

TAPAC – The Auckland Performing Arts Centre at Western Springs, Overview and Outcomes 2017/2018

TAPAC encourages Aucklanders of all ages, abilities and backgrounds to engage with and participate in the performing arts. We enable participation by being inclusive, affordable and accessible for up to 14 hours a day 7 days a week.

Between 1 September 2017 and 31 August 2018, 189,688 Aucklanders visited TAPAC to engage with the performing arts. This includes;

- 76,883 people who attended classes run by TAPAC,
- 34,614 people who attended classes run by external hirers and
- 10,773 people who attended performances staged in TAPAC's theatre.

TAPAC's number one mandate is to encourage participation in the performing arts and all of our strategies to improve our future sustainability are geared towards increasing engagement.

TAPAC Visitors and Classes: 1 September 2017 to 31 August 2018

Ethnicity	Number
New Zealand European	115,580
Māori	21,803
Other Pacific Peoples	11,491
Other European	2,022
Indian	7,554
Other Asian	15,072
Other Ethnicity	16,166
Age	Number
0-12 Years	42,211
13-17 Years	96,289
18-29 Years	24,998
30-44 Years	17,036
45-64	7,559
65 and over years	1,595

TAPAC's Strengths

1. Providing affordable access to professional performing arts facilities and services for Auckland's diverse creative communities
2. Offering high-quality performing arts education programmes
3. Providing a supportive environment where diverse community groups can collaborate, rehearse and perform

TAPAC fulfils a vital role in the community by offering education programmes that empower people by building their confidence and leadership skills. We help to build stronger children, families and communities.

TAPAC celebrates cultural vibrancy by welcoming and providing support to many different cultural groups of Aotearoa; from the Pacific, Asia, Africa, Europe and South America. We provide an opportunity for diverse communities to tell their stories, promoting understanding and empathy;

and we help to create identity, contribute to community development and empowerment. We also encourage cultural collaboration and promote cultural equity, which increases social cohesion, community capability and self-determination.

TAPAC encourages social equity by removing barriers to access to the performing arts. TAPAC also helps combat social isolation and loneliness among the elderly and other marginalised groups.

We promote social inclusion by providing a safe, friendly space where users can meet like-minded people. We bring individuals and groups together whose paths may never ordinarily cross - hip-hop dancers, elderly actors, migrant theatre groups, circus artists meet at TAPAC to connect with each other. TAPAC's staff, volunteers, educators share a collective appreciation for the performing arts.

Challenges

1. Working towards sustainability
2. Maintaining staffing who understand the business, due to low salaries
3. The ongoing cost of maintaining an ageing facility and replacing old equipment
4. Remedial work will be undertaken end of 2019 – this is to be carried out by MoE. We aim to operate at other locations, as much as possible.

Remaining affordable and accessible to the community comes at a considerable cost and TAPAC's annual operating costs have increased significantly in recent years due to staffing to meet Health and Safety requirements, recruiting experienced staff to lift TAPAC's overall performance, and rising electricity costs.

The community spent much time and effort lobbying and fundraising for TAPAC to be built 15 years ago. TAPAC receives no annual ongoing funding from any agency, council or government agency.

This, combined with the fact that TAPAC is an ageing facility, poses significant challenges. Most of our funding requests need to be directed towards capital expenditure to replace and repair obsolete and potentially unsafe infrastructure and equipment. This means that TAPAC has few opportunities to access funding for operating costs.

Ultimately, TAPAC must improve its business outcomes and work towards self-sufficiency. To do this, it must diversify and find new ways to grow its revenue. In its Strategic Plan, TAPAC identified 7 key business strands to improve revenue:

1. Develop staffing structure
2. Increase Performing Arts Programme income
3. Increase studio hire rates
4. Create an annual programme of events
5. Increase ticket sales
6. Develop TAPAC Education Programme
7. Corporate Sponsorship Drive

Performing Arts Programme: TAPAC has continued to add new and varied courses

Between 1 September 2017 and 31 August 2018, TAPAC ran 1694 performing arts classes. In Term 4 of 2018 we are offering 48 different classes in acting, dance, circus, voice, speech and drama, musical theatre and singing for children, teens and adults. Our students range from the age of 4 to octogenarians.

School Holiday Programmes: TAPAC runs 4 holiday programmes a year - in January, April, July and October for ages four to sixteen.

In 2018 we are offering an average of ten different courses each holiday, including circus arts, filmmaking, audition workshops, creative performance, hip hop, screen-writing and comedy & improvisation. TAPAC's Holiday Programmes regularly sell out. Our July 2018 Make a Film Course sold out so two additional courses will be held in October for different age groups. Comedy & Improvisation, Hit the Stage Drama and Hip Hop Dance sold out early.

