



**TAURANGA  
ARTS  
FESTIVAL | 17**  
19 - 29 OCT

[taurangafestival.co.nz](http://taurangafestival.co.nz)



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## Chair's Report

What a milestone – 20 years and our 10th Tauranga Arts Festival. From the opening of the Festival by our Patron Ria Hall and combined community choir with our waiata, Takiri Ko Te Ata: a Chorus Dawn to the soulful close by Big Daddy Wilson, we were proud to enchant, enrich and engage our community with 10 days and nights of music, theatre, art, dance and thought provoking talks. It was a fun-filled, boundary pushing 10th birthday party for the Festival and our community.

Without our audiences, grant makers, sponsors, patrons and volunteers and the support and energy they bring to the Festival the magic could not occur. That support allows us to offer free events, subsidised ticketed events and our schools programme. On behalf of the Board and management team we extend our heartfelt thanks to all of you for that support and for your recognition that our community is enlivened by the debate, discussion, enjoyment and the social and economic benefits the Festival brings. We are very proud of the success of the Festival, the high level of satisfaction of the attendees surveyed in 2017 and our ongoing contribution to enriching our community by providing access to world class events.

The 2017 financial year saw us make a significant investment as we purchased a share, with four other Festivals, of the travelling Carrus Crystal Palace. This was made possible by the generous support of Paul and Cheryl Adams and Carrus and secures our future use of the venue which has become an icon of our Festival and an essential venue for us.

We were also delighted to achieve Kahikatea status from Creative New Zealand and the 3 year funding commitment that secures.

The Board appreciates the incredibly high quality management team headed by our Director Jo Bond and as Chair I also thank our hardworking volunteer board for bringing the event to fruition. Our attention now turns to delivering another successful Escape! Festival over Queen's Birthday weekend 2018 (1-4 June 2018) and the return of our Festival in October 2019 (24 October – 3 November 2019). We look forward to seeing you there.

Kathryn Lellman  
CHAIR, TAURANGA ARTS FESTIVAL TRUST

### 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

- Average satisfaction rating of 9.3 (out of 10) with 85% giving us 9 or 10
- 98% will attend the festival again
- 75% will go to more shows
- 91% agree the festival instils a sense of community pride
- 83% of the out of town visitors came solely for the festival





## Director's Report

It was a real privilege to put together the programme to celebrate our 10th Festival and while the wet weather was unhelpful it didn't put a damper on the extraordinary performances and the warmth of the audiences.

From the high energy, irreverence of *That Bloody Woman* to the moving story telling in *The Story Only I Can Tell*, we are reminded that the arts are a study of what it means to be human that enables us to put ourselves in someone else's shoes and see the world through their eyes.

Everyone enjoyed different events – some were equally loved and not liked at all - and that's what the festival is all about, providing an opportunity for artists and audiences to take a risk and try something new.

We could not present a world-class programme of leading artists from New Zealand and beyond without the support of our sponsors, patrons and funders. Thank you for supporting the arts and enabling us to deliver a diverse programme to all our community.

Thank you also to the people behind the scenes, the festival board and staff, the volunteers, technicians and contractors and the Events Team at Tauranga City Council for their assistance and guidance. A special thank you to all the staff at Baycourt, who for 10 days and nights willingly become part of our festival family.

We look forward to bringing you *Escape!* during Queen's Birthday weekend this year – put the dates in your diary now, 1-4 June – the programme will be launched in April.

Jo Bond  
FESTIVAL DIRECTOR

## Festival Facts

- 60 Performances
- 8 Venues
- 9 International shows
- 202 Artists and support crews
- 17% of tickets buyers came from outside of the Bay of Plenty



# Audience Feedback

We asked our audiences what they enjoyed the most about the 2017 festival - here are a few of their responses:

The wonderful range of emotions I experienced from tears to joy as clever, talented people let me see their creativity.

**Good programming is an art and the festival drew on themes and issues relevant to contemporary culture and debate.**

Loved being amongst fellow peoples of Tauranga all out and about bringing life to the CBD. No better medicine than being united in laughter.

**Fabulous festive – the whole family from our young boys to the grandparents thoroughly enjoyed it.**

The fact that it helps create a buzz in Tauranga and broadens peoples minds to new experiences.

**I enjoyed the way the interviewers at the readers and writers can appear to be very informal, yet are extremely well read and ask questions which are insightful and interesting to the audience.**

I loved the way the boundaries of theatre were pushed out without losing the essence of theatre. I attended "That Bloody Woman" and although I knew it was about Kate Sheppard I had no idea how the message would be delivered. And it was explosive. I loved everything about it. Every gamut of emotion was explored and while you may have been excused for thinking you were at a rock concert a very powerful story was delivered. Fabulous. I also saw Miss Jean Batten and Don Juan - so different from each other but again theatre that was delivered whilst pushing the boundaries.

**Thanks for also programming family-friendly stuff - I enjoy sharing my love of the arts with my children, and hope to nurture an appreciation for the arts in them too.**

Pss Pss was the most entertaining and surprising act I had ever seen. Both me and my 9 year old son were gobsmacked.

