

# Bay of Islands-Whangaroa Community Grants Fund July 2025 - June 2026

## Project Report Form (Dec 2024)

Application No. BWCB05 From Jacman Entertainment Ltd on behalf of Savour Northland

Form Submitted 6 Feb 2026, 5:02PM NZDT

## Project Report - Community Grant Fund

\* indicates a required field

### Project Report

At the completion of a project that received community funding, recipients are required, as stated in the Community Grant Policy, to submit a Project Report to the Community Board. Project Reports are to be received no later than two months after the completion of the project or if the activity is ongoing, within two months of the funding being spent. Applicants who fail to provide a project report within the required time will not be considered for future funding.

#### Name

Jacman Entertainment Ltd on behalf of Savour Northland

#### Name and Location of Project/Activity

Savour Northland

#### Date of Project/Activity

1 - 31 October 2025

#### Which Community Board did you receive funding from?

- Te Hiku
- Kaikohe-Hokianga
- Bay of Islands-Whangaroa

#### Amount received from the Community Board

10000

Must be a number.

#### When was the funding approved?

10/07/2025

Must be a date.

### Please give details of how the money was spent

- Your contribution to the project and the funding you received from the Community Board must be accounted for
- Attach supplier receipts or bank statements to show proof of expenditure of Community Board funds

### Expenditure

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Supplier/Description	\$	Receipts/bank statement showing expense
Printed Programme Booklet	\$5,095.00	Filename: Community Board Marketing Expenditure 2025 .xlsx File size: 10.3 kB Filename: Print Company Booklet Tax Invoice (31 Jul 2025) I059854.pdf File size: 73.2 kB
Flags for Info Hubs	\$2,155.00	Filename: Print Company Flags Invoice I059853.pdf File size: 81.8 kB
Posters	\$250.00	Filename: Print Company Posters Invoice I059855.pdf File size: 82.9 kB Filename: Print Company SNC Posters Invoice I060843.pdf File size: 81.4 kB
Footpath Signs	\$2,500.00	Filename: Print Company Footpath Signs Invoice I059852.pdf File size: 82.3 kB
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## Project Information

### Give a brief description of the highlights of your project/activity

Savour Northland 2025 delivered a vibrant, region-wide celebration of Northland's food, beverage, and hospitality sector. The festival featured 54 unique events across 46 venues, showcasing the diversity of Northland's produce, people, and places.

Highlights included:

- Strong regional participation, with events delivered across the Bay of Islands, Far North, Whangārei/Tutukaka, Kauri Coast/Hokianga, and Mangawhai/Waipū
- The first-ever Hokianga-based Savour Northland event, expanding regional inclusion
- 21 events sold out, demonstrating strong public demand and engagement
- Attendance of 3,382 people across the Core Programme

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- Introduction of the Savour Northland printed booklet, improving accessibility and awareness
- Delivery of the Savour Northland Challenge, with 27 entries from 24 venues and 2,253 challenge dishes sold

The festival successfully elevated the quality and visibility of regional food experiences while strengthening collaboration across hospitality, tourism, and primary industry sectors.

#### How many participants/volunteers took part? \*

500

Must be a number.

#### How many visitors/audience members took part? \*

5635

Must be a number.

#### What Community Outcome(s) did your project meet?

- A wisely managed and treasured environment that recognises the role of tangata whenua as kaitiaki
- We embrace and celebrate our unique culture and heritage and value it as a source of enduring pride
- Proud, vibrant communities
- Prosperous communities supported by a sustainable economy
- Communities that are healthy, safe, connected and sustainable

#### Describe how your project benefited the community, met the outcome(s) indicated above and your evaluation of the project results \*

Community Benefit, Outcomes Achievement, and Project Evaluation

1. We embrace and celebrate our unique culture and heritage and value it as a source of enduring pride:

Savour Northland is built around celebrating local identity through food storytelling, regional ingredients, and manaakitanga. The programme showcased Northland-grown and produced ingredients including seafood, kumara, subtropical fruit, and Haku Kingfish, reinforcing pride in the region's natural resources and culinary capability.

