

ASHBURTON TRUST  
**event centre**

# Council Report



Roger Farr

Ashburton Trust Event Centre

July – December 2019





## Six Month Report

Presented to – Ashburton District Council

Date – 13.2.2020

Dear Mayor and Councillors.

It is with pleasure I present my report for the six-month period from the 1<sup>st</sup> July – 31<sup>st</sup> December 2019.

### **Venue Occupancy (includes pack in and pack out days)**

For the six-month period July – December 2019

#### ***O-Reilly Auditorium – (96 days of use)***

While there were eighteen fewer days use for the O-Reilly Auditorium in the reporting period, bookings remained strong with Community Events again contributing to a busy calendar of events over the period. A number of diverse events were hosted that demonstrated the functionality of the space with different seating configurations for cabaret and performance events. The auditorium was also used 22 times for rehearsals for both the Big Little Theatre Companies production and Cabarnet.

#### ***Bradford Room – (63 days of use)***

For the third reporting period in a row, the Bradford Function Room has continued its recent trend of increased bookings, up from 63 days over the reporting period in 2018, to 86 days in 2019. This is a pleasing trend after a period of declining use.

#### ***Green Room – (34 days of use)***

The Green Room increased its bookings from 25 to 34 with the overflow from the Bradford Room choosing to use this space when the Bradford Room has already been booked.

#### ***Woodham Foyer – (37 days of use)***

The Woodham Foyer continues to be popular for both business meetings and performance. Business' enjoy the open space with access to bar and catering facilities for corporate meet and greet events while the addition of staging and the drawing of the black drapes creates an intimate Black Box theatre space for the smaller performance. There were 37 events held in the Foyer from July – December with additional unaccounted events where it is used for catering for events held in other areas of the building.

### **Event Breakdown (performance/meeting days only)**

**Community Events** – Inquiries for community event bookings remain strong. Community based events continue to be the biggest user of the venue with 84 events happening between July – December 2019. These events are offered at the discounted Community Card rate for venue hire. We currently have two tenants who use the venue on a weekly basis.

**Conference/Meetings** – Training seminars and workshops have again increased with a number of new organisations making use of the Bradford Room on a regular basis. There were 55 conference and meeting events involving 63 days of use for the Bradford Room and Green Room.

**National Touring** – It was notably quieter for touring shows with nine events hosted. While this is still an acceptable number of events, for the twelve-month period Jan – Dec, there was fewer performances touring not only the South Island, but across New Zealand. There has been however a strong number of bookings and inquiries for 2020. There is a definite trend where every second year appears to be quieter for touring product.

#### National Touring Performances Jul – Dec 2019

<i>Simon O Neil in Concert</i>	<i>Woolston Brass and Simon O Neill</i>
<i>The Legacy Tour</i>	<i>Bee Gees</i>
<i>The Clearing</i>	<i>A Taste of Ireland</i>
<i>NZ Mountain Film Festival</i>	<i>Stac Attack</i>
<i>Doris Day Special</i>	

**ATEC Procured** – There were five performances contracted in by ATEC during the reported period from our Arts on Tour promoter. Arts on Tour continue to supply quality performances for a growing audience who enjoy the variety of musicians and performances on offer through our Open Hat Nights.

#### ATEC Procured Performances

<i>AOT - Carnivorous Plant Society</i>	<i>AOT – Keys are in the Margarine</i>
<i>AOT - Solitude</i>	<i>AOT – South Afreakins</i>
<i>AOT - Kugels</i>	



**Event Breakdown against ADC Service Level Agreement.**

2019-20	Community	Meet/Conference	National Tour	ATEC Proc
<b>Event Breakdown</b>				
Jul-19	6	15	3	1
Aug-19	11	9	2	1
Sep-19	16	6		1
Oct-19	15	10	3	1
Nov-19	19	10		1
Dec-19	17	5		
<b>Sub Total</b>	<b>84</b>	<b>55</b>	<b>8</b>	<b>5</b>
Jan-20				
Feb-20				
Mar-20				
Apr-20				
May-20				
Jun-20				
<b>Sub Total</b>				
<b>YTD Total</b>				
<b>ADC Service Level Agreement</b>	<b>130</b>	<b>55</b>	<b>20</b>	<b>10</b>



