

# 2015 Festival Review







***“Auckland Arts Festival  
makes me proud to be  
an Aucklander!!!”***

AAF 2015 Attendee





*Skin of Fire, Groupe F, Auckland Domain/  
Gate Photography*

## Contents

A message from the Festival	.....4
Artistically speaking	.....5
Fast figures	.....7
Audience profile	.....9
Accessibility	.....11
The Festival's heart	.... 13
Marketing, Communications & AAF online	.... 15
Partnerships	.... 19
Corporate Partnerships	.... 21
Patrons	....23
Friends, Volunteers & Interns	....24
Our valued Sponsors & Supporters	....25

**Cover image:** *TimeOut Festival Garden,  
Aotea Square/ Gate Photography*





## Patron

**His Excellency Lt Gen The Right Honourable Sir Jerry Mateparae, GNZM, QSO, Governor-General of New Zealand**

## Board of Trustees

**Victoria Carter (Chair)**  
**Rick Carlyon**  
**Beatrice Faumuina ONZM**  
**John Judge**  
**Tarun Kanji**  
**Margaret Kawharu MNZM**  
**Roger MacDonnell**  
**Jim Moser**  
**Fred Ward**

## Festival Executive Team

**David Inns, Chief Executive**  
**Carla van Zon, Artistic Director**  
**Jo Kilgour, Technical Director**  
**Shona Roberts, Business & Finance Director**  
**Arne Herrmann, Marketing & Development Director**

***It's such a great excuse to get out and see art... and the city!***

AAF 2015 Attendee



# A message from the Festival

## Towards the light

Auckland Arts Festival (AAF) is now a much-anticipated event on Auckland's major events calendar, providing arts and cultural experiences that contribute to making Auckland one of the world's most liveable cities.

AAF 2015 was a 19-day, high-energy celebration of our city, people and cultures with a programme that appealed to all ages and introduced Aucklanders and visitors to new, once-in-a-lifetime performances, mind-blowing art works and ideas.

More than 900 artists from 33 countries delivered 145 ticketed performances and 208 free exhibitions and events in 86 locations across the city. From Leigh to Papakura, Titirangi to Howick, the Festival offered unique experiences for audiences and artists, reaching 180,000 people.

This seventh AAF offered Festival lovers and Festival first-timers a substantial cross-generational programme and AAF's first audio-described and signed performances. Nearly 35,000 people attended *White Night* – the free, late-night arts extravaganza.

Highlights ranged from the extraordinary spectacle *Skin of Fire* at Auckland Domain and the acclaimed opera version of Verdi's *Macbeth* by South Africa's director-extraordinaire Brett Bailey, to the vibrant *Fale Ula* in Aotea Square, an AAF commission which saw artist Niki Hastings-McFall wrap trees in colourful lei.

AAF 2015 cost \$11.2million to stage with support from stakeholders including local and central government, sponsors, funders and audiences.

Special thanks go to core funder Auckland Council, for championing AAF and for supporting and partnering with us (AAF) to deliver the Festival. We are also grateful to Creative New Zealand for the continued support that allows the commissioning and presentation of NZ work and provides arts leadership, and to the ASB Community Trust (now Foundation North) whose long-term support enhances and strengthens the Festival's education and community programmes.

We are privileged to have an ongoing and invaluable partnership with Colenso BBDO and a newly established relationship with Major Event Partners VISA.

Accolades also to our loyal partner Auckland Airport and collaborators iHeartRadio, *NZ Herald*, TimeOut and NZ Bus who strengthened the base of Festival sponsorship and generously supported our Vision.

We are grateful for major grants from Lion Foundation, Pub Charity and NZ Community Trust which assisted with the delivery of the Festival across Auckland.

Once again the Festival benefited from the invaluable support of long-time partner *Metro Magazine*, and this year, significantly increased contributions from a growing list of private patrons.

We also acknowledge all other sponsors, foreign governments, patrons, our industry partners, artists, and the Festival staff and volunteers that enabled us to bring a rich 2015 Festival to the city.

We trust you enjoy reading this Festival Review and are excited about working with you on AAF 2016 and beyond.

**From next year, we're annual until 2018!**

**AAF 2016 dates are 2 – 20 March.**



1. The Festival Crew, 2015

2. Artistic Director Carla van Zon, Board Chair Victoria Carter, Chief Executive David Inns

**OUR VISION:**  
to be a leading international arts festival, celebrating Auckland's people and cultures, and promoting the social, cultural and economic well-being of Auckland.

# Artistically speaking

Tihei Mauri ora – 'tis the breath of life!

**“At the Auckland Arts Festival... it is possible to catch a glimpse of the future of the arts in New Zealand”**

Dione Joseph, *The Big Idea*

**“So many good shows, so few nights to see them. #Don't stay home”**

Simon Wilson, *Metro Magazine*

AAF 2015 was a true celebration of people, places, culture and art. It gave us a reason and a moment to come together and laugh, cry, contemplate, imagine and be amazed.

Over 900 international and NZ artists shared works that echoed what is happening and has happened in our world. From Groupe F's dazzling reflections on our treatment of the planet, to Lemi Ponifasio's monumental representation of the legacy of war *I AM*, shows challenged us to consider what is important.

Audiences opened their hearts and minds to the stories, sounds and images from our place and elsewhere. Tales of struggle, rebellion, history, beauty and love in Nancy Brunning's *Hiko*, Mei-Lin Te Puea Hansen's *The Mooncake and the Kūmara*, Brett Bailey's *Macbeth*, Akram Khan's *iTMOi* and in *Fela! The Concert* all made lasting impressions on Festival audiences.

Cedar Lake Contemporary Ballet and Tafelmusik brought moments of great beauty and gob-smacking skill while concerts including *The Kitchen*, *A Child of*

*Our Time* and *Requiem for the Fallen* gave us quiet moments for contemplation on what came before and how it impacts now.

