



2024

IMPACT REPORT

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We are proud to present our 2024 Impact Report, a celebration of the creativity, resilience, and achievements of the 15,000+ young people who participated in our programs this year.

This report is more than just numbers; it's a testament to the space we hold for rangatahi, highlighting the journey of the ākonga we have worked with as we celebrate their creativity, their achievements, the connections they've built, and the invaluable skills and experience they gained.

While we cannot see into the future of these young people and tell you what they will go on to do, we can measure the space we have been able to hold for them.

One of the most inspiring highlights of 2024 was the inaugural Chloe Wright Scholarship, awarded to Taparia Engu. With this support, Taparia will pursue audio engineering studies at Auckland University, taking a significant step towards his music career dream. Offered for the first time this year, the scholarship provides financial support for one student for up to three years of tertiary education at any New Zealand institution, allowing them to complete their chosen undergraduate degree.

"Getting this scholarship means so much to me. I want a career in music, and I love music, so this really means so much."

As a team, we are inspired by the work we do and the young people we work with.

Throughout 2024, we were joined by **287 staff directly employed by RQP**, who help us create unforgettable experiences through our programs and events.

If you are reading this report, we want to acknowledge that you are part of this movement. Together, as stakeholders, funders, team members, venue operators, participants, teachers, and audience members, we hold this space together for young creatives to feel empowered and belong. This work we do together is meaningful.



THIS YEAR AT A GLANCE

7

PLATFORMS
FOR CREATIVE
RANGATAHI

15,615

RANGATAHI
INVOLVED
NATIONWIDE

76

LIVE EVENTS

37,109

LIVE AUDIENCE

563

SCHOOLS FROM
ACROSS AOTEAROA
PARTICIPATED

2,500,000

VIDEO VIEWS ON
OUR SOCIAL MEDIA
CHANNELS

CREATIVE LEADERS DEVELOPMENT

967 STUDENTS INVOLVED IN IN-DEPTH CREATIVE DEVELOPMENT MENTORING

In 2024, the Creative Leaders Development (CLD) program engaged approximately 967 students across Smokefreerockquest, Smokefree Tangata Beats, Showquest and OnScreen. The program provided a holistic blend of mentorship, leadership training and skill-building activities designed to empower young creatives and leaders.

Some of the in-depth creative development opportunities we have offered this year include:

- **Professional studio recordings** for Smokefreerockquest and Tangata Beats students
- **Media training** (publicity, social media & promotion) for music-stream students
- **Music industry insights** (NZ On Air, NZ, Radio and APRA) for music-stream students
- **Training days** with industry professionals at Q-Theatre for Showquest students
- **Creative development workshops** at SAE Creative Institute for OnScreen students
- **Industry Mentoring Day** at Weta Unleashed
- **Professional photography masterclasses** with FUJIFILM for Stills students
- **Behind-the-scenes access** to WOW designers for Toi students
- **Music Mentoring** with professional musicians for music-stream students

"A personal goal for me with Showquest was creating young leaders, being understanding, committed and compassionate and empowering my fellow students to become future leaders themselves. I am so honoured to be a part of this competition."

- Showquest Student Leader, Hawke's Bay



SHOW & QUEST

RQP's largest platform, **Showquest**, brings together 7,000+ rangatahi from 119 schools to create original, mini-Broadway-style performances. Open to students from Years 1-13, Showquest is a dynamic performing arts programme that challenges school teams to collaborate and showcase their creativity.



Each performance seamlessly integrates art, music, dance, drama, culture, and technology, allowing students to bring their unique visions to life.

Through this process, participants develop critical skills in storytelling, teamwork, problem-solving, and production—gaining tools that extend far beyond the stage. Showquest nurtures artistic talent, builds confidence, and strengthens school communities. By providing a professional platform for young creatives to express themselves, it inspires the next generation of performers, innovators, and storytellers, shaping the future of New Zealand's creative industries.

"I love the atmosphere that Showquest creates. It's such an amazing day that I look forward to every year. The positive staff and school spirit shown is always unmatched by any other event!"

