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**ORDINARY MEETING**

**OF**

**WELLINGTON REGIONAL AMENITIES FUND JOINT  
COMMITTEE**

**MINUTE ITEM ATTACHMENTS**

**Time:** 1:30 pm  
**Date:** Friday, 25 August 2017  
**Venue:** Upper Hutt Council Chambers  
Level 3, Civic Administration Building  
838-842 Fergusson Drive, Upper Hutt

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**Business**

**Page No.**

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**Deputations**

- |    |                          |    |
|----|--------------------------|----|
| 1. | CubaDupa Presentation    | 2  |
| 2. | NZ Festival Presentation | 16 |
| 3. | Expressions Whirinaki    | 25 |

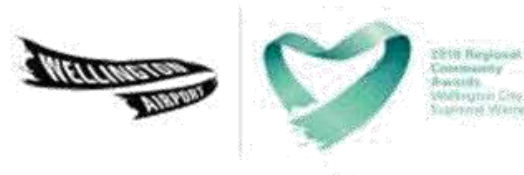


Wellington Community Trust Category Winner - Arts and Culture 2016

Wellington Community Trust Supreme Winner 2016

Wellington Community Trust Category Winner, Wellington Region - Arts and Culture 2016

Wellington Community Trust Supreme Winner, Wellington Region 2016





# CUBADUPA

## **Our Vision:**

**To build an extraordinary world-class creative street festival that embodies the spirit of Wellington.**

Artistic elements include: Audience Participation, Street Performance, Music, Dance, Commissions, Parades, Visual Arts/Installations, Family Activity, National Participation





## ACHIEVEMENTS

### In 2017:

1031	Artists involved
131	Acts
56	Crew
11	Interns
83	Volunteers
100	Tertiary Students
involved	
110,000	Attendance





## REGIONAL BENEFITS

CubaDupa has grown out of the Wellington region and has fast become one of Wellington's iconic events. It could not happen anywhere else.

Benefits to the Wellington region include:

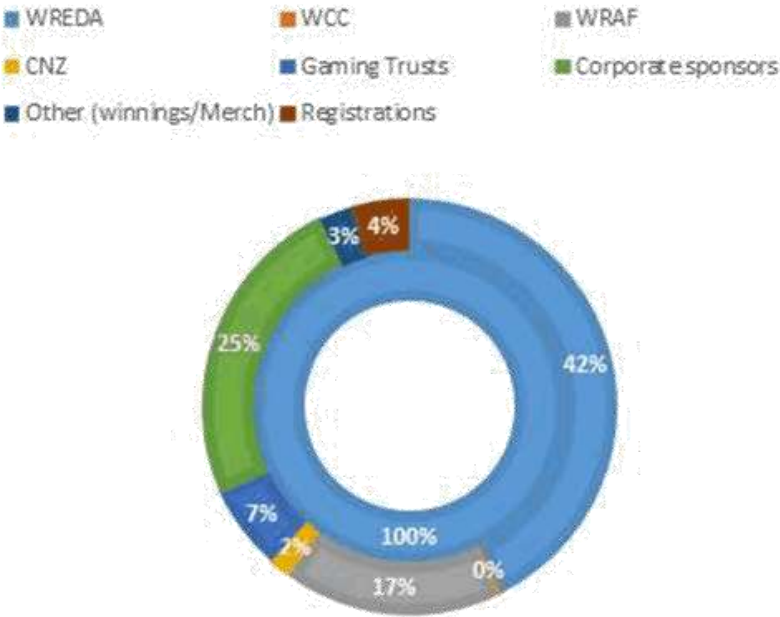
- 90-95% of the Festival budget is reinvested into the regional economy through wages, creative fees, production and site crews
- 34% of audience are visitors from outside the Wellington region
- Participation by workers, volunteers, audiences and artists from around the region
- Strong partnerships with iwi, regional cultural and educational institutions
- Ultimate accessibility as a free, safe, and family friendly event for all communities