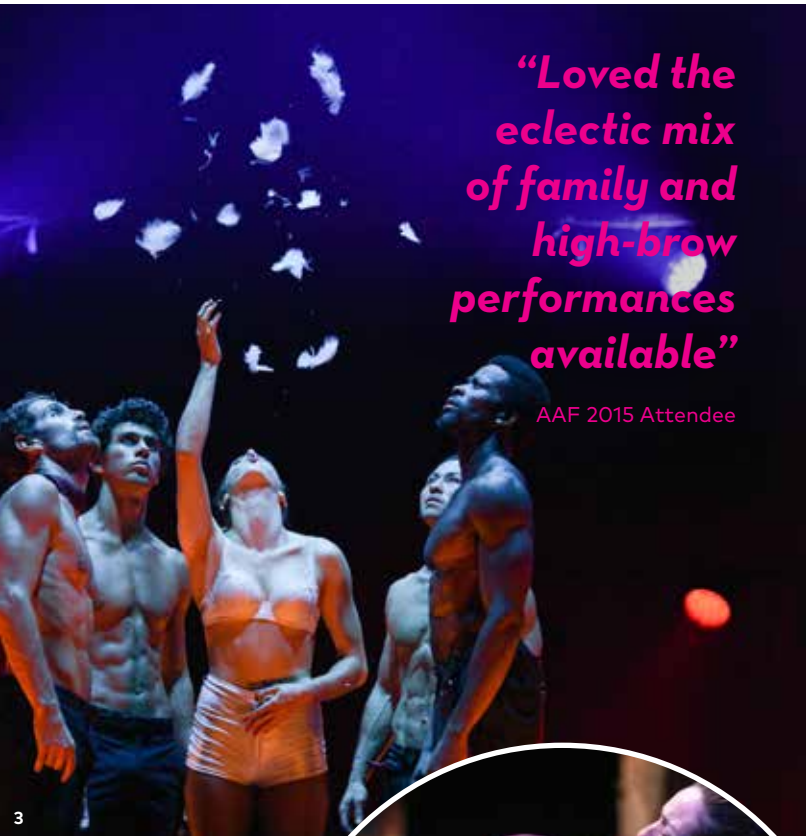
*Tai Whetuki* and *Fale Ula*, visual arts installations by Lisa Reihana and Niki Hastings-McFall (respectively), immersed us in reflections on the cycles of life, traditions and ritual practices and our late art-night-out event *White Night* attracted record numbers of family groups. *The Book of Everything*, *White*, *Othello: The Remix*, *Jazzmatazz*, a sun-filled *Family Day* and our SmartsFest education programme ignited the minds, hearts and spirits of our younger audiences.

Be it politics, war, romance, pleasure or introspection, each and every audience member got to choose their individual dream. AAF 2015 embraced the diversity, dynamism and spirit of Auckland and for a precious moment changed the face, perspective and feel of our city.

We're looking forward to providing precious moments for hundreds of thousands of people when we do it all again in 2016.

*iTMOi* – Akram Khan Company, ASB Theatre/Gate Photography





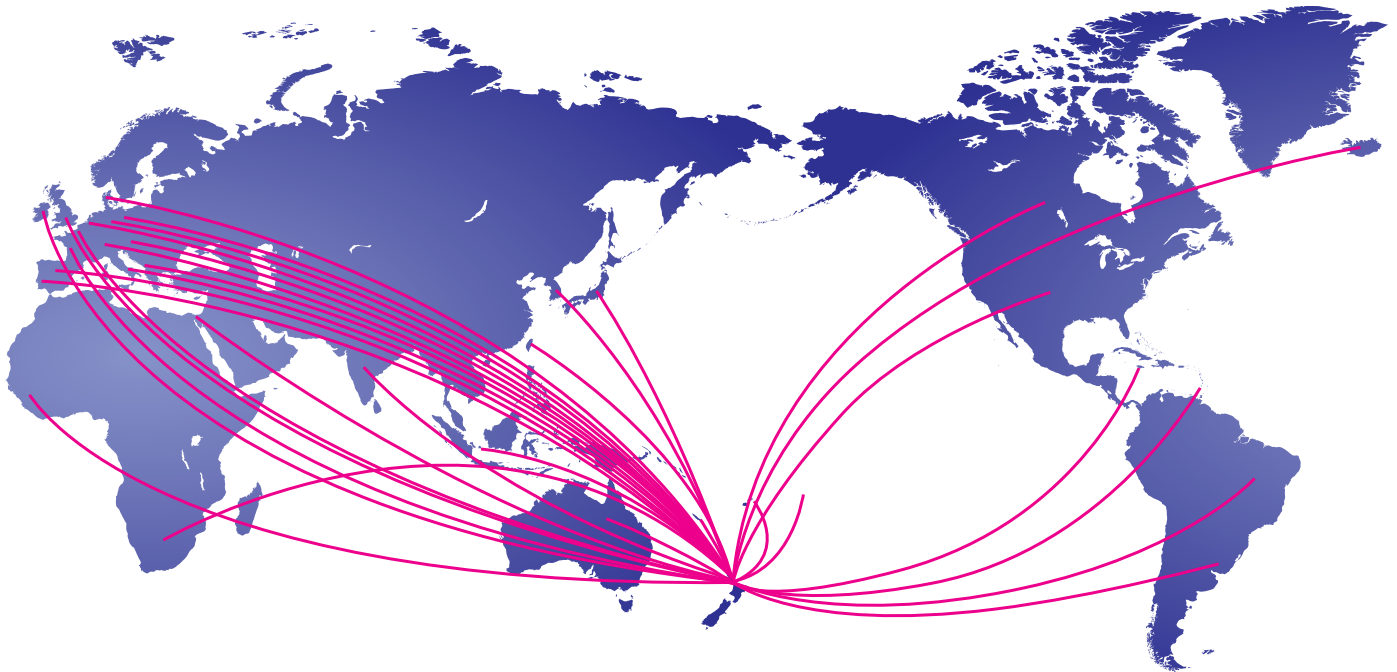
“Loved the eclectic mix of family and high-brow performances available”

AAF 2015 Attendee



1. *I AM* – Lemi Ponifasio/MAU, ASB Theatre/Gate Photography  
2. *Macbeth* – Third World Bunfight, ASB Theatre/Gate Photography  
3. *LIMBO* – Strut & Fret Production House, Underbelly Productions and Southbank Centre, Paradiso Spiegeltent/Gate Photography  
4. *The Kitchen* – Can & Abel Theatre Company, SKYCITY Theatre/Gate Photography  
5. *Othello: The Remix* – Chicago Shakespeare Theatre, Bruce Mason Centre/Gate Photography  
6. *A Child of Our Time* – APO & AAF, Auckland Town Hall/Gate Photography  
7. *Hikoi* – Hapai Productions, Rangatira, Q Theatre/Gate Photography

# Fast figures



**33 Countries:** Albania, Argentina, Australia, Belgium, Brazil, Canada, France, Germany, Guinea – West Africa, Iceland, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Kiribati, Korea, Liechtenstein, Netherlands, New Caledonia, New Zealand, Poland, Portugal, Samoa, Slovakia, South Africa, Spain, Sweden, Taiwan, UK, USA

AAF 2015 ran for 19 days presenting 353 ticketed and free performances and exhibitions. More than 80,040 tickets were sold to 145 performances across 40 different shows.

