

# Kiwiburn 2010 Afterburn Report

31 May 2010



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## I. Introduction by New Zealand Regional Burning Man Contact, Mark Stirling, aka Yonderman

It's Afterburn report time again and what an amazing time to put pen to paper. 'Elementality' was our seventh Kiwiburn and fourth on the Whakamaru site in the central North Island. There are many ways in which this year's three day event was the most memorable and significant of all Kiwiburns. We reached a record of 450 people, almost 70% growth from last year! We were also spoilt by the richness and diversity of art structures and theme camp installations on site. A significant event was the first-time attendance of Burning Man HQ officials at Kiwiburn. Maid Marian and Regional Coordinator Meghan were able to attend through combining Kiwiburn with a visit to Australia to assist with the development of their regional community. It was a pleasure to pick them up at Auckland airport and personally escort them to the spectacle of Kiwiburn!

Arguably the most poignant message to come from this year's Kiwiburn was that we achieved a "tipping point". In short, we made the transition to something big. Marian could see that we had the size, diversity and connectivity of a well-evolved major event, and the "tipping point" would now take the event to the stratosphere! Marian and Meghan were very excited and moved by their Kiwiburn experiences, especially during the burn. Their visit has been important for us, as we are now well and truly on the radar as one of the major international regional events, and equivalent in size to most of the larger events in the USA. Lessons will be learned by other regional communities (e.g. Australia) from our Kiwiburn experience, and the event again received accolades at the annual Regionals Summit, held a few weeks after Kiwiburn. Newspaper and radio coverage of the event was widespread. Everyone on the Kiwiburn Ex-Com (Executive Committee) was blown away by its success, and we all felt that our efforts had paid off.

I have personally felt totally re-energised by what we achieved this year, and it means a lot to me to have had such a strong endorsement of Kiwiburn by Marian and Meghan. I had long hoped to see Kiwiburn achieve the "self actualisation" that it has achieved this year, so I couldn't be happier. Sure, we've had our significant issues that have arisen as a result of the size and scale of the event, and you will hear about these later in the report. However, there has never been a successful regional event that has not had its share of hassles.

The Ex-Com were a bright, reliable, passionate and focused bunch of people, and everyone worked very hard for the event. Bruce's leadership deserves special mention, as does Kiwi's leadership in building the man and running the MPW. Each of the Ex-Comms gets a special mention for their fantastic efforts. This report will show you what I mean. We have had some key Ex-Comms leave over the last year (Dr Windy and Mistress Polly), and their contributions are hugely acknowledged. On the flip side we have had new experienced Kiwiburners added to the Ex-Com, so it continues to be alive and in good hands. The Ex-Com met face to face over a full weekend to talk through the "where we are and where we are going" of Kiwiburn. This was our first such meeting on this scale, and very timely. We also put out an open invite for Kiwiburners to apply for Regional Contact positions so that we can provide a wider geographic distribution of Regionals for Kiwiburn. A minimum coverage would be a Regional Contact in Christchurch, Wellington and Auckland. Email me at [newzealand@burningman.com](mailto:newzealand@burningman.com) if you'd like to find out more.

For the future? The future is bright. More growth, more diversity, and more passion. Thanks to all of you who came and made Kiwiburn happen. Thanks for continuing to be part of the most unbelievably fabulous ride I've ever had!

**The following sections are a more detailed report on Kiwiburn, broken down into a series of topics, and each written by the relevant committee member.**

## **II. Organisation** by Kathy Guidi

There were not many changes from previous years in terms of organisational structure. The majority of the 2008/09 Executive Committee stayed on board for the 2009/10 term with few exceptions: Rowena Budd and Kyla Dryesen left the Ex-Com at the start of the new term and during the year we said goodbye to Wendy Allison and then to Polly Lind post the 2010 festival. We are grateful for all the great work these ladies brought to Kiwiburn in the past years! Towards the end of 2009 we welcomed Pete 'Lumos' Wyatt. Over the course of the year, the Ex-Com was comprised of between 13 to 15 sparkling individuals as follows:

**Bruce Scanlon:** Big Nob

**Jodi York:** Bean Counter, Greeters Manager

**Allyn York:** Committee Wrangler; Site/Town Planning, Theme Camp and Art Installation Admin Team

**Kathy Guidi:** Administration Goddess

**Richard Parratt:** Art Grants Committee Member; Health & Safety Officer Czar

**Cass Edwards:** Website Czar

**Chris Hankins:** Site/MPW Manager; Man Designer and Builder; Bureaucratic Liaison

**Sam Hankins:** MPW Team Member

**Polly Lind:** Site Planning/Town Placement Mistress; Security and Black Sheep Wranglers Mistress

**Mark Stirling:** BMORG Regional Rep

**Shelley Watson:** Graphic Designer (theme, tickets, posters, etc), Media Liaison

**Wendy Allison:** Art Grants Committee Chairperson

**Pete Wyatt**

In addition, the following outstanding individuals held non Ex-Com roles and positions:

**Gate Mistress:** Hana Tuwhare

**Centre Camp Manager:** Kim Eros

**Temple Designer/Crew:** Karl Matthews and Dave Ryan

And since Kiwiburn 2010, we've brought on three newbies: Poppy Norman, Karl Matthews, and Anthony Hiron who will be serving for the 2010/11 year. We look forward to their injection of enthusiasm into the Ex-Com!

### III. Financials by Jodi York and Kathy Guidi

We had another good financial year finishing up the 31/3 fiscal year with a net pre-tax surplus of \$878 and \$14,000 in the bank! Below are data showing our actual expenditures (last column) versus our budget (middle column) and our actual expenditures from 2009 (first column).

