

Council Report



ASHBURTON
event centre



Roger Farr
General Manager
19.1.2023

Six Month Report July - December 2022.

Dear Mayor and Councillors.

Thank you for the opportunity to present the Ashburton Performing Arts Theatre Trust (APATT) report for the period July - Dec 2022.

A light appeared at the end of the tunnel during the final quarter of 2022 with a very busy period from October to December. A sense of normality returned as we worked hard to accommodate the increase in community events and National touring events. It was an exciting period with audiences returning without the restrictions that have been in place in previous years.

The highlight was the successful staging of Jesus Christ Superstar performed to an audience of 2655 patrons. I must acknowledge Variety Theatre Ashburton and the incredible cast for their support in bringing this show to conclusion after two previous cancellations.

There were 21 ticketed events selling 8273 tickets during this reporting period. This realises an average audience per performance of 79%. Considering the slow start to the reporting period, this is a great result.

Patron expenditure on venue-based entertainment, taken from ticket sales, was \$397,609.53 proving that even in uncertain times, people still want to be entertained.

Technical Upgrade

A recent upgrade to our Audio-Visual facilities will now allow us to professionally record meetings and events and provide a Live Stream Service to our clients.

An upgrade to our security systems has now been completed.

The Ashburton Performing Arts Theatre Trust is continuing to plan for a technical upgrade across operational areas of the venue.

Repairs and Maintenance

Stage curtains are scheduled for their 5 yearly clean and re-fireproofing in April 2023. While an expensive exercise costing \$12,462.00 dollars, it is a necessary component towards achieving our Building WOF. It involves de-rigging the curtains, having them cleaned and a fire-retardant product re-applied.

The stage floor has had a tidy up with a fresh coat of paint applied.

Foyer seating is scheduled for re-upholstering over the next two months.

General maintenance has continued with deferred maintenance from the previous two year period now on the agenda for completion.

Service Level Agreement

The July – December period while starting quite in July and August, came back strongly in the last quarter of the year. National touring events were up significantly with a number of them having been cancelled events in 2021. Community Events remain strong and getting back to pre-covid levels.

	Community Events	Conference Meetings	National Touring	A TEC Procured
July - Dec 2022	81	33	12	4
Jan – Jun 2023				
Total	81	33	12	4
ADC Service Level Agreement	130	55	20	10

Financial Report – July 2022 – December 2022

A slow start to the current financial period resulted in a fall in revenue for the 3 month period July to September. However, a stronger trading period off the back of very good bookings and event revenue during the October to December period, resulted in us finishing the year in a solid financial position.

The production of Jesus Christ Superstar provided a financial boost with very good ticket sales in October. Revenue from ticket sales is up 32% against budget following better than expected ticket sales overall.

Income July – December

Income **\$382538.74 up 1.7% on budget**

Other income – Jesus Christ Superstar \$96,460.42

Expenses **\$381,291.09 up 3.3%**

Other Expenses – Jesus Christ Superstar \$60,433.95

Net profit/loss - \$23,646.77

Staff/Volunteers

Following the resignation of our senior technician in October, a decision was made to hold off looking for a replacement until the new year. While this put a considerably larger work load on our other staff, it was agreed that the recent number of venue technicians leaving the industry, would make it difficult to secure a replacement. Also of consideration was the quieter period of January – March in our venue, where we would be better able to advertise for a replacement. There is currently a shortage of experienced venue technicians throughout the country, with many of them leaving the industry in the last twelve months. There are currently six venues throughout New Zealand looking at employing technicians.

Recognition of the work our volunteers do is again necessary. The many hours they contribute to successfully running the various operations helps keep the costs down for community groups and ensures the venue is operated in a professional manner for touring events and conferences.

Staff have again received much praise from the various organisations and private individuals who use our venue. Their willingness to go the extra mile to ensure each event exceeds the client's expectation is to be commended and I thank them for their efforts in achieving the standard of service we deliver.



Health and Safety

There have been no serious injuries recorded in this period.

Health and Safety now leads our weekly meetings where identification of issues and resolution timeframes are put in place.

We continue to take advice from our industry leaders in developing Health and Safety policies that will continue to see us remaining compliant with all legislative requirements.

Venue Use

O-Reilly Auditorium – (66 Days of Use)

As mentioned earlier, a slow start to the current reporting period saw bookings for the O-Reilly Auditorium initially fall before recovering in the October to December period. There were 66 bookings for the period in 2022 against just 34 in 2021. 2021 however was heavily affected by Covid restrictions.

