

Board Meeting Agenda



8.00 a.m. Wednesday 26 August 2026

Tapatahi Boardroom, Level 4 Aotea Centre, Auckland

Item	Subject	Action	Trust/Co.	Start Time	Duration
CONFIDENTIAL MEETING OPEN					
PROCEDURAL					
1	Agenda and Apologies	To Note	T & C	8.00 a.m.	30 mins
2	Board Only Time, Vicki Salmon	To Discuss	T & C		
3	Confidential Minutes 29 July 2026 and Action Tracker, Vicki Salmon	To Approve	T & C		
CE CONFIDENTIAL UPDATE					
4	CE Confidential Update ¹ , Justine White	To Note and Discuss	T & C	8.30 a.m.	1 hour
ANNUAL REPORTS AND QUARTERLY PERFORMANCE REPORT					
5	Tātaki Auckland Unlimited Limited Annual Report and Tātaki Auckland Unlimited Trust Annual Report ² , Justine White	To Approve	T & C	9.30 a.m.	30 mins
BREAK				10.00 a.m.	15 mins
6	Q4 Performance Report ³ , Justine White	To Approve	T & C	10.15 a.m.	15 mins
WORKSHOPS					
7	Economic Development Strategy – Briefing From EDO ³ , Pam Ford	To Discuss	T & C	10.30 a.m.	45 mins
CONFIDENTIAL MEETING CLOSED AND PUBLIC MEETING OPEN					
PROCEDURAL					
8	Register of Directors' Interests and Rolling 12-Month Board Work Programme, Vicki Salmon	To Note	T & C	11.15 a.m.	5 mins
9	Public Minutes 29 July 2026, Vicki Salmon	To Approve	T & C		
CE REPORT AND PERFORMANCE REPORTS					
10	CE Report, Nick Hill 1. Financial Performance Report ⁴ 2. Current Operational Risks ³ (RC) 3. Capital Projects Update ³ (RC)	To Note	T & C	11.20 a.m.	40 mins

¹ S7(2)(f)(i),(h),(i),(j) LGOIMA 1987

² S17(d) LGOIMA 1987

³ S7(2)(f)(i),(h) LGOIMA 1987

⁴ Withheld pursuant to NZX Listing Rules

Board Meeting Agenda

Item	Subject	Action	Trust/Co.	Start Time	Duration
PUBLIC MEETING CLOSED AND CONFIDENTIAL MEETING OPEN					
LUNCH				12.00 p.m.	30 mins
COMMITTEE UPDATES AND CIRCULAR RESOLUTIONS					
11	Board Committee Verbal Updates and Circular Resolutions, Vicki Salmon 1. Remuneration Committee 5 August 2. Capital Projects Committee 12 August 3. Risk and Finance Committee 20 August	To Note	T & C	12.30 p.m.	10 mins
APPROVAL PAPERS					
12	TAU Climate Related Disclosures (CRD) ⁵ , Justine White and Sarah Anderson	To Approve	T & C	12.40 p.m.	1 hour 30 mins
13	Destination and Major Events ⁶ , Annie Dundas and Cheyne Stephens 1. Major Events Proposed Partnership 2. Major Events Portfolio Update 3. Destination Partnership Programme Advisory Group nominations	To Approve	C		
14	TAU Capital Programme – Herald Theatre Façade Variation ⁶ , Justine White	To Approve	T		
15	Te Mahere Aronga Update ⁵ , Helen te Hira	To Approve	T & C		
16	Facial Recognition Trial ⁷ , Justine White	To Approve	T		
17	TAU Board Committees – Charter Amendment ⁸ , Justine White	To Approve	T & C		
18	TAU Policies ⁸ , Justine White: 1. Koha Guideline 2. Gift, Hospitality, Register Policy and Complimentary Tickets Guideline 3. Staff Functions and Events Guideline	To Approve	T & C		
19	TAU Board Dates 2027 ⁹ , Justine White	To Approve	T & C		

⁵ S7(2)(f)(i),(h) and S17(d) LGOIMA 1987

⁶ S7(2)(f)(i),(h),(i) LGOIMA 1987

⁷ S7(2)(f)(i),(h),(j) LGOIMA 1987

⁸ S7(2)(f)(i),(h) LGOIMA 1987

⁹ S17(d) LGOIMA 1987

Board Meeting Agenda



Item	Subject	Action	Trust/Co.	Start Time	Duration
NOTING PAPERS					
20	Health and Safety Report ¹⁰ , Lynn Strudwick and Peter Hayes	To Note	T & C	2.10 p.m.	20 mins
	Close of Meeting			2.30 p.m.	

¹⁰ S7(2)(a),(d),(f)(i),(h) LGOIMA 1987



Register of Directors Interests

Name	Position	Directorships/Trusteeships	Other Interests	Possible Conflicts
Vicki Salmon	Chair	- Salmon and Partners Ltd (Director and Shareholder) - Greenhills Forest GP Limited (Shareholder)		Prior to Vicki Salmon's appointment as Chair of Tātaki Auckland Unlimited, Vicki was a member of the Eden Park Trust Board (EPTB). Vicki resigned as a member of the EPTB on 27 March 2023 and no longer has any interest in EPTB or the Eden Park organisation.
Alastair Carruthers	Non-Executive Director	- Homeland NZ Enterprises Ltd (Director and Shareholder) - Carruthers Consulting Ltd (Director and Shareholder) - Cornwall Park Trust Board and associated trusts (Chair) - Netball New Zealand (Chair) - Auckland University of Technology (AUT) Foundation (Trustee) - Keir Trust (Trustee) - Auckland Regional Amenities Funding Board (Board Member) - Auckland War Memorial Museum Trust Board (Deputy Chair) - Museum of Transport and Technology Board (Director)		- The ARAFB provides operating funding to some entities who occupy and perform in Tātaki Auckland Unlimited facilities. - Spouse Peter Gordon and Homeland may do consulting work for Dan Clarke and Auckland Live from time to time.
Carol Cheng	Non-Executive Director	- Hong Consulting Limited (Director and Shareholder) - CYWE Trustee Limited (Director and Shareholder) - Auckland International Airport Limited (Shareholder) - Spark New Zealand Limited (Shareholder) - Comvita Limited (Shareholder) - SkyCity Entertainment Group Limited (Shareholder)		

Graeme Stephens	Non-Executive Director	• New Zealand Hotel Holdings (Director) (this interest includes directorships of several further entities connected with New Zealand Hotel Holdings) • Kamari Consulting Limited (Director and Shareholder) • Marama Hua Trustee Limited (Director) • Rakaunui Property Limited (Director) • Rakaunui Property Holdings Limited (Director) • SkyCity Entertainment Group (Shareholder)		
Dan Te Whenua Walker	Non-Executive Director	• New Zealand Māori Tourism Society (Deputy Chair) • Korowai Hikuroa Consulting Limited (Director and Shareholder) • Ngāti Ruanui Holdings Limited (Director) • Whangaparāoa College (Trustee) • Māori Creative Foundation (Trustee) • Hikuroa Whanaungatanga Charitable Trust (Chair) • University of Auckland Māori Alumni (Trustee and Chair of Executive Committee) • Sarcoma Foundation NZ (Board member) • Child Cancer Foundation (Chair)		

