

July – December 2021

ASHBURTON TRUST
event centre

Council Report



Roger Farr

General Manager

18.1.2021



Six Month Report July – December 2021.

Managers' Report

Dear Mayor and Councillors.

Thank you for the opportunity to present the Ashburton Performing Arts Theatre Trust (APATT) report for the six-month period from the 1st July – 31st December 2021.

It feels like Deja Vu as I write this report, with Covid restrictions again having a severe impact on our industry. The level four Lockdown that commenced 17th August and ran through to the 31st of August, decimated what was a strong schedule of bookings and again caused numerous events to be cancelled. While some events have been postponed, a lot are yet to lock in new dates leaving bookings going forward very light. The continuing uncertainty has instilled a great amount of caution in the promoters who had been looking towards recovery from the disappointments on 2020 with Omicron now adding to this.

Cancelled/Postponed Events

Date	Event	Postponed/Cancelled
August		
19	ADC Citizenship Ceremony	Cancelled
20	Tally's Group	Cancelled
21	ATEC Training Course	Postponed to later date
24	U3A Meeting	Cancelled
27	Black Current Lunch	Cancelled
28	Ash Performing Arts Comp	Cancelled
30, 31	Jesus Christ Superstar	Postponed
31	U3A	Cancelled
September		
1-5	Jesus Christ Superstar	Postponed
9	Venice	Cancelled
10	Mid Canterbury Hockey Awards	Cancelled
12	Mid Cant Choir + Ali Harper	Cancelled
15	Lindsey Irrigation	Cancelled
15	Kevin Bloody Wilson	Postponed
16	Stevie Nicks & Linda Ronstadt	Postponed
18	Grant Johnson Concert	Cancelled
19	Civic Music Council	Cancelled

20	Life Dance Academy	Postponed – 8 th Nov
22	Longbeach School Production	Cancelled
23	Advance Ashburton	Postponed
24	Bayleys Auction	Cancelled
24	Friends	Postponed
25	Bite Night	Cancelled
29, 30	St Joseph School	Postponed
October		
12	Community Awards	Cancelled
13	World Of Musicals	Postponed
14	Running in the Shadows	Postponed
15	Stars in your Eyes	Cancelled
18	Megan Parsons Awards Dinner	Cancelled
20	Chartered Accountant Dinner	Cancelled
22	Showtime Hotel California	Postponed
23	Glow Show	Postponed
24	Rodger Fox	Proceeding
29	Ash Coll Arts Festival	Cancelled
November		
3	Ash College Yr 11/12 Prize Giving	Cancelled
4	ADC Citizenship	Cancelled
5	Bee Gees	Cancelled
9	Bayleys Auction	Postponed
9	Advance Ashburton	Postponed – 9 th Dec
12	NZEI	Cancelled
15	Ash College Yr 13 Prize Giving	Cancelled
16	Tom Sainsbury	Postponed
19	Simply Red Tribute	Postponed -2022
25	NZ Beef and Lamb	Postponed
27	Brent Price Productions	Postponed
December		
2	Midlands Seed	Cancelled
3	NZEMI	Cancelled
9	Ash College Yr 9/10	Cancelled
10	Bayleys	Cancelled
11	Danceworx	Cancelled
14	Longbeach School Prize Giving	Cancelled

Although there was huge disappointment with the postponement of Jesus Christ Superstar, a committed cast will recommence rehearsals for performances from the 19th-26th March on the 30th January. Auditions were held in December for new cast members needed to replace those who

could not commit to the new dates. This is an incredibly tight time frame to remount the production with any further restrictions on our ability to rehearse likely to result in cancellation.

An application made to the Arts and Culture Events Support Scheme to underwrite Jesus Christ Superstar has been successful. The Events Support Scheme is designed to provide confidence for the Arts and Culture sector to continue planning and providing events for the enjoyment of vaccinated New Zealanders and reassurance for artists and crew that they will be paid if events are forced to cancel. This will cover us against non-recoverable losses should we return to Level Red causing the cancellation of the show.

