

EXTRAORDINARY MEETING
OF THE
WELLINGTON REGIONAL AMENITIES FUND JOINT COMMITTEE
AGENDA

Time: 11.30am
Date: Friday, 5 February 2016
Venue: Wellington City Council
Committee Room 2
101 Wakefield Street
Wellington

MEMBERSHIP

| | |
|------------------------|----------------------------------------------------|
| Mayor Celia Wade-Brown | Wellington City Council (Chairperson) |
| Mayor Ross Church | Kāpiti Coast District Council (Deputy Chairperson) |
| Mayor Wayne Guppy | Upper Hutt City Council |
| Mayor Nick Leggett | Porirua City Council |
| Mayor Lyn Patterson | Masterton District Council |
| Mayor Ray Wallace | Hutt City Council |

AREA OF FOCUS

The Wellington Regional Amenities Fund has been established to support eligible entities of regional significance with day to day operational expenses and new innovative projects that will achieve identified priorities for the region. The Joint Committee is focused on arts, cultural and environmental attractions and events to support and add to the attractiveness and vitality of the Wellington region.

Quorum: 3 members

BUSINESS

1. Meeting Conduct

- 1.1. Apologies
- 1.2. Conflict of Interest Declarations
- 1.3. Confirmation of Minutes
- 1.4. Public Participation
- 1.5. Items not on the Agenda

2. General Business

- 2.1. Funding the LUX Festival Trust based on a revised Expression of Interest

1. Meeting Conduct

1.1. Apologies

The Chairperson invites notice from members of apologies, including apologies for lateness and early departure from the meeting, where leave of absence has not previously been granted.

1.2. Conflict of Interest Declarations

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as a member and any private or other external interest they might have.

1.3. Confirmation of Minutes

The Minutes of the Meeting held on 28 August 2015 will be put to the Wellington Regional Amenities Fund Joint Committee.

FUNDING THE LUX FESTIVAL TRUST BASED ON A REVISED EXPRESSION OF INTEREST

Purpose

1. The purpose of this report is to seek the Joint Committee's decision on funding the LUX Festival Trust based on a revised Expression of Interest (attached at Appendix One). This Expression outlines a redistribution of the money they were granted at the last funding round, August 2015.

Recommendation

That the Joint Committee:

1. Receive the information.
2. Agree that LUX 2016 should be funded in principle, with the funding released on receipt of an acceptable detailed application and budget.

Summary

2. At the WRAF Joint Committee meeting in August LUX were granted \$95,000 to deliver the 2016 LUX Festival. They requested \$250,000. Since August the LUX Festival Trust has been developing a Business Plan; based on the outcome of the Business Plan, they are proposing to allocate the WRAF grant to organisational development and to three (3) light installations (city activations) this year rather than to delivering one large-scale light festival in August.

Background

3. The Wellington Regional Amenities Fund provides support for arts, cultural and environmental attractions and events. The Joint Committee have set five priorities for funding which are:
 - a. Demonstrate a need for financial assistance to maintain its current operations or extend the reach of its operations across the Wellington region.
 - b. Increase the entity's long-term contribution to the economy of the Wellington region.
 - c. Address gaps in, extend or develop the arts, culture or environmental ecosystems, calendar of activities and events in the Wellington Region.
 - d. Display regional partnerships with Councils and other organisations in order to leverage mutual benefits.
 - e. Build, maintain and retain organisations that contribute to Wellington's status as an internationally competitive region.

Discussion

4. It is timely for LUX to review the organisation and work to secure its future sustainability as they enter their fifth year of operation.
5. In the revised Expression of Interest LUX outline how they will allocate the WRAF grant, stating that this redistribution of funds will enable them to focus on strengthening the organisation, growing the LUX brand and securing partners and sponsors across the region to diversify their income streams.