12-Month Work Programme

Month	Shareholder Accountability	Operations	Strategy and Business Focus	Board and Committee Meeting Dates
Jul-26	- Final SOI FY2027-2029 approval - Financial reporting for the year ended 30 June 2026 - Q4 Risk Report to Council	- CEO Report - H&S Report	- Destination section of Council Economic Development strategy workshop - Single Operator Model (Stadiums) - TAU Venues Analysis - Council Direction Setting for the LTP document made available	- Risk and Finance Committee – 22 July - Board Meeting – 29 July
Aug-26	- Q4 Performance Report - TAUL and TAUT Annual Report - Financial reporting for the year ended 30 June 2026 - Climate Related Disclosures	- CEO Report - H&S Report - Māori Outcomes Report 2027 Board and Committee Meetings	- Workshop: Economic Development Strategy with EDO - Te Mahere Aronga Update	- Remuneration Committee – 5 Aug - Capital Projects Committee – 12 Aug - Risk and Finance Committee – 20 Aug (FY26 Statements) - Board Meeting – 26 Aug
Sep-26		- CEO Report - H&S Report	Proposed management response to LTP direction setting (if applicable)	
Oct-26	- Public Board meeting - performance against SOI targets for Year Ended 30 June 2026 - Q1 Performance Report - Q1 Risk Report to Council - TAU Q4 Report to Council Apps. & Performance Review Committee 8 Oct 2026	- CEO Report - H&S Report - Māori Outcomes Report		- Capital Projects Committee – 14 Oct - Board Meeting – 28 Oct (Public Board Meeting)
Nov-26	TAU Q1 Report to Council Apps. & Performance Review Committee 19 Nov 2026	- CEO Report - H&S Report	Draft Mayoral proposal for LTP	- Risk and Finance Committee – 11 Nov - Board Meeting – 25 Nov
Dec-26		- CEO Report - H&S Report - Māori Outcomes Report		Capital Projects Committee – 9 Dec

12-Month Work Programme

Month	Shareholder Accountability	Operations	Strategy & Business Focus	Board and Committee Meeting Dates
Jan-27	- Financial reporting for the ½ Year ended 31 December 2026 - Q2 Risk Report	- CEO Report - H&S Report - Māori Outcomes Report		- Board Meeting – (TBC) (½Y Accounts) - Remuneration Committee – (TBC)
Feb-27	Q2 Performance Report	- CEO Report - H&S Report	LTP public consultation	- Capital Projects Committee – (TBC) - Board Meeting – (TBC)
Mar-27	Draft 2028 -2030 Statement of Intent	- CEO Report - H&S Report - Māori Outcomes Report - Auditor engagement and fees		- Risk and Finance Committee – (TBC) - Board Meeting – (TBC)
Apr-27	- Q3 Risk Report to Council - Q3 Performance Report - Draft TAU SOI 2028-30 presented to Budget and Performance Committee (date TBC) - TAU Q2 Performance Report to Council Apps. & Performance Review Committee (date TBC)	- CEO Report - H&S Report - CCTR FY27 Investment Proposal		- Capital Projects Committee – (TBC) - Board Meeting – (TBC)
May-27	TAU Q3 Performance Report to Council Apps. & Performance Review Committee (date TBC)	- CEO Report - H&S Report - Māori Outcomes Report	Final LTP decision-making and final Mayoral Proposal	- Risk and Finance Committee – (TBC) - Board Meeting – (TBC)
Jun-27	- Public Board meeting - shareholder feedback on SOI - Annual Plan and Capital Plan FY27 - Three Year Plan	- CEO Report - H&S Report - Annual insurance renewal		- Capital Projects Committee – (TBC) - Board Meeting – (TBC) (Public Board Meeting)

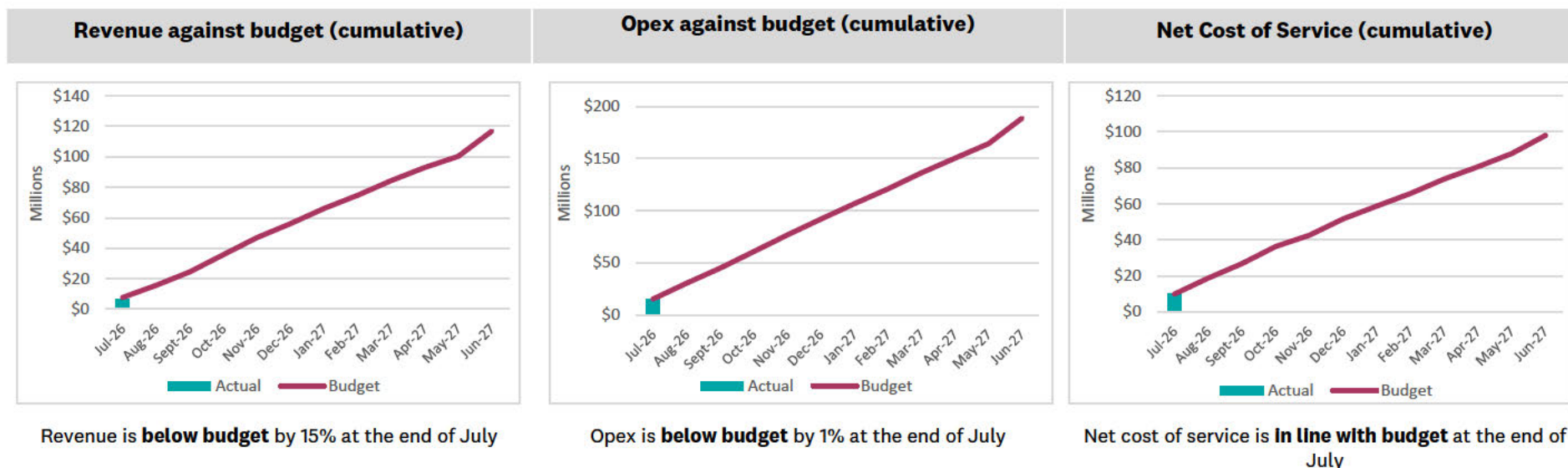
Chief Executive Report

Report to the Board of Tātaki Auckland Unlimited, 26 August 2026

1. Introduction

- As Tāmaki Makaurau celebrated Matariki, Tātaki Auckland Unlimited (TAU) welcomed eight new Māori owned businesses and Places of Cultural Connection to its 'Treasures of Tāmaki Makaurau Auckland' platform. The platform was established by TAU in 2024, and the new treasures reflect the growing strength of Auckland's Māori visitor economy.
- TAU, together with Port of Auckland (POAL) and industry partners, launched the Auckland Cruise Plan 2026-2036 at the New Zealand Cruise Association conference on 13 August at Shed 10. The plan outlines a 10-year roadmap to grow high-value cruise visitation through coordinated investment, stronger partnerships and an enhanced visitor experience.
- Results from the third phase of *It's On In Auckland* showed the campaign positively lifted perceptions towards Auckland's city centre among Aucklanders, and those in Auckland's key fly and drive markets as well as intent to spend leisure time and money in the city centre. Those who saw the campaign feel the city is more exciting and welcoming, with lots to do. The next phase of *It's On In Auckland* runs from August to December and will promote the bumper line-up of events and experiences that can be enjoyed in the city centre and accessed via the CRL.
- A new name, brand and plans were unveiled on 28 July for Western Springs Bowl – launching a bold new future for the former Western Springs Stadium as a boutique sports stadium in winter and an outdoor venue for concerts and festivals in summer. The project will cost up to \$2.5 million and will be paid for from TAU's existing capital budget, with no additional cost to ratepayers. UK pop star Olivia Dean has been confirmed as the first concert to be held at Western Springs Bowl after being moved from Spark Arena following exceptional ticket demand.
- For the first time, 24 Moana Oceania island nations have come together to create a landmark Indigenous-led exhibition celebrating the rich knowledges and cultural practices of one of the world's most interconnected regions. *Our Ocean of Islands* opened at New Zealand Maritime Museum on 15 August and will be on display for 18 months, accompanied by a programme of public events celebrating each participating island nation.
- Thirty-one flamingos were safely relocated into their newly upgraded habitat, with the move and health checks completed in under 90 minutes. The habitat has been enclosed to reduce HPAI exposure risk and now has an isolated, treated water supply.