While many events were cancelled, there were other successful events held during the reporting period. These were achieved by developing procedures to address compliance with the various Covid Levels. This involved establishing a new booking method within our ticketing system that allowed for vacant seating between bookings and the maintenance of social distancing within the Foyer Spaces.

The annual Ashburton College School Ball was again hosted with good feedback once again. Two cultural community events were held, coming from the Sri Lankan Community and the Filipino community. Unfortunately, the Hakatere Cultural Festival was not held this year. Mid Canterbury Children's Theatre was able to stage their production of The Little Mermaid after restrictions hampered their rehearsal period.

Demonstrating the flexibility of our venue, Fight Night involved the removal of the bleacher seating and the installation of a full size boxing ring and corporate tables for an excellent night of entertainment.

Finally, the year was topped off with the very successful Christmas show, All I Want for Christmas. I can't thank the cast enough for coming together to create a much-needed lift for the community at a special time of the year, where many other events had been cancelled.



Mid Canterbury Children's Theatre



Ashburton College Ball

Fight Night 2021

Covid Mandates.

With the introduction of the Traffic Light System and the implications of not becoming a Vaccine Compliant Venue, a decision was made to introduce the My Vaccine Pass to our venue. This requires anyone entering our venue, including staff and volunteers, to be able to show proof of their vaccination status. While we have had various levels of resistance from a very small number of attending public, the majority have been compliant without issue. All our staff and volunteers are compliant. While scanning is causing delays at the point of entry, generally, as attendees become more familiar with the process, I feel this will improve. It may become more of an issue if the process is still required as we move into winter, with those attending not wanting to stand outside in the cold.

In our previous report, mention was made of the postponement of the planned upgrade to our technical infrastructure. Following discussions with the Board, a decision has been made to push on with the upgrade to our technical and venue facilities to ensure we remain relevant to the current practices of those events who tour through our venue and to ensure the community has access to a venue with up to date technical infrastructure and safe operating systems. Re-evaluation of the previously planned upgrade will now be made with the aim of having a timeline and budget established in time for reporting to Council mid-year. An application to the ADC Community Project Grant will be made to assist with funding the project, along with other funders. It is hoped that Jesus Christ Superstar will be the anchor project for the fundraising, along with the profits from recent Promo Shows produced by ATEC.

Included in the upgrade will be the sound, lighting, audiovisual and communication systems. The sound and lighting systems currently in use were second hand when installed in the venue 13years ago and while they have provided excellent service to date, the time has come to update and modernise this equipment. Other areas in need of addressing is floor coverings, painting and venue seating.

Thank you to the Ashburton District Council for their support in making the recent All I Want For Christmas show come to fruition. This was an amazing show given the tight time frame to put it together and I can't thank the cast enough for agreeing to be part of it at what is a very busy time of

the year. Over eight hundred people attended the two performances and the feedback has been awesome.

Venue Occupancy (includes pack in and pack out days)

For the period from July 2021 – December 2021

A strong calendar of bookings for the six months July to December was again decimated with the announcement of another Lockdown in August 2021.

Cancelled or Postponed shows

ATEC Promo – 1

National Touring Performances – 11

Community Events – 11

Corporate Events – 4

Days of Use	Jul-Dec 2019	Jul-Dec 2020	Jul-Dec 2021
OReilly Auditorium	96	36	34
Bradford	63	72	39
Green	34	2	45
Foyer	37	18	19

O-Reilly Auditorium -

The O Reilly Auditorium has again born the brunt from cancelled events during the period, reducing its number of days of use to just 34. With the substantial number of National Touring events either cancelling or postponing, the O Reilly Auditorium lost a significant user.

Bradford Room – Likewise, the Bradford Room suffered a further drop in occupancy in September and October

Green Room – The Green Room has benefitted from the commencement of weekly Yoga sessions and a regular commercial user.

