

# 2014 AFTERBURN REPORT

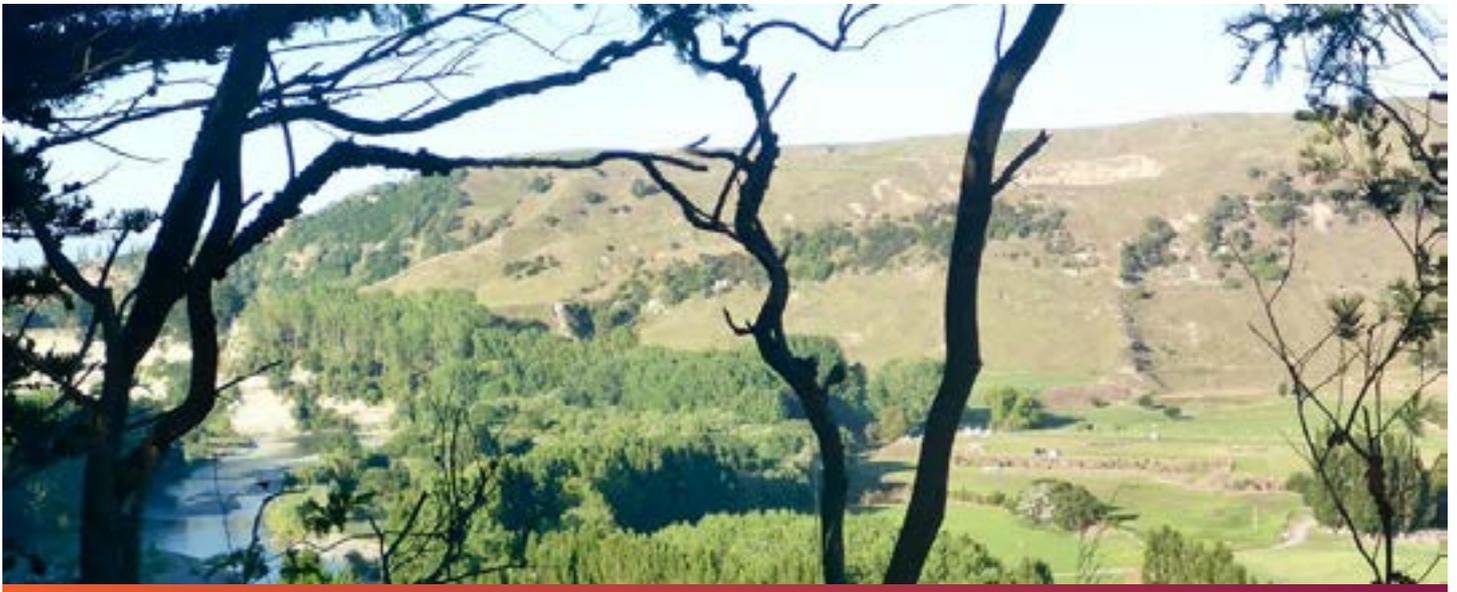
What happened on the paddock



**kiwiburn**

NEW ZEALAND'S REGIONAL **BURNING MAN** EVENT

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



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# I. A word from our founder

by Mark Stirling aka Yonderman

Kiwiburn achieved another big milestone this year. We moved on from our long-standing Whakamaru home (2007-2013) to the new Hunterville site. The move was timely for various reasons, but fundamentally because we needed more space, security, and stability of land management. Our new site is privately managed, unlike Whakamaru, and security was provided through the site being well off the beaten track, i.e. away from highways and population. We think it worked out well for everyone, despite the Aucklanders having to travel an extra two hours to get there.

It's a perfect natural environment for Kiwiburn, spread across a flight of two river terraces along the Rangatikei River. The lower terrace level (floodplain) occupied riverside, forest and grassland, and was set aside for camping and theme camps. The upper terrace level was set aside for the Man, Temple, major sound camps, and the ever-serving Depot. The upper level had huge potential for growth, while the lower terrace was fully-utilized. The weather was not as warm as it was in Whakamaru (a fact of life being on the south versus north side of the volcanic plateau), with fine warmish weather giving way to cold rainy weather on the Sunday.



The theme of Kiwiburn this year was “Forgotten Dreams”. As usual, the theme seemed to be well embraced by many of the art installations around the paddock. Kiwiburn grew modestly from last year to just over 800 participants, reflecting the expanding Kiwiburn community. The growth is accompanied by a further big change to Kiwiburn: the resignation of long-serving ExCom members, Kiwi, Hana, Bruce, Kathy, Ash, Emma and Bex. We hit “urgency mode” and held two town meetings at Centre Camp to engage the community and enlist your help. This was a raging success with many community members offering their skills and passion – thanks people!

Some of these new volunteers and current Kiwiburn organisers attended the annual Summit, held on-site in late May. It was a very productive weekend welcoming new team members, discussing issues that arose from the event this year and brainstorming solutions, as well as defining and clarifying roles in the new organisational structure Kiwiburn has just adopted. Our leadership transition is happening successfully, so with all the new volunteers, we won't be facing a year without the best New Zealand event of the year on the calendar!

This Afterburn report is filled with good words from the hardworking ExCom and volunteers. Thanks to you all! Specifically, I want to close with huge acknowledgements to the ExCom members who are leaving after many years of amazing service. To all of you: Kiwiburn owes you lifetime accolades and good times. Your talents and hard work will be missed, but thankfully a combination of sage experience and new passion/talent/capability seems to be forthcoming in the next wave of ExCom. Watch this space!

## II. Organisation/Operations

by Kathy Guidi

Another successful year under Kiwiburn's belt yet not without some blood, sweat, and tears! It was a challenging year for the ExCom with a year-round non-stop push to move Kiwiburn to a new site. A few key ExCommers as well as Chanelle Brodie were instrumental in navigating us through the regulatory channels to get us the required Resource Consent to hold our festival in the paddock.

Most everything organisationally operated per the 'status quo' with no new changes to subcommittees or organisational structure, although about half-way through the year, an ExCom discussion started about 'succession planning'. While our intentions per last year were to train and recruit veteran burners for senior positions – we didn't really bring on any senior administrative-type people and we noted that a few people were way over-worked with their year-round administrative and organisational tasks. We were very successful with seeing people step up into roles at the festival which was fantastic and allowed the teams to run an almost perfect event this year.

During the ExCom's discussion surrounding succession planning, it was determined that almost half (5 to 7 out of 11) of the long-standing Ex-Commers were planning to step down after the 2014 festival including the folks currently serving as Chair, Treasurer, and Secretary. Chris Hankins and Hana Tuwhare left in February; Emma Necus resigned in April; and Ash Easton, Bruce Scanlon, and myself stepped down in early May. It was evident there was going to be a gap forming in the overseeing body for Kiwiburn! As most of you in attendance are aware, the ExCom held two 'Future of Kiwiburn' talks during the festival which were well attended. We gained lots of ideas and a number of folks raised their hands to get more involved.

The nature of the festival is changing with continued growth and continued need for more people to help. The organisational structure, by definition, is now moving towards a de-centralised and more hierarchical one with more decision-making authority being given to senior managers not necessarily serving on the Ex Com.

Most of the ExCom met up for a Summit weekend in late March to brainstorm ideas for implementing a changeover and the group came up with some good concepts which are being put forth to the community to review. Watch the social media channels for the opportunity to review and comment on 'the new plan'. Another Summit, this time made up of ExCom and key Managers was held in May and will allow for a new group to come together and carry forth the vision of Kiwiburn.

Viva la Kiwiburn!

In summary, your 2014 committees consisted of the following people:

### **Executive Committee:**

Bruce Scanlon (Big Nob), Kathy Guidi (Treasurer), Ash Easton (Secretary), Chris Hankins, Pete Wyatt, Tim Jago, Karl Matthews, Hana Tuwhare, Poppy Norman, Emma Necus, and Bex Wilson. Rachel Margaret (not on ExCom) continued to serve as Co-Treasurer/Accountant.

### **Art Grant Subcommittee:**

Tim Jago (Chairperson), Linus Norman, Rohana Weaver, Alanna Krause, Isa Ritchie, Kylee Bowater, and Nathan Bregman

### **Media Subcommittee:**

Shelley Watson (Chairperson), Hana Tuwhare, Leo Murray, Kora Deverick.

### **New Zealand Regional Representatives:**

Mark Stirling, Pete Wyatt, and Kathy Guidi, Hippie Tim Jago

### **Recommendations/Improvements for Next Year:**

- Implement Asana as our project management tool
- Re-structure the organisation with clear roles and fit people into roles in which they will be successful!



# III. Financials

by Kathy Guidi and Rachel Margaret

The move to the new site brought the expectation that we might see a decline in attendees and our budgetary projections were based on a very conservative and possible decline of participants to 600 people from 2013's actual participant base of 754. We were all greatly surprised and pleased to see we grew minimally this year with attendance reaching 803 (comprised of 783 paying participants and 20 children).

Year	Attendance	% growth
2007	145	
2008	182	+ 25%
2009	250	+37%
2010	450	+80%
2011	530	+17%
2012	536	0%
2013	754	+41%
2014	783	+4%

Ticket prices were bumped up to \$90/\$120/\$150 to cover anticipated costs and with the idea that we could hold those prices steady for the upcoming years. We also trialed a '200 maximum first-tier' ticketing strategy, again anticipating lower growth, and were wowed when those tickets sold out within five days of going on sale. We used Cosmic Corner for our ticketing and remain very happy with their service.

Looking at our finances from a cash perspective, we ended the March 31 fiscal year with \$30,675 in the bank, up \$7,400 from last year! THAT IS EXCITING NEWS as we were anticipating that the cost to move sites and the possible lowered attendance were going to make us dip into our cash reserves. Without getting too overjoyed, I must note that there are a few upcoming payables related to the March 2014 fiscal year, which will reduce our cash balance to approximately \$22,000.

Next we can look at our actual revenue/expenses relative to our budget. The table that follows shows two budgets – the working budget (based on a 600 person attendance), and the 'what if' budget, asking "what if our budget was based on actual attendance – how good is our predictive model"? The third column shows our actual expenses. The last two columns show actual expenses less the working budget and then the actual costs as a percentage of income or expenses.

### Notable items:

Looking at the first budget column (Act Budget), you will see from the net cash movement that we were anticipating significantly dipping into our cash reserves. We monitored all ticket sales very closely and when we knew we were 'in the clear' we authorised further expenditures which had been placed on hold.

Comparing the Est Budget with Actual Budget revenue streams, I feel comfortable that our predictive model for revenue works well. If we had 100% predictive ability our model would have suggested a bit higher revenue than actually realized, but by a small margin.

Every year we review the distribution of ticket sales percentages, generate a new average from all previous years, and use it for the upcoming year's revenue forecast.

Looking at the Actual Expenses (\$92,089) compared to the Original Budget expenses (\$94,800), overall we did excellent with staying within budget. As expected, some costs end up being more than estimated, some less, and most budgets are discussed by the Team Managers in the following sections. Managing finances is a fluid process and we make decisions as data is known. Earlier in March we determined that we had generated a much higher Net Cash Movement, thereby expecting to pay higher taxes. The ExCom reviewed prior 'wish lists' and made the decision to spend an additional \$3000 from this year's profit towards items we need for next year. We purchased a laptop for Depot, a Tablet for the Media Group, solar panels for Gate, and enrolled two key Depot/MPW staff in first aid courses.