2. Finance update

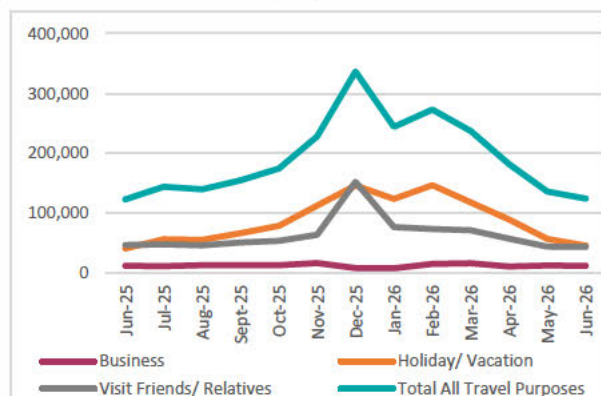


3. Cultural organisations at a glance

	ATTENDANCE				NET PROMOTER SCORE		NET COST TO SERVE PER PATRON		
	Total	Ticketed	%Share	% of YTD Target	YTD	Target	YTD ¹	Target	Variance
Auckland Art Gallery	39,007	8527	5%	49%	56.3	50	\$38.4	\$39.3	-\$0.9
Auckland Zoo	102,085	102,085	56%	119%	79.5	50	\$11.3	\$19.1	-\$7.8
NZ Maritime Museum	16,270	10,737	6%	116%	58.8	50	\$34.0	\$34.0	+\$0.1
Auckland Stadiums	78,625	19,958	11%	117%	66.3	25	\$6.9	\$4.5	+\$2.4
Auckland Live	970,808	35,685	20%	57%	42.1	45	\$3.0	\$5.5	-\$2.5
Auckland Conventions	13,132	5822	3%	NA	NA	-			
TOTAL	1,219,927	182,814	100%	95%	66.4	45	\$5.5	\$12.5	-\$7.0

4. Auckland destination dashboard

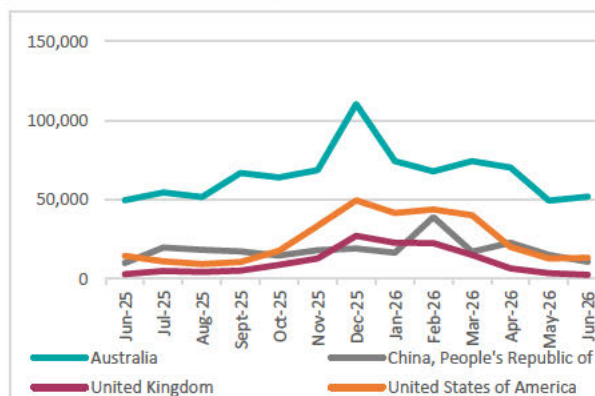
Visitor arrivals into Auckland Airport by purpose (to June)



There were 124,422 international visitor arrivals in June, **0.8% higher** than in June 2025. In the year to June, there were 2.4m international visitor arrivals, **4.5% higher** than the previous 12 months.

*Source: Stats NZ Infoshare

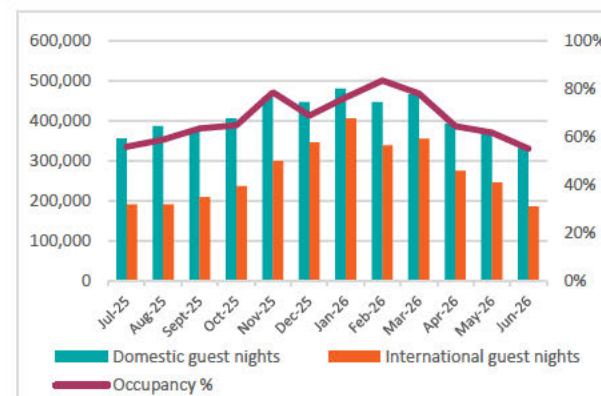
Visitor arrivals into Auckland Airport by key markets (to June)



There were 51,870 Australian visitors in June, **4.3% higher** than in June 2025. In the year to June, there were 804,759 Australian visitors, **4.1% higher** than the previous 12 months.

*Source: Stats NZ Infoshare

Commercial visitor nights in Auckland (to June)



In June, there were 520,500 total guest nights in commercial accommodation, **6% higher** than June 2025. Occupancy rates in June (55%) were **higher** than the same month last year (53%).

*Source: Accommodation Data Programme

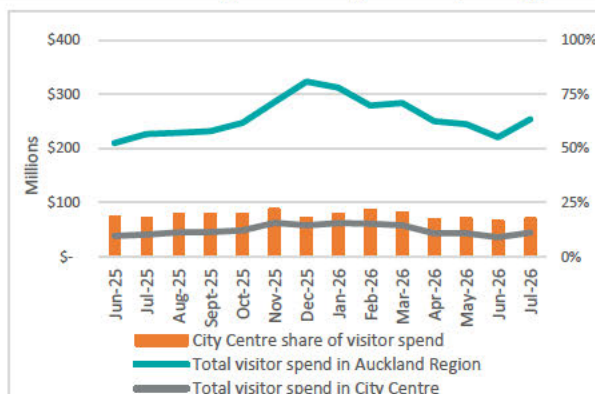
Monthly spend in Auckland: International vs domestic (to June)



In June, domestic tourism spend in Auckland was \$173.5m (**1.0% lower** than June 2025) and international spend was \$165.0m (**22.7% higher** than June 2025).

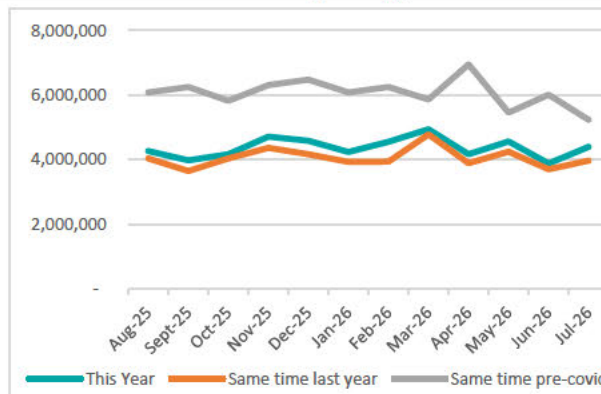
*Source: MBIE

Visitor (non-Aucklander) electronic card spend in Auckland Region and City Centre (to July)*



Visitor spend across the region was 11.8% higher in July 2026 than July 2025, in the city centre it was 9.0% higher. City centre share of regional visitor spend was the same as the same period last year at 18%. *Source: Marketview

City centre pedestrian counts (to July)*



City Centre pedestrian footfall, as measured across 19 monitoring locations, was 4.4m in July. **10.6% higher** than July 2025 but **24.1% lower** than July 2018.