Our budget was based on a 25% growth in attendance to 313 people; yet we actually saw the festival population grow by 67% to 450 participants (last year we recorded 270)! This helped boost revenue by a further \$5k over projections. For the fourth year running, we kept ticket prices constant at \$50/\$60/\$70 while increasing the gate ticket prices from \$80 to \$100. In last years' report, we talked about the explosion of gate ticket sales which we wanted to discourage from happening again. The increase in gate ticket prices only reduced our gate ticket sales nominally as we still had over 75 gate ticket sales. We saw the last of our TDC grant money this year though there has been talk with TDC's Warwick Hall of renewing our contract and \$5000/a year grant money for a further three years. Keep your fingers crossed.

On the expense side of things, overall, expenditures were in line with budget. However, there were a couple of large increases, which warrant some further discussion. Expenses increased over budget for the hiring of Senjo Security as we made the decision during Day 1 of the festival to add additional security guards which resulted in \$1,500 in increased costs. The site rental fees show an increase of \$2k over last year; however, \$1,000 of the increase is actually part of the fees for last years' festival which didn't get paid until April of 2009 (after fiscal year end). So, our annual site rental fee has actually remained constant at \$2000 per year. A large overage is in the Cost of Goods Sold (COGS) number which incorporates costs for building the Temple, Man, and Gate and Greeters, and for management of MWP and Wranglers. Total COGS came in at \$10,500 or \$2,600 over our allotted budget of \$7,900. I think everyone will agree that the Temple and Man structures and burn night pyrotechnics were truly spectacular this year thanks to the incredible teams we had. And lastly, once post-festival numbers showed a larger net surplus, part of this money was put towards travel costs in getting all the Ex-Com members together for a face-to-face planning session in mid-April.

As the festival grows, so do our infrastructure costs. Budgets are getting bigger and a goal for this year is to implement better management controls to keep costs in line with budgets. We are endeavouring to increase the Art Grants pool significantly though we won't have concrete numbers until the 2010/11 budget is completed (hopefully in the next month).

Lastly, let us say again that we had a stellar year. If you look at the budget forecast, we were actually hoping to show a deficit this year as we'd planned to spend down our bank balance to a reserve of \$5k and yet instead, we have ended up with \$14,000 in the coffers. We are definitely in a good position for the future!

	2009 Actuals	2010 budget (based on 25% growth)	2010 Actuals
<b>Income</b>			
Bank Interest:	\$ 19	\$ –	\$ 74
Ticket Sales:	\$ 17,169	\$ 24,531	\$ 29,160
TDC (Taupo District Council) Grant:	\$ 7,000	\$ 5,000	\$ 5,000
Total Income:	\$ 24,188	\$ 29,531	\$ 34,234
<b>Expenses</b>			
<b>Art Grants disbursement</b>	\$ 1,828	\$ 3,000	\$ 2,993
<b>Bank Charge</b>	\$ 95	\$ 96	\$ 83
<b>Carbon Offsets (\$2.60 pp)</b>	\$ 648	\$ 813	\$ 1,170
<b>Capital Items:</b>			
2009: Mixer/Radios/Conference Phone:	\$ 2,239		\$ –
2010: Banners/Signs:	\$ –	\$ –	\$ 1,270
2010: Additional Radios:	\$ –	\$ 600	\$ –
<b>Cost of Goods:</b>	\$ –	\$ –	\$ –
Gate and Greeters	\$ 842	\$ 2,076	\$ 513
Wranglers	\$ 180	\$ 198	\$ 685
Man	\$ 1,879	\$ 2,586	\$ 4,376
Materials	\$ 200	\$ –	\$ 75
Temple	\$ 872	\$ 1,810	\$ 2,213
Supplies	\$ 125	\$ 531	\$ 1,856
MPW	\$ –	\$ 700	\$ 862
<b>Equipment Hire:</b>			
AV Hire	\$ 75	\$ 308	\$ –
Structures (Centre Camp):	\$ 392	\$ 1,031	\$ 520
Toilets	\$ 1,560	\$ 2,145	\$ 2,138
<b>Insurance</b>	\$ 366	\$ 503	\$ 397
<b>Misc</b>	\$ 39	\$ 200	\$ 501
<b>Office/admin</b>	\$ –	\$ 260	\$ 83
<b>Rent: Council/SLAM/TDC Fees</b>	\$ 925	\$ 1,018	\$ 3,008
<b>Services:</b>			
Event Medics	\$ 2,500	\$ 2,750	\$ 2,500
Security Guard hiring:	\$ –	\$ 2,500	\$ 3,983
<b>Printing:</b>			
Printing (tickets, signs)	\$ 535	\$ 736	\$ 413
Printing: (Wristbands)	\$ –	\$ 500	\$ 439
Printing: (Event Guide)	\$ –	\$ –	\$ 73
Print ads (Dam Advertiser):	\$ 28	\$ 31	\$ 28
<b>Taxes (2008):</b>	\$ 1,463	\$ 2,093	\$ 1,455
<b>Telephone (conf ph fees / ph cards):</b>	\$ 236	\$ –	\$ 181
<b>Travel:</b>	\$ –	\$ –	\$ 1,444
<b>Utilities: (Power on site)</b>	\$ 299	\$ 411	\$ 100
<b>Total expenses:</b>	\$ 17,326	\$ 26,895	\$ 33,356
<b>Net Surplus/deficit (Pre-tax):</b>	\$ 6,862	\$ (2,364)	\$ 878

## IV. Art and Theme Camps

### a) Art and Art Grants Programme by Wendy Allison

This year the Art Grant Committee consisted of five individuals: Wendy Allison (Chair); Chris Hankins, Richard Parratt, Lynda Wixon, and Tim Jago. The Art Grants Programme gave \$3000 to art on the paddock. Applications were strong and plentiful, which required a rigorous process of assessment. The team evaluated applications against six criteria:

- Interactivity with people
- Interactivity with the environment
- Relevance to theme
- Wow factor
- Ingenuity
- Cost effectiveness

Each AGC member applied a score of 1–5 to each category. The scores were totalled and a percentage worked out by dividing the total by the possible maximum of 30 points. This percentage was then applied to the amount asked for. This year, the total grant amounts using this process came to more than the amount available. To calculate the necessary adjustment, the total amount available was divided by the total amount applied for, and this figure was applied to the assessed amount for each art piece that qualified.

