

**Date:** Monday 3 July 2017  
**Time:** 6.00pm  
**Meeting Room:** Reception Lounge  
**Venue:** Auckland Town Hall  
Level 2  
301-305 Queen Street  
Auckland

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## **Rainbow Communities Advisory Panel**

### **OPEN MINUTE ITEM ATTACHMENTS**

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<b>ITEM</b>	<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
<b>5</b>	<b>Auckland Pride Festival Board: 2017 Pride Festival overview</b>	
A.	3 July 2017 - Rainbow Communities Advisory Panel - Item 5 - Auckland Pride Festival 2017 Event Report	3







## Executive summary: the view from the Board



The view of the Board of Auckland Pride Festival Incorporated (Pride) is that the 2017 Auckland Pride Festival (the Festival) and Auckland Pride Parade (the Parade) were the most successful since the Festival and Parade were launched in 2013. Feedback from the community has been extremely positive with a visible increase in participation and engagement.

The theme of both the Festival and the Parade centred around change and progress within our rainbow communities with the intent to give a voice to those fighting for equality and their rights. Our focus was on increasing the diversity of participation in the event and increasing the engagement of those who have felt in the past that the Festival (including the Parade) is not representing them or their communities. We targeted increased participation from transgender, Asian, lesbian, youth and Maori and Pasifika communities and broadly achieved this.

The Parade was the biggest yet with 62 floats and over 3,200 participants taking part. We understand that the event reached a greater number of spectators. Operationally the Parade ran well and the feedback from operational stakeholders was good.

The Festival was also the largest Festival that Pride has delivered with 85 events taking place over two weeks from 10 to 26 February.

From a personnel perspective, the Board has a good mix and balance currently. One Board member resigned during the course of the year (James Bennett) with three new Board members, Lexie Matheson, Sonya Temata and Jaycee Tanuvasa joining.

In terms of contracted staff, the Festival was directed by Julian Cook, who directed in 2013 and 2014, whose role included securing sponsorship and managing marketing and communications for both the Festival and the Parade. We contracted Eventimento, Parade Producer in 2013, represented by Jonathan Smith and Shaughan Woodcock, to produce the Parade giving us a great blend of experience across all facets of the operational delivery.



#### The Board:

Kirsten Sibbit (Chair)  
Julie Swift (Secretary)  
Richard James (Treasurer)  
Lexie Matheson  
Zakk D'Larte  
Sonya Temata  
Jaycee Tanuvasa

#### Festival Director:

Julian Cook

#### Parade Producers:

Jonathan Smith (Eventimento)  
Shaughan Woodcock

03/07/2017

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2



## The Festival – our objectives

The following programming objectives resulted from a detailed pre-Festival environmental analysis that included in-depth interviews with key stakeholders from across the Rainbow communities.

- To bring progressive voices and marginalised communities back to the heart of the Auckland Pride Festival, and to provide safe spaces to discuss social, cultural and political change.
- To work with Māori, Pacific and Asian artists and communities to make Auckland's diverse cultures more visible within the Auckland Pride Festival.
- To work with Takatāpui Māori and local iwi groups towards partnership, participation, protection and pride in the unique role of tangata whenua within all Auckland Pride Festival events and activities.
- To work with youth groups and emerging artists to encourage arts development and innovation, and to increase local capacity to produce and promote events for young LGBTIQ+ audiences.
- To advocate for full inclusion and equality for Trans people – including Fa'afafine, Fakaleiti, Akava'ine, Fakafifine, Vakasalewalewa, Palopa and Mahu – and to provide safe spaces to discuss issues specific to Trans communities.
- To work with Asian artists and communities to make Asian people more visible within the Auckland Pride Festival, and to provide safe spaces to discuss racial discrimination within Rainbow communities, and other issues specific to LGBTIQ+ people of Asian descent.
- To work with lesbian artists and community groups to make lesbians more visible within the Auckland Pride Festival, and to provide safe spaces to discuss issues specific to women.

03/07/2017

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3



## Parade - overview

### The Parade has been widely acknowledged as the best Auckland Pride Parade

The Parade took place on Ponsonby Road on Saturday 25<sup>th</sup> February commencing at 7.30pm. The Parade travelled from Toie Street at the Northern end of Ponsonby Road to the beginning of Great North Road at the Southern end. The VIP Lounge and Rainbow Auckland Grandstand was again positioned in Western Park.