These items are included below which is why some of the aforementioned teams show that their actual expenses are more than what was budgeted.

The last column, % of Income/Revenue, gives us an idea of how our money is being spent.

We incurred costs of approximately \$10,000 to move site (about 9% of expenses) which we don't anticipate incurring again and this money can be put towards other projects for next year. Art grants approximate 7% of expenses and we anticipate we will finally be able to increase this amount in future years. Toilet rentals continue to consume 9% to 10% of budget (about \$8,000) and perhaps next year we will be able to move towards our goal of providing a compostable toilet system with lower costs.

The site rental costs of \$10,000 or 12% of expenses is our largest cost item which we feel is money well spent to provide a safe and remote location for the event. Also, we no longer are paying for fire fighting services and our security costs dropped by half from previous years.

Lastly, I want to point out that our Travel Expenses are increasing and this year amounted to over \$5600 or 6% of budget. Travel Expenses incorporates costs to bring the ExCom and other key managers together for a weekend summit. This is an invaluable opportunity for face-to-face time where a lot of information gets communicated and it forges relationships between team leads and helps create the cohesiveness that leads to putting on a good festival. I expect this expense category to increase commensurate with the festival growth.

# Kiwiburn Cash Summary Report

For period April 1, 2013 – March 31, 2014 GST Inclusive

	2014 BUDGET (based on 600 person attendance)	2014 BUDGET (based on actual 783 persons)	2014 ACTUALS (based on actual 783 persons)	ACTUAL – ORIGINAL BUDGET	% OF INCOME
<b>INCOME</b>					
Interest earned (bank bal* 2%)	\$ 466	\$ 466	\$ 437	(\$ 29)	0%
Ticket sales: first tier	\$ 18,367	\$ 19,033	\$ 18,180	(\$ 187)	18%
Ticket sales: 2 <sup>nd</sup> tier	\$ 23,770	\$ 25,377	\$ 23,520	(\$ 250)	24%
Ticket sales: 3 <sup>rd</sup> tier	\$ 18,908	\$ 39,945	\$ 51,750	\$32,842	52%
Gate sales	\$ 14,406	\$ 18,798	\$ 5,510	(\$ 8,896)	6%
Ice sales donations	\$ -	\$ -	\$ 98	\$98	0%
<b>total income</b>	<b>\$ 75,916</b>	<b>\$103,619</b>	<b>\$ 99,495</b>	<b>\$ 23,578</b>	<b>100%</b>
<b>EXPENSES</b>					
					<b>% of Expenses</b>
<b>ADMINISTRATIVE</b>					
Office Expense/Website hosting	\$ 200	\$ 200	\$ 25	(\$ 175)	0%
Accounting: (Xero software)	\$ 220	\$ 220	\$ 245	(\$ 25)	0%
<b>ARTS RELATED</b>					
Art Grants disbursement	\$ 7,000	\$ 7,000	\$ 6,196	\$ (804)	7%
Community Art Project	\$ 0	\$ 0	\$ 0	\$ (0)	0%
Innovation Grant: (used to buy 3 solar panels – centre camp, greeters, paddock lighting)	\$ 600	\$ 600	\$ 622	22	1%
Man	\$ 4,500	\$4,500	\$ 3,538	(962)	4%
	\$ 3,400	\$ 3,400	\$ 4,017	617	4%
<b>Bank Charge</b>	\$ 36	\$ 36	\$ 23	(\$ 13)	0%
<b>Carbon Offsets</b>	\$ 1,394	\$ 1,965	\$ 1,903	\$ 509	3%
<b>CAPITAL ITEMS</b>					
Buy 2 containers from Lumos	\$ 2,500	\$ 2,500	\$ 2,500	0	3%
Tools	-	-	\$ 805	805	1%
<b>SITE SEARCH/SITE MOVE/SITE MAINTENANCE</b>					
Site Search/Visit	\$ 1,350	\$ 1,350	\$ 1,904	554	2%
Moving of containers & goods (incl rental ute, petrol, etc)*	\$ 6,000	\$ 6,000	\$ 5,326	(\$ 674)	6%
Maintenance: Digger work for containers	\$ 500	\$ 500	\$ 1,253	(\$ 753)	1%
Resource Consent			\$ 400	400	0%
<b>OPERATIONS DEPARTMENTS</b>					
Artery	\$ 500	\$ 500	\$ 0	(\$ 500)	0%
Centre Camp Infrastructure	\$ 500	\$ 500	\$ 270	(\$ 230)	0%
Crew Appreciation	\$ 750	\$ 750	\$ 747	(\$ 3)	1%
Depot	\$ 2,000	\$ 2,000	\$2,741	\$ 741	3%
Gate	\$ 900	\$ 900	\$ 1,455	\$ 555	2%
Greeters	\$ 800	\$ 800	\$ 831	\$ 31	1%
Kitchen	\$ 5,000	\$ 5,000	\$ 3,605	(\$ 1,395)	4%
MPW	\$ 4,500	\$ 4,500	\$ 5,142	\$ 642	6%
Compost Toilets	\$ 750	\$ 750	\$ 0	(\$ 750)	0%
Power (Gennie/Petrol rentals)	\$ 1,500	\$ 1,500	\$ 1,508	\$ 8	2%
Power paid for community grid	-	-	\$ 501	\$ 501	1%
Paddock Lighting	\$ 200	\$ 200	\$ 62	(\$ 138)	0%
Paddock Relief/Support Services	\$ 600	\$ 600	\$ 753	\$ 153	1%
Site Manager/Ops Managers	\$ 600	\$ 600	\$ 215	(\$ 385)	0%
<b>OPERATIONS MISC</b>					
Fleet Maintenance	\$ 600	\$ 600	\$ 75	(\$ 525)	0%
Supplies	\$ 300	\$ 300	\$ 461	\$ 161	1%
Miscellaneous	\$ 1,500	\$ 1,500	\$ 602	(\$ 898)	1%

	2014 BUDGET (based on 600 person attendance)	2014 BUDGET (based on actual 783 persons)	2014 ACTUALS (based on actual 783 persons)	ACTUAL – ORIGINAL BUDGET	% OF INCOME
<b>RENT</b>					
Huntermville use of Land	\$ 9,002	\$ 10,832	\$ 10, 830	\$ 1,828	12%
SLAM Pony Shed Rental: 1 year	\$ 1,200	\$ 1,200	\$ 460	\$ (740)	0%
<b>SERVICES</b>					
Centre Camp Marquee Rental	\$ 988	\$ 988	\$ 988	\$ 0	1%
Event Medics	\$ 5,175	\$ 5,175	\$ 5,500	\$ 325	6%
Head of Security Management	\$ 500	\$ 500	\$ 500	\$ 0	1%
Fire Hireage	\$ 500	\$ 500	\$ 0	\$ (500)	0%
Toilets	\$ 7,700	\$ 7,700	\$ 8,018	\$ 318	9%
Radio rental	\$ 1,815	\$ 1,815	\$ 1,725	\$ (90)	2%
Traffic Management Plan/Signs	\$ 600	\$ 600	\$ 458	\$ (142)	0%
Security Guard Hiring	\$ 5,250	\$ 5,250	\$ 5,250	0	6%
<b>PRINTING</b>					
Printing: Stickers / postcards / patches	\$ 800	\$ 800	\$ 826	\$ 26	1%
Printing: Patches for Volunteers	\$ 0	\$ 0	\$ 0	\$ (29)	0%
Printing: Entry Signs	\$ 300	\$ 300	\$ 292	\$ (8)	0%
Printing: Wristbands (1000)	\$ 550	\$ 550	\$ 417	\$ (133)	0%
Printing: Event Guide/Census/Survival Guide	\$ 800	\$ 800	\$ 535	\$ (265)	1%
<b>Taxes (on previous year)</b>	\$ 0	\$ 0	\$ 203	\$ 203	0%
<b>Telephone</b>	\$ 35	\$ 35	\$ 135	\$ 100	0%
<b>Travel: (ExCom summit)</b>	\$ 5,360	\$ 5,360	\$ 5,686	\$ 326	6%
<b>GST (paid or received during period)</b>	\$ 2,179	-\$ 1,134	-\$ 485	\$ (2,664)	-1%
<b>TOTAL EXPENSES</b>	<b>\$ 94,800</b>	<b>\$ 93,793</b>	<b>\$ 92,089</b>	<b>\$ (2,711)</b>	<b>100%</b>
<b>Net Cash Movement (before taxes &amp; current GST)</b>	<b>-\$ 18,883</b>	<b>\$ 9,826</b>	<b>\$ 7,406</b>		

The handling of the finances for Kiwiburn has consumed more and more time commensurate with Kiwiburn's growth. It took over 100 hours for the team to pull together this year's financials. That does not include other parts of the year dedicated to budgeting or the work that is done during the festival season. We are growing and have a need now for a dedicated team to handle the financial/budgeting/accounting aspects for Kiwiburn.

Both Rachel Margaret (Accounts Lead) and I (Treasurer) will be stepping down from Kiwiburn shortly. After five years as Treasurer and more on top of that as part of the finance team, I'm looking forward to the space that will open up for me to focus on other projects.

Meanwhile, Karl Matthews and Laura Papp have come on board as junior accounts persons with Karl having logged a year of accounts experience under his belt. I will remain on the finance team as a mentor and consultant, but we will be looking for a senior manager to head up the team and possibly a professional accountant to keep an eye on our accounts and do the required regulatory filings.

#### Recommendations/Improvements for Next Year:

- Form a finance team to handle the yearly accounts.
- Find a professional accountant / senior finance manager
- Modify the finance procedures to streamline the reconciliation process
- Handle changeover to new Treasurer & ExCom (change banks, change signators, update financial officers with societies organisation, etc).

# IV. Art

## 1. Art Grant Committee (AGC)

### 2014 members:

Hippie Tim (Chairman)  
Alanna Krause  
Kylee Astrobox  
Linus Norman  
Nathan Bregman  
Rohana Weaver

This year the AGC's budget was raised to \$9,000 and again was split into large grants (over \$500) and small grants (under \$500) with large grants having a total budget of \$6,500 and small grants \$2,500.

In the large grants round, we scored the applications based on our criteria as normal to get a clear picture of the applications, and then voted on Loomio as to whether or not to fund the application. We had 11 applications amounting to \$21,500, and were able to approve 7 of these, funded at 80%, until the funds were all allocated.

The small grants round received 15 applications, 10 of which were approved. The second round was scored 1-15 by each of us on a most favoured to least favoured basis. Eg, the most preferred scored as number 1 and the least preferred scored as 15. The scores for each application were then added up, with the lowest scored being the most favoured.

As with last year, we used Loomio to carry out the bulk of the work. One of our goals last year was to implement an online form for applications. Linus created a google form that worked well for this task. It is expected that we will use the same format next year.

The committee acknowledges that 2014's art grant decisions were not carried out as swiftly or efficiently as our applicants need them to be. This year's shortfalls are due to a number of reasons. The main reason is that our committee members are often not online at the same time, so clarifying applications becomes a very lengthy process before we can even vote on which applications to fund. Applicants can also be difficult to get hold of, due to intermittent internet access.