## Bookings July-Dec 2019

Jul 19	Foyers	Date	Auditorium	Date	Bradford	Date	Green	Date
	Hobnail	13	Simon Onelli	4	Rural Tours	1	Anne Campbell	
	ANZCO	11	Little Green Production	9	Iplex	2	Music School	
	Jo Nicolls	25	Kelvin Cruickshank	11	Dairy Womens	3	Farmlands	30
			Footnote Dance	21	Milk Map	4,5		
			AOT	25	Brophy Knight	6		
			NZ Police	27	AFP Farm Awards	13		
					CCC Church	14		
					MOE	25		
					Irrigation NZ	11		
					90th Birthday	28		
					Cant Council	30		
Aug 19	Foyers	Date	Auditorium	Date	Bradford	Date	Green	Date
	ATS	1	Ray King	22,23,24	CCC Church	11	Iplex	7,8
	Lorna Jane	9,10	A Talk of Ireland	29	Pegasus Health	13	Leanne Campbell	13
	Solitude AOT	24	ASPA	31	ANZ	15		
	New Comers Network	26	ATS	1	First Union	22		
			Ash Youth Council	3				
			Ali Harper	15				
			Mayoral Debate	30				
			ASPA	31				
Sep 19	Foyers	Date	Auditorium	Date	Bradford	Date	Green	Date
			ASPA	1	Blinc Innovation	26		
			Citizenship Ceremony	5				
			ACDC Story	7				
	MCCT	27,28,29,30	MCCT	27,28,29,30	MCCT	27,28,29,30	Mcct	27,28,29,30
			Baptist Church	14				
			LDA Dance Aca	24				
			Bite Night	25				
Oct 19	Foyers	Date	Auditorium	Date	Bradford	Date	Green	Date
	MCCT	1-Jun	MCCT	1-6	MCCT	1-6	Mcct	1-6
			Rotary Club	10	MH101	17	Irrig NZ	16
	Diwali Fest	19	Diwali Fest	19	Diwali Fest	19	Diwali Fest	19
			RCPHO	16	ANZ	17		
			AOT	9	Year 13 Prize giving	31		
			Federated Farmers	14	Ruralco	16		
			Fonterra	22	Screen South	25		
			Yr 13 College Prize giving					
Nov 19	Foyers	Date	Auditorium	Date	Bradford	Date	Green	Date
	AOT	17	Showtime Aust Bee Gees	25	Rural Co	19	Ornsby Motorcycles	9
	BLTC	17-24	BLTC	17-24	BLTC 17-24		BLTC	17-24
			STAC Attack	3	Shaw Business Seminar	14		
			Advance Ash	5	Ornsby Motorcycles	23		
			Simon Onell	10				
			NZ Police	16				
			Hakatere Cultural Fest	27				
			ADC Industry Awards	6				
	Xmas Market	30	Xmas Market	30	Xmas Market	30	Xmas Market	30
Dec 19	Foyers	Date	Auditorium	Date	Bradford	Date	Green	Date
	Xmas Market	30	Xmas Market	30	Xmas Market	30	Xmas Market	30
			Citizenship ceremony	5				
			Longbeach Prizegiving	11				
			Wakanui Prize Giving	12				
			Ashburton Intermediate	12				
			NZ Police					
			ANZ	3				
			Cabernet	6-8th				
			Tinwald School	18				
Dec 2022	Box Office Closes 12.30pm							



## **Fund Raising**

There were no funding applications made in this reporting period. Planning for a large funding application is currently underway to secure funds for a major technical infrastructure upgrade across the venue.

## **ATEC Operations**

### ***Planned Network Up Grade***

Major technology changes and improvements over recent years has placed a greater demand on our current infrastructure, installed during development 11 years ago. It has become evident this is no longer capable of keeping pace with the demands placed on it by the equipment needed to satisfy the needs and requirements of both the conference market and performing arts community.

As we move away from analogue to the more capable digital IP based technology in Audio Visual, Sound and Lighting equipment, the need for a reliable network throughout the building has become essential.

ATEC has always endeavoured to stay abreast with the multitude of changes and developments in the field of technological advances. To ensure we remain capable of satisfying the most demanding touring event or conference organiser, an upgrade of our current infrastructure is seen as essential. Client satisfaction in this area has always been considered as paramount and any reduction in our capability to deliver this level of support would be to the detriment of our venue and the community as a stakeholder.