*Source: Heart of the City

5. Statement of Intent delivery

Experiences and Events

Auckland Live (Performing Arts)

Presenter services

- Presenter Services delivered [REDACTED] tickets across [REDACTED] seasons in July.
- Strong Matariki programming across Auckland Live venues, including APO's *Waiata Anthems in Concert* [REDACTED] *Ngā Reo o Te Rangī* [REDACTED] and *Te Korakora Festival* [REDACTED]
- Popular music and performing arts events featuring *Dave Dobbyn* (2071 attendees), the *APO's Madama Butterfly* [REDACTED] and Royal New Zealand Ballet's *Winter Season* [REDACTED]
- Diverse contemporary programming, including the *Exploding Rainbow Orchestra: The Jukebox of Joy's* bombastic performance of an aspirational goal with 40+ of their community illuminating the Kiri Te Kanawa stage [REDACTED]
- Strong school holiday engagement through *The Addams Family* [REDACTED] and *Bubble Extravaganza* [REDACTED]
- *Titanic: The Human Story* has generated strong early demand ahead of its 27 August opening at Smith & Caughey's, achieving [REDACTED] within its first six days on sale.
- Shed 10 was busy in July with highlights including contemporary music concerts *Luude* [REDACTED] *The Ministry of Sound Testament* [REDACTED] and *Te KoraKora* [REDACTED]

Performing arts & producing teams

- Delivered strong family engagement during school holidays, with *Dog Man: The Musical* attracting [REDACTED] at Bruce Mason Centre.
- Supported the development and international reach of New Zealand work, including *Tūturu*, *Just Between Me and Jesus* (production-tested ahead of its 2026 Venice Biennale premiere), and *HR The Musical*, which completed a fundraising season ahead of its Edinburgh season ([REDACTED])
- Continued investment in talent development, supporting emerging artists through initiatives including the *Massive Nui Ensemble* programme.
- *Cabaret Festival* outcomes were reported in the June CE report, highlighting the festival's strong audience and sector impact.

Public realm and city centre

- Public Realm activations significantly exceeded expectations, reaching [REDACTED] across the month, more than double the projected audience of [REDACTED]
- *Matariki ki te Manawa* was a standout success, delivering a city centre-wide programme of light installations, projections, tours and digital experiences led by Māori Creative Director Ataapahua Papa, with audience reach exceeding [REDACTED]
- Key Matariki highlights included *Tūrama* (Queen Street), *Taurima* (Elliott Street), *Reo Haukura* (Lorne Street), *Rā* (Vulcan Lane), *KBA lightboxes*, and launch of projections on Te Waihoritū with *Huihui Whetū* by Graeme Tipene (estimated [REDACTED] in July, runs to September) all of which significantly outperformed reach forecasts and strengthened city centre activation through strong partnerships with Ngāti Whātua Ōrākei, city stakeholders and Major Events.
- *Are We Atoms?* in Aotea Square was experienced by [REDACTED] The large-scale installation took visitors on a visual journey from the vast expanse of the galaxies to the microscopic world of dividing cells, connecting Earth to the Matariki star realm.
- Public realm programming also unlocked new uses for city spaces, including the first cultural activation of the former Smith & Caughey building through the *World Press Photo & Doc Edge Immersive Exhibition*, attracting more than [REDACTED] visitors and demonstrating the potential of meanwhile-use activations.

Marketing and Communications

- Auckland Live recorded an **average ticket price of \$57** in July. During the month, **62 new events** (89 performances) were brought to market and **3358 new subscribers** joined the Auckland Live database.

- Marketing activity supported **42 commercial clients**, including the **sold-out Dave Dobbyn concert**, and **five major presenters and festivals**, including the New Zealand International Film Festival (NZIFF), *Titanic: The Exhibition*, and *Jesus Christ Superstar*. The team delivered **13 performing arts campaigns** and **two public realm campaigns**, with highlights including *Cirque Alice*, *Dog Man: The Musical*, *Matariki ki te Manawa*, and *We The Young*.
- **Campaign performance remained strong**, with Paid Social activity delivering a 495.2 per cent increase in Buy Ticket events from a comparatively lower 122.2 per cent increase in advertising spend, demonstrating improved efficiency and return on investment.
- **Communications support** for *Matariki ki te Manawa* resulting in extensive media coverage including in NZ Herald, Pacific Media Network, Whakaata Māori and 1News; *CRL First Look events*, *Cabaret Festival*, *Cirque Alice*, *Titanic: The Human Story* and *We The Young*.

Major Events

Investment

- The **New Zealand Events Association (NZE) conference** was held at New Zealand International Convention Centre (NZICC) from 4-5 August, which including the **NZE Awards** on 5 August. The NZEA received positive feedback on Auckland as a host, and TAU supported events were well represented amongst the award winners.
 - Major or Mega Event of the Year: **ASB Classic**
 - Music Event of the Year: **Laneway Festival**
 - Supplier of the Year: Medical Response Industries (MRI), for the **Ed Sheeran Loop Tour at Go Media Stadium**
 - Diversity, Equity and Inclusion Event of the Year: **WIPCE 2025**
 - **Chasing the Fox** was announced on 6 August, Kiwibank has joined as naming rights partner, tickets now on sale, and Ryan Fox returning following his recent Open Championship success.
 - **David Nyika** won his **IBF World Title Contender** fight vs **Floyd Masson** at **Eventfinda Stadium** on **8 August**, securing the right to a World Title [REDACTED]
 - **Olivia Dean** announced on **11 August**, moving from Spark Arena (12,000 capacity) to the Western Springs Bowl (30,000 capacity) [REDACTED]
- [REDACTED] announcement. However, Tourism New Zealand's Australian office has confirmed investment to secure an allocation of tickets for Australians to travel to Auckland for the concert as they see this as a significant opportunity to drive trans-Tasman travel.

Marketing & Communications

- **Post campaign reviews for Matariki and Ngā Reo o te Rangi** are underway. While final reports from paid media/agency partners are pending, early results indicate the festival's marketing campaign performed strongly against KPIs and previous editions.
- Provided extensive **communications support for Matariki Festival**, including on-site support for Te Hui Ahurei o Matariki, Te Korakora ki Waihorotiu, the National Hautapu Ceremony, and Ngā Reo o te Rangi. Secured strong organic media coverage throughout the month, including NZ Herald, Te Ao Māori News, and The Hui, through four media releases and targeted media pitching.
- Planning continues across destination marketing and city activation for **State of Origin 2027**. With more than [REDACTED] pre-sale registrations, activity is focused on maximising visitor stay and spend.
- Video content developed with Porsche to leverage **NZ Fashion Week** was finalised, showcasing Auckland's fashion, hospitality and visitor experiences to Australian audiences.
- The **'Game On In Auckland'** campaign launched across owned, paid and out-of-home channels, including Spotify, Google, Stuff, Meta and TikTok. Promoting Auckland's **winter sports fixtures** in key fly/drive markets, the campaign aims to increase event awareness, visitation and web traffic.
- Comms support for **major event announcements** including NZ Women's Open and Kiwibank Chasing the Fox.
- Leveraged a **visit by NSW State of Origin coach Laurie Daley** to build excitement for **State of Origin** coming to Auckland in 2027. TAU coordinated a domestic media programme and facilitated engagement with Shaun Johnson, generating strong coverage across radio, online and TV. Relationships with Australian media were also established to support ongoing promotion.

For a comprehensive view of upcoming events, including proposed 'Underwrite' events, refer to Appendix 4: TAU Calendar and Appendix 5: Major Events Pipeline.

Business Events

Auckland Conventions Venues and Events (ACVE)

- ACVE actualised **22 business events** for 13,132 attendees
- Total **Gross Revenue to ACVE** venues [REDACTED] (includes full catering spend), **Total Revenue (TR)** was [REDACTED], a **72 per cent Year-on-Year Increase**. Net Revenue (NR) [REDACTED], a 72 per cent gross margin [REDACTED]
- ACVE **contracted 34 business events** with a venue hire total of [REDACTED]. The business received 83 new opportunities for a venue hire value of [REDACTED]
- Joint **India / New Zealand PM Modi Business and Sport Conference** held at Viaduct Event Centre was a significant success.

