

HAUORA UNLEASHED KI PŌNEKE 2018 EXPO

Respondent Survey

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ABOUT REGIONAL PUBLIC HEALTH

Regional Public Health is a sub-regional public health service, working with communities across the greater Wellington region through our three District Health Boards, Capital and Coast, Hutt Valley and Wairarapa. As a service we are a part of the Hutt Valley District Health Board. Our business is public health action – working to improve the health and wellbeing of our population and to reduce health disparities. We aim to work with others to promote and protect good health, prevent disease, and improve quality of life across the population. We are funded mainly by the Ministry of Health and we also have contracts with the District Health Boards and other agencies to deliver specific services. We have 130 staff with a diverse range of occupations, including medical officers, public health advisors, health protection officers, public health nurses, analysts and evaluators.

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INTRODUCTION

This report provides the findings of a survey of 132 respondents who attended the Hauora Unleashed ki Pōneke 2018 Expo ('Expo'), on Sunday 15th July 2018. Respondents were asked to complete a written survey form (Appendix 1), which provided the data for the report.

BACKGROUND

The inaugural Expo was held in Palmerston North in November 2017, focussing predominantly on Māori men's health. It was an interactive Expo providing an opportunity to share knowledge within the context of living a healthy lifestyle.

Following the success of the Palmerston North Expo, Wellington City Council (in partnership with Te Tihi o Ruahine and Regional Public Health) hosted a similar event for individuals, whānau and community in the Wellington region. The event included games, acts and workshops which were spread throughout Shed 6 and the TSB Arena, on Wellington's waterfront. This Expo gave individuals and whānau opportunities to learn about healthy lifestyles in a fun, interactive environment.

PURPOSE

This report provides the results of the survey of 132 respondents at the Expo. The purpose of the report is to provide information for the Expo organisers and funders about respondents' experiences at the event including:

1. The demographic characteristics of respondents attending the Expo, how they heard about it and where they live.
2. What they learnt at the Expo that they did not know before.
3. What changes they plan to make to anything they would normally do because of what they learnt at the Expo.
4. How useful they found the Expo.
5. What suggestions respondents had to make the Expo better, if it was held again.
6. How they rated the Expo overall and whether they would recommend it to others, if it was held again.

SURVEY METHODOLOGY

The survey results were gathered through a self-administered survey (see Appendix 1) given to Expo respondents to complete, with access to help from a data collector standing nearby if required.

Data collectors

There were nine data collectors, including two college students, friends and family members of the organising committee, and one Regional Public Health employee attending the event in a work capacity. All the data collectors were given a brief on the day as to the survey methodology and how to approach respondents to ask them to complete the survey. This was to ensure standard processes were used for selection of respondents. Data collectors were stationed at the venue's exits and were rostered to carry out data collection for periods of time during the day. Throughout the day a public health analyst monitored the data collection process. Collectors were provided with clipboards, forms, pens and, as way of an incentive, entry forms for survey respondents to complete to go into a draw for a \$100 gift card.

One data collector at each exit also recorded the number of attendees as they entered the Expo. The number of attendees recorded at the Expo was 388. This included people under the age of 15 years and may have included some of the Expo's stallholders and entertainers.

Sample selection

The initial plan was to ensure a random sample and data collectors were instructed to approach every 10th person and ask them to complete the survey. However, this was not possible as the sample would have been very small due to the unexpectedly low attendee numbers. The data collectors therefore approached everyone (over 15 years of age) as they were leaving the Expo. If the person they approached did not consent to completing the survey, they asked the next person until someone consented. The sample resulted in 132 surveys being completed. The survey group may have included stall holders and entertainers.

Data management, analysis and presentation of findings

A Microsoft Excel spreadsheet was used to enter, manage and analyse the data. A public health analyst completed the analysis.

SURVEY FINDINGS

Ethnicity of respondents attending the Expo

Respondents were asked to list all ethnicities to which they identified. This information was then categorised into a single ethnicity for each person using the method of ‘Prioritised Ethnicity’ (Ministry of Health, 2017). The priority was Māori, Tokelauan, Niuean, Tongan, Cook Island Māori, Samoan, Indian, Chinese, Other, New Zealand European.

