INNIBOS 2019

Festival Report

26 to 29 JUNE 2019

INNIBOS ATTENDANCE AND FESTIVAL REPORT
INNIBOS FESTIVAL REPORT FOR 2019

GENERAL

The Innibos National Arts Festival held its 16th festival from 26 to 30 June 2019. The success of the event is not possible without the support from our sponsors, suppliers and all our partners. We are very grateful and thankful for each and every contribution that really makes this a national community festival. Innibos has won the kykNET Fiesta most popular festival award four times in the last 7 years since and this is a direct result of this amazing support from our patrons that vote each year. Feedback received from patrons and participants was once again very positive and constructive and we look forward to many more years together.

The main festival grounds situated at Bergvlam High School have a completely unique character and vibe and serves as the main hub of the festival entertainment. The grounds are centrally situated and are immediately visible to all visitors to Mbombela over this period. A firm logistical infrastructure is already in place which facilitates easy and efficient access control and traffic flow. In addition, the grounds are near to all the basic emergency services as well as malls, shops and accommodation but there is also a free Park ‘n Ride system that was implemented a few years ago and keeps growing in leaps and bounds. Getting to and from the festival grounds is hassle which contributes hugely to a great overall experience for the festival patrons.

The North-West University conducts research at the festival and compiles a full Research & Economic Impact Report for the festival. The report is available but below are the most interesting excerpts from the report.

ATTENDANCE

The festival has grown considerably since its' inception in 2004. In that first year 25 000 patrons attended the festival but since 2010 approximately 100 000 patrons attend the festival each year. Attendance this year again exceeded the 100 000 mark which is excellent in the light of the current economic climate. There were 2 200 more festival terrain tickets sold this year compared to 2018.
Additional theatre production shows are hosted outside the festival grounds each year. This year the 35 hand-picked theatre productions sold over 17 000 tickets.

FESTIVAL GROUNDS

The festival grounds are the heart of the Innibos Arts Festival with music and entertainment, food & drinks to cater for every individual’s taste. Besides the main stage that hosts the country’s top contemporary singers, and attracts crowds of between 20 and 35 000 per evening, there are 5 other stages that cater to the music loving patrons including a rock stage for the fans of that specific genre. There is also a safe haven for children at the “Spar Woelwaters” area where they watch shows, play games and participate in various interactive activities. There are many eateries, an informal theatre venue and ample activities on the festival grounds. The Bosmall plays host to over 300 handpicked exhibitors that provide a shopping experience par excellence as well as interesting and tasty sustenance from the food vendors.

THEATRE, LITERARY AND ART VENUES

Although the festival terrain is the heartbeat and center of festival activities, there is also an extensive theatre, music, art and literary programme in several venues outside the festival grounds. This year the 35 hand-picked shows sold over 17 000 tickets. The ATKV-Boeke Oase (book oasis) has grown substantially over the last few years with many interesting literary discussions, a children’s book crawl and live radio broadcasts, and we have added to the offering by starting with an Art Oasis at the primary school next door to this with a wide array of art exhibitions as well as gin tastings, food demonstrations, and storytelling around a fire. According to the research the theatre going festival patrons attend an average of 5 shows during the course of the festival. This is a very important statistic as it goes a long way to show that Innibos is true arts festival with more to offer than concerts on the festival grounds.
DEMOGRAPHIC ANALYSIS

According to the research, 36% of the festival patrons spend all 4 days at the festival and this is still the highest percentage with only 8% attending the festival for one day only. Each group spends approximately R 4 800-44 at the festival, which is surprisingly higher than 2018’s R 4 130-88 per group. A reassuring statistic in the current economic climate. There are more women than men that attend the festival (62% female attendance) but a promising statistic is that a large percentage of attendees fall within the 18-25 age group (23%) which shows an interest by the youth. However, the largest and steadiest group of attendees are patrons between 46-60 years of age (29%).

