
ORDINARY MEETING

OF

**WELLINGTON REGIONAL AMENITIES FUND JOINT
COMMITTEE**

MINUTE ITEM ATTACHMENTS

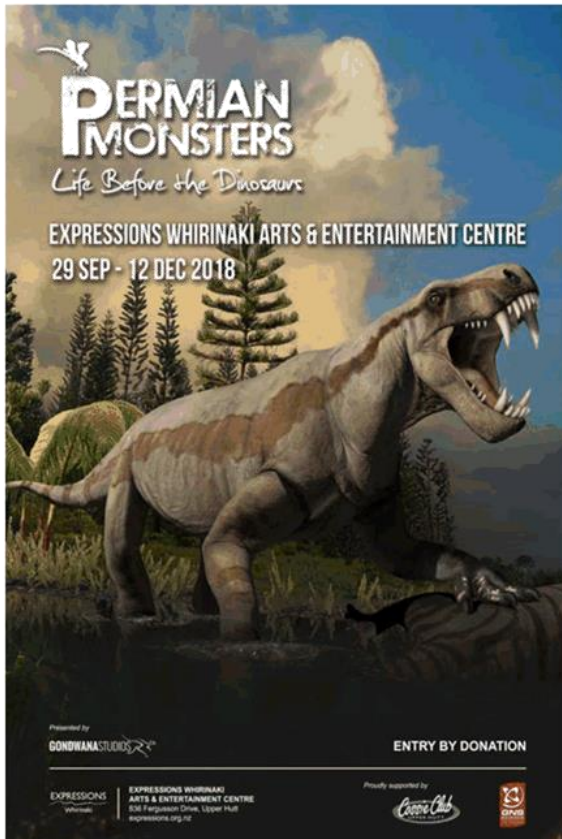
Time: 11:00 a.m.
Date: Friday, 21 September 2018
Venue: Hutt City Council
Hutt City Council Chambers,
30 Laings Road
Lower Hutt

Business

Page No.

1.5 Deputations and presentations

- | | |
|---|----|
| 1. Expressions Whirikaki Arts and Entertainment Centre presentation | 2 |
| 2. CubaDupa presentation | 6 |
| 3. New Zealand Festival presentation | 9 |
| 4. Capital E presentation | 13 |



Dinosaurs are HUGE

Timeless fascination

Mass appeal

HUGE public fascination

Animatronics/High Tech

Free/ Donation/ Accessible

Filling a gap in the region

60% from outside the Valley

Small investment for a big impact



Internationally competitive: 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 Permian Monsters.



Increase Visitor Numbers: In presenting this international block buster exhibition Expressions Whirinaki will fill a 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.



Growing audience numbers and diversity: The international exhibition Permian Monsters will also grow our audience numbers and draw regional and national visitors. Dinosaurs have huge broad mass appeal and public fascination that it will draw people from around New Zealand. When in Florida it had record visitors in the opening weekends as it did at the Queen Victoria Art Gallery and Museum.



Accessible FREE ENTRY : A clever marketing campaign will target family audiences and dinosaurs enthusiasts aimed at capturing the imagination of all age groups. This exhibition is entertaining and informative and able to transport the visitor convincingly back to the Permian period, 290-250 million years ago.



Boost Economy: 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 Secrets of Mona Lisa (which has previously not been shown in New Zealand), will attract over 20,000 visitors to the region and \$100,000 to the economy (55 p/h)



OUTCOMES:

What will Permian Monsters achieve?

A high PROFILE, mass appeal
INTERNATIONAL exhibition to the region

A ICONIC subject which will pull people

20,000 unique visitors to the exhibition

A boost to TOURISM 60% visitation from
OUTSIDE the Hutt Valley

A ENTRY BY donation/ACCESSIBLE

Long term offering: Runs for THREE Months/
95 days

\$100,000 ECONOMIC impact

8 public PROGRAMMES

Linked to an competition





New Zealand's Largest Street Festival

CubaDupa has become one of the region's most iconic events over the last four years.

The Festival is successful because it is unique and proudly owned by the Wellington community. It could not happen anywhere else. It has been co-designed by artists, business, local and central government and audiences.

In 2018: 250 individual events over 19 hours with 150 acts on 6 stages and was well received, with a net promoter score of 70 and 80% of survey respondents rating the event as "Very Good" or "Excellent".

