



2013 FESTIVAL REVIEW



**AUCKLAND
ARTS
FESTIVAL**

A vibrant night festival scene. In the foreground, a crowd of people is gathered, some looking towards the camera. A prominent feature is a tall, cylindrical light pole that glows with a bright blue light. Above it, several neon light tubes in shades of pink and orange are strung across the scene. In the background, a booth for 'STONELEIGH' is visible, with a sign that reads 'STONELEIGH — MARKS & SPENCER — NEW ZEALAND'. The overall atmosphere is festive and illuminated by a mix of warm and cool colors.

“THIS FESTIVAL FELT
LIKE A REAL TURNING
POINT FOR THE CITY”

MARK AMERY, *THE BIG IDEA*



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Stoneleigh Bar, Festival Garden/*Gate Photography*.
Cover image: *The Breath of the Volcano*, Auckland
Domain, March 7/*Gate Photography*.



**81% OF AUDIENCES
AGREED THE
AUCKLAND ARTS
FESTIVAL MAKES
THEM PROUD OF
AUCKLAND**

FESTIVAL PATRON

Governor-General, Lt Gen
Rt Hon Sir Jerry Mateparae

BOARD OF TRUSTEES

Victoria Carter (Chair)
Rick Carlyon
John Judge
Roger MacDonnell
Toni Millar
Jim Moser
Heather Shotter
Fred Ward

FESTIVAL EXECUTIVE TEAM

David Inns
Chief Executive
Carla van Zon
Artistic Director
Mark Burlace
Associate Director
Shona Roberts
Business & Finance Manager
Arne Herrmann
Marketing & Development Director

A MESSAGE FROM THE FESTIVAL

AUCKLAND ARTS FESTIVAL – A TRUE CELEBRATION.

The 2013 Auckland Arts Festival (AAF) was a true celebration of Auckland's people and cultures. It engaged us, boosted our civic pride and created an excited buzz across Auckland.



David Inns, CEO; Carla van Zon, Artistic Director; Victoria Carter, Chair

Held during 19 days in March, the sixth biennial Festival shattered attendance records, successfully engaging new, larger and more diverse audiences. It offered unique experiences for both audiences and artists, and reached more than 180,000 people.

The Festival truly gained momentum, recognition and energy, and cemented its place on Auckland's major events calendar and on the national arts landscape. It recognised and celebrated our diverse cultural heritage reflecting Auckland's unique image and identity, and played a major part in delivering to Auckland's aspirations to be the world's most liveable city.

And what a Festival it was: from the mind blowing spectacle *The Breath of the Volcano* at the Auckland Domain to the pipa virtuoso Wu Man in the more intimate surrounds of the Town Hall Concert Chamber, the 2013 AAF offered something for everyone with an entertaining mix of diverse and popular events.

The 2013 Festival cost \$11.2million to stage and relied on support from a wide range of stakeholders including local and central government, sponsors, funders and audiences.

In particular we thank our core funder, Auckland Council, for its belief in the Festival and its support and partnership in bringing the Festival to the people of Auckland. We also thank Creative New Zealand for their support that allowed us to commission and present NZ work and provide arts leadership, and ASB Community Trust

whose long-term support has enabled us to build strong education and community programmes.

We applaud our Gold sponsors Westpac and Colenso BBDO and Silver sponsors Auckland Airport and The Radio Network for supporting our Vision.

We are grateful for major grants from NZ Major Events, Lion Foundation, Pub Charity and NZ Community Trust that assisted us to deliver the Festival right across Auckland.

We also acknowledge all other sponsors, foreign governments, Patrons, our industry partners, artists, and the Festival staff and volunteers, who contributed to making the 2013 Festival the success that it was.

We trust you enjoy reading this Festival Review. We look forward to working with you on the next Auckland Arts Festival, 4-24 March 2015, and keeping you up-to-date on our plans to stage an Auckland Arts Festival every year.

Victoria Carter, David Inns and
Carla van Zon

OUR VISION

Auckland Arts Festival – A leading international arts festival, celebrating Auckland's people and cultures, and promoting the social, cultural and economic well-being of Auckland.

Left: Family Day Thriller Haka crowd, March 24/Blair McNaughton



ARTISTICALLY SPEAKING

The 2013 AAF was a true celebration of our city, people, cultures and relationships with the rest of the world.

Touching hearts and engaging minds, the programme embraced the diversity, dynamism and spirit of New Zealand's largest city. In short, the 2013 Festival went off!

Two very special events saw thousands and thousands of Aucklanders join the Festival to celebrate this city.

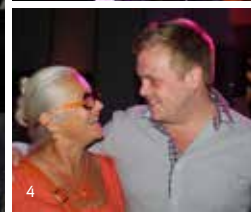
Commissioned for Auckland by AAF, *The Breath of the Volcano* from French company Groupe F, was spectacular, awe-inspiring and joyous. For three nights the Auckland Domain was packed with enchanted audiences, all enjoying this marvellous event in a stunning setting – projections, fire, music, pyrotechnics and performers filled the night sky.

Tiffany Singh's *Fly Me Up To Where*

You Are, an astoundingly beautiful, large-scale outdoor installation, became a signature piece and a perfect example of the Festival's broad and inclusive reach. Thousands of Auckland youngsters painted their hopes and dreams onto 'dream flags' and then put them on public display as part of the artwork in the Festival Garden for everyone to see.