In total, eleven artworks were funded, however of those only eight took up their grants. Do you remember Elemental Headspace, Tomorrow Never Dines, RGBoreal, Illuminated Merkabah, iTrolley, Elements of the Mind, Fire Sculptures, and Shifting Symmetry? We were very pleased to be able to help these artists bring their vision to the paddock.

The three art grants that were not taken up left us with \$600 to give away. Art Grant Team members were on the lookout through the festival for 'random unfunded art' that had been brought to the festival, and also for funded art that exceeded expectations. The \$600 was divided afterwards between Norse Man, Elemental Headspace, The Teetering Tower of Twaddle, Fire on the Water, and RGBoreal (who experienced a setback with ordered gear arriving broken, and ended up spending more than expected but bringing a bigger, more exciting piece to the paddock as a result).

Art Grant funds were paid to recipients on receipt of expenses by the Bean Counter. All grants have now been paid out. This year, we are working towards refining our process for calculating grants, and also to expanding the criteria for what is eligible for funding. The eligibility statement will be changed to read as follows:

"We look for works that stand out as a public contribution to Kiwiburn. We do not fund performance art but we may fund props required for interactive public performance. We do not fund domes, tents, teepees or stages and ask that if your project must be contained in a structure, it be handmade and related to its contents. We may fund art cars, mobile art, and art created by theme camps, based on individual merits, public interactivity and artistic relevance."

This opens Art Grant Applications up to art cars and to art created by theme camps, with a possibility that necessary props for interactive public performance will also be considered. We are excited at the prospect of being able to fund a wider variety of art, and although the budget for next year is not yet finalised, we are told there will be more money for art grants for 2011. We encourage all artists, young, old, new, or established, to submit an application for your project. Full details about the Art Grants Program can be found on the Kiwiburn website: <http://www.kiwiburn.com/art-grants>

### b) Theme Camps by Kathy Guidi/Dave Preece

We had 17 theme camp pre-registrations this year though a few dropped out by the time of the festival. However, many camps continued to come back, bigger and badder than ever and we all appreciate the hard work and year-long planning that many of these camps undertake in order to bring the goodness to the paddock. Back again this year were Pink Moa, Mt Pedro (upgrading from Club Pedro), Balrogs Playpen, The Green Fairy, Shambala Healer Camp, Polly's Put the Kettle On, The Paddock Post, The Dodgy Rodger pirate ship, the kayaks, and the Skullfuck crew which split into Skullfuck Mental Hospital and The Teetering Codger. We welcomed the purely purple Illuminati Temple, the House of Bamboo, Christmas Camp, The Headless Duck, Happy Hippy Happening, and Starbase. And thanks to Dave Preece, he, in the spirit of Burning Man, started a Kidsville theme camp – a village for families with children to camp together and help each other care for their little ones (see his report below).

There was no lack of places to go get your groove on and between Illuminati Temple, The Headless Duck, and Pink Moa, the dance beats lasted throughout the night and offered an array of music to please all. Thank you to all the DJ's! If electronic beats were not your thing, then the House of Bamboo and The Green Fairy offered up some jazz, pop, and other soulful sounds. Polly's Put The Kettle On continues to be the place to go "the morning after the night before" and

it seems there was never a lack of folks getting their caffeine on! The Teetering Codger, I've been told, was a smashing success with people queued up on the red carpet to get inside! There was plenty of performance art abounding -- who could forget the Happy Hippy Happening crew's daily march down to the lake for a bit of synchronized swimming?

There's much more that went on and I'm sure we all have our favorite encounters, experiences, and memories to bring a smile to our faces. The festival would not be what it is without all the great things that the community brings so a big thanks to all of you!

Overall the placement of camps worked out well, though there was some last minute changes due to the ever-changing terrain of the paddock. We did manage to create a 'quiet zone' of sorts in the first paddock where people camped under the big trees. The Town Planning team does scope out the paddock a few months before the festival to get an idea of which paddocks will be available to us -- we must negotiate use of paddocks with the SLAM Motorcross folks who lease the land and the farmer who grazes it. And sometimes things change at the last minute as it did for us again this year. But in keeping with Kiwiburn spirit, we adapted and were able to shift a few camps around with minimal disruption.

#### **Kidsville** by Dave Preece

I had attempted to start the community of Kidsville via email before the burn started. In the end we more ended up with a 'hub and spoke' kind of arrangement with myself as the hub generally answering pre-burn enquiries. To the burn itself, I brought the little "kidsville" shade and an assortment of art and play consumables including vast plans for making men to burn and popcorn to eat and had imagined that this shade would end up as the centre of our community. In practice we ended up being more distributed with everyone very much doing their own thing -- to be expected (and hoped) of burners I guess -- and my best laid plans went they way they usually do.

The kids, however, got on great. The hope for dissolving of boundaries between families worked really well and the concentration of families made for more "similar age" company for the kids to run around screaming with. Zuni (who's 8) had \*great\* first burn.