### ***Why must we do this?***

Following a period of consultation with Redd Acoustics, where an in depth look at how our venue operates and compares to a modern-day equivalent theatre, a comprehensive list of objectives was developed that would insure we are capable of delivering the following goals well into the future.

1. Reduction in labour units needed to set up the technology aspect of an event.
2. An improvement in Event Health and Safety through a lesser need for improvised cable runs throughout the venue.
3. A simplified networking system that those unfamiliar with the current systems can simply "plug and go"
4. Off Site support for any issues that may arise with the system.
5. Become more environmentally sustainable through the ability to adopt and utilise LED Lighting for stage and venue lighting.
6. A greater ability to provide additional services to our clients. I.e. Funeral services and conferences capable of being viewed from around the world through Internet Providers. There is a growing trend for funerals to be uploaded for viewing by families who live on the other side of the world.

What's included –

- Installation of industry standard Cat 6 wiring into backstage, O Reilly Auditorium, front of house, Bradford and Green Rooms.
- Networking control/switching equipment.
- Upgrade of foyer and Bradford Room PA speakers
- Wall plates that allow for the easy placement of additional sound/AV equipment.

- Encoders/Splitters that handle the different formats that AV work through.
- Touch Screen Panels that allow inexperienced operators to simply programme AV and sound requirements in the different rooms. E.g. Video/sound of stage presentation sent to the foyer or Bradford Room/Green Room space.
- Dedicated Bradford and Foyer Radio Mics.
- Aerial distribution for radio mics
- Fixed AV cameras (2) that allow for instant video feed from O Reilly Auditorium to Foyer/Bradford and Live Streaming to the internet for conference and funeral.
- Labour for installation
- Labour for Programming and training.

What are the benefits –

- Hazard reduction through not having temporary cable runs across public areas and staff accessed areas.
- Reduction in maintenance caused to cables through trampling and temporary placement.
- Increased ability to meet the needs of clients.
- Quicker set up turnaround times from one event to another.
- Reduction in Labour units needed per event.
- Record, Live Stream, Upload conference/meetings for clients. (another income stream)
- Improved acoustics in both the Bradford Room and Foyer spaces.
- Less reliance on experienced operators to set up and make work, current methods of AV and Sound.
- Much improved reliability and quality of AV and Sound systems.
- Increased ability to offer clients additional technology for their event.
- Brings our venue back up to a comparable standard to more modern venues with the latest technology.

### ***What will the advantages be?***

Up until now there has always been a conflict between old technology verse new technology where it was virtually impossible to get the different formats to talk to each other. The change in laptops from VGA to HDMI is a major issue, as is the move towards widescreen format for presentations. This upgrade will remove this issue by having developed systems that can switch between formats.

For events that require multiple screens i.e. conferences, funerals, stage shows, where the presentation has to be sent to multiple areas for audio visual display, the upgrade will make it possible to simply plug a TV monitor and sound system in, in the area required (Foyer Areas, Bradford Room for a funeral or conference breakout room) Auditorium, backstage and Orchestra pit for stage performances. Currently these require a standalone set up with cable runs across public/staff accessed floor spaces, creating a visual barrier and health and safety concern.

There will also be a considerable saving in labour units needed to set up the events and a much more reliable system without the prospect of cables being torn out or damaged through accidental tripping or trampling.

### ***Financial Support.***

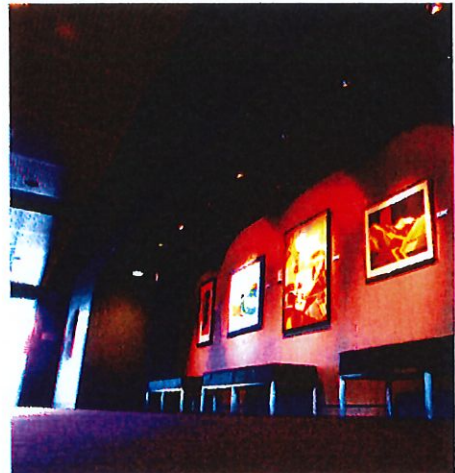
It must be acknowledged that this is a significant project with a price tag to match. Funding support from multiple organisations will be needed to achieve the desired outcome. Applications to the ADC Natural and Built Environment Community Infrastructure Grant, The Lion Foundation and The



Community Trust Mid and South Canterbury are proposed. Public funding by way of sponsorship are also proposed along with a fund-raising concert towards the end of 2020.