Throughout the Festival, people flocked to international shows such as the hilariously funny National Theatre of Great Britain smash-hit *One Man, Two Guvnors*, the seductively entertaining Australian circus-cabaret *Cantina*, and the jaw-dropping, stunt-filled *Urban* from Colombia. Performed at venues in and around the Festival Garden, it was clear to audiences that these magic events were all part of their city's Festival.

Kronos Quartet and Wu Man's evocative *A Chinese Home* and *Ghost Opera*, Eastman's gorgeously rich *Babel*, The National Theatre



“AUCKLAND IS EXTRAORDINARILY LUCKY TO HAVE AN ARTS FESTIVAL, ESPECIALLY ONE AS WELL PUT TOGETHER AS THIS YEAR’S”

SIMON WILSON, *METRO*

of Scotland’s crowd-pleasing *The Strange Undoing of Prudencia Hart* and The National Theatre of China’s intriguing *Rhinoceros in Love* drew the traditional Festival audiences as well as those keen to experience their own and other people’s cultures and languages on stage.

An outstanding Māori and Pacific programme was at the Festival’s heart. The world premiere of Mitch Tawhi Thomas’s *Hui* and the first-ever Pacific musical *The Factory* told stories undeniably of this place. Other audience favourites from the New Zealand programme included

Everything is Ka Pai, *Whaka Aria Mai*, *Songs and Dances of Desire*, *Dominion Road Stories* and *War Requiem*, a very moving concert on the closing weekend of the Festival produced in collaboration by AAF and Auckland Philharmonia Orchestra.

Visual arts exhibitions and installations by international and New Zealand artists, including Srinivas Krishna’s incredible *When The Gods Came Down To Earth*, the hard-hitting global project *Destroyed Word* by Santiago Sierra and the multi-faceted *Rosebank*, elicited new and different reflections upon our city and our world.

White Night and *Family Day* attracted lots of family groups and youngsters. The Festival was thrilled to expose these audiences to new experiences.

The Festival is exceedingly proud to be an essential and much-anticipated part of the city’s cultural calendar and equally proud to have reached so many Aucklanders.

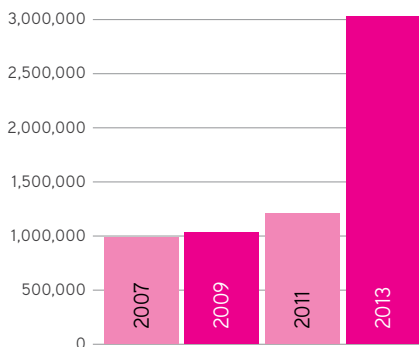
1. *Urban*/GP; 2. *Rhinoceros in Love*; 3. *Everything’s Ka Pai*/GP; 4. Artistic Director Carla van Zon with Owain Arthur, lead actor in *One Man, Two Guvnors*; 5. *The Factory*/GP; 6. *Babel*; 7. *War Requiem*/GP; 8. *Breath of the Volcano*/GP

SNAPSHOT OF THE FIGURES



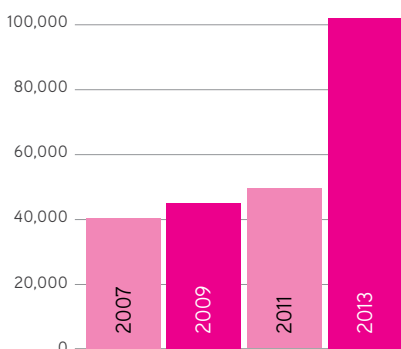
17 Countries: Australia, Belgium, Canada, China, Colombia, France, Germany, Ireland, India, Netherlands, New Zealand/Aotearoa, Peru, South Africa, Spain, Tonga, UK, USA

BOX OFFICE INCOME 2007-13*



*figures do not include indirect ticket income

TICKET SALES 2007-13



MORE THAN 101,000 TICKETS SOLD TO 198 PERFORMANCES.

Auckland Arts Festival 2013 ran for 19 days presenting 327 performances and exhibitions, including 38 ticketed events.

Over 60 performances sold out including *The Breath of the Volcano*, *The Factory*, *War Requiem*, *Cantina* and *en route*.

81 locations across Auckland including The Civic, Auckland Domain, Aotea Square, Q Theatre, Mahurangi College, Mangere Arts Centre – Ngā Tohu o Uenuku, Corban Estate Arts Centre, Holy Trinity Cathedral, Silo Park, the Auckland Waterfront, Ponsonby, Glen Eden Playhouse Theatre, Te Tuhi Centre for the Arts in Pakuranga, Bruce Mason Centre, Dominion Road, Rosebank Road and the streets of downtown Auckland.

7 world premieres

7,418 school students from **81** schools attended **33** school shows plus visual arts events using **4,952** subsidised tickets

63 free events attracted more than **81,000** people

83 galleries, museums and outdoor venues featured in *White Night*

1,049 artists from **17** countries

Right: Crowds entering Auckland Domain/Gate Photography

“...STILL HAUNTED,
MESMERISED,
BUZZING ABOUT
IT ALL...I FELT IN
LOVE WITH THE
CITY AGAIN!”