There were 21 ticketed events in the auditorium from the 1st of July through to 18th December.

Bradford Room – (38 Days of Use)

Booking days for the Bradford Function room remained similar to the same period in 2021 with 39 bookings in 2021 and 38 in 2022. This is still well down on previous years when we were receiving a good number of bookings for agriculturally based training seminars. Marketing efforts to grow the bookings are ongoing in a competitive market where there are an increasing number of venues available for use at little to no cost to the user if you are a customer. Our advantage is and always will be in the technical expertise we can bring to an event giving the presenter confidence that AV equipment, sound etc. will be up to standard.

Green Room – (13 Days of Use)

The Green Room dropped from 45 days in 2021 to 13 days in 2022. This is on account of the additional hire days of the auditorium, where the Green Room becomes part of that hire.

Woodham Foyer – (9 Days of Use)

The Woodham Foyer continues to be popular for both business and performance. Businesses 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.

Event Breakdown (performance/meeting days only)

Community Events – There was a decrease in the number of Community Events in the July – Dec 2022 period with 81 community events across the venue compared to 108 in 2021. It is our goal to make every community event as professional as possible using our expertise, advice, and technical ability. Our staff are focused on working through each event with the client to ensure the very best outcome is achieved no matter what the performance or event is.

Conference/Meetings – Bookings from the corporate sector for conference and meetings have remained static with there being 33 Conference and Meeting events for the period Jul - Dec 2022 period compared to 31 for the same period in 2022. Efforts are being made to increase this through marketing to current and potentially new clients

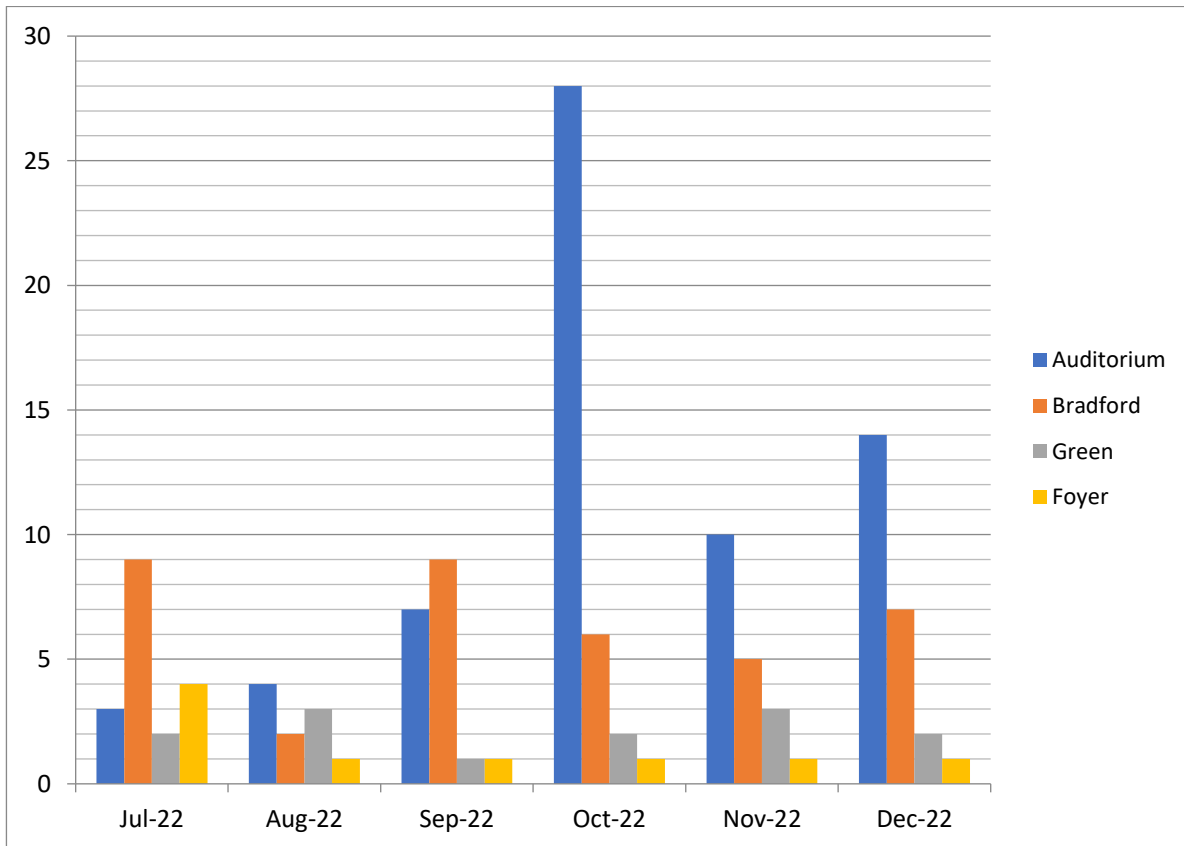
National Touring – After a very quiet period for touring shows, it was great to see strong bookings for touring product during the last three months of 2022. All touring shows were well supported with ticket sales averaging 79% for all touring shows. This gives the promoters the confidence to look at Ashburton when arranging future tours and assists us when pushing for promoters to bring new product to our venue. It is encouraging to see new promoters recognising Ashburton as a potential venue for inclusion in their tour plans.

