

## **New director team to grow Garden and Art Festival**

Tauranga's popular Garden and Art Festival (GAF) announces the appointment of a new director team to head the event in the future. The new team, Jo Bond and Arne Herrmann, are established professionals in the Festival circuit with Ms Bond having been involved in three of Tauranga's major festivals for the last 6 years (Jazz Festival, Arts Festival and Garden and Art Festival), while Mr. Herrmann came to Tauranga from the New Zealand International Arts Festival in Wellington to direct his first National Jazz Festival this year.

"We are thrilled with this appointment," says Kate Barry-Piceno, Chair of the New Zealand Garden and Art Trust. "Jo and Arne are a great team, bringing the right mix of personal and professional skills to ensure the ongoing successful delivery of this iconic community event. They are both well equipped to tackle these financially challenging times for charitable organizations, such as the GAF, which are heavily reliant on sponsorship."

Jo Bond has already worked on the GAF for the last two festivals as Administration Manager and is looking forward to the change of her role. "Arne and I have worked successfully as a team for the recent Jazz Festival and we have got some interesting new ideas for the Garden and Art Festival," says Ms Bond. "The event is already hugely popular amongst Garden enthusiasts, but there is great scope to bring in more people from other interest groups to enjoy this Festival."

Arne Herrmann had his Festival debut in Tauranga this year with a very successful 2009 National Jazz Festival which was hailed by media 'as the largest and best Jazz festival yet'. "I am going to be the non-gardener in the team, who will work on making this event as relevant to as many people as possible without compromising the core qualities of it," says Mr Herrmann. "This Festival is a great celebration of our enjoyment of beautifying our environment and shows off our stunning Bay of Plenty to the community and visitors alike."

The Garden and Art Festival is a not for profit charitable trust that has been granted Flagship status by Tauranga City Council. More than 25% of festival attendees come from outside Tauranga with many people coming from the Waikato and a good amount from the Auckland Region. The next Garden and Art Festival will be held in Tauranga in November 2010.