As such, we have begun discussions around how we can be more efficient. One of our goals is to implement a two week turnaround time from the cut-off date of applications being received, to decisions being made on what projects to fund.

Another idea is to make it clear in the pre-application documentation that applicants will need to be contactable within this two-week period in order for us to clarify details within their applications. Either that or they have to have their applications in well before (at least two weeks) the cut-off date.

The committee is also considering implementing shorter voting times on Loomio proposals, to move things along quicker. Previously we have had Loomio proposals open for up to two weeks to allow members to all vote on clarifying issues or

details. For example, if an applicant includes something in their application that we are unsure if we should fund or not, in the past we have had varying time limits on Loomio proposals to discuss and vote on whether or not we fund it. In future we expect to have a maximum of three days for time-critical proposals.

Also, if any members are going to be uncontactable for the two week decision-making period, they will opt out of voting, so we're not waiting for their input. Finally, we are going to organise specific online meeting times for discussions and voting, requiring that all voting members be online at the same time and available for contact via email and through Loomio. These meeting times are not expected to be longer than an hour at a time.

As with last year, another goal we will work on is that of clarifying roles within the AGC. At present tasks are carried out by whoever puts their hand up, and while this is more democratic, it is less efficient for time-critical tasks such as clarifying applications. As such, allocating an email communications role, for the sole purpose of contacting applicants to clarify applications, is being discussed. Another role we're currently discussing is a liaison person between the AGC and Media Subcommittee, to keep applicants and the Kiwiburn community informed on the process via facebook.

It was decided that the workload that the Artery represented was not worth the results that it created and that art placement would be better handled by the Paddock Architecture team rather than recreating their basic function with a completely different department. The idea of the Artery still exists and may happen again in the future, but for now it is on a hiatus.

We have had three people from the Kiwiburn community approach us to join the committee, and we are currently in the process of appointing a new chair, as Hippie Tim is stepping down from this role. Within the next month we aim to have these new members inducted and a new chair appointed.

### Recommendations/Improvements for Next Year:

- New chair and members inducted.
- Develop specific roles – community liaison and email communications.
- Implement a two week turnaround for both small and large grants.
- Set online meeting times to discuss and appraise grants.
- Clear commitments to voting process from members before the cut-off dates.
- Maximum three day voting time on Loomio proposals.

## 2. Art Grants

### Large Grants

High Ho Hoiho! Her name is Tianma	Bridgette Murphy	\$800
art car/mobile art piece	Brendon oliver	\$544
Room of Doom	Ronan	\$544
SONIC CLOCK	Steve Aiken	\$640
Rockstar dreams: the inspiration station	Nathan Bregmen	\$960
The Grove Theatre	Amelia Hitchcock	\$928

### Small Grants

Chime	Nick Swinglehurst	\$400.00
Living Loops	Ryan Walker	\$368.00
Forgotten Dreams	Magdalena O'Connor	\$400.00
Psylent Swims	Kathryn Thessman	\$255.20
The Dream Amplifier	Leo Murray	\$380.00
Tie dye and tea	Kellie McNie	\$184.00
Steam Dream	Mark Stirling aka Yonderman	\$396.00
The Royal Equerry's Stable	Lynda Wixon	\$354.85
Lightway	Kelly Kollective	\$400.00
Mirror Mandala	Ryan Walker	\$80.00

### b) The Man by Nic Lealand

The 2014 Man was designed on computer: 2x4s in two sections, joined in the middle by large bolts, clad in willow branches. The crew divided into groups: one cutting the 2x4s into the shapes and sizes designated in the computer model, and the other gathering willow wood for cladding, building the scaffolding, and sculpting the head. We raised the two sections separately, using a pulley attached to the top of the scaffolding, and secured them with bolts through the foundation posts. We also fitted both water and gaslines into the willow cladding: the water kept the branches at the tops of the arms green, which provided a contrast to the drier, thicker branches at the bottom. The gaslines obviously allowed us to shoot the flames from its arms. Once the head was completed, we hoisted it up using the scaffold pulley and screwed it in place. After the body was done, we constructed an approximately 2m tall base out of pallets with plywood screwed on top. All together, the Effigy stood approximately 10m tall.

I was staggered by the dedication and motivation of my crew! Much of our crew was practically over-qualified, so they each just focused on their area of expertise. It was really great having so many leaders in the crew. This can often be a problem, but for this build it was great to have people pick up roles and manage them with very minimal oversight.

I'm extremely grateful to our three cooks (The Wenches) who far exceeded all expectations I had of them. Their cheery company and delicious food were keys to having such a successful and punctual build.

I felt everything we needed was provided: even when we encountered problems, the community was quick to help us overcome them. The best example of this is Bridget and Jim, without whom the entire build would have seemed impossible. I also really appreciate all the help from the other crews throughout the build. Big thanks to MPW for helping with

infrastructure and wood missions and big thanks to Lumos for the trailer, water pump, and many odd little favours. Lastly big thanks to Karl for all his input, but in particular the generators. This contribution saved us a large amount of money, and took a huge weight off my mind.

We were given a \$4500 budget, and came in \$500 under. This is due to using my personal vehicle instead of hiring one (although this is obviously something that will cost me further down the line), sourcing some very cheap lumber, and because The Wenches decided to use their own money to plump the kitchen budget as a gift to Kiwiburn. We did a combined kitchen with The Temple crew and Kiwiburn gave \$980 as an additional food budget which was supposed to feed 20 people for a one-week build; however, with both Temple & Man Crews being bigger than 10-person crews (over 40 in total) and because the build took two+ weeks, the food budget was much larger. The bulk of my budget went towards food to feed both crews (\$1300), tools and materials (\$1800) and vehicle/transport costs (\$900), with a small allowance for schwag (\$50).

I totally dropped the ball on Restoration. I failed to organise a crew to stay behind to help tear down and deal with the burn scar, so very few of us were left after the event. We thought we had cleared the area well, but apparently we missed quite a few nails. Huge thanks to MPW in helping with that.

The other thing I could have done better was organize people to entertain the crowd and build energy prior to burning the Effigy. I would have liked to have DJs, art cars, and all the fire spinners possible around the Effigy to build that ecstatic state. The feeling was excellent after the burn, but it was a little quiet beforehand. Next year, I would like to see this an active role assigned to one person, or even a crew of people.

### Recommendations/Improvements for Next Year:

- Pre-event communications with organizers were generally frustratingly sparse: I often found it difficult to get a solid answer to my questions, or was assumed to already know about decisions that had been made. For instance, I would have loved to visit the site beforehand, but by the time the work weekend was scheduled, I couldn't afford the flight. Access to the site needs to be available as early as possible, and we need to know where each major project is going to be placed from when we hit the paddock. That said, I know the people who were involved in these roles were busy, and I want to stress this is not personal criticism. To facilitate communication, the key build leaders should probably be added to various Kiwiburn email discussions.
- Workload could (as always) have been lower, as we regularly worked from sunrise until sunset, but we were careful to take breaks as needed. Even though the work was physically demanding, crew morale was always strong. Thanks Bo for insisting on "washy washy" and other crew bonding activities!
- We should have more focus on building the party around the Effigy. This is a huge part of the event, and often I feel we don't have enough activity happening close to the Effigy through the event and on the burn night. Huge thanks to the Grove Theater theme camp for "The Dream" performance, which made great use of this space. If I am able to be involved in Kiwiburn next year, I am quite interested in taking this role as my focus for during the event.
- If people interested in the man build want to approach me personally, I have a ton of technical ideas for improvements and simple ways of building it bigger with the same level of safety. For example, I have seen a design used for building firework towers that works by building the top first, then using jacks to lift section after section up as the build continues. This could be a very fast and safe way of doing things as it allows all the work to happen at ground level and needs no heavy machinery. If you build a short scaffold, you could have the ground floor doing the framing and the second level adding the cladding.
- Regarding all burns, it has come to my attention that plywood creates very large quantities of fly ash in large enough chunks to create a big fire hazard. As the plywood heats, the glue releases large chips of thin wood which fall very slowly and can be carried a long way by the wind. Since the pieces are thin, they continue to burn and have come close to being a serious problem twice. I would suggest that we make a firm decision to look at the safety of burning plywood structures in such close proximity to tents and theme camps. I have noticed that un laminated wood (like pallets, boxing, and unmilled branches) don't cause this, as they are too heavy to be lifted by the updraft of the fire. If we want to keep getting bigger I'd strongly advise we make the step away from extensive plywood use now before we have a problem.



Photo by: Ryan McRobb Photography – Melbourne, Australia



Photos by: Shelley Watson



### c) The Temple by Troy Jansen

My temple design was that of a Mayan style Pyramid and Labyrinth and was a rather large structure encompassing a footprint of 120m<sup>2</sup>; I think it was the largest Temple design in Kiwiburn's history. This was the first time I have managed a project and as such I learned a lot from the experience. One of the key things was crew management and function. Quite simply, we managed to accomplish building the Temple, but not without difficulties.

The crew (made up of 12 people at its peak) was made up of three groups: One group cutting motifs constantly (they did an excellent job!), one group on construction (which was actually a few smaller crews varying based on the tools available), and one group pre-cutting and doing smaller brad nail work throughout the structure. The whole crew excelled at being patient, and once the first floor was up people started to conceive the plans better. They were a bit scattered at most points, and I did have a fair bit of trouble trying to organize people for work. Having a more regimented schedule for food and meetings would have helped a lot!

Overall, the performance of the crew left a bit to be desired, but I can only fault myself with this as they were under my direction and management! I did not have sufficient communication with crew before the festival and had a few people who pulled out. There were people on crew who did not pull as much weight as I would have liked, but my inability to delegate sufficiently made it inevitable that there was going to be a loss in productivity. At the beginning of the festival we saw newcomers getting involved, which gave the original crew a break. We also worked predominantly in the morning and afternoon so we could avoid the mid day sun which really helped.

Being my first time managing a project I was slightly nervous but mostly confident in the vision and excited to see how many other people got the idea and worked with it. I designed the Temple with change and collaboration in mind, so we modified areas as needed during building which allowed for a bit more of a personal touch. The fact that we worked up until the night the man burnt although unintended showed that it was not just a static Temple, but a living breathing piece of interactive architecture which created a unique experience – much like Kiwiburn itself does! Though I would have liked to have been finished at the beginning of the festival but that didn't quite work out. I had intended to have the lights changing each night so that it would provide a different atmosphere and allowed it to evolve.

I had great support and could not have asked for more, although I could have worked with support crew better, and communicated more which would have allowed me to handle other situations such as resource issues and volunteers better, and other issues as they arose. I wanted to create the Temple to share and to learn, and that's what I got out of it! I had an amazing experience which words can never come close to describing and I was able to share a part of my self-expression with everyone.

The Temple budget was for \$3400 (plus a \$490 separate food budget which was to feed a 10 person crew for one week) and actual expenses came to \$3500. Given the scale of the project, the much larger crew, and an additional week of build (2+ weeks), it was evident that there was not enough in the budget to cover all expenses. On the food side of things, the Temple & Man crews formed a central kitchen and all of the food expenses over what Kiwiburn gave us came out of the Man budget (\$1300 for both crews). The materials cost of \$2600 consumed most of the budget; schwag (patches for crew and stickers for participants) totaled \$325, and vehicle rental costs which was used to pick up and transport pallets came to \$570. The vehicle rental cost was actually a few hundred dollars more which I paid for myself. Other costs such as generator rental and fuel costs were graciously covered by Kiwiburn as part of the overall infrastructure operating costs. For future thought, a project of this magnitude (structure & crew size) probably needs an additional \$1000 allocated to it's budget for materials and \$400 more on the food budget ideally and a week earlier on site.