### **Maintenance**

An air conditioning unit used to service the Guardian Gallery foyer area failed necessitating a replacement. Minor repairs and maintenance have been carried out across the venue with a continued emphasis on upgrading the lighting to LED as the older units fail. It is evident that as the age of the venue increases, so does the maintenance costs. A maintenance schedule is currently working well at foreseeing any future issues that may arise with regular reporting from staff on potential issues.



### **Health and Safety**

There have been no serious injuries recorded in this period. Two minor medical events were recorded.

Public Building compliance has been achieved with Building WOF, Liquor License, and Food Registration current and compliant.

Additional signage has been placed highlighting safety risks around the stage thrust and tripping and height hazards on the Fly Floors.

### **Mid Canterbury Ticket Direct**

Ticket sales declined during the period July – Dec 2019.

July – December 2018 = 7626 from 26 ticketed events on sale. Average of 293 per performance.

July – December 2019 = 5867 from 26 ticketed events on sale. Average of 225 per performance.

The value of the tickets sold \$203,306.00 at an average ticket price of \$34.65

### **Financial.** (Jul – Dec 2019)

Another exceptionally busy trading period from October – December has provided a strong balance sheet for the first half of the financial year. Mid Canterbury Children's Theatre, Big Little Theatre Company and the production of Cabaret, all provided a solid income over this period.



Income for the half year is ahead of budget up 2.5% while expenses are down 4%. The Auditorium and Bradford Room are performing well as is the Outside equipment and services hire. Catering is also performing very well.

### **Staff/Volunteers**

Our pool of 24 volunteers continue to provide us with a valuable service and I thank Yvonne Harrison (Volunteer Co-Ordinator) for her tireless work in organising voluntary staff for the needed roles. I also acknowledge and thank our incredible staff who regularly go above and beyond to satisfy our clients wants and needs.