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6. They are firmly focused on delivering a large-scale, high quality event in 2017 that offers new experiences for audiences and builds on previous events.
 7. The revised LUX EOI fits with the WRAF objective to support eligible entities of regional significance with operational expenses to make sure that they can be developed or sustained in the Wellington region to add to the region's quality of life; attractiveness to residents and visitors; and economy.
 8. It also fits with the following two WRAF priorities:
 - Show a need for financial assistance to keep its current operations or extend the reach of its operations across the Wellington region.
 - Build, maintain and retain organisations that add to Wellington's status as an internationally competitive region.
 9. WRAF has supported other organisations in a similar way, for example providing funding to both Mahara Gallery and to Circa Theatre to support a staff member to manage redevelopment projects – seek funding and build organisational sustainability.
 10. In the five years that LUX have been operating they have made a huge contribution to Wellington region's cultural landscape – providing an exciting, accessible event for the whole family and allowing artists opportunities that they wouldn't otherwise have access to in NZ.
 11. The Fund Manager and the Council Officers Group recommend the Joint Committee supports the LUX revised Expression of Interest. This redistribution of funds will enable LUX to focus on strengthening the organisation to become more sustainable.
 12. The Manager and Officer's recommendations are based on alignment with the Funds priorities, ability to meet the criteria and the likely effectiveness of funding the project. Officers have taken into account the management of previous funding through accountability reports.

Attachments

- Attachment 1 Revised LUX Expression of Interest, submitted January 2016.
- Attachment 2 LUX Expression of Interest, submitted in the 2015/16 round of the Wellington Regional Amenities Fund.

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| Author | Katie Taylor-Duke, Wellington Regional Amenities Fund Manager |
|--------|---------------------------------------------------------------|

WRAF PROPOSAL FOR LUX 2016 ACTIVITY

Introduction

LUX Light Festival is seeking operational support from WRAF for 8 months in 2016 for the further development of the festival, LUX production company, and city activation in lieu of delivering a 2016 festival. A full scale festival is planned for 2017. LUX requires \$64,000 for operational costs, and a projected \$31,000 for operational and production costs for 2016 city activations.

Current Situation

LUX began as a symposium in 2011 and has grown quickly in the last five years to become an anticipated, high quality cultural event for the whole family.

It now requires significantly more resources to operate and deliver to the quality and professionalism in which it is tracking and the current business model is no longer adequate to sustain this growth.

LUX relies mainly on support from local government funding to deliver a free public festival each year. Until recently, most of the operating costs have been covered by Massey University, and wages for the Co-Directors have been waived. Neither of these situations are viable beyond 2015.

Further, there is currently a funding deficit. With both directors working full time jobs at Massey University, there are no dedicated LUX staff members to address this and investigate alternative avenues of funding and sponsorship.

Given these factors, the LUX directors feel that taking the time to review the business model and focus on creating a more sustainable organisation will enable the festival to have a more solid footing in Wellington's events calendar.

If LUX is to continue to grow to become an iconic event for the region, a different organisational model must be developed, including diversifying income streams, for example sourcing commercial revenue and private sponsorship and nurturing and maintaining partnerships with both the private and public sectors.

Details of this plan are outlined in the 2015 LUX Business Case (available upon request).

Proposal

LUX proposes that in lieu of delivering a festival, 2016 is largely spent developing the LUX business model and seeking sponsorship to ensure sustainability and quality. Operational funding would provide wages for one director to dedicate to LUX full time. A full-scale festival will then be delivered in May 2017. Specific dates in May would be determined in consideration of other May events (collaboration or clash), ie NZ Intl Comedy Festival and Vivid Sydney.

In addition to development and relationship building, LUX will deliver up to three city activations: winter 2016, spring 2016, summer 2017. These will be in partnership with, for example Wellington City Council, WOW and Wellington Culinary Events Trust. Details are yet to be confirmed. More information will be available on request.

Ideally, in order to achieve the majority of its objectives, LUX would secure operations support for eight months: April 2016 through November 2016. City activations will require separate production budgets.

Objectives

The following are the key objectives for LUX development:

- **Secure funding and sponsorship**—big corporate partners from New Zealand and abroad
- **Develop city activations**—development of relationships and ideas to provide unique, quality city activations

- **Develop collaborations and relationships**—in the corporate, educational and cultural sectors
- **Develop commercial revenue streams**—develop LUX production company etc as outlined in Business Case
- **Re-develop LUX Festival Trust**—secure a board that will ensure LUX's sustainability and forward movement
- **Develop Green/Sustainable business**—work with David Lee from WCC and EECA to develop LUX into the first fully sustainable festival in New Zealand.

