

Ashburton Performing Arts Theatre Trust



Roger Farr
General Manager
27.1.2025

6 Month Report Jul-Dec 2024.

Dear Mayor and Councillors.

Thank you for the opportunity to present this report for the period July – December 2024.

I am pleased to report another successful half-year for the Ashburton Event Centre. The reporting period has seen a considerable increase in enquiries and event bookings, marked by improving bookings by Touring Event companies.

Venue Occupancy (includes pack-in and pack-out days)

	6 months Jan – Jun 2024	6 months July – Dec 2024	(Comparison) Jan - Dec 2023
O Reilly Auditorium	58	62	124
Bradford Room	56	45	86
Green Room	36	69	102
Woodham Foyer	5	22	27

1. O'Reilly Auditorium:

- There were 62 hire days in the reporting period, July to December 2024.
- In the 12 months from Jan - Dec 2024, there were 120 Hire Days in the auditorium.
- In the previous year (Jan-Dec 2023) there were 124 Hired Days. While down slightly on the previous year, there are definite signs of improvement.
- Touring Events increased significantly during the reporting period bringing them back in line with data from previous periods.

Trend: There has been an increase in enquiries from promoters for Touring Events with a strong booking calendar going forward. Community Events have also increased for the Auditorium.

2. Bradford Room:

- 45 hire days were held from July-December 2024.
- In the 12 months from January to December 2024, there were 101 hire days in the Bradford Function Room.
- In the previous year (Jan – Dec 2023), there were 86 events.

Trend: The Bradford Function room is showing signs of improvement following increased marketing. There is still room for growth and further initiatives are being developed to improve its use.

3. Green Room:

- 69 events took place from July – December 2024.
- In the 12 months from January to December 2024, there were 105 hire days in the Green Room
- In the previous year (Jan – Dec 2023), there were 102 events.

Trend: The Green Room now hosts weekly Yoga and Taekwondo.

4. Woodham Foyer:

- 22 events were held from July – December 2024.
- In the 12 months from January to December 2024, there were 27 hire days in the Woodham Foyer.
- In the previous year (Jan – Dec 2023), there were 27 events.

Trend: The Woodham Foyer remains a favourite for Business events and Arts on Tour performances.

Summary:

Strong bookings across the venue during the reporting period would indicate growing confidence from promoters and event organisers, providing us confidence across all of our trading arms.



Woodham Foyer

Event Breakdown (performance/meeting days only)

	Event Breakdown Jul-Dec 2024
Community	100
Conference Meetings	38
National Tour	10
AEC Procured	1

Community Events – Community events represent the largest portion of our venue usage, comprising 67% of occupancy with 100 events held during this reporting period. This marks a slight increase from 2023, which saw 88 events.

To support local performing arts, we subsidize Community Performing Arts Organizations through the APATT Community Event Rate Card designed for Not-for-Profit entities. This initiative aims to help these organizations produce exceptional events at a more affordable rate.

Notably, Variety Theatre Ashburton, Big Little Theatre Company, and Mid Canterbury Children’s Theatre collectively reserve the venue for around 60 days each year. Additionally, both local and national Highland Dance groups, along with LDA and Danceworx, frequently book multi-day events. Increasingly, local schools are choosing the O-Reilly Auditorium for their annual productions, with the Christian School enriched by an educational aspect. Here, staff and students work closely with AEC technicians to create stage and lighting plans, gaining valuable hands-on experience in technical operations under expert supervision.

It's rewarding to witness the community recognizing AEC as a budget-friendly venue, which offers substantial technical support and skill development opportunities. This strategy also nurtures a skilled group of operators who willingly contribute to larger community events.

Conference/Meetings – Conferences and meetings have again remained steady over the reporting period Jul – Dec 2024. It has been notable the change in the size of the events being held with fewer multi-day conference events with over 150 delegates. Agricultural and Corporate/Business events and training seminars are currently the largest group of users.