86 locations across Auckland presented shows including The Civic, Auckland Domain, Aotea Square, Q Theatre, Te Uru Waitakere Contemporary Gallery, Leigh Sawmill Café, Pah Homestead, Silo Park, the Auckland Waterfront, Ponsonby, Howick, Bruce Mason Centre, Remuera Road and the streets of downtown Auckland.



**13** world premieres



**4473** school students from **51** schools attended school shows plus visual arts events



**Free events** including late-night arts event *White Night*, music in the TimeOut Festival Garden and Visual Arts exhibitions, workshops and masterclasses attracted more than **98,000 people**



**Over 100** galleries, museums and outdoor venues featured in our third *White Night*



**917** artists from **33** countries took part with **305** from overseas



A large, diverse audience is seated in a circular tent-like structure with a red interior. The ceiling is a large, circular metal truss structure with several spotlights hanging from it. The audience is looking towards the front of the tent, where a performance is taking place. The lighting is warm and red, creating a vibrant atmosphere. The audience members are of various ages and are dressed in casual to semi-formal attire. The tent has a wooden floor and arched openings along the sides.

**“So impressive”**

AAF 2015 Attendee

Audiences ready for *Lady Sings the Blues*,  
Paradiso Spiegelent/Gate Photography





# Audience profile

AAF commissioned an independent online audience survey of ticketed and free events. More than 1000 responses were received and analysed.

AAF offers something for everyone, with an impressive suite of free events, discounted 'Catch 22' tickets, student rush tickets for almost every show and concessions for Seniors and Community Services Card holders, so that people of all ages, cultures and income brackets are able to participate.

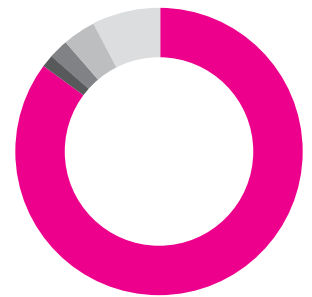
AAF continued to create and nurture young audiences with nearly half of attendees coming in at under 45 years of age (46%). Audiences in the 45-54 year old bracket (24.9%) attended in high numbers too.

Out of towners made up 7% of the total audience. 92% of the audience that engaged in the Festival were Aucklanders.

Event pricing and specifically targeted programming resulted in greater ethnic diversity among Festival attendees and access points for low income earners. Festival goes not in paid work, for example, increased from 5% of the audience in 2013, to 19% in 2015 due to the expanded offerings of high quality free events. Numbers of Chinese and other Asian audiences were up 29% on 2013.

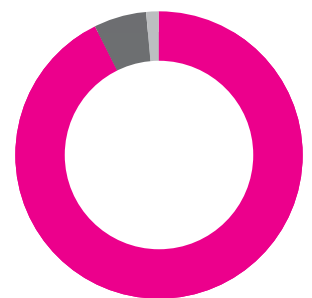
## Audience by ethnicity %

NZ European/Pakeha	85
Other/undisclosed	1
Pacific Islands	2
Māori	4
Asian	8



## Audience by region %

Auckland	92
Rest of New Zealand	7
Rest of World	1





“This #AKLFEST has been A+”

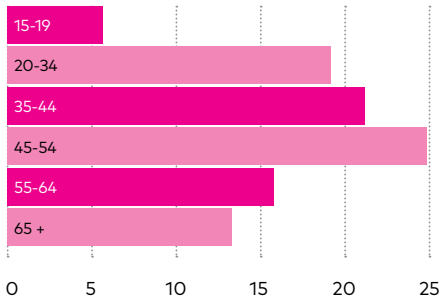
AAF 2015 Attendee

“We were able to welcome a range of people who we don’t see that often”

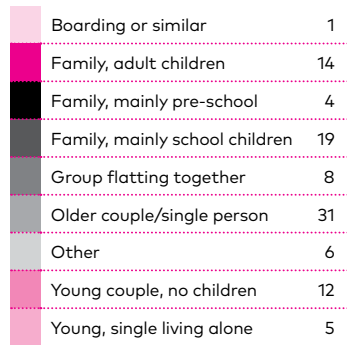
Gallery owner



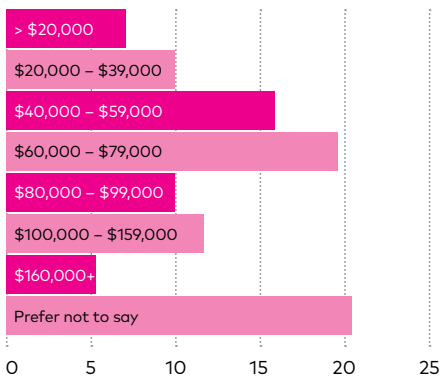
**Audience by age %**



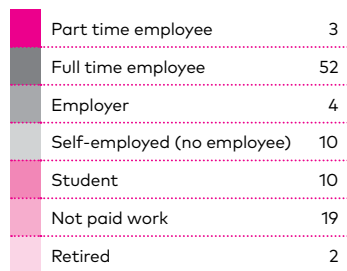
**Audience household composition %**



**Audience by annual income %**



**Audience employment status %**





**“Lots of variety.  
Makes Auckland a great  
city to be in”**

AAF 2015 Attendee

# Accessibility

## Being Accessible

AAF is open to everyone and we are proud of our audience engagement record. We set tickets at affordable rates, we welcome our audiences and make them feel comfortable when they participate and we engage with the unique audience requirements that come with being part of such a wonderfully diverse city.