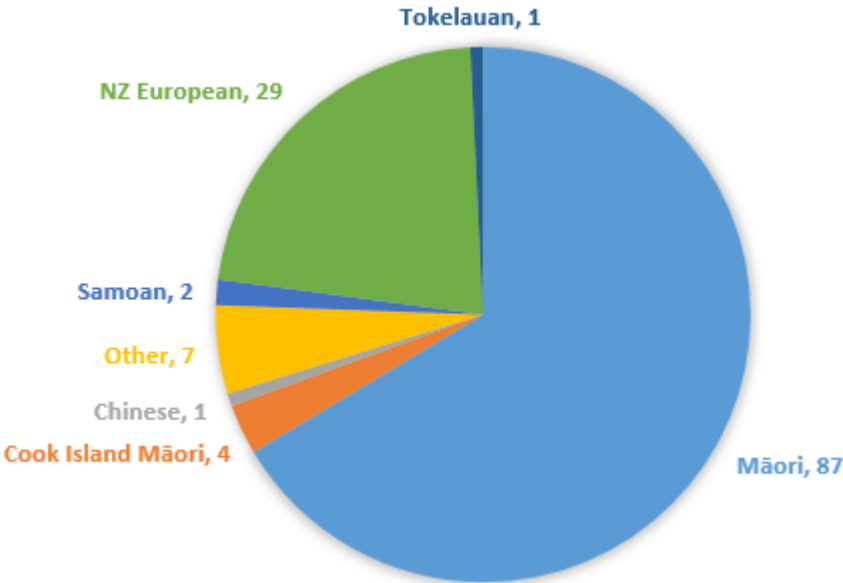


Figure 1: Ethnicity of respondents attending Hauora Unleashed ki Pōneke 2018 Expo (n=131)

One hundred and thirty one respondents chose at least one ethnic group on the survey that they identified with. The majority, 66% (87) of respondents, identified as Māori, 5% (7) identified with a Pacific Island ethnic group and 22% (29) were New Zealand European. One respondent identified as being Chinese and a further 5% (7) recorded their ethnic group as “other”. One person did not select an ethnic group on the survey.

Age and gender of respondents attending the Expo

Based on the 131 respondents who provided their gender and age details, the Expo attracted all age groups, but particularly those aged between 30 to 50 years (making up 50% of the respondents attending). There were more wāhine (60%) in attendance than tāne (40%). One person identified as being gender diverse. One person did not provide their age or gender information on the survey.

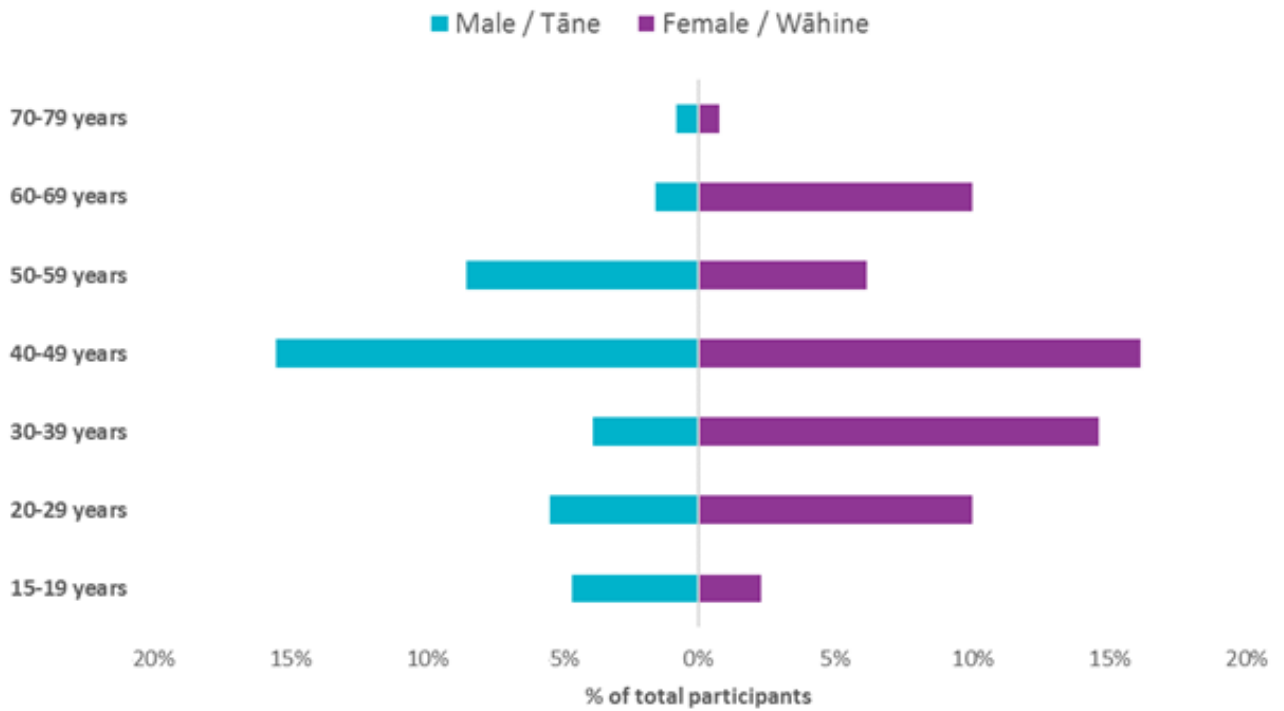


Figure 2: Age group and gender of respondents attending Hauora Unleashed ki Pōneke 2018 Expo (n=130)

Where did respondents attending the Expo live?