There is no other place that offers classes like 'Acting for Screen', 'How to Make a Film' or 'Shakespeare Acting for Teens'. All my three children attend after-school classes in TAPAC as well as Holiday Programs. They love it! And I have seen such great changes in their confidence.

Schools:

TAPAC offers professional studio space for Western Springs College drama and dance students with 1,950 classes annually, or 50 classes weekly over 39 weeks.

TAPAC continually seeks feedback from participants to improve our courses and this feedback indicates that the community values the opportunity to engage with the courses on offer at TAPAC:

- 'Exceeded expectations by far.'*
- 'Has contributed greatly to my skill and confidence overall.'*
- 'Tremendous, endless value.'*
- 'Fun, spontaneous and uplifting.'*

In 2017/2018, in a bid to encourage arts experience by young Aucklanders we established contact and created a complete database of early childhood centres, primary, intermediate and secondary schools including performing arts/ music teachers and Heads of Departments for over 200 Auckland schools. Our Education Co-ordinator has visited schools to build stronger relationships and we have reviewed and enhanced our education marketing resources to increase awareness and engagement.

To increase participation and introduce additional education revenue streams, TAPAC established new programmes with several schools, attending day courses at TAPAC. Hobsonville Point Secondary School attended Term 3 2018 workshops for a theatre games and improvisation. We now have a 'workshops' tab on our new website to target and tailor schools engagement to TAPAC workshops.

TAPAC has begun trialling short, specialist courses in new genres. For example, in September 2018 a short course in bucket drumming for ages 8-13 with Demetrius Savai'inaea, a Samoan born, South Auckland raised youth mentor. By bringing this very successful in South Auckland youth programme to TAPAC we hope to broaden engagement for young people who may be less attracted to traditional performing arts such as speech and drama. The course is offered at a special rate of \$40 for 4 courses to ensure accessibility.

In 2017/2018 our network of industry tutor professionals has increased with an experienced television director as a film tutor and Indigo Sagala, a top NZ hip hop dancer/ tutor.

Community Usage: TAPAC has successfully managed to increase and retain participation in our performing arts education and community hire.

- In 2017/2018 TAPAC has grown its performing arts programme by 21%.
- An analysis of enrolments in Term 3 July 2017 compared to Term 3 July 2018 has revealed a significant boost to enrolments in many of the courses TAPAC offers, e.g.:

Course	Term 3 July 2017	Term 3 July 2018	Increase in percentage uptake

Hip Hop Dance Adults	3/20 (15%)	20/20 (100%)	85%
Circus Arts 8-13	13/18 (72%)	22/22 (100%)	27.80%
Singing 7-11	6/16 (37.50%)	11/16 (68%)	31.50%
Creative Dance 4-7	11/18 (63.6%)	17/18 (94%)	33.30%
Screen Acting 10-13	9/16 (56.3%)	18/18 (100%)	43.7%

- 11 classes in Term 3, 2018 sold out and have 100% uptake while an overall of 20 classes had an increase of uptake compared with Term 3 2017.
- Almost half of the students attending July 2018 Holiday Programmes were new to TAPAC
- In January 2018, TAPAC ran its 10th year UnZipped workshop, with Patrice O'Brien, Auckland University School of Dance with 36 attendees. Unzipped 2019 has a dedicated website page, to encourage more dance educators.
- For the past decade, TAPAC has run a low decile schools' theatre programme to encourage and facilitate theatre attendance and remove barriers to access by providing free transport and tickets to the October children's show. In October 2018, five schools are booked to see Beauty & The Beast (Rosehill School, Sir Edmund Hillary Collegiate, Bairds Mainfreight Primary School, Waterview Primary and Randwick Park School.) This year we are introducing an education outreach component with workshops led by actors from the show. These will aim to inspire a passion for the performing arts among children.
- In 2018, 45 new groups have hired TAPAC's studios; Momentum Productions hip hop group, Pform Drama, the Equity Foundation, and OK Now community group which uses the performing arts to boost women's self-esteem.

Community Relationships: TAPAC's Community Coordinator has been maintaining and forging new relationships with the performing arts community. Some of the community groups and performing arts organisations who have used TAPAC's services and facilities in 2017/2018 include:

- *Hawaiki Tū (Haka Theatre),*
- *Prayas Indian Theatre Company,*
- *Babel Theatre,*
- *Dance Aotearoa New Zealand (DANZ),*
- *Mixit Refugee Performing Arts Programme,*
- *Mind over Manner Education Programme,*
- *Pacific Dance (for children),*
- *Pointy Dog & Pointy Puppies Dance Company,*
- *Okareka Dance Company, Young Auckland Shakespeare Company,*
- *The Ugly Shakespeare Company, Atamira Dance Company,*
- *Rangmanch Festival, Short + Sweet Festival, Auckland Pride Festival, Fringe Festival, Screenies Children's Film Festival,*
- *Auckland International Film Festival,*
- *The Stage Company Children's Theatre,*
- *Dancehall + Afro-Fusion Dance Classes,*
- *Flamenco NZ, Gabriella Guimaraes Pinto Zumba,*
- *Salsa,*
- *Duffy Books,*
- *Phoenix Belly Dance, Circability,*
- *Va Va Voom Burlesque,*
- *Identity Dance Crew,*