The theme of the Parade was Pride and Progress: The Carnival Continues. The theme was suggested by the public and voted on through Pride's facebook page.

The Parade Producer was Eventimento Limited with Jonathan Smith and Shaughan Woodcock acting as Co-Producers.



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5



## Parade - details

The Parade again took to Ponsonby Road at a later time of 7.30pm with our largest number of participants at 3,200

### Details:

**Location** – Ponsonby Rd, Auckland

**Direction** – North to South

**Mustering Area** – Ponsonby Rd - Toile St to College Hill & Margaret St Official Opening – Ponsonby Rd/Toile St

Based on our experience this year, it is likely that the Parade will continue to take place on Ponsonby Road moving from a North to South Direction.

### Timings:

**No parking** – 3.30pm

**Road closed** – 4.00pm

**Pre-parade entertainment** – 5.00pm to 7.00pm (approximately)

**Parade started** – 7.30pm

**Parade finished** – 10.00pm

The Parade moved to a later start time than 2016 (start time was 6.00pm) based on significant feedback from the communities. A 7.30pm start time is considered by the Parade Producers and the Board to be the ideal start time based on the ability to have both floats travelling during daytime, dusk and night based on their ability to light their floats. This may be debated further prior to the 2018 Parade.

### Floats:

**Entries** – 62 (see page 7 for a full list of entries in parade order)

**Participants** – 3,200 (approximately)

All entries were checked to ensure they complied with the 2017 Parade theme and meet the entry requirements. Entries that did not obviously demonstrate that they met the entry requirements were referred to the Board to assess their suitability to take part. Both the NZ Police and the Department of Corrections were asked to provide further information to support their participation. As a result of this, and based on the lack of progress made to meet commitments discussed in 2016, the Department of Corrections application was rejected.

### Western Park & VIP Lounge:

Western Park was divided into 3 zones: GA / Grandstand / VIP Lounge.

The GA and Grandstand zones were managed by Rainbow Auckland and the VIP Lounge managed by the Parade Producers.

Resources were shared with a 70/30 split on costs respectively.

A designated area for VIPs, sponsors and key stakeholders to be hosted pre, during and post parade. Access was available to the main grandstand area for 80 guests whilst others had unobstructed views from behind the barrier.

03/07/2017

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6



## Parade - activation



The Parade saw increased engagement from both public and private sector in Auckland with a number of new organisations activating their involvement around the city. In a first for Pride, the Parade was live streamed by TVNZ.