Of the 131 respondents who reported where they lived, half lived in Wellington. Twelve percent (16) of respondents lived in Porirua and 15% (20) lived in the Hutt Valley (Lower or Upper Hutt) area. Thirteen respondents (10%) lived outside of the Wellington region. One person did not indicate where they lived on the survey.

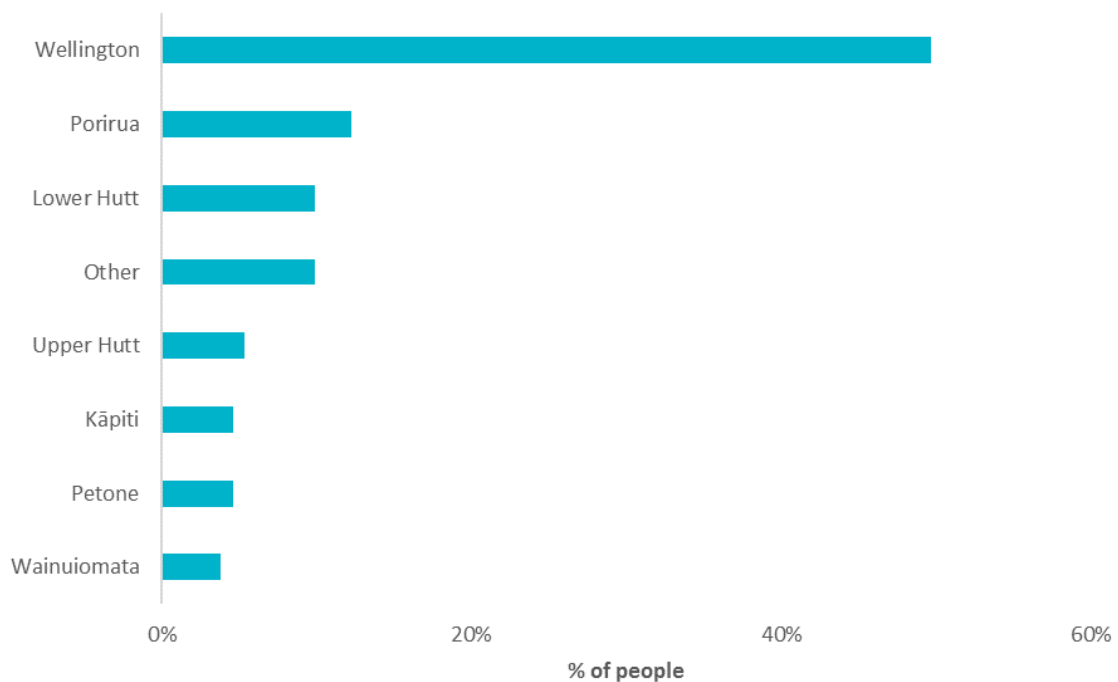


Figure 3: Where respondents attending Hauora Unleashed ki Pōneke 2018 Expo lived (n=131)

Where did respondents hear about the Expo?

Respondents were asked, “Where did you hear about this Expo?” They could select as many answers that applied from the following list: radio; friend/family/whānau; newspaper; internet/social media; or other.