Benefits

The following are ways that LUX will directly benefit from a development period in 2016:

- **Sustainability**—At the moment, the current business model relies too heavily on good will and government funding. In order to ensure the future and growth of this event, LUX needs to revamp its internal structure to operate as a business with a solid foundation. This development period will enable the directors to rebuild LUX from the ground up, starting with a restructure of the board of trustees. LUX's 2015 business case details the strategy and three year plan that will enable LUX to become a solid and iconic event. Business case is available upon request.
Further, having time to source appropriate funds and develop lasting and beneficial relationships with the business sector takes time. Employing a full time director and having several extra months time would give LUX 'a leg up' in seeking the funding it needs to reach its potential.
- **Quality Assurance**—Having more time to develop programmes, city activations and collaborations will ensure that everything LUX delivers is unique and of the highest quality.
- **National and International reach**—Up until now, LUX has been very limited in the amount of time dedicated to National and International relationships. Its contacts and networks have grown, but there were no resources available to develop this reach. A development period will provide time and resources to both National and International marketing, publicity and collaborations, securing its place on the world stage.

Timeline

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|--------------------------|------------------------------------------------|------------------------------------------------------------------------|
| April – May 2016 | Seek Corporate Partners | Banks, Power companies, Weta, Gibson Group etc. |
| | Seek Marketing Partners | Air NZ, Print, Radio, Interislander, hotels etc. |
| | Apply for Grants | CNZ, NZ Major Events, community grants etc. |
| | Develop city activations | WCC, WOW, Wellington airport etc. |
| | Develop relationships with other organisations | RNZB, NZSO, NZ Festival, Capital E, Museums Trust, Semi-Permanent etc. |
| | Develop Green plan | Work with David Lee (WCC) and EECA |
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| May – August 2016 | Seek Corporate Partners | Banks, Power companies, Weta, Gibson Group etc. |

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|----------------------------------|---------------------------------------------------------------------|-------------------------------------------------|
| | Seek Marketing Partners | Air NZ, Print, Radio, Interislander, hotels etc |
| | Apply for Grants | CNZ, NZ Major Events, community grants etc |
| | Seek Smaller Cash Sponsorship | Local businesses |
| | Deliver Winter Activation | |
| | EOI call out & Selection for 2017 Festival | |
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| September - December 2016 | Pre-production starts | |
| | Seek Small cash sponsors, sponsors for artworks, contra sponsorship | |
| | Publicity and Marketing Plans developed | |
| | Contract artists, staff and sponsors | |
| | Deliver Spring Activation | WOW? |
| | | |
| January - May 2017 | Deliver Summer Activation | Gardens Magic? |
| | Pre-Production for 2017 Festival | |
| | Deliver festival May 2017 | |
| | | |
| June 2017 onwards | Post and pre production | |

Budget—based on eight months operational expenses (does not include individual production breakdowns for city activations)

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| Wages—festival director | \$52,500 | \$1500 per week X 35 weeks |
| Wages—creative director | \$6,000 | Equal to \$1500 X 4 weeks |
| Office rent | \$0 | Will negotiate free office rent from Massey or Fringe |
| Phone + plan + wifi | \$750 | For Mary Laine only |
| Accountancy | \$750 | Balancing Books |
| Audit | \$3000 | Audit of 2015 accounts |
| Ongoing expenditures—amenities, stationary, travel to Auckland, contingency etc. | \$1000 | |
| Operational/production costs for 2016 city activations | \$31,000 | FULL PRODUCTION BUDGETS WILL BE SUBMITTED IN A REPORT AT THE END OF 2016 |
| | | |
| TOTAL | \$95K | |
| | | |

2015/16 WELLINGTON REGIONAL AMENITIES FUND EXPRESSION OF INTEREST WELLINGTON LUX FESTIVAL TRUST

ORGANISATION INFORMATION

Wellington LUX Festival Trust
Incorporated Society No 2574002
Lux.org.nz
PO Box 9405, Marion Square, Wellington 6141
Office Te Whare Pukaka, Block 1, Massey University, Buckle Street, Wellington

CONTACT

Mary Laine
Producer/Trustee
021-292-8050/ 801-5799 X63477
producer@lux.org.nz
PO Box 9504, Marion Square, Wellington 6141

EVENT DESCRIPTION

Wellington LUX is a free public light festival that turns Wellington's waterfront and laneways into a captivating celebration of light, art, technology and design. LUX is an outdoor exhibition of amazing works of art and design from around the world created using light and cutting edge lighting technologies.