**I enjoyed being able to see and celebrate such a wide range of artistic talents, from classical choral singing of Voices NZ to the musical comedy of Otto and Astrid etc. The Tauranga Arts Festival is a fantastic event for a diverse range of artistic expression.**

Hudson and Halls were excellent - they were on fire



# Artists' Feedback

Thanks for the great time we had in Tauranga – was fantastic to perform our last two shows in your beautiful city. The audiences were amazing and venue staff outstanding.

## **That Bloody Woman**

Just wanted to say now that we're back in Melbourne.....a BIG thank you for all your hard work bringing us over and presenting our work at your festival.

We really appreciate your trust in our shows and thoroughly enjoyed presenting them to your audiences.

Thanks also to your production team for making all the logistics so smooth and who worked so hard across all three shows, we couldn't do it without them.

## **Otto & Astrid, The Orchid & The Crow, Sunny Ray & The Magnificent Moon**

Thank you so much for having us at the Tauranga Arts Festival 17! We had a blast, and the audiences seemed to love the show.

Thanks also for the excellent organisation and work behind the scenes to make it all so smooth for our arrival and set up, and the terrific accommodation.

Please pass our thanks on to the fantastic teams at the festival and the theatre.

## **Hudson & Halls**

I just wanted to pass on my thanks from the team for including us in the event, what a wonderful venue, organization and crowd, I really appreciate you welcoming my whanau as they had a chance to experience the whole vibe with me.

## **Sarah Spicer**

Thank you for the privilege of speaking at the Tauranga Arts Festival last weekend. This was a great experience and I enjoyed sharing my passion and my love for the place I call home with the other speakers and the audience.

Thank you once again - I loved every minute of the short journey with you.

He mihi maioha kia koe

## **Quinton Bidois**

In our shows we really connect with the audience and involve them too as part of our world. In Tauranga, I was really moved by a 98-year-old who came to both of our shows Cheese and The Creamery, as she was clearly "with us", captivated and in the moment with every movement and turn in the stories; and even stood up alongside everyone in the revolutionary stamping as part of the performance.

## **Java Dance**



# Financial Report

## Results in brief

(for the two year period ending 31 December 2017)

### Income

Sponsorship, Grants and Patrons	513,734
Baytrust Grant	10,000
Box Office	198,053
Other Income	22,313
Contra Sponsorship	168,659
<b>TOTAL</b>	<b>912,759</b>

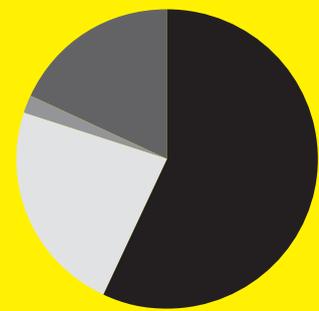
### Expenses

Admin	22,714
Event Costs	341,354
Venue Costs	111,797
Marketing and Promotion	75,228
Staff	203,301
Contra Expense	168,659
<b>TOTAL</b>	<b>923,053</b>

**NET LOSS** -10,294 \*

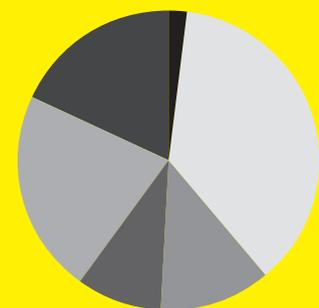
\*The modest loss is primarily attributed to the decrease in funding available from gaming trusts. The shortfall has been met from the festival reserves. The Trust remains committed to subsidising ticket prices to ensure that the festival is accessible to all and the social benefits continue for our community.

### Income

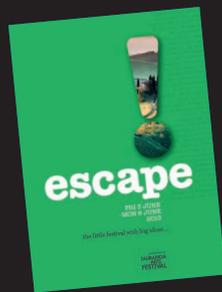


- 57% Sponsorship, Grants and Patrons
- 23% Box Office
- 2% Other Income
- 18% Contra Sponsorship

### Expenditure



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



# Festival Profile

The festival gained a high profile thanks to our media sponsors and partners Bay of Plenty Times, Media Works, NZME and media advisors Flame Communications. Thanks also to Blackpepper for our fantastic website, graphic designer Donella Jones for her stylish design work and publicist Sandra Simpson.

## Coverage included:

### RADIO

- Morning Report - Raa Maumahara
- Nine To Noon – Hemi Kelly, Phil Jarratt,
- Sunday with Wallace Chapman – Esther Stevens & Phoebe Hurst from That Bloody Woman
- Standing Room Only – Lynley Dodd, Kate Grenville
- Kim Hill – William Yang, Diana Wichtel, Big Dady Wilson
- Afternoons with Jessie Mulligan – The Māori Sidesteps, Sarah Spicer & The Blue Riders, Stephen Daisley
- Evenings with Bryan Crump – Bush Gothic
- Music 101 – Ria Hall