Woodham Foyer – Down Considerably

Commercial kitchen – Kai for Kids has now moved off-site.

Event Breakdown (performance/meeting days only)

Community Events – The value of a supportive community must be recognised with Community Events accounting for 76% of the venues use over this period. Advice and support offered to community groups have allowed them to continue with their events when many were confused about what was and wasn't possible under the various Covid Levels.

Conference/Meetings – Conference and meetings had again shown positive signs of growth in the first half of the year only to be forced into postponing or cancelling. A marketing campaign will

commence shortly in an effort to boost this area of operations that without, our catering, food and beverage will suffer.

National Touring – This would be the worst affected category with eleven touring performances cancelled or postponed. While some of these would not have occurred during this reporting period, the ongoing effect is no less troublesome. Cancelled and postponed events add a considerable workload to our administration staff in refunds and rescheduling.

ATEC Procured – Without a doubt, the greatest disappointment has to be the postponement of Jesus Christ Superstar after hundreds of hours had been given towards the production. Fingers crossed we will finally be able to stage this wonderful production. Unfortunately, all Arts on Tour acts were cancelled for the remainder of the year.



Pathways install at EA Networks

ATEC Service Level Agreement

Community Events and Conference and Meetings remain on track to meet KPIs but National Touring and ATEC Promo will struggle to meet the target at this stage.

2021	Community Events	Conference Meetings	National Touring	ATEC Procured
Jul - Dec				
Sub Total	108	31	3	0
2022				
Jan - Jun				
Sub Total	0	0	0	0
Total	108	31	3	0
ADC Service Level Agreement	130	55	20	10

ATEC Operations

Maintenance

As mentioned earlier, maintenance was our main focus during the restricted periods with an eye on not exceeding our budget restrictions. Cleaning the venue has been a priority with vacuuming and cleaning areas unseen by the public, as well as a thorough clean of the front of house areas. The stage floor has been resurfaced and Linoleum flooring buffed and polished. Roof maintenance continues with the cleaning of gutters and rain heads. Electrical testing of all sound, lighting, office and hire equipment is currently being completed.

Health and Safety

Health and Safety continue to be a major focus for all staff and contractors using ATEC. ATEC follows the recommended practices provided by EVANZ in its handling of the Covid Compliance required by the Government. This was a more detailed statement of intent by venues to ensure the safety of those entering our venues across New Zealand. A proposed stage fly training session was cancelled due to lockdown. This offers community groups the opportunity to have members trained in the use of the Fly System in our venue, allowing them to operate during their productions. This has the added benefit of providing ATEC with trained operators for those touring events that require additional stage crew for their event.



All I Want For Christmas

Financial. (Jul – Dec 2021)

Please find the audited report attached for the 2020-21 year.

While Covid and the resulting lockdown made it a challenging year for us financially, with the Governments wage subsidy and Resurgence payments, reduced hours for staff, fundraising events, Lion Foundation support and a revised budget forecast for the reporting period, we ended the year in a relatively strong position. The next six months will remain just as challenging given the uncertainty within the sector.

Funding.

ATEC acknowledges the following organisations and thanks them for their continued support.

Lion Foundation - for their support in providing a grant to offset our running costs.

Budget 2022-23

(Please see 2022-23 Budget). While it remains difficult to predict in these uncertain times, after consideration we have settled on another conservative budget. Following two years of not requiring an increase in funding where increased revenue was able to cover wage and salary increases that came as a result of minimum wage increases and service and qualification allowances, we are now seeking an increase of 4% in our funding grant.

An increase in Wage and Salary has been necessary to cover the Minimum Wage increases taking effect from April 2021. A Government Apprenticeship Wage Subsidy is being received for our head technician who is two years into a three-year apprenticeship in Entertainment and Event Technology. The subsidy is a declining amount over a two-year period for the three years of the apprenticeship.

