

2019 Report

taurangafestival.co.nz

**TAURANGA
ARTS
FESTIVAL|19**
24 OCT - 3 NOV |





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OUR VISION

To provide experiences that expand minds, delight audiences and touch all corners of our community.

OUR MISSION

To enrich the cultural, economic and social fabric of our community by providing access to world-class arts experiences.

SURVEY FEEDBACK

- 98% will attend the festival again
- 67% will go to more shows
- 92% strongly agree or agree that the festival increases their pride in Tauranga
- 97% strongly agree or agree that hosting events like the Tauranga Arts Festival makes Tauranga a more enjoyable place to live
- 31% of out of town visitors came solely for the festival



CHAIR'S REPORT

Kia ora Tatou,

It has been a privilege to chair the Tauranga Arts Festival board through our 2018-2019 festival period, and to help bring the thought-provoking Escape! Festival in June 2018, and The Tauranga Arts Festival in October/November 2019.

Both events have brought world-class international and national events to all corners of our community, and our survey feedback tells us we achieved our goals of delighting audiences and expanding minds.

We had a strategic focus over this period of increasing youth and Māori engagement with the Festival, and we are very pleased with the progress made in those areas. We look forward to continuing our work with that.

2019 saw the Carrus Crystal Palace return to its spot on the Baycourt lawn, where the Spiegel tent tradition for Tauranga started at the first Festival back in 1999. This created a real Festival hub and destination. Eleven Festivals on, the music, theatre, dance and art which we bring to the community still work their magic, bringing a social and economic contribution to Tauranga which we are very proud to be involved in.

All this could not happen without the support of our grant makers, sponsors, patrons, volunteers and audiences – we greatly appreciate that on-going support. Bringing it all together is our wonderful Festival Management team, headed by our Festival Director, Jo Bond.

2019 was to be Jo's last Festival as director. She has been an outstanding contributor to the Festival since 2003 and she is a big part of our success, including the excellent reputation we have for our programme and the events we bring to our community. As a result of Jo standing down, the Board conducted a recruitment process in 2019 and we were pleased to announce in December 2019 that Ria Hall has been appointed as Festival Director for 2020-21. Ria has been involved in all facets of our Festival since 2015 and as well as an emerging force in our sector, she is a strong and talented advocate for our community. The Board can't wait to see her bring those skills to the growth of our Festival. We are also delighted that Jo will remain engaged with the Festival as a consultant to assist with a smooth transition to Ria and we thank her for her huge input into the success of our organisation.

My thanks also to all the Board members who work incredibly hard on a voluntary basis to ensure the show goes on, year after year.

We are looking forward to bringing another successful Escape! festival in May/June 2020 and to a bold new Festival, building on the traditions of the past, in 2021.

Kathryn Lellman
CHAIR, TAURANGA ARTS FESTIVAL TRUST



DIRECTOR'S REPORT

Thank you to everyone who took part in Escape! in 2018 and the 2019 Festival: our audiences, all of our performers, speakers and artists, funders, sponsors, patrons, suppliers, staff, crew and volunteers. You energise our city and contribute to the development of a vibrant arts scene in our region and a stronger, more connected community.

The special human connection that the arts offer seems more important than ever - helping us to build bridges between cultures and bringing us together regardless of where we sit in the wondrously diverse society we live in.

It has been a privilege and a pleasure to programme and present the Festivals - my thanks to all our funding partners for their generosity and support over the years. Thank you also to the Board for their guidance and wisdom and to the Festival team who work tirelessly to deliver the programme.

Congratulations and best wishes to Ria Hall who takes the reins for 2020 and 2021 – the festival is in good hands.

Jo Bond
FESTIVAL DIRECTOR



MESSAGE FROM THE INCOMING FESTIVAL DIRECTOR

Kei ngā mātāwaka huri noa, tēnā tātou katoa.

It was an absolute pleasure to have worked with the amazing team at the Tauranga Arts Festival 2019. As Festival Intern, I was fortunate to have been exposed to the level of detail of what is required to effectively operate a festival of this magnitude - and what a task! From liaising with artists and building a rapport, dealing with artist management, to organising all logistics and freight, managing volunteers, bar staff, to maintaining key relationships with major sponsors and stakeholders. I watched the team under the guidance of Jo pull it all off. Being amongst it all from the HJL office, to setting up at Festival HQ at Baycourt - it really was an honour to witness how it all panned out. From an artist's perspective and having had experience as a performer at Tauranga Arts Festival in 2017, it was a real eye opener.