- *Aspiring Young Actors Drama School,*
- *PForm NZ,*
- *StarJam,*
- *Street Swing Dance, Yi*
- *Feng Dance Studio,*
- *The Blind Foundation,*
- *Aaja Nachle Bollywood Dance.*

Programme of Performance Events: TAPAC encourages and facilitates engagement through our innovative and eclectic programme of events.

Between 1 September 2017 and 31 August 2018, TAPAC staged 130 performances. Highlights of 2017/2018 season include:

- Two successful seasons of Prayas Theatre productions. In June 2018, Prayas' 'Dara' achieved 86% seat occupancy and earned favourable reviews. The NZHerald called it an 'astonishing achievement'.
- Two Short+Sweet Festivals, with seasons of Theatre and Dance featuring a range of new 10-minute works.
- A successful development season by Indian Ink of the production 'Mrs Krishna's Party', which allowed the theatre company to gain new and different audiences and to test their reactions. This TAPAC development season informed and improved the subsequent production that went on to a successful season at Q Theatre in August 2018.
- An October school holiday co-production with The Stage Company called 'Tom's Marvellous Imagination' 'A little gem' – NZHerald. Over 1600 children and their teachers/parents attended.
- A co-production and revised version of 'Night of the Queer' as part of the 2018 Auckland Pride Festival. 'A cult classic in the making' NZHerald
- A Fringe Festival season featuring 3 shows, including Hawaiki Tū's 'Pumanawa' and the critically-acclaimed 'The Contours of Heaven', which won The Auckland Arts Festival Fringe Award, the Basement Theatre Migration Award, Best Theatre: Fringe Awards and Best Performance Theatre: Fringe Awards.
- An International Theatre Festival (featuring four plays in four different languages – Mandarin, German, French and Spanish).
- Screenies International Film Festival for Children.
- A successful season of Our Story, celebrating a decade of the community circus Silver Circle.

E: Improving our marketing and reach: TAPAC's marketing and promotional efforts are geared towards engagement with the performing arts. In 2017/2018 we boosted marketing to schools, early childhood centres, performing arts groups and the wider community to encourage experience and engagement.

In August 2018 TAPAC launched a new website which will better promote the range of the activities available. The website works on mobile platforms and allows greater reach to wider audiences. In the two weeks following the launch, website user numbers grew by 35%.

External hirers promotion; We have the website capacity now to list and promote all of our courses to wider audiences. This will expand TAPAC's ability to market the many diverse classes run by external hirers, such as African, Flamenco, Pacific, Middle Eastern and Chinese folk dance and Starjam for young people with disabilities.

Funding

- In 2017/2018 received funding from The Lion Foundation, Foundation North, Lottery Grants Board, Pub Charity, Auckland Council through the Regional funding programme, Waitematā Local Board, Albert-Eden Local Board, the Community Arts Organisation Scheme, Four Winds Foundation and the Mazda Foundation.
- This funding has allowed us to carry out much-needed repairs to TAPAC's ageing infrastructure (such as repairs to the toilet block); replace worn out equipment (such as our safety mats); purchase new equipment to better run our programmes (such as a new video camera); and improve our marketing through building a new website.
- In 2018, TAPAC has also made a successful approach to The Coffee Club for commercial sponsorship of the 2019 season of NIGHT OF THE QUEER.

Collaborations have been with

- Artistic director James Luck and Rebekkah Schoonbeck to co-produce a successful season of Night of the Queer for Auckland Pride 2018.
- The Stage Company (which runs charitable trust Kids in Theatre Seats) to stage its children's holiday show, Tom's Marvellous Imagination. We are collaborating to produce 'Beauty & The Beast', a clever re-telling of the classic fairy tale, in October 2018.
- Babel Theatre Company, a strong relationship formed in 2017 as a result of TAPAC's Culture Clash project, designed to encourage cultural collaboration within the performing arts. Babel Theatre uses cultural diversity as a creative tool and stages workshops at TAPAC. Babel received a Judge's Award at the 2017 Short+Sweet Festival, performed at TAPAC in June 2018 as part of International Theatre Festival (featuring four plays in four languages) and recently performed a short, original piece for the 2018 Short+Sweet Festival, which they plan to develop into a larger work for Fringe 2019.
- MARVELLOUS Theatre for Seniors, whose members act as ushers for many of our shows, and with Susan Jordan's creative ageing programming. The seniors dance show will be presented in late September.
- Mixit creative project for refugee and migrant youth and other community initiatives.