Marketing & Communications

- July's **venue-focused newsletter** achieved **556 unique opens** and an average open rate of 25.1 per cent.
- **Digital performance** remained positive, with website-generated enquiries into Momentum increasing 50 per cent month-on-month, website traffic up 10.5 per cent, and organic LinkedIn activity generating 4162 impressions, 132 reactions and 268 clicks.
- ACVE was named a finalist in the **NZEA New Zealand Event Awards for Venue of the Year**, recognising **WIPCE at Aotea Centre and Aotea Square**. Communications (i.e. Tātake Update to elected members) provided, and a media release prepared for distribution in the event ACVE won.

Auckland Convention Bureau (ACB)

- See table below for notable results.
- There are 66 future business events confirmed for Auckland (to 2034) resulting from ACB's support with an estimated future economic value of \$102.2 million.
- In addition, ACB is working on 70 future business event opportunities through to FY2027/28, including bids already submitted as well as bid proposals in development. If confirmed, these opportunities would generate a future economic value of \$140.4 million.
- ACB strengthened Auckland's international profile through IMEX and related industry engagement, generating new relationships and opportunities across associations, incentive and corporate markets. The quarter also progressed strategic partnerships in priority markets, including appointment of a specialist representation agency in India.

Marketing & Communications

- **Hul Pass**, a **discounted transport product** for conference organisers and attendees, was launched following a collaborative product development process with Auckland Transport.
- Following a hosted Auckland experience for **Canadian Journalist** Wendy Helfenbaum, **Global Traveller** published 'Amazing Auckland', with further coverage anticipated.
- Secured print and online coverage in **HQ The Association Magazine** and podcast coverage from MEETINGS in the Business Events Industry Aotearoa Podcast.
- Drafted **case studies** for the International Coral Reef Symposium, International Symposium on Microbial Ecology, and International Confederation of Principals.

Destination Management (Including Māori Tourism)

- **Localised Destination Management:**
 - Delivery of a Destination planning workshop in Kumeu in advance of the Northwest Auckland destination management planning (DMP) presentation in August.

- **Māori Tourism Development Programme:** welcomed eight new Māori-owned businesses and Places of Cultural Connection to the 'Treasures of Tāmaki Makaurau Auckland' platform with an event aligning with Matariki at Te Whatu Stardome and a media release to announce the new treasures.
- **TRENZ 2026:** TAU received the TRENZ 2026 survey results which confirmed what the team felt after the event – Auckland excelled, receiving an 85 per cent net promoter score, and four in five buyers reporting they would recommend Auckland as a destination to visit.
 - 96 per cent of buyers who completed an Auckland fam had a positive experience with more than two-thirds saying it was excellent.
 - After TRENZ nearly all buyers felt they knew 'quite a lot' or 'almost everything' about Auckland (comment from Aussie buyer). One respondent stated "*The biggest takeaway was Auckland's balance between urban lifestyle and nature. Within a short distance, you can experience a vibrant city, stunning waterfronts, wineries, islands and outdoor activities, making it appealing to a wide range of travellers*"
- **Tourism Sustainability and Carbon Measurement:** held a workshop with several Auckland operators to discuss developing a mechanism for businesses to support the Tāmaki Taiao Alliance nature projects.

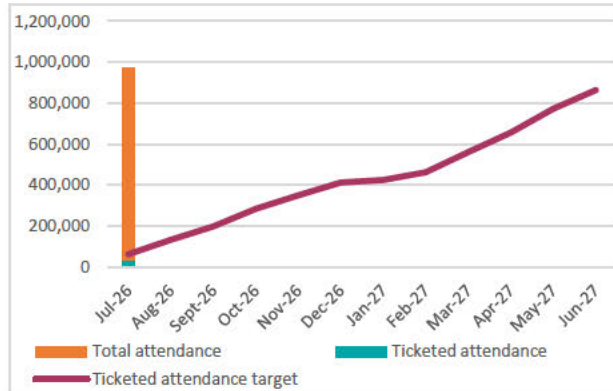
Destination Projects and marketing

- **Auckland by Night (Nighttime Economy)**
 - The latest series of the **Nocturnalists** in partnership with The Spinoff, continues to deliver as a key storytelling platform and nighttime community generator. Series three delivered more than **38,000 page views** and **260,000+ Instagram views**, significantly exceeding benchmarks and previous series. The next series will include themes aligned to Auckland's City of Music programme, hospitality and the new Food Destination Strategy.

- Auckland by Night continues to work in partnership with the **Night Mayors Collective**, a series of eight events across the year, featuring Auckland's tastemakers; three new events confirmed including a design and city centre architecture is first off the rank in September.
- **Nighttime Instigators**: A group spanning the city's precinct leaders and hospitality specialists, continues to work as one ecosystem, including AT, Britomart, KBA, Sky City, Heart of the City, Auckland Live, Precinct Property and Economic Development Office (EDO) working on the Thursday Night Revival series, Matariki, Scoops in the City, Nocturnalists, live music, Wednesdays Night Student Night and city-wide activation for student graduation.
- **Student Economy**
 - 'Dear Auckland': TAU, in partnership the **AUT Design School, Auckland FC** and **NZ Fashion Week**, to be announced at NZFW on 19 August, a cohort of third year design students will each work on an installation piece to show their vision for the future of Auckland, across all mediums, mentored by Steve Dunstan from AKA and resulting in an event and activation in November ahead of Graduation. This is part of the TAU's commitment to This City Loves Students.
 - Planning is underway for the creation of **IMAGE09** to become Auckland city's free weekly Auckland gig guide, published online via Instagram and Undertheradar.co.nz, as well as in print as a foldable A3 poster that folds down into an eight-page zine. It would be released every Wednesday to coincide with Auckland's student and night-time economy and distributed in universities, venues, cafes, and retail across the city centre.
- **Food Story**
 - The first-ever **Auckland Mushroom Festival** (12-15 August), a micro-celebration of all things Fungi along Karangahape Road proved a popular addition to the city's food and nighttime scene. With support from Auckland by Night, Auckland Live and Auckland Council Events, this festival was perfectly timed to coincide with the First Look at the new Karanga-a-Hape Station. All three panel series events sold out, 21 restaurants along Karangahape Road took part, supporting the nighttime economy and the official Mushroom Parade made its way through the Karanga-a-Hape station.
 - **TAU's first Food Destination Strategy** has been drafted, positioning Auckland as a global food city and using the city's food story as a portal to place and destination. With input from key food personalities, chefs and business associations, this will be implemented across the broader TAU whanau, and externally to media and partners, to promote Auckland as NZ's most edible food city and boost its relevance, reputation and profile, both domestically and internationally.
 - Work underway on the strategy for **Iconic Auckland Eats** in 2027, a review of positioning, purpose and how to maintain momentum, including a consumer facing event at NZICC to follow on from the awards.
 - **Cuisine Partnership**, final planning for TAU presence and comms to support the Food Destination Strategy and sponsoring Chef of the Year at the Cuisine Good Food Awards 24 August.
- **TAU Mobile Box Office**
 - Final concept and design nearly completed to deliver TAU's Mobile Box office including strategy for launch, rollout across New Zealand, key functionality including ticket booking, activations and partner collaborations across the city. [REDACTED]