National Touring – AEC hosted fifteen National Touring events in the July 2023 – June 2024 period. Again, a variety of performances were hosted, ranging from

The International Grand Magic Show.	Celtic Illusions
World of Musicals	Bones Tour
Red Heavens	Cirque Africa
Daniel Champagne Guitar	Liam Kennedy Clark Back Home Again
A Taste of Ireland	
Bee Gees Night Fever	
Glow Show	
Richard O’Brien Kingdom of Bling	

AEC Procured – AEC continues to feature performances from Arts on Tour as part of our audience development efforts. These performances aim to attract new audiences to our venue by offering a welcoming atmosphere with smaller audience sizes and a diverse range of high-quality performances across various genres. This approach introduces attendees to our venue who may not have previously visited, fostering a vibrant cultural exchange. Unfortunately.

CAPEX/Technical/Venue Upgrade

Steady progress is being made towards securing the funding required for the planned upgrade to the venue. New Microphones, Dimmer Packs and a Mixing Consol were recently installed with the help of grants from the Lion Foundation and Community Trust Mid South Canterbury.

We are very excited to report, that we are well on our way to securing the funding for those Project items in Priority One of our Funding for the Future upgrade programme. An application to Lotto NZ was successful in securing \$250,000 towards the Priority One Upgrade and with a further application to the Lions Foundation in the pipeline and funds already raised by APATT, it is anticipated that we will be able to complete this portion of the project by the middle of 2025.

		PROJECT			PROGRESS		
Item	Description	Estimated Quote	Explanation	Current Position	Received	Funds Required 2025-2027	Achieved By
PRIORITY 1				Funder			
1	Audio	Line-Array PA + Upgrade	\$ 348,285.47	Adamson FOH PA Speaker System	Lotto	\$ 250,000.00	
					APATT Fundraising Account	\$ 50,000.00	
					Trust Mid South Cant	\$ -	\$ 48,285.47 2025 Funding Application
		Sub Total	\$ 348,285.47	GST Excl			
1	Network	Q System (EX TES)	\$ 149,242.97	IT Connectivity between rooms			
		Sub Total	\$ 149,242.97	GST Excl			
1					Lions Foundation	\$ -	\$ 100,000.00 2025 Funding Application
					APATT Fundraising Account	\$ 49,242.97	Fundraising Shows
		Sub Total	\$ -	GST Excl	TOTAL RECEIVED	\$ 300,000.00	\$ 197,528.44
	Priority One Total	\$ 497,528.44	GST Excl	Balance Required	\$ 197,528.44		
PRIORITY 2				Funding Received			
2	Paint & Decor	Paint interior, exterior	\$ 84,482.00	Estimated Quote	Ashburton District Council	\$ 40,000.00	
					Lion Foundation 2026	\$ 50,000.00	2026 Funding Application
		Sub Total	\$ 84,482.00	GST Excl	Trust Mid South Cant 2026	\$ 50,000.00	2026 Funding Application
2	Furnishing	Floor covering	\$ 98,000.00	Estimated Quote			
		Wall covering	\$ 20,000.00	Estimated Quote			
		Sub Total	\$ 118,000.00	GST Excl	APATT Fundraising Account	\$ 62,000.00	Donations
	Priority Two Total	\$ 202,482.00	GST Excl	Balance Required	\$ 162,482.00		
PRIORITY 3				Funding Received			
3	Lighting	12 x Moving Head LED Profile	\$ 90,000.00	Chauvet Maverick Force S or similar	Ashburton District Council	\$ 40,000.00	
		18 LED Maverick Wash	\$ 140,000.00	Chauvet Professional or similar	Lion Foundation 2027	\$ -	\$ 100,000.00 2027 Funding Application
	Lighting	8 x Dimmers/Control	\$ 40,000.00	Replacement lighting control dimmers	Trust Mid South Cant 2027	\$ -	\$ 100,000.00 2027 Funding Application
		Sub Total	\$ 270,000.00	GST Excl			
3	Audio Visual	Large Venue Projector	\$ 40,000.00	Estimated Quote			
		Sub Total	\$ 40,000.00	GST Excl	APATT Fundraising Account	\$ -	\$ 70,000.00
	Priority Three Total	\$ 310,000.00	GST Excl	TOTAL RECEIVED	\$ 40,000.00	\$ 270,000.00	
				Balance Required	\$ 270,000.00		
	Project Total	\$ 1,117,528.44	GST Excl	TOTAL Balance Required	\$ 630,010.44		
NB	Does Not Include						
	Air Conditioning Upgrade						
	Auditorium Seat Upgrade						

The Ashburton Performing Arts Theatre Trust would like to take this opportunity to record its appreciation to Lotto New Zealand, The Lion Foundation and Community Trust Mid South Canterbury for their support to date.