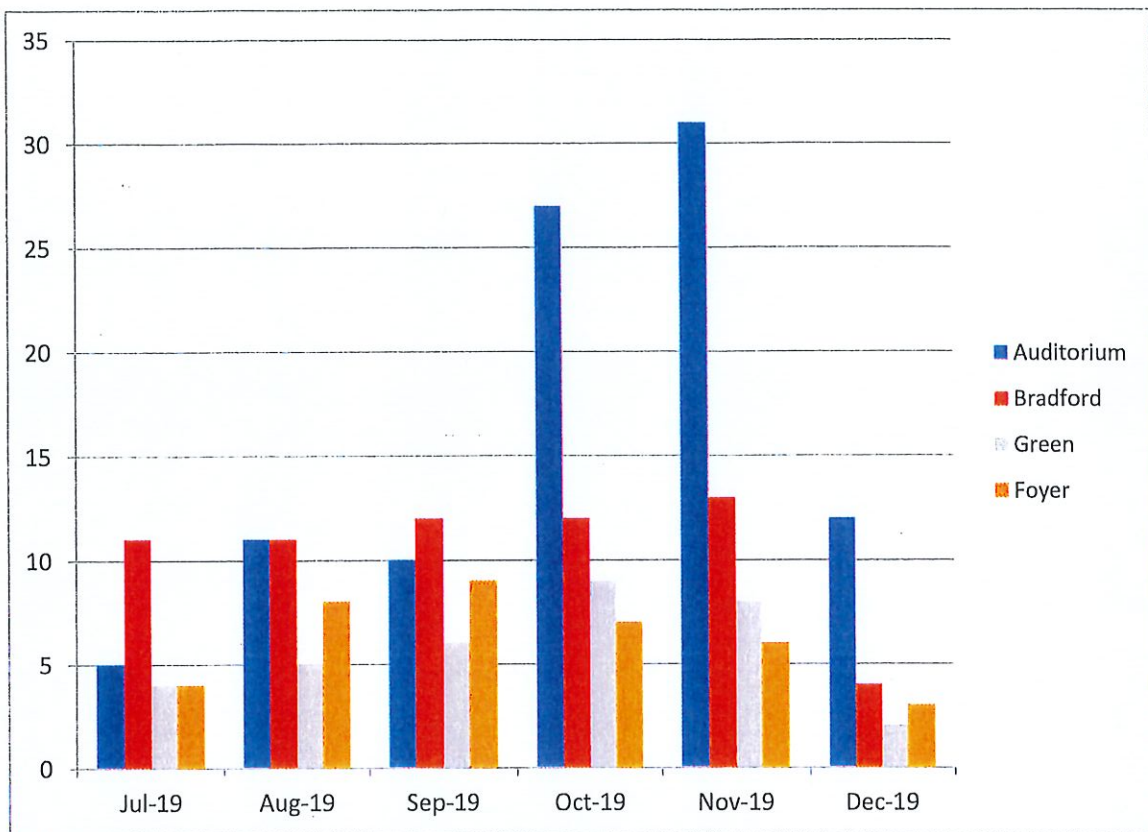
Ashburton College Senior Ball

Mid Canterbury Summer Singing School

### **Summary**

The Ashburton Performing Arts Theatre Trust acknowledges and thanks the Ashburton District Council for their financial support. This support allows us to provide a vibrant, culturally diverse programme that satisfies the communities need for social interaction and entertainment. Our gratitude must also go to the Lion Foundation and the Trust Mid-South Canterbury for the funding they provide that allows us to remain up to date technically. This ensures community groups, touring groups and conference organisers can be assured that when they use our venue, it is compliant and has the latest technological equipment available. We also acknowledge the support of our Business Partners, Heartland Bank, EA Networks and Gary McCormick Transport for their continued financial support.

**ATEC Venue Occupancy**  
**July - December 2019**  
**Includes Pack-in/Pack-out Days**



**Days of Use**

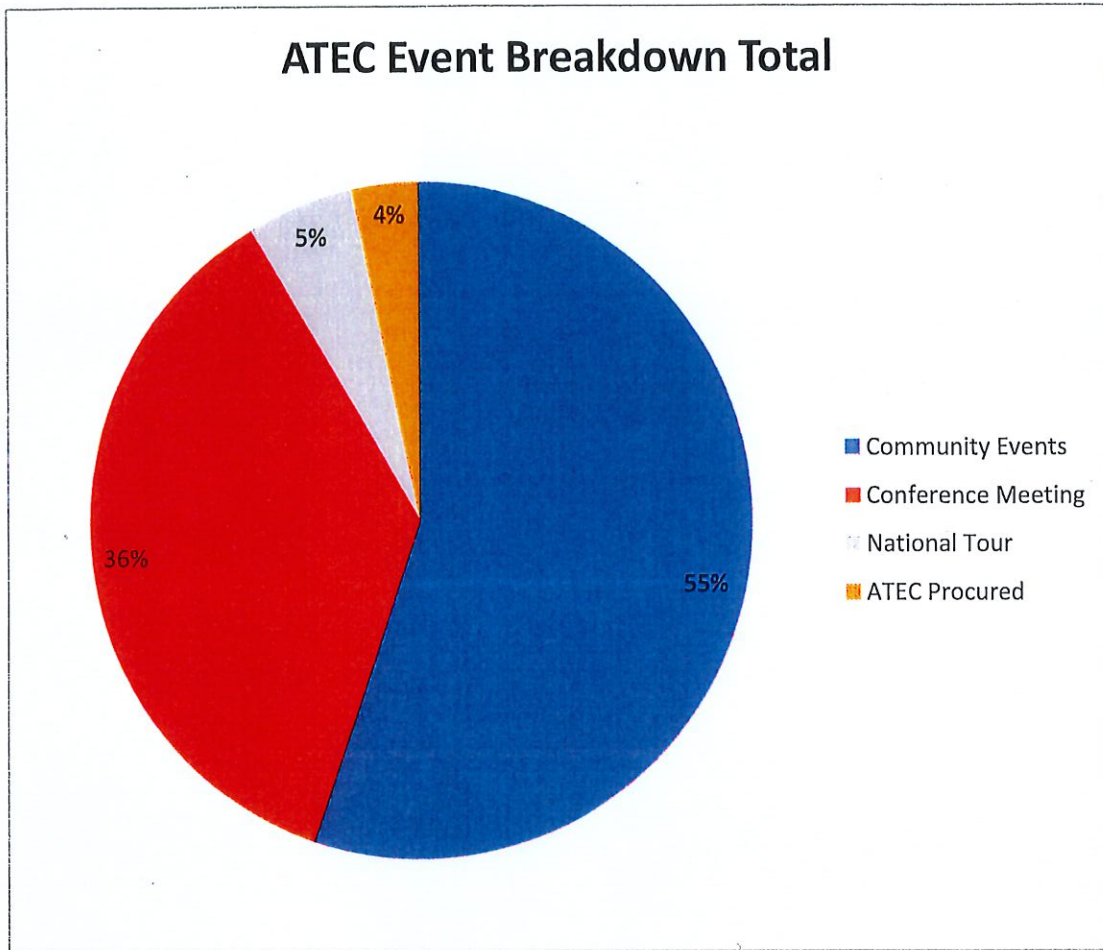
	Auditorium	Bradford	Green	Foyer
Jul-19	5	11	4	4
Aug-19	11	11	5	8
Sep-19	10	12	6	9
Oct-19	27	12	9	7
Nov-19	31	13	8	6
Dec-19	12	4	2	3