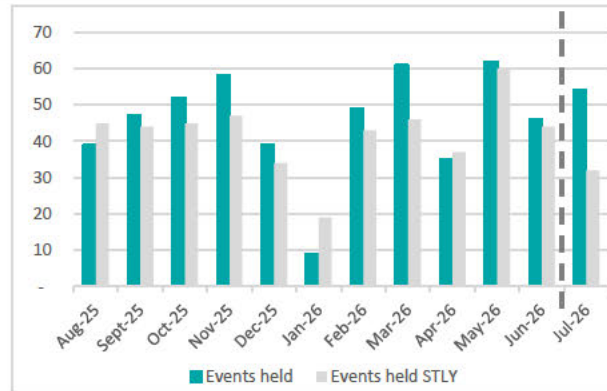
KPI RESULTS

Performing Arts: ticketed and total attendance + reach (cumulative)



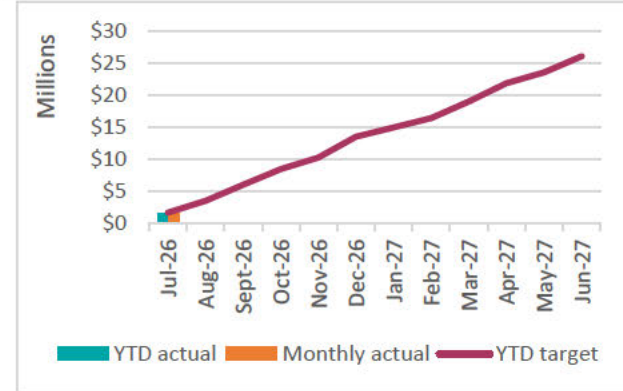
Performing Arts' YTD ticketed attendance is **below target** at 35,685

Performing Arts: number of events



The number of Performing Arts events held in July 2026 (54) was higher than July 2025 (32).

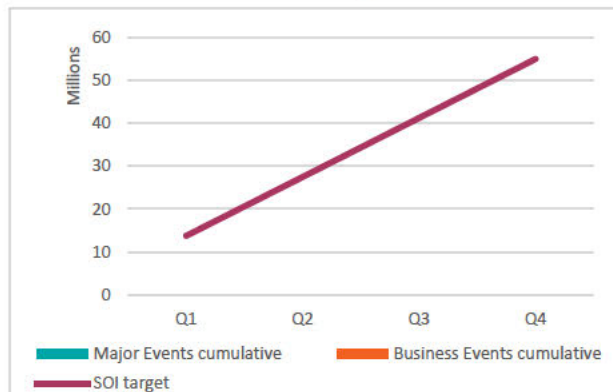
Performing Arts: YTD Revenue



Performing Arts' revenue was 12% **below budget** - \$1.5m against a budget of \$1.70m. This includes CCTR funding

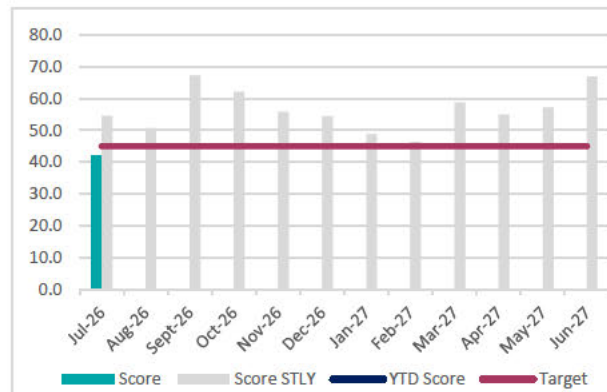
Includes Director Auckland Live, Performing Arts and Presenter Services sub-units.

Major events and business events: contribution to regional GDP



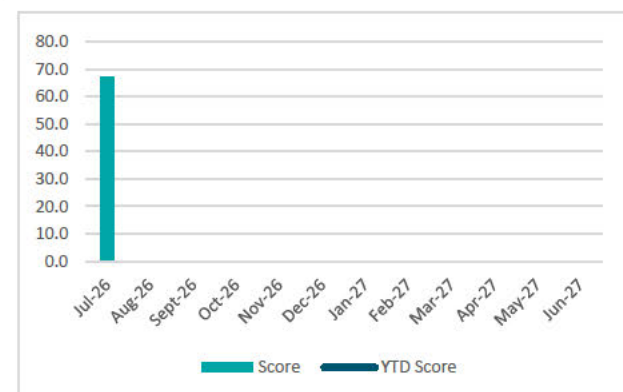
Results reported quarterly – first results will be reported in October

Performing Arts: Venue NPS



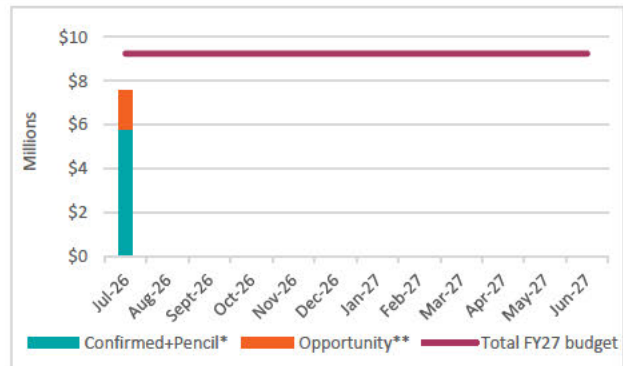
Performing Arts' YTD venue NPS score is **below target** at 42.1

Performing Arts: Event NPS



Performing Arts' YTD event NPS score is 67.2

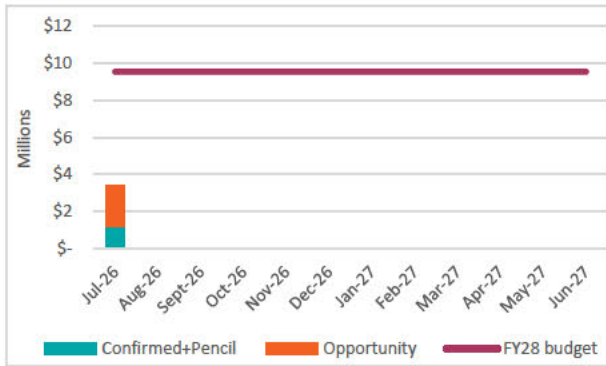
ACVE: FY2026/27 Forecast YE Revenue vs Budget



At the end of July, 63% of year-end budgeted revenue has been realised (\$5.8m against a \$9.3m target). Aotea Centre comprised 23% and Viaduct Events Centre comprised 41% of revenues.