Which led me to believe I would be able to take up the challenge of Festival Directorship, and here I am.

Needless to say, I have my work cut out! However, I welcome the new challenges that await with open arms. I have a philosophy in life which is simply 'get comfortable with being uncomfortable - for this is how you grow'.

Here's to new growth, moving forward.

Aku whakaaro nui,

Ria Hall
INCOMING FESTIVAL DIRECTOR

AUDIENCE FEEDBACK

We asked our audiences what they enjoyed most about the 2019 Festival - here are a few of their responses:

Everything I attended or volunteered at was worthwhile. I enjoyed the thought-provoking nature of the Speakers Programme talk on racism, and the different view of a culture I received when watching Wild Dogs.

The diversity in the programming allowed me to connect, think and enjoy in many different ways.

Meeting people who had been to the same events and discussing them.

The Fringe Festival was an excellent complementary programme of local artists supporting the national and international programme of the TAF.

Splash Test Dummies was great for our family. Hilarious and brilliant and super fun! I always make sure to see a show in the beautiful Crystal Palace.

The city coming alive with culture. The opportunity to see new things and get inspired.

The South Afreakins was an AMAZING performance! Robyn Paterson's performance was outstanding, a magical experience!

The diversity of performances/performers. Cultural diversity, discussions of neuro-diversity, etc.

Cellfish and Wild Dogs Under My Skirt were my personal favourites but it was great taking the grandkids to Splash Test Dummies.

Variety of entertainment available close to home. Makes Tauranga a real city for a week. The Fringe Festival in the Historic Village was FANTASTIC, more of this!

Loved all the music we had. All loved LIMBO. Loved WILSON DIXON. Loved Tami, Miltones, Anthonie Tonnon, Nadia Reid.

LIMBO!! Thank you for bringing it to Tauranga.

I really enjoyed the show I went to. It was riveting & stimulating. It was refreshing to see high quality, provocative theatre in Tauranga. Next time I'll make an effort to go to more shows.

Loved it all, enjoyed Tami Nielsen and her brother were fantastic. Wilson Dixon was hilarious. Mr Red Light was different. Mary Holm very interesting.

Experiences of art and culture normally not shown in Tauranga.

No one particular thing as the events were all amazing, always thought-provoking and often fun.

Loved it all, special highlights were Still Life with Chickens (would go again if I could) and Marilyn Waring. But everything was wonderful. A cornucopia of delights!

The feeling that the CBD was a hub for the Festival - having the Palace on the Baycourt Lawn created a real buzz downtown.

Excellent standard of shows, cultural diversity, not shying away from divisive topics, tolerance, openness. Loved everything I went to!

Its mere existence is a godsend.

The diversity of shows and voices on offer.



ARTIST'S FEEDBACK

Ngā mihi maioha ki a koe e kara!

The team said they had a wonderful time up in Tauranga, and thank you for the opportunity to perform at your awesome festival - Tauranga has always been a special place for Taki Rua to come to. It has been so lovely working with you to bring this awesome show into Tauranga. **Cellfish**

Could you pass on my thanks to all your team for giving me the opportunity to be part of your fantastic Festival, and for making me feel so welcome. **Catherine Robertson**

Thanks again so much for having us at the Tauranga Arts Festival! It was so special and lovely in every regard! So welcoming, helpful and looking after us so kindly made us feel very at ease and pampered at the same time! The mihi was a lovely statement of that and holds a special place in our memories. **Greg Copeland and Stephan Gilbert**

Just a quick note to you all to say thank you! On a wonderful, indeed almost 'summer day' how great it was to be part of this event. The interest, the support, and the feedback so positive. Fabulous organising, please extend my personal acknowledgement to all the team. **Debbie Stewart**

I just wanted to say a huge thank you for making Amrita and my own time at Tauranga so welcoming. Everyone on the team was so positive and helpful, and the space (and art exhibition) at Tauranga Art Gallery was an ideal home for our time there. Thank you for your flexibility and responsiveness throughout the process and congratulations on delivering such a vibrant and diverse festival! **A Call To Dance**

Thanks again for having **Rants in the Dark** as part of your Festival this year. Our entire team had a wonderful time. We all loved engaging with the Bay of Plenty audience and the technical pack-in team at Baycourt were fantastic. We really appreciated their help and expertise to pack-in the show within the day.



