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## **NOTICE OF MEETING**

**Notice is hereby given of a Meeting of the  
Events Committee  
to be held in the Council Chambers,  
First Floor, Civic Administration Building,  
101 Esk Street, Invercargill on  
Friday 28 September 2018 at 9.00 am**

Cr D Ludlow (Chairperson)  
His Worship the Mayor, Mr T Shadbolt  
Cr T Biddle  
Cr A Crackett  
Cr G Lewis

Clare Hadley  
CHIEF EXECUTIVE

# A G E N D A

1. **APOLOGIES**
2. **MINUTES OF THE MEETING OF THE EVENTS COMMITTEE HELD ON 13 JULY 2018**
3. **ACCOUNTABILITY REPORT**
  - 3.1 **SOUTHLAND ARTS FESTIVAL**
4. **FINANCIAL UPDATE**
5. **PUBLIC EXCLUDED SESSION**

Moved, seconded that the public be excluded from the following parts of the proceedings of this meeting; namely

- (a) *Funding Application – Sports Southland – ICC Surf to City*
- (b) *Funding Application – Tickertape Parade for Steel and Sharks*
- (c) *Funding Application – Stadium Southland – Christmas Show*
- (d) *Confirmation of Public Excluded Minutes of Events Committee Meeting held on 13 July 2018*

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1)(d) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

<b>General subject of each matter to be considered</b>	<b>Reason for passing this resolution in relation to each matter</b>	<b>Ground(s) under Section 48(1) for the passing of this resolution</b>
(a) Funding Application – Sport Southland – ICC Surf to City	Section 7(2)(i)	To enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)
(b) Funding Application – Tickertape Parade for Steel and Sharks	Section 7(2)(i)	To enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial

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(c) Funding Application – Stadium Southland – Christmas Show	Section 7(2)(i)	<b>negotiations)</b>  <b>To enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)</b>
(d) Confirmation of Public Excluded Minutes of Events Committee Meeting held on 13 July 2018	Section 7(2)(i)	<b>To enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)</b>



**MINUTES OF THE MEETING OF THE EVENTS COMMITTEE HELD IN THE COUNCIL CHAMBERS, FIRST FLOOR, CIVIC ADMINISTRATION BUILDING, 101 ESK STREET, INVERCARGILL, ON FRIDAY 12 JULY 2018 AT 9.00 AM**

**PRESENT:** Cr D J Ludlow (Chairperson)  
Cr A H Crackett  
Cr T M Biddle

**IN ATTENDANCE:** Ms B Brown, Venture Southland  
Ms M Sievwright, Personal Assistant

**1. APOLOGIES**

His Worship the Mayor, Mr T Shadbolt and Cr G D Lewis.

Moved Cr Ludlow, seconded Cr Biddle and **RESOLVED** that the apologies be accepted.

**2. MINUTES OF THE MEETING OF THE EVENTS COMMITTEE HELD ON 1 JUNE 2018**

Moved Cr Crackett, seconded Cr Ludlow and **RESOLVED** that the minutes be received as a true and correct record.

**3. MATTERS ARISING**

Nil.

**4. ACCOUNTABILITY REPORTS**

**4.1. Arts in Motion**

**4.2. Sunshine Coast Lightening Tour**

**4.3. Surf to City**

It was agreed that a letter be sent to Arts in Motion requesting that any surplus money be held for next year rather than paying volunteers.

Moved Cr Ludlow, seconded Cr Biddle and **RESOLVED** that the Accountability Reports be received.

**5. FINANCIAL UPDATE**

The financial report had been circulated.

A discussion was held regarding moving money from Creative Fund to Iconic Fund as the Iconic Fund was now oversubscribed.

Moved Cr Ludlow, seconded Cr Biddle and **RESOLVED** that the Financial Update be received.

6. **GENERAL BUSINESS**

Nil.

7. **URGENT BUSINESS**

Nil.