So in short I think we did something good for families attending Kiwiburn. I think the lessons learned were that a "families camping" area of some description is awesome because it means the kids get to run around with each other; parents can lean on each other a bit; and we got a quiet spot away from the main thoroughfare for when we did want to get the small people to sleep. It may have worked better with someone who was a bit more "hands on" but the majority of the benefit came from just, being with each other really. I propose that next year we do just that.

#### **Issues to be addressed for next year:**

- Town Planning: Need to maintain regular dialogue with SLAM and the farmer to identify which paddocks will be available to us.

#### **c) Centre Camp** by Kim Eros

Centre Camp was a great success this year and was even more busy with various events and activities happening throughout the festival including musical performances, movies, poi, hula hooping, dance, various talks, drumming lessons, and lolly scrambles. Activities on Saturday and Sunday were running all day and evening long!

One of the goals from last year was to try and provide our own 'marquee' or shelter structure for Centre Camp this year rather than rent a marquee as we've done in the past. Bill took this on and had worked throughout the year to develop a bamboo dome structure, which he'd built on a smaller scale with success. However, he encountered various problems while on-site getting the Centre Camp dome stabilised and sadly, it did not come to fruition and we ended up renting a marquee after all. We thank Bill for all his hard work and creative talents and will see what manifests for next year.

Things that worked very well:

- The backup centre camp shelter plan.
- Having people add their own events to a white board on the paddock.
- A Kiwiburn forums link to a Google doc for people to add their events prior to the event

Things that didn't work so well:

- The experimental centre camp shelter
- A white board in the rain
- Sound and PA system set up

#### **Issues to be addressed for next year:**

- We need to decide whether the Centre Camp infrastructure is to include a sound system (including microphones as well as power).

## V. Environment, Site Management, and MPW: by Chris “Kiwi” Hankins

We ended last years' MPW report with three items to address for the upcoming year:

- 1) providing a commissary for MPW volunteers
- 2) better communication to participants about recycling
- 3) better communication to participants about MOOP (matter out of place).

We did well on all three fronts. Bacon did an incredible job organising, shopping, cooking, and providing for the MPW volunteers. Set up in the Grotto, the kitchen hummed along with large pots full of delicious and warm meals. In addition to cooking for MPW volunteers, we held a 'thank you' BBQ for the Mangakino Volunteer Fire Brigade who seemed to enjoy themselves as usual. They are always a joyful sight when they arrive with their Fire Truck and Emergency Response vehicle!

We decided to do away with providing recycling for the community and that seemed to work well. There were only a handful of bottles and cans found around the site. However, despite that, with respect to MOOP, the paddock was left cleaner than ever – and that says something given our growth in attendance.

It was a fight against the elements during set up as we had amazing thunder and lightening and rain storms culminating in a double rainbow glowing all around us. We lost at least a day for construction and even up until the Man was due to burn it was raining. The gas flame effects were finally installed one hour before he was ignited and what an amazing scene followed. Propane-fueled flames leapt up the sides and then joined together at the top with a single flame shooting out of the ends of his hands which roared like a jet engine – amazing. The gathered crowd screamed with approval as the man caught fire and then turned into a ranging inferno – unbelievable.

Once the Man had succumbed to the fire, a procession lead by fire spinners and drummers made their way to the Temple of Chance. With some very clever stacking of combustibles and the propane ignition system, the Temple began to burn. What an incredible burn it was as the seven metre high, three level structure collapsed into itself one floor at a time – a true sight to behold. The Temple burn is a much more somber event than the Man burn as people have had time during the event to gather in relative silence and write messages on the structure to loved ones lost and those whose lives they wish to celebrate.

The night previous, the Norse Man was ceremonially torched into the memories of those that bared witness. It was a striking sculpture that many said should not burn, but alas, that is the peril of some of the timber sculptures at Kiwiburn... ashes to ashes.

Kiwiburn is created by the people. It is a participant driven celebration of every thing that we are and what we believe in Radical Self Expression, Radical Self Reliance, Community, Gifting Economy and Leave No Trace amongst other principals of every day life.

The paddocks were in good condition and with the increase in size of the Motor Cross track, now 1.5klms, we have a new way to use the large flat paddock including being able to burn on it.

The MPW once again proved a valuable part of Kiwiburn in the setting up of the infrastructure as well as being involved in the 3 major art installations this year. There was good representation from the USA with Otto, Shotgun, Scumbag and Erin, and Nicky from Oz plus the NZ crew...a great feeling of unity is achieved with this representation.

### **Bring on Kiwiburn 2011!**

#### **Issues to be addressed for next year:**

- Kiwiburn could benefit from buying some tools for use by MPW and possibly theme camps and artists. We were at times waiting in a queue for use of certain tools.



## VI. Paddock Safety

### a) Health and Safety by Rich "Rich d' Rich" Parratt

Kiwiburn's Health & Safety team this year was comprised of myself, Will and Cosmic.

H&S has three main purposes:

- To ensure participants have a safe and enjoyable event that isn't marred by personal injury or property damage.
- To enable us to get the permits we need to run the event.
- To ensure that if a serious accident were to occur, Kiwiburn can prove that we have taken "all practicable steps"\* to minimise risk.

In addition to protecting Kiwiburn Inc, Committee members and participants from legal action, this also protects Taupo District Council and Fire Service staff, who have a degree of trust in us and sign off on permits accordingly.