For the first year the festival had as many patrons from Gauteng as from Mpumalanga. Each of these provinces contributed to 39% of attendance this year (last year 49% were from Mpumalanga). In addition, 6% of the patrons came from North West Province and another 6% from Limpopo. The remaining 10% of the patrons came from other provinces.
(all of the provinces were represented) and from outside of the RSA. The current economic climate and most particularly fuel prices have a huge impact on attendance from outside the province. The fact that more than 50% of the festival patrons still came from outside the province supports the national status of the festival.
According to the respondents in the report, Innibos was well marketed on TV, radio, social media as well as print media. The highest statistics were measured on radio (74%) with social media in a close second position (71%). The media coverage of the festival amounted to almost R 30 million in 2019. This included broadcast media such as television and radio, print media such as newspapers and magazines, social media such as Facebook, Twitter & Instagram. It is also noteworthy that Innibos featured in much digital media such as web sites and blogs. More than 98% of the media coverage was of a positive or at least neutral nature.

**Talented voices rise at this famous opera**

La bohème, probably the most well-known and most performed opera of our times, will mesmerise audiences again during this year’s Innibos. For the first time, this full-length opera by creative team Magdalene Minnaar and Jose Elias will be performed as part of the festival.

In the two leading roles are Gleen Seyn Allen and Catherine Moodley, both from New York. Allen is a strand of the New York scene and has sung the role of Rodolfo many times, while Seyn, singing the role of Mimì, is a fresh face with an absolutely pleasant voice.

The role of the role is sourced from Cape Town and Pretoria, and are all experienced vocalists in their own right. In the role of the jolly lawyer, Marcello, is Rolly Mouton, and the role of the egotistical Mimì, is sung by Bongani Nqakula. Rodolfo’s friends, Colline and Schaunard, are sung by Correy Scott and Lexy Mokodu and the cast is rounded out by Patricia-based Johan Schepers who sings Alcindoro.

Our own Sipho Vusi Chona will add a much of colour to the scene. Sipho Kononi, a famous designer from Cape Town, will do the lighting design, so we only wish the performance be glorious in the ear, but also in the eye. Superstars are provided so you will surely be able to follow this entire story in English. This production will be with piano accompaniment, with the talented South African pianist, Jose Dias, conducting behind the piano.

Tickets are R142 at Computicket and Miom吏. Shows are 18:00 on Saturday June 29 and 12:00 Sunday June 30, both at the Civic theater.

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**Unpublished content from the previously placed content page.**

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More than 98% of the media coverage was of a positive or at least neutral nature.
Putting waste to good use reaps rich rewards

Recycling for good of community is Batunsh resident’s business

Rob Knowles

Batunsh resident Claire Mccrum recently earned a lot of praise from her community for a project that she started at her house. Claire has been recycling waste from her home and turning it into a valuable resource.

"I’ve been recycling for about a month now," Claire said. "I started by collecting paper, plastic, and glass. I separated them and took them to the recycling center. I was surprised at how much waste I was generating and how much I was able to reduce."

Claire has been spreading the word about recycling in her community, hoping to inspire others to do the same. She has been giving presentations at local schools and community centers, sharing her experience and encouraging others to join her in making a difference.

"Recycling is not just about reducing waste," Claire said. "It’s about conserving resources and protecting the environment. We all have a responsibility to do our part and make a positive impact."
COMMUNITY INVOLVEMENT

Innibos does its fair share for the community through various projects and initiatives. One such project is the Innibos Meridian Karino Educational Trust. The Trust provides more than 20 selected high school students from underprivileged communities with funding to attend the school and stay at the boarding schools with the additional support of a mentorship program. The project is in its third year and so far, has yielded great results.

Each year Innibos has assists many other community projects with the platform and means to raise funds at Innibos. Over the years this has amounted to more than R 6 million that has gone straight back into the community projects of CANSA, Lions, Hospice & other such well recognized institutions.

One of the most important developmental projects that Innibos supports wholeheartedly is the annual Nelspruit Eisteddfod. Over 5 000 scholars participate in the Eisteddfod each year. Entries were received from government and private schools as well as for children with special needs, e.g. Dasha, Kamagugu and Pro Gratia Schools respectively. All genres of art are well represented at the Eisteddfod. From this project they have sponsored the training of 2 dancers to teach dance in their communities in the greater Kanyamazane area.

Even closer to home, Innibos hosts the Innibos National Craft Awards each year where talent from across the country is sourced and displayed at the festival. An adjudication panel also awards winners in various categories that receive cash prizes to assist them in developing their talents or products.

