

ST JAMES THEATRE CHARITABLE TRUST

ST JAMES THEATRE LIMITED

REPORT NO. 1

**Prepared for Wellington City Council
CCOP Sub-Committee**

**For the 1st Quarter 2009/2010
1st July - 30 September 2009**

Name **Chris Parkin, Chairman**

Signed _____

Date _____

1. Performances

The first quarter of 2009/10 was a busy period for the theatres. The number of performances were ahead of budget at both venues with the principal shows being, at the St James the successful and widely acclaimed 'Own Show', Slava's Snowshow, the RNZB's La Sylphide, and at the Opera House, the popular 'Busting Out'. In addition to these long-running performances a number of shorter season and one-night shows were held, including Scooby Doo, Tiger Lillies, Yeoman of the Guard, Hotel California (Eagles tribute) and Liam Finn.

A number of shows at both the St James and Opera House were aimed at the wider community (non traditional audiences and community groups), including Turamafest 2009 (a Cook Island festival), Big Night In (Telethon), Artsplash (secondary schools drama competition) and the Tu Tangata Polynesian Festival. Arise Church also continued to use the St James for their Sunday services.

In addition to this, the St James hosted the lavish "Affair of the Diamond Necklace", a night of interactive theatre set in the Marie Antoinette era which received considerable publicity.

A full list of the shows held are as follows:

St James	Slava's Snowshow** La Sylphide Big Night In – Telethon Affair of the Diamond Necklace* Turamafest 2009 Arise Church
Opera House	Scooby Doo Tiger Lillies Yeoman of the Guard Hotel California Liam Finn Artsplash Busting Out* Tu Tangata Polynesian Festival

*) These productions received financial assistance from either the St James directly or by way of a Performing Arts Foundation subsidy

***) Own show

Entrepreneurial Shows

Slava's Snowshow was an 'Own Show'. The decision was taken to take the risk on this show after the runaway success of the same show back in 2002. The risk paid off and despite the economic downturn, the show was seen by nearly 10,000 paying customers and gave the St James huge profile.

The Trust constantly looks for Own Productions to fill gaps in programming. The programming team is currently working on a number of options to fill blank spots in our calendar.

2. Food, Beverage & Events

Food & Beverage YTD revenue is ahead of budget partly because of the success of the Jimmy Bar and Café and also from strong revenue from corkage and commission on events. Overall profit is

slightly less than budget after some early operating costs. Event sales continue to achieve budgeted levels despite the economic situation which is an encouraging sign for the rest of the year.

The Trust continues to explore all options for increasing revenue and the leasing out of the Opera House Café (known as Pollux) will assist leasing income.

3. Marketing

The July-December Season Brochure was published this quarter and this continues to be a major driver of ticket sales. The Trust continues to focus on new 'Social Network Marketing' methods to complement more traditional forms and to attract new, particularly young audiences. The website is being revamped.

4. Sponsorship

A successful grant application was made to the Pelorus Trust in September for funding for the baffles in the Jimmy Café. These will assist with soundproofing and acoustics and will enable the hosting of a greater number of performances in this space. It is unlikely a new Sponsorship Manager will be appointed after a funding request for this position was declined. The economic situation has made this a particularly challenging area to manage and the Trust continues to review its strategy.

5. Financials & KPI reporting

The Financials and KPI performance reflects the activity levels of each entity for the quarter. Please see attached reports, as detailed below

Appendices

A – Consolidated Income Statement & KPI's	1 July - 30 September 2009
B – Consolidated Balance Sheet	1 July – 30 September 2009
C – Consolidated Statement of Cash Flows and Reconciliation	1 July – 30 September 2009

Appendix A

St James Theatre Charitable Trust
Consolidated Income Statement
For the Year Ended 30 September 2009

	Q1 Actual	Q1 Budget	Budget 09/10	YE 2008/09	YE 2007/08	YE 2006/07
KPIs						
Number of Performances - St James	30	22	76	88	76	94
Number of Performances - Opera House	29	24	84	97	115	145
Number of Perf Days Utilised (inc dark, pack in/out) - SJ	35	28	100			
Number of Perf Days Utilised (inc dark, pack in/out) - OH	28	28	100			
Number of Non-Performance Events - St James	52	55	210			
Number of Non-Performance Events - Opera House	7	16	60			
Total Number of Days Utilised (inc café) - St James	92	75	286	218	140	147
Total Number of Days Utilised - Opera House	39	39	144	107	131	150
Income						
Trading Income	1,333,359	1,230,826	4,094,455	3,651,129	4,417,869	3,364,379
Trust Income (WCC, Sponsorships & Grants)	102,044	113,545	584,180	423,148	445,395	236,792
Interest and Investments Income	2,209	-	-	1,141	23,613	63,331
Net Income	1,437,612	1,344,371	4,678,635	4,075,418	4,886,877	3,664,502
Expenditure						
Employee Costs	502,602	479,286	2,036,207	1,989,791	1,803,281	1,779,785
Operating Costs	944,914	925,420	2,426,429	2,070,951	2,811,885	2,419,849
Net Expenditure	1,447,516	1,404,706	4,462,636	4,060,742	4,615,166	4,199,634
EBITDA	(9,904)	(60,335)	215,999	14,676	271,711	(535,132)
Depreciation	154,096	156,188	628,696	604,797	688,206	704,017
Amortisation	-	-	-	7,570	12,609	22,203
EBIT	(164,000)	(216,523)	(412,697)	(597,691)	(429,104)	(1,261,352)
Interest Expense	13,456	13,713	49,584	57,101	65,174	76,297
Net Income/(Expenditure) before Tax	(177,456)	(230,236)	(462,281)	(654,792)	(494,278)	(1,337,649)
Operating Margin	-12.3%	-17.1%	-9.9%	-16.1%	-10.1%	-36.5%