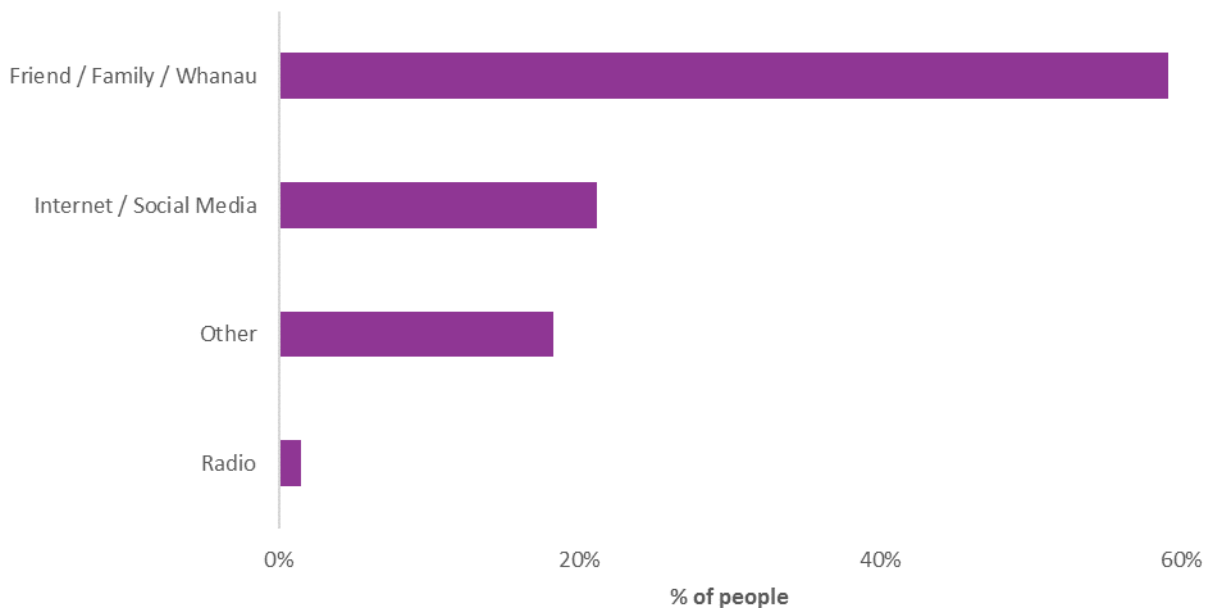


Figure 4: Where respondents attending Hauora Unleashed ki Pōneke 2018 Expo heard about the event (n=130)

Of the 130 respondents who answered this question, the majority (59%) heard about the Expo through friends, family or whānau. Twenty two percent (29) heard about the Expo through internet and social media, and only two respondents indicated that they heard about the event on the radio. Just over 19% (25) heard about the Expo via other means. The percentages do not add to 100% as respondents could indicate that they heard about the Expo from more than one source.

Table 1: Other ways that respondents attending Hauora Unleashed ki Pōneke 2018 Expo heard about the event

"Other" descriptions	No. of respondents
Client Roster	1
Direct Contact	1
Email	2
Heart foundation	1
Māori shop along waterfront	1
Maurākau expo	1
Venue manager for Event WREDA	3
Wānanga	1
Work	5
Walking past	7
Grand Total	23

What did respondents learn at the Expo?

Respondents were asked, “Did you learn anything new at the Expo today that you did not know before?” Of the 125 respondents that answered this question, 78% (98) indicated that they had learnt something new at the Expo.

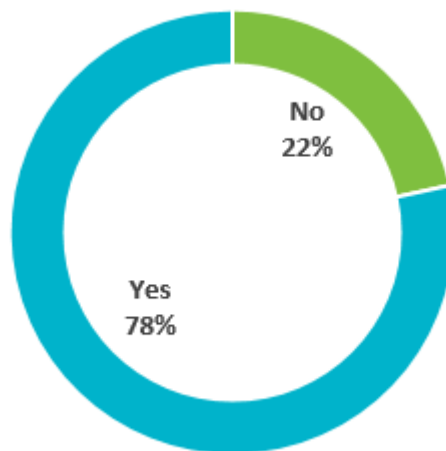


Figure 5: Percentage of respondents that learnt something new at the Hauora Unleashed ki Pōneke 2018 Expo (n=125)

Of the 98 respondents that answered “yes” to the question above, 80 commented on what they had learnt. The comments (detailed in Appendix 2) ranged broadly and related to the whole spectrum of stalls on display at the Expo. No one theme was strongly represented.

What changes do respondents plan to make because of what they learnt at the Expo?

Respondents were asked, “Do you plan to make any changes to anything you normally do because of what you learnt today?” Of the 98 respondents who reported that they learnt something new at the Expo, 65% (64) indicated that they planned to make changes to something they normally do as a result of what they learnt.

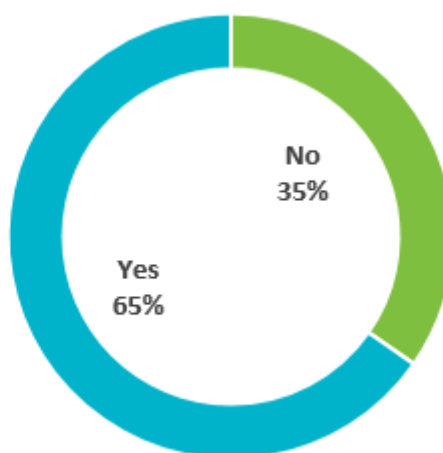


Figure 6: Percentage of respondents that learnt something new and planned to make a change because of what they learnt at the Hauora Unleashed ki Pōneke 2018 Expo, (n=98)

Based on the 64 respondents that answered “yes” to the question above, 59 commented on what they planned to change. Forty two percent (25) commented that they planned to make changes to their diet as a result of what they learnt at the Expo. A full list of respondent comments is included in Appendix 3.

How useful did respondents find the Expo?

Respondents were asked, “How useful have you found the Expo?” One hundred and twenty eight respondents answered this question on the survey. Of these, 70% (89) considered the Expo to be useful or very useful. A quarter of the respondents (32) described the Expo as extremely useful.