Total	96	63	34	37
Average Per Mth	10	11	6	6



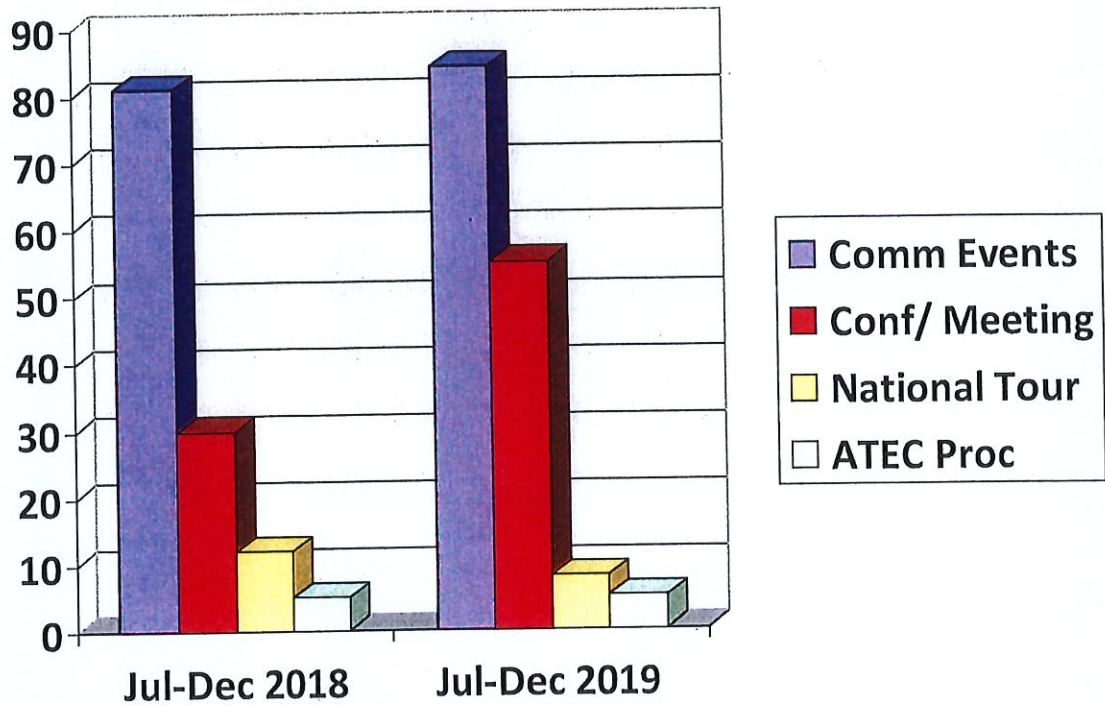
## ATEC Event Breakdown

Totals Jul - Dec 2019



	Event Breakdown Jul – Dec 2019
Community Events	84
Conference Meeting	55
National Tour	8
ATEC Procured	5

## Event Breakdown Comparison



	Jul-Dec 2018	Jul-Dec 2019
Comm Events	94	84
Conf/ Meeting	24	55
National Tour	10	8
ATEC Proc	6	5



# Event Forecast Trending

## Events Trending