Further fundraising initiatives are currently underway including a 4-night performance on the 22nd, 23rd, 29th and 30th of August, by the very popular boys from Cabarnet. **Cabarnet III - Pour Decisions** will be a cabaret-style performance filled with 2hrs of your favourite music and humour, performed by nine of Mid Canterbury's top musicians.

Compiled by Chris Woods and Heath Walters, with performances from Luke Glendinning, Matt Williams, Toby Lee, Daniel Wilson, Tony Kelly, Neil Flux and Simon Christianson on the drums, this is sure to be a night to remember.

Tickets will go on sale on the 28th of February with tabled seating with food and refreshments, as well as General seating in the upper levels.

Two other shows are currently being worked on, including an ANZAC performance.



Cabaret II performance

Funding for our Future.

Venue Upgrade Project

Rational behind each of the Priority Upgrades –

Priority 1 – Essential to the operation of the venue at a level that assures that the itinerant hire and local performing arts groups benefit from a recognised standard of sound reproduction.

Audio:

Liner-Array PA System

- The current PA (sound system) when installed in 2008 was second hand meaning it could be as much as twenty years old.
- A failure in any part of the PA system would leave the venue with inadequate capabilities to operate at its current level.
- Sound systems have improved immensely over the life of the current system where Liner-Array systems are now an industry standard and are being installed in most modern venues.
- There is an expectation that AEC should meet the current industry standards for sound production.
- Sound production is a critical component in any event where sound reinforcement is required and normally the first criticism received when it is not of standard.

Mixing Console Allen and Heath SQ7

- In the time that AEC has been operating, the productions being produced by various community organisations and touring groups, have become more complex with a larger cast and live musicians requiring a mixing console capable of handling a larger number of microphones and auxiliary inputs.
- The current mixing console is now 11 years old and susceptible to failure.

Radio Microphones Sennheiser

- Microphones are subjected to a lot of wear and tear over their life.
- Critical to achieving quality sound enhancement.

Summary

The proposed audio package will ensure the AEC will have an audio system equal to recently built, similar-sized venues and capable of achieving a high level of quality and performance for many years to come. The Adamson Liner-Array system is recognised as being of excellent quality and has been installed in the Piano in Christchurch and a performing arts venue in Tauranga, both of similar size and capacity to the AEC.

Priority 2 – Essential to the aesthetics of the venue at a level that assures the audience of a functional, comfortable well-maintained venue that encourages them to meet at a social level to be entertained or a corporate level for education and networking.

Refurbishment:

Paint and Décor. Interior & Exterior

- A refresh of the interior paint is required to keep the public areas and workspaces relevant to modern décor trends.
- Public areas are subjected to high traffic flows and the installation of trade display booths etc. causing superficial wear and tear.

Furnishing and Wall Covering

- Sound-absorbing fabric wall covering located in the Bradford Room, Variety Foyer and Woodham Foyer has faded and needs replacing.
- Carpets across the venue have worn or become faded due to exposure to the sun and high foot traffic.

Summary

Décor is essential to creating a welcoming vibe in our venue, where our audience or corporate delegates can relax in comfort. Our promoters recognise our venue as being one that provides attractive surroundings and support for their audience members and the Corporate Event organiser recognises as venue as having a professional level of service and capability.

Priority 3 – A need to continue the development of our technical capabilities and provide sustainability through eco-friendly LED Lighting practises.

Theatre Lighting

- Upgrade current lighting fixtures to LED reducing our energy consumption and maintenance.
- Upgrade our current lighting fixtures to intelligent lighting capable of performing more than one task and limiting energy consumption.
- Upgrade the theatre lighting rig to meet modern-day practises that benefit local and itinerant hirers.

Audio Visual

- Upgrade the current Audio Visual projector to an LED projector.