2013 AAF ATTENDEE





AUDIENCE PROFILE

Auckland Arts Festival commissioned a large-scale, online audience survey stretching across ticketed and free events. More than 2,200 responses were received and analysed.

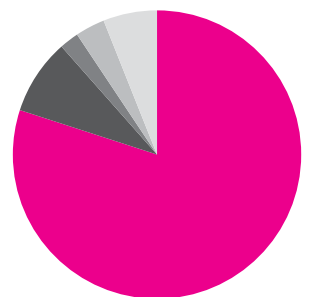
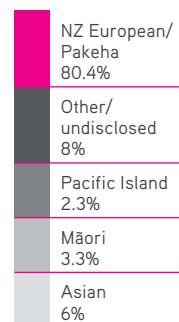
The 2013 Festival had something for everyone. With an impressive suite of free events and discounted student tickets, people of all ages, cultures and income brackets were able to participate.

There was a strong representation across the 20-64 year old age group throughout the Festival. Nearly half of AAF attendees were under 45 years of age (48%).

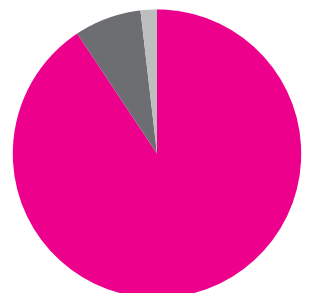
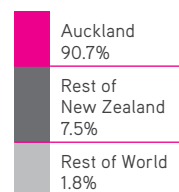
Out of Auckland attendees increased to 9.3% and generated approximately 9,000 additional attendances on the previous Festival.

Absolute attendances grew strongly across all our audience groups – Māori audiences up 139%, Pacific Island audiences up 84%, Asian audiences up 13% and NZ/European audiences up 45%.

AUDIENCE BY ETHNICITY



AUDIENCE BY REGION

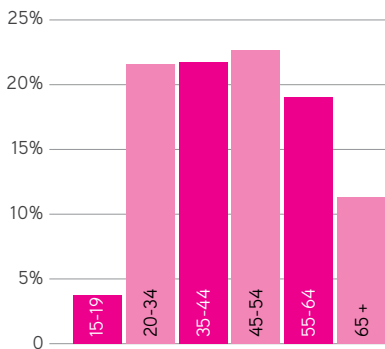


"I WAS REALLY PROUD TO BE AN AUCKLANDER WHILST THE FESTIVAL WAS ON"

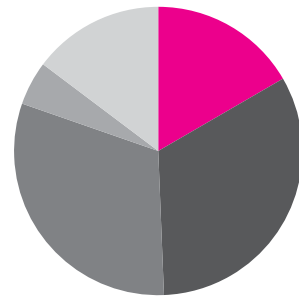
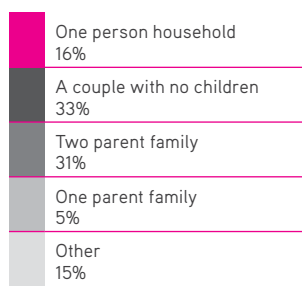
2013 AAF ATTENDEE



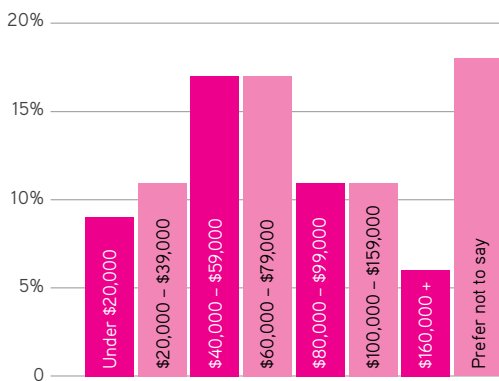
AUDIENCE BY AGE



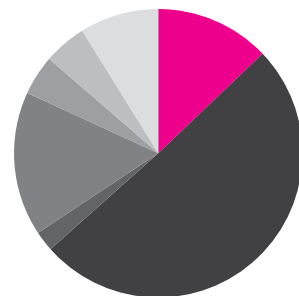
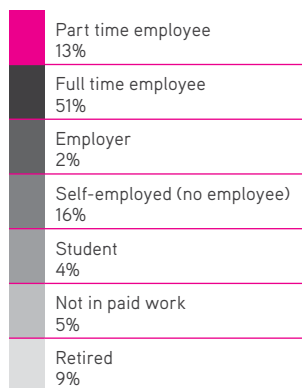
AUDIENCE HOUSEHOLD COMPOSITION



PERSONAL ANNUAL INCOME



AUDIENCE EMPLOYMENT STATUS





ACCESSIBILITY

BEING ACCESSIBLE

For us an accessible Festival is one that inspires ownership among its audience. This means pricing tickets at affordable rates, making people feel welcome to attend and making them comfortable when they do – after all, the Festival is for them.

The 2013 Festival provided free events; hosted events outdoors, in the city centre, in other Auckland areas, and in places where Aucklanders already go, such as the park, church and pub; created programmes for school students; and produced events with wide cultural appeal.

FREE EVENTS

Whether it was *White Night*, *Family Day*, live music, visual arts, talks or workshops, people loved the Festival’s 60-plus free events and embraced the opportunity to delight in new artistic encounters.