#### Recommendations/Improvements for Next Year:

- Utilise Kiwiburn support resources more effectively
- Personally, I want to improve my communication and management skills and build on what I have learned through this experience
- More tools.



Photos by: Shelley Watson

# V. Environment, Site Management, and MPW

## a) Set-up and infrastructure by Poppy Norman

### Tasks:

MPW were onsite from the 6th of January until the 2nd of February – 28 days!

Below is the break-down of tasks that MPW completed during that time.

#### Pre-build 6th – 13th

- Load and unload truck load of pallets
- Move all of Kiwiburn's stuff and things from Mangakino to Hunterville
- Build kitchen furniture (chairs, tables, sink & shelves) from scrap wood
- Set up crew kitchen

#### Build 14th – 21st

- Mark out entire site perimeter with danger tape and put up perimeter signs where necessary
- Install Depot, build extension, build/install furniture and fittings, create covered entranceways
- Install Gate
- Install Greeters
- Build and place stiles
- Place lighting on gateways
- Signage (toilets, no camping, leave no trace...)
- Install entry quote signs
- Mark out service lanes
- Clear bush along roads and clear paths to the river
- Set up centre camp
- Set up road signs
- Build and install hand sanitizer poles at toilet blocks

#### Event 22nd – 27th

- Daily toilet runs: restocking toilet paper & hand sanitizer, cleaning up any 'messes' and poop sticking (you don't want to know what poop sticking is)
- Daily ice runs
- Helping theme camps and art deal with any issues due to weather and people being idiots
- Fix troll bridge
- Mark out burn perimeters
- Work perimeters during man/temple burn
- Take down road signs, put back up road signs and finally take down road signs again (as per Resource Consent)

#### Clean up 27th – 2nd

- Pack down Gate
- Pack down Greeters
- Pack down Depot
- Pack down Centre Camp
- Pack down Kitchen
- Take down perimeter danger tape, signage, quote signs, lighting, stiles and hand sanitizer poles
- Pack containers
- Collect lost property and rubbish from around the site
- Remove all rubbish and deposit at tip; take all usable items to op-shop
- MOOP sweep entire site
- Clean up burn scars (this was not supposed to be done by MPW, see Clean Up section below for more information)

### Crew:

This year we had 15 people on MPW. I increased the crew from 10 as I anticipated that we would have an increase in workload due to the site move. Retrospectively I think a crew of 10 would have been sufficient. The crew this year were absolute champions so I'd like to take this opportunity to publicly thank them – you guys are brilliant and I love you. Relentless positivity!

### Vehicle/s:

This year we were fortunate enough to have the budget to hire a ute. THIS WAS AWESOME! It was used constantly for a variety of tasks – we honestly couldn't have done everything without it. In previous years we have relied heavily on peoples personal vehicles. Unfortunately we still had to use a personal vehicle sometimes but this was minimal compared with previous years.

### Tools:

The tool situation has always been less than ideal. We have a small amount of tools to share between MPW, Man and Temple crews. Trying to find a tool can increase the time spent on one job by a huge amount. There are a few possibilities for how we could improve this in the future – either having a dedicated tool shed and tool manager, or having separate tools for each crew. Either way we need to purchase more tools. This was also an issue last year and needs to be resolved as it's not going to go away on its own.

### Budget:

The budget for MPW was approximately \$4500 which incorporated \$1200 toward MPW provisions/supplies and \$3300 towards a vehicle rental + petrol costs. The actual expenses came to \$5140, almost \$600 over budget. Moving to a new site left us exposed to a lot of unknowns. We ended up spending a little more on infrastructure items (\$1300), purchased T-shirts for the crew (\$550), and the Ute rental + petrol costs came in line at \$3000, and we incurred \$265 in generator fuel costs. All in all, I was pleased with the costs associated to provide the festival infrastructure for almost one month on site.

### Recommendations/Improvements for Next Year:

- Reduce crew to 10 people
- Hire a vehicle again
- Improve crew access to tools by purchasing more and monitoring distribution
- I would like MPW to take on some new projects. One idea is building centre camp from scratch (this depends on whether or not there is the budget to do so). If anyone has any projects or suggestions to improve the infrastructure at Kiwiburn please send me an email [mpw@kiwiburn.com](mailto:mpw@kiwiburn.com)



## b) Crew Kitchen by Poppy Norman

The ExCom decided in 2013 that they would like to have one kitchen feeding all of the pre-event volunteers (MPW, Man, Temple, ExCom and other key volunteers). The position for Kitchen Manager was advertised, but unfortunately no one stepped forward to take on the job. It was then decided to split the kitchens into two, with Man and Temple sharing one and everyone else at the other. We hoped that we would be able to find someone to manage the MPW and others kitchen but again no one stepped up. So it was left to me to manage – luckily we had two amazing volunteers (Kate & Lauren) sign up to be responsible for the cooking once onsite. They were unable to do any of the prior planning so I did the menu plans, budget, equipment and food sourcing. Once Lauren and Kate arrived on-site the kitchen was put in their hands and they did an amazing job.

The overall budget for Kitchen was \$5000 which was calculated based on feeding a 60 person kitchen plus buying more kitchen infrastructure. One thousand dollars was given to Temple/Man crew to run their own kitchen, thereby leaving us with a \$4000 budget. We had 25 people on MPW/Staff to feed for the week preceeding the festival; about 5-15 people to feed for early set-up, and 5-10 people to feed for cleanup. Our rule of thumb is to estimate \$7-\$8/day per person for food.

I am pleased that we came in \$1400 under budget overall, partially due to not needing to feed as many people as expected. We spent \$800 on new equipment which included a 48L hot water urn, a trademe used fridge, rice cooker, stick blender, gas cooker & bottles, and misc cutlery items. Food costs for the entire festival was almost \$1500 and was in-line with our estimated per person costs. And finally, we spent approximately \$340 on food used for the 'crew appreciation party' which Kiwiburn did for all set-up crews (MPW/Staff/Man/Temple).

We made an effort to purchase as much food from local sources as possible. We got two lambs from the farmer, eggs from the farm across the river and fruit and vegetables from a Palmerston North direct from farm store. Everything else was purchased from Pak'n'Save in Palmerston North or the 4 Square in Hunterville. With more prior planning I think it would be easy to source all of the food locally.

Over the years we have managed to acquire a reasonably decent amount of kitchen equipment and a full inventory is available should anyone have a need to see it. We also have full documentation of the kitchen procedures including suggested menu ideas. We finally threw out our old BBQ, so a new one will need to be purchased for 2015.

We hired the Centre Camp marquee a week early this year and used it for the kitchen. It was great; plenty of room and it held up in the strong winds. We had huge improvement on the health and safety front, thanks to the kitchen volunteers encouraging us to use hand washing stations before every meal, and washing all dishes in hot water. The kitchen staff were clean, tidy and hygienic, and there were no cases of stomach flu among the crew (unlike last year).

We have already had a trusted and onto it member of the community step up to run the kitchen in 2015. Wooooo!



Photo by: Shelley Watson



## c) Pack Down, Cleanup, and Moop Report by Poppy Norman

**Man & Temple Burn Scars:** Unfortunately, both Man and Temple crews were unable to adequately clean up their burn scars. There were a multitude of reasons for this including; lack of volunteers, lack of resources and appropriate clean up tools, and an overall lack of sufficient clean up planning. Another contributing factor is that both man and temple allowed the community to burn their scrap wood on the burn scars after the event, therefore leaving more nails and screws on the ground. This also led those in charge of the burn scars to assume that the responsibility was no longer on them to clean up the scars. MPW had to spend an extra three days onsite to clean up the scars. There was only a few of us left to do this and it was an extremely unpleasant task.

**Tribal Zone:** After the event, a group decided to burn their art project piece by piece on the Tribal Zone fire without getting permission from the person in charge of the fire. This led to the person in charge of the fire deciding that they were no longer responsible for the clean-up of the fire pit. The people who burnt their art project on the fire pit made an attempt to remove the nails and screws and the rest was left to MPW to clean up. All of the stumps used for seating (that MPW chopped up for the Tribal Zone) were left scattered around the fire pit. Again, MPW dealt with these.

**'Natural' MOOP:** There were many piles of bamboo left around the site. I assume that those who left these piles had good intentions and assumed that because they were natural that it was fine to leave them. This is a misconception – PACK IT IN, PACK IT OUT – if you bring something to the site then you must take it home with you no matter what it is.

**'Useful' MOOP:** Several camps left items that I assume they thought MPW or other crews may find useful or want to use. An example of this is a pile of blank signs and posts were left at grove theatre, despite the fact that these could be useful in future years we had no storage space for them and they had to be disposed of. Had the grove theatre come and talked to us about this rather than just leaving them and not saying anything then perhaps we could have worked something out.

**General MOOP:** This year was a good year with barely any MOOP left onsite. We think this is due partly people cleaning up their own mess (or not making one in the first place) and partly due to several groups of participants that kindly picked up rubbish around the place. Some large items were left onsite (a tarp, buckets, bags of rubbish etc).

**Exodus:** The event officially ends at 10am on the Monday, many participants do not even begin to pack up until the Tuesday. This delays the entire clean up process that MPW have to undertake. Participants should be packed up and gone by 5pm on the Monday and those with a theme camp or art project should be packed up and gone by 10am Tuesday. Whilst its understandable that people want to stay onsite to continue the party it means that the clean up process is delayed and we run the risk of not having the cleaned up in time to honor our contract with the land owners.

**Collexodus:** Every year MPW asks for donations of food from departing participants during exodus. This is for the crew that stays on site after the event to do the clean up. It is important that this process is monitored to avoid people dumping trash and unusable or spoiled items. This year someone put a sign in the lower paddock requesting that people leave their unwanted food and stuff for the clean up crew, it was not at all monitored and thus became a dumping area. It is not known who put up this sign, it was a silly thing to do. MPW were left to deal with the things people so kindly donated; full compost bins, many many half empty food and drink containers, rotting food, trash and many other things. I find it insulting that when asked to donate food to the clean up volunteers some of the community instead decide to take advantage and use it as a dumping area. Yes the sign should not have been put up in the first place but that does not excuse what happened.

**Rubbish Around Portos:** Every morning there was a pile of bottles and rubbish left next to the portos. Leave No Trace signs were put up on the first day in the hope that this would deter people, but they seemed to have no effect.

**Storage:** We have three containers for onsite storage. Two of which are filled with infrastructure, the third is filled with a variety of theme camp stuff – this was not cleared with MPW and as a result many re-usable infrastructure items had to be thrown away/burned. This is an issue that will need to be addressed at the upcoming ExCom summit

**Education:** We need to find a way to educate the participants about the leave no trace principle. This could be done year round through social media and the newsletter and onsite through greeters.

**Clean up Manager Needed:** We need a dedicated clean up manager, ideally it would someone who hasn't worked during set up or the event (or partied so hard that they have to go home at the end of the event) so that they start the clean-up process fresh. They would be responsible for working with theme camps and art projects to ensure that they clean up properly.