There remains positivity in bookings and we anticipate Venue Hire to increase back to pre-covid levels gradually over the next two years providing future Covid Variants do not disrupt our ability to host events. While the borders remain closed, efforts to attract local and national based performance and corporate events continue.

Staff and Volunteers

Our volunteers continue to provide an essential service assisting in many areas across the venue's operation. I thank them for their loyalty, dependability and support during what has been another difficult time for everyone. Being on the front line, there have been some challenges dealing with the new Covid scanning requirements and the public criticism, so I thank them for their professionalism in dealing with these difficult situations.

I would also like to acknowledge my staff and thank them for their understanding and continued support during what has been a difficult period where they endured reduced hours of work and uncertainty. Their commitment to ensuring the financial viability of ATEC is much appreciated.

Summary

While uncertainty continues within the industry, we remain positive in our planning for the future. Evaluation and planning for a much-needed upgrade of our venue and its operational facilities provides a focus for staff and management and will ensure ATEC remains a hub for quality entertainment as we move past current restrictions. As difficult as it has been, I am heartened by the continued support we receive from the ADC and Central Government. While we were unable to secure any additional funding grants made available by the government's Arts, Culture and Heritage, I was very pleased to receive confirmation that we would receive support from the Arts and Culture Event Support Scheme, underwriting any unrecoverable losses to the value of \$62,000 for our production of Jesus Christ Superstar. This provides reassurance that we won't suffer financial losses should the show be cancelled.

Our Outside Hire Department continues to grow on the back of our skilled technicians and our ability to work closely with our clients to satisfy their requirements at competitive rates. While a number of annual events were cancelled in this reporting period, there were other large scale events where ATEC provided staging, sound, lighting and audiovisual systems.

I would also like to offer our support and advice for the establishment of the performance space in the new Library and Civic centre. We have systems available for one-off events and with proper planning during the building phase, the simplicity of an installation can be achieved.

Follow Up Dated 24.1.2022 (Announcement of Move to Red Traffic Light)

With the introduction of the Red Traffic Light, a decision has been made to cancel our fundraising production of Jesus Christ Superstar. This was an incredibly hard decision to make after the hundreds of hours already given to the production, but the risk to the livelihood and education of everyone involved was unacceptable, especially with the cast travelling from Christchurch and Timaru. The huge task of refunding tickets, finding storage for the staging and returning the wardrobe has begun. We are working closely with the Rightsholder, Origin Theatrical, in regards to settling the License agreement.

We will now activate our successful application for funding from the Governments Arts and Culture Events Support Scheme. This grant provides funding to cover unrecoverable expenses due to the cancellation of the show. We are very grateful for the ability to access these funds.

The restrictions under a Red Traffic light for us ultimately means very few performance events will take place and until a clear indication is given as to when we are likely to change back to an Orange setting, few promoters will make bookings.

Our focus has now turned to our corporate events of less than one hundred. The O Reilly Auditorium will be set up for socially distanced meeting events, providing an additional space.

While we had predicted another difficult year this year, the move to Red has come as a surprise and there is some concern with no announcement of any financial support from the government. The event industry is in serious trouble and the repercussions from the hundreds of cancellations will be felt for years to come. Performers and technicians are already leaving the industry out of necessity and with no end in sight, this will continue.

Roger Farr
General Manager

CANCELLED

The poster is for the musical 'Jesus Christ Superstar' at the Ashburton Trust event centre. It features the title in large, gold, 3D-style letters. At the top, it lists sponsors: Ashburton Trust event centre, Variety Theatre Ashburton, The Breeze, and MORE FM. On the right side, it lists the lyrics by Tim Rice and music by Andrew Lloyd Webber. Below that, it says 'ON STAGE 19-26 MARCH 2022' and lists the director (Roger Farr), musical director (Jo Castelow), and choreographer (Julia Bell). At the bottom, it says 'TICKETS AVAILABLE' and provides the website 'www.ateventcentre.co.nz' and phone number 'Ph 03 307 2010'. The Ashburton Trust event centre logo is at the bottom right.