“THE FESTIVAL ... REALLY MADE YOU WANT TO GO OUT, GET INVOLVED AND ENJOY OUR BEAUTIFUL OUTDOOR SPACES”

2013 AAF ATTENDEE

FAMILY-FOCUSED PRICING

A wide range of ticket options provided access for various income groups. Adult tickets for *The Breath of the Volcano* were \$28, children’s were \$10. *Urban* started at \$35. Child prices were available for all family-friendly shows. Tickets could be purchased for as low as \$10 while an entry-level ticket to *One Man, Two Guvnors* was \$45. The average Festival ticket price was \$32.

FESTIVAL ON YOUR DOORSTEP

Festival events travelled as far north as Matakana, down south through Mangere and Pukekohe, east across to Pakuranga, out west to Henderson, across the harbour to Great Barrier Island and in and around the streets of downtown Auckland.

NUMBERS AT FREE EVENTS

WHITE NIGHT	22,750
VISUAL ARTS PROGRAMME	22,047
FESTIVAL GARDEN INSTALLATIONS AND EVENTS (WHICH INCLUDED <i>WHEN THE GODS CAME DOWN TO EARTH</i> , <i>FLY ME UP TO WHERE YOU ARE</i> AND MUSIC ON FESTIVAL GARDEN STAGE)	26,600
FAMILY DAY	5,300
WORKSHOPS AND MASTERCLASSES	2,700
PRE- AND POST CONCERT/VISUAL ARTS TALKS	1,850



1



2

“THEY LOVED THE WHOLE EXPERIENCE. EVEN THE BOYS WHO NEVER SMILE AND PREFER DARK ROOMS AND ONLINE GAMING CAME OUT WITH SMILES ON THEIR FACES.”

TEACHER, WESTERN HEIGHTS HIGH SCHOOL, ROTORUA

A PERFECT PROJECT FOR COMMUNITY ENGAGEMENT

Fly Me Up To Where You Are, a hands-on conceptual art project, took the Festival across the harbour, into the bush and out to the farms, exposing thousands of new, young, culturally diverse audiences to AAF. 2,343 school children, from Pukekohe to Great Barrier Island, and Howick to Matakana were involved in the creation of the dream-flag installation. Thousands more Festival visitors enjoyed it when it was on display in the Festival Garden.

SMARTSFEST – BRINGING SCHOOL STUDENTS TO AAF

SmartsFest (Schools Meet Arts at the Festival) is part of the overall AAF Education programme, and underpins the Festival’s commitment to engage and expose young audiences to internationally acclaimed arts and culture. This programme promotes learning and audience growth, enhances and aligns with the education curriculum.

Low ticket prices of \$10, \$15 and \$20 to main stage shows meant students were able to experience world-renowned Festival productions from the National Theatres of Great Britain and China, as well as new New Zealand works.

This year, with the invaluable support of the ASB Community Trust, 7,418 students from 81 schools attended 33 shows plus visual arts events using 4,952 subsidised tickets. They came from all areas of Auckland as well as nationally from Dunedin to Whangarei.



3



4



5



6



7



8

1. Thriller Haka Flashmob/*Blair McNaughton (BM)*; 2. Enjoying a night out under the flags/*Mark Burlace*; 3. Dream flag making on Family Day/*BM*; 4. SmartsFest audience at Q Theatre; 5. Cartooning at Family Day; 6. Bepen Bhana exhibition/*Gate Photography (GP)*; 7. Picnic at Potters Park as part of Dominion Road Stories/*(GP)*; 8. SmartsFest at Glen Eden Playhouse

MARKETING, COMMUNICATIONS AND AAF ONLINE

BRANDING

The 2013 campaign began with a new Artistic Director and a new Festival brand. In conjunction with Colenso BBDO, a much-valued Gold Sponsor, we developed the Festival 'globe' – a circle encompassing the letters AAF. Laid out inside the globe, the letters formed patterns reminiscent of Māori, Pacific and Chinese traditional designs. Appearing in hot pink variations, the globe was distinctive, fun, inviting and easily recognisable as the 2013 Festival's lead symbol.

THE CAMPAIGN

Commencing in mid-August with the pre-launch of the Westpac season of *One Man, Two Guvnors*, the Festival's marketing campaign spanned eight months. On 31 October 2012, a multi-media launch of the entire programme provided a colourful prequel to a diverse marketing and communications campaign.

PRINT AND DISTRIBUTION

Proudly carrying our new Festival brand on the front cover, 150,000 copies of the AAF Programme Brochure were distributed across the country to key public locations including libraries, cafes, galleries, council offices, and to previous Festival ticket buyers, along with selected Australian markets on the Eastern seaboard. A condensed-

format Daily Event Guide (80,000), a comprehensive Visual Arts Guide (10,000) and a *White Night Flyer* (15,500) were also popular releases. Other print items included 86,000 event-specific DL flyers (distributed to Festival venues as well as to the city's i-sites), artist packs, information guides, Festival branded ticket wallets and individual show programmes.

MEDIA AND MARKETING PARTNERSHIPS

Valued media partnerships were established with the following companies:

Colenso BBDO, The Radio Network, bka interactive, New Zealand Herald, The EDGE, Heart of the City, Rendezvous Hospitality Group, Adshel, APNOutdoor, Grab-a-Seat, Val Morgan, NZ Bus and Auckland Airport.