Notes

- 2008/09 SJ Performances does not include 87 Terracotta Warriors exhibition days.
- Trust Income includes a budgeted \$200k contribution from WCC for Event Funding
- 2 new KPIs added relating to Non-Performance Targets

Appendix B

St James Theatre Charitable Trust
Consolidated Balance Sheet
For the Year Ended 30 September 2009

Equity	Notes	Q1 YTD Actual	YE 2008/09	YE 2007/08	YE 2006/07
Retained Earnings		15,475,961	16,130,753	16,443,709	17,781,358
Settlers Capital		2,700,000	2,700,000	2,700,000	2,700,000
Prior Period Adjustment	1			181,322	
Current Year Earnings	1	(177,457)	(654,792)	(494,278)	(1,337,649)
Total Equity		17,998,504	18,175,961	18,830,753	19,143,709
Assets					
Cash & cash equivalents		159,715	110,668	391,390	963,758
Trade Receivables		75,695	301,093	344,303	220,606
Stock		50,651	48,501	51,803	61,510
Other current Assets		102,025	86,765	122,789	11,911
Total Current Assets		388,086	547,027	910,285	1,257,785
Fixed Assets		19,228,746	19,376,776	19,901,220	20,253,444
Capital Work In Progress		-	-	-	40,032
Investments		-	-	-	-
Other non-current assets		-	-	-	-
Total Non Current Assets		19,228,746	19,376,776	19,901,220	20,293,476
Total Assets		19,616,832	19,923,803	20,811,505	21,551,261
Liabilities					
Trade Payables		320,967	242,823	285,416	500,329
GST		17,446	92,254	65,179	99,582
Other Current Payables		556,794	664,449	784,430	871,613
Other Non-Current Loans (PAF)					
Current ANZ Loan		106,000	104,592	97,412	936,028
Non-Current ANZ Loan		617,121	643,724	748,315	
Total Liabilities		1,618,328	1,747,842	1,980,752	2,407,551
Net Assets		17,998,504	18,175,961	18,830,753	19,143,709
Current Ratio		0.43	0.50	0.80	0.85
Equity ratio (Total Liabs/Equity)		9.0%	9.6%	10.5%	12.6%
Equity ratio (Equity/Total Assets)		91.8%	91.2%	90.5%	88.8%

Notes

1. Current year earnings have been adjusted in 07/08 and prior period adjustment because of over-depreciation of assets in earlier years.

**St James Theatre Charitable Trust
 Consolidated Statement of Cash Flows**

For the Year Ended 30 September 2009

	Q1 Actual	YE 2008/09	YE 2007/08	YE 2006/07
Operating Cashflow				
Cash Provided From				
Trading Receipts	1,333,359	3,651,129	4,417,869	3,362,830
Trust Income (Sponsorships & Donations)	102,044	423,148	445,395	110,943
Interest and Investments Income	2,209	1,141	23,613	63,331
Cash Applied To				
Employees	502,602	1,989,791	1,803,281	1,779,785
Suppliers	766,437	2,150,989	3,338,849	1,883,314
Net GST	74,808	(27,075)	34,403	68,147
Other Operating				
Interest Paid	13,456	57,101	65,174	76,297
Total Operating Cash Flow	80,309	(95,388)	(354,830)	(270,439)
Investing Cashflow				
Cash Provided From				
Sale of Fixed Assets			-	-
Other			-	-
Cash Applied To				
Purchase of Fixed Assets	6,066	87,923	308,559	438,983
Change in Retained Earnings (PPAdj)			(181,320)	
Total Investment Cash Flow	(6,066)	(87,923)	(127,239)	(438,983)
Financing Cashflow				
Cash Provided From				
Drawdown of Loans			-	-
Other			-	-
Cash Applied To				
Repayment of loans	25,195	97,411	90,301	84,493
Other				
Total Investment Cash Flow	(25,195)	(97,411)	(90,301)	(84,493)
Net Increase (Decrease) in cash held	49,048	(280,722)	(572,370)	(793,915)
Opening Cash Equivalent	110,666	391,388	963,758	1,757,673
Closing Cash Equivalent	159,714	110,666	391,388	963,758

**St James Theatre Charitable Trust
 Reconciliation of Consolidated Statement of Cash Flows
 For the Year Ended 30 September 2009**

	Q1 Actual	YE 2008/09	YE 2007/08	YE 2006/07
Operating Surplus	(177,456)	(654,792)	(494,278)	(1,337,649)
add back non cash items - Depn & Amort	154,096	612,367	700,815	726,220
add back non cash items - Retained Earnings adj		-	181,320	
(Increase)/ decrease in receivables	225,398	43,210	(123,697)	6,686
(Increase)/ decrease in other assets	(17,410)	39,326	(101,171)	(14,513)
(Increase)/ decrease in fixed assets	(6,066)	(87,923)	(308,559)	(438,983)
Increase/ (Decrease) in AP	78,144	(42,593)	(214,913)	309,243
Increase/ (Decrease) in other liabilities	(107,655)	(119,981)	(87,183)	107,722
Increase/ (Decrease) in GST	(74,808)	27,075	(34,403)	(68,147)
Increase/(Decrease) in Loans	(25,195)	(97,411)	(90,301)	(84,494)
Net Cashflow	49,048	(280,722)	(572,370)	(793,915)