FESTIVAL FACTS

- 65 ticketed performances
- 10 Venues
- 6 International Shows
- 158 Artists and support crews
- 7 free events and exhibitions
- 12% ticket buyers came from outside of the Bay of Plenty



FESTIVAL PROFILE

The 2019 Festival gained a high profile thanks to our media sponsors and partners NZME and Mediaworks, and media advisors Flame Communications. Thanks also to Blackpepper for work on our website, graphic designer Donella Jones Design, the creative team at Wave Creative Communications Agency, and our publicist Sandra Simpson.



FINANCIAL REPORT

RESULTS IN BRIEF

(for the two-year period ending 31 December 2019)

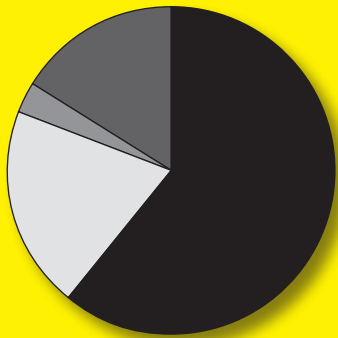
INCOME

Sponsorship, Grants and Patrons	620,283
Box Office	209,584
Other	26,605
Contra Sponsorship	167,786
TOTAL	1, 024,258

EXPENSES

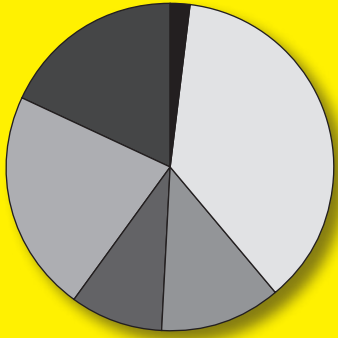
Admin	21,867
Event Costs	329,463
Venue Costs	115,621
Marketing	77,141
Staff	269,266
Contra Expense	167,786
TOTAL	981,144
NET SURPLUS	43,114

INCOME



- 61% Sponsorship, Grants and Patrons
- 20% Box Office
- 3% Other
- 16% Contra Sponsorship

EXPENDITURE



- 2% Administration
- 37% Event Costs
- 12% Venue Costs
- 9% Marketing and Promotion
- 22% Staff
- 18% Contra Expense

RADIO

- Interviews and adlib with local stations Coast, The Breeze Tauranga, Moana FM, Village Radio
- Interviews with Magic Radio host Peter Williams
- Interviews with Radio NZ including Jesse Mulligan on Bookmarks, Lately with Karyn Hay, Nights with Bryan Crump, Standing Room Only and Music 101

TV

- Performer interviewed on The Café (TV 3)

PRINT

- Editorial in the Bay of Plenty Times, Vibe and Indulge
- Editorial and listings in community newspapers including Katikati Advertiser, Te Puke Times, Waihi Leader, Lizard News, Papāmoā Post, Coast & Country, The Weekend Sun
- Ticket giveaways with Whakatane Beacon, Your Cambridge News, Rotorua Daily Post
- Editorial in local magazines Nourish, Focus, Our Place
- Editorial and listings in national magazines MindFood, Kia Ora, North & South, The Listener
- Listing and features in NZ Herald Travel, Canvas, Viva, Entertainment, This Weekend, At Home, Sunday Magazine

DIGITAL

- Local Focus interview at Festival launch with LIMBO
- Editorial on local Sunlive and Bay of Plenty Times website
- Editorial on Reading Room, Scoop, 13th Floor
- Digital campaign across social media on Facebook, Instagram and Twitter
- Digital campaigns through Tourism BOP, Baycourt, Creative BOP, Our Place Tauranga, My Tauranga, Mediaworks and NZME