### Recommendations/Improvements for Next Year:

- Require both Man and Temple leads to provide a clean-up plan as a part of their proposal to the ExCom
- Recruit a Clean Up Manager who can follow up on these plans and ensure the site is left in pristine condition
- Do not allow anyone to have a fire unless there is a way to guarantee they take responsibility for the clean-up
- Only have an official and constantly monitored collexodus station
- Develop a plan to educate people on the leave no



## d) Noise Management by Bruce Scanlon

This year Kiwiburn operated under a Resource Consent for the first time. The most difficult aspect of complying with the RC's conditions turned out to be noise control, in part because of an unexpectedly close neighbor who had an unexpected poor history with the site's landowners.

### We are required to do several things:

- Properly orient sound system by compass direction, pointing 15 degrees towards the ground, and on portions of the site relatively distant from the closest neighbor
- Notify residents within 2km with a 24 hour manned phone number before the event
- Establish sound measurement points (on and off site) and calibrate readings, then take routine sound measurements during the event daily at 11pm and 2am
- Respond to phone calls by logging complaints and addressing them

Worst case scenario, in the unlikely event that someone arrives during the festival to try to shut Kiwiburn down, we have been advised that they will lack legal grounds to do so, requiring amongst other things a warrant which will not be practically obtainable in short notice and over the weekend.

### Recommendations/Improvements for Next Year:

- Equip placement crews with compasses, levels and protractors
- Very clearly inform sound installations of requirements during registration process
- Actively put out the message on social media for sound installations to register and also explain socially major orientation requirements (east west and up down), that we face festival threatening consequences for non compliance, and that those expecting to do something "louder than last year" will face disappointment
- NEW CREW! Seek via social media and roster ahead of time people to take sound measurements (and or sober drivers), and probably those same people to be able to support the on duty site manager if they receive a complaint call during rather than after the incident of questionable volume, create management position over this crew. This task is really a bit much for the site manager to do on top of their other duties.

## e) Traffic Management by Bruce Scanlon

This year Kiwiburn operated under a Resource Consent for the first time. Among other things this required complying with a traffic management plan.

The two elements of note were the need to place signage on roads outside the event, and to have an official traffic manager.

We were fortunate to have a traffic manager with the proper credentials who was part of the community and attended the event. Without such a person our regulatory burden would have been MUCH higher and our potential downside during an incident (we didn't have any) would be much greater.

Signs were sourced through a non-profit. The person running this service was very difficult to work with. In the future we should possibly find a different source of signs altogether. We also need to communicate with the Corridor Access Coordinator of Rangitikei Council when we will be placing signage.

The official traffic manager interpreted our consent conditions, oversaw the placement of signs, and made alterations where appropriate based on his training. This was invaluable.

Our signage requirement was to place signs for a 48 hour period during the main arrival period and 24 hours for the main departure period. This meant that they had to be put up, taken back down, put back up and then finally taken back down again. This was less than ideal.

In the future we should have on hand a flashing amber light suitable for vehicle mount, as well as sufficient orange high vis for the sign placement crew.

This year the traffic manager was not assigned to a specific operational manager. In the future this might be remedied, but on the other hand everything went well this year.

### Recommendations/Improvements for Next Year:

- Find new sign supplier
- Communicate with Council
- Purchase safety equipment for placement crew
- Consider creating an Operational Management role for this task
- Find a solution for the double-handling of signage during the event



## VI. Paddock Safety

### a) Health & Safety by Emma Necus

This was a challenging year for Kiwiburn. The requirements for Health and Safety plans were external for the first time, with the need for clear planning as part of our Resource Consent. Having clear procedures, as developed for Kiwiburn 2013, were a useful base for this. Thank you to Chanelle Brodie for all her work on finalising this documentation.

As in 2013, each structure/theme camp/art installation was sent a H&S form to fill in as part of their registration. Anne Taylor did an amazing job sending out the forms, getting them back and recording the receiving information in a database all while maintaining great communication with me. This year trialled a new form, with a simple risk assessment format. This was a great success and all camps and art installations filled in forms pre event. It was clearly communicated that no form = no placement.

This year trialled a new system of combining Health and Safety on site with Town Planning to form a group called the 'Paddock Architects'. This consisted of 5 members, myself (as Ops Manager) Oliver Macro (Town Planner), Robot (Assistant Town Planner) and Rich and Nat (Placement). Having a team meant they could help with other areas of risk management, such as traffic control as participants arrived on site, and there was really good communication between team members. Thanks team, you rock!

Oliver and Robot arrived on site one week pre-event, with the other team members arriving the day before the event. It was a hard job, as we did not have a clear visualisation of the site well in advance of the event. We had not factored in additional tasks the new site needed, mainly car parking and the allocation of people to support this. This should not be an issue next year, as we now know the site much better and are aware of the additional requirements, so we will plan more effectively.

This year it was impossible to sign off health and safety forms when placed. Due to so many unknown factors at our new site, the prioritisation of the team was on Town Planning and Placement, as we did not know the site pre event and a lot of work had to be done as we went along.

Additional restrictions on sound and the need to consider sound levels and their consequences meant more work for the team this year. More time spent on planning pre-event between Oliver and myself meant fewer issues on site in terms of health and safety for theme camps, in particularly sound planning. Oliver did a great job of planning the site to consider this pre-event.

We definitely saw some extreme weather at our new home, and we need to make sure that both general participants and artists/ theme camps are prepared for strong winds, heavy rains, and whatever else the elements may throw our way.

#### **Recommendations/Improvements for Next Year:**

- The process for checking that theme camps and art installations have completed their agreed risk management points.
- How to manage unauthorised sound systems, given our restrictions at the new site.
- Ensure art & theme camps are prepared for extreme weather.
- Allocate volunteers to traffic management at the start of the festival.



## **b) Medics** by Paul Chaffe and Kirsty Illston

Thanks to Kiwiburn for choosing Event Medics as your event medical cover again this year. With the move to the Hunterville site we weren't too sure what to expect. Thankfully what we did get was on the whole more of the same – minor cuts and bruises, infected insect bites, minor sprains and strains.

This was the first year we had to support a few participants who had consumed an unknown synthetic drug and were behaving erratically. We are very lucky that these people did not get badly hurt or hurt anyone else. I understand Kiwiburn does not condone the use of recreational drugs, though the reality is that in a festival environment some people will take them. It is important for the community to recognise this as an issue and work to educate and support people about safety concerning drug use.

As the festival grows, there is a growing need for on-site mental health care. Each year we deal with participants whose problems go beyond the physical, and who really need help which we are not trained to provide. The community seems to attract those who are seeking something in their lives and who

sometimes bring with them their real world problems – problems that can sometimes manifest in such a way as to cause us concern. I feel that the first step would be to approach the community and see if there is anyone out there who is qualified and could be of assistance during the event. They could be on an on-call basis and be an add-on to the Paddock Relief team who debuted this year (which was a great idea!). Any help the community could give in this regard would be gratefully accepted!

We will also reiterate (like every year) that we advise people to wear footwear at all times during Kiwiburn. The reasoning is simple: embracing mother nature is all good, but mother nature can bite. She likes to leave nasty sharp sticks and stones in the undergrowth where you can't see them, and she likes to leave lovely bacteria lying about just waiting for fresh warm wounds to infect. She is assisted in the bacteria department by the fact that the paddock is a working farm and thus there are lots of stock grazing, defecating and urinating on the paddock throughout the year. Delicious

### **Recommendations/Improvements for Next Year:**

- Develop a mental healthcare team to be on-call during the event.



Photo by: Jay Man



### c) Gate by Karl Matthews

Gate enjoyed another successful year. The handover of the overall management from Hana to myself went smoothly, mainly because of the excellent structure already in place.

Gate was officially opened a day earlier on Monday this year which worked well. We had 166 people on site before the event started this year, and that number is likely to increase as we grow. We could possibly consider opening Gate on Sunday (as Burning Seed will be doing this year).

The flow of participants into the event was interesting to note. 402 people came onto site on Wednesday alone with most of them arriving before 8pm. This meant we had about 70% of the total population on site on the first day. Having 3 volunteers and a manager working the Wednesday 2pm to 8pm shift worked well and we should do this again. The flip side of this is the rest of the shifts were very quiet, and at times boring. Not a single car arrived before 11am on Thursday and Friday. I will think on this through the year and see if I can formulate an altered roster format.

I think it worked well having Gate and not Greeters handing out the event guide and census. Between Depot and Gate we managed to get through all 500 printed copies and demand actually exceeded supply.

With the new site, Gate was located further away from the main festival grounds, a distance of roughly 800 meters. With that distance being punctuated by a steep hill it meant walking to and from shifts much harder. This meant I spent a lot of time driving volunteers to and from shifts making use of my personal vehicle.

The placement of Gate was good but there are some factors which can make it hard for volunteers. The major problem is it can be freezing cold on a windy day/night. Being more exposed on the top of the hill really makes a difference from the main site. One night shift in particular was a miserable time up there and with only a very small box to hide in, it can make for a long uncomfortable night. The only thing I can think of to combat this is to extend or rebuild the gate structure to make it bigger and more comfortable for volunteers. The current building is 5 years old and in need of an upgrade. I would love to see a small area dedicated as a kitchenette with a kettle, toasty maker, microwave with tea, coffee and snack food. I think volunteers being stationed that far away from their camps should be as comfortable as possible.

Leaving online ticket sales open until 12pm Friday also worked well and I can't see a reason not to do this again in future. Gate sales were dramatically down this year to just 10 from 50 in 2013. This could be attributed to the tickets staying available online, but there were very few tickets actually sold online after the event opened. This is probably the success of the media team getting the word out to buy your tickets online early.

Cosmic's android based ticketing system is incredibly easy to use. Everyone who had a ticket was on a list that was synced between two phones and checked off by either scanning the QR code, entering their ticket number or finding their name in the system accompanied with photo ID. We had some early issues with the phone not syncing correctly when I was walking around the paddock ticketing people before the event. This was due to fluctuating reception and was eventually resolved. Aidan, our contact with Cosmic, was very helpful and available to help us with any issues.

The Gate budget was \$900 and we spent \$965. More than half the budget was spent on T-shirts for the crew (34 shirts for \$550) which were a hit with the gate volunteers and had a snazzy new logo; and \$350 was spent on vehicle use and petrol for the vehicle and gate generator. Only \$70 was spent on Gate items such as chairs and a new lock box. I would like to spend a little money next year on small comfort items such as tea, coffee, snacks etc. I probably spent about \$50 – \$60 of my own money on stuff like this this year (not including beer). If we decide to upgrade the gate structure and implement some of the other suggestions, I think we would need a total budget of \$2000 or more for Gate for 2015.

Gate was shut down and locked again from 2am – 8am with security posted up there. This worked fine. The one thing that is a disadvantage to the new site from a security point of view is the fact we don't have a gate we can lock if the gate is ever unmanned.

Training was not as successful as in previous years. I sent out a message for a group volunteer training session to be held at 10am Wednesday but only a couple of people turned up. I would mostly just run through the main points with everyone before the start of their shift and let the manager on shift handle the rest. I had sent the manual out for everyone to read a couple of weeks before the event, and had copies available for everyone to read onsite, but I'm not sure how many people actually read it.