- Showquest Student, Auckland

119

SCHOOLS
INVOLVED

15

LIVE
EVENTS

7,000+

RANGATAHI
INVOLVED

14,100+

AUDIENCE
MEMBERS

TOI

Toi challenges students to take art off the wall and onto the human form, pushing the boundaries of creativity in textile design. Run in collaboration with World of WearableArt, Toi provides a unique platform for the next generation of artists and designers to explore innovative storytelling through fashion and fabric.



Toi features a dynamic stage showcase where students exhibit their wearable art creations in a professional performance setting. Through this experience, participants develop design, construction, and creative expression skills, gaining real-world insights into the intersection of fashion, art, and performance. By fostering innovation and originality, Toi inspires young artists to see new possibilities in the creative industries, helping shape the future of wearable art in Aotearoa.

"TOI taught me how to think creatively and practically at the same time. It's an amazing feeling to see your vision come to life as something you can wear and share with the world."

- TOI Student, Canterbury

540

GARMENTS

1,100+

RANGATAHI
INVOLVED

92

SCHOOLS
INVOLVED

14

SHOWCASE
EVENTS



Smokefreerockquest is a nationwide, live, original music event that gives young musicians the opportunity to perform in professional settings. Participants enter as bands, duos, or solo acts, showcasing diverse musical talents and styles. Beyond performance, involvement in Smokefreerockquest equips students with a broad set of skills—including collaboration, stagecraft, songwriting, and resilience—while also fostering confidence and creative expression.

Through this experience, participants gain first-hand insight into pathways within the music industry and related creative sectors, from performance and production to event management, media, and beyond. Smokefreerockquest nurtures individual talent and strengthens a sense of community, connecting young artists with mentors, industry professionals, and like-minded peers. The event plays a crucial role in inspiring the next generation of musicians while reinforcing the value of original New Zealand music.



Smokefree Tangata Beats is an original music platform running alongside Smokefreerockquest, providing a powerful space for young musicians to celebrate and express their cultural identity through contemporary music. The platform challenges participants to incorporate Te Reo Māori or a

Pasifika language, traditional instruments, dance, or movement into their performance, fostering a deep connection to their heritage while encouraging artistic innovation.

Beyond performance, Smokefree Tangata Beats plays a vital role in empowering rangatahi, giving them the confidence to tell their stories through music and paving the way for greater representation of Māori and Pasifika voices in the music industry. Students develop performance and songwriting skills by engaging with this platform, build resilience, and gain experience in professional music environments.

The platform also fosters a strong sense of community, connecting young artists with mentors, industry professionals, and each other. Through Smokefree Tangata Beats, participants are not only inspired to pursue careers in music and creative industries but are also part of a movement that ensures the rich sounds and stories of Aotearoa and the Pacific continue to thrive for future generations.

"The best thing about doing Smokefree Tangata Beats and Smokefreerockquest is being exposed to everything - not just the music and not just the competition, but also the industry and being exposed to all the different people. It's so interesting to see all the diversity and the diverse music."

- National Finalist, Manurewa

3,200+

RANGATAHI
INVOLVED

381

SCHOOLS
INVOLVED

893

ACTS
PERFORMED

1,500+

NEW ORIGINAL
SONGS

39

LIVE EVENTS

13,700+

AUDIENCE
MEMBERS



Rockshop Bandquest, is Aotearoa’s premier live music event for primary and intermediate school students, designed to ignite a lifelong passion for music and performance. More than just a competition, Bandquest provides young musicians with the invaluable experience of performing live on a professional stage, building confidence, teamwork, and stagecraft in a supportive environment.

Now in its 14th year, 2024 marked our biggest year yet, with over 310 bands taking the stage nationwide. Rockshop Bandquest nurtures emerging talent and fosters a love for live music, encouraging students to explore creativity, collaboration, and musical expression from an early age. By providing this platform, Rockshop Bandquest is shaping the future of New Zealand’s music scene—one young band at a time.

"Being part of Bandquest gave me a purpose. I want to keep playing and maybe write my own songs one day."