AAF 2015 hosted events across multiple genre; held events outdoors, in the city centre, in other Auckland areas, and in places where Aucklanders already go, such as cafes, galleries and historic homes; created programmes for school students and a discount scheme for tertiary students; and produced events with wide cultural appeal.

## Free events

People love Festival free events so in 2015 we gave them even more to love: a significant expansion of the outdoor live music sessions in the TimeOut Festival Garden, a return of a bigger, brighter *White Night* as well as *Family Day* and *Weekends*, Visual Arts exhibitions, talks, masterclasses and workshops.

## Family-focused pricing

A wide range of ticket options provided access for various income groups. Adult tickets for *Skin of Fire* were \$22-\$33, children's were \$12. Child prices were available for six family-friendly shows. *BLAM* tickets, for example, started at \$15. Tickets could be purchased for as low as \$10 while an entry-level ticket to *Fela! The Concert* was \$35. Discounted 'Catch 22' tickets, for only \$22, were offered for selected shows.

## Numbers at Free Events



<i>White Night</i>	34,909
Visual Arts programme	51,477
TimeOut Festival Garden installations and events	30,000+
(including <i>Tai Whetuki</i> , <i>Fale Ula</i> , <i>#entity255</i> , films on the big screen and live music at the iHeartRadio Sound Lounge, <i>Family Day</i> and the Brancott Bar)	
<i>Family Day</i> and <i>Family Garden Time</i>	3500+
Workshops and Masterclasses	110

## Festival at your doorstep

Festival events travelled as far north as Leigh, down south through Hillsborough and Papakura, east across to Howick, out west to Titirangi, across the harbour to Devonport and in and around the streets of downtown Auckland.

## SmartsFest – where schools meet the arts at the Festival

Young audiences were given access to the world of arts through schools-only matinee performances and tickets to public shows at heavily subsidised prices. \$10, \$15 and \$20 tickets to main stage shows allowed students to experience Festival productions from the USA, UK and NZ. Thanks to invaluable support from Foundation North and Pub Charity, 4473 students from 51 schools attended 29 shows including 16 pre- and post-show and visual artist talks. Thanks to the very generous support of a private donor, 371 students and teachers from decile 1-3 schools attended performances of *Othello: The Remix*, *The Mooncake* and *the Kūmara* and *Hiko* for \$0-\$5.

Students 'getting into' *Othello: The Remix*, Vodafone Events Centre, Manukau/Gate Photography





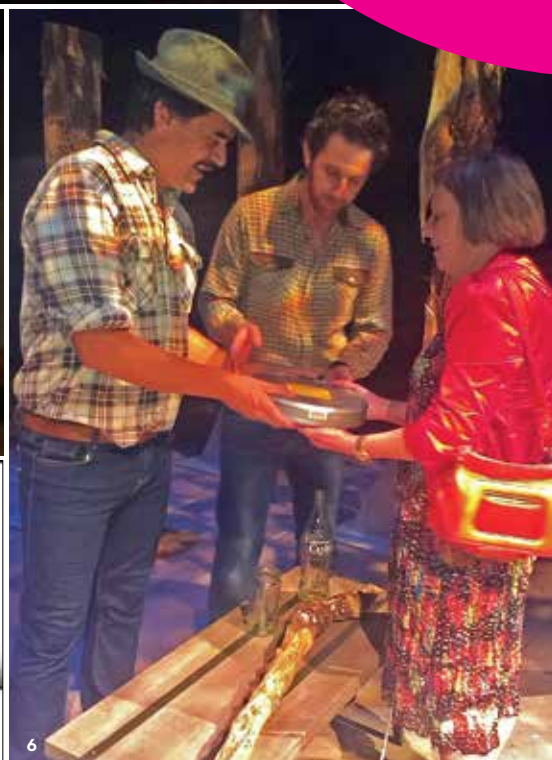
**“Loved the catch 22 deals”**

AAF 2015 Attendee



## DEVELOPING INCLUSIVITY AND ACCESSIBILITY

New in 2015, thanks to support from The Kelliher Charitable Trust, AAF offered audio-described and signed performances of three shows – *Hīkoi*, *The Mooncake and the Kūmara* and *LIMBO*. As with previous Festivals, over 80% of key venues were accessible by wheelchair. *Jazzamatazz* was a pushchair accessible event as were some other concerts in the Paradiso Spiegelent.



**“My pupils were extremely energised by their viewing experience... they had many questions and insights they wanted to discuss”**

Teacher, Otahuhu College

**1.** *Ghost Stories* with Joe Harawira, *White Night*, TimeOut Festival Garden/Gate Photography **2.** *The Mooncake and the Kūmara* – The Oryza Foundation for Asian Performing Arts & AAF/Gate Photography **3.** Java Dance and Prayas, Maritime Museum, *White Night*/Gate Photography **4.** *White* – Catherine Wheels Theatre, Loft Q Theatre/Gate Photography **5.** Accessibility YouTube clip for hearing impaired and deaf audiences **6.** Mary Schnackenberg has a touch-tour of the *Hīkoi* set with actors Jamie McCaskell and Wesley Dowdell/Courtesy of Arts Access Aotearoa



# The Festival's heart

Open every day from 10am, the TimeOut Festival Garden hosted over 30,000 people in 2015. It was the heart, life and soul of the Festival keeping audiences entertained, watered, fed, excited and happy! The Garden transformed Aotea Square into a colourful hub, a place to meet and enjoy events or take some time out between shows before shooting off to the next one.

In the Garden, Niki Hastings-McFall's *Fale Ula* – a gorgeous installation of synthetic lei – gave daytime visitors a colourful and peaceful place to relax, and the mysterious characters in Lisa Reihana's stunning video work *Tai Whetuki* intrigued the night owls.

The Paradiso Spiegeltent in the gateway to the Garden attracted curious passers-by for a range of international and local music as well as to the ever-popular circus-cabaret, *LIMBO*.

The iHeartRadio Sound Lounge featured 120 performers delivering jazz, indie-pop, classical French guitar and digital loops. For 19 days, Garden groupies were treated to 68 FREE live music events.