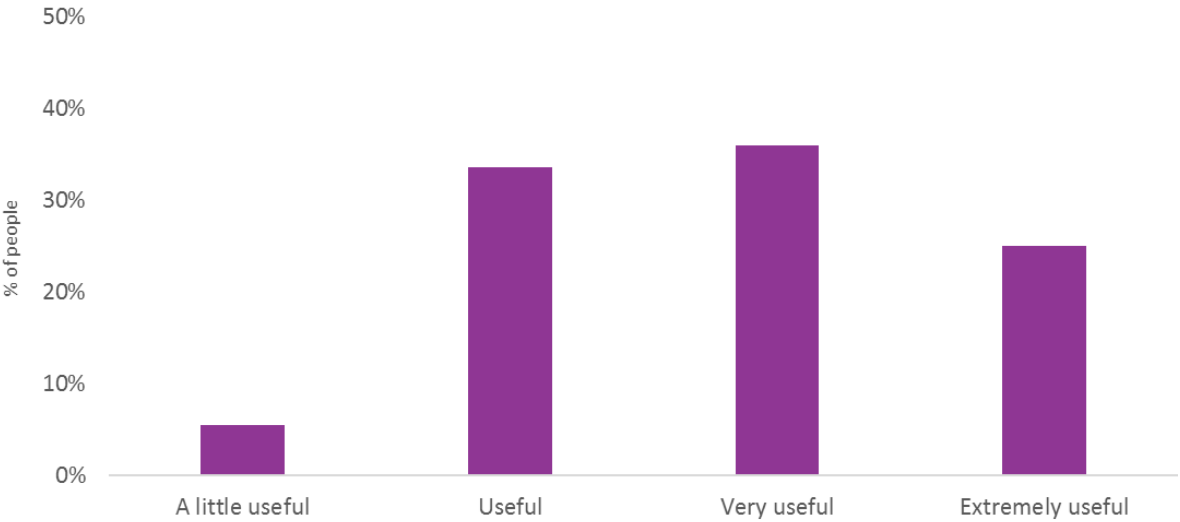


Figure 7: How useful respondents found the Hauora Unleashed ki Pōneke 2018 Expo to be (n=128)

How respondents rated the Expo overall?

Respondents were asked, “Overall, how would you rate the Expo?” One hundred and twenty eight respondents answered this question on the survey and all rated the Expo positively. The majority, 44% (56), rated the Expo as very good, and another 35% (45) rated it as excellent. The remaining 21% (27) of respondents considered the Expo to be good overall.

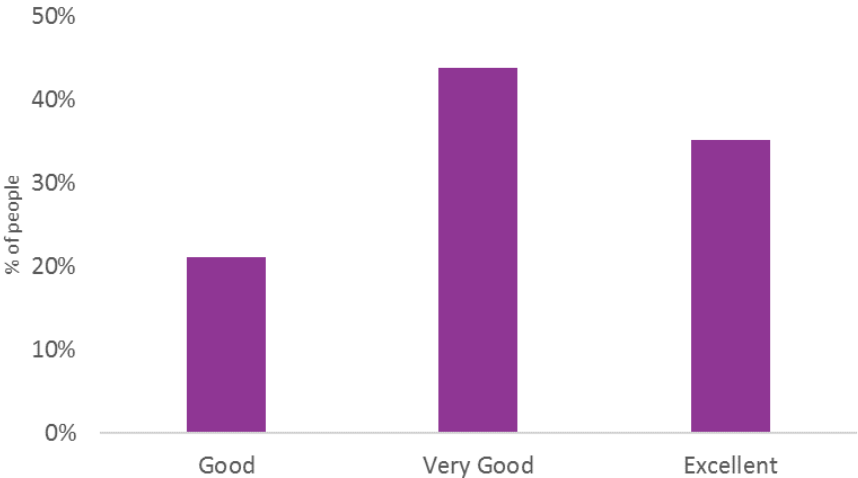


Figure 8: How respondents rated the Hauora Unleashed ki Pōneke 2018 Expo overall (n=128)

Would respondents recommend the Expo to others?

Respondents were asked, “If held again, would you recommend the Expo to others?” Of the 127 respondents that completed this question, all but one indicated that they would recommend the Expo to others if the event was held again.

Suggestions to make the Expo better

Respondents were asked, “If held again, what suggestions do you have to make the Expo better?” Sixty five respondents provided suggestions and these were categorised into main themes. If respondent suggestions included more than one theme, their comments were counted for each theme.

The majority, 45% (29), suggested that more promotion was required if another Expo was held in the future. Thirty one percent (20) of the respondents felt that the Expo needed more food options, stalls, activities or entertainment. Eleven percent (8) of respondents suggested a different venue should be considered.

Table 2: Summary of main themes from question, “If held again, what suggestions do you have to make the Expo better?”

Theme	No. of comments received
Different venue	8
More food stalls	7
More promotion	29
More entertainment	4
More activities/stalls	9
Other	13
Grand Total	70

Thirteen respondents (20%) made other suggestions, including:

- Having the Expo in the summer
- Offering cooking classes
- Having sports personalities present
- Displaying a timetable of performances
- Electronic survey
- Issuing spot prizes
- Having Eftpos available
- More 'action steps' for people to take action afterwards - meeting group, catch-up group, follow up calls from stall holders
- More fundraising initiatives and more rangatahi involvement
- Parking for stall holders (free)
- Having a compost bin

A full list of respondent suggestions is shown in Appendix 4.