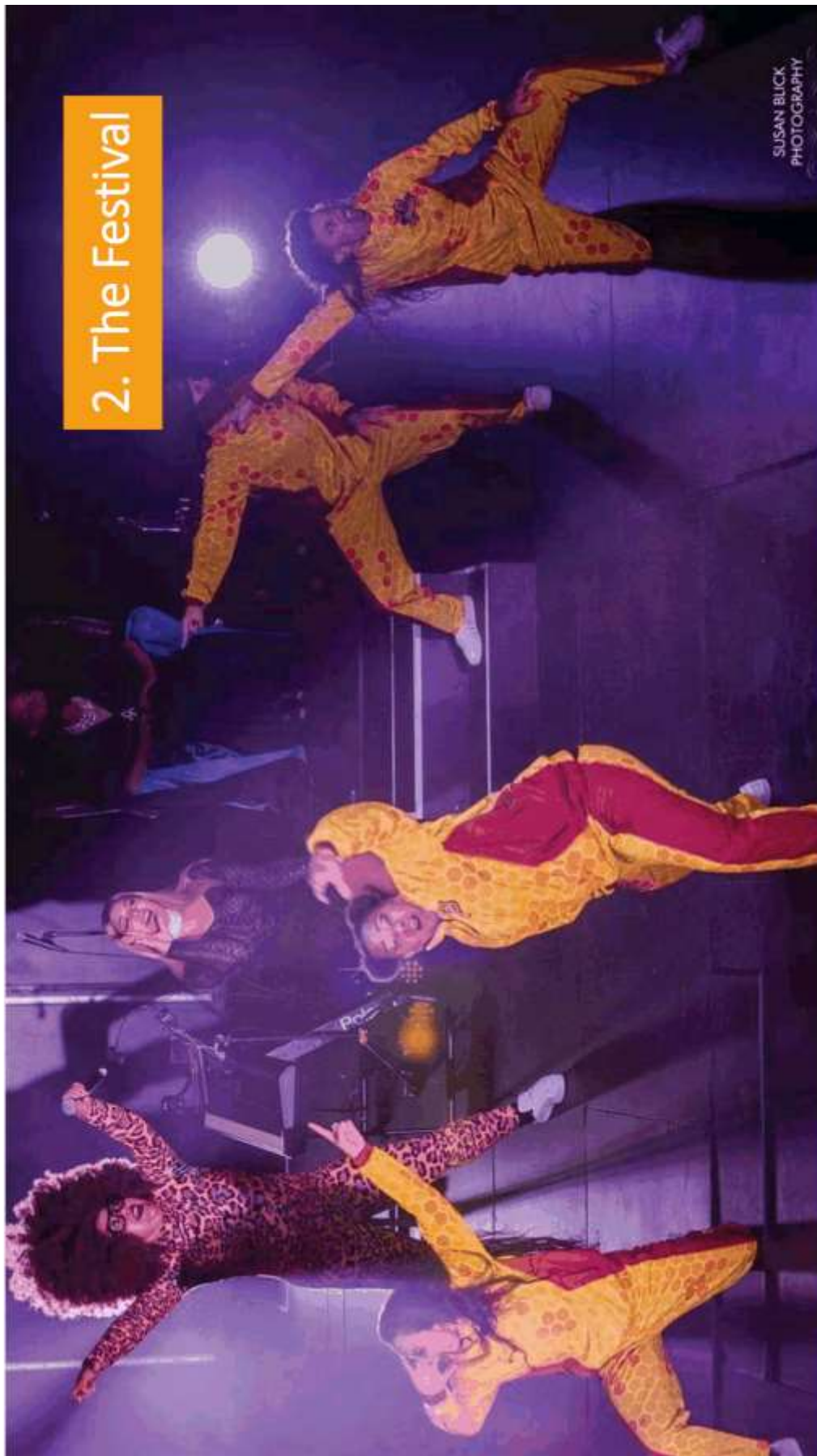
- Spark – a total of 11 SPARK phone boxes were re-skinned from Friday 10th through to Monday 27th February. SPARK offered everyone visiting Ponsomy Road during this time and on the day of the parade unlimited free WiFi.
- Westpac – re-skinned their ATM on Ponsomy Road
- Vector Energy – installed a rainbow lighting feature on Ponsomy Road in front of Western Park
- Countdown Ponsomy – re-skinned their online retail trucks for the month of February
- TVNZ – live streamed the parade
- Auckland Museum – lit the museum in rainbow colours from Friday 24 to Sunday 26 February
- SkyCity – lit the SkyTower from Tuesday 21 to Sunday 26 February
- Aotea Square – the Aotea Centre and ACC Administration block were lit in rainbow colours
- Ponsomy Road Businesses – many businesses along Ponsomy Road joined the Pride spirit by dressing their windows
- Rainbow Flags – 2,000 small handheld rainbow flags were distributed along the parade route
- Pre-Parade Entertainment – along Ponsomy Road from 5.00pm to 7.00pm
- Auckland Pride Festival Flags x12 along Ponsomy Road supported by NZAF



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7



## The Festival – events



The 2017 Auckland Pride Festival programme featured a total of 85 different events – making this the largest Auckland Pride Festival to date.

Events were spread across 56 venues and locations – including the Aotea Centre, Q Theatre, Basement Theatre and Auckland Art Gallery in the central city; Te Pou Theatre in New Lynn and Falls Park in Henderson; Māngere Arts Centre and Fresh Gallery Ōtara – as well as the massive public events in Point Chevalier’s Coyle Park and along Ponsonby Road. From the programme of events, 32 were free to attend – making this the most accessible Auckland Pride Festival to date.



Other highlights included the return of The Auckland Pride Gala at Q Theatre, and the restoration of the profitable PROUD Party as New Zealand’s premier LGBTIQ+ after-dark celebration.



There were a number of sold out paid events – including Courtney Act, FEMSLICK, The Great Auckland Pride Debate, West of Eden premiere, Sea Change, Bear Comedy Night and Divas Dinner – plus the largest ever audience on Ponsonby Road for the Auckland Pride Parade.