8. **COMMITTEE IN PUBLIC EXCLUDED SESSION**

Moved Cr Ludlow, seconded Cr Biddle and **RESOLVED** that the public be excluded from the following parts of the proceedings of this meeting, namely:

- (a) *Funding Application – ILT Stadium – Sky City New Zealand Breakers*
- (b) *Funding Application – Targa*
- (c) *Confirmation of Public Excluded Minutes of Events Committee Meeting held on 1 June 2018*

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1)(d) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

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**Invercargill City Council  
Events Funds  
For the period 1 July 2018 to 19 September 2018**

**Events Funds - Creation/Promotion**

**Funding**

Annual funding budget  
Balance remaining from previous years  
Transfer from Civic Events Fund

Total funding

**Grants paid**

Stadium Southland - NZ Breakers match  
New Zealand Young Farmers Clubs Inc  
Bluff School's 150th reunion  
Venture Southland - Spring Festival  
Netball South  
Arts Murihiku  
Venture Southland - Wrestling event  
Southland Sports Car Club  
Kart Sport Southland  
Surfing New Zealand - Ultimate Waterman event  
Nitro Circus  
Tour of Southland  
Southland Orienteering Club  
Southern Mustang Club  
Stadium Southland - Christmas Variety Show

Total grants paid

Balance remaining to carry forward

	2016 - 17 \$	2017 - 18 \$	2018 - 19 \$
Annual funding budget	100,000	100,000	100,000
Balance remaining from previous years	91,016	193,016	209,625
Transfer from Civic Events Fund	50,000		
<b>Total funding</b>	<b>241,016</b>	<b>293,016</b>	<b>309,625</b>
<b>Grants paid</b>			
Stadium Southland - NZ Breakers match			10,000
New Zealand Young Farmers Clubs Inc		15,000	
Bluff School's 150th reunion		5,000	
Venture Southland - Spring Festival		13,000	
Netball South		10,000	
Arts Murihiku		2,500	
Venture Southland - Wrestling event		15,000	
Southland Sports Car Club		15,000	
Kart Sport Southland	5,000		
Surfing New Zealand - Ultimate Waterman event	20,000		
Nitro Circus	5,000		
Tour of Southland	5,000		
Southland Orienteering Club	2,000		
Southern Mustang Club	5,000		
Stadium Southland - Christmas Variety Show	6,000	7,891	
<b>Total grants paid</b>	<b>48,000</b>	<b>83,391</b>	<b>10,000</b>
<b>Balance remaining to carry forward</b>	<b>193,016</b>	<b>209,625</b>	<b>299,625</b>

**Events Funds - Iconic Events**

**Funding**

Annual funding budget  
Balance remaining from previous years

Total funding

**Grants paid**

Invercargill City Charitable Trust - Southland Buskers' Festival  
Southland Motorcycle Club - Burt Munro event  
Cycling Southland - Tour of Southland  
Venture Southland - Southland Arts Festival  
Sport Southland - Surf to City event  
Venture Southland - Kidzone event  
Murihiku Maori and Pasifika Cultural Trust - Polyfest event  
Southland Sports Car Club

Total grants paid

Balance remaining to carry forward

	2016 - 17 \$	2017 - 18 \$	2018 - 19 \$
Annual funding budget	100,000	100,000	100,000
Balance remaining from previous years	(45,000)	(70,000)	(94,000)
<b>Total funding</b>	<b>55,000</b>	<b>30,000</b>	<b>6,000</b>
<b>Grants paid</b>			
Invercargill City Charitable Trust - Southland Buskers' Festival	25,000	24,000	
Southland Motorcycle Club - Burt Munro event	30,000	30,000	
Cycling Southland - Tour of Southland	30,000	30,000	30,000
Venture Southland - Southland Arts Festival	10,000		10,000
Sport Southland - Surf to City event		20,000	
Venture Southland - Kidzone event		5,000	
Murihiku Maori and Pasifika Cultural Trust - Polyfest event	15,000	15,000	
Southland Sports Car Club	15,000		
<b>Total grants paid</b>	<b>125,000</b>	<b>124,000</b>	<b>40,000</b>
<b>Balance remaining to carry forward</b>	<b>(70,000)</b>	<b>(94,000)</b>	<b>(34,000)</b>



**To:** Invercargill City Council Events Committee

**Date:** August 3 2018

**Subject:** SOUTHLAND ARTS FESTIVAL 2018

**Author:** Angela Newell

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### **SUMMARY**

Review of Southland Arts Festival 2018.