This winter festival showcases a fantastical array of light sculptures that wind their way through an urban light trail within the city's laneways and then spill out into a promenade of light installations along the waterfront. For the 2015 festival, we will have 36 installations. That is 10 more than 2014. These are accompanied by artist talks from national and international artists and designers; pop up exhibitions and installations; family friendly interactive works, and fun free glow in the dark activities.



DELIVERY TO THE FUND PRIORITIES

1. Need for financial assistance

- **OPERATIONS**--Wellington LUX Light Festival has grown dramatically in the last year from only 10,000 festival goers in 2013, to 65,000+ in August 2014. With an expanded marketing reach to the Wellington regions and the rest of New Zealand, we project that the 2015 festival will supersede audience numbers by at least 10%. It is imperative that our technical staffing and infrastructure are able to keep up with the growing operational needs of the festival so that we can keep the festival a free event.
- **STAFFING**--At the moment LUX does not have the resources to employ any full time staff. The Producer and Creative Director are delivering LUX as volunteers. They both have other full time jobs. With at least one dedicated staff member, further development of the festival including regional collaborations is possible, not to mention the ability to seek further sponsorship. We would also like to develop the trust into more of a sustainable foundation for the festival.
- **COLLABORATIVE EVENTS**--And finally, additional resources would enable LUX to extend and expand the collaborative layers of the festival, ie events with other organisations like Capital E and Te Papa.

2. Increase long-term contribution to the economy

For the 2015 festival, Wellington City Council will be conducting and delivering an economic impact report. We are expecting this to be available in October 2015. This report will give us an indication of the impact LUX is having on the economy which will enable us to project growth in future festivals.

Already though, through sheer audience numbers, we have seen an increase in :

- Increased public spending at businesses within LUX—most businesses along the trail will be increasing their hours and staying open during LUX. Last year, Chocolate Factory decided to stay open on a trial basis and could not handle the volume of people. There were queues all the way down the street. This year, we have approached as many businesses as we can to do the same and have been met with much enthusiasm! Some of the businesses that will increase their hours are Chocolate Factory, Fixx and Fogg, Red Rabbit Café, Tuatua, Gelissimo and more.
- Parking—Parking was in high demand during last year's festival, so much so that Wilsons Parking is very keen to help LUX any way they can. This may also be an indication that people were driving in from places that do not offer easy public transport to the Waterfront.
- Public transport—Buses and trains were packed on festival nights last year. LUX is readily accessible by public transport. It is our desire to link in more with Wellington regional transport agencies to make LUX even more accessible to people out in the regions coming into the city to see the lights.

3. Address gaps in, extend or develop the arts, culture or environmental ecosystems, calendar of activities and events in Wellington Region

As of now, the Waterfront all but shuts down in the Winter. Businesses suffer and the general public goes into hiding until better weather graces our shores. This festival injects new life and purpose into the Waterfront and the City Laneways, benefiting businesses and creating a sense of community. Waterfront

and laneway businesses are brought into the fold for the festival by participating in various ways, from housing a work, to extended hours during the festival and cross marketing. We have also been collaborating with Visa Wellington on a Plate (VWOAP) for the last two years, increasing the critical mass during our concurrent festivals.

4. Regional partnerships with Councils and other organisations for mutual benefit:

WCC—primary partner, cross marketing, winter activation of Waterfront and Laneways, significant economic impact (2012- present)

MASSEY UNIVERSITY--primary partner, cross marketing, platform for student learning and exhibiting, student internship opportunities, platform for staff exchanges with national and international artists (2011 – present)

VWOAP—cross marketing and two collaborative events: deLUX Dining (tour + dinner), and Food Truck Rally (high end food trucks at the LUX Hub Village and along the trail) (2014- present)

NZ Art Festival—organised tours for Friends of NZ Arts Fest, cross marketing

FOOTNOTE NZ—LUX will be collaborating with Footnote NZ for their 30th birthday by featuring video art on our Waterscreen + cross marketing, and on-the-trail pop up performances (2015)

Here is a communication from Footnote:

On Thu, Jul 23, 2015 at 12:09 PM, Richard Aindow <richard@footnote.org.nz> wrote:

Footnote New Zealand Dance is delighted to be collaborating with the LUX Light Festival in Wellington this year. Footnote is committed to collaborating with other arts organisations, and the LUX festival provides a wonderful platform to showcase Footnote's creativity to new audiences. With our 30th anniversary celebrations coinciding with LUX this year, this opportunity is especially valuable.