Summary

AEC believes it has a responsibility to limit its eco-footprint by using sustainable methods of operation. To provide up-to-date equipment that meets best practice standards and offers the ability for staff to become educated in the use of modern-day equipment and practises.

Repairs and Maintenance

Ongoing general maintenance has been carried out.

Service Level Agreement

SLA 2024-25

Service Level Agreement	Community Events	Conference Meetings	National Touring	AEC Procured
Jul – Dec 2024	100	38	10	1
Jan – Jun 2025				
Total				
ADC Service Level Agreement	130	55	16	10

Financial Report July-December 2024

Although Income for the reporting period was down 3.5% against budget, correspondingly Expenses were also down 11.9% resulting in a profit of \$33,945.63 for the six-month trading period.

Highlights Income

Venue Hire

Auditorium Hire up 20% against budget
Green Room Hire up 14% against budget

Ticket Sales

Event Revenue - derived from Ticket sales through the box office and online sales.
Down 12% due to lower ticket sales to events.

Highlights Expenses


Compliance fees are up 23% against the Budget
Advertising and Marketing is down 15%
Electricity is back within budget following budget adjustment.
Wage and salary remain on budget.

Overall, it has been a satisfactory trading period. Very Good progress has been made in raising funds for the Priority One venue upgrade thanks to our fund-raising performances, public donors and our supporting Funding Partners, The Lion Foundation and the Community Trust Mid-South Canterbury. Other fund-raising performances are currently in the planning stages with further news on these once details have been confirmed.



Prime Minister Luxon addresses attendees at the Federated Farmers Meeting.