Key components of this report are:

- 4013 attendees at ticketed festival events over the month with an estimated 3000 attending free or public events
- 22 different shows and three workshops provided 51 opportunities to experience the arts
- The festival reached communities in Invercargill, Te Anau, Stewart Island, Nightcaps, Otautau, Gore, Winton, Lumsden, Waikaia and Riverton
- 95 visiting artists stayed in Southland during the festival
- The total expenditure was \$119,530
- Total external revenue was \$98,530
  - Funders and sponsors provided \$69,225 (2017: \$56,000)
  - Ticket sales were \$29,305 (2017:\$28,573)
- Venture Southland contributed \$14,500 from internal budgets, leaving a deficit of \$6500 (2017: -\$11,000)
- Venture Southland staff and overheads to produce the festival are valued at \$60,000

### **REPORT**

The tenth annual Southland Arts Festival took place from 25 April to 20 May, 2018 in a variety of locations throughout Southland, providing the region with a comprehensive series of high quality arts events that showcased the best in arts, culture and creativity in the region.

Venture Southland's management of the festival involved scheduling and programming the festival, managing twelve productions and two workshops, liaising with partner organisations for their inclusion in the festival; producing 10,000 brochures which were distributed all over Southland and beyond; and overseeing a comprehensive marketing campaign with all media, in both editorial and advertorial articles as well as paid advertisements in print media, radio and website listings and social media.

#### **Scope of Festival and Attendance**

The festival's programme showcased 22 different events (music, theatre, dance, literary, comedy, workshops), with 51 individual opportunities to experience these over one month.

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The festival comprised ticketed events as well as free or donation-based events and workshops.

4013 attendances were recorded at festival events during the month with an estimate of at least 2500 people enjoying free events. Free events included “White Night”, (approximately 300 attendees, 100 participants); storytelling in schools (2000); yarn bombing and exhibitions, numbers for which are difficult to gauge.

In 2017, the festival attracted 4983 patrons **including** donation-based events.

Attendance at Venture Southland-managed events were:

- Sans Souci, A Tribute to Edith Piaf (music): Repertory House, Invercargill: 92 pax; Stewart Island 22 pax; Te Anau 35 pax
- Scared Scriptless (Improvised comedy): SIT Centrestage Theatre, Family Show 86 pax; Adults’ show 130 pax. Plus 9 who attended an improvisation workshop with the company
- Barbarian Productions, “Soft N Hard” (theatre): Repertory House, Invercargill: 133 pax
- Zanetti Productions’ *If there’s not dancing at the revolution, I’m not coming* (theatre/performance art): Repertory House, Invercargill: 157 pax
- Jekyll and Hyde (theatre): Repertory House, Invercargill: 224 pax
- The Maori Sidesteps (music): SIT Centrestage Theatre: 252 pax
- Footnote NZ Dance, *Search Engine*: Scottish Hall, Invercargill: 154 pax. Plus 25 students who attended the dance masterclass
- The Kugels, (music): Repertory House, Invercargill: 48 pax; Relaxed concert: Ascot Park Hotel, Invercargill 50 pax; Te Hikoi, Riverton: 23 pax
- Songs for Nobodies: SIT Centrestage Theatre: 123 pax
- Olive Copperbottom (theatre): Waikaia, 56 pax
- Birdlife Productions, “Kokako’s Song (children’s puppet show)
  - Invercargill: SIT Centrestage Theatre, schools’ show: 133; Public show: 88
  - Te Anau: 195
  - Lumsden: 101
  - Winton: 123
  - Nightcaps: 100
  - Otautau: 93
  - Riverton: 170
- White Night: free event in the Invercargill CBD: 100 participants and at least 300 people attended. With patrons wandering in and out of ten venues over a three-hour period, it was difficult to ascertain accurate numbers.