ADVERTISING

- Extensive campaigns with festival partners NZME and Mediaworks
- Bus backs
- Adverts in local magazines Our Place, Nourish and Henry Magazine
- Signage and video content at Tauranga airport
- Digital billboards in Mount Maunganui
- Mount Brew Co beer label
- Roadside signage
- Video content created with Wave Creative Communications Agency, supported by Creative New Zealand
- Advertising on Facebook and Instagram



PROGRAMMES

- 37,000 distributed from Thames to Whakatane to Taupo

FESTIVAL IN NUMBERS

8,423 attended a ticketed event

16,462 enjoyed our free events

3,135 students involved in our Schools Festival workshops and performances

SPONSORS & PATRONS

PRINCIPAL FUNDER



MAJOR GRANTS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



COMMUNITY GRANTS



FESTIVAL PARTNERS:

Tauranga Art Gallery, The Incubator Creative Hub, Mauao Crazy Choir, Baycourt Community & Arts Centre, NZ Book Council, The Arts Junction Katikati, Litt Park Theatre Te Puke.

GOLD PATRONS:

Bethlehem Charitable Trust, C Blackley Family Trust, William Buck, Sharp Tudhope Lawyers, Wright Family Foundation.

SILVER PATRONS:

Burley Attwood Law, Nancy van der Laan & Marty Brick, Alan & Lynda Bougen, John & Fay Burn, Ian & Paula Cross, Doug Hendry - The Puzzle Company, Graeme & Susan Horsley, Paula & Graeme Lane, Guy Malthus, Jon & Bev Mayson, Jann Medlicott, John & Debby Meldrum, Barby Pensabene, Bob Sutton & Jen Scoular, Stewart & Jane Taylor, Ian & Jenny Thomas, Carolyn & Stewart Gebbie - The Barrel Room, Sue & John Dewes-Hodgson - Tranquillo Beauty Clinic, Rachele & Chris Duffy - Our Place Tauranga.

FAMILY PATRONS:

Shaun & Gina Barry, Kate Barry-Piceno & Craig Batchelar, Dean Thompson & Claire Beard, Alexander Sutherland & Alison Blain, Calderwood Family, Judith Bidlake & Mike Chapman, David Church, Graeme & Judy Clarke, Marilyn Cleland, Christine & Brian Cloughley, Terry & Dallas Collett, BOP Chrysalis Collection, Emily & Aaron Cook, Sue Lund & Dave Dekker, Bruce & Lesley Fraser, Liz French, Jennifer & Peter Glaussius, Briar & John Gordon, Simon Clark & Kate Graeme, Glenn Dougal & Debbie Green, Shima & Andrew Grice, Brett & Rhonda Hewlett, Rachel Parker & Richard Hoare, Marty & Sue Hoffart, Linda & Bruce Inglis, Greg & Mandy Jarvis, Peggy Kittow, Celia & Hugh Laity, Bridgit Cummins & Murray Landon, Marty & Sue Lee, Jade & Keir Maddox, James Trevalyan & Vicki Long, Max & Helen Mason, Marg & Nigel McConnochie, Mig McMillan, Diana & Alastair Melvin, Marg & Tony Mills, John & Margaret Rountree, Chris & Lynda Royal, Irene Thompson, Theresa & Graeme Tingey, Karina & Peter Tinholt, Ciska Vogelzang & Neil Tyson, Sonya Korohina & Tony Wall, Marlene Ware, Bruce & Andrea Wylie, Dean & Felicity Turner - DHT Architects, Aaron Power - Just Sheds Portable Building Hire.

FESTIVAL TRUST

Kathryn Lellman (Chair)
Lesley Fraser
Sue Hoffart
Colin Bond
Bob Sutton
Peter Tinholt
Ian Thomas

FESTIVAL TEAM

Jo Bond Festival Director
Kimberley Cleland General Manager
Nikki Hansen Event Manager
Sandra Simpson Speaker Programmer & Publicist
Ben Hambling Technical Manager
Ria Hall Festival Intern
Baycourt Community & Arts Centre Venue Partner
Carrus Crystal Palace Managers Rebecca Chambers & Fiona Lysaght
Blackpepper Website Design
Donella Jones Design Graphic Design
Cynthia Qiu Photography Festival Photographer

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TAURANGA ARTS FESTIVAL

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