Budget Vse Actuals Update July – Dec 2024

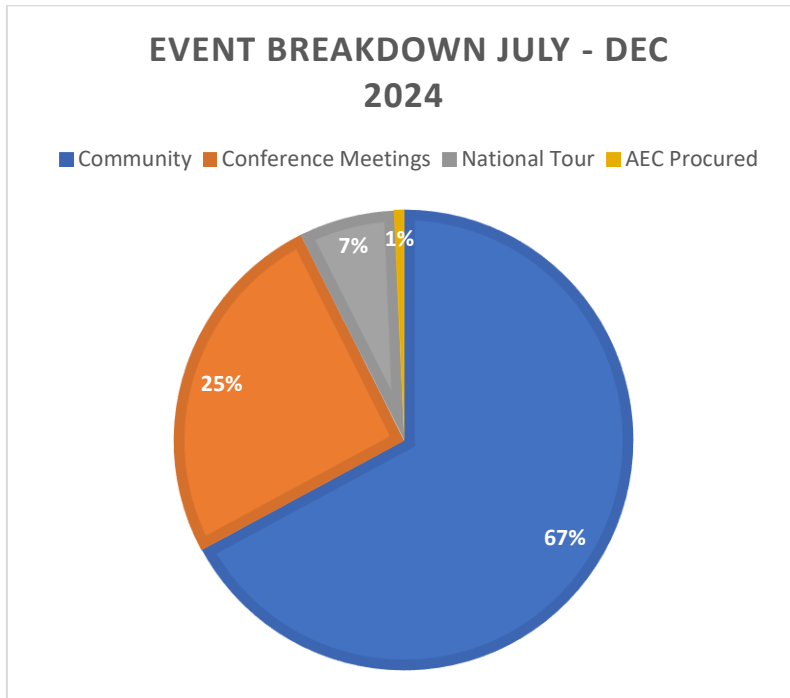
		Updated 29.01.2025				Budget 2024-2027			
Income	Actual	Budgeted	P&L Report	Budget Report	Percentage	Draft Budget	P&L Report	Budget Report	
	Income	Income	/TD to 31/12/2023	/TD to 30.6.2024	Increase	2024-25	/TD to 31/12/2024	/TD to 30.6.2025	
	2022-2023	2023-2024	(Actuals)	(Actuals)	Decrease		(Actuals)	(Actuals)	
					A	B	C	D	
Donations/Sponsorship	\$ 1,924.00	\$ 2,405.00	\$ 1,924.00	\$ 3,516.00	3.0%	\$ 3,621.48	\$ 10.29		
Car Park Lease (Regent Cinema)	\$ 10,399.00	\$ 10,399.00	\$ 5,170.00	\$ 9,854.36	0.0%	\$ 9,854.36	\$ 5,199.96		
Naming Rights	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	0.0%	\$ 5,000.00	\$ 5,000.00		
				\$ -					
Auditorium Hire	\$ 81,067.00	\$ 93,227.00	\$ 42,604.00	\$ 77,040.54	10.0%	\$ 84,744.59	\$ 51,002.74		
Bradford Room Hire	\$ 16,589.00	\$ 19,077.00	\$ 12,039.00	\$ 19,599.54	6.0%	\$ 20,775.51	\$ 7,808.25		
Green Room Hire	\$ 6,432.00	\$ 6,753.00	\$ 2,028.00	\$ 3,829.14	3.0%	\$ 3,944.01	\$ 2,246.73		
Woodham Foyer Hire	\$ 3,943.00	\$ 4,140.00	\$ 3,516.00	\$ 5,386.50	3.0%	\$ 5,548.10	\$ 2,712.00		
				\$ -					
Variable Income	\$ 103,058.00	\$ 113,363.00	\$ 75,030.00	\$ 193,230.80	3.0%	\$ 199,027.72	\$ 73,007.40		
Equipment Hire (Off-Site)	\$ 26,332.00	\$ 34,231.00	\$ 13,589.00	\$ 19,443.99	10.0%	\$ 21,388.39	\$ 5,713.60		
Labour Services Hire Off-Site			\$ 7,713.00	\$ 13,239.50	5.0%	\$ 13,901.48	\$ 4,571.00		
Patronbase Event Revenue	\$ 49,195.00	\$ 54,114.50	\$ 37,841.00	\$ 68,246.95	3.0%	\$ 70,294.36	\$ 30,944.14		
AEC Promo Show	\$ 11,815.00	\$ 11,815.00	\$ 43.48	\$ 1,512.26		\$ 1,000.00	\$ 767.05		
				\$ -					
Advertising Recovery	\$ 11,426.00	\$ 14,853.00	\$ 6,711.00	\$ 13,366.20	3.0%	\$ 13,767.19	\$ 6,285.44		
Electricity Recovery	\$ 15,976.00	\$ 16,774.00	\$ 10,169.00	\$ 17,938.64	10.0%	\$ 19,732.50	\$ 14,572.72		
				\$ -					
Bar Income	\$ 53,846.00	\$ 64,615.00	\$ 42,544.00	\$ 77,018.38	3.0%	\$ 79,328.93	\$ 31,405.12		
Confectionary Income	\$ 18,932.00	\$ 19,878.00	\$ 12,432.00	\$ 23,464.19	3.0%	\$ 24,168.12	\$ 13,652.50		
Catering Income	\$ 53,286.00	\$ 69,272.00	\$ 30,223.00	\$ 64,286.22	3.0%	\$ 66,214.81	\$ 26,333.84		
Westpak & Heartland Bank Interest				\$ 14,904.99	2.0%	\$ 15,203.09	\$ 5,715.13		
ADC Grant	\$ 298,860.00	\$ 324,800.00	\$ 162,399.00	\$ 324,798.00		\$ 337,000.00	\$ 168,900.00		
TOTAL	\$ 768,080.00	\$ 864,716.50	\$ 470,975.48	\$ 955,676.20		\$ 994,514.64	\$ 455,847.91		
Expenses									
Confectionary Purchase	\$ 11,111.00	\$ 11,666.00	\$ 5,194.00	\$ 12,451.04	3%	\$ 12,824.57	\$ 8,984.78		
Bar Purchase	\$ 22,604.00	\$ 23,734.00	\$ 19,164.00	\$ 31,020.18	3%	\$ 31,950.79	\$ 9,917.59		
Catering Purchase	\$ 51,395.00	\$ 53,965.00	\$ 15,087.00	\$ 40,724.90	3%	\$ 41,946.65	\$ 15,448.71		