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9

# The Festival - activation



As with the Parade, there was significant positive activation in the city led by the theme, Pride and Progress

The progressive, change-making and activism 2017 campaign concept and artwork perfectly captured the spirit of the times, offering Auckland's Rainbow communities a vision of themselves that was vigorous and inclusive – and which really resonated and connected.

The 2017 Festival was utilised as a platform for announcements by the Government about the quashing of historic gay sex convictions and increased funding for LGBTIQ+ youth. The New Zealand AIDS Foundation launched its new Ending HIV campaign at the start of the 2017 Festival.



03/07/2017



In addition to rainbow lighting of the Sky Tower and Auckland Museum, the 2017 Festival motivated rainbow street pole flags along Ponsonby Road and Newmarket's Broadway, rainbow lighting of the Aotea Centre and Civic Administration Building, and rainbow flags all over the super city – making this the most visible Auckland Pride Festival to date.

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10

## The Festival – programme and logo

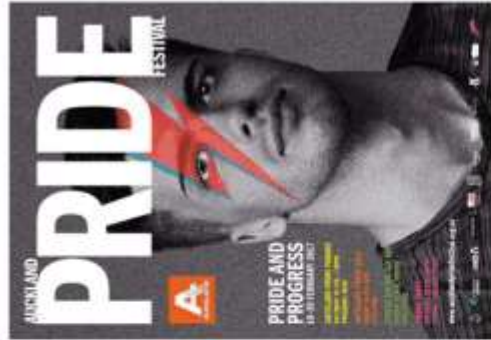


This year's programme was printed 20,000 times with three front covers representing change-makers in our community

At 48 tabloid-size pages, the 2017 Pride Guide was the largest printed programme that the Auckland Pride Festival has ever produced – and the single largest print publication targeting New Zealand's Rainbow communities in 2017.

20,000 copies were distributed by volunteers throughout New Zealand to retail outlets, venues, cafés and bars, community organisations, and at major Auckland Pride Festival events.

Website statistics evidenced a sustained increase in visits during the distribution of the Pride Guide, illustrating its effectiveness in driving traffic to the website and ticket sales for events.