Other comments

Respondents were asked if there were any other comments they wanted to make about the Expo. Forty seven respondents provided comments and all were overwhelmingly positive, encouraging and supportive of the event.

Examples of the positive feedback given include:

- Great atmosphere and great entertainment etc. Just needs more people to attend. Such a fabulous array of providers.
- Great idea! Ka Rawe!
- Tū Meke!! More of these events required
- I love the diversity of stalls and the workshops. Rawe! Loved the healthy kai being passed around

A full list of the comments made by respondents is displayed in Appendix 5.

SUMMARY

The Hauora Unleashed ki Pōneke 2018 Expo attracted people from a range of ethnicities, with the majority identifying as Māori (66%). More females attended the Expo than males across all age groups, except for the 50-59 year old bracket. Interestingly, 40-49 years olds were the largest group in attendance and this was split fairly evenly between males and females.

Half of the respondents lived in Wellington and most (59%) heard about the Expo from friends, family and/or whānau. The number of respondents attending the Expo from Porirua, Hutt Valley and Wainuiomata was relatively low which might suggest that promotion to target groups in these areas was unsuccessful.

The survey highlighted that the majority of respondents (78%) learnt something new at the Expo that they did not know before. The comments made by respondents indicate that the new things learnt ranged broadly across the group and no main themes stood out. Of those that learnt something new, the majority (65%) said that they planned to make a change as a result of what they had learnt. Forty two percent of the comments made by this group related to changes in diet.

The Expo was regarded as useful to extremely useful by 95% of surveyed attendees. Overall, 79% of respondents rated the Expo as very good to excellent.

Of the suggestions made about ways to improve the Expo should another be held in the future, the main themes included more promotion (41%); more food options, activities, stalls and entertainment (31%); and a different choice of venue (11%).

From comments received, attendees enjoyed the Expo, the atmosphere, entertainment and information provided on the day. Almost everyone (99%) would recommend the Expo to others if it were to be held again.

Recommendation

Given the low number of people attending, it is recommended that if another Expo is planned in the future, effective promotion of the event to the target communities would need to be a priority.

Reference

Ministry of Health. (2017). *HISO 10001:2017 Ethnicity Data Protocols – September 2017*. New Zealand.

Appendix 1 - Survey



Hauora Unleashed ki Pōneke 2018 Expo - Survey

The organisers of Hauora Unleashed ki Pōneke would like to find out why people have come to the Expo today and what they think of it.

1. Which ethnic group(s) do you belong to? (tick all that apply)	
<input type="radio"/> NZ European	<input type="radio"/> Tongan
<input type="radio"/> Māori	<input type="radio"/> Niuean
<input type="radio"/> Samoan	<input type="radio"/> Chinese
<input type="radio"/> Tokelauan	<input type="radio"/> Indian
<input type="radio"/> Cook Island Māori	<input type="radio"/> Other (please specify):
2. Are you:	
<input type="radio"/> Male / Tāne	<input type="radio"/> Female / Wāhine
<input type="radio"/> Gender diverse	
3. How old are you?	
<input type="radio"/> 15-19 years	<input type="radio"/> 50-59 years
<input type="radio"/> 20-29 years	<input type="radio"/> 60-69 years
<input type="radio"/> 30-39 years	<input type="radio"/> 70-79 years
<input type="radio"/> 40-49 years	<input type="radio"/> 80 + years
4. Where do you live?	
<input type="radio"/> Wellington	<input type="radio"/> Petone
<input type="radio"/> Upper Hutt	<input type="radio"/> Lower Hutt
<input type="radio"/> Wainuiomata	<input type="radio"/> Porirua
<input type="radio"/> Kāpiti	<input type="radio"/> Other (please specify below):
5. Did you learn anything new at the Expo today that you did not know before?	
<input type="radio"/> Yes	<input type="radio"/> No
If no, please go to question 7.	
5a. If yes, what new thing(s) did you learn about?	

6. Do you plan to make any changes to anything you normally do because of what you learnt today?				
<input type="radio"/> Yes	<input type="radio"/> No			
6a. If yes, what changes do you plan to make?				
7. Where did you hear about this expo? (tick all that apply)				
<input type="radio"/> Radio	<input type="radio"/> Newspaper			
<input type="radio"/> Friend/ Family / Whanau	<input type="radio"/> Internet / Social Media			
<input type="radio"/> Other (please specify):				
8. How useful have you found the Expo?				
Not useful <input type="radio"/>	A little useful <input type="radio"/>	Useful <input type="radio"/>	Very useful <input type="radio"/>	Extremely useful <input type="radio"/>
9. Overall, how would you rate the Expo?				
Poor <input type="radio"/>	Fair <input type="radio"/>	Good <input type="radio"/>	Very Good <input type="radio"/>	Excellent <input type="radio"/>
10. If held again, would you recommend the Expo to others?				
<input type="radio"/> Yes		<input type="radio"/> No		
11. If held again, what suggestions do you have to make the Expo better?				
12. Are there any other comments you would like to make about the Expo?				

