



# AUCKLAND ARTS FESTIVAL

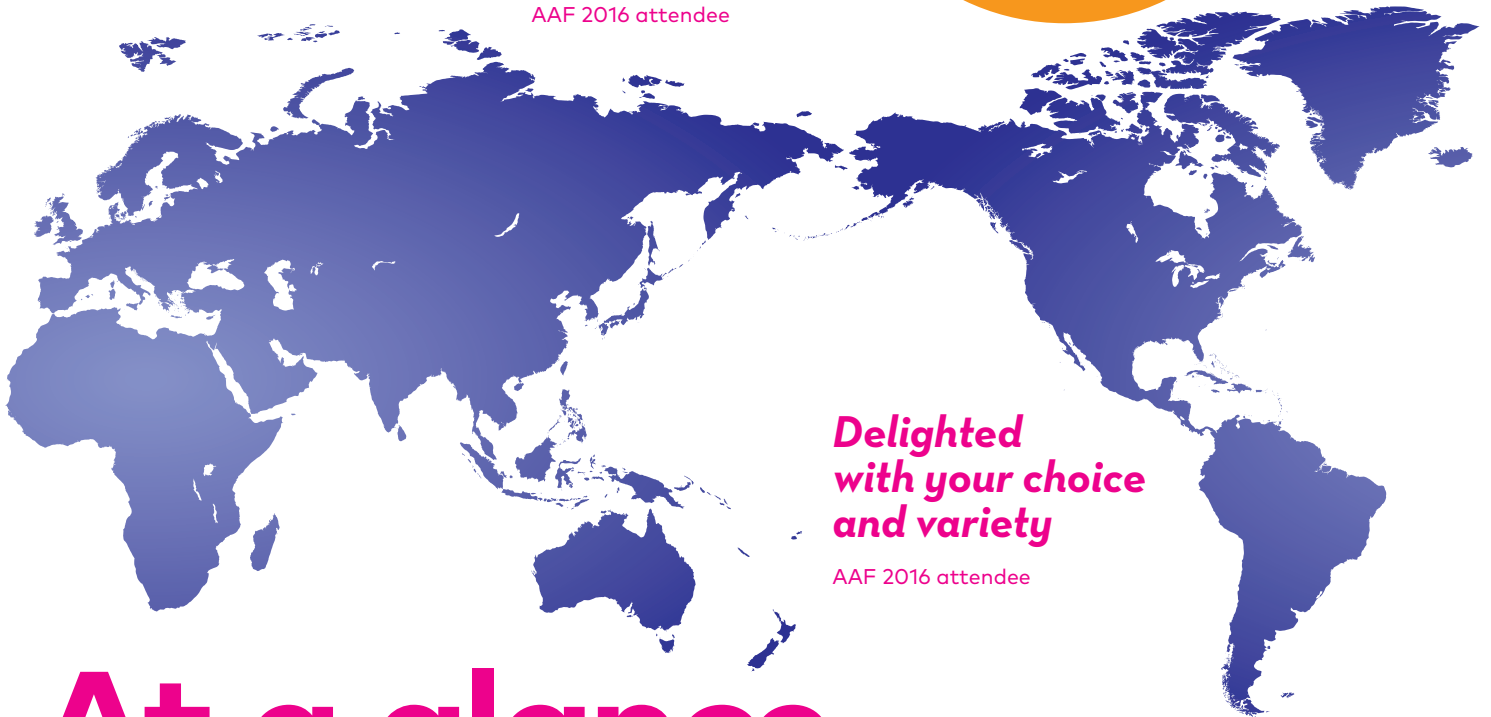
2016 in review

## 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.

*The programme was a dream smorgasbord*

AAF 2016 attendee



*Delighted with your choice and variety*

AAF 2016 attendee

# At a glance

## AAF 2016 WAS

- a major event on Auckland's art calendar
- a celebration of Auckland's people and cultures
- 19 days of once-in-a-lifetime performances, artworks, ideas and events
- a cross-generational programme featuring New Zealand and international artists
- supported by key stakeholders including Auckland Council and Creative New Zealand, sponsors, funders and audiences

Our artists came from **Argentina, Armenia, Australia, Belgium, Bulgaria, China, England, Fiji, France, Greece, Germany, Hong Kong, Hungary, Iceland, India, Iran, Ireland, Italy, Japan, South Korea, Morocco, Netherlands, NZ, Pakistan, Palestine, Poland, Russia, Samoa, Saudi Arabia, Scotland, Senegal, Singapore, Solomon Islands, South Africa, Spain, Sri Lanka, Sweden, Syria, Turkey, USA, Wales**