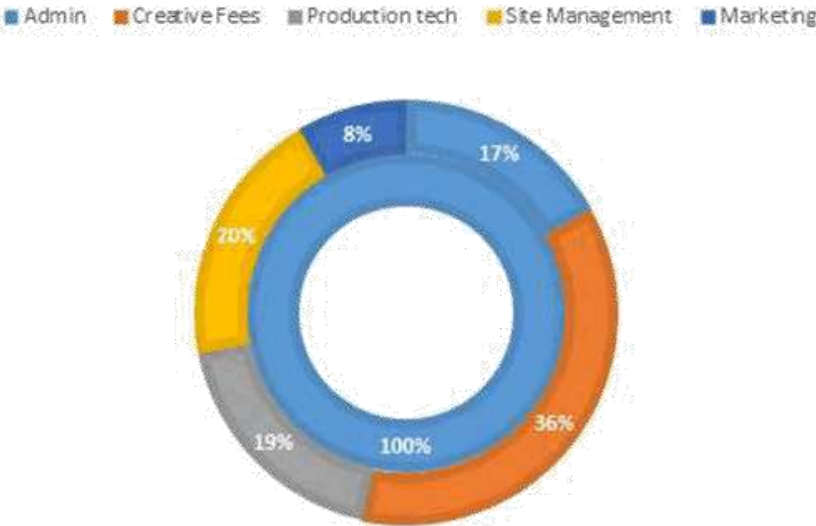


# BUDGET

CUBADUPA INCOME



CUBADUPA EXPENDITURE









# FUTURE PRIORITIES

## 2018 Key Objectives

- Increase Visibility – Local, Regional, National
- Ensure Financial Viability and Sustainability
- Manage Growth
- Maintain, Develop and Deliver on Partnerships

## Priorities for WRAF funding:

Priority 1: Maintain Current Delivery \$100,000 (as funded by for 2017)

Priority 2: Improve Current Delivery \$120,000

Priority 3: Future Developments \$28,000

Total per annum: \$248,000



## THANK YOU

CCAT looks forward to working strategically with WRAF to maximise the economic, community, cultural and creative benefits to the wider Wellington region.





# NEW ZEALAND FESTIVAL









# A Waka Odyssey

***“Waka carry stories, art, science, knowledge whakapapa and performance. When the waka arrives it seeks relationships, contact and togetherness.” A Waka Odyssey Creative Team***

- *Hoturoa Barclay-Kerr – Project Manager and Waka Expert*
- *Anna Marbrook – Writer and Director*
- *Kasia Pol - Designer*
- *Warren Maxwell – Sound Design and Composition*



# Progress Report

- Formalised partnership with Te Āti Awa / Taranaki Whānui Iwi.
- Confirmed participation of the following Waka Haurua.

➤ Gaualofa	Samoa
➤ Marumaru Atua	Cook Islands
➤ Haunui	Kawhia
➤ Hinemoana	Tauranga
➤ Ngahiraka	Tauranga
➤ Tairawhiti	Gisborne
➤ Te Matau a Māui	Napier



# Progress Report

- Confirmed the participation of Waka Taua from Tainui and Taranaki Whanau
- Finalised the creative content for the project.
- Begun planning the logistical, health and safety and maritime compliance aspects of the project.
- Formalised collaboration with Victoria University Pacific Climate Change Conference.



## Next steps:

- Continue Creative Development.
- Confirm Waka logistics.
- Confirm specific activity of partner organisations:  
Te Papa; Toi Maori; Wellington Museum; Space Place;  
Schools across Wellington Region; Mahara Gallery; Waka  
Ama Community; Choirs across Wellington region;  
Samoan and Cook Island Community; SMART Trust
- Confirm all funding and sponsor agreements.