The H&S team have two main areas. Before the event, we engage with theme camps and artists to create a risk management plan for each major art piece. This is combined with the overall plan for the event to form part of our application to Taupo District Council. During the event, the H&S team checks to see that these plans are being followed, and we also try to ensure there are no obvious hazards, such as untrenched cables, unmarked guy ropes, etc. With a few exceptions (see below) the Kiwiburn community are very supportive in achieving this.

In general the 2010 event passed off safely and without major incident. I'd like to thank the vast majority of participants who made this possible through their positive attitude and reasonable behaviour.

A couple of incidents did give the H&S team some concern. One participant (unlike everyone else whose contribution involved material risk) declined to engage with the H&S process. There were numerous concerns raised by participants on the first night when that person set up a flame-thrower in a wooded area near to tents. Health & Safety staff asked them to stop and take the flame-thrower to the designated fire area by Balrogs (as per the Survival Guide). This decision was publicly overruled by Kiwi, who informed us that the fire rules had changed after discussion with John Kelso (this had not been communicated to anyone outside MPW).

There was also an incident with a pyrotechnic "volcano" setting fire to a tent. Fortunately, the fire brigade was in attendance and the fire was put out with limited damage. We should remember that our insurance does not cover fireworks and we are next to millions of dollars of forestry.

I feel that future H&S teams require more support from the Ex-Com, and that any rule changes should be discussed and agreed before the start of the event. It may be that future H&S teams decide to proceed on a more informal basis, but that will be a decision for them and the Ex-Com, and should bear in mind regulatory requirements as well as a broader desire to avoid accidents.

Finally, I'd like to thank Will and Cosmic for volunteering on the paddock; all the participants who helped by filling in H&S documentation, trenching cables, etc; Dr. Windy for setting up the H&S processes and creating a good foundation for us.

<http://legislation.govt.nz/act/public/1992/0096/latest/DLM279184.html#DLM279184>

\* This is the basic requirement imposed by the Health & Safety in Employment Act, 1992

### Issues to be addressed for next year:

- Better communication to participants via Survival Guide/Forums regarding site topography/rural nature of land and need for adequate tiedowns for structures.
- Better communication on-site during festival between Site Manager and H&S Team regarding up-to-date fire-burning status.
- Ex-Com decision on process for dealing with participant non-compliance with H&S regs.

## **b) Medics** by Kirsty

For the fourth year running, Kiwiburn once again hired Event Medics for our on-site medical needs. Kirsty provided the following report:

This was a busier event all round this year. Patients assessed and treated by our team included:

- Sprained ankles
- Road rash lacerations caused from falling onto roading metal whilst moving at speed, i.e. running down the track chasing a van and falling over.
- Fainting episode whilst being massaged
- Nausea, confusion and light headedness (upon questioning friends it seems it may have been one of the 'ingredients' in the cake.)
- Numerous intoxicated persons falling over.
- Bites and stings
- Sunburn

With the growth of the event we feel we need to change our approach to staffing and shift allocations; no longer can we have flexi-time with the team sleeping when they like as long as someone remains awake (an internal issue that we need to address). We also feel that a tent based treatment area may not be appropriate next year if the event continues to grow, and that we will need to move either into the green shed or into a dedicated vehicle i.e. a traditional Ambulance type vehicle.

This years' event felt very different from previous years. It was difficult to put our finger on just what was different, but by the end of the event the feeling had diminished and things had gotten back to a Kiwiburn normality. One aspect of the event that we could clearly identify was in the lack of self-reliance of some people with a very high demand for basic items such as sunscreen and bandaids.

Of concern to us was an event that happened on Sunday night. A domestic incident between two sisters led to a very scared and confused seven year old girl being brought to our tent seeking refuge from the incident. Ultimately the group separated and with our help we moved the young girl and her older sister into the pony club shed for the night. What can be done about this – to be honest nothing, these things will happen, but we feel we need to say that things like this will only increase with the increasing patronage.

With the introduction of paid security guards our role in security-related events was very limited (thankfully!) However, regarding the incident of Saturday night/Sunday morning and the resultant calls to move the event, 'better the devil you know.' Senjo have the lay of the land so to speak, the 'bad guys' know you now have security on site and they can't get in (they did try Sunday night). We have walked the site and contrary to popular belief, the site is very secure with the only access points being via the main gate area or the lake. Both banks along the road are covered in black berry and very steep and the domain is separated from the surrounding farmland by the main gate on the northern aspect and a steep sided black berry covered stream on the southern aspect.

Finally, we had FUN! We really enjoy Kiwiburn, the people, the atmosphere, the art, the 'family' and we hope that next year you choose to utilise our services again, be they in Mangakino or elsewhere.

### **Issues to be addressed for next year:**

- Better communication to participants via Survival Guide/Forums regarding need to provision for basic first aid for themselves.
- Event Medic team to expand services; calling for use of Pony Shed as a medics shelter.

## **c) Gate** by Hana Tuwhare

The Gate and Greeters areas were separated for the first time this year with the hopes of better managing traffic flow due to increased participant numbers. We felt that this 'division' of roles and responsibilities worked well and allowed for fairly smooth processing of participant arrivals.

We learned quite a bit this year and have many ideas for next. My review of how the process went and suggestions for improvements are as follows:

### **Gate Opening/closing times**

The Ex-Com decided before the festival that the Gate hours were going to be from 10am–1am on Friday; 8am–1am Saturday, and 8am–12 noon Sunday.