## AAF APPEARED AT:

More than 100 locations across the Auckland region including Auckland Domain, Aotea Square, Piha, Glen Innes, New Lynn, Papakura, The Civic, Q Theatre, Te Uru Waitakere Contemporary Gallery, Bruce Mason Theatre, Silo Park, buses and bus stops in and around the CBD as well as the Remuera, Parnell and Greenwoods precincts



**1160** artists from **41** countries took part  
**Over 200** artists were from overseas  
A further **300** artists featured in *White Night*



**125** ticketed performances across **35** shows



**4** world premieres



**4** season premieres



**15** New Zealand premieres



**4814** school students from **89** schools



**Over 93,000** people attended over **200** free events including *White Night*, music at the iHeart Radio Sound Lounge, Family Day, Noreum Machi – *The K Wind*, Visual Arts exhibitions, workshops, masterclasses and talks



**Over 300** artists, including approximately **100** tertiary students from 3 tertiary institutions featured in our fourth *White Night*

## AAF PEOPLE

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

**Board of Trustees 2015-2016** John Judge (Chair), Rick Carlyon, Evan Davies, Sarah Judkins, Tarun Kanji, Margaret Kawharu MNZM, Jim Moser, Ben Taufua, Fred Ward

**Festival Executive Team** David Inns, Chief Executive, Carla van Zon ONZM, Artistic Director, Shona Roberts, Business & Finance Director, Thierry Pannetier, Marketing & Communications Director, Jo Kilgour, Technical Director



# Audience Profile

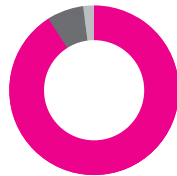
### AAF OFFERED:

- a huge variety of events to reflect the diversity of our city
- a suite of free events
- discounted 'Catch 22' tickets
- concessions for seniors, students, community card service holders and members of the arts industry
- opportunities for people of all ages, cultures and income brackets to participate

### AAF'S AUDIENCE\*:

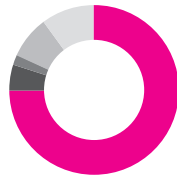
#### Audience by region %

Auckland	91
Rest of New Zealand	7
Rest of World	2



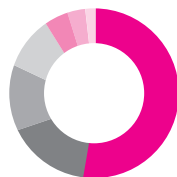
#### Audience by ethnicity %

NZ European/Pakeha	75
Māori	5
Pacific Islands	2
Asian	8
Undisclosed/Other	10



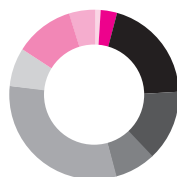
#### Audience employment status %

Full time employee	53
Self-employed (no employee)	17
Part time employee	12
Retired	9
Student	4
Not paid work	3
Employer	2



#### Audience household composition %

Boarding or similar	1
Family, mainly pre-school children	14
Family, mainly school-aged children	4
Family, mainly adult children	19
Group flatting together	8
Older couple or older single	31
Other	6
Young couple, no children	12
Young, single living alone	5



Top: Sufjan Stevens, The Civic/Gate Photography. Bottom: Carabosse Fire Garden, Auckland Domain/Gate Photography. Dust to Dusky, AAF, Spiegel tent / Gate Photography



*There was heaps for me*  
AAF 2016 attendee

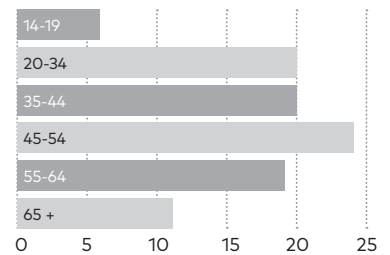
**91% OF THE AUDIENCE THAT ENGAGED WITH AAF WERE AUCKLANDERS**

**NEARLY HALF AAF ATTENDEES ARE UNDER 45 YEARS OF AGE**

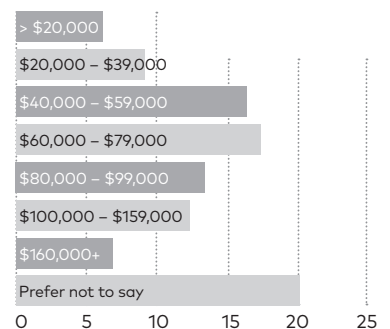
**OUT OF TOWNERS MADE UP 7% OF THE AUDIENCE (2% WERE FROM OVERSEAS)**

**SPECIFICALLY TARGETED PROGRAMMING SAW MĀORI AUDIENCES UP 25% ON 2015**

#### Audience by age %



#### Audience by annual income %



\*based on an independent online survey of over 1000 responses

Come to AAF 2017 8-26 March

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