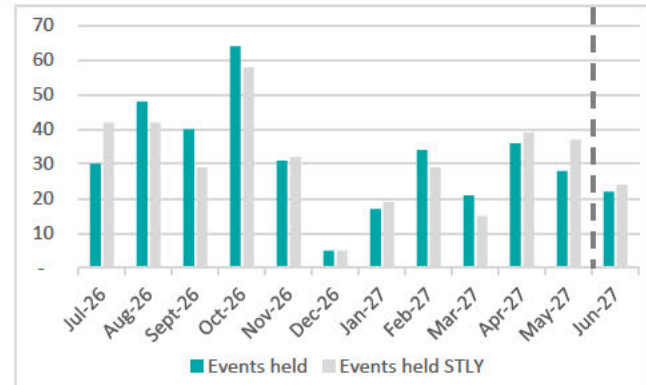
**Confirmed category includes confirmed events and * Pencil events - 1st in line and may proceed to contract if desired **Opportunity status is a sales enquiry or a lead (no booking space is held). Net revenue does not include catering invoices.*

ACVE: FY2027/28 Forecast YE Net Revenue vs Budget



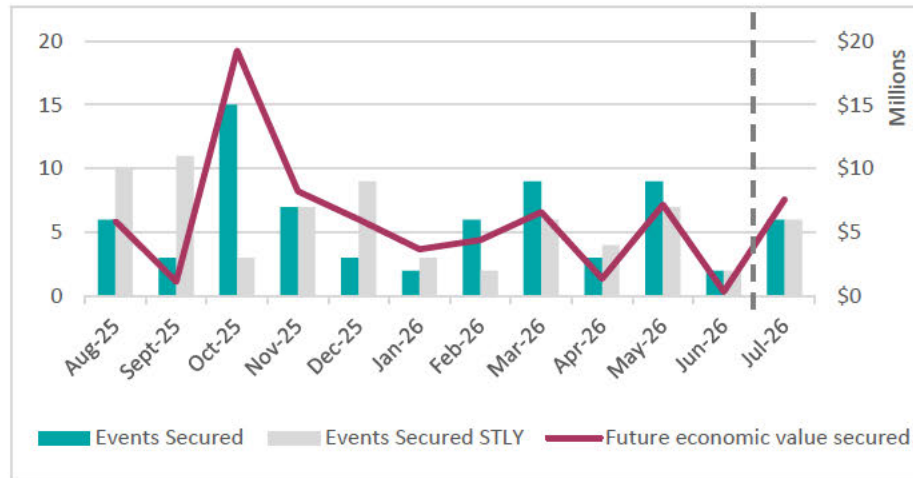
ACVE FY2027/28 budgeted venue revenue is \$9.5m. Based on bookings to the end of July 2026, \$3.4m of this revenue is confirmed, 13% of budget. A further \$2.2m of opportunities are in the pipeline.

ACVE: number of events (cumulative)



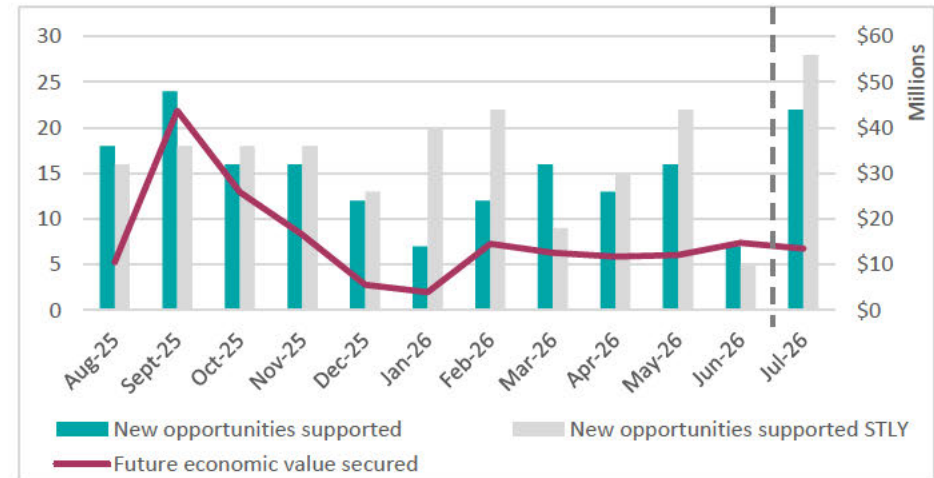
The number of ACVE events held in July 2026 (22) was lower than July 2025 (24).

Auckland Convention Bureau: business events secured



ACB helped to secure **6 new business events** for Auckland in July with an estimated economic value of **\$7.6m** in future economic benefit for the region. The events are due to take place through to 2034.

Auckland Convention Bureau: new opportunities supported



ACB generated or assisted with **22 new business event opportunities** for Auckland in June, with dates through to 2032 and an estimated economic value of **\$13.6m** if all are secured.

Taonga and places

Auckland Zoo

- **July visitation was 102,085 – the third highest monthly visitation in the Zoo's history** and 19 per cent above budget.
- The Matariki public holiday on 10 July was the Zoo's **busiest paid day** on record with almost **10,000 visitors**.
- **July revenue from all sources was \$1.85 million**, 31.9 per cent above budget.
- **Dinosaur Nights & Lights** attracted **16,529 visitors** across 16 nights and generated significant additional revenue. The experience was expertly managed in collaboration with the Animal Care & Conservation team to minimise the impact on the animals while delivering an exceptional visitor experience.
- **ASB sponsored a financial literacy activation for young people** during the July school holidays, which proved extremely popular and contributed to record-breaking school holiday visitation. The activation aligned well with the Zoo's Matariki programming and strategic commitment to enhancing the wellbeing of our communities.
- Auckland Zoo **successfully released ten niho taniwha** (chevron skinks) into Glenfern Sanctuary on **Aotea** (Great Barrier Island), including one individual returning home after 29 years in zoo care. The release was undertaken in partnership with **Ngāti Rehua Ngātiwai ki Aotea, DOC, Glenfern Sanctuary and Unitec**, with post-release monitoring and research projects supporting long-term conservation outcomes. This represents a significant conservation milestone for a threatened taonga.
- **Zoo staff worked alongside DOC and MPI to vaccinate takahē populations** on Tiritiri Matangi Island, Rotorua Island and Maungatautari against Highly Pathogenic Avian Influenza (HPAI H5N1). The programme aims to protect approximately 300 key breeding birds representing critical genetic lines for the future of the species. This is a proactive conservation intervention aimed at safeguarding one of New Zealand's most threatened native birds.
- Zoo staff contributed almost **200 hours of fieldwork** in July.
- After extensive monitoring of mobility, comfort and overall quality of life, the team made the **difficult decision to euthanise geriatric giraffe Ruklya**. The decision followed a detailed welfare assessment that identified significant functional impairment and discomfort and reflects a strong commitment to prioritising animal welfare through evidence-based care.
- **Thirty-one flamingos were safely relocated** into their newly upgraded habitat, with the move and health checks completed in under 90 minutes. The habitat has been enclosed to reduce HPAI exposure risk and now has an isolated, treated water supply.

Marketing & Communications

- Stage 2 of the **Dinosaur Discovery Track campaign** ran for five weeks across out-of-home, digital, radio, cinema and print channels.
- The Zoo partnered with Mai FM to host a **Matariki Community Day** at Takaparawhau Bastion Point.
- Marketing activity contributed to the Zoo's **record July visitation**, with membership reaching 52,989 active members and 20,228 memberships as at early August, including 557 new members and 1278 renewals.
- Secured **156 media stories and mentions** in July, including extensive coverage of the euthanasia of elderly giraffe Rakaya across Three News and multiple radio outlets, and Matariki at the Zoo coverage by Te Ao Māori News.
- Continued communications management for **HPAI (H5N1 bird flu)**, including updates to the communications plan and website content, and reactive media engagement that generated positive coverage of the precautionary relocation of the Zoo's flamingos (Stuff).
- Provided communications support for the **Conservation Minister's visit** to announce funding for a breeding programme for the critically endangered endemic Hamilton's frog.
- [REDACTED]
- Produced the next monthly **Te Talao Internal update** for staff on the Zoo **masterplan project**.

Auckland Art Gallery Toi o Tāmaki

- **Visitor experience: visitation in July was 39,007, -10 per cent of target**. YTD total visitation was 8.6 per cent of target (**FY27 target: 520,000**). Visitor engagement included **Matariki Ahunga Nui on Friday 10 July bringing 3737 visitors to the Gallery, including 3117 participants in free activations** and 690 participants attending Taane Mete's performance of Pīata on 11 July. July school holidays assisted visitation, with an average of 1507 daily visits and 2940 participants in Kids & Whānau create activities across the two weeks.