In actuality, the following occurred:

- Thursday (pre-festival): We did not plan to open the gate on Thursday but we noticed quite a lot of people coming in, so we started operating the gate that afternoon and ticketed a good number of early arrivals.
- Friday (day 1): Gate was supposed to open at 10am but we started at 8am instead and had our first official participant arrive about 10 minutes before we opened. The Gate probably needed to be open until 2am on Friday night as we had a few carloads come in after 1 am.
- Saturday (day 2): Opened at 8am. We closed early on Saturday at 9pm instead 1am, which as far as I know worked out fine. Saturday was definitely a lot slower than Friday.
- Sunday (day 3): The gates did not open at all and the gates were locked (due to security issues)
- Monday (day 4): We had two people at the gate most of the day collecting exodus food, water and beer, which was very fruitful. And we had a couple others walking around the site asking people how their burn was and letting them know they can donate to the clean up crew.

### Issues to be addressed for next year:

- The Gate should be operating a day before the event starts (there were close to 100 people on site by Thursday evening, pre-event)
- We should review the Gate opening times and possibly adjust them according to arrival flow rather than having the Gate open for the same times each day.
- We are at the point of needing to decide a policy for early arrivals. Should we be turning people away if they are not setting up theme camps or art?
- Instead of having the MUDFOP on call when gate closes, we could have designated gate staff on call. Unless of course MUDFOP found closed gate hours manageable?

### Ticketing

- The Internet ticket list was hard to navigate as it was in date order, small font and the lists were on both sides of the piece of paper. Also the paper became scruffy after being handled a lot.
- When gate became busy we needed two lists of Internet sales to allow us to process people through more quickly. That meant both lists needed to be updated with each other which became impossible to do,
- The gate sales list also became very scruffy as it was just written on a lined pad.
- Writing names, emails, addresses, and phone numbers on ticket stubs was time consuming.

### Issues to be addressed for next year:

- Ideally we would have some type of computerized ticketing system. At minimum, it would be great to have a laptop with all of the internet-sold ticket names in a spreadsheet, which could be easily searched for.
- If we cant get that flash then a printed list that was in alphabetical order, much larger font and printed on single sided pages would work better. Highlighting names after they entered may be better than crossing off with a pen.
- Gate sales list could be made better (tidier and easier to read and understand) either by entering data into a spreadsheet on laptop if had one, or as simply by having a tidy printed off numbered sheet that was easy and obvious to write in to.

### Wristbands and in/out passes

- Some people were not able to put wristbands on their wrists as they complained they could not spin fire. Seeing as we are a fire event, it seems reasonable that we must allow another option. Wearing the wristbands on ankles is a way around this issue.
- It was quite difficult to explain who was allowed in and out privileges and who wasn't to the changing gate staff so we need to address this.

### Staff

- Sometimes more than two, sometimes even three or four people would walk up to cars when they first arrived. I realise now that this was quite chaotic and probably confusing for arrivals. Next year I want to make it clear that only the designated people on shift are to approach cars and anyone else is to stay behind the fence line.
- I was pleased with all my staff. Everyone turned up to his or her shifts on time. Everyone was happy to be there and they all seemed to have fun whilst working. Overall, six-hour shifts worked well and perhaps the only change would be to add an extra person or two at busy times.
- I wanted to create a fun environment to work at as people are more willing to volunteer for an otherwise long boring job. I think this was achieved by having the tower there and encouraging people to visit the gate. I'm wondering if there is any disagreement with having lots of people at the gate hanging out with music and a few drinks, keeping in mind that next year I will be making it clearer that people not on shift need to stay behind the fence and away from cars. I know I ended up spending a lot of time at gate even when I didn't need to be there just because I was having so much fun. This was the way that I imagined it and I'm really glad that it worked out that way.
- T-shirts: Everyone loved them but we did not have enough for everyone.

### Issues and suggestions to be addressed for next year:

- Wristbands: We need a solution to address firespinners who can't wear wristbands for safety reasons. Perhaps a designated string to go around their neck which has their wristband on it or wearing wristbands around ankles.
- In/out Passes: We need to better identify who is allowed in/out privileges. Either placards to display on vehicles or a Roster of names left at the gate which tells Gate Staff who is allowed to go in/out.
- Gate Staffing: Add more staff during busier participant arrival times.
- T-Shirts: Allow for a larger budget for T-shirts.
- Gate Structure: Add a second tower with a gas gun on one and spotlight on the other and a bridge connecting the two.

#### **d) Greeters** by Jodi York and Kathy Guidi

The greeters station operated fairly well this year despite the fact that we didn't have an official Greeters Manager to run the greeters group. Both Jodi and Kathy helped out (as they've both run Greeters in the past) when they could. We had some difficulty filling volunteer slots on Friday, but overall, everything ran smoothly. Claire and company did a great job decorating the greeters station and keeping with the Elementality theme.

### Issues and suggestions to be addressed for next year:

- Need to fill Greeters Manager position before the festival.
- Update information sheet for greeters staff

#### **e) Wranglers, MUDFOP and Security** by Polly Lind

In last year's Afterburn Report, we concluded the Security section with three items to address for the coming year:

- 1 To obtain more radios;
- 2 To employ the use of wrist-bands to identify attendees;
- 3 To terminate the "Locals Tea Party/Burn Night" event as we felt that in the last three years, we have educated the local community about Kiwiburn and instead we put our focus on encouraging them to attend the entire length of the festival.

We achieved all three goals with varying levels of success. We had several sets of radios for use by the Wranglers, MPW, and Security. Despite the training the Wranglers had in the upcoming months to the festival, once on site, we encountered several problems with batteries holding charges and static coming across the airwaves. Because of this, we did not have enough radios required for the people who needed them.