Adding to the Venture Southland-produced events were partner organisations which contributed a variety of other events to the festival programme. These external partners included:

- International Story Tellers (Southland Council of the NZ Literacy Association) (over three events); Invercargill: 166 pax. Over 2000 children at schools around Southland also experienced the storytellers when they were here
- Chamber Music NZ, Behn Quartet: Civic Theatre: 105 pax
- Chamber Music NZ, Toru (Gore): 49 pax
- The NZ Youth Choir: First Presbyterian Church: 148 pax
- *The Last Five Years*, (theatre) Invercargill Repertory Society: Repertory House: 233 pax
- Red Leap Theatre’s *Dust Pilgrim* (theatre): SIT Centrestage Theatre: 253 pax
- Hopetoun Brown and Finn Scholes (music): Repertory House: 142 pax

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- Olive Copperbottom, (theatre), Repertory House, Invercargill, 115 pax
- Women In Words (literary arts): Repertory House, 60 pax
- A Capella Singers and Ascot Park Brass Band, *Gloria, Hallelujah* (music): First Church, Invercargill :120 pax
- *A Bit Of A Yarn*, yarn bombing project which involved dozens of craft artists and an unknown number of viewing public, Invercargill

Art galleries supporting visual arts were also featured within the marketing of the festival, allowing them more opportunities to publicise their exhibitions. It is unknown how many people experienced these exhibitions over the festival period

The inclusion of other organisations' events not only boosts the festival's range and scope, it also helps promote and market more arts opportunities to the community, ensuring that The Arts have a major focus in the region during this one time of the year.

It should be noted that all festival events are at risk of competition with other professional performances that randomly arrive in the city. It is difficult to assess how much these other events impact on our festival's ticket sales.

### **Outreach Programme and Audience Development**

The festival strives to be branded as a regional event and as such, Venture Southland extended its reach by presenting shows in Riverton, Te Anau, Winton, Lumsden, Waikaia, Nightcaps, Otautau, Gore and on Stewart Island. (See above for numbers).

It is usually not viable for New Zealand companies to tour to smaller places, therefore the festival will continue to strive to connect with smaller communities to ensure all Southlanders have access to professional shows.

The festival created new engagements this year with presenting two elements for diverse communities. This included a "Relaxed Concert" for people with intellectual and other disabilities. The Kugels' concert at the Ascot Park Hotel was successful in attracting more people who are usually inhibited in attending events, due usually to inabilities to subscribe to usual theatre etiquette.

The Deaf community were also engaged with during the festival with a children's show, Kokako's Song and an adults' show, *Soft 'n' Hard*, with signed interpretation. This service was provided by a new partner, Connect Interpreting. Nine people (eight Deaf and one hearing partner) attended *Soft N Hard* and 15 family members attended with Deaf children at *Kokako's Song*. This was a successful part of the project with excellent feedback received.

With the arrival of the Colombian refugees to Invercargill, we were able to reach a new audience with the festival. Free tickets were offered to the families to attend accessible shows, that didn't rely on English language comprehension. *Kokako's Song*, *The Kugels*, *Dust Pilgrim* and Footnote Dance's *Search Engine* were all attended by this new community, providing them with an introduction to the arts and cultural scene in the region. Moreover, one member of this community joined the White Night event, providing hip hop dancing. This engagement with diverse communities is significant to the development of future audiences for the festival. The Red Cross coordinator remarked:

*"The opportunity given to the Colombians refugees on behalf of The Southland Festival of Arts was an amazing opportunity to share in peace and happiness for a community that had recently suffered violence and the effects of a war."*

To attract new audiences, particularly in the 20-30 year old age group, who report challenges in paying full price for events, a new “under 30’s” price of \$20 was established. This was quite well subscribed to and it was noted that more people in this sector took up attendance or at least came to more shows than what they might have done in the past.

A “two-for-one” voucher was also created and distributed to audiences at the first two shows of the festival. This had good uptake. Consequently, either people could go to two events for the same price as one (boosting numbers), or they could share the cost and bring along another person, again boosting numbers.

Early bird discounts were also offered but were not particularly well-subscribed to with last minute ticket purchasing continuing to be a typical festival trend.

### **Capability Building**

The festival also builds skills in the community. This year we involved the arts community as follows:

- Masterclass dance workshop with Footnote NZ Dance (25 participants)
- Improvisation workshop with The Court Jesters (9 participants)
- Theatre devising workshop with Red Leap (Southland Girls’ High School class)
- One intern was engaged to work on White Night

Teachers had the following feedback:

*“... a BIG thanks for today ... to have just a high calibre of performers & performances is a credit to not only the actors but yourselves for sourcing local content! Our little people in Winton today have been truly immersed in the wonders & dynamics of live theatre! Bravo!!!!*  
(Judy Brown Head Teacher, Winton Kindergarten, from *Kokako’s Song* performance).