Appendix 2 – New things that respondents learnt at the Expo

- Health
- Kawakawa/Natural Māori Medicine
- New health care and Fire Prevention
- Things about Rongoā
- Information about other organisations, rongoā and youth health services
- I am one of the providers and it was useful to meet other providers and find out more about what is being done in our community.
- Govt., Ora Toa services - regenerate magazine
- Healthy eating
- Lots and it is good to have pamphlets to read
- Arthritis, Health initiatives available, Hauora Māori, Mirimiri, Healthy homes initiatives
- I learnt about some services in Wellington that I didn't know about
- Safe meeting place in case of fire!
- How to hula
- Breast screening
- About how cigarettes will be put up to a higher price so people will not keep buying them.
- Organisations (health)
- Symptoms of a heart attack
- Uric acid test
- Veggie Co-Op
- Vege co-op and cancer services
- Watene Māori
- Health and well being
- Womans' health
- There are so many health services to help our whānau
- How to plan your fire exit strategy
- More around youth courses/services
- Variety of services available
- Other services available to whānau
- Māori University, Taha Tinaga, Taha Hinengaro, Taha Wairua and more, haven't finished leaving here yet
- Type of services available
- Services provided. My daughter enjoyed interacting in some of the activities
- Fire safety
- Fire awareness for kids
- New Māori health initiatives
- Clothing
- Doing healthy things that benefit your body. How to care for your physical being.
- All the sponsors that I didn't know existed
- The options available to whānau in particular the health sector
- Benefits of kawakawa
- Health messages
- Fatty oils
- Hauora health messages, Education

- Cancer awareness
- Blood pressure levels
- It's beautiful
- Yoobee school of design information, TKR whānau card
- Massey online, Yoobee, blood pressure
- Kawakawa products
- Rongoā, Harakeke, other workshops
- Kawakawa
- Rongoā
- Massage. Fire safety plan
- Learnt about traditional Māori healing
- Talked to Massey Rep about how to integrate cultural appropriateness into training
- Maurakau
- Massage types for the head and body; Weaving; Mau rākau demonstration; kei te pai
- I learnt about mahi whiu
- Romiromi/mirimiri, Māori warden info
- About whare tū taua
- Heart Health, Club active
- Best start - Club active. Kawakawa balm. Heart foundation. Wellness of the home. Ora Toa services available in abundance
- Blood pressure. Sugar intake
- I learnt some possible careers I could possibly be doing in the future, like designing, Sports (PE Teacher, co-ordinator)
- Different types of careers
- This Place
- Lots of sugar in coke
- Access consciousness bars
- I need to foam roll, and stretch my muscles
- Learnt that there are raranga classes at Pātaka on Wednesdays
- Healthy eating decisions
- Uric acid levels are BAD
- Heaps of stuff!!
- Healthy wellbeing and the importance of moving. Also have an escape plan for fires
- Health, wellbeing
- Alignment of whole body
- July 1st new parents receive \$60
- Healthy Homes initiative, Māori medicines/healing, fire stall - good info, Health and fitness
- Awesome, all just great
- College of Massage, Vic Uni - Batchelor of Health, Fruit and Vege Co-op, Māori pharmacists
- Romiromi, Clairvoyant, Produce store

Appendix 3 – Changes that respondents planned to make

- Drink more water
- Shift plugged in equipment away from bed. Heart Information
- More attention to use of Māori medicine as complementary health. Inspired to learn Te Reo
- Eat better
- Go and sign up at a medical centre and get a smear
- Diet
- Going to GP to check uric acid levels a high level recorded
- See previous question
- Go to Hiko Fitness more
- Eat healthier, try to quit smoking
- I want to be a police officer and making a difference to Aotearoa
- Healthy snack ideas
- Veges (green leafy)
- Uric Acid changes
- Be more active. Eat more healthy
- Vege co-op
- Nutrition
- Smear - How important it is
- Stay hydrated
- Plan fire exit strategy
- Home life changes
- More activity, more water, more rongoā
- Consider looking after my health
- Diet and Exercise
- Make sure she brushes her teeth twice a day
- Fire escape training at home
- Fire safety
- Diet, Career pathways
- Cooking, Diet, Attitude
- Use the balm
- Support my wife with fire evac
- Healthy eating
- Fire evacuation planning
- Healthier food choices
- Less sugar
- Get BP down
- Use of kawakawa products
- Eat better
- Fire safety plan
- Talk to family about responsibility
- Maybe eat healthier
- Use social media, more sports stuff
- To eat more veges
- Get a massage
- Physical wellbeing. Pre/Anti natal services
- Less sugar
- Drink more water
- Be more open with daughters situations
- Stretch more after trainings
- I want to go to the raranga class on Wed
- Diet