- Bandquest Student, Waikato

318 BANDS PERFORMED	2,000+ RANGATAHI INVOLVED	174 SCHOOLS INVOLVED
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OnScreen challenges students to bring their stories to life through original short films, documentaries, and music videos. More than just a competition, OnScreen empowers young filmmakers with access to industry mentoring, filmmaking resources, and the creative freedom to explore their vision.

Throughout this journey, students gain hands-on experience in storytelling, directing, editing, and production, equipping them with valuable skills that extend into the creative industries. The National Final is more than a showcase—it’s a celebration of young talent, fostering a sense of community among emerging filmmakers and giving them the opportunity to see their work come to life on the big screen.

OnScreen inspires the next generation of New Zealand storytellers and ensures fresh voices are heard in film and media.

"The best part was working on a project that had a purpose (aside from just experience) & getting the opportunity to have that project seen by professionals who gave feedback."

- OnScreen Student, Auckland

1,700+ RANGATAHI INVOLVED	204 FILMS SUBMITTED	100+ SCHOOLS INVOLVED
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Stills is Aotearoa’s nationwide youth photography programme, providing a platform for photographers, digital storytellers, and aspiring visual artists of all ages to experiment, refine their skills, and share their unique perspectives through the lens.

With a diverse range of categories, Stills empowers the next generation of photographers to explore different styles and storytelling techniques. Whether capturing everyday moments or pushing the boundaries of photographic art, Stills fosters creativity, technical growth, and visual storytelling in a dynamic and accessible format—helping young artists develop their craft and confidence.

"This year was full of firsts—first time trying photography, first time going out with friends to capture photos, and first time entering a competition. It’s been an incredible experience and I can’t wait to come back next year!"

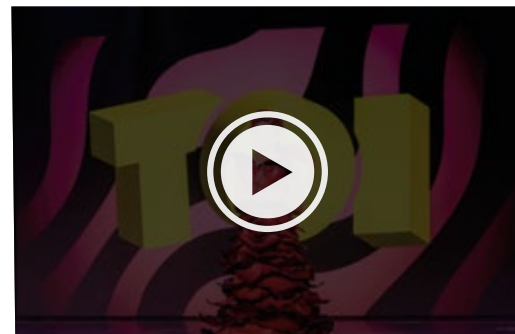
- Stills Student, Northland

2,200+ ENTRIES NATIONWIDE	1500+ RANGATAHI INVOLVED	154 SCHOOLS INVOLVED
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MASSIVE THANK YOU TO EVERYONE WHO MADE 2024 POSSIBLE!

This impact would not be possible without our incredible partners, funders, and supporters. Your commitment ensures that New Zealand's young creatives have the opportunities, platforms, and mentorship they need to thrive.





OUR PARTNERS



Ministry of Education
Ministry of Youth Development
ZM
Rockshop
Creative NZ

Ministry of Education
Ministry of Youth Development
Ministry of Health
NZ Music Commission
Wright Family Foundation
SAE Creative Institute
NZ Rockshop
Smokefree
NZ On Air



ZM
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Orange
Taylor
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World of WearableArt
Bernina
One Foundation
The Fabric Store



Rockshop
Wright Family Foundation



FUJIFILM



The Vista Foundation
Ministry of Youth Development

ZM
NZ on Screen
Show Me Shorts
Academy Cinemas
GoPro
SAE Creative Institute

OUR LOCAL & REGIONAL COMMUNITY FUNDERS/SUPPORTERS*

■ *Supporters of: Smokefreerockquest, Smokefree Tangata Beats, Showquest, and/or Rockshop Bandquest

- ✓ Aotearoa Gaming Trust
- ✓ Central Lakes Trust
- ✓ Community Organisation Grants Scheme
- ✓ Eastern Central Community Trust
- ✓ Foundation North
- ✓ Four Winds Foundation

- ✓ Gallagher Charitable Trust
- ✓ Glenice and John Gallagher Foundation
- ✓ Invercargill City Council
Community Wellbeing Fund
- ✓ ILT Foundation
- ✓ Kiwi Gaming Foundation

- ✓ Lion Foundation
- ✓ Otago Community Trust
- ✓ One Foundation
- ✓ Pub Charities
- ✓ Rata Foundation

- ✓ Rotorua Trust
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- ✓ Waikato Rocks Trust
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