#### Recommendations/Improvements for Next Year:

- Review whether we need to upgrade the gate building yet or whether it can wait
- Review the structure of the roster
- More comfort for volunteers
- Review the need for a gate vehicle
- Think of a better way to train volunteers
- Consider spending money on making the gate run on solar.



## d) Paddock Relief by Bex Wilson

This was Paddock Relief's first year as a crew. We were set up in the Centre Camp ring which seemed to be a good position for us. Our open hours were limited by volunteer numbers and we focused on being open between 12 pm and 3 am. The Paddock Relief crew had two key roles (other than helping staff burn perimeters): roaming teams and tent teams. Most of the volunteers took turns doing both, but there appeared to be a bit of a difference between what these jobs were and they could easily suit different types of people.

The roaming teams were often responsible for helping out in more physical ways – keeping an eye out for trouble, being helpful on a more practical and physical level, keeping an eye out for safety issues, sharing a bit of knowledge about the principles and generally embodying the do-ocracy spirit. Sometimes they would find people who needed a bit of support or care and bring them to the tent if needed.

The tent team (Tea and Empathy) played much more of a care role, supporting or taking care of individuals who were in need of nutrition (in form of soup), warmth, an ear, emotional support or just a safe place to be. This requires a soft skill set and a nice calm "normal" space, where people are sober and provide a supportive and caring environment. Malfare at Nowhere (Spain's regional burn) has a similar role. I would like to see this group continue with offering soup and perhaps tea as well. (Sometimes food is a bit much for people, depending on the state they are in.)

Our team also helped early in the festival with some of the traffic movement stuff and getting people out of the forest once the festival had started, as there quickly became a need for volunteers to fill this role. Ideally this would not be the case next year, as the crew puts in a fair bit of time over the Thurs – Sun of the event.

We did 5 hour shifts / 3 times a day. On Sat it was impossible to get roaming people on the 10pm – 3am shift, but we did have the tent open. These shift times seemed to work well, as the festival certainly quiets after that time. I found that people were bringing 'the lost' or disorientated to the tent, which was perfect. Not everyone knew we were there but often those who needed us found us. Extra blankets would be a good thing to collect for next year, as we found that some people were struggling in the cold.

Several of our volunteers did not show up for shifts or were incorrectly allocated to Paddock Relief by the volunteer coordinator when committed elsewhere. The handovers were a bit sloppy and it is definitely something to be worked on so that I am not spending my time at every handover to make sure people turn up. I guess timeliness is something which needs to go into the manual for next year.

Our team meeting for training was early at the event, but it was difficult to pin people down for this and training ended up running across several days, whenever someone showed up. This was particularly frustrating for me. I'd look at 2 scheduled trainings for next year, as well as training emails to send out in advance (which was done this year, but could have been better). Hopefully next year we will have returning members who will be able to do peer training as well, so we can partner experience up with newbies.

I found the experience overall rewarding, but may have spent a bit too much time making things a bit smoother. I expect that to be the case for the first couple of years but hope to reduce the amount of time doing Paddock Relief responsibilities and go to Kiwiburn a little more next year! I enjoyed the role. It was my first year in infrastructure at KB as previously I have been attached more to theme camps or builds. There is certainly room for expansion / development.

To adequately do this role I think it would be great to have a couple more people dedicated to Paddock Relief in an Assistant Manager capacity. I have had people show interest and will pursue them over the year and see if they are still interested. I also think a little more attention dedicated to foreplanning will be useful on my behalf to make things better for next year. Now that we have some infrastructure, we are somewhat better off for next year.

Mental health and crisis support is something we are looking to provide in the future. Having trained people on site would be good. From a psychological point of view, we will be looking into some training opportunities here in Auckland. I have some contacts who have provided some good info. From a sexual point of view, we are looking at tackling things from two directions – providing on-call crisis support, and also introducing some discussions and workshops with some strong focus around consent etc. Bee is keen to be a lead with a group that is focused in a similar direction as the Bureau of Erotic Discourse (B.E.D). She has much of the information already and has volunteered with them at BM, so I am looking at how I can support this happening for 2015.

We spent a few dollars over our \$600 budget. The largest amounts were \$250 for the Gazebo and just over \$100 for the gas cooker and gas bottle (just over \$100). These are one-time purchases as we now have them waiting for us in the container for next year.

Soup costs were at around \$100 and we had little wastage. The rest of the budget went on bits and bobs – coffee for the late shifts, water, gas bottle filled, cutlery, kettle, linen etc and schwag (which was around \$100).

We will probably need to get hold of our own large pot for the soup in the future instead of borrowing, and Lumos provided lights this year, which we may need to look at having permanently on our inventory for future years; also some containers for freezing the soup. We borrowed Lumos's couch in the evenings so need to look at better seating options / maybe a few mats for the ground.

One of the really uplifting comments we had back from our volunteers was how much they loved volunteering, and that the care that they brought into their volunteer role, went with them out into the festival whether they were on shift or not. Some of our guys, spent many hours helping out people who got a little disorientated well after their shift finished and enjoyed doing it. I think that was one of the biggest wins.



### Recommendations/Improvements for Next Year:

- More staff for placement crew so that Paddock Relief do not need to staff the incoming traffic crew at the start of the event.
- Improved training – especially with the need to tackle issues of consent around sexual practices and the crisis support we want to bring into Kiwiburn over the next year. I have contacted several companies who have given me information on how to go about achieving this and will be following that up in the months to come.
- Purchase of specific resources (mats, blankets, a large soup pot and perhaps a large thermos for tea)
- More volunteers, so we can start to differentiate between roles in Paddock Relief – future growth will see a natural division appear.
- Assistant Managers and Shift Managers.



Photo by: Shelley Watson

## e) Security by Bruce Scanlon

Our security structure and procedures at the new Hunterville site followed the same set-up as 2013 in Whakamaru. Paul Chaffe returned as our Head of Security during the event. Due to our perceived decrease in the level of security required – thanks primarily to the new site’s geography and distance from population bases – we decided not to engage a Security company. Instead, we donated to the Hunterville NZFS, who sourced NZFS volunteers from around the district and trained them in Security. This is the start of a really wonderful local relationship and a great way to keep money in the local district.

Overall things went well and our system seems to function effectively. The new site has a much more secure perimeter and area gang activity is reportedly much lower. This was reflected in zero “no wristband” incidents and zero “gang activity” incidents. Several incidents were dealt with in a highly competent and expeditious manner by our operations crew. One evening our system did not work, which is described later.

With our festival population growing, we are having an increased number of problems with participants, and we do not yet have as strong a relationship with local police as we would like. In addition, our Site Manager has a new mission of dealing with our noise volume output, which is not only an additional burden but especially in this first year lacked clear standards and procedures. In addition, the changing security crews were of varying quality, from awesome to unresponsive, and we have not yet explored how much input we have into their make-up in the future.

Local police were called after an incident where a participant destroyed art and threatened the artist with a machete. Police took a very long time to respond, were reluctant to accept our understanding of events and more inclined to believe the perpetrator, were reluctant to evict the perpetrator, and lost the perpetrator and would not return when the perpetrator was found, even though they were apparently still close by in Hunterville. The perpetrator was finally evicted by our security staff.

The scheduled Site Manager for Sunday night was replaced by another volunteer (who was not used to the night Site Manager role) for health reasons. That acting Site Manager was not properly briefed on the existing escalation policy by the Head Site Manager, Bruce (me). Late on Sunday night/Monday morning there were a series of incidents with an unregistered sound installation that had not previously been noticed. They were asked several times to turn it down, and were not cooperative. The paid security team did not respond to radio calls. The matter was not escalated to Head of Security. They played loudly all night.

Points of failure in this scenario are on all sides. The sound installation was not registered and therefore not in compliance with noise mitigation measures. There was a lack of clear standards and procedures for sound control by Site Manager. Volunteers were tired as it was the end of the festival, and interpersonal relationships were strained. The security team failed to respond. The acting Site Manager, poorly briefed, failed to escalate the problem to the Head of Security. Finally, the community failed to support the acting Site Manager – adopting an us vs them mentality rather than cooperation.

### Recommendations/Improvements for Next Year:

- Have a pre-festival meeting with Police and landowner Mark Grace to ensure they are willing to evict ANYONE we identify
- Determine with Ian McPherson who was on staff Sunday night and ask not to work with those folks again
- Develop better sound control standards and procedures
- Prepare short bullet point briefing on our internal security escalation system and place at top of site manager binder to supplement verbal briefings and verbiage inside procedures
- Recognize increasing burden on our security system and respond with more security staffing. Maybe in 2015, or the following year, increase security coverage so a team is available to perform evictions in the day time. Perhaps add a shift something like 11am-7pm with just 2 people.

## f) Security by Head of Security, Paul Chaffe

KB14 was so close to being perfect in regards to security – so, so close... The issues we experienced this year weren’t from the outside but from within. I dealt with two incidents, one of a serious nature and one not so serious.

Our serious incident is well known and has been mentioned in Bruce’s security report. I too am disappointed with the response of the local constabulary to this event and I have mentioned this to some of my professional colleagues. On reflection, fault may lie with both sides and in the future we should be more ‘professional in our appearance and approach’ when dealing with these incidents.

What does this mean? Well, basically, we got used to dealing with a local police presence who knew us, knew the event and knew of our little idiosyncrasies. Until we get the same level of understanding from our new constabulary, we should embrace default world clothing and mannerisms when calling for assistance – read as “not a bunch of obviously wasted hippies” (my words not theirs but you get the point).

The other event was minor and was very well dealt with by the site manager at the time and I should say it was awesome to see the procedures for these types of events being followed. Lastly I’d like to say that I can only help when I know what’s going on, self-explanatory I think.

### Recommendations/Improvements for Next Year:

- Dress, speak and behave professionally when dealing with Emergency Services as this may improve our credibility and relationship with them
- Escalate to the Head of Security if there are any issues that cannot be resolved by following procedure



## VII. Community Services

### a) The Depot by Ash Easton

2014 was another year of big growth for the Depot. Looking back at last year's report, it makes me really happy to report that we improved on all the issues we faced during the 2013 event, and had a really great season. This year also saw Poppy Norman's resignation from the Depot, which she started along with Ants Hiron back in 2010. For her ingenuity and hard work she has been given the honorary title of Depot Godfather and will continue to work alongside us as MPW Manager in 2015.

#### Internal (Administrative Support)

The Depot was expanded this year to include a small meeting/work room at the rear. This was available to all managers and ExCom members for general use. While this space was used by all, it was largely commandeered pre-event by the Town Planning team, which suggests that the H&S Team (to which Town Planning belongs) could use their own work space on the field.

Radio protocol was generally followed very well again this year. For the first time, the Medics switched to Channel 5 (on-call channel) between midnight and 8am, which gave them some well-earned rest. With their agreement we will continue this practice next year.

With my laptop taking a battering from another year on paddock, I would love to invest in a Depot laptop in the coming year as hire seems too expensive to be worthwhile. It would also be fantastic to purchase a tablet that could be used to document the season via posting photos and videos to social media. This is something that would need to be coordinated with the Media Sub-Committee.