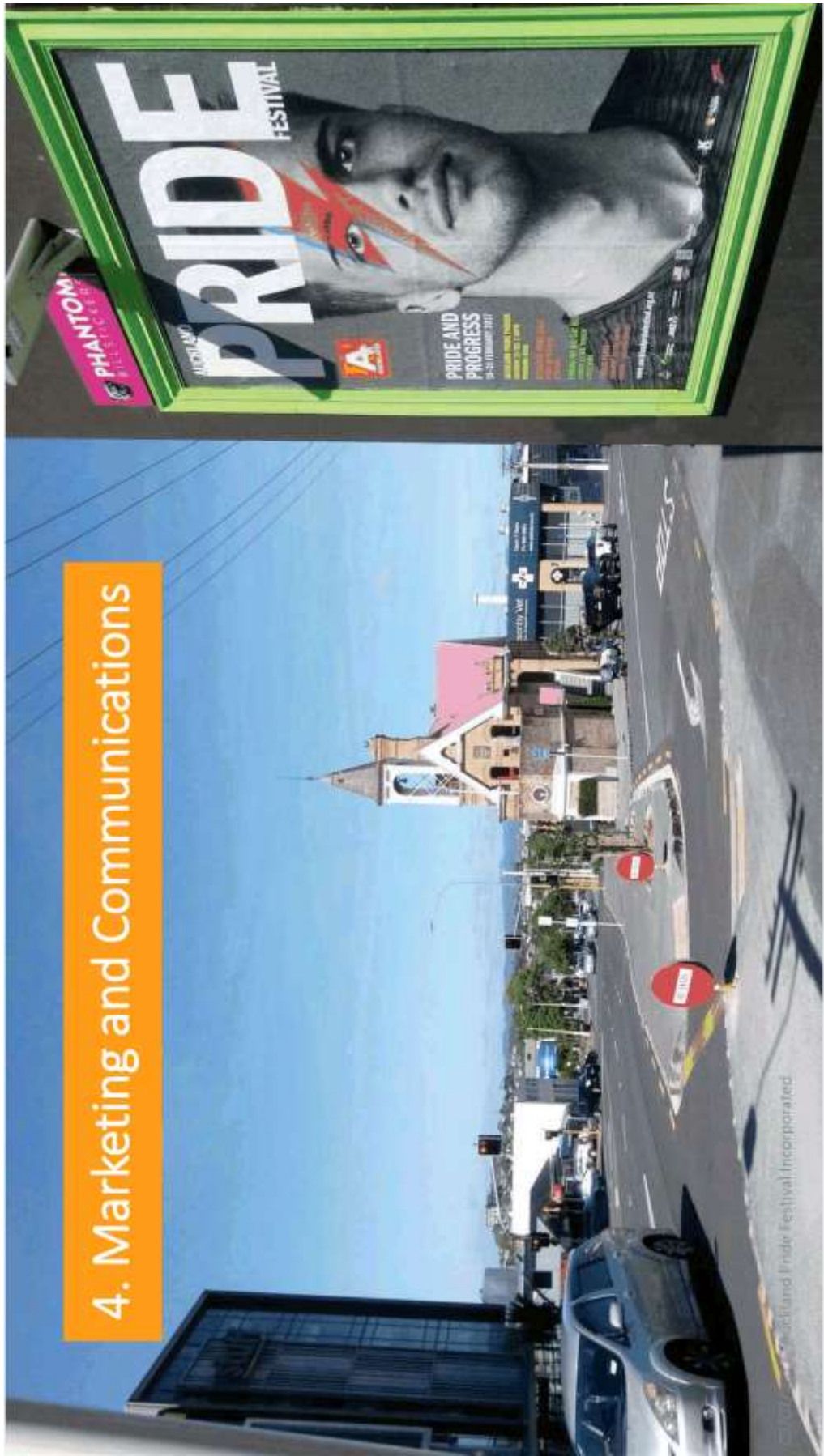


We also developed a new logo for the Festival as well as a new corporate logo for Auckland Pride Festival Incorporated.

03/07/2017

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11



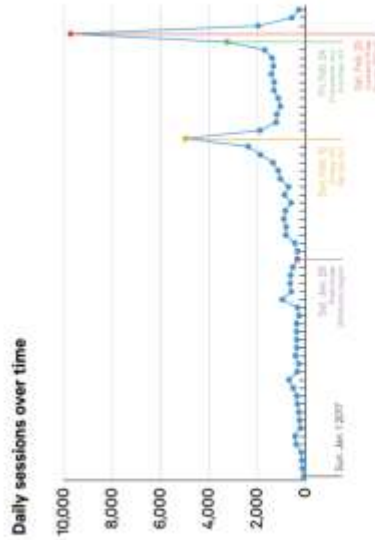
# Auckland Pride Festival website



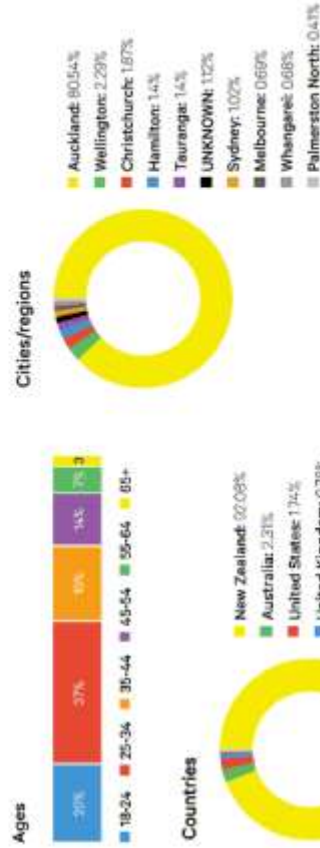
Pride's website had a refresh to prepare for the 2017 Festival. Between 1 January and 28 February, the website received the following traffic:



**42,509** unique users for a total **60,888** sessions and an average of **2.39** pages viewed per session



Daily sessions peaked during the Big Gay Out and on the day of the Parade.



Almost 20% of website visits were from people outside of Auckland, with the highest number of people in Wellington and Christchurch followed by Hamilton and Tauranga.

Almost 8% of website visits were from users outside of New Zealand, with Australia and the United States accounting for more than half of this number.

## Social media



Pride social media followers grew steadily across all platforms in the lead up to and during the 2017 Festival. This resulted in increased engagements for facebook, twitter and Instagram.