BROADCAST AND SCREEN ADVERTISING

Festival messages were delivered through the following broadcast and screen mediums:

TV: TV1, TV2, U channel, TV 33 (Chinese)

Radio: Newstalk ZB, ZM, Coast, Classic Hits, Flava, Waatea

Cinema: Val Morgan Cinema Advertising from Auckland to Northland and Hawkes Bay including Hoyts, Rialto, independent and Event Cinemas.

Bus TV: NZ Bus, 3-month on-screen campaign on all Auckland Link buses.

OUTDOOR ADVERTISING AND SIGNAGE

73 street flags along Queen Street and in Aotea Square

60 Adshels in city fringe bus shelters

13 city-wide bus backs and sides

150 bus posters

1,329 street and retail posters in city fringe streets and shops

2 cross-street banners in Auckland CBD and Newmarket

1 supersized billboard at Auckland Airport as well as

8 digital billboards in domestic and international terminals

10 APN outdoor billboards Auckland-wide

9 large-sized venue billboards

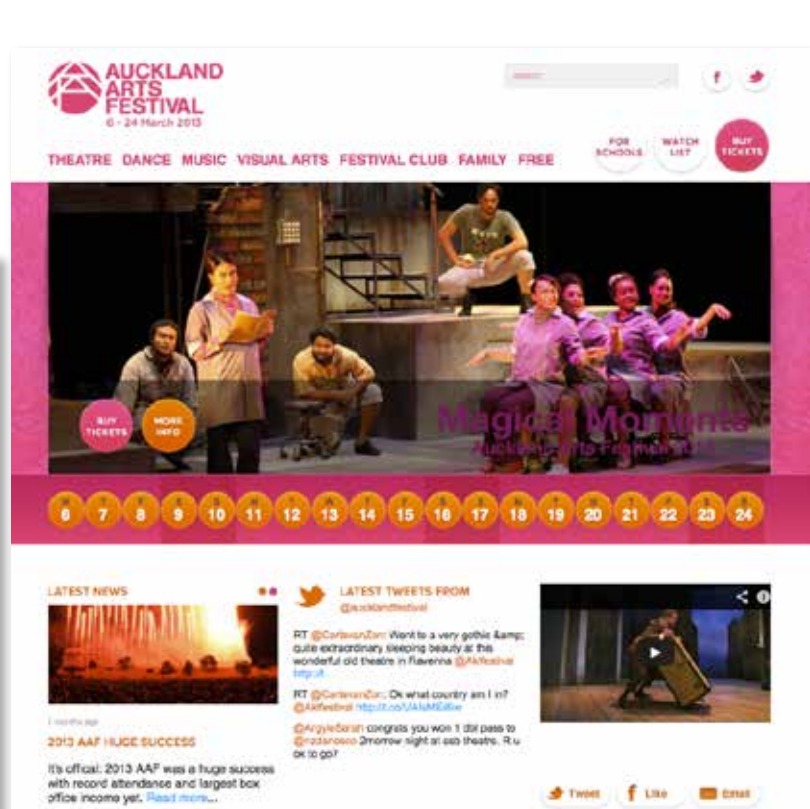
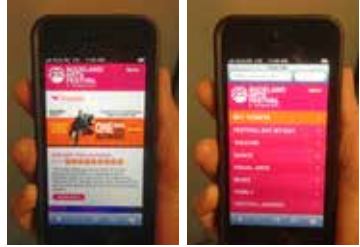
39 mini billboards at Aotea Square



“THERE WAS A REAL STREET PRESENCE SO I KNEW IT WAS A SPECIAL TIME OF YEAR!”

2013 AAF ATTENDEE





AAF ONLINE

This year AAF's online presence was boosted by a new and improved website, a mobile-optimised site, and a special focus on social media. Audiences were fast to engage with AAF's first Facebook page. Propelled by 30 competitions run across Facebook and Twitter, AAF's Facebook following grew from 900 to close to 6,000 "Likes" – exceeding all expectations. Facebook campaigns and competitions including 'Like' landing pages helped to drive 7,980 visitors from the Facebook page to the Festival website. Twitter also saw significant growth from 1,400 to over 3,000 followers.

AAF was online at: AAF website, Eventfinder, Ticketmaster, The EDGE, Express, Big Little City, Facebook, Twitter, NZ Herald online, Grab One, Grab-a-Seat.

AAF MOBILE

For the first time, AAF commissioned a mobile-optimised website with media partner bka interactive. Nearly 10,000 people accessed the site for Festival information on-the-run. 4,200 used it to connect to the ticketing website to make purchases.

ADS, MAILOUTS AND BROCHURES

- 957,651** Electronic Direct Mails
- 150,000** Programme Brochures
- 80,000** Daily Event Guides
- 86,000** Flyers
- 25,500** Visual Arts Guides
- 1,453** Radio ads
- 827** Television spots
- 160** Cinema ads
- 90** Multi-event print ads

ONLINE STATS

- 137,212** visitors to website
- 393,123** page views
- 65%** new visitors
- 21%** of web traffic from outside Auckland
- 170,371** Facebook reach
- 5,933** Facebook likes
- 3,049** Twitter followers
- 34,780** youtube views
- 1,949** tweets hashtagged #Aklfestival
- 30** Social media competitions

“LOVE THE WEBSITE AND ALL THE PEOPLE I COMMUNICATED WITH DURING THIS TIME”

2013 AAF ATTENDEE



PUBLICITY

In the footsteps of previous Festivals, January to March saw the bulk of AAF 2013 publicity in mainstream and niche media.