AEC Procured – ATEC continues to bring performances from the Arts on Tour programme of events. There were four AOT performances over the six-month period.

AEC Venue Occupancy (Days of Use)

Jul-Dec 2022

Includes Pack-in/Pack-out Days

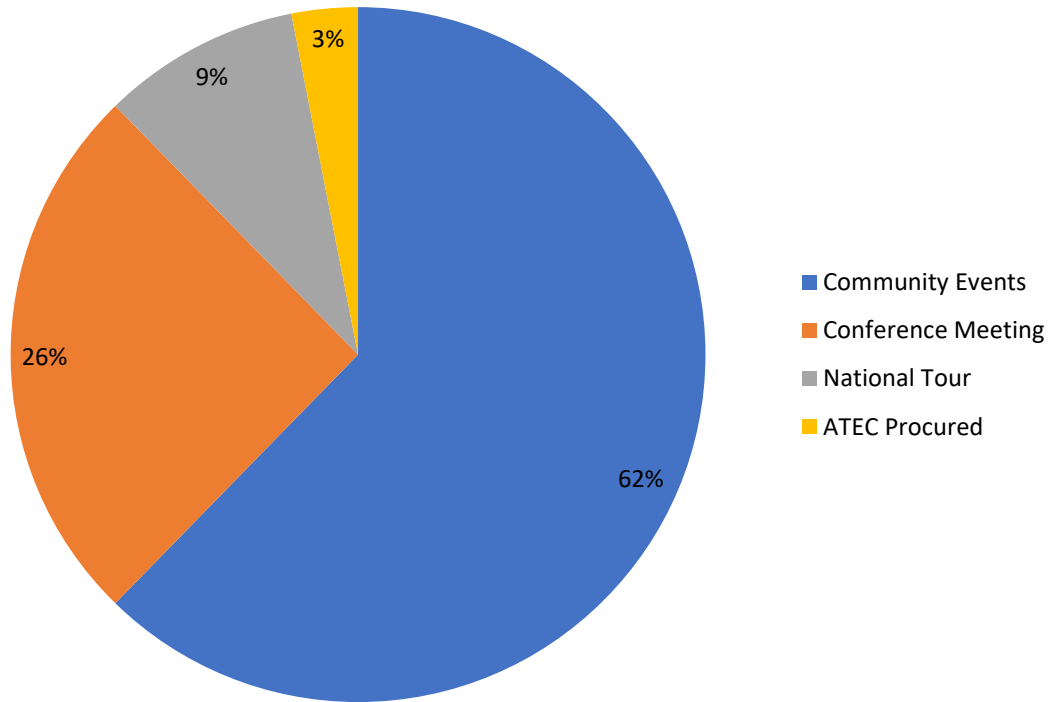


	Auditorium	Bradford	Green	Foyer
Jul-22	3	9	2	4
Aug-22	4	2	3	1
Sep-22	7	9	1	1
Oct-22	28	6	2	1
Nov-22	10	5	3	1
Dec-22	14	7	2	1

Total	66	38	13	9
Average Per Mth	11	6	2	2

AEC Event Breakdown

AEC Event Breakdown Total



	Event Breakdown Jul-Dec 2022
Community Events	81
Conference Meeting	33
National Tour	12
ATEC Procured	4



Jesus Christ Superstar