Each year the Innibos staff also contribute to Mandela Day project in the local community. Last year we helped revamp and fed children at the Blessings Creche in Mataffin, Mbombela. Along with our partners, clothing, educational toys & teaching aides as well as essential infrastructure were given to the school. This year the same group of partners participated in a project to clean up the town with all the plastics being taken to Crossings Centre in Nelspruit for recycling.

In addition, a collection is taken up at the free Sunday night concert. The funds generated at this event are then donated to locals in need. This year over R 30 000 was raised and donated to Pro Gratia Learning Centre (special needs school), Dasha Foundation (School for disabled children) and Rustig Old Age home in White River.
**Innibos laat drome verwesenlikk**

**Artn Janus van Rensburg**

**MIDORIELA.** Dзер bœur was groot ergewonde en sloep na Innibos Llowd. Naaseloos Vekens Fões Dongelag bezog aal bie en Per Emma. Biet bie bintie en bulletjie van R2 500, waa na die Loof Innibos afgespeel en die skool is onbetitig.

**Voelers die skool se permanente gat.** Per Kie, gaa die geld gebruik word vir die gieie vlysstof. Per die students gee die skool om opleiding te hê en die toekomst van menslike vlysstof gat word, net die deel dat hulle ook ervaar. Doring hul stigting hul vers laas en jim, om die onthouding daarvan in ordre te stel. Per Emma se stigting was na aan toe, die om van naaseloos belang is om die studente.
ECONOMIC IMPACT

The total economic impact for Innibos 2019 is calculated to be between R82.4 and R 95.1 million. This affects the entire community around Nelspruit with additional job opportunities (temporary and permanent) created by the festival and valuable experience is gained. In 2019 more than 1 000 temporary posts were filled at Innibos as well as at least 600 additional appointments done by our service providers and partners.

SPONSOR ASSOCIATION

According to the report the following were the brands associated the most with the festival:
- **Standard Bank (22%)**;
- **kykNET (22%)**;
- **Jacaranda FM (11%)**;
- Other brands that were mentioned were Vodacom, Castle, Huisgenoot and Laevelder

2019 Video links

- Innibos opening parade video: [https://www.youtube.com/watch?v=NsQ0002fg8Q](https://www.youtube.com/watch?v=NsQ0002fg8Q)
- Wednesday Night Concert: [https://www.youtube.com/watch?v=gJrsKAFykkl](https://www.youtube.com/watch?v=gJrsKAFykkl)
- Thursday Night Concert: [https://www.youtube.com/watch?v=ObxUxSATXe0](https://www.youtube.com/watch?v=ObxUxSATXe0)
- Friday Night Concert: [https://www.youtube.com/watch?v=Cq9c0p54PoU](https://www.youtube.com/watch?v=Cq9c0p54PoU)
- Saturday Night Concert: [https://www.youtube.com/watch?v=SV7vs7QoKBY](https://www.youtube.com/watch?v=SV7vs7QoKBY)
- kykNET post event video: [https://www.youtube.com/watch?v=k70MsYD2Sw](https://www.youtube.com/watch?v=k70MsYD2Sw)
- Comedy Central video: [https://www.youtube.com/watch?v=xNvsfh0xiF](https://www.youtube.com/watch?v=xNvsfh0xiF)
- SABC news coverage: [https://www.youtube.com/watch?v=rkuX6iUD7Ag](https://www.youtube.com/watch?v=rkuX6iUD7Ag)
- eNuus coverage: [https://www.youtube.com/watch?v=SfMeKws6Yjs](https://www.youtube.com/watch?v=SfMeKws6Yjs)
- Innibos TV advert: [https://www.youtube.com/watch?v=9RVf5Pbyh1A](https://www.youtube.com/watch?v=9RVf5Pbyh1A)
- Innibos National Craft Awards: [https://www.youtube.com/watch?v=uDJ1b9wTDEk](https://www.youtube.com/watch?v=uDJ1b9wTDEk)