I'd like to run a Fluffer Crew next year as part of the Depot's services. Fluffers are a support services team that delivers water, ice, snacks, sunscreen and pep to work crews during the build. Our amazing volunteers deserve to be pampered a little – we don't want to break them!

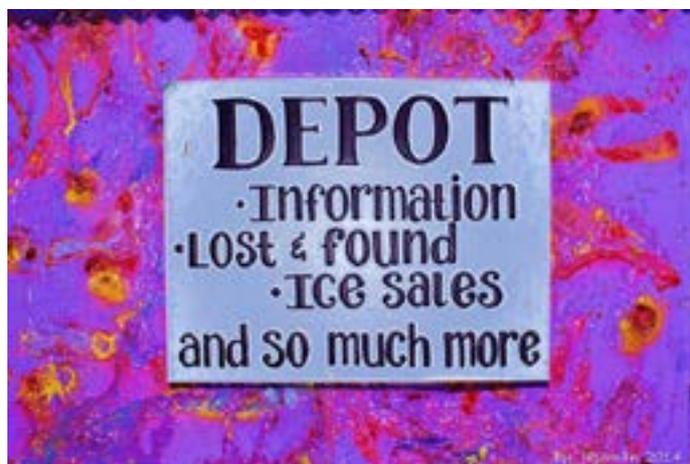


Photo by: Jay Man

#### External

Due to community feedback, the ice price was dropped back to \$4 a bag. Our two freezers provided plenty of room for our stock. Ice sales were lower than last year due to inclement weather, and most of our profits were eaten up by excess stock left over after the event. This is something to keep in mind when ordering next year.

Lost and Found received a record amount of stuff again this year. We were unable to hand valuables into the Hunterville Police as hoped, but happily, most found their way back to their owners via social media. We also donated over 5 bags of unclaimed clothing and shoes to a local op shop! Considering the influx of stuff handed in, I'm going to submit to the community that they create a Lost & Found Camp. (Any takers?) We extended our opening hours to 9am – 7pm this year and it worked well. It may be a good idea to slightly adjust the Site Manager shift times to suit these opening hours.

#### General

For the first time, we had a rostered staff assisting the managers in running the show during the event. They did an amazing job! I am so grateful to them for being such a fantastic group of humans and can't wait to get the band back together next year. I undertook a little survey to see what they thought the Depot could improve on, and will be acting on their suggestions for the 2015 event (like tea & coffee facilities and a stereo).

We need either a new structure or some improvements made to the existing structure, which is getting a little rickety with age.

#### Recommendations/Improvements for Next Year:

- Double the size of the work space/meeting room to allow and introduce a schedule for use of the space. Potentially build a new Depot for this so that the space can be planned better, and use the existing structure for another department
- Separate work space for Town Planning/H&S
- Purchase computer equipment
- Lost & Found Camp
- Internet that doesn't drop out whenever the wind is blowing somewhere in NZ – any tech wizards wanna take this on?



## b) Town Planning/Placement of Theme Camps by Oliver Macro & Emma Necus

Town Planning was a huge task this year, given the new site and all that needed to be considered. While the Town Plan is usually finalised prior to the build season, this was not possible in 2014 as we did not have access to the new site until two weeks prior to the event. This resulted in a lot of ad-hoc placement decisions and confused communications between departments. Thankfully, with the gained familiarity of the overall site I already have a few ideas in mind for making the future design of the city both less challenging, and a lot more entertaining.

I arrived on-site seven days prior to the event, as due to not really knowing the terrain until I got on site, there was very little that I could effectively do until then, despite all efforts. Prior to arriving on site I had created a series of drafts in Google Maps, and when I arrived onsite I completed the map while exploring the terrain and making notes as to what I felt was best placed where. We spent a lot of time in the first two days of the event re-organising the map and juggling placement whilst learning about the new site. I am quite grateful for the amount of support in this role, from maps, to thoughts, opinions, and general encouragement from team members.

The 2014 Town Plan saw the Man & Temple in the upper paddock, complemented by sound camps, The Depot, and Balrogs Playpen. The Lower Paddock was laid out as an esplanade with a large variety of theme camps on either side, leading to the keyhole paddock containing Centre Camp and Paddock Relief. At the other end, by the entrance gate, we

had a parking lot for the storage of excess vehicles (mainly from people camping in the Forest). The Forest area was predominantly occupied by camping, with no parking allowed, and theme camps such as The Grove and the Tribal Zone.

I am in general very pleased with the way everything turned out, particularly in regards to the task of tonal tetris; the plotting of the sound camps. As far as I'm aware, the only significant sound issues came from camps who operated contrary to Town Planning's advice and strategy. Regardless, experience gained will make this task a lot easier next year.

The weather conditions are also a point of consideration for the future. Winds are heavy throughout the entire site and as the heavy rains showed us there are numerous spots in both the forest and lower paddock which are prone to flooding. This is something to keep in mind for future town plans.

Next year there will be a template in place – a KB Site Map which I would like to plot out at the site using GPS. I will also be writing up a manual of sorts with all relevant knowledge contained for the purposes of passing on knowledge where necessary in the future.

### Recommendations/Improvements for Next Year:

- A larger team – insert details perhaps
- what about the actual town plan? more in the top paddock?
- Make a large effort to make participants aware that weather conditions can be extreme and they need to be prepared for rain, hail, shine, wind, earthquake, cyclone...
- Use GPS to map out coordinates of Town Plan

## c) Art & Theme Camp Registration

by Anne Starkey Taylor

2014 was my third year of being A&TC Coordinator. We had two small add-ins to the role; working with Town Planning doing a little extra communicating with sound camps; plus co-ordinating early arrivals. I believe the process went really smoothly with good communication between the teams. We did not have Asana this year but had all the registrations on a shared google document which worked really well.

We had a fabulous 22 registered Theme Camps and 23 registered Art Installations (24 and 32 last year). I think this was a great result, considering all the unknown aspects around the new site.

### Recommendations/Improvements for Next Year:

- Update the online registration forms to include a mobile number. This would allow last minute correspondence and also assist with communication on the paddock when people are off their emails.
- I would like to be able to load the events, art and camps onto the web site directly – it would simply be more efficient than having to pass them on to another person when the information is already at my fingertips.
- I would like the job back for 2015 :)



## d) Greeters by Isa Richie

This year we used a few new systems to try to make Greeters run more smoothly. For the first time we had shift managers (Julia, Kylee and Jax) to oversee shift changeovers. We also overlapped shift times by half an hour so that the earlier shift could help train the later shift – and this helped stop volunteer lateness being such a problem as last year. Volunteers were emailed information when they signed up pre-event, so they knew what to expect. Shift managers were also involved in training volunteers on-site at the beginning of their shifts. The training seemed to be satisfactory although it is likely that some of the information, especially new information received during the event, wasn't communicated to everyone coming in.

The crew excelled in performing the greeting process, preparing newcomers for the different reality of the festival. One problem we encountered was that people sometimes didn't show up for their shift (despite being told to only sign up if they could attend). In several instances, more than one person (of three) didn't arrive, necessitating double shifts for the earlier volunteers and difficulties for the shift managers in finding new volunteers to fill the shifts. The shift lengths seemed to be manageable. One unexpected thing that greatly effected Greeters this year was that almost all the participants arrived on Wednesday. The Greeters on Wednesday were incredibly busy without much of a break whereas every other day and night was relatively quiet. For some shifts, only two cars arrived in four hours. If this pattern is to continue, it has been suggested that there may be times when Greeters doesn't need to be open.

This year the Greeting process included a giant dream-catcher which was organised and created by Gal. This was very effective although it wasn't ready until half-way through Wednesday. It also took longer than usual to set up the Greeters structure (totally understandable given the new site and all the work MPW had to do). This meant that it took us longer than intended to get organised. As many people involved in theme camps and big projects arrive before the festival, it has also been suggested that Greeters opens before the event so that more people have the opportunity to be greeted.

The experience of being manager was much better this year than last year. It helped having shift managers to share the responsibilities. Greeters was a bit further away at the new site which meant that it was more difficult to check on, but that wasn't a major problem. I had adequate support for the role. The Depot was very helpful, as were the shift managers and the volunteers.

Due to the unexpected patterns of arrival (mentioned above), the crew would benefit from more volunteers being rostered on to every shift. For the busy shift this would mean more Greeters for all the people arriving, for the quiet shifts it would also be better for Greeters to have company, this would also help resolve the problem of some people not turning up for shifts. It would also be helpful to have more resources set up at Greeters to support the volunteers, such as kitchen facilities and somewhere to rest (a tent?). The Greeters structure could really do with an extended overhead shelter to protect Greeters from the sun/rain.

I spent approximately \$500 on resources for Greeters including a chilly bin, stationary, printing, shwag and furniture. Lumos also spent \$150-\$200 on a solar panel and stereo set-up. Gal spent approximately \$80 on the materials to build the dream-catcher. Next year it would be good to spend some of the budget on expanding the structure to provide shade (hopefully with the help of MPW). We also want to spend some of the budget on kitchen facilities.

### **Recommendations/Improvements for Next Year:**

- Improved training: the training went quite well this year but the manual could be improved to make sure volunteers know what to expect and what the most important information to convey is
- More volunteers rostered onto each shift
- Purchase of kitchen equipment and more food
- Expansion of Greeters structure
- A big stop sign to assist in stopping vehicles
- Improved channels of communication between departments so that any new information about the site can be conveyed to people as they arrive



### e) Centre Camp by Anne Starkey Taylor

Centre Camp was well placed at the new site to encourage a fair amount of visitors. Thanks to Pure-C, we were well set up with light and sound. As per last year, Centre Camp was equipped with a picnic mat, a few cushions and a tea station to create a comfortable and welcoming space.

Various events were hosted at Centre Camp, including the Future of Kiwiburn talks, a Dream Catcher workshop, a very well attended pancake breakfast, the Home Brewers contest, a community art piece and the usual prayer flag painting.

The marquee provided a dry and comfortable place for some cold and wet burners after the big storm and had a nice community feel. As always, lots of cups of tea were served and we had a few spontaneous things like a communal meal, a finger painting session and tarot readings.

Once again, the white board was very well utilised and we had people reading it and adding to it as the event unfolded. It also brought a lot of people into Centre Camp and that hopefully raises awareness that its there for everyone to use.

I would like to see Centre Camp being used for more talks and workshops, but find that most of the events are hosted by the Theme Camps that organise them. Having said that, having a mostly empty Marquee was a great bonus this year because of the rain.

The role of Centre Camp Coordinator went well with that of A&TC Coordinator as I was able to book things in as they were registered, which helps with the event guide and simply having all the registration info in one place.

#### Recommendations/Improvements for Next Year:

- More blankets and cushions and perhaps a couch would encourage more use of the space (unfortunately space did not allow me to bring too many extras this year)
- Having a town clock would be a great accompaniment for the white board – the most frequently asked question was whether an event had started or not. I will look into a fun option for 2015.

### f) Innovation Grant by Pete Lumos

This was the first year for Innovation Grants. These are based on a similar grant from the Nowhere regional burn in Spain, and are awarded to projects that will improve our Kiwiburn infrastructure and processes. The ExCom allocated \$500 to this idea.