This year there was a strong increase in online and TV coverage for the Festival with 507 online articles (compared to 200 in 2011) and 56 TV items (compared to 16 in 2011).

Television rose across both major national networks with Festival related items appearing on TVNZ's *One News*, *Breakfast* and *Good Morning*, as well as TV3 *News* and *Campbell Live*. Event specific coverage also appeared on Māori TV and Chinese TV channels *WTV* and *TV33*.

The Festival received excellent broadcasting coverage from Radio NZ's *National Programme* with a 'Festival Review' twice daily on *Morning Report* and *Afternoons with Jim Mora* during the Festival.

Many on- and off-air promotions from our media partner The Radio Network saw Festival coverage reach from *Classic Hits*, across *Newstalk ZB* and *Coast*, to *ZM*.

The Festival forged strong and open channels of communication with key print media including *NZ Herald*, *Metro*, *NZ Listener* and *North and South*.

The *NZ Herald* published regular features in print and online as well as daily coverage during the Festival.

The Festival also received regional newspaper coverage including feature articles in the *Christchurch Press* and *Dominion Post*. *Metro Magazine* ran a dedicated 13-page Festival feature in their March issue.

QUICK SUMMARY

507 online articles

249 print articles

113 radio interviews

56 TV news items

13 e-newsletter inclusions



1. Family Day, Aotea Square/Gate Photography; 2. *One Man, Two Guvnors* cast, *Good Morning*, TV One; 3. TV covering flash mob; 4. Tiffany Singh, flag making schools' workshop, Radio NZ National interview



PARTNERSHIPS



Victoria Carter, AAF Chair;
Len Brown, Auckland Mayor

FUNDING PARTNERS

AAF funders are crucial to the delivery of the Festival, from programming and operations to the accessibility and reach across Auckland communities. Each of these funders are important champions of AAF and helped us deliver the 2013 Festival to Auckland.

Core funding comes from **Auckland Council** via the Auckland Regional Amenities Funding Board, providing the cornerstone for the growth and success of the Festival overall.

Central government funding was received through:

Creative New Zealand's Toi Tōtara Haemata Arts Leadership programme, enabling the Festival to commission and present NZ work and provide arts leadership;

the **NZ Major Events** fund, for market research, audience development and marketing;

Te Puni Kōkiri and **Te Taura Whiri I Te Reo Māori**, towards developing and staging *Everything is Ka Pai* and the cultivation of Te Reo Māori.

Major funding was received from **ASB Community Trust**, whose long-term support has enabled us to build strong education and community programmes that have greater regional outreach across Auckland.

Funding was also received from:

The Lion Foundation, whose support for Festival staffing enabled better dedicated resources in programming, marketing and sponsorship;

Pub Charity, which provided support to take Festival messages to new audiences;

Four Winds Foundation, supported the highly successful Pacific musical work *The Factory* and subsidised school tickets;

NZ Community Trust, towards the delivery of the large-scale family-friendly outdoor event *Breath of the Volcano*;

The Trusts Community Foundation, for the presentation of *The Ballad of Pondlife McGurk* and *The Man Who Planted Trees* in West Auckland;

The Chartwell Trust towards the exhibitions in the visual arts programme.

Top: *The Breath of the Volcano* was one of the Festival's shows which met our strategic objective of increasing and diversifying audiences, Auckland Domain/Gate Photography



“AUCKLAND ARTS FESTIVAL’S IMAGINATIVE PROGRAMME OF EVENTS MAKES AN IMPORTANT CONTRIBUTION TO AUCKLAND’S CULTURAL AND SOCIAL LIFE – CONNECTING US AS COMMUNITIES, ACROSS CULTURAL DIVIDES, ENABLING US TO EXPLORE NEW IDEAS AND PERSPECTIVES, AND ATTRACTING A HOST OF INTERNATIONAL VISITORS AND ARTISTS.”

LEN BROWN, AUCKLAND MAYOR

Asia NZ Foundation, supported the NZ premiere of *Rhinoceros in Love* attracting many Mandarin speakers.

PRESENTING PARTNERS

In presenting and delivering the 2013 programme, AAF was a major user of Auckland venues and partnered with institutions including the Auckland War Memorial Museum, The EDGE, Regional Facilities Auckland, art galleries and museums to deliver the Festival across the Auckland region.

AAF also partnered with a wide range of Auckland and NZ arts companies including Auckland Philharmonia Orchestra, Auckland Theatre Company, Tawata Productions, Royal NZ Ballet, Kila Kokonut Krew, Silo Theatre and NZ Trio, to stage work that maximised the artistic and financial resources of both the Festival and each company. Works such as *War Requiem* and *The Factory* were only possible through this form of collaboration.

Collaboration with foreign governments is also vital to maintaining arts industry relationships, growing programming opportunities and reducing overheads

such as through travel and freight subsidies. In 2013 these included the Ministry of Culture – People’s Republic of China, Creative Scotland, British Council, Cultures Ireland, and the Australian Arts Council.