We used wristbands to identify participants and we felt this was a good policy. And we did not have a 'locals day' at all. We did hire a professional Security company, Senjo, from Lake Taupo, and employed them to have two guards at the Gate from 8pm-8am on all three nights of the festival. The Senjo team was encouraged to review the Kiwiburn and Burning Man websites to help them understand the ethos of the festival and we felt that they were 'keyed' in by the second night on the festival culture. Senjo's manager, Leon, was very helpful both before and after the event.

Again, despite these efforts, we had trouble on all three nights of the burn. However in true Kiwiburn fashion, we learned as we went and by burn night we had no trouble on the paddock concerning intruders.

On Friday night we had people coming in from the lake. This was initially dealt with by our Wranglers, however when it became too much, the Security guards were called in. There was further confusion as a participant became involved in the discussions and Kiwi also was radioed. What we learned from this night was that the chain of communication was definitely not working and our hired security's job became harder because of it. It also pointed out that the Wranglers need more training in regards to things like keeping participants out of harms way when Security is doing their job.

By Saturday, we had the communication and chain of command pretty much sorted in regards to Security. However we did learn that people had forgotten what the role of the MUDFOP was, (site manager, "Mug Under Duress, Finger On Pulse") and we again had issues. I also took Senjo Dave around the Kiwiburn village so that he could get a better idea about what our participants were like.

On Saturday night, starting from around dark, we had trouble with unwanted locals. Several locals were able to get in with out paying. This was due to a number of factors:

- We have a policy of radical inclusion that can be very confusing when concerning the troublemakers who, we feel, will never get Kiwiburn, nor understand it.
- Because of this policy, it makes it somewhat difficult for the more kind-hearted MUDFOPs and Gate staff to exclude them, so I believe one carload of people got in this way.

- There was trouble finding the wrist bands, so some people who arrived on Saturday night and were actually paying participants did not have any wrist bands thus making it even more difficult to distinguish between participants and potential troublemakers.
- There were not enough security guards. We only had two security guards, when in actuality we needed four. With only two security, it was impossible for them to man the gate and hunt out the non-paying locals that had already slipped in. There was also an incident where the locals were distracting the security in one direction while a couple of them jumped the fence in the other.

Because of the above, five or six non-paying unwanted locals were on the paddock on Saturday night. I sought advice from our security guards as to what was the best way to proceed from here and I was given two options:

- They could try and find them all, but the chances were that as soon as they saw Security they would scatter and it would take hours for the Security to round them up, and in the mean time the gate would have been left unguarded thus potentially letting more of them in.
- To leave them as they were not causing trouble at that stage, (11pm I believe) but if they caused trouble then Security would step in.

So they were left, until they caused a fight around 4–5am. when Security were called in and they were escorted off the property.

On Sunday morning I called the Mangakino police a 9am (when their office opened) and arranged for Kane to come and visit us on site, so that we could discuss Sunday night. Also on the advice of Senjo Security, I ok'ed the hiring of two more guards for burn night, Sunday night.

The upshot of the meeting with the police was that these locals (whom the police knew of) were never to be allowed into Kiwiburn. If they ever tried to enter Kiwiburn again, they would be turned away by Security and if any problems arose, the local police would be called.

As far as I am aware there was no trouble on the paddock on Sunday night with any of the unwanted locals getting in. Some did arrive at the gate and they did give our hired Security the run around. Four security guards were enough to cover the gate and still be able to respond to other events. After some time, the Mangakino and Tokaroa police were called and they made two arrests outside the gate. There were no incidents on the paddock on Sunday Evening.

Issues during the event:

- Radios didn't always properly work.
- We did not have enough volunteers to fill all the Wrangler and MUDFOP slots, especially during key times like late at night/early morning hours. This caused some problems as some volunteers decided to do double shifts causing them to be overworked and not necessarily at their best.
- We had perimeter crashers and locals who snuck in and got on site and caused problems on Saturday night. Procedures were modified and Security beefed up to prevent this from happening again on Sunday which was successful.
- We had lakefront crashers who appeared in togas/costume. They were approached immediately by Wranglers at the lakefront and convinced to leave without incident.

#### **Issues/Suggestions to be addressed for next year:**

- We need better quality walkie-talkies. Research is to be conducted whether it is better to purchase versus rent for the festival.
- We need a way to have volunteers determined before the festival for Wrangler and MUDFOP slots and a policy for what to do if we cannot fill those spots.
- Proper training needs to be given to all Wrangler and MUDFOP volunteers (best if this happens prior to festival) and be clear on roles of each. A dedicated MUDFOP coordinator is required to homogenise MUDFOP standards and duties.
- We should hire four professional security guards (preferably from Senjo) during nighttime hours to handle unwanted local trespassers. (Note that some of the Senjo folks might be keen to attend Kiwiburn next year, so we may be able to integrate them into an internal KB security team. Should follow up with Leon).
- Wranglers or other Security should monitor the lakefront at all times.
- The local police should be contacted face-to-face prior to the event and invited on site pre-festival to establish a relationship with them and to get a current roster and contact information of on-duty police officers during the festival.

## VII. Communication and Technology

### a) Communications (Web, Print, PR/Media) by Shelley Watson

The PR/Media Liaison was a new role created this year. With no precedents to follow, a primarily online PR campaign was chosen, alerting various media sources such as radio stations, online event guides, Facebook, and newspapers about Kiwiburn. Below is a summary of the outcome of each of the media sources used.

#### Radio Stations/Online Event Guides

Event listing websites that seemed a good fit with Kiwiburn and those which covered a wide variety of people and music genres were researched. In late October, 2009, information about Kiwiburn was posted to approximately 20 sites including 95bFM.com, Mukuna, Real Groove, Eventfinder, NZ Live, WorldDJ, Under the Radar, Obscure, NZ Rave, PsyDJ, Biggie, NiceUp, Outdoor Styles, K FM, George FM, Kiwi FM, Up FM, RDU, and First Thursdays.