Our first-ever *Family Garden Time* weekends drew Festival families who enjoyed music, storytelling and clowning, played games and made art. And, our much-anticipated *Family Day* at the close of the Festival drew over 3500 kids and their families.

**“ There was a great buzz...  
people were getting the  
benefits of the  
festival atmosphere”**

AAF 2015 Attendee







***“Such a high calibre garden! What an absolute delight”***

AAF 2015 Attendee



***“Enjoyed the Festival Garden and outdoor entertainment”***

AAF 2015 Attendee

***“Absolutely loved the Festival Garden. I wish it could be there all year round!”***

AAF 2015 Attendee





# Marketing, Communications and AAF Online



## Branding

The AAF 'globe', created in 2013, was the campaign's focal point again for 2015. Accompanied by AAF's signature hot pink, the brand was given a three-dimensional effect featuring images from Cedar Lake Contemporary Ballet and Groupe F.

## The campaign

Our integrated marketing campaign launched simultaneously with the Festival programme in late-October. With the support of new marketing partners, the nearly 5-month campaign was the largest the Festival has seen so far, boosted by a more comprehensive approach to online and social media.

## Print and distribution

Despite the growth in online activity, when it comes to exploring the events on offer, the Programme Brochure remains the core source for half our audiences. One hundred and twenty thousand

copies were distributed across the country to libraries, cafes, galleries, council offices, homes of previous ticket buyers and selected Australian markets on the Eastern seaboard. A pocket guide, the Daily Event Guide (80,000), a Visual Arts Guide (10,000) and a *White Night* flyer (15,500) went to galleries, exhibition spaces and out on the streets. We also distributed 134,000 event-specific DL flyers (to Festival venues and the city's i-sites), artist packs, information guides, Festival branded bags and individual show programmes.

## Media and Marketing Partnerships

Relationships with high profile media and marketing organisations boosted our brand reputation and reach. In 2015 we partnered with Adshel, APN Outdoor, Auckland Airport, Auckland Live, Bauer, Colenso BBDO, Flava, Grab-a-Seat, GrabOne, Heart of the City, *NZ Herald*, NZ Bus, Salted Herring and The Hits.

## Outdoor advertising and signage

**70 street flags** along Queen Street, Fort Street and in Aotea Square

**120 Adshels** in city-fringe bus shelters

**7 city-wide bus wraps, backs and sides** in Auckland and Wellington and **a complete-bus wrap** in Auckland

**2493 bus posters**

**1080 street and retail posters** in city-fringe streets and shops

**6 large venue posters** and hundreds of smaller venue posters

**5 lightboxes** outside venues and in central city carparks

**150 pay and display units** throughout the central city

**2 cross-street banners** in the North Shore and central city

**2 large digital billboards** on George Bolt Drive, Auckland Airport

**14 digital billboards** at Q Theatre, Auckland Town Hall, Aotea Centre and The Civic

**14 APN outdoor billboards** Auckland-wide

**10 large-sized venue billboards**

**38 mini-billboards** in Aotea Square

**3 tri-signs** at Wynyard Quarter





***“This year was so impressive... the advertising was everywhere”***  
AAF 2015 Attendee

***“Well placed advertising in public buses”***  
AAF 2015 Attendee







1

2

3

1. Tweet from iHeartRadio: Tiny Ruins playing at the Sound Lounge 2. Facebook and Instagram Festival posts 3. NZ Herald review

**“I could identify [the brand] wherever and whenever I saw it”**

AAF 2015 Attendee

**Ads, mailouts and brochures**

- 402,588 Electronic mailouts
- 120,000 Programme brochures
- 80,000 Daily Event guides
- 134,000 Flyers
- 25,000 Visual Arts guides
- 887 Radio ads
- 170 Television spots
- 85 Print ads

**Press advertising**

**Major metropolitan newspapers:** NZ Herald (TimeOut and Weekend hotspots), Herald on Sunday, Sunday-Star Times

**Regional and suburban newspapers:** North Shore Times, Manukau Courier

**Street press:** Jason’s What’s On, Gay Express, LIVE, Groove Guide, Museum What’s On, Rip it Up, Laneway Festival booklet

**Magazines:** Metro, North & South, Next, The Listener, Kia Ora, DANZ, Art News, NZ Opera News.

**Broadcast and Screen advertising**

- TV/digital:** TV1, TV2, TV On Demand, NZ Herald online pre-rolls
- Radio:** Newstalk ZB, The Hits, Coast, ZM, Flava, Mix98.2, Radio Tarana
- Bus TV:** NZ Bus, 5-month on-screen campaign on all Auckland Link buses
- Digital Screens:** Auckland Airport, Aotea Centre, Town Hall, The Civic, Q Theatre

**Online presence**

aaf.co.nz, ticketmaster.co.nz, aucklandlive.co.nz,

visaentertainment.co.nz, iheartradio.com, nzherald.co.nz, skycityauckland.co.nz, eventfinder.co.nz, gayexpress.co.nz, heartofthecity.co.nz, metromag.co.nz, Facebook, Twitter, GrabOne, Grab-a-Seat, ripitup.co.nz, tarana.co.nz

**AAF online**

A new and improved website (mobile-optimised and responsive) enabled us to enhance our digital communication with audiences and also better served online ticket purchase. Social media audiences grew: Facebook Likes (8200) and Twitter Followers (5000+) are both up on 2013. The new Instagram account gained over 700 followers in the first 3 months and with the introduction of a new ticketing partnership, our online subscriptions more than tripled (from nearly 5000 to around 20,000).

**AAF mobile**

AAF’s mobile sites have seen a huge jump in usage in the last two years. Nearly six times as many users browsed Festival information on-the-run in 2015. Forty-six percent of all sessions (almost 100,000) now take place on mobile and tablet.

Our newly introduced dedicated web app for *White Night* (developed by Salted Herring) attracted 30,000 page views within 16 days.





4. Metro Magazine competition and editorial & Auckland Live's Festival Insight on YouTube 5. Instagram ticket treasure hunt campaign - winner 6. TVNZ's Good Morning on opening day of Festival. LIMBO's Sxip Shirey.