CubaDupa has received the following accolades

- Wellington Gold Awards - Finalist - Vibrant Gold 2018
- 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, 2016
- Wellington Gold awards Finalist - Vibrant Gold - 2016



Creative Vision

Key artistic objectives:

- Become the most immersive urban street arts festival in the Southern hemisphere
- Curate a balance of high quality local, national and international artists
- Create the energy, movement and style of a pan-artform street arts festival
- Present work that is accessible, inspiring and surprising for audiences
- Present work which responds to the CubaDupa site and precinct
- Create opportunities for community participation
- Incorporate Wellington's creative technology

Key ingredients in making our magic:

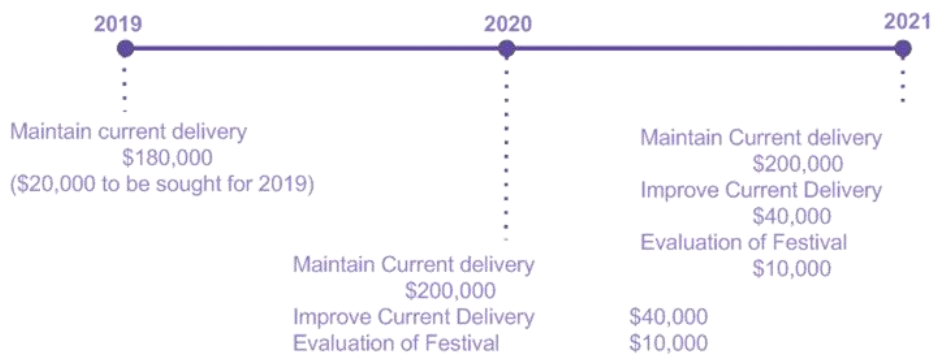
- Audience Participation
- Street Performance
- Music
- Dance
- Commissions
- Parades and Roving
- Visual Arts and Street Design
- Family Activity
- Creative Technology

2019 Key Objectives

We've been going great, but for 2019 we want to focus on the following key areas of improvement:

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

WRAF Revised Request



A WAKA ODYSSEY
Presented in partnership with
Te Ati Āwa/Taranaki Whānui iwi

NEW ZEALAND FESTIVAL
23 FEB —
18 MAR
2018

A three part adventure created and written
by Anna Marbrook, Hoturoa Barclay-Kerr & Kasia Pol

