAOGA FESTIVAL NIUE ARTS & CULTURE
- Interactive Festival (Jeef of the Savages, Workshops, Arts Exhibition, Cultural Sports, etc)





- Engagement of Media (NZ Fresh, Taoga Festival videographer, BCN – Local)



- Education links (Music, creativity, Entrepreneurship, Opportunities, Arts & Culture etc)



- Linking to International Organizations via events (UNFCCC - To Ulu Niu offsetting CO2 from festival attendees, minimizing climate change, etc)



- Cultural Impacts (Intergenerational educational impacts signified by the opening ceremony of participation of young and old with village sign exchanges)
- Opportunities (Private sector, communities, volunteers....students linking to community contributions, investors etc...)



- Expanding Audience Demographics (Artists & Attendees)
- Interactive Festival (Jeef of the Savages, Workshops, Arts Exhibition, Cultural Sports, etc)
- Integration with Community activities (Hikutavakeshowday, Sunday School Rally, ANZAC, Taoga Museum etc)



- Introduction of New Investment Program (local 2019, 2020 & 2021 International Investors)



- Vendors Program (sold out products)



- Economic & Social Impacts (Target 200 festival goers achieved ROI initial capital investment)



- Statistical Data for event planning (Audience Characteristics, Festival Characteristics, Financial characteristics etc). Over 300 registrations captured. Data of emails for 2021 festival. Numbers captured for each event.

Suggested Tasks for the next TAOGA FESTIVAL NIUE ARTS & CULTURE organizing committee

- Start Planning for 2021 Taoga Festival immediately
- More manpower during implementation phase of Taoga Festival
- Build village participation and relationships
- Formalize TAOGA FESTIVAL NIUE ARTS & CULTURE as a formal entity
- Expand to International Investors
- Linkages to regional & international organisations with individual events (ie..To Ulu Niu, Arts link to UNESCO, etc)
- Link to Air NZ, Tourism for set up of TAOGA FESTIVAL NIUE ARTS & CULTURE Travel packages
- Formalization of Contracts
- Formalize some events into competitions
- Formalize Budget early
- Formalize online vendors program
- Ongoing marketing from now until 2021