CLOSING

Festival patrons were this year asked to provide a satisfaction rating from 1 to 5 (where ‘1’ = not applicable and ‘5’ = completely satisfied) and the following was recorded:
- It provides a platform for celebrating South African artists (4.52)
- Promotes and creates opportunities for these artists (4.47)
- It exposes visitors to South African artists and arts (4.46)
- It has significant economic impact on the area (4.43)
- The festival promotes persistence in the creation of literary works and performing arts (4.05)
- To attend this festival is an enriching experience (4.52)
- It is a fun opportunity to spend time with family and friends (4.42)
- To relax and get away from daily routine (4.35)
Executive summary

The following trends and interesting information have come to light from the surveys conducted at the Innibos Lowveld National Arts Festival over the years:

- The event has an **economic significance** for the local economy of between **R 95.1 million** and **R 82.4 million** depending on the multiplier applied.
- **Mpumalanga & Gauteng remains main target markets**
- **94%** Main target market remains **AFRIKAANS-SPEAKING PEOPLE**
- **Higher overall spending**
- Innibos has a significant **positive impact** on the host destination & enhancing and promoting the arts
- **Increased**
  - Number of tickets purchased for additional shows & productions
  - Average spending per group has **increased**
- **25%** visited the festival more than 10 times
- **Greater representation** of visitors from all **9 PROVINCES**
- **Decline in first-time visitors**
- **Significant increase** in high income visitors
- **Important Point!** Main motives remains to be enriched, to have fun, to celebrate the arts and to socialize.
- **Nelspruit and its features and opportunities should be promoted as auxiliary to the Festival**
MESSAGES FROM FESTIVAL PATRONS:

Charlene le Roux  Was n fees!!!! Sien jui vlg jaar weer!!!!
Like · Reply · Message · 15w

Susan Eugene Bach  Versekere volgende jaar daar😊
Like · Reply · Message · 15w

Wilna Olivier  ...en het ons lekker fees gehou, al die pad van Namibia al! Baie dankie aan die fees komitee vir jui harde werk terwyl ons lekker gekuis het. Hats off vir julie!😊
Like · Reply · Message · 15w

Ansie Van Staden  Elke jaar net beter en BETER III
Like · Reply · Message · 15w

Malan Du Toit ...
Like · Reply · Message · 15w

Mariana DE Jager Kuppens
Like · Reply · Message · 15w

Mariana DE Jager Kuppens  Was alles net wow!
Like · Reply · Message · 15w

Leonie Van Der Walt  Die beste vir ons was fokof ...!
Like · Reply · Message · 15w

Muzi Bee Mzwethu Makonzo  Imibos in mbombela dit was baie goed vir alle kusnstenaar was perfom, ons is baie trots op jou en ook jakaranda.Long fm. Vandag is n laaste dag vir hierdie show vorige jaar😊😊😊
Like · Reply · Message · 16w

Lourens Smit  Baie nice!👏
Like · Reply · Message · 16w

Monzelle Nel Muller  Awesome awesome!!!!
Like · Reply · Message · 16w

Leonie Pullen Liebenberg  Dit was ‘n fantastiese show - JQ BLACK, jy is een awesome mens! Dankie vir die pragtige getuens
Like · Reply · Message · 16w

Alida AD van Rensburg  Was n awesome show!
Like · Reply · Message · 16w

Annie Hitchcock-Cornelius  Dit was ‘n ongelooflike vertoning gewees.
Like · Reply · Message · 16w

Mildred Engelbrecht  Was weeroens awesome fees
Like · Reply · Message · 16w
MESSAGES FROM FESTIVAL VENDORS:

:)
Firstly you are amazing! The amount of sheer effort, real work and honest to God spirit you put into the festival is I swear the single most important ingredient in this festival's phenomenal sustained success, a true testament to your incredible personality and thoughtfulness... you are amazingly professional but you are also the most real person out there!

It’s us, all the stallholders that I know are as grateful to be part of Innibos, so seriously THANK YOU :) !

I think it’s truly honourable the way you cope and manage all the stallholders with so much grace, skill and professionalism.

Thank you so much for the care and consideration you give me personally, I can never fully convey how grateful I am.

Thank you Alison for seriously the best festival in SA!

The hugest hug and congratulations to your whole team, Lauren

Goeiedag Alison
Teen hierdie tyd het julle darem al seker asem geskep en sekerlik ook alweer aan die beplan vir Innibos 2020!!! Alle dank ook weer eens van ons kant af vir al die moeite en beplanning wat ingaan in so’n groot projek. En elke jaar is dit net groter en beter en is daar regtig geen rede vir enige kritiek nie, net komplimente, komplimente. Julle kan julselp met genoegdoening op die skouer klop!