Kind regards,

Richard Aindow
General Manager

Footnote New Zealand Dance

04 384 7285 | 021 844 210

| richard@footnote.org.nz | [@RichardAindow](https://www.facebook.com/RichardAindow) | footnote.org.nz

PO Box 3387, Wellington 6140, New Zealand

CAPITAL E—This year neither Capital E nor LUX have the resources to do anything significant, but are developing the relationship and several ideas so that in 2016 we can make a big splash. This year, Capital E will be the venue for a Massey student installation and helping with Chalk the Walk. Next year we are planning workshops, activities, and participatory installation as joint ventures.

VICTORIA UNIVERSITY—several Victoria University staff will be exhibiting in LUX this year for the first time. The VU School of Design is also involved with curating of the LUX Talks Symposium. (2015)

RNZ Ballet—cross marketing, use of equipment, collaboration with LUX brings RNZB into the community of the capital, raising its profile and reach (2014-present)

Goethe Institute—enabling artist exchanges between Germany and New Zealand (2013, 2014, 2016)

NZ Asia Foundation-- enabling artist exchanges between Asia and New Zealand (2014, 2016)

Scots College—LUX will be involved with Scots College Artist in Residence Programme for 2016. We are assisting in the sourcing of an appropriate NZ light artist that will create an artwork with the Scots students to exhibit in LUX 2016.

Circa Theatre—We have been in talks with Circa to be involved with LUX 2016 as it is a birthday year for them. This is still in development.

Te Papa—Our Te Papa collaboration was put on hold this year as they had many changes in their infrastructure and staffing. We are keen to reignite this relationship as Te Papa has been involved with LUX since 2012 and have always expressed a keen enthusiasm for any kind of connection. This collaboration will need to be developed early as historically our joint ideas require significant resource to carry out.

City Mission—This year we have two artists who are creating a work involving 1500 colourful lunchboxes hung in a couple of trees in Frank Kitts Park. We are working with City Mission who will fill those lunchboxes with food post-festival and give them to local children in need.

5. Build, maintain and retain organisations that contribute to Wellington's status as an international competitive region

Most light festivals around the world are in the country's capital city. Presenting LUX in Wellington is in keeping with that global trend and will encourage international recognition. Alongside WOW and NZ Arts Festival, LUX provides another opportunity for Wellington to be presented on the world stage.

Using Sydney's Vivid and Singapore's iLight as models, LUX builds on Wellington's reputation as New Zealand's creative capital to ensure the sustainability of that title. LUX is about showcasing cutting edge art, design and technology and will give Wellington the creative advantage of always looking into the future.

Further to that, this event creates an International exchange like no other available in New Zealand at the moment. With art installations, a symposium, as well as performance and events, there is an unlimited number of possibilities for cultural, artistic and academic exchange, securing New Zealand's place on the world stage.

In addition, there are currently very few opportunities for New Zealand light and new media artists to exhibit their work. This festival provides a platform for these artists to, not only show their work, but to have National and International exposure through our website and the media. Students are welcomed and encouraged to submit work as well, giving them invaluable experience and exposure. In 2014, we had three Massey University student works.

DELIVERY OF THE FUND'S CRITERIA

LUX's main goal is to bring cutting edge art and technology to the people; giving them an accessible, quality art experience that is not limited by age, socio-economic background, or art knowledge.

WRA funding will enable LUX to cope with the massive audience turnout for the festival, as well as expanding its marketing and collaborative reach outward to the regions. With the proper resources, LUX will be able to really connect with the entire Wellington Region. It is our desire to involve as many organisations from Wellington and the

Regions as we can. First and foremost we see LUX as a festival by the people, for the people. The more collaborations we have, the more texture the event will have. It is important to us that we have buy in from the creative, business, educational and charity sectors. One of the great things about LUX is that there is room for all; we are only limited by time and resources. We would love to have the resources to be able to tailor each collaboration so that all parties can leverage the relationship in the best possible way.