MANA WHENUA

One of the key Māori relationships for the 2013 Festival was with mana whenua represented in Tāmaki Makaurau by three groups: Ngāti Whātua, Waiōhua ki Tāmaki and Marutūahu, encompassing 19 iwi. During the Festival these groups were instrumental in providing guidance and delivery of major protocols surrounding artist pōwhiri and other ceremonial protocols such as blessings.

AAF AS A PARTNER

AAF is more than just a 19-day Festival, it is a highly recognised arts leader.

The Festival’s executive team has extensive experience in staging large-scale complex events. In 2011 the Auckland Festival Trust not only staged a full Arts Festival but also won the contract to programme, deliver and manage Queen’s Wharf Fanzone during the Rugby World

Cup on behalf of central government and Auckland Tourism Events and Economic Development.

The Festival creates, produces and premieres New Zealand works that go on to tour. It promotes NZ work to international festivals, venues and producers. AAF also actively seeks co-commission and investment opportunities with other NZ and international festivals and venues to create and stage new NZ work.

AAF’s other activities include:

- ▲ Supporting Festival commissions touring internationally (*Carnival of Souls*, *rapt* and *The Arrival*) (2009 to present);
- ▲ working with Toi Māori Aotearoa to deliver Te Rea, a development programme for Māori producers (2013);
- ▲ working with Tihi Productions to deliver Sounds Aotearoa, an indigenous Māori and Pacific music expo (2013); and
- ▲ managing and delivering Creative New Zealand’s Te Manu Ka Tau International Visitor Programme, which saw 30 festival directors and promoters visit Auckland (2013).



FROM THE BOTTOM OF OUR HEARTS

This year AAF had the distinct privilege of partnering with some of the country's most trusted, exciting and innovative companies to deliver the 2013 Festival to our city. We extend our grateful thanks to them for their generous contributions of finance, expertise and time.

AAF's corporate partners were able to deliver on their business and communications objectives through a number of offerings including event associations, promotions, product experiences, digital and social media campaigns, B2B networking and 'money-can't-buy' hospitality.

Corporates successfully initiated imaginative, customised campaigns targeted at the Festival's highly-engaged, well-connected and inquisitive audiences. In turn, AAF integrated their corporate partners into the Festival's \$2 million plus marketing and PR campaign, facilitating associations between these companies, government partners and other affiliated organisations.

The Festival benefited from increased support from **Westpac**, welcoming them to the Gold Sponsor level. Westpac provided invaluable support for the National Theatre of Great Britain's *One Man, Two Guvnors* by assuming naming rights for the season, thus enjoying substantial association via a nationwide marketing and PR campaign. Westpac also leveraged their involvement by co-hosting an opening night function

Top: Cantina, Festival Club, Festival Garden/Gate Photography



at which the entire cast of *One Man, Two Guvnors*, including lead actor Owain Arthur, were present. Valued clients, civic and arts dignitaries and the cast enjoyed this memorable hospitality event.

Colenso BBDO continued its high-level support as Gold Sponsor, creating the Festival's new brand identity and establishing a bold 'look' for the Festival which was successfully integrated across the entire marketing campaign. The award-winning creative agency also assumed naming rights for the season of *Cantina*, securing an ongoing brand presence in the Festival Garden across the entire 19 days of AAF. The dress rehearsal of *Cantina* was an exclusive preview for more than 200 of Colenso's VIPs – a unique hosting proposition.

“PARTNERING WITH THE FESTIVAL ALLOWS US TO SHOWCASE OUR CREATIVE MUSCLE TO A LARGE AUDIENCE: PUBLIC, CORPORATE AND GOVERNMENT.

ASSOCIATING WITH A FESTIVAL EVENT LETS US 'OWN' A PIECE OF EXCITEMENT AND ALLOWS US TO ENGAGE IN HIGH VALUE HOSTING THAT WOULD OTHERWISE NOT BE AVAILABLE TO US.

I WAS GENUINELY AND SINCERELY PROUD TO BE PART OF THE AUCKLAND ARTS FESTIVAL”

CLEMENGER GROUP CEO JIM MOSER (COLENZO BBDO)

Top: Rolling advertising for the Westpac Season of *One Man, Two, Guvnors*



The Festival's objective to increase Auckland's tourism numbers is shared with **Auckland Airport**. Collaboration with the Airport helped to deliver the Festival message to thousands of visitors passing through both domestic and international terminals.

The Radio Network put their promotional power behind *The Breath of the Volcano* (photo 2), *Urban* and *One Man, Two Guvnors*. Value-added giveaway campaigns offered free tickets to events and the chance to have behind-the-scenes encounters and VIP experiences.

Kapiti (Tip Top Limited) created a strong brand presence and product placement around Festival events. Kapiti ran two mobile container stores (photos 4 & 6) in the Festival Garden which offered their premium, New Zealand-made ice-cream to thousands of Festival goers. Kapiti ice-cream was also made available to the 50,000-strong audience at *The Breath of the Volcano*. Inspired by two Festival shows, Kapiti created two Festival sundaes, *Best of British* (*One Man, Two Guvnors*) and *Naughty But Nice* (*Cantina*).

