

MARKET | ethnic food | MUSIC

In 2008 The Kawerau Business Association took up the offer to manage the activities within the Jellicoe/Ranfurlly Courts area.

The strength of Kawerau's multicultural background is a proud characteristic of the town as is the richness of its Maori heritage. To highlight this the KBA will set up a stage at the eastern end of Jellicoe Court and from 11am to 1.30 pm this area will feature ethnic dance and music.

To complement this, ethnic food will be available in a 'sit down' environment within the Court

The markets will be established in the adjacent area of Ranfurlly Court. We welcome all types of craft, fresh fruit & veg, plants, pottery, outdoor garden art and more.

Sites will be pre-allocated and a layout plan will be supplied prior to the festival.

It is estimated that approximately 10,000 visitors attend the festival during the Kawerau Woodfest weekend.

Interested in reserving a site?

As an introductory offer for this area, the investment cost for non KBA members to secure a site for the **two days** has been set at **\$30**

Set up must be completed by 10 am on both Saturday and Sunday mornings and stalls should remain operating until at least 3 pm each day.

To reserve a site or for more information please contact either

Marie Moncur
Ph: 021 077 7789

Or

Lee Barton
Kawerau District Council
07 306 9040

**11, 12 SEPTEMBER 2010
KAWERAU**

**KAWERAU
WOODFEST
2010**



Background of Festival

The Kawerau Woodskills Festival, an iconic event for Kawerau, began in 1989 in recognition of the town's historic association with forestry and the timber industry. It was rebranded 'The National Woodskills Festival' in 1991 as a result of an overwhelming response from competition entrants throughout the country. Held annually in the second week of September, the National Woodskills Competition is recognised as New Zealand's premier event for carvers and turners.

The Kawerau District Council recognised the importance of this event to the township and in 2007, as part of its Regional Growth Strategy, partnered with the organisers The National Woodskills Trust. A five year strategic plan was developed to expand the Festival to include a wide variety of elements associated with the wood industry and the bush at large – an A & P show for wood if you like.

As part of the development process, the National Woodskills Trust created an umbrella brand.

KAWERAU WOODFEST

The creation of this brand highlighted the origins of the festival, provided differentiation between each of the proposed events and allowed each area the opportunity to market the uniqueness of their individual activities, while retaining a synergistic association with the festival.

While the National Woodskills Competition remains as the cornerstone of Kawerau Woodfest, new elements are being introduced each year to enhance participation and broaden the demographic appeal. It is becoming an event where, in addition to showcasing the artistic side of working with wood, the general public gains insight into the historical, practical, recreational and employment opportunities that arise.

Activities involve the entire Town Centre stretching from the Tennis Court end of Prideaux Park, along the length of Plunket Street to the Circus Paddock on the corner of Plunket and Onslow Streets. Each event is in line of sight to the next so that visitors can move seamlessly between one experience and another with a sense of expectation. Food and beverage outlets are scattered throughout the outlying exhibitions for the convenience of visitors.



Woodfest 2010

Traditional elements of the Festival include Chainsaw Carving and Wood chopping exhibitions on the Circus Paddock, Art Displays in the Concert Chambers, Craft Stalls in the Town Hall, Floral Displays in the Presbyterian Church and a Market in the open Courts of the Town Centre during the Saturday of the Festival.

Each year Woodfest provides a wide variety of attractions for the public:

- Opening Night on the Thursday prior to the weekend is now being promoted as a **Gala Evening** where the public has the first opportunity to view and reserve to buy exhibits in the Woodskills Competition.
- The **'Pacific Toyota' Big Dig** was added in 2009 and will be returning in 2010, with teams racing whilst shoveling 3 cubic metre's of woodchip into bins.
- **Wearable Wood** will be introduced into the competition this year, whilst the popular public vote category will be returning with this year's theme, *'Bizarre'*, certain to capture the imagination
- The **'KFL' Chainsaw Racing** will be held at Prideaux Park, whilst other attractions such as weaving, shearing and the village atmosphere will be created.

With the 2011 Rugby World Cup likely to bring increased international visitors to Kawerau, there will be more attractions added to the Woodfest experience, labeling Kawerau as the premier event venue for wood.