

**From:** [Siobhan Tanoa](#)  
**To:** [Shane Binnie](#); [Stephen Blackburn](#); [Toby Acheson](#); [Andrew Croot](#)  
**Cc:** [Paul Andrews](#); [Bradley Schroder](#)  
**Subject:** Confidential: Homegrown's last year in Wellington  
**Date:** Sunday, 19 January 2025 12:54:35 pm

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Kia ora team,

Happy New Year to you all, I hope you all managed to get some R&R over the break.

Tomorrow at 8am an embargo will be lifted on a press release that 2025 is going to be Jim Beam Homegrown's last year in Wellington. We are taking the opportunity with Precision Live to celebrate the 18 year partnership and the many successful Homegrown's which have been delivered on Wellington's waterfront.

Andrew Tuck flew down pre-Christmas to meet with Simon, Tiana and I to break the difficult news. Unfortunately, although the most unique event footprint for a festival in New Zealand, it is now no longer financially viable for Andrew and his team to run it in Wellington. He hopes to run a different format elsewhere, but for now we will continue to work hard with Andrew and his team to ensure 2025 is a sell out and the best send off for him, his crew, artists and all the ticket holders.

I wanted to let you all know in advance of it hitting media and I would appreciate if you kept this confidential until the embargo is lifted at 8am tomorrow. On Friday we updated WCC Mayors office and WCC ELT via Anna Calver. Our WellingtonNZ SLT and Board have also been updated. Susan Pepperell our Comms Manager is overseeing comment alongside WCC communications team. We have agreed that the Major will make comment, WellingtonNZ GM Events & Experience, Heidi Morton secondary.

For now, business as usual for 2025 planning and I look forward to seeing a couple of you for our meeting on Tuesday. If you have any questions, please do not hesitate to contact me.

Have a great Wellington Anniversary day tomorrow!

Regards,  
Siobhan

**Siobhan Tanoa**

Senior Major Events Advisor

§7(2)(f)(ii)

Working Monday to Friday 8am to 4pm. Thursday is my work from home day.

**WellingtonNZ**

111 Wakefield Street, Wellington 6011

WellingtonNZ.com



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**From:** [Anna Calver](#)  
**To:** [Luz Baguioro](#); [Nadine Walker](#); [Victoria Barton-Chapple](#); [Meredith Keys](#); [Barbara McKerrow](#); [Shane Binnie](#); [Gisella Carr](#); [James Roberts](#); [Stephen Blackburn](#); [Melissa Davey](#); [Brenda Taylor](#)  
**Subject:** Fw: Homegrown 2025 Comms  
**Date:** Sunday, 19 January 2025 8:44:54 pm  
**Attachments:** [Press Release - Jim Beam Homegrown, Thanks Wellington.pdf](#)

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Further to our conversations and for others FYI.

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**From:** Heidi Morton <.@.>  
**Sent:** Sunday, January 19, 2025 7:37 PM  
**To:** Anna Calver <.@.>; Siobhan Tanoa <.@.>; Lizzie Boekhorst <.@.>; Susan Pepperell <.@.>  
**Cc:** John Allen <.@.>  
**Subject:** FW: Homegrown 2025 Comms

Hi

See attached final press release going out in morning re Homegrown.

Unfortunately, we have not been able to get them to change their moving cities piece.

Re timing of the release, with other festivals in financial difficulty, Andrew felt this was not an issue and wants to go ahead with tomorrow.

We have been able to get a positive comment re WellingtonNZ and a comment from myself re appreciating Homegrown.

Susan – if we get any media inquiries tomorrow, give me a call.

Thanks

Heidi

**Heidi Morton**  
Chief Operating Officer  
General Manager - Events and Experiences  
s7(2)(f)(ii)

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UNDER EMBARGO UNTIL 8AM MONDAY 20<sup>TH</sup> JANUARY 2025



## Thanks Wellington! Jim Beam Homegrown's Swan Song in the Capital

*After 18 unforgettable years, Homegrown bids farewell to Wellington in 2025*

This March will be the last time Jim Beam Homegrown graces the Wellington Waterfront. The iconic festival is set to move cities in 2026, a massive and bitter-sweet change for organisers.

“For a myriad of personal and logistical reasons Homegrown is moving cities after this year. We couldn’t be more grateful for the unwavering support we’ve had from fans and the city. The support from WellingtonNZ and Wellington City Council has been massive over the years so we’re keen to knock this last one out of the park as a heartfelt thank you to Wellington”, says Andrew Tuck, Festival Director.

Since its inception in 2008 the beautiful Wellington Waterfront has served as the perfect backdrop for a festival dedicated to the celebration of Kiwi music. The festival has grown over the years from 10,000 to 23,000 fans and the wide range of genres on offer makes the Homegrown crowd one of the most diverse in the industry.

The Waterfront’s layout makes the festival truly unique, allowing fans to come and go from each of the 5 stages, all while the Waterfront remains open to the public.

“One of our favorite things about the Waterfront is seeing the general public and tourists from the cruise ships wandering wide eyed through the festival crowd; it’s gold and adds a whole other dynamic to the festival”, reflects Tuck.

To sign off in style, organisers are adding an extra night to this year’s schedule. Friday 14<sup>th</sup> March will serve as the perfect warm up with acts including Che Fu, Lee Mvttews, and Stan Walker before finishing off with ‘Synthony’, providing an unparalleled experience where the biggest dance tracks are reimaged with a full live orchestra and light show.

Saturday 15<sup>th</sup> March will see 5 stages bursting with over 50 of the best acts in Aotearoa including, Shapeshifter, Shihad, Sir Dave Dobbyn, Kaylee Bell, Nesian Mystik, Alien Weaponry, The Black Seeds, Mitch James, Katchafire, I Am Giant, The Beths, Elemeno P, The Beths, SWIDT, Aaradhna, Kings and Drax Project.

One performance will be extra fitting for Homegrown’s farewell to the Capital. Wellington Rock legends Shihad will be playing their last ever gig!

WellingtonNZ Events and Experiences General Manager Heidi Morton said while it was sad to say farewell to Homegrown, the city had a wealth of memories from the festival. “Homegrown has been a summer staple that was always highly anticipated by New Zealand music fans. We are very proud to have supported the event as it has evolved over its almost two-decade journey in the capital”

As the team behind Jim Beam Homegrown looks toward the future, this final festival in Wellington is an opportunity to celebrate not only 18 years of incredible music and memories but also the passionate community that has made it all possible.

UNDER EMBARGO UNTIL 8AM MONDAY 20<sup>TH</sup> JANUARY 2025

JIM BEAM  
**HOMEGROWN**  
WELLINGTON WATERFRONT | 14-15 MARCH 2025

Jim Beam Homegrown always sells out - don't miss your chance to be part of the magic one last time in Wellington! Limited tickets for Jim Beam Homegrown 2025 are available now at [www.homegrown.net.nz](http://www.homegrown.net.nz), with Afterpay and payment plans to make it easier to secure your spot.

**ENDS**

Media enquiries, artist, or organiser interviews contact:

Fiona Weizman

s7(2)(a)

[FIONA@HOMEGROWN.NET.NZ](mailto:FIONA@HOMEGROWN.NET.NZ)

High-res Image here: [Image](#)

**BREAKING NEWS**

JIM BEAM  
**HOMEGROWN**  
**IS LEAVING WELLINGTON.**

*AFTER 18 YEARS,  
we're LEAVING OUR HOME!*

This is **YOUR LAST CHANCE** to experience  
NZ's premier music event in this iconic location.

*LAST TIME*  
@ **WELLINGTON WATERFRONT** **14-15 MARCH 2025**