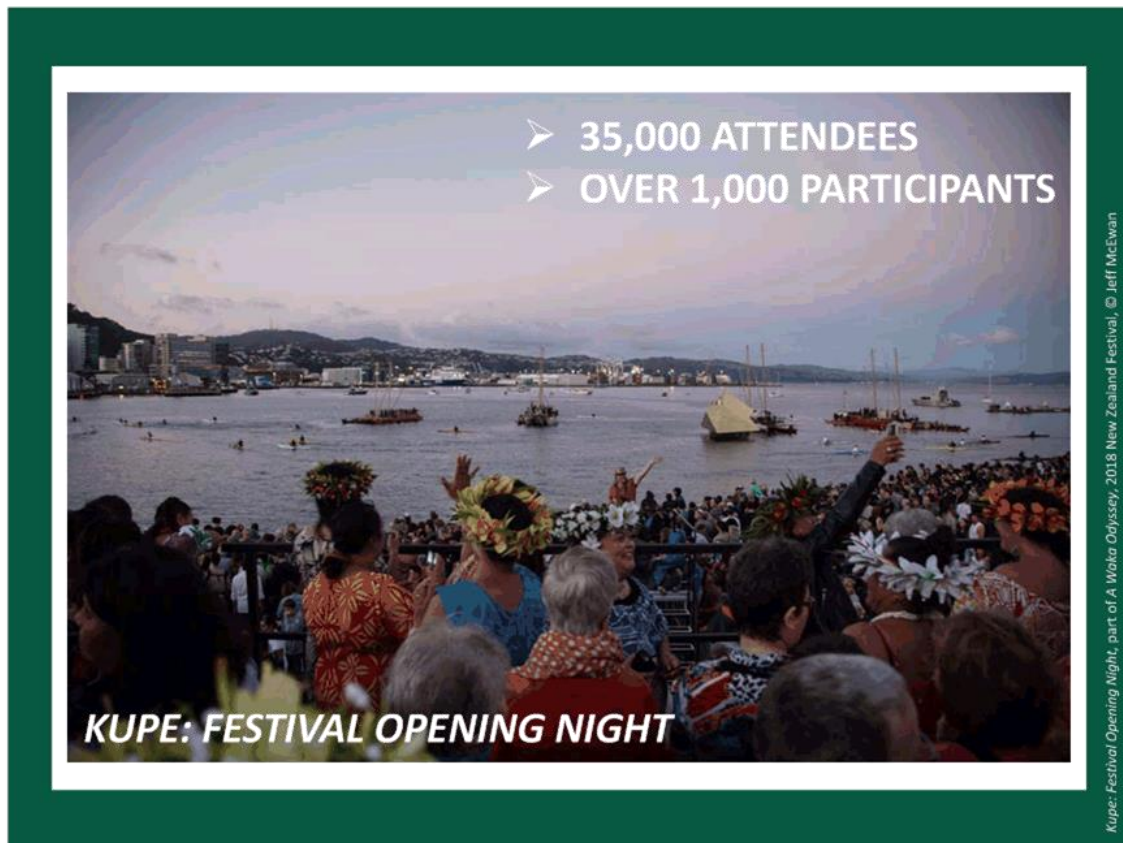
COMMERCIAL IN CONFIDENCE

Kupe: Festival Opening Night, part of A Waka Odyssey, 2018 New Zealand Festival, © Jeff McEwan

NEW ZEALAND FESTIVAL 23 February — 18 March 2018

**A WAKA ODYSSEY
IN NUMBERS**

- 65,144 attendees to *A Waka Odyssey* events
- 43,819 unique attendees
- 10,978 out of region attendees to *A Waka Odyssey* events
- 2,640 International attendees to *A Waka Odyssey* events
- 11,854 students experienced *A Waka Odyssey* Schools Programme
- Economic Impact of \$11m on the Wellington Region
- Over 198,000 views of the *Kupe: Festival Opening Night* livestream, over 32% of viewers from overseas
- 1,112 local participants and 29 International participants in *A Waka Odyssey* events
- Provided opportunities for 50 volunteers and 54 officials
- Over 85 pieces of media coverage, including 15-20 international stories



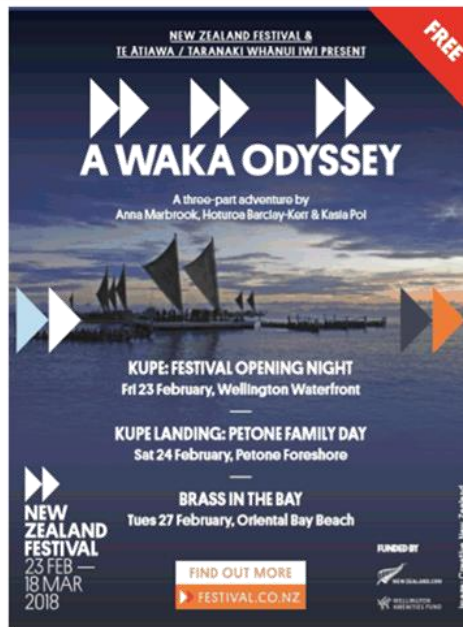


NEW ZEALAND FESTIVAL 23 February — 18 March 2018

STUDENT PARTICIPATION STATS

Region	Number of children in education programme	Those who trained and participated in Kupe
Wellington City	4574	149
Lower Hutt	997	110
Upper Hutt	656	45
Porirua	3536	80
Kapiti	1162	80
Elsewhere (out of regions)	929	79

NEW ZEALAND FESTIVAL 23 February — 18 March 2018 **SAMPLE CAMPAIGN OUTPUTS**



NEW ZEALAND FESTIVAL 23 February — 18 March 2018 **SINCERE THANKS TO OUR PARTNERS**

THANKS TO







2017 BY THE NUMBERS

216 performances over 12 days
16 productions from 5 countries
120 roles in the region's arts ecosystem

47,783 extraordinary arts experiences
138 free buses for lower decile schools
21,976 Wellington City students
8,170 Lower Hutt students
6,882 Porirua students
1,089 Kapiti students
2,712 Upper Hutt students
Plus 6,624 public