Likes grew from 5,000 in 2016 to **5,900 in 2017**



Reach grew from 19,000 in 2016 to **34,000 in 2017**



Posts grew from 90 in 2016 to **325 in 2017**

Over 25% of Facebook likes are from people outside of New Zealand, with Australia, United Kingdom and the United States accounting for more than half of this number.

03/07/2017



Followers grew from 1,215 in 2016 to **1,382 in 2017**



Engagement grew from 750 in 2016 to **1,589 in 2017**



Tweets grew from 60 in 2016 to **160 in 2017**

On the evening of the Auckland Pride Parade, the **#AucklandPride hashtag was trending on Twitter in New Zealand** – ahead of Bruce Springsteen and the Mount Albert by-election.

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Followers grew from 1,396 in 2016 to **1,949 in 2017**



**1,749 posts** with #aucklandpride and 691 with #aucklandprideparade



**97 posts**

During the 2017 Festival, Instagram followers increased by 28% to 1,949.

14

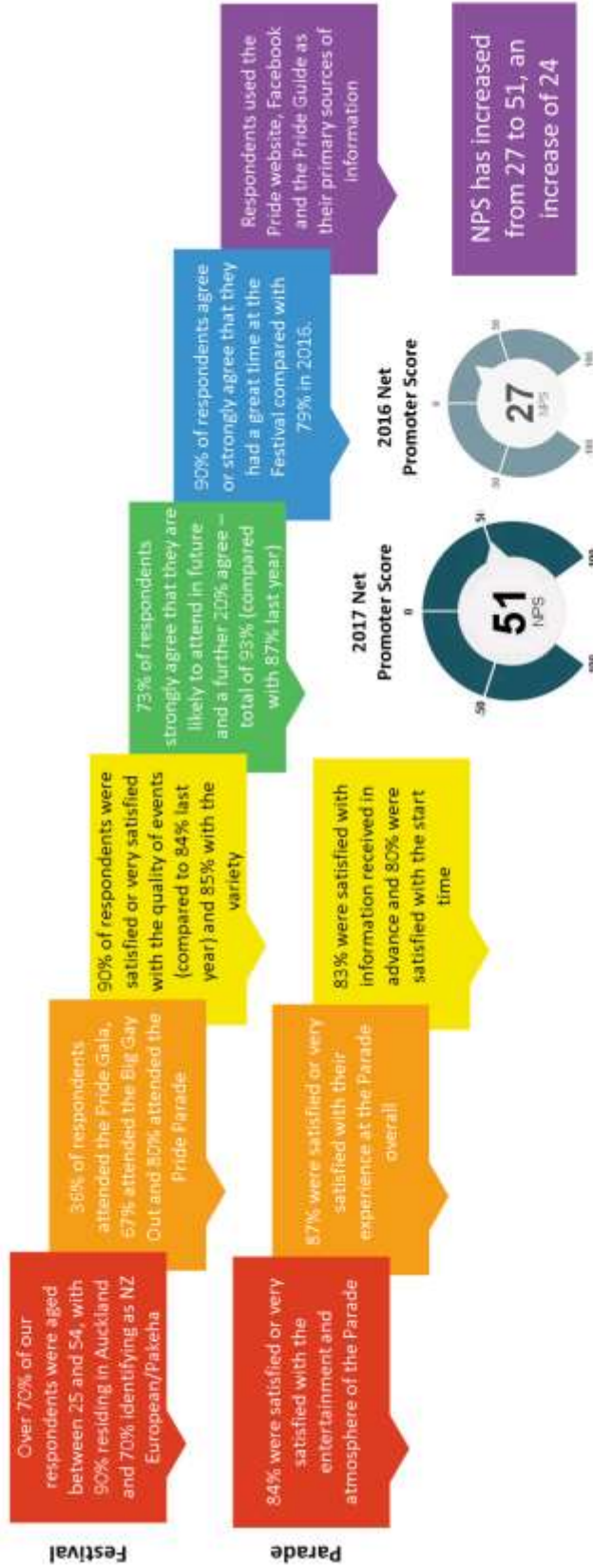






# Festival survey

Our Festival survey has currently received 120 responses and concludes that engagement with and enjoyment of the Festival and the Parade grew in 2017. Our net promoter score grew by 24, a significant increase in public satisfaction.



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