ASHBURTON TRUST
event centre

IN ASSOCIATION WITH
Variety THEATRE ASHBURTON

IN PARTNERSHIP WITH
THE BREEZE MORE FM

JESUS CHRIST
SUPER
STAR

Lyrics by
TIM RICE

Music by
**ANDREW
LLOYD
WEBBER**

THE 1968 The Really Useful Group Limited
BY ARRANGEMENT WITH ORIGIN THEATRICAL ON
BEHALF OF THE REALLY USEFUL GROUP LIMITED

ON STAGE
19-26 MARCH 2022

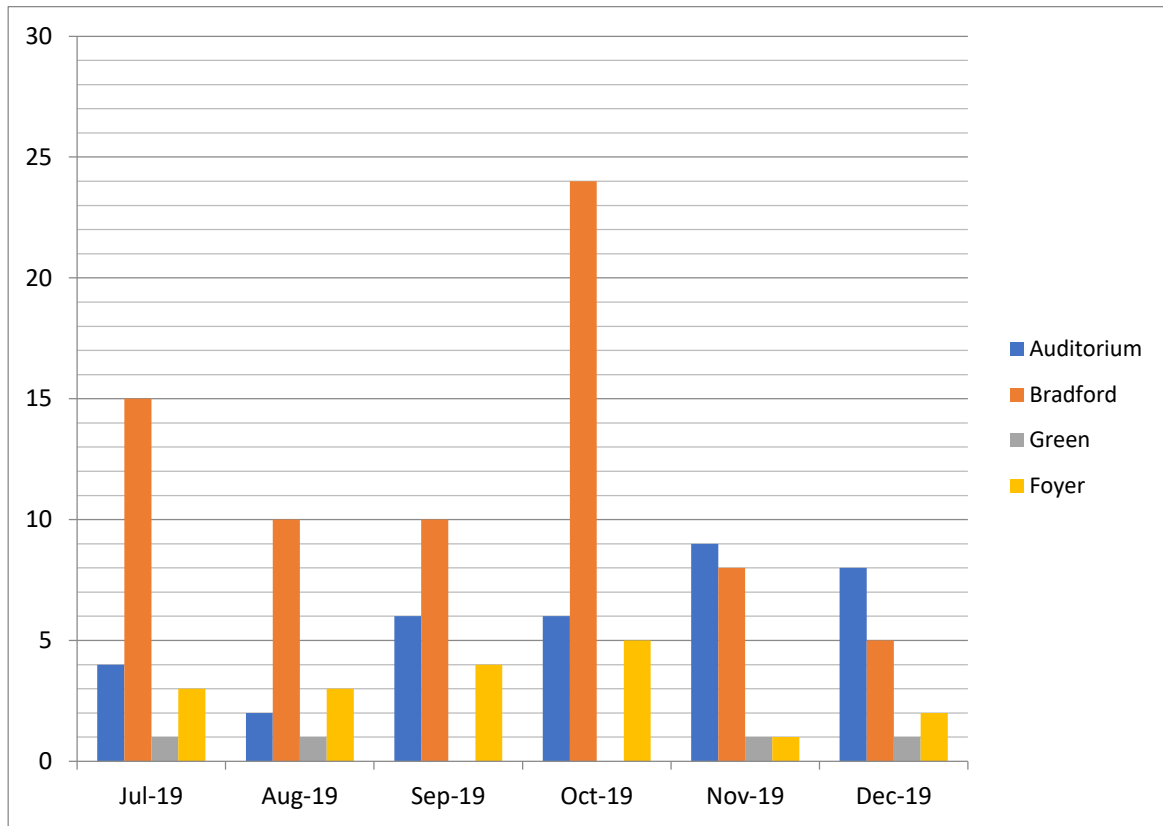
Director - **ROGER FARR**
Musical Director - **JO CASTELOW**
Choreographer - **JULIA BELL**

