

Date: Monday, 4 April 2016
Time: 6.00pm
Meeting Room: Level 2, Reception Lounge
Venue: Auckland Town Hall
301-305 Queen Street
Auckland

Youth Advisory Panel

OPEN MINUTE ITEM ATTACHMENTS

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**Regional
Facilities Auckland**
An Auckland Council Organisation



Regional Facilities Auckland (RFA)

- Owns and manages \$1.0 billion worth of major regional facilities
- Provides a regional approach to running and developing Auckland's vibrant, arts, culture and heritage, leisure, sport and entertainment sectors through our landmark venues, business units and strategic partnerships

This brief overview presents:

- The business of RFA
- Recent developments and events
- Engagement with our stakeholders such as local boards and advisory panels





Our Venues

- ANZ Viaduct Events Centre
- Aotea Centre
- Auckland Art Gallery
- Auckland Town Hall
- Auckland Zoo
- Bruce Mason Centre
- Mt Smart Stadium
- QBE Stadium
- The Civic
- Western Springs Stadium

Our Business Units

- Auckland Art Gallery
- Auckland Conventions
- Auckland Live
- Auckland Stadiums
- Auckland Zoo
- Corporate Services

RFA Plus Facilities

RFA manages the funding and property relationships with:

- North Shore Events Centre
- Stardome Observatory and Planetarium
- The Trusts Arena
- Vodafone Events Centre
- Voyager Maritime Museum

RFA advises Auckland Council on levy setting and governance for :

- Auckland War Memorial Museum
- MOTAT

RFA holds contractual interests in Vector Arena and management rights for Aotea Square





Key RFA Achievements FY 2013/14

- 4.7 million visitors to our venues
 - Major concerts: Big Day Out, Eminem, Bruce Springsteen
 - Major musicals: Wicked, Mama Mia!, Annie
 - Major exhibitions: California Design, Five Maori Painters, My Country
 - Third consecutive year of record visitation for Auckland Zoo
- \$169 million contributed to the Auckland economy*
- Fourth consecutive year of record revenue for Auckland Conventions
- 64% of operating costs met through external revenue
- New revenue initiatives
 - Viaduct Events Centre naming rights
 - Exclusivity premiums for ticketing and beverages
 - Investment in productions
 - Targeted investment in infrastructure to boost concert business
- Outsourcing of ticket function resulting in increased revenue, reduced costs and production investment fund
- \$20 million+ Vodafone Events Centre land sale

* Excluding Auckland Conventions



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CAPITAL PRIORITIES:

STADIUMS SECTOR

- Increase utilisation, fit-for-purpose venues and financial sustainability
- Potential third party investment
- Cost neutral from LPT 2012-22 (No funding increases sought)
- Generate new retail and commercial investment

AUCKLAND ZOO

- Infrastructure is over 90 years old and requires refurbishment to cater for increasing international standards of animal care, health and safety and to improve the visitor experience/services

AOTEA ARTS AND CULTURAL HUB

- Opportunity to enliven and grow the cultural activity of Auckland
 - Future of Civic Administration Building to be determined by Council
 - Synergies in clustering
 - Third party investment required

Over 29 million people have visited Auckland Zoo since it opened in 1922



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**Aotea Arts Precinct:
Creative Future Building**

- The redevelopment of the Civic Administration Building or land site provides the opportunity to progress the objectives of Auckland Council and RFA in relation to Aotea Quarter

KEY

1. Aotea Centre
2. Aotea Square
3. Auckland Art Gallery
4. The Civic
5. Auckland Town Hall
6. Civic Administration Building
7. Q theatre
8. Event Cinemas
9. Academy Cinemas
10. Basement Theatre
11. St James Theatre
12. Auckland Library
13. SkyCity Theatre
14. Classic Comedy Bar

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STRATEGIC PRIORITY:

Increasing Commercial Revenue to Support
Public Good Activities

- 68% of RFA's total operating costs are met by external trading, contributing to public good activities, up from 58% in 2012





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STRATEGIC PRIORITY:

Vodafone Events Centre Stage 2: Wero

- \$20+m land sale to be settled by May 2015
- Net proceeds granted to the Counties Manukau Trust to develop stage 2 of the Vodafone Events Centre
- Stage 2 includes NZ's first artificial white-water rafting and kayak facility
- Works well underway and on schedule
 - Function centre expansion due for completion December 2015
 - White water course scheduled for completion February 2016

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STRATEGIC PRIORITY:

Successful Integration of New Venues

- Integration of Bruce Mason Centre and North Harbour Stadium businesses
 - Formal transfer of Bruce Mason Centre completed in April
 - Formal transfer of QBE Stadium (North Harbour Stadium) completed in May
- Key priorities are to ensure these venues are financially viable and that community activity is increased from current levels





Community Engagement

LOCAL BOARD ENGAGEMENT MANAGER

- Regular communications with boards and advisory panels – reports, newsletters
- Available for queries and feedback from board members
- Assists with liaison with RFA plus facilities including the museums
- Works with local boards for effective public consultation
 - For example, Auckland Stadiums Strategy

"Building creative cities depends on the relationships between individuals and organizations, not on the competencies within individuals and organization."

CHRIS BILTON
CULTURAL POLICY EXPERT

Community Engagement

Regional arts and cultural institutions have a range of community/education initiatives including outreach programmes in local board areas

- Auckland Art Gallery
- Auckland Live
- Auckland Zoo
- Auckland Museum
- NZ Maritime Museum
- MOTAT





Questions

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