The sustainability of LUX has been at the forefront of thought and discussion as the 2015 festival approaches. Now that it has been proven that this is something that the people of Wellington want, the big question is how do we make LUX sustainable and ensure excellent business practices? LUX will be working with WCC to create a five year business plan this year. Discussions will start mid August this year and continue into September. We expect a business plan to take shape in October 2015.

Since Wellington LUX Festival Trust is new (2013 start), there is a lot of room for development. We expect that having a strong, strategic board will contribute greatly to the sustainability of LUX. Financial accounts are available upon request for 2014 and 2015.

LUX 2015

Some of the activities planned for LUX this year are the following:



LUX Talks--Interested in finding out more about how and why the artworks at LUX are created? LUX Talks accompanies the ever growing Wellington LUX Light Festival and provides an opportunity for exhibitors at the festival to further explain their fascination with light and share their ideas with peers and the general public alike. LUX Talks will be extremely accessible and open to all, this is not just for the techie light geeks! For tickets, go to lux.org.nz.

deLUX Dining--Wellington LUX Light Festival and Visa Wellington On a Plate have teamed up to provide a unique winter experience that can't be missed. Walk through the looking glass of the transformed city on a guided tour of the artworks followed by a meal at a participating VWOAP restaurant. For tickets go to ticketek.co.nz.

Glow Zone--All the games that glow-in-the-dark, including Twister, hopscotch, ten pin bowling and more. Free.

Chalk the Walk--Back by popular demand, come release your creativity on the sidewalk. Glow-in-the-dark fun for all the family. Free.



Dark in the Park Sports Turf-- Glow-in-the-dark volleyball, soccer and stick-tennis on the upper lawn in Frank Kitts Park. Free.



Art by Starlight-- Various games, crafts and activities including face painting, beading, glow-in-the-dark playdough, giant Jenga and more. Free.

Treasure Hunt--Fun for the whole family. Meet at Odlins Hub for your list of clues then let the moonlit search begin! Will take approx 1 hour. Free.

Performance: Circus performances, Cheshire Cats that appear and disappear in the trees, and dancing light gowns, etc, all free.

Wellington LUX Light Festival, by its sheer nature, brings people together. Being a free and family friendly event, it is accessible to people of all ages and socio-economic backgrounds. The festival

reawakens the sleeping city in the dead of winter and is easily reached by public transport, both within the city and the regions.

LUX not only gives Wellingtonians a reason to venture out of their homes to experience a magically transformed wonderland, but gives non-Wellingtonians yet another reason, in another season, to come visit our fair capital.

KEY PEOPLE

Mary Laine—Producer/Trustee

Mary Laine came onboard as the Producer for LUX in 2012. She has extensive festival experience in New Zealand and the US, owns Wellington based production company Hair of the Dog Productions, and works also as College Events Director at College of Creative Arts, Massey University

Chris Bennewith—Artistic Director/Trustee

Chris Bennewith founded LUX in 2011 as a symposium and small exhibition at the College of Creative Arts, Massey University. He is a member of internationally renowned light art collaborative Squidsoup, and is Associate Pro Vice-Chancellor (Enterprise) at College of Creative Arts, Massey University.

David Goldthorpe—Production Manager

David Goldthorpe came onboard as Production Manager in 2013, bringing with him many years production experience, including several years managing Performance Arcade.

Rebecca Lockhart—Festival Coordinator

Rebecca Lockhart has been the Festival Coordinator for LUX for two years. She comes with experience in producing, stage managing, venue managing, and production managing.

ORGANISATIONS INVOLVED

At the moment, LUX Light Festival is mainly a partnership between Wellington LUX Festival Trust, Massey University, and Wellington City Council, although there are many lower level sponsors and supporters onboard.

Wellington LUX Festival Trust

Wellington LUX Festival Trust was founded in 2012. The trustees are Producer Mary Laine, Artistic Director Chris Bennewith, Academic Stuart Foster and Robert Appierdo,

Creative Director of Storybox Ltd. The trust provides the infrastructure to deliver the festival.