TICKETS AVAILABLE

BOOK AT:
www.ateventcentre.co.nz
Ph 03 307 2010

ASHBURTON TRUST
event centre

**EC Venue Occupancy For Comparison
July - December 2020
Includes Pack-in/Pack-out Days**

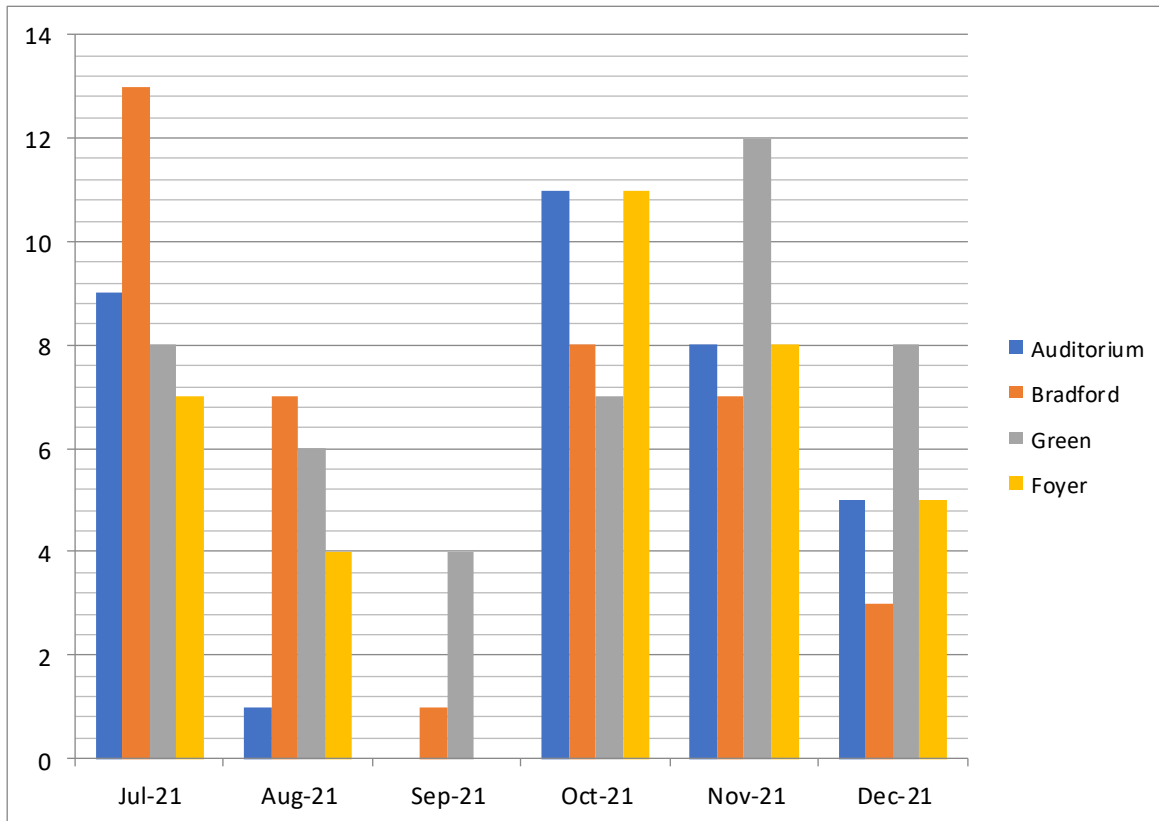


Days of Use

	Auditorium	Bradford	Green	Foyer
Jul-20	4	15	1	3
Aug-20	2	10	1	3
Sep-20	6	10	0	4
Oct-20	6	24	0	5
Nov-20	9	8	1	1
Dec-20	8	5	1	2