The Savour Northland Challenge specifically encouraged venues to tell the story of Northland through dishes and local beverage pairings, strengthening connections between producers, chefs, and communities.

Greater regional event spread and first-time inclusion of Hokianga also helped ensure more communities saw themselves reflected in the festival.

Evaluation:

High levels of participation, strong ticket sales, and 97.2% attendee intent to return demonstrate strong community pride and connection to the festival.

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#### 2. Proud, Vibrant Communities

The festival created opportunities for communities to come together through shared food experiences, workshops, long lunches, tastings, and unique events such as the Bay of Islands Vintage Railway event, Awa ki te moana - River to the ocean and A Magical Evening of Cuisine and Opera at the Turner Centre, Kerikeri.

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Community vibrancy was demonstrated through:

- Participation from 46 venues, many delivering multiple events
- Strong Far North engagement, representing 79% of total attendance
- High local engagement via social media (59.7%) and venue / hub networks (26.4%)
- Strong satisfaction and repeat intention (97.2%)

The festival supported local businesses to collaborate rather than compete, building sector relationships and strengthening the wider community ecosystem.

Evaluation:

High attendance, sold-out events, and strong repeat intent indicate Savour Northland is becoming a key community calendar event that builds connection and pride.

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### 3. Prosperous Communities Supported by a Sustainable Economy

Savour Northland delivered measurable economic impact through visitor spend, business participation, and tourism stimulation.

Key indicators include:

- 55.6% of attendees spent over \$100 at participating venues
- 26% of attendees booked accommodation
- 22.3% of attendees travelled from outside Northland
- 31 venues delivered multiple events, increasing revenue opportunities
- Off-peak timing supported seasonal economic boost for hospitality and tourism operators and increased employment opportunities, with many participants advising earlier onboarding of seasonal staff.

The programme also created long-term capability building through marketing exposure, collaboration, and increased confidence in delivering premium visitor experiences.

Evaluation:

Strong spend patterns, accommodation uptake, and visitor origin data confirm the festival contributes to regional economic resilience and tourism growth.

Include how your project met the Council outcomes

### **Please provide details of how you acknowledged the funding you received from the Board (including any photos or marketing collateral) \***

Community Board funding was acknowledged through multiple channels to ensure visibility and recognition of the Board's support:

- Inclusion of funding acknowledgement in printed Savour Northland programme and all marketing materials (flags, signage, posters, billboards etc)
- Recognition across digital channels including website and social media where applicable plus logo placement on every printed advert in NZ Herald / Northern Advocate
- Verbal acknowledgements at launch events and key activations where appropriate
- Inclusion in stakeholder and partner communications
- Funding directly enabled the establishment of Info Hubs, including signage, flags, and distribution materials across the Far North, increasing public access to festival information and supporting long-term reusable infrastructure for future years (nothing was dated and can be reused)

This support was instrumental in expanding reach, improving accessibility, and

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strengthening visitor navigation across the region.

Please see supplied document for images.

**If you have a website or Facebook page that we can link to, please provide details**

[www.savournorthland.com](http://www.savournorthland.com)

**This form was completed by (name)**

J L Sanders

#### **Address**

154 Waipapa West Rd  
Waipapa Waipapa 0295 New Zealand

**Phone Number \***

021373739

#### **Email**

[jackie@jacman.co.nz](mailto:jackie@jacman.co.nz)

Must be an email address.

**Date Form Completed**

27/12/2025

Must be a date.

**If you have additional information you would like us to view, please attach it here**

Filename: Savour Northland Marketing Campaign Report 2025 COMMUNITY BOARDS.pdf

File size: 1.8 MB

You can send additional information to be included with your report to [funding@fndc.govt.nz](mailto:funding@fndc.govt.nz) if you prefer

**Supplementary Information 2**

*No files have been uploaded*

**Supplementary Information 3**

*No files have been uploaded*

**Supplementary Information 4**

*No files have been uploaded*