Office Expenses	\$ 7,932.00	\$ 8,169.00	\$ 5,194.00	\$ 11,348.89	3%	\$ 11,689.36	\$ 9,902.30		
Patronbase Licence	\$ 11,025.00	\$ 11,025.00	\$ 5,700.00	\$ 12,360.00	3%	\$ 12,730.80	\$ 5,783.26		
Postage/Courier/Freight	\$ 36.65	\$ 37.38	\$ 17.24	\$ 17.24	3%	\$ 17.76	\$ 25.00		
Accountancy/Audit/Legal	\$ 9,680.00	\$ 9,680.00	\$ 6,000.00	\$ 11,034.44	3%	\$ 11,365.47	\$ 10,794.44		
Westpac Merchant Fees	\$ 4,251.00	\$ 4,251.00	\$ 933.00	\$ 14,904.99	2%	\$ 15,203.09	\$ 1,338.00		
Windcave				\$ 1,264.20	2%	\$ 1,289.48			
Insurance	\$ 37,684.00	\$ 42,206.00	\$ 26,605.00	\$ 46,661.24	0%	\$ 49,025.00	\$ 25,813.13		
Annual Compliance Fees	\$ 22,652.00	\$ 23,331.00	\$ 8,846.00	\$ 15,724.95	3%	\$ 16,196.70	\$ 10,015.79		
Security	\$ 1,530.00	\$ 1,560.00	\$ 730.00	\$ 1,662.00	3%	\$ 1,711.86	\$ 818.00		
Membership/Subs	\$ 4,419.00	\$ 4,639.00	\$ 2,676.00	\$ 5,327.31	3%	\$ 5,487.13	\$ 2,966.89		
				\$ -					
Telecommunication	\$ 4,919.00	\$ 5,017.00	\$ 2,082.00	\$ 4,412.34	2%	\$ 4,500.59	\$ 2,611.26		
Electricity	\$ 37,721.00	\$ 39,229.00	\$ 24,175.00	\$ 46,000.82	40%	\$ 64,401.15	\$ 43,262.43		
Advertising/Marketing	\$ 42,687.00	\$ 43,967.00	\$ 19,913.00	\$ 42,724.94	0%	\$ 42,724.94	\$ 18,024.09		
				\$ -					
Fuel	\$ 751.00	\$ 788.00	\$ 535.00	\$ 1,001.36	0%	\$ 1,001.36	\$ 163.59		
Cleaning	\$ 23,660.00	\$ 24,369.00	\$ 11,600.00	\$ 25,837.68	3%	\$ 26,612.81	\$ 15,296.82		
Variable Expenses	\$ 57,160.00	\$ 60,018.00	\$ 17,883.00	\$ 86,988.79	3%	\$ 89,598.45	\$ 10,495.99		
				\$ -					
Wage/Salary	\$ 259,843.00	\$ 304,377.00	\$ 143,629.00	\$ 305,993.65	17.9%	\$ 360,766.51	\$ 180,292.70		
Bar/Catering Wages	\$ 17,465.00	\$ 19,000.00	\$ 10,943.00	\$ 18,871.92	1%	\$ 19,060.64	\$ 9,481.33		
Kiwisaver	\$ 9,051.00	\$ 11,766.00	\$ 4,708.00	\$ 9,928.76	3%	\$ 10,226.62	\$ 5,596.40		
Staff/Volunteer Training & Expe	\$ 5,913.00	\$ 6,208.00	\$ 10,056.00	\$ 18,093.29	3%	\$ 18,636.09	\$ 3,640.04		
ACC	\$ 1,657.00	\$ 1,706.00	\$ 1,653.00	\$ 1,653.84	3%	\$ 1,703.46	\$ 1,466.34		
Van				\$ 338.79					
Rental (Land 211 Wills St)ADC	\$ 44,000.00	\$ 44,000.00	\$ 22,000.00	\$ 44,000.04	3%	\$ 45,320.04	\$ 22,000.00		
Lease/Hire Eftpos Terminals/Pri	\$ 4,116.00	\$ 4,198.00	\$ 1,975.00	\$ 3,774.20	3%	\$ 3,887.43	\$ 2,456.97		
Rates	\$ 13,495.00	\$ 16,868.00	\$ 7,099.00	\$ 14,223.77	12%	\$ 15,859.50	\$ 7,699.97		
Outside Hire (Outgoing)				\$ 2,941.01					
Plant and Equipment	\$ 9,446.00	\$ 18,892.00	\$ 8,265.00	\$ 4,633.45	3%	\$ 4,772.45	\$ 2,228.07		
R&M Incl Bar	\$ 79,452.00	\$ 25,000.00	\$ 28,103.00	\$ 52,971.74	3%	\$ 54,560.89	\$ 14,593.36		
AEC Promoter	\$ 13,049.00	\$ 13,049.00	\$ 2,100.00	\$ 6,145.98	0%	\$ 6,145.98	\$ 1,000.00		
TOTAL	\$ 808,704.65	\$ 832,715.38	\$ 412,865.24	\$ 895,037.75		\$ 981,217.57	\$ 442,117.25		
		Profit/Loss		\$ 60,638.45		\$ 13,297.07	\$ 13,730.66		