Total	35	72	4	18
Average Per Mth	6	12	1	3

ATEC Venue Occupancy July - December 2021 Includes Pack-in/Pack-out Days

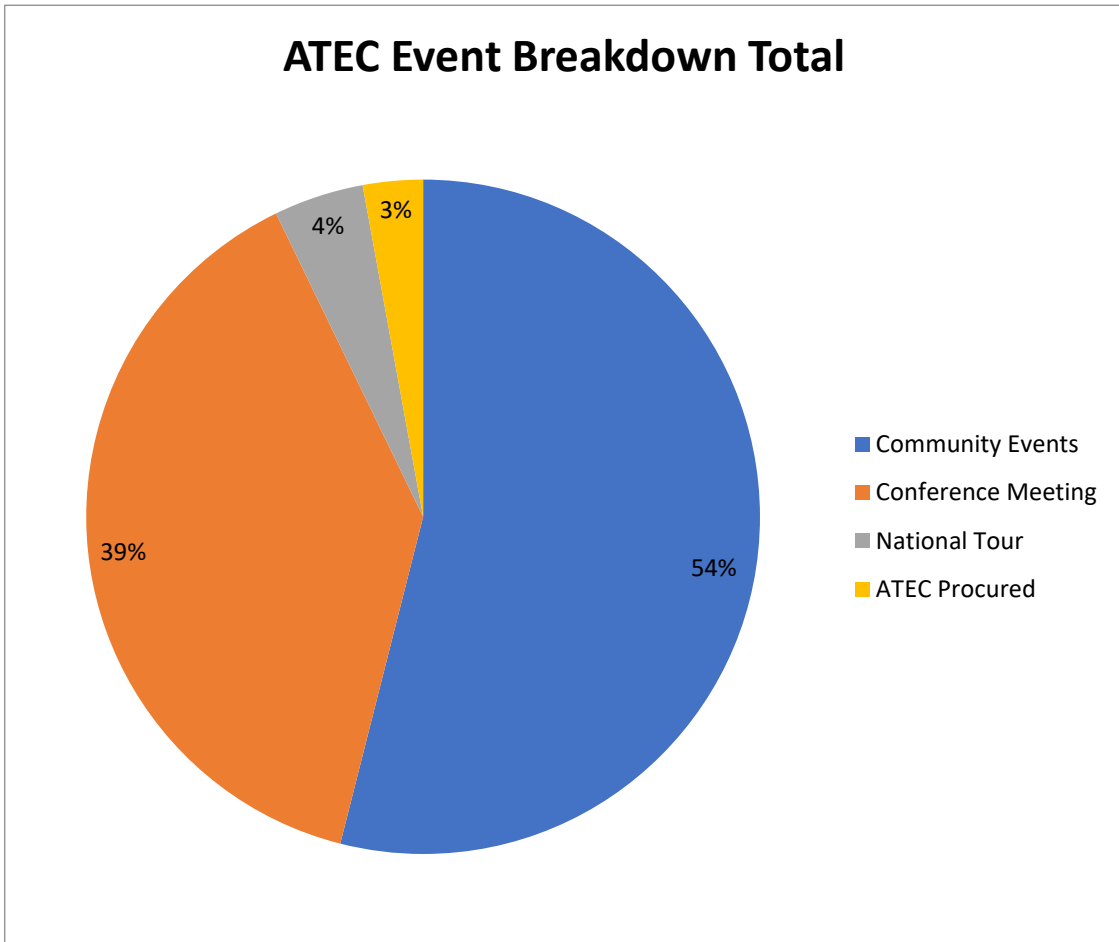


	Auditorium	Bradford	Green	Foyer
Jul-21	9	13	8	7
Aug-21	1	7	6	4
Sep-21	0	1	4	0
Oct-21	11	8	7	11
Nov-21	8	7	12	8
Dec-21	5	3	8	5

