

Creating a magical experience  
for Dunedin visitors to explore,  
enjoy and inspire.

Celebrating Spring!



## Sculpture Trail and Enchanted Evening

# Glenfalloch Night Garden

Otago Peninsula Trust Enterprises. Preserving and enhancing Otago Peninsula since 1967  
New Zealand's first private charitable conservation trust





  
GLENFALLOCH  
Night Garden



Discover Magic  
Moments amidst the  
sparkling splendour of  
gorgeous Glenfallloch  
Garden





## GLENFALLOCH NIGHT GARDEN

### Vision

Glenfalloch Night Garden is the premiere Otago Spring celebration, creating a magical experience for Dunedin people and their visitors whilst launching sparks of creativity to inspire artistic endeavours and enlightenment.

### Mission

Glenfalloch Night Garden contributes to the fulfillment of the Otago Peninsula Trust's mission "To Preserve and Enhance Otago Peninsula" by:

- creating an accessible and engaging event for Dunedin people to enjoy an Otago Peninsula attraction
- increasing awareness of a community asset, Glenfalloch Garden, held in trust for Dunedin
- encouraging healthy exploration and outdoor activities for all ages
- inspiring creativity for artists and an opportunity to sell their works
- establishing an event to encourage off-season tourism growth and economic development

### Event

Glenfalloch Night Garden is an annual event, held in late September over three nights. Sculptures and installations are placed throughout the garden with beautiful light displays and musical accompaniment.

Glenfalloch Night Garden is a high quality exciting and inspiring event which attracts growing numbers of visitors through targeted promotion and partnerships.



GLÉN FALLOCH

## Night Garden



Celebrate Spring and stroll amongst the blooming beauty of Glenfallloch





## GLENFALLOCH NIGHT GARDEN

### Team

The events team is led by Glenfalloch gardeners Alan Funnell and Glenda Bruce, supported by the Otago Peninsula Trust team which provides financial, operational and marketing assistance. Volunteers support the event through contributing sculptures, installations, entertainment and people to assist during the event. Sponsors provide financial assistance which enables the team to provide a high quality enlightening experience.

### Target Markets

A tactical marketing plan is produced and implemented targeting potential attendees

The primary target market for the event is Dunedin people particularly families. A key market is peninsula residents who can walk to the garden.

It is intended to grow the event to attract visitors to Dunedin within the four hour drive vicinity. This will be in conjunction with Enterprise Dunedin.

Artists and creative people are important for both supplying sculpture and music.

Schools are a target market, for creating installations and attending the event

Businesses will be approached to sponsor an installation, light a tree, donate a contribution or another form of support.

Otago Peninsula Trust has a wide range of members and stakeholders who traditionally support events and trust activities.

### Success

Otago Peninsula Trust will measure success by :