## Online Statistics

142,120 visitors to website

512,157 page views

65.71% new visitors

19% of web traffic from outside Auckland

896,084 Facebook Reach

8203 Facebook Likes

5058 Twitter Followers

54,423 YouTube views

98,708 TV On Demand impressions

16,887 clicks on nzherald.co.nz pre-rolls

## Publicity

The full publicity campaign kicked off with the October launch, five months out from opening week.

In the footsteps of previous Festivals, January to March saw the bulk of AAF 2015 publicity in mainstream and niche media.

The Festival reached nearly 1000 media items during the campaign. With an increasing presence of online media platforms, Festival coverage was achieved in 456 online articles, 344 print articles, 131 radio and 20 TV items.

Online media generated increased amounts of coverage for AAF 2015.

Festival listings, online versions of print stories, blog editorial, straight-to-the-web editorial, interviews and reviews all found a place online. Most notably, the NZ Herald created an AAF micro-site accessible from the Entertainment tab on the site's homepage.

Both major national TV networks delivered Festival related items: TVNZ's *One News* and early morning shows *Breakfast* and *Good Morning* and TV3's *Firstline*, *3 News* and *Campbell Live*. Event specific coverage also appeared on Māori TV and WTV (Chinese TV).

In-depth broadcasting coverage was generated on Radio NZ's *National* programme. This featured pre-Festival artist interviews and *Festival Review* twice daily on *Morning Report* and *Afternoons* during the Festival.

Many on- and off-air promotions from our media partners NZ Herald, iHeartRadio and The Radio Network (The Hits, Newstalk ZB, Coast, Flava, ZM and their online channels) delivered feel-good Festival messages.

Press coverage was comprehensive. 344 print items were published including stories from interviews, editorial pieces and mentions. Press articles and briefs in magazines and newspapers ran the gambit of publications both mainstream and niche.

The NZ Herald published daily Festival pages including previews, interviews and reviews in addition to full-page features in the preceding weeks. Metro Magazine ran a dedicated 16-page feature in their March issue, including six double-page features on individual shows. Coverage in nationwide publications included *North & South*, *NZ Listener*, *NBR*, *Australian Women's Weekly*, *Dominion Post*, *M2*, *Mana* and *NZ Life & Leisure*.

Specialist media covered events in *Rip it Up*, *Tearaway*, *Concrete Playground*, *The Denizen*, *Under the Radar*, *Theatreview*, *DANZ*, *Art News*, *Art NZ*, *NZ Opera News* and travel publications.

## Quick summary

456 online articles

344 print articles

131 radio interviews

20 TV news items



# Partnerships

## Funding Partners

Public funding partners are the backbone of AAF; their support ensures that the Festival's programming and operations, accessibility and reach are gold standard. Funders are all highly valued advocates, championing our vision to be a leading international arts festival. We are always grateful for their support.

AAF receives core funding from Auckland Council via the Auckland Regional Amenities Funding Board. AAF's ongoing development and success rest on this bedrock of Council support. In 2014, Auckland Council confirmed additional funding of \$1million for AAF 2016 – the first to be staged on an annual basis.

In 2015, Central Government funding was received through:

**Creative New Zealand's** Toi Tōtara Haemata Arts Leadership programme for the development and presentation of NZ work and ongoing delivery of sector leadership;

**Te Puni Kōkiri** towards the cultivation of reo Māori by staging *Where the Apple Falls*.

Major funding was received from **ASB Community Trust** (now **Foundation North**) whose long-term support has enabled us to build strong education and community programmes with regional spread.

Funding was also received from:

**The Lion Foundation** towards programming, especially support for *Othello: The Remix*;

**Pub Charity** to facilitate the delivery of Festival messages to new audiences especially families through support of *Family Day*;

**WW100** to support the presentation of Lemi Ponifasio's/MAU's *I AM*;

**Four Winds Foundation** for *White, Hīkoi* and *The Mooncake* and the *Kūmara* including subsidised school tickets;

**NZ Community Trust** towards the presentation of the large-scale, family-friendly outdoor event *Skin of Fire*; and providing access for young people and their families through *Family Day/Garden Time*, *SmartsFest* and *White Night*.

**Lottery Grants Board** towards our major free event, *White Night*;

**The Chartwell Trust** for support of the Visual Arts programme;

**Asia New Zealand Foundation** to support the cast and crew of *The Kitchen*.

## Presenting Partners

AAF collaborated with several Auckland institutions to stage the 2015 programme. Partnerships with Auckland Museum, Auckland



Live, Regional Facilities Auckland, art galleries and museums ensured presentation and delivery in a range of venues across the Auckland region.

We partnered with a diverse cohort of Auckland and NZ arts companies including Auckland Philharmonia Orchestra, Chamber Music New Zealand, New Zealand String Quartet, Choirs Aotearoa, Hāpai Productions, The Oryza Foundation for Asian Performing Arts, Silo Theatre, NZ Opera and thinkScience Trust to present work only possible through forms of collaboration that draw on the artistic and financial resources of all partners.

Close work with foreign governments enables us to maintain arts industry relationships, grow programming opportunities and reduce overheads. In 2015 we collaborated with British Council, Canada Council for the Arts, Gouvernement de la Nouvelle Calédonie, Creative Scotland and Australian Council.

### Mana Whenua

AAF furthered relationships with local iwi – Ngāti Whātua o Ōrākei, Waiohua ki Tāmaki and Marutūahu. Ngāti Whātua o Ōrākei welcomed hundreds to the Festival launch. The three aforementioned Tāmaki Makaurau iwi hosted artist pōwhiri as well as attending and participating in other Festival events. Strong iwi and Festival relations benefit our visiting artists who, after sharing in pōwhiri, express a deep sense of connection to Auckland and Aucklanders.