TAPAC continues a strong and valued partnership with WESTERN SPRINGS COLLEGE (WSC). In 2017/018 over 1000 WSC students were hosted weekly, being 67,418 WSC students and staff.

TAPAC's Board comprises of three representatives from the WSC Board of Directors.

TAPAC staff attended The Performing Arts Network of New Zealand (PANNZ) market in Wellington in 2018 to build networks with other performing arts organisations. A TAPAC venue brochure was created for this event to showcase the facilities and services.

Access to TAPAC

TAPAC is a unique performing arts hub that uses creativity to connect diverse communities and individuals of all ages, abilities and backgrounds. No other facility in Auckland provides professional facilities or services to such a broad range of community groups whilst actively facilitating and encouraging engagement by marginalised groups including diverse cultural groups, disadvantaged children, senior citizens, disability groups and the LGBTIQ community.

In 2017/2018 we have continued to reach out to diverse communities and have encouraged equitable access in a variety of ways, including:

- Offering affordable and accessible services and facilities to a broad range of ethnic communities who rehearse, perform and undertake development seasons at TAPAC. Our performance programme is consistently multicultural.

- This year we have hosted an international film festival, a Zulu performance group from South Africa, a Pakistani play by the critically acclaimed Prayas Theatre Company, and The International Theatre Festival, with plays performed in German, Chinese, French and Spanish.
- We provide a creative home for a number of Māori and Pacific performing arts -companies, including Hawaiki Tū, Polynesian Pages and Okareka Dance Company.
- We help remove barriers to access for Māori and Pacific children, for example we subsidise Sefa Enari's studio hire for Kids Dance Pacific classes so that discounted prices can be offered.
- Our low-decile schools' theatre programme encourages equitable access by allowing children who may not normally attend the theatre to experience our annual October children's theatre production.
- In 2018, we continued to collaborate with Mangere Arts Centre which will involve their shows coming to TAPAC to allow them a second, different audience in a different part of Auckland.
- In 2017/2018 TAPAC has actively encouraged participation in the arts by people of all abilities by fostering relationships with and offering our facilities and creative support to groups such as Starjam – empowering young people with disabilities; Mind Over Manner – for families with learning disorders; Touch Compass dance group and the arts; Circability Trust – which runs programmes aimed at changing attitudes towards *disabled* people and enhancing their participation.
- TAPAC welcomes and facilitate participation by senior citizens, reducing their feelings of isolation
- TAPAC fosters strong relationships with the LGBTIQ community, and stages an annual co-productions of 'Night of the Queer' for Auckland Pride Festival, encouraging emerging and established LGBTIQ artists to work together and build enduring connections and networks.
- Classes are contemporary and relevant. Many appeal to youth that may otherwise be disenfranchised. For example, NZ Hip Hop Champions Identity Dance Company's weekly drop-in hip hop classes and regular term-time classes and holiday programmes for 5-16 year olds. In 2017/2018, these classes have been extremely popular with children, teens and adults.
- TAPAC nurtures the performers of tomorrow by offering affordable rehearsal and performance spaces and professional development opportunities that connect them with professionals working in the industry to help them learn and grow.
- Emerging performance groups regularly approach TAPAC for support as they establish and make a name for themselves. For example, in April 2018, the new contemporary Pacific dance group Polynesian Pages approached TAPAC to support them staging their first ever dance show. Without funding, the group had been practising in parks and backyards to save money on hiring rehearsal space. TAPAC supported the group by offering the use of the TAPAC theatre at a heavily discounted rate and marketing their production and group to our audiences. Polynesian Pages now rehearse at TAPAC on a regular basis.

From our users;

- *TAPAC is a place where marginalised communities feel safe to express themselves and their stories.* Director Mixit – arts programme for refugee & migrant youth
- *TAPAC is a very unique space. As soon as you walk in you see a multitude of faces and voices from different cultures. Being from an Indian background, this is a very welcoming space and allows me to open up and grow my skills as a performer.* Prayas Theatre
- *Our child has a disability. TAPAC is a very welcoming place where she can come and enjoy participating in activities alongside others, without judgement*
- *TAPAC has demonstrated their commitment to supporting Māori artists ... the culture within TAPAC is inspiring, diverse and very inclusive.* Hawaiki Tū Productions
- *As an elder amateur dancer, this place encourages us to be young and free again*
- *TAPAC is providing a really diverse range of performance and giving opportunities to artists that otherwise could not be supported, especially other cultures.* Babel Theatre