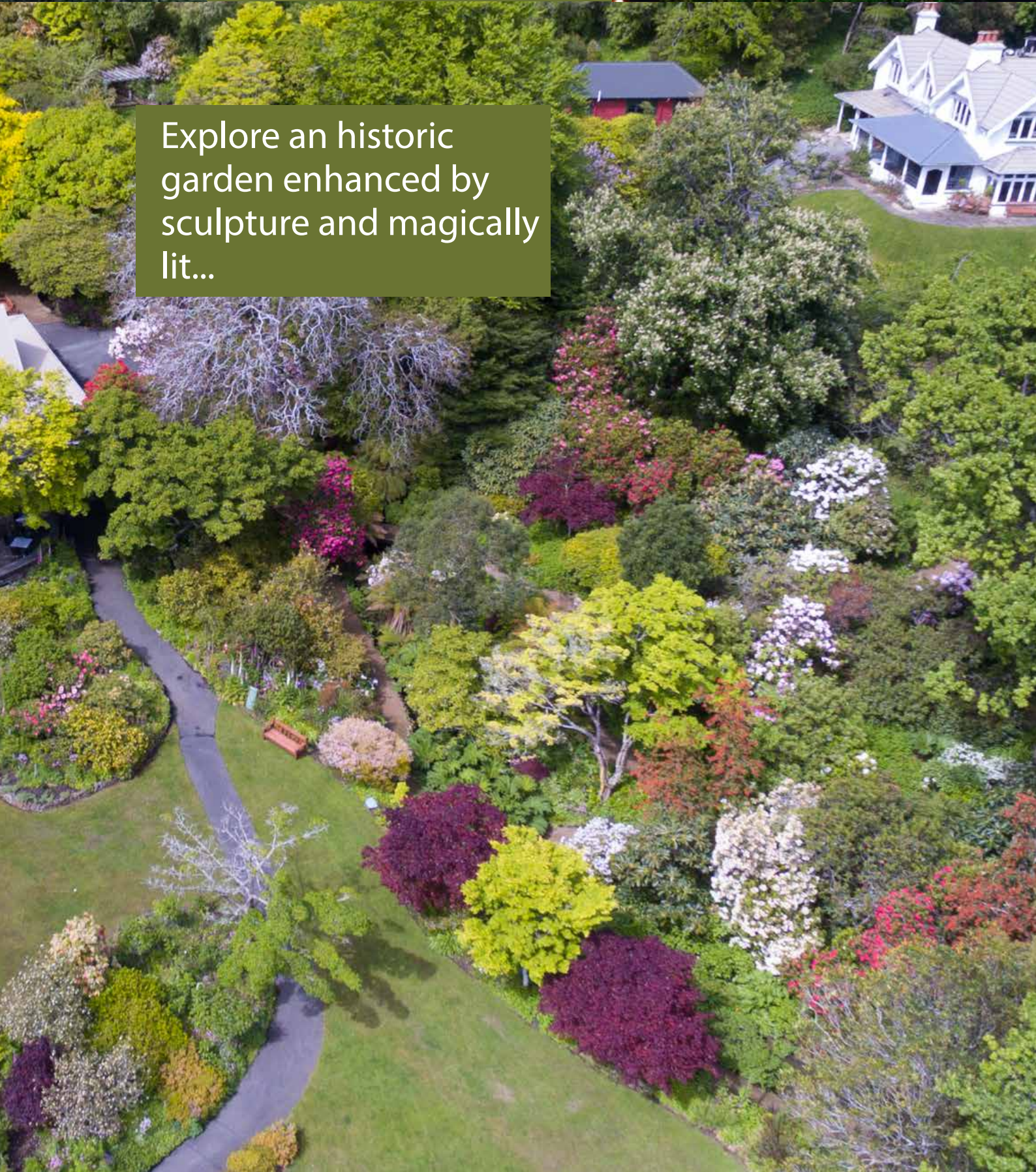
- Surveying visitors for event satisfaction
- Number of artists involved.
- Number of attendees
- Amount of donations
- Number of media articles and engagement on social media



GLENFALLOCH  
Night Garden



Explore an historic garden enhanced by sculpture and magically lit...





## GLENFALLOCH NIGHT GARDEN

SPEND AN ENCHANTED EVENING EXPLORING THE ILLUMINATED WONDERS OF THE GLENFALLOCH NIGHT GARDEN WHERE SPRING BLOSSOMS AND SPARKLE COMBINE FOR A MAGICAL EXPERIENCE

### Artist Opportunities

We're offering places for people interested in having sculpture exhibited and also for sale at our Glenfalloch Night Garden. All the sculpture in the garden is lit up once darkness falls and the Garden is open day and night for the public to view the sculpture.

The 'Night Garden' event is held within Glenfalloch Garden, the Garden has lovely harbour and lawn vistas with ideal backdrops to suitably exhibit a variety of sculpture.

The 2017 Golden Night Garden attracted huge numbers of people to this magical event - come and be part of the gorgeous experience.

The Otago Arts Festival begins on 21st September till 30th September so ideal for out of town artists.

The sculpture can stay in the Garden for a week or two after the event, or if it is SOLD and there are time delays in its pick-up.

Commission on the sale of sculpture is available.

### Entertainment

Music and song will be provided throughout the garden by local groups and performers during each evening. Glenfalloch is pleased to offer opportunities for creative talent to contribute to this magical ambience for event attendees.

### Legacy Project 2018

A sculpture by Bryn Jones has been commissioned for Glenfalloch Garden which will be launched at the Night Garden. The fantail is being made especially for children to sit on/ climb over and also to have lit up at night for the 'Night Garden' event and for other night-time functions.



## GLENFALLOCH GARDEN

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## GLENFALLOCH RESTAURANT

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# Inspiring discovery and celebrating nature

### EVENT CONTACTS

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