Eventfinder was the best managed of these sites as it was easy to track traffic to the Kiwiburn listing. By late December we'd had 3,500 views, then by the second week of January we had 10,000, and then 11,500 by the end of the third week, and in the week of the event we had 13,500.

#### Facebook

Kiwiburn has a presence on Facebook and several people administer the group page. As soon as the artwork is finalised each year, we create a Facebook event page and use it to message people about news and updates like when tickets go on sale, etc. This year 685 people were invited and 160 people indicated they were attending and many people made positive comments.

#### Publications

To help create interest and get free publicity, a generic Media Release was created with the help of a professional PR person and sent to the local Taupo/Waikato region newspapers: Waikato Times, Ruapehu Press, and South Waikato News. Two local newspapers visited Kiwiburn and photos and articles were written. The South Waikato News person came twice – on Friday and again on burn night and he loved it and wants to participate next year if he is around. Also Kiwi, by his own initiative, had two articles appear in the local Waiheke Island newspaper, the Gulf News.

One of the limitations with Kiwiburn is we are unable to announce a big act to create immediate excitement like Splore can do, eg 'Basement Jaxx headlining Kiwiburn Festival'. So we have to think of other things to interest the media, and we have to remember that what we think is a big deal may mean very little outside our community, eg Maid Marian and Megs' visit was exciting though was of little relevance to the general public.

Each year we put a public notice about KB in the Dam Advertiser, the weekly Mangakino booklet. We do this in the two weeks prior to Kiwiburn so the locals know when it's on and have the information they need. It costs \$12 per insertion. We have done this for four years now and we think it is quite useful in keeping in touch with the local Mangakino community.

In conclusion, we definitely 'amped up' our public relations profile this year and overall were very pleased with the amount of publicity we received. While it is nearly impossible to determine the effects of conducting a public relations campaign, a few of the Greeters did ask arrivals how they'd heard about Kiwiburn, and many replied, 'through the internet'. Perhaps next year we can try and collect data via a census either on-site during the festival or post-festival through the newsletter.

#### Issues and suggestions to be addressed for next year:

- Expand the PR role within Kiwiburn: It would be great to have a small team of people (at least two) to work on public relations and media liaison.
- Listings for Radio Stations/Online Event Guides should go up earlier – perhaps September instead of October and May/June for Eventfinder.
- We continue to create an Event page on Facebook and send out notices when appropriate.
- Media Releases: Releases should be worked on throughout the year and ready to go earlier (perhaps initially in September and October). Ideas will be solicited from the Ex-Com and general community about what excites them about KB. There are a few Kiwiburners who expressed interest in helping out in this area. Magazines as well as TV news programmes should also be targeted.
- During the festival, we need a designated person (perhaps the MUDFOP or pool of PR volunteers) to show media people around or perhaps have a few designated times and take media around as a group.
- Create a Media Kit in PDF format for the Kiwiburn website. It will be downloadable, so anyone interested in writing a story can go there and get what they need. It will feature the history of KB, background info on Burning Man, current info on KB explaining philosophies, people, art etc. And it will be illustrated by images of KB.

- Create a Press page on the Kiwiburn website that houses resources and possibly archives articles to make it easy for media to find information
- Create a census at the festival to collect data about participants (such as tracking how they found out about Kiwiburn).

**b) Technology (Website, Sys Admin)** by Allyn York

In 2009 we accomplished both of our technology goals that we had set at the end of 2008.

Our big infrastructure investment was in a proper conference phone, and everyone seems to agree that it was well worth the cost. It has become far easier for people to hear (and be heard) when dialing in from around the country, indeed even from overseas (Australia), during Ex-Com meetings.

The other goal was an update of Kiwiburn.com and as anyone who is reading this has probably already noted, that has been done. Both front end (appearance and navigation) and back end (content management system, Drupal) have had a complete overhaul.

The kiwiburn.com/forum continues to be used on a regular basis by many of our fellow burners.

This year is likely to see a further update to the navigation of kiwiburn.com

In other technology news we are currently looking at other options for handling our ticketing and gate procedures. These new approaches may well have technology focus, but we're still too early in the process to make any definitive announcements.

**Issues and suggestions to be addressed for next year:**

- Update website with additional content and improve navigation.
- Update our ticket sales and gate processes.

## VIII. Future Vision by Bruce Scanlon, aka Big Nob

“Our main challenges are dealing with our success. It’s hard to imagine a better situation.”

That’s how we ended last year’s future vision. May I say, “same as it ever was?”

The 2010 Kiwiburn was stellar in almost every way, and at least improved in all ways. Art, participants, site, culture, growth, better in all ways, as you will have read. Security? Getting better, still not perfect.

Now we wonder, what next? Whether it becomes next year’s theme or not, “the tipping point” is on everyone’s minds.

Even at the current prodigious growth rates we still have at least two or three more years before the current site is too small. The community seems relatively evenly divided over whether to cap attendance or find a larger site. This is typical of most of our challenges-- not sure which way to go, but whichever way is decided should not be an insurmountable problem.

The real challenges? Next year I hope we will have started moving from an everyone talks about everything model for the organizing committee to one where significant delegation allows crew chiefs to get on with their increasing workloads, and yet allows important feedback to moderate their practices. I hope we will have a positive relationship with SLAM, the motorcross track primary leaseholders of the land. I hope we will have a 100% successful security solution that does not promote volunteer burnout. And I hope we finally find a decent brand of walkie-talkie!

I said it last year and I’ll say it again, “The future looks incredibly bright!”