### AAF as a Partner

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

In 2014/15 AAF focused on increasing its international co-commissioning projects, actively seeking co-commission and investment opportunities with other NZ and international festivals, producers and venues to create and stage new work. AAF also supported the creation and production of NZ works that premiered at the Festival and have gone on to tour (*Pass the Gat* and

*The Mooncake and the Kūmara* are two examples). Furthermore, AAF promotes NZ work to international festivals, venues and producers. Other activities included:

- Working with four international companies and Lemi Ponifasio of MAU to commission and produce *I AM* and with two other international festivals to commission, produce and present Roysten Abel's *The Kitchen*
- A contract with Creative New Zealand to manage and deliver *NZ at Edinburgh*, a project with Edinburgh Festivals showcasing 200+ NZ artists with the aim of increasing their international opportunities
- Working with the thinkScience Trust to deliver the inaugural *thinkScience Day*
- Managing and delivering Creative New Zealand's Te Manu Ka Tau International Visitor Programme (2015)
- Staff development and international relationship building through Board engagements and attendance at leadership programmes including European Festivals Association Young Ateliers
- Toi Māori Aotearoa, Artists Alliance and Tautai Arts Trust internships

AAF's leadership role is recognised through Auckland Council's major funding via the Auckland Regional Amenities Funding Board, Creative New Zealand's Arts Leadership Investment - Toi Tōtara Haemata; and long-standing support from the ASB Community Trust (now Foundation North).



1. Auckland War Memorial Museum lit for *Skin of Fire*/Gate Photography 2. Mayor of Auckland, Festival Board and Ngāti Whātua o Ōrākei at Festival launch/Gate Photography 3. Auckland Art Gallery 4. Banners for Pub Charity, ASB Community Trust and Lion Foundation in the foyer of Vodafone Events Centre, Manukau/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





*“Every year it gets bigger and more interesting. Can’t wait for the next one”*

AAF 2015 Attendee

# Corporate Partnerships

## Standing O from AAF

In 2015 we had the great privilege of partnering with some of the country’s most well-loved, exciting and respected companies to bring AAF to Auckland. We offer our utmost thanks to them for their generous contributions of finance, expertise and time.

Our corporate partners were able to deliver on their business and communications objectives through pop-up experiences in the TimeOut Festival Garden, promotions, interactive installations, product experiences, digital and social media campaigns, B2B networking and ‘money-can’t-buy’ hospitality.

Corporates initiated imaginative, customised campaigns targeted at the Festival’s highly-engaged, well-connected and inquisitive audiences. In turn, they were woven into the Festival’s \$2 million plus marketing and PR campaign and given access to government partners and other affiliated organisations.

We were delighted to welcome VISA as a Major Events Partner for AAF 2015. Pre-Festival, VISA customers were offered preferential access to purchase tickets

and during the Festival, VISA-card holding ticket buyers could enter a competition for meet-and-greet experiences with Festival artists. A ‘Wave and Win’ bubble-gum machine in the TimeOut Festival Garden dished out spot-prizes for many happy VISA customers.

Colenso BBDO again flexed their creative muscle for us creating the visuals for the 2015 campaign. Colenso also hosted several hundred clients and staff in the Garden before treating them to an exclusive preview of *LIMBO* in the Paradiso Spiegeltent.

The newly formed media group NZME fully embraced our Festival, backing key events and venues with its brands. *TimeOut* lent its name to the TimeOut Festival Garden and became synonymous with pre- and post-show get-togethers in Aotea Square. The iHeartRadio Sound Lounge hosted a daily mini music festival, drawing thousands to dance on the lawn behind the Town Hall. The Hits dreamed up a highly successful ‘Seats-in-the-Sky’ competition – winners could experience Groupe F’s show from seats on top of a scissor lift.

Together with Auckland Airport, we took Festival messages to the world. Big-as-a-house illuminated digital billboards advertised shows to thousands of visitors arriving and departing from Auckland Airport.

NZ Bus took our messages around Auckland and beyond. One Link bus was wrapped entirely in Festival colours while others were installed with on-board Festival videos. On *White Night*, Link buses with special on-board dance performances were free to ride. In Wellington, the Airport Flyer carried bus back adverts.

Brancott Estate was our exclusive wine sponsor. The Brancott Bar, beautifully appointed in the TimeOut





***"New Zealand Media and Entertainment (NZME) shares a passion with Auckland Arts Festival to inspire the community through entertainment, culture and art. Alignments with The Hits, TimeOut and iHeartRadio resulted in a powerful collaboration allowing us to interact with audiences on-air, in print, online, at events and in Festival venues. As one of NZ's leading integrated media companies we were proud to partner with AAF to deliver another creative and engaging programme." - Jane Hastings, CEO, NZME***

Festival Garden, was a hub for audience and artist functions. Brancott showcased their fine selection of wines at VIP, corporate and artist functions. Rekorderlig Cider was new to the Garden this year and added their flavour by installing a Swedish-style garden bar.

Metro Magazine launched an online Instagram competition that celebrated Arts in Auckland. They hosted clients and competition winners onsite and at the Metro-sponsored show LIMBO. Their March edition brimmed with Festival events in a 16-page feature.

Rendezvous Hotel, part of TFE Hotels, was the Festival's official accommodation. The hotel sponsored and hosted Cedar Lake Contemporary Ballet, providing them with a home away from home.

Manukau Institute of Technology proudly sponsored graduate Niki Hastings-McFall's *Fale Ula*, while Hawkins contributed construction services to transform Aotea Square into the TimeOut Festival Garden.

New sponsor Todd Corporation backed the creation of new NZ work, and SKYCITY supported us with subsidised venue costs and services around Federal Street.

Wilson Parking looked after innercity parking for our artist liaison team, Russell McVeagh provided valuable legal work and PWC supported our accounting and auditing processes. APN Outdoor and Adshel took the

Festival messages to Auckland's streets and bus shelters.

Salted Herring sponsored the development of our new website and created the stupendous web app for *White Night*.

Cupfuls of exquisite Mojo coffee are a daily sight at our office. Boutique NZ-owned coffee cartel Mojo is our official coffee-supplier. Thousands of invigorating coffees were served at the silver pop up caravan in Aotea Square. And to our delight, Abes Bagels and Delmaine Fine Foods kept Festival artists', staff, audiences' and competition winners' pukus full with their tasty and much-appreciated morsels.

A corporate partnership with Auckland Arts Festival connects you with like-minded business and community leaders all intent on making our city a happy one to work and play in. Through your partnership with us you also reap the reputational rewards of being associated with a global Festival that attracts and entertains more than 180,000 people every time it's held.