Total	34	39	45	35
Average Per Mth	6	7	8	6

ATEC Event Breakdown For Comparison

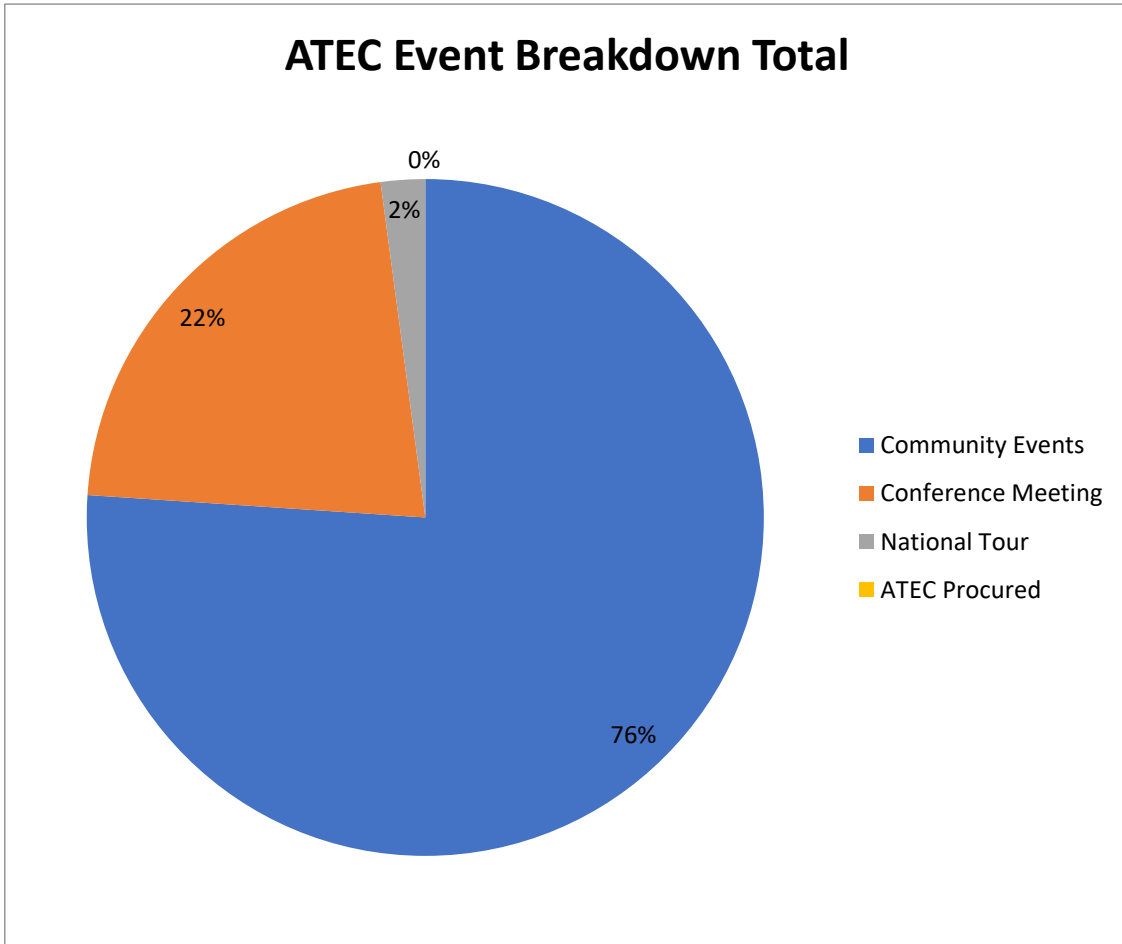
Totals Jul - Dec 2020



	Event Breakdown Jul – Dec 2020
Community Events	75
Conference Meeting	54
National Tour	6
ATEC Procured	4

ATEC Event Breakdown

Totals Jul - Dec 2021



	Event Breakdown Jul - Dec 2021
Community Events	108
Conference Meeting	31
National Tour	3
ATEC Procured	0

Event Forecast Trending