One person came to me with an idea to add some lighting to the Portaloos to make night time visits a more pleasant experience. I agreed that it was a good idea, but why would you just add a plain light when you could make it funky. The result was a dozen assorted toys from a Barbie doll to a toy hamburger with lights inside them, placed in Portaloos around the site. Personally I found them very useful, as the lights were not so bright as to destroy your night vision while providing light in a dark place.

There were no other submissions so I decided to continue our solar project growth. Greeters and Center Camp received solar panels with controllers that would switch the lighting on automatically when it got dark and back off in the morning. These both ran without a hitch and the solar panels kept up with the power demands of the lighting and car stereo sound systems in use.

If you have ideas (either bright or otherwise) that could help our Kiwiburn infrastructure, keep an eye and an ear out for when Innovation Grant submissions open – or contact me any time!



Kiwiburn photo



# VIII. Communication and Technology

by Media Subcommittee

## a) Public Relations by Shelley Watson

With the site move taking up a lot of capacity, we decided not to have media releases this year until we were more familiar with the site and town plan. We had a lot of interest from local media wanting to write articles about Kiwiburn. The Manawatu Standard published an article from a phone interview with our media liaison. Although they were scheduled for visits, they were not able to come during the event, so we wrote them an article and supplied an image of the man burning for use and supplied the same to the Wanganui Chronicle who published a story.

### Media Kit

The Media Kit was downloaded by local newspapers. It will be updated this year with new information and images.

### Online Event Guides

From October 2013, event information about Kiwiburn was posted to almost 20 sites eg Mukuna, Real Groove, Eventfinder, Under the Radar, Obscure, Biggie, and Outdoor Styles. Kiwiburn featured in every weekly Obscure e-newsletter, was viewed over 20,000 times on Eventfinder, as well as being listed on other sites.

Kiwiburn featured in every weekly Obscure e-newsletter, and with Eventfinder changing their system to paid spaces in their e-newsletters only, we didn't feature. Emails with the sales manager requesting 'charitable' placements were politely declined. The various uploads generated advertising requests from some websites.

### Social Media

Each year Kiwiburn create a facebook and a Google+ event page with comprehensive information and links to the website etc. The Kiwiburn community largely favour facebook over our other communication channels. We post news and updates eg when tickets go on sale, etc, with the community mostly using the facebook event page as a noticeboard and to comment (G+ is less-used by our community). This year almost 3,000 people were invited on the fb event and of those, 456 people indicated they were attending <https://www.facebook.com/events/167111030147861/>.

As well as the event page on facebook, we have a Group – it's community-driven and monitored by the media subcommittee: <https://www.facebook.com/groups/kiwiburn/>. We also have a facebook Page <https://www.facebook.com/Kiwiburn>, which is the more official presence for Kiwiburn to make announcements and share information, showing up in newsfeeds as 'Kiwiburn: New Zealand's Regional Burning Man event'. Updates were made onsite during the event and a post of the Man burning made on the Sunday has had almost 7,000 views – a record for Kiwiburn.

Our Twitter followers are slowly increasing (currently around 40), though we don't use the account much as it currently has a small reach. It helps maintain momentum throughout the year. **@kiwiburners**

We set up an Instagram account for people to post their photos of Kiwiburn taken on smartphones and publicised this through our channels as well as in the Event Guide, using the hashtag **#Kiwiburn2014**. There were a handful of users who uploaded images tho intermittent internet access may have limited people a little.

Kiwiburn also has a Pinterest page for people to follow. **<http://pinterest.com/kiwiburn/>**.

And we have our own channel on You Tube carefully sorted into years for easy viewing: **<http://www.youtube.com/user/Kiwiburn>**.

### Burning Man website

Burning Man updated the Regionals section of their website allowing us to input information about Kiwiburn and our Regional Reps: **<http://regionals.burningman.com/regionals/australasia/new-zealand/>**. It offers an introduction to our event for anyone thinking of heading to New Zealand to burn with us.

### Poster

Kiwiburn once again ran a competition to design the poster used for promotion. The response from the community was great. A shortlist was made and voting on the committee determined the winner, Alice Maxwell, and with some tweaking, the poster was finalised and used across all media for promotion.

### Stickers

Event stickers, using the poster artwork, were printed offshore and distributed at Kiwiburn.

### Forums

Kiwiburn's long-standing Forum seems to have had its day with most community members opting to use facebook.

### Newsletter

The Electric Fence Post has over 800 subscribers and is still a great tool for getting information out to the KB community quickly and in a fun way. Fabulously written and edited by Leo Murray aka Mufasa and Hana Tuwhare in 2013, the EFP is a semi-regular publication. Kor Bat has taken over Hana's role for 2014.

### Publications

For the seventh consecutive year we've put public notices about Kiwiburn in the Dam Advertiser, the weekly Mangakino booklet. We do this in the weeks leading up to Kiwiburn so the locals know when it's on and have the information they need. It costs \$12 per insertion. It is a good way for us to inform the local Mangakino community.

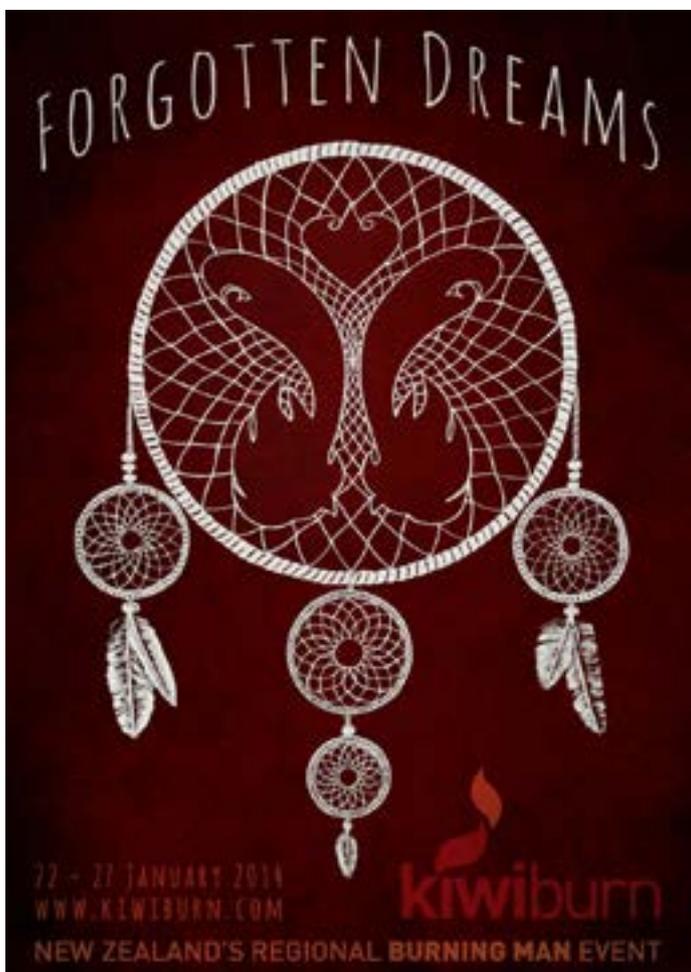
### Census

The census helps us determine how people hear about KB, and target PR communications accordingly. This year we distributed hard copies at the event followed by an online survey which ran til early March. The information is being collated by a Kiwiburner who is also a research specialist.



### Recommendations/Improvements for Next Year:

- Media Releases will be crafted (September/October and January) and sent to publications as story ideas with enough lead time for their deadlines.
- Continue to create an Event page on Facebook and G+ and update the Kiwiburn Page and send out notices when we need to communicate with/inform the community, as well as uploading the event online.
- Run a poster competition through a design school as well as the community.
- Budget for posters to be printed and distributed.
- Get stickers printed earlier so they can be distributed and used as a promotion tool throughout the country.
- Start a blog on the website.
- Grow our Twitter and Instagram communities.
- Publish the Census online only.
- Produce posters and pamphlets with event details and 'survival' information for Cranks cafe in Hunterville to distribute to other local businesses.



## b) Electric Fence Post Newsletter

by Hana Tuwhare and Leo Murray

As the main vein of comms between the organising committees and the Kiwiburn community, it's basically Christmas morning for a 4 year old every time a burner sees the Electric Fence Post arrive in their inbox.

For those who haven't yet discovered the hottest E-update since you got notifications from bebo, the EFP works like this: Important updates are uploaded directly to your home via the latest technological means. If you want to be the first to know about things like burning events worldwide, Kiwiburn themes, dates and art grants, fundraiser events, decompressions, volunteering, ticketing, and awesome effigy stuff then sign up here: <http://kiwiburn.com/newsletter-electric-fence-post>

The EFP can actually be declared 'regular' now, having been delivered every month for heaps long now, which is nothing short of a miracle. Hopefully our luck stays with us as Hana prepares to take off her EPF hat, however Kora has already been wearing hers and has earned a few stripes already.

I would encourage people to use the Electric Fence Post as their own forum for contacting the community – burners should know that they are able to reply to the EPF and a real person will receive it. Furthermore, if they have something they would like to submit something we could publish it, given it meets KB's guiding principles.

### Recommendations/Improvements for Next Year:

- New strategies to get size of email list to reflect growth of festival – physical sign ups at decompressions, sign-ups online through decompression communications etc
- The method of sending out the EFP is becoming dated. Ideally this will be updated with the new changes to the website, however if these are going to take too much time then I would recommend using Mailchimp (anyone who receives Nowhere News will know how effective this can be).

## c) Technology (Website, Sys Admin)

by Shelley Watson

The website went largely unchanged, though content was updated for the new site, and we used the news feed on the home page more regularly. We had two new team members making basic information updates on the site as needed.

### Recommendations/Improvements for Next Year:

- Change web host.
- Explore our own ticketing system.
- Purchase of Tablet for updating social media on site during event.



## IX. Future Vision

by Bruce Scanlon (Big Nob 2008 – 2014) and Wendy Allison (co-Big Nob 2014 – ?)

### Bruce

As I write this, Kiwiburn is poised on the brink of a new era. We are now a successful medium sized New Zealand business with revenue near \$100,000. We have a new site with all the pleasures and pains associated: raw material to inspire and create with and a new nearby default world community from which to recruit new Kiwiburners and filter out threats to our principles. Many of the organizing committee are stepping down and making way for seasoned Kiwiburners with fresh energy.

### Wendy

After a few years' break away from Kiwiburn, I've come back to find that what was a small event that we had nurtured through its infancy has now grown into what I see as an adventurous teenager, operating independently and forming an identity to take out into the world. My vision for the future of Kiwiburn is twofold.

First, I see the festival maturing into one of New Zealand's longer-running events, capable of sustaining itself into the future. To achieve this, we're looking at making it easier for people to be involved in the organising and running of the event while mitigating the tendency for overcommitment and burnout. I'm excited about the new structure and the use of helpful project management software such as Asana for this. It will allow Kiwiburn to continue growing, while embedding processes that make an event with 2000 participants not too different from one with 800 to run.

Second, as Kiwiburn matures I would like to see more of the wonderful things we all take home from the event making it out into the default world, bringing our unique brand of burner culture back with us and implementing it in our lives, maybe inspiring those around us. I'm thinking about how we can live Kiwiburn in the depths of winter through the community we've fostered, and strengthening connections with others who are operating on similar principles. Having a regional representative and a dedicated community outreach person on the ExCom is something I hope will help us continue to grow and encourage our principles not just at the event but all year round.



Kiwiburn photo