*“It (Jekyll and Hyde) was amazing! And could have been written and performed with the assessment specifications for the “Live Performance” external in mind. Absolute Gold!*  
(Jo Buist, James Hargest College).

### **Media**

The festival enjoyed good media attention this year. The public could be in no doubt that an arts festival was in their midst, with many articles, photos and reviews appearing throughout all media channels. Street flags and banner sites and a sign-written vehicle augmented this profile.

The Southland Festival of the Arts Facebook Page grew fans by an additional 192 followers to 1657. This page will continue to engage with arts audiences, by providing updates of other high quality events as they come to hand.

Instagram was added to the social media platforms, in an attempt to hit a different demographic, namely younger audiences.

The promotion to acquire more subscribers to the arts festival newsletter through a rates’ notice mail out successfully resulted in 221 individuals receiving special newsletters.

A stand-alone festival webpage in the future is still desirable, to more fully brand the festival. This will require more resource and is therefore subject to funding.

### **Economic Impact**

While community participation, opportunities to see the latest professional New Zealand works and enjoyment are key drivers of the festival, the economic impact may also be regarded as a significant factor supporting the festival’s raison d’être.

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Companies that Venture Southland brought into the region (42 people) accounted for 78 bed nights during the festival period. Partner organisations added to this number with an additional 53 artists also staying in the city. Venue and technical hireages, hospitality businesses, printers and media providers all benefited from the festival. A number of locals, including artists, technicians and support personnel also derived extra income from employment during the festival.

## Financials

External revenue comprised the following:

Ticket sales	\$29,305
ILT Foundation	\$17,325
Community Trust of Southland	\$20,000
Invercargill City Council	\$10,000
Creative New Zealand	\$18,000
Southland District Council	\$3,000
Miscellaneous income	\$900
<b>Total Income</b>	<b><u>\$98,530</u></b>

Sponsorship was also received from Macaulay Motors for a sign-written vehicle.

<b>Total Expenses</b>	<b><u>\$119,530</u></b>
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(Budgeted expenses: \$129,500).

Venture Southland internal allocation	<b>\$14,500</b>
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Festival deficit to be paid by Venture Southland	<b>\$6,500</b>
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Venture Southland's management of the festival is valued at \$60,000 therefore the cost to produce the festival is **\$179,530**.

The loss experienced in this year's festival is attributed to a decrease in projected ticket revenue. This aspect of the festival contains the most risk as it is difficult to accurately predict how box office projections will be realised. The reliance on ticket income is considerable and a slight fluctuation in audience numbers can be detrimental to the bottom line. Sometimes, however, it's simply a timing or preference factor that affects audience numbers and there is little to be done for the audience's proclivities for any given festival.

Venture Southland will continue to strive towards a balance between the number of shows necessary for a festival's creative success and the ability for shows to achieve adequate box office income. Finding ways to attract audiences to more unconventional performances is still a challenge. However, the festival should always endeavour to bring both popular and challenging events to the programme in the interests of audience development.

Funding and sponsorship will continue to be sought to enable the festival to be produced. However in reviewing the festival, the following recommendations are made:

- A slight reduction in the number of Venture Southland-produced events, back to 2016 levels. This will mean decreasing the number of paid performances on offer which reduces the risk associated with box office revenue. Overhead costs will likely remain the same but narrowing the line-up may concentrate attendance to generate better box office return.

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- Changing the format of the shows for rural areas from touring shows to shows that are presented in Invercargill with support for rural schools to attend.
- Exploring new revenue sources such as a small fee for any production featured in the 10,000 programmes. In 2018, eleven companies had the advantage of being included in the festival's line-up. There is a need, however, to ensure we keep these partner organisations connected to the festival as they add greatly to the festival's content.
- Seeking additional commercial sponsorship. This could include contra or cash—acquiring additional resources to augment the funding by offering naming rights to specific shows or taking up advertising in the programme.
- Approaching current funders to consider raising grant levels. This is a challenge as funders have already raised grants in 2018 and may not be in a position to do so again for 2019.



Angela Newell  
**CREATIVE PROJECTS MANAGER**