- Increase healthy options for better heart health
- Kai
- More movement in every day and encourage others
- Life style change
- Eating better/exercise
- Health, Matariki, Gardening
- 20 minutes a day exercise. Kids need healthy exercise via role models, parents do more
- Professional development of staff of hauora service

Appendix 4 – Suggestions to make the Expo better

- Increased promotion could tie these events into a festival like Matariki
- More live music
- A different location, somewhere in the Hutt or Porirua with a higher proportion of Māori and Pacifica
- More advertising
- Better signage outside venue
- Māori promotion, Facebook, etc. Maybe a similar event in Porirua, Hutt Valley
- Promotion - It would be great to have more of a lead in to this event and get the word out to more people.
- The more attendees the better
- More food stalls, More cost effective
- Wider promotion
- More promotion of the event to bring more people
- Larger space for stage and sitting plus dancing / standing area.
- More publicity
- Maybe have it in summer, but either way it was an awesome experience
- Marketing/signs at venue entrance
- More of those on the spot tests
- Better advertising, better signage on the day
- Better advertising
- Advertising outside the venue. Get 2FM involved
- More advertising
- More advertising, more social media advertising
- More agencies
- Cooking classes, more accessible location, sport personalities present
- Sports stars, open area
- Bigger, more stalls
- BBQ operating
- A bit more advertising
- Bigger venue, especially for performances
- Nothing, done a great job
- More kai, great stalls, but more would be great
- Timetable of performances by stage
- Nothing. The key I think is not to make it too big
- Ipad forms, Food voucher, spot prizes
- It is good as it is
- Perhaps presentation, Social media influence, FB live etc.
- We didn't know about the event until yesterday
- Maybe a Saturday, more foot traffic
- More advertising
- Food
- Air conditioning for the venue
- Unsure at this stage
- People out on waterfront
- A bit more entertainment
- Better exposure
- Vehicle access
- Eftpos
- Perhaps a bit more space or physical activity area
- Layout seems to work. Great having entertainment
- More fun activities

- More advertising, More entertainment, more food stalls
- Better marketing
- More 'action steps' for people to take action afterwards - meeting group, catch-up group, follow up calls from stall holders
- Two tables for sexual health. One for youth and one for older people's health. A way of people going through the venue
- Involve IRD, Wellhomes. Lots of organisations offer full services
- More space for workshops to 'show off' their resources
- Better promotion and awareness to the public. Needs to be a 'taha Māori' perspective
- More public promotion via social media. A wider variety of kai. More fundraising initiatives and more rangatahi involvement.
- Bigger area to set up stores
- Better advertising
- More waiata, get radio stations to attend, and personalities perhaps, some prizes, some discussion of the issues
- Bigger venue, more promotion
- More food, more massages
- Advertising outside the venue. Get 2FM involved
- More Kaimirimiriri
- Less plastic - plastic balloons/para kore presence
- Wider promotion of event
- Better advertisement in Kura, out in the wider hāpori (community)
- Bigger
- Compost bin
- Just one room to be more inclusive and better vibe
- Just one room, more space
- Signs more clear
- Advertise more
- Promote a bit more perhaps
- Entertainment - Māori kapa haka, singers, dancers
- Kapaio, parking for stall holders (Free)

Appendix 5 – Respondent comments

- Awesome
- Can't think of any improvements
- Would be good to see you near Matatini
- The kapa haka performances were good.
- Great idea! Ka Rawe!
- Great variety of stands, plus physical activity.
- Great atmosphere and great entertainment etc. Just needs more people to attend such a fabulous array of providers.
- Thanks
- Thank you very much
- Fantastic - Need more there Kaupapa events
- Rawe!!
- Thanks, I've really enjoyed it.
- Great event!
- It was great and entertaining
- Great day with great people
- Awesome event
- Good
- We enjoyed the kapahaka by Hato Paora College
- It is very interesting to get to know Māori culture
- Good cause
- Well done
- Tū Meke!! More of these events required
- Excellent set up
- Tū Meke!!
- Educational, nice displays, well-spaced
- Great environment, good team
- Karaweke!
- Kalega e hoa ma
- Excellent idea
- Handy for park for tamariki. Tino pai
- More food stalls
- Excellent day
- Pro-active/promote marketing
- A lot of whānau walking around Shed 6 looking for the entrance
- Keep up the good work. Change the venue to make it more accessible (e.g.: Host it in Porirua, the Hutt).
- Ka pai
- Tino pai to mahi
- Great place
- It was fantastic. The people were great to talk to at each stall. Kia ora. Hayden Jacobs was amazing to talk to.
- I love the diversity of stalls and the workshops. Rawe! Loved the healthy kai being passed around.
- Very cool event
- Overall good. The hangi cooked in the ground was even better than the steamed one.
- Great concept
- Good initiative
- Very good – Thanks
- All good
- Well done