Massey University

Originally, LUX was a Massey University initiative, and the College of Creative Arts still remains heavily involved in the festival. Besides being a cash and contra sponsor, they provide a conduit for student and staff work, and create connections with other Universities worldwide. LUX provides the opportunity for Massey to create papers and learning opportunities for their students, including invaluable internships with international artists.

Wellington City Council

WCC funded a feasibility study in 2012, just prior to LUX becoming a trust. At that time Storybox acted as an interim parent company.

In 2013, WCC funded LUX with \$50K. In 2014 AND 2015, WCC provided significant funding at \$150K, plus contra. It is likely that this 3-fold increase in funding IN 2014 was one of the main contributing factors in the massive increase in audience members and reach.

TIMELINE FOR 2016 FESTIVAL

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|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SEPTEMBER 2015 | <ul style="list-style-type: none"> • LUX 2015 POST PRODUCTION • LUX 2015 EVALUATION REPORT • 2016 BUDGET AND TIMELINE • LUX 2016 SPONSORSHIP DOCUMENT • 2016 EOI CALL OUT CREATED |
| OCTOBER 2015 | <ul style="list-style-type: none"> • 2016 EOI GOES LIVE AND IS SENT OUT • SEND OUT EOI NATIONALLY AND INTERNATIONALLY • 2016 MARKETING PLAN WILL BE DEVELOPED WITH CREATURE DESIGN AND PWT • SECURE 2016 SPONSORSHIP FROM EXISTING 2015 SPONSORS • SPONSOR CONTRACTS • INTERANTIONAL INVITED ARTISTS SOUGHT |
| NOVEMBER 2015 | <ul style="list-style-type: none"> • SEEK OUT NEW PARTNERSHIP OPPORTUNITIES • SEND OUT EOI NATIONALLY AND INTERNATIONALLY • BOOK MAJOR PLACEMENT FOR BILLBOARDS AND BANNERS • BOOK ADVERTISING • INVITED ARTISTS—CONTINUE SEARCH AND CONVERSATIONS |
| DECEMBER 2015 | <ul style="list-style-type: none"> • SEEK OUT NEW PARTNERSHIP OPPORTUNITIES • EOI ARTIST PROPOSALS DUE |
| JANUARY 2016 | <ul style="list-style-type: none"> • INVITED ARTISTS CONTRACTED • 2016 PUBLICITY PLAN WILL BE DEVELOPED WITH SPUTNIK PR COMPANY • ARTIST SHORTLIST—CRITERIA IS ARTISTIC MERIT, BUDGET, AND TECHNICAL FEASIBILITY • SEEK OUT NEW PARTNERSHIP/COLLABORATION OPPORTUNITES • SPONSOR CONTRACTS |
| FEBRUARY 2016 | <ul style="list-style-type: none"> • FINAL ARTIST SELECTION MADE • ARTIST CONTRACTS |

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| | <ul style="list-style-type: none"> • BRANDING AND DESIGN • SEEK OUT NEW PARTNERSHIP/COLLABORATION OPPORTUNITES |
| MARCH 2016 | <ul style="list-style-type: none"> • PROGRAMME OF EVENTS DEVELOPED • ATTEND PANNZ • EOI FOR PERFORMANCE SENT OUT • SYMPOSIUM DEVELOPED • NEW INFRASTRUCTURE DEVELOPED • NEW VOLUNTEER/INTERSHIP PROGRAMME DEVELOPED • COORDINATOR COMES ONBOARD • SECONDARY STAFF SOURCED |
| APRIL 2016 | <ul style="list-style-type: none"> • PROGRAMME FOR PERFORMANCES, EVENTS AND SYMPOSIUM CONFIRMED • PRODUCTION MANAGER COMES ONBOARD • SECURE VENUES AND ADDITIONAL CONTRA SPONSORSHIP • PERMISSIONS AND CONSENTS ARE ORGANISED • ARTIST TRAVEL AND ACCOMMODATION ARE ORGANISED |
| MAY 2016 | <ul style="list-style-type: none"> • SOFT LAUNCH OF WEBSITE AND MARKETING CAMPAIGN TO COINSIDE WITH WELLINGTON ON A PLATE • SYMPOSIUM TICKETS GO ON SALE—NATIONAL AND INTERNATIONAL ROLLOUT • NATIONAL MARKETING AND PUBLICITY CAMPAIGN BEGINS • BEGIN COLLATERAL DELIVERY |
| JUNE 2016 | <ul style="list-style-type: none"> • PREPRODUCTION • VOLUNTEER COORDINATOR COMES ONBOARD AND BEGINS RECRUITMENT • REGIONAL MARKETING AND PUBLICITY CAMPAIGN BEGINS • COLLATERAL AND AD ROLLOUT BEGINS |
| JULY 2016 | <ul style="list-style-type: none"> • LOCAL MARKETING AND PUBLICITY CAMPAIGN BEGINS • PREPRODUCTION • COLLATERAL DISTRIBUTION BEGINS |
| AUGUST 2016 | <ul style="list-style-type: none"> • MARKETING AND PUBLICITY • PRODUCTION |
| SEPTEMBER 2016 | <ul style="list-style-type: none"> • REPORTS |

