



2024 WILDFOODS

Report to Council

Executive Summary

	2024 (\$000)	2023/22 ¹ (\$000)	2021 (\$000)
Revenue			
Revenue from Event	275	368	351
Revenue from Grants & Sponsorship	184	180	152
Revenue from Management Fees	90	180	90
Total Revenue	549	728	593
Expenditure			
Operating costs	528	612	511
Indirect Costs	55	90	60
Total Expenditure	583	702	571
Net Suprlus/(Deficit)	(34)	26	22
1. 2022 Event Postponed in Jan 2022, and all costs carried over to delivery of 2023 Event			
2. Indirect Costs include estimate of all additional administrative, labour, office space and other costs include - insurances			
Attendance			
	6,500	7,000	6,000
Stallholders			
Total	45	49	31
Community Groups	18	14	11



EXTRACTS FROM RECENT PERCEPTIONS REPORT

91% of West Coast residents felt that Wildfoods Festival had a positive impact on the Community, (90% local businesses)

MAIN PERSONAL BENEFITS

- enjoyment from attending the event
- increased visitor spending at local businesses
- fundraising opportunities for local clubs
- positive vibe in town

MAIN POSITIVE COMMUNITY IMPACTS CITED

- economic boost for local businesses
- fundraising opportunities for local non-profits
- promotion and exposure of West Coast to visitors
- community bonding and lift in morale

IT'S NOT ALL POSITIVE – NEGATIVE PERCEPTIONS

- Concerns around increased traffic, parking pressures and rubbish
- Impact on Cass Square
- Shortage of accommodation and restaurants



EXTRACTS CONT.

- Nationally Hokitika Wildfoods continues to be recognised as an iconic “bucket list” festival.
- To increase likelihood of attending over the next 5 years.
 - Lower costs – including entry price, travel and accommodation
 - Better range of accommodation options
 - Better flight connections
 - Increased festival offerings – bigger headline acts and greater variety of Wild Foods.



FERAL FASHION

- A LONG STANDING EVENT AT WILDFOODS
 - This year saw it back on the main stage
 - Increase in entries across the categories from last year
 - Including large wild child category and youngest ever entrant



SOME OF THE COMMUNITY GROUPS THAT BENEFIT



EXTERNAL FUNDING

- WF is reliant on the additional external funding
- Working closely with DWC and others to access funding where available
- Barriers to funding include being a company and not a trust/incorporated society



CHALLENGES GOING FORWARD

- **RELIANCE ON EXTERNAL FUNDING**
 - Increasing Ticket Prices is not the answer
- **INCREASING INFRASTRUCTURE & COMPLIANCE COSTS**
- **AVAILABILITY OF INFRASTRUCTURE SOURCED OFF THE COAST.**
 - Limited options of sources due to the other events in SI
- **SATURATION OF THE EVENTS SPACE**
 - Multiple events in the lead up to, after and same weekend. Including International music acts
- **COST OF ADDITIONAL RESOURCING GOING FORWARD**
- **LIMITED ACCOMMODATION**
 - Target the “Silver Surfer” and others who bring their own accom.