Stoneleigh were the exclusive wine provider at the purpose-built Stoneleigh Bar in the Festival Garden. The Stoneleigh Bar (photos 1 & 7) was a great feature of the Garden, an audience favourite, and a focal point for many pre- and post- Festival artist functions, social get-togethers and late night parties. The Festival launch and other VIP functions were perfect platforms for showcasing Stoneleigh's premium brand *Latitude* (photo 3).

“THANK YOU AUCKLAND ARTS FESTIVAL, WE ARE SO LUCKY TO HAVE YOU”

2013 AAF ATTENDEE



8



9



Executive Search and Recruitment Consultancy, **Sheffield**, was inspired by Tiffany Singh's *Fly Me Up To Where You Are* and along with the Chartwell Trust, adopted the event (photo 9). Sheffield celebrated the launch of the installation by bringing four busloads of school children from the far-reaches of the city to Aotea Square. Sheffield staff also created their own dream flags during a private workshop with Tiffany Singh – these are now on display in Sheffield's head office in Auckland.

Several other partnerships contributed to the smooth running of the Festival and put brand names on the tips of tongues across the country and the world.

Heart of the City was not only a Festival sponsor but also helped attract audiences to the CBD through their nationally recognised brand and additional marketing support.

AAF confidently relied on **Russell McVeagh's** legal work and

consultancy. **PWC** supported AAF's accounting and auditing processes.

Aotea Square was given a fantastic make-over with **Hawkins Construction** contributing building services to the Festival Garden as well as structures for Groupe F's performance at Auckland Domain.

Festival artists enjoyed their stylish accommodation at **Rendezvous Grand Hotel**; **Resene** provided the 'pink' for

the Festival Garden and the 'White' balloons to White Night (photos 5 & 8).

Festival artists, staff, audiences and competition winners were sustained by the fare from **Caffe L'Affare, Delmaine Fine Foods** and **Abe's Bagels**. The Artist Liaison team appreciated innercity parking at **Wilson Parking** and **Adshel** spread the Festival word around the city.

GET IN TOUCH

Sponsorship of Auckland Arts Festival will add value to your marketing and PR strategy. If you seek product placement, brand exposure or positive brand association in a cherished and safe environment, sponsorship of Auckland Arts Festival will tick your box.

There are different levels of engagement and we are committed to customising the right package to make a successful partnership with the Festival. Email sponsorship@aaf.co.nz



At the foundation of every successful arts festival are special individuals with the vision required to transform a good Festival into a great one.

Without a doubt the philanthropic engagement of our personal Patrons and the donations of time and energy by AAF's Friends, Volunteers and Interns, sustained, enriched and helped to bring life-changing arts and entertainment to our city.

PHILANTHROPIC PATRONS

PATRONS

The number of people joining our loyal and highly-valued group of personal Patrons increased by 40% in 2013. Their significant financial donations (ranging from \$2,500 to \$20,000 each), and investment in AAF 2013, contributed to the Festival's success and overall buzz in the city.

We expanded our Patron scheme with a Platinum Patron initiative. Platinum Patrons, who contributed more than \$10,000, had the opportunity to get up-close and personal with a particular artist, show or artform, enabling a deeper level of relationship with the Festival. Sue and Peter Cooper generously supported the Festival overall along with Sir James Wallace, who also contributed towards the staging of *War Requiem*. Jenny and Andrew Smith anchored their patronage to Circolombia's *Urban*. This scheme will be continued and expanded over the coming years.

All Patrons received exclusive access to special events, a personalised ticketing service, complimentary and additional discounted tickets, preferential booking, and acknowledgement as valued contributors to the delivery of AAF.

“PRIVATE PATRONAGE IS VITAL TO KEEP THE FESTIVAL GROWING.

AS PLATINUM PATRONS WE ARE LOOKING FORWARD TO ENGAGING MORE CLOSELY WITH ONE OF THE PERFORMANCES – WHAT AN OPPORTUNITY!” JENNY AND ANDREW SMITH

BECOME A PATRON

For more information on how you can be part of the Festival email patrons@aaf.co.nz



FRIENDS, VOLUNTEERS AND INTERNS

FRIENDS

The Festival Friends brought momentum and energy to the Festival experience.

Friends are the entry-level 'individual sponsors' of the Festival with their \$75 contribution. They run events including lunches, launches and opening nights, creating a real buzz pre- and post-Festival.

Their reward is to see a great Festival staged in their city and to have a relationship with AAF that goes beyond a simple box office transaction.

VOLUNTEERS & INTERNS

Volunteers were, as always, major contributors to the Festival's success. Their can-do attitudes and positivity were put to good use during the Festival's community projects – *White Night*, *Family Day* and *Fly Me Up To Where You Are* – as well as at the Information Booth in the Festival Garden.

The 2013 Festival's approximately 150 volunteers gave their time in abundance, assisting with packing, distribution, communications, envelope-stuffing, artist liaison and market research.

Many tasks integral to the smooth operations of the Festival were left in the capable hands of interns in Marketing, Publicity, Visual Arts, Artist Liaison and Technical Operations. This year's Intern programme was such a success that the Festival is set to expand it in the future.



1. Volunteers at the Festival info booth;
2. Patrons and friends enjoying the Festival launch; 3 and below – Auckland Arts Festival volunteers getting ready for *White Night*



THANK YOU TO OUR SPONSORS AND SUPPORTERS

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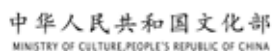
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