FUNDING REQUEST:

LUX is requesting \$250 annual funding from WRAF for three years which will be used specifically for:

- Operating costs--\$35 K
- Additional wages—100K (Producer and Creative Director)
- Extended marketing campaign—\$65K
- Production—safety and install equipment hire--\$25K
- Additional activities and collaborative events--\$25K

BUDGET SUMMARY

This budget summary is based on 2014 and 2015 expenditures and income plus projected growth for 2016.

PROJECTED EXPENDITURE SUMMARY

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|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| OPERATIONS | <ul style="list-style-type: none"> • ADMIN • OFFICE • PHONE • ACCOUNTANCY • STATIONARY • INSURANCE | 35K |
| WAGES | <ul style="list-style-type: none"> • ARTISTIC DIRECTOR • PRODUCER • PRODUCTION MANAGER • ARTIST LIAISON/COORDINATOR • VOLUNTEER / ACTIVITIES COORDINATOR • HUB MANAGER • TECHNICIANS—6-8 • TOUR GUIDES—4 • PHOTOGRAPHER/VIDEOGRAPHER | 200K |
| MARKETING | <ul style="list-style-type: none"> • DESIGN/BRANDING—CREATURE DESIGN LTD • PRINT COLLATERAL • ADVERTISING • PLACEMENT • DISTRIBUTION • PUBLICITY • WAYFINDING/SIGNAGE • MISC MARKETING ACCESSORIES | 120K |
| PRODUCTION | <ul style="list-style-type: none"> • PRODUCTION VEHICLE (S) • INSTALL HARDWARE • PROJECTORS • EQUIPMENT HIRE • POWER EQUIPMENT/INFRASTRUCTURE • EQUIPMENT HOUSING • SAFETY EQUIPMENT • CONSENT • ENGINEER • SECURITY | 140K |
| EVENTS | <ul style="list-style-type: none"> • ARTIST FEES • SYMPOSIUM • HUBS + ACTIVITIES • PERFORMANCE PROGRAMME • VENUE HIRE • VIP/MEDIA PREVIEW • VOLUNTEER EXPENSES • ARTIST DINNER | 350K |
| MISC | <ul style="list-style-type: none"> • ARTIST TRAVEL/ACCOMMODATION • IMMIGRATION • STORAGE | 60K |
| | TOTAL PROJECTED EXPENDITURE | \$905K |

PROJECTED INCOME SUMMARY

| | | |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| CASH | WELLINGTON CITY COUNCIL | \$200K |
| CASH | MASSEY UNIVERSITY | \$130K |
| CASH | CORPORATE PARTNER | \$100K |
| CASH | WELLINGTON COMPANY | \$20K |
| CASH | PHILIPS | \$10K |
| CASH | GOETHE | \$3K |
| CASH | ASIA NZ | \$3K |
| CASH | INDIVIDUAL SPONSORS FOR INSTALLATIONS | \$100K |
| CASH | SYMPOSIUM AND TOUR TICKET SALES | \$9K |
| CONTRA | <ul style="list-style-type: none">• PHILIPS• MASSEY UNIVERSITY• FIRST SECURITY• PRINT SPONSOR• LED WAREHOUSE• VENUE SPONSORSHIP• AIRLINE SPONSORSHIP (QANTAS)• ACCOMMODATION (TRINITY)• ETC | \$80K |
| | | |
| | TOTAL PROJECTED INCOME | \$655K |
| | | |
| | SHORTFALL—27% | (\$250K) |