Staff and Volunteers

Staff and Volunteers continue to function well as a team providing exceptional service to our clients and patrons. I take this opportunity to thank my team for their incredible support and the expertise they provide for our events.

Our incredible team of 38 volunteers provided 828 hours of service as ushers and stage technicians in the last financial year. The Ashburton Performing Arts Theatre Trust recognises the value of the service they provide and thanks them for their continued support.

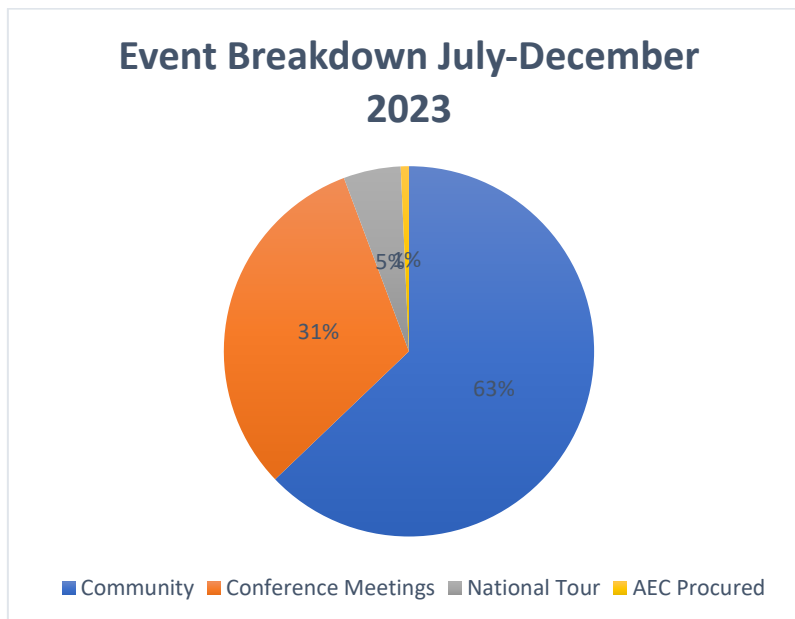
Event Days of Use Breakdown Jul-Dec 2024



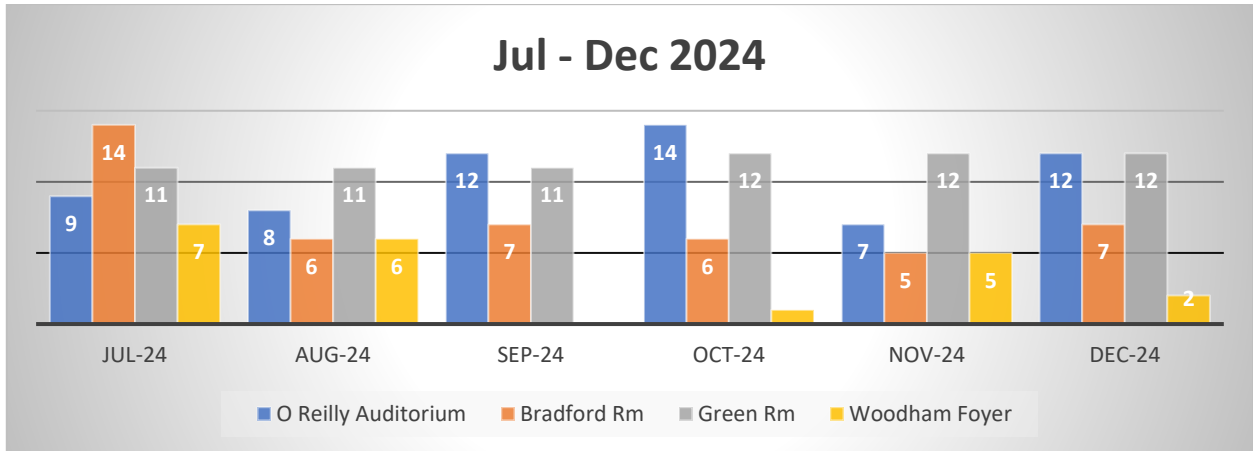
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By Comparison

