



# WELLINGTON INTERNATIONAL PRIDE PARADE 2019

## Survey Results

### **Introduction:**

The WIPP Board set out in mid-2018 to deliver a remarkable event, to build a platform enabling those who follow to create a moment in our lives where we can stop, acknowledge, raise our eyes and look to the future. We also set out to build and deliver something that is uniquely Wellington. We are a unique collective in Wellington and it seems fitting that when we celebrate, how we do that is about who we are.

On 11 May, 1,900 Kiwis and visitors from around the world joined their friends, families, colleagues and communities to march in a parade that was all about them.

A further 15,000 Wellingtonians lined the streets to spectate; they waved, they laughed, they smiled and they cheered.

It's also worth noting that the 2019 Parade had originally been scheduled for 16 March. Due to the tragic events of 15 March in Christchurch, the Board announced it would postpone the Parade. On Saturday 11 May, in decidedly cooler weather and in the shadow of Christchurch, the 2019 WIPP was the first major public event in Wellington since the memorial service at the Basin Reserve.

The WIPP Board has committed to delivering a bigger, brighter, better parade in 2020. To do that, it is important for us to look back on the 2019 Parade and see what went well, what didn't go so well, and what we can learn from those experiences.

### **Survey:**

In July, we asked for feedback on the 2019 Parade in an online survey. The survey was posted to the WIPP Facebook page as well as being emailed to our full database of contacts.

The survey asked responders to rate:

1. The overall event
2. The organisation of the event

There also three key questions in which responders could answer with open, honest comments:

1. What did you like about the event?
2. What did you dislike about the event?
3. Is there anything we could change or add for next year?

### **Responses:**

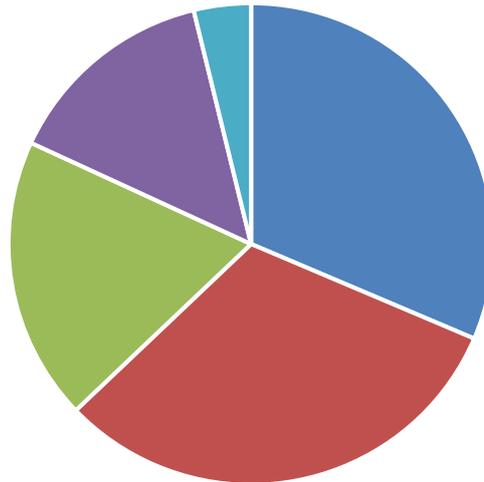
We received over 100 responses. We've now reviewed the comment responses and categorized the feedback from each question into five common themes. We're also developing strategies to address the main areas of concern



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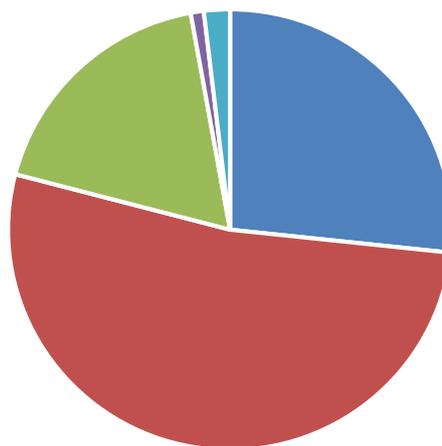
Results:

Overall, how would you rate the event?



■ Excellent ■ Very good ■ Good ■ Fair ■ Poor

How organised was the event?



■ Extremely organized ■ Very organized ■ Somewhat organized  
■ Not so organized ■ Not at all organized



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### What did you like about the event?

Category	Summary of Responses:	Our Response
Community	"A great gathering for our community to come together and celebrate with a real community vibe."	
Entertainment	"Loved the drag queens and the events along the route helped build crowds and anticipation."	We're so proud of all our entertainment, they did a fantastic job engaging with the crowd and bringing people out onto the streets.
The Parade	"A real spectacle of fun, colour and celebration. Professionally organised. Good variety of participants and floats."	
Atmosphere	"Well organised, joyful and inclusive and supportive atmosphere. Great call to reschedule after the Christchurch shootings. It felt an appropriate amount of time had passed and it was now appropriate for us to celebrate Pride."	
Inclusion	"Strong sense of inclusivity with different sectors (community, forces corporates) coming together to show their pride as one. A wide range of people including families with children and older people."	Inclusivity was the key message for us this year... we wanted everyone to feel like they could come and be part of the event in a welcoming environment.



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### What did you dislike about the event?

Category	Summary of Responses	Our Response
<b>Too Commercial</b>	“Too much corporate / state representation which overshadowed the few community groups. The corporates' involvement seemed tokenistic.”	We want to see greater involvement from community groups in 2020 and are working on a framework to make the parade more accessible for them.
<b>End of Parade</b>	“The ending seemed disorganised; we didn't know where to go or what to do. Things just petered out. Would be good to have some more entertainment at the end for the participants who missed out on the entertainment before the parade.”	We acknowledge the end of the parade could have been better managed, with more entertainment for the parade participants. We'll take those lessons on board and apply them when planning our 2020 logistics and entertainment.
<b>More Floats</b>	“Would love to see more floats, with more creativity; not just walking groups waving rainbow flags.”	We'll work more closely with the parade entrants to understand their concepts and assist them to create bigger, brighter floats.  We'll also align our community groups with partners who can help them bring their ideas to life.
<b>The Tank</b>	“The inclusion of the tank wasn't appropriate. It is a symbol of violence that may upset some people. If they had to have it in there, they should have made more effort to decorate it in the spirit of pride.”	We'll work more closely with the parade entrants to understand their concepts and ensure that it aligns with the theme / kaupapa and our community guidelines.



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### Is there anything we could change or add for next year?

Category	Summary of Responses	Our Response
<b>More Community Groups</b>	<p>“More emphasis on rainbow community and youth groups rather than corporates. Perhaps a reduced entrance fee for community groups or align them with a corporate to provide support.”</p>	<p>We want to see greater involvement from community groups in 2020 and are working on a framework to make the parade more accessible for them.</p>
<b>End of Parade</b>	<p>“Would like to see more structure and direction at the end of the parade. Also some more entertainment to maintain the crowds and feel like there is a natural and formal conclusion to the event.”</p>	<p>We acknowledge the end of the parade could have been better managed and will take those lessons and apply them when planning our 2020 logistics and entertainment.</p>
<b>More Colour</b>	<p>“More creative floats, visual displays, dancing groups, music.</p> <p>More activities for the spectators E.g. market/food stalls.”</p>	<p>We'll work more closely with the parade entrants to understand their concepts and assist them to create bigger, brighter floats.</p> <p>We'll also align our community groups with partners who can help them bring their ideas to life.</p>
<b>Logistics</b>	<p>“The break in the middle of the parade due to traffic management killed a bit of the buzz.</p> <p>It felt very rushed. Need to slow it down or create a larger gap between floats.”</p>	<p>We'll work with council and our traffic management provider to understand how we can ensure a more seamless flow of parade floats.</p> <p>Our marshal training will focus on the need to maintain an appropriate speed and a gap between the float in front.</p>