# THE SECRETS OF MONA LISA



The Mona Lisa painting

(Arguably) the most famous art

Timeless fascination

Mass appeal

HUGE public fascination

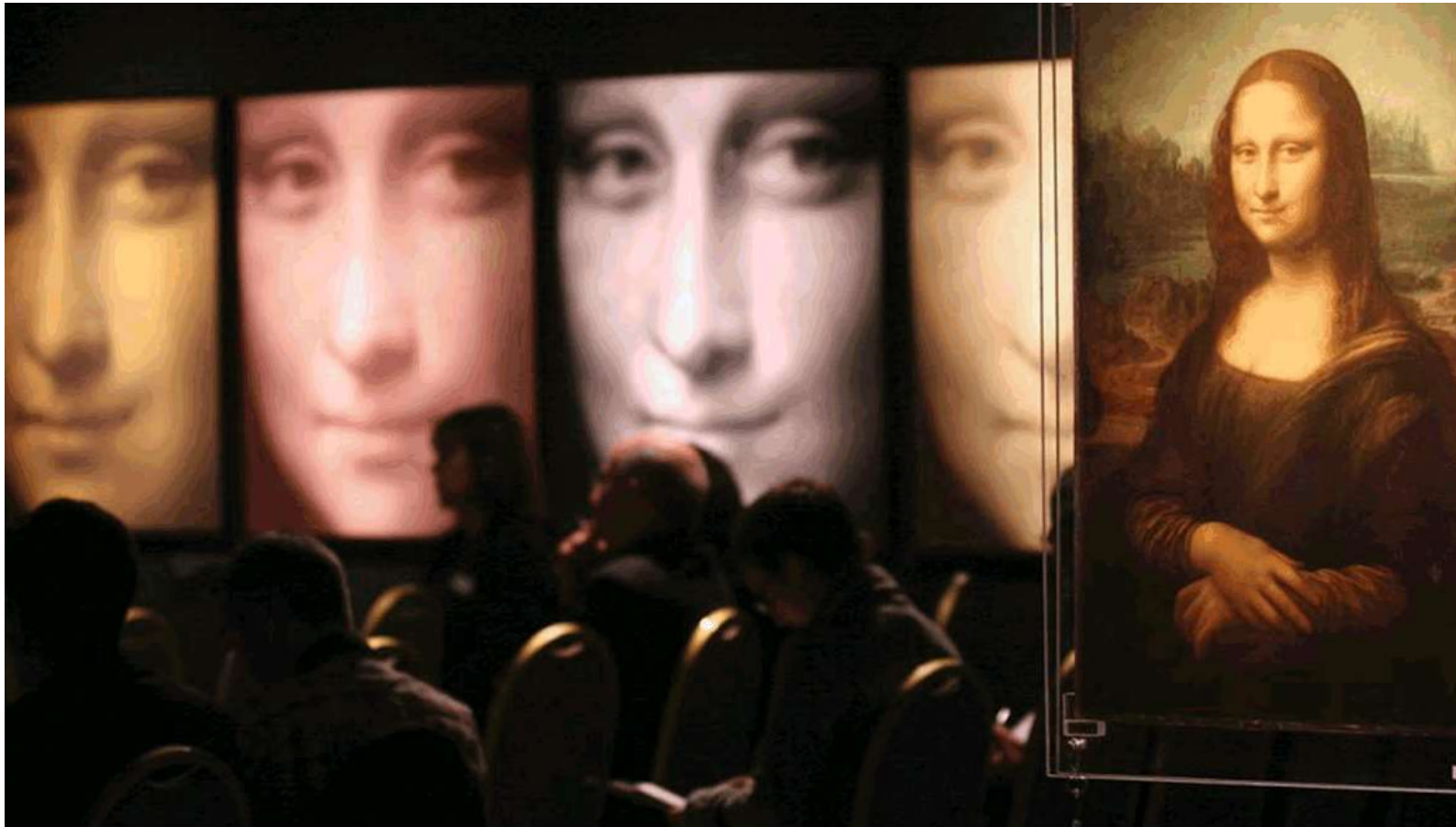
Secrets and mysteries

Optical illusions

Spicy conspiracies

Scandalous stories





It has toured the world to 55 cities, 6 continents to over 5 million visitors and in 2018 will add Wellington. New Zealand to its schedule.



In a rare and unprecedented act of generosity, the French government and the Louvre gave French scientist and examiner of fine art, Pascal Cotte, permission to remove the *Mona Lisa* from the wall and analyse it. What he found amazed audiences around the world. The Secrets of Mona Lisa reveals 25 of her most compelling revelations.



This international, highly appealing block buster experience will add to the Wellington region as the place to visit to discover, experience and enjoy significant art and culture. In order to be 'internationally competitive' we need to present international shows from around the world; such as The Secrets of Mona Lisa.





This high profile exhibition is a demonstration of the vitality of the Wellington region and will increase the global reputation of the region, celebrate Wellington as the creative capital, and inject life into the economy. This exhibition will strengthen the region's



n presenting this international block buster exhibition Expressions Whirinaki will fill gap in the regional art market by bringing block buster exhibitions to the region and filling a speciality gap: the international, popular appeal exhibition which will draw a massive audience from a wide socio-economic background. FREE ENTRY.





The international exhibition The Secrets of Mona Lisa will increase our contribution to the economy by increasing visitor numbers to the region: The international exhibition The Secrets of Mona Lisa (which has previously not been shown in New Zealand), will attract over 20,000 visitors to the region and \$150,000 to the economy.





A ICON with such timeless broad mass appeal and HUGE public fascination will draw people from around New Zealand. Art lovers, culture seekers and cool hunters and the MEDIA will seek out to visit to discover her secrets.

Why is she smiling? What is she hiding? Who is she really? What is her secret?



### **OUTCOMES: What will Mona Lisa Bring?**

A high **PROFILE**, mass appeal **INTERNATIONAL** exhibition to the region

A **ICONIC** subject which will pull people

30,000 unique visitors to the exhibition

A boost to **TOURISM** 40% visitation from **OUTSIDE** the region

A **ENTRY BY** donation/**ACCESSIBLE**

\$150,000 **ECONOMIC** impact

8 public **PROGRAMMES**

#### **Six key regional PARTNERS:**

French Embassy, French Film Festival, NZ Festival, Hello World, Dominion Post, Kia Ora Magazine (AIR NZ Inflight Magazine), Mediaworks

Linked to an **INTERNATIONAL** competition: Win A trip to Paris

Cross promotion with **NATIONAL** organisations French Embassy & French Film Festival and a high **PROFILE** integrated marketing plan

# THE SECRETS OF MONA LISA