Tot ons volgende jaar weer aanseer doen (en hopelik gekeur word) gesels ons weer. O ja, terloops, ekonomie, brandstof pryse, stigende kostes ens was dit ons heel beste verkoop - alles uitverkoop en moes ons die week na Innibos bontstaan om navrae en bestellings te kon nakom.

Groete
Lampies en Annatjie
(Stalletjie 16 - Lambrechts Kerwers)

MESSAGES FROM PERFORMING ARTISTS:

Lieve Philna, Andy en Sandra

Hoe en waar begin ’n mens om behoorlik dankie te sê vir alles wat julle vir ons gedoen het tydens Innibos.

Philna, jou beplanning en reëlings is meer as net uitstekend en niemand kan vir beter of enige iets meer vra nie.

Julle behandel ons soos “royalty” tydens die fees. Niks is ooit vir julle te veel nie en almal is maar altyd net bereid om te help waar hulle kan.

Ons akkommodasie was perfek en ons het SO tuis gevoel.

Piet en sy shuttle diens is onverbeterlik.

Ons het gevoel asof ons by ons eie huisie kuier in die BBP area – en dit voel soos ’n jaarlikse reunié van bekendes, vriende en teater familie.

En dan laatens maar beslis nie die minste nie…… julle loop die ekstra myl om in elke persoon se welstand belang te stel. DIT maak van Innibos die onvergeetlike ervaring wat dit elke jaar is en daarvoor het ek die grootste respek.

Ek hoop van harte ons is volgende jaar weer daar.

Namens al my mense, Hannes, Frank, Lizz en Wynand en ons tegniese mense, BAIE dankie vir sekerlik een die beste Innibos Feeste wat ons nog gehad het.

Mag dit met julle net goed gaan en sterkte vir die res van die jaar se program.

Liefde-groete.

Nelius
Lieve Sandra en Lieve Phlina,

Ons is veilig in die Kaap en my hart is vol. Gewoonlik weet ek wat om te sê (ek betaal immers my huur met die skryf van woorde) Maar ek weet eerlikwaar nie hoe om dankie te sê vir die Innibos 2019 avontuur wat vir eeuig een van my gunsteling herinneringe sal bly nie.

Vandat Phlina my die dag gebel het om te sê ons gaan Nagskofklik doen tot ons gister in Nelspruit gery het was die hele ervaring net ’n plesier. Die geleentheid om Nagskof te doen en die geleentheid om Be(t)rou Dag te skryf en dat julle Eierwit deel van die program gemaak het. Ek weet nie hoe om julle te bedank daarvoor nie.

So ek gaan dit eenvoudig hou. (Eenvoud is tog die vreugde van die lewe - soos iemand slim gesê het)

Dankie.

En ek bedoel dit uit my hart uit. Ek sou nooit in my wildste drome dink in 2003 toe ek ’n kroegman by die VIP tent was dat ek in 2019 drie toneelstukke by Innibos sal hê nie. Drome word wragtag waar! En julle het dit waar gemaak.

Ek hoop dat die 2019 avontuur die eerste van vele saam sal wees. Julle is ongelooflike mense en om saam met julle te werk is van die begin tot die einde een moerse groot lekkertjie!

Liefde,

Lieve Sandra, Andy en Phlina

Hoop dit gaan goed en julle haal durem so bietjie asem…

Nou ja wat kan mens sê:

Net om persoonlik van my kant af BAIE BAIE DANKIE te sê vir ’n heerlike fees… Baie baie dankie ook dat ek by julle kon debuteer…

Dit was ’n heerlike ervaring en ALLES was FANTASTIES… Die terugvoer oor “Sê groete vir ma”, die gehore, die personeel van Innibos, - letterlik alles.

Ek dink julleweet dit al teen die tyd, maar daar is nie ’n ander fees soos julle nie.

Dra asb ook my dank oor aan Piet en die vervoer mense en ook die Nelspruit Lodge vir hulle gasvryheid.

Ek hoop regtig ons kan volgende jaar weer iets saam doen.

Liefde en nogmaals baie baie dankie