We're always happy to discuss how we can connect your brand and products with Festival-goers and arts leaders, thinkers and change-makers in our community. Email [sponsorship@aaf.co.nz](mailto:sponsorship@aaf.co.nz) so we can talk further about the best fit for your organisation.

1. Electric Swing Circus on the iHeartRadio Sound Lounge stage/Gate Photography 2. VISA's 'Wave and Win' pop-up activation at the TimeOut Festival Garden 3. Brancott Estate's bar in the TimeOut Festival Garden/Gate Photography 4. VISA's pre-sale ad 5. Poster for ColensoBBDO's season of LIMBO 6. Winners of The Hits' *Seats-in-the-Sky* competition at *Skin of Fire*, and a tweet from Flava after interviewing the Q Brothers 7. Instagrams of VISA's Wave and Win pop-up activation 8. Salted Herring's *White Night* web app



# Patrons

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.

## Patrons

The number of people joining our loyal and highly-valued group of Patrons increased by a dramatic 75% this year. Significant financial donations (more than \$2500 each) and Patrons' personal investment in AAF 2015 ensured we were able to offer a diverse programme that reached thousands of families and students.

Our Platinum Patron initiative, launched in 2013, grew significantly, rising from from one to seven Platinum Patrons. Making a contribution of more than \$10,000, Platinum Patrons engage in a different level of relationship with the Festival by having deeper involvement with a particular artist, show or artform.

***“I'd like to thank the Festival staff and their Philanthropic supporters for making this remarkable experience possible”***

Teacher (Otahuhu College, Auckland) expressing thanks after attending *Othello: The Remix*.

This year, thanks to a donation from an individual donor, we were absolutely delighted to subsidise the tickets of hundreds of school students from South Auckland giving them the opportunity to experience a Chicago Shakespeare Theatre performance of *Othello: The Remix*.

As with previous Festivals, 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 our Festival.

**Become a Patron** For more information on how you can be part of the Festival:

**email [patrons@aaf.co.nz](mailto:patrons@aaf.co.nz)**





# Friends, Volunteers and Interns

## Friends

Friends are the entry-level 'individual sponsors' of the Festival. Friends run events including lunches, launches and behind-the-scenes talks and assist with mail-outs and various Festival activations around the city. Their \$75 contribution and their donation of time helps us communicate Festival news and enables the Festival story to be spread far and wide.

## Volunteers & Interns

The 100+ cohort of volunteers for AAF 2015 contributed wholeheartedly to the Festival. They guided and supported *White Night* audiences, they installed and packed down the colourful art-installation *Fale Ula* in Aotea Square and, in addition, a roster of eight volunteers ran the Information Booth/Box Office in the TimeOut Festival Garden selling Festival tickets and providing great service to the Garden's 30,000+ visitors.

As with previous Festivals, interns in the Marketing, Publicity, Visual Arts, Artist Liaison and Technical Operations departments assisted with the smooth running of the Festival. This year's Intern programme also saw the establishment of the Festival's first Māori and Pasifika interns. Supported by Toi Māori Aotearoa and Tautai Arts Trust respectively, these interns worked alongside and observed our Programme and Marketing Managers, Coordinators and Artist Liaison Manager. The Toi Māori Aotearoa Intern progressed AAF's communication with Māori audiences through the introduction of the Mangai Programme – an initiative intended to establish connections with change leaders and key influencers in Māori communities.

Ngā mihi nui ki a koutou. Many thanks to this year's volunteers and interns.



1. An Info Booth volunteer and Festival staff at *Family Day* 2. *Lei Play*, *Family Day/Gate Photography* 3. Preparing for *White Night*, Aotea Centre 4. Volunteers in the TimeOut Festival Garden/Gate Photography





# Thank you to our sponsors and supporters

---

## CORE FUNDERS



---

## GOLD SPONSOR



---

## EVENT PARTNER



---

## SILVER SPONSORS



---

## BRONZE SPONSORS



RUSSELL McVEAGH



---

## CORPORATE PATRONS



REKORDERLIG CIDER



---

## MAJOR GRANTS



**ASB Community Trust**  
Te Kaitiaki Putea o Tamaki o Tai Tokerau  
supported by **ASB**



**THE LION FOUNDATION**  
Here for good




---

## FUNDING PARTNERS



**AUCKLAND LIVE**



**HEART OF THE CITY**  
WWW.HOTCITY.CO.NZ



**Asia New Zealand Foundation**

**Four Winds**  
FOUNDATION



**Te Puni Kōkiri**  
REALISING MĀORI POTENTIAL



**Lottery Grants Board**  
Te Puna Tahua  
LOTTO FUNDS FOR YOUR COMMUNITY




---

## INTERNATIONAL PARTNERS



**Canada Council for the Arts**

**Conseil des Arts du Canada**



ALBA | CHRUTHACHAIL



**Culture**

**ARTSCAPE**



an agency of the Department of Arts and Culture




---

### PLATINUM PATRONS

Adrian Burr and Peter Tatham  
Peter and Sue Cooper  
Sir Roderick and Gillian, Lady Deane  
Friedlander Foundation  
Andrew and Jenny Smith  
The Wallace Foundation

### SILVER

Jeremy Collins and Lindsay Thompson  
Dame Jenny Gibbs  
Joséphine and Ross Green  
David Levene Foundation  
Geoff and Fran Ricketts  
Sonbol and Farzbod Taefi

### BRONZE

John Barnett  
John Billington QC  
Rick and Jenny Carlyon  
John and Victoria Carter  
Rosslyn Caughey  
Cimino Family  
Janet Clarke and John Judge  
Angela and Mark Clatworthy  
Graham and Louise Cleary  
Stephen and Virginia Fisher  
Kent and Gaye Gardner  
John and Jo Gow  
Harmos Family  
Sally Hotchin  
Robert and Jenny Loosley

Derek and Christine Nolan  
Kate Plaw  
The Sandelin Family  
Heather Simpson  
Stuart Smith Family Trust  
Martin and Catherine Spencer  
Lady Philippa Tait  
Walker & Hall Trust  
Louise and Scott Wallace  
Fred and Nicky Ward

### FESTIVAL LOVER

The St John Family  
Jim Moser