### TV

- One News – Ria Hall
- The Project – Friday whip round
- Maori TV – Hemi Kelly

### SOCIAL

- Facebook, Twitter and Instagram

### ONLINE

- Readers and Writers programme on Beatties Blog, Booksellers
- Reviews on Theatreview
- BOP Times
- Sunlive
- Coast
- Scoop
- The 13th Floor
- The Big Idea
- Baycourt What's On
- Creative BOP
- The Hits

### PRINT

- Editorial and reviews in the Bay of Plenty Times
- NZME Local focus interviews throughout the festival
- Editorial and listings in community newspapers including Bay News, Katikati Advertiser, Te Puke Times, Waihi Leader, Whakatane Beacon, Coastal News, The Weekend Sun, Coast & Country, Te Awamutu Courier, Cambridge News
- Editorial and listings in NZ Herald, Herald on Sunday, Sunday Star Times, Rotorua Daily Post, Waikato Times, The Guardian
- Articles and listings in national and regional magazines Kia Ora, The Listener, NZ Life & Leisure, North & South, Mindfood, UNO, Nourish

## Advertising included:

- Extensive advertising campaigns with Mediaworks and NZME including digital
- 70 full colour ads in Bay of Plenty Times publications
- NZ Herald online campaign – Auckland & BOP
- Tank banner at the Mount
- Roadside Signs, Tauranga, Mt Maunganui, Papamoa,
- Signage at Tauranga Airport
- Advertising at Rialto Cinema

## Programmes distributed:

- 35,000 throughout Western BOP, Waikato, Rotorua, Taupo, Whakatane, Coromandel
- 5,000 Escape! programmes
- 2,000 Readers & Writers publications

## Festival Numbers:

- 8,683 attended a ticketed event
- 38,529 enjoyed our free events
- 1,919 children attended performances and workshops at their school or preschool

# Sponsors & Patrons

## MAJOR SPONSOR



## MAJOR GRANTS



## GOLD SPONSORS



Bay of Plenty Times



## SILVER SPONSORS



## BRONZE SPONSORS



**COMMUNITY GRANTS:** Bay Trust, NZCT, First Sovereign, Lion Foundation, Southern Trust, Pub Charity

**FESTIVAL SUPPORTERS:** Little Big Markets, The Incubator, Night Owl Cinema, Multicultural Tauranga, Toi-Ohomai, Trustpower

## Patrons

**GOLD PATRONS:** Bethlehem Charitable Trust, C Blackley Family Trust, Ingham Mora, Sharp Tudhope Lawyers, Chloe & Wayne Wright

**SILVER PATRONS:** Burley Attwood Law, Alan & Lynda Bougen, John & Fay Burn, Ian & Paula Cross, Graeme & Susan Horsley, Jon & Bev Mayson, Jann Medicott, John & Debby Meldrum, Barby Pensabene, Bob Sutton & Jen Scouler, Ian & Jenny Thomas, Zariba

**FAMILY PATRONS:** Vaughn & Liz Anderson, Shaun & Gina Barry, Kate Barry-Piceno & Craig Batchelar, Dean Thompson & Claire Beard, Nancy van der Laan & Marty Brick, Judith Bidlake & Mike Chapman, Graeme & Judy Clarke, Marilyn & Kimberley Cleland, Christine & Brian Cloughley, Terry & Dallas Collett, Emily & Aaron Cook, DHT Architects, Bruce & Lesley Fraser, Briar & John Gordon, Basil & Ann Graeme, Simon Clark & Kate Graeme, Glenn Dougal & Debbie Green, Brett & Rhonda Hewlett, Marty & Sue Hoffart, Linda & Bruce Inglis, Dr David & Penelope Jackson, Marty & Sue Lee, James Trevalyan & Vicki Long, Kate McGregor, Lynn Ross & Gord MacLeod, Diana & Alastair Melvin, Jillian & Ian Riddle, John & Margaret Rountree, Chris & Lynda Royal, Alexander Sutherland, Stewart & Jane Taylor, Irene Thompson, Theresa & Graeme Tingey, Karina & Peter Tinholt, Ciska Vogelzang & Neil Tyson, Gary & Marlene Ware, R & D Wolff

## Festival Trust

Kathryn Lellman (Chair)  
Lesley Fraser  
Sue Hoffart  
Jon Murie  
Bob Sutton  
Peter Tinholt  
Ian Thomas

## Festival Team

**Jo Bond**  
Festival Director

**Kimberley Cleland**  
Producer

**Nikki Hansen**  
Administration Manager

**Sandra Simpson**  
Literary Programmer & Publicist

**Bonnie Burill**  
Technical Manager

**Donella Jones Design**  
Graphic Design

**Blackpepper**  
Website Design

**Brydie Photography**  
Festival Photographer

**Sharon Anderson, Catherine Downs,  
Lynette Fisher, Cheyenne Rose**  
Interns

**Anna McConville, Becks Chambers,  
Nick Chambers**  
Carrus Crystal Palace Managers

**Allison Stewart**  
Front of House, Miss Jean Batten

**Venue Partner**  
Baycourt Community & Arts Centre

## Tauranga Arts Festival

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[www.taurangafestival.co.nz](http://www.taurangafestival.co.nz)

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