Event Days of Use Breakdown Jul-Dec 2023

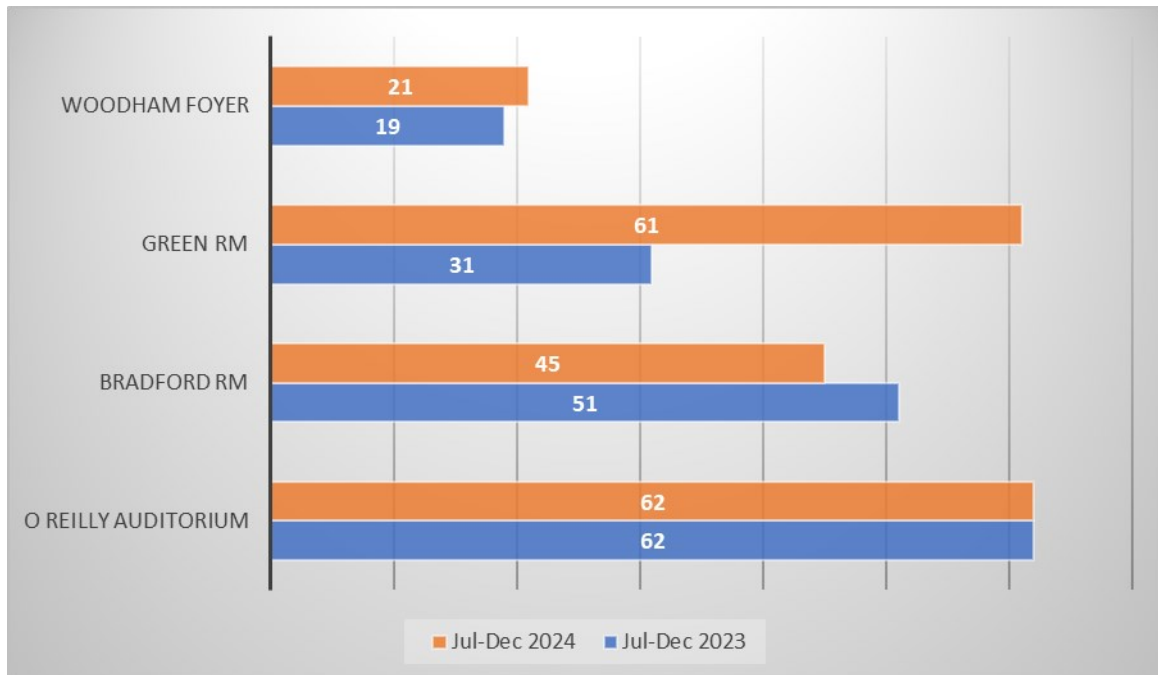


	Event Breakdown
Community	88
Conference Meetings	44
National Tour	7
AEC Procured	1



Days of Use (Includes Pack in and Pack out days)

Room Use Comparison 2023-2024



	O Reilly Auditorium	Bradford Rm	Green Rm	Woodham Foyer
Jul-Dec 2023	62	51	31	19
Jul-Dec 2024	62	45	61	21

Summary

There are promising signs of recovery with two periods of growth being recorded. While ticket sales remain a concern, I feel it is only a matter of time and they will begin to improve. The increase in enquiries from promoters and event organisers bodes well for a successful year.

ADC Light Up The Night



AEC provided the staging, sound and lighting for the ADC Light the Night.