- **Exhibitions & Collections:** *Do Ho Suh's Artland* closed 19 July, with a total of 157,872 general visitors and 45,301 booked participants. *Mark Adams: A Survey | He Kohinga Whakaahua* closed at the Christchurch Art Gallery on 26 July. [REDACTED] *Forever Tomorrow* visitation stable throughout July, averaging 1085 visits weekly. Visitor feedback remains very positive. Time-based media/object conservator employed. Surge in artwork loan requests from New Zealand and international galleries.
- **Māori Outcomes: Tūmatakahuki (Māori Staff Network):** first hui held, focusing on whakawhanaungatanga. Projects underway: Reo Māori Glossary, Position Title Review Project and Review of Tikanga & TRM Response Framework. Article written for Art Toi magazine exploring the significance of Matariki. Progressed the Tikanga Māori Digital Framework, developing content and structure for integration into the wider Māori framework as a practical guidance for embedding tikanga Māori within digital environments and organisational practices.
- **Gallery Operations:** Café acoustic enhancement wall treatment installed. Commencement of archive room reinstatement project, supporting the future return of library assets to onsite storage. Hidden Disabilities Sunflower Initiative progressed to training ahead of the planned September launch. Gallery internal lighting project advanced through stakeholder review of the consultant's initial findings, informing next phase of design. Contemporary exterior lighting project moved from Board approval to detailed planning and procurement. Friedlander Gallery remediation planning saw review of the Maynard Marks investigation findings and agreement on the preferred remediation pathway.
- **Research, Library & Archives:** Rebecca Loud commenced as Archivist.. During Matariki celebrations 101 people engaged with activations in Library (including 16 at the Blind Low Vision workshop).
- **Publishing:** Three new website articles completed, new website video series scoped and briefed (Q1 FY2026/27 Michele Whitecliffe Art Writing Prize entries closed and short-listed for international judge.. Completion of Matariki Kids & Whānau guide. Co-developing a te reo Māori glossary and style guide with Kaupapa Māori.
- **Gallery shop:** [REDACTED] *Forever Tomorrow* catalogue was the top item; Luo Yongjin's *Lotus Block* jacket and the *Bobo Doodles* mini prints popularity continues. [REDACTED]
- **Membership:** completed FY2025/26 [REDACTED] - in support of a 10-day visit to New Zealand by Chinese curator Yang Zi to give public lectures (including AAG), visit local artists in Auckland and Wellington in association with *Forever Tomorrow* [REDACTED] - New Partners Circle Member. [REDACTED] - New Partners Circle Member (Exclusive fashion show at Art Gallery for 300 guests). [REDACTED] - New partnership with Membership. Offer of exclusive three month comp subscription to platform (visual and performing arts, film) for all members [REDACTED]
- **Public Programmes & Tourism:** Total visitors engaged in July: 6138. Successful Matariki festival activities with attendance of 5368. Visitor relaxed hours to commence in September.
- **Membership:** Total of 6867 Members against target of 7100 (-3 per cent). Renewal rate of 46 per cent in July. 429 renewals and 136 new members. [REDACTED]. Women in Art lecture series started, 102 people signed up. Hosted two *Forever Tomorrow* tours. Total attendance July Member events: 241.
- **Curatorial:** [REDACTED] Hui with external charitable trusts: Colin McCahon Trust, Mackelvie Trust, Kelliher Trust. Research and content preparation for the updated Lindauer website.

Marketing & Communications

- A final promotional campaign for *Forever Tomorrow* launched with a \$10 ticket offer from 30 July, supported by paid, owned and partner channels. From early August, activity expanded through Skykiwi and Chinese social platforms to reach Chinese audiences, and the exhibition was promoted to more than 5000 attendees at the Gallery's Zinefest.
- Media planning for *Picasso: Designed by Paul Smith* continued, including exploration of street dressing, activations and partnerships with leading New Zealand designers. Initial marketing assets were submitted to the Musée Picasso, Picasso Estate and Paul Smith Studio for approval.

- The Gallery received **51 earned media mentions** in July, reaching an estimated 3.1 million people. Coverage included an *RNZ Culture 101* interview with *Forever Tomorrow: Chinese Art Now* curator Hutch Wilco, *NZ Herald* commentary from curator Julia Waite on New Zealand art movements, and promotion of *the fundamental practice* exhibition.
- **Reactive communications** support regarding the **value of Auckland's art collection** and the sale of a painting advertised as a Goldie, generating significant media.
- Developed a **letter to Minister Watts** on **behalf of Auckland's cultural organisations** opposing the Government's proposed \$100,000 annual cap on eligible charitable donations.

New Zealand Maritime Museum (NZMM)

- NZMM's July visitation to site started extremely strong with over 9000 visitors – excellent for a winter month.
- This was driven by strong Matariki programme across both public programme and education teams, seeing nearly half of all weekend visitors to the museum taking part in a Matariki programme. This was supported through strong integration into Cultural Sector Alliance coordinated programme and marketing.
- *Nga Huhua – Abundance* closed after a successful run with 63,219 visitors recorded. Ngāti Rehua visited the museum for a closing ceremony, handing the space back to NZMM staff supported by Ngāti Whātua.
- The Wooden Boat Building School programme at Percy Vos Yard is now well established with its first full weekend of classes and workshops well attended.
- NZMM has begun discussions with the William C Daldy Trust to support their return to south side of the Waitemata and resumption of a regular sailing programme.
- *Our Ocean of Islands* development continued, with installation of the new exhibition. The exhibition opened 15 August.

Marketing & Communications

- Targeted campaigns for the **NZMM's Matariki programme** and **school holiday programme** attracted 1327 participants and 975 attendees respectively.
- Marketing activity contributed to an **11 per cent year-on-year increase in July visitation**, with visitor numbers rising from 8184 to 9074.

Auckland Stadiums

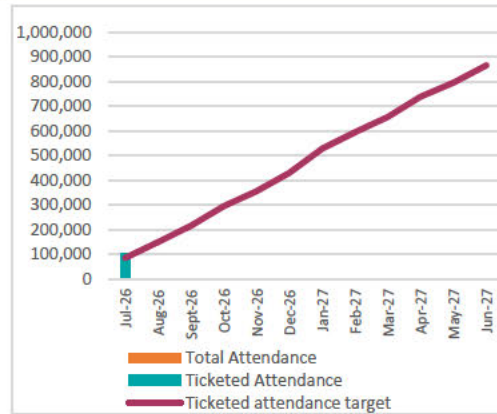
- July activity provided a steady start to the new financial year with overall attendance across the three venues at 66,435, up 10 per cent on July 2025. Attendance was very evenly split across each of the stadia with Go Media Stadium accounting for 36 per cent and North Harbour Stadium and Western Springs Bowl at 32 per cent each. There was a total of 196 event days in the month with North Harbour Stadium accounting for 64 per cent of those.
- Auckland's NPC match at the Western Springs Bowl was delivered successfully on 8 August with approximately 4000 people in attendance. The venue was delivered in accordance with the business case concept with corporate hosting on the stage deck and temporary seating on either side of the field. Hirer and patron feedback was very positive in terms of the event day experience, which was helped by the fine weather.
- The NPC season at North Harbour Stadium commenced on 6 August with North Harbour running out convincing winners 59-19 against Counties Manukau. The Thursday night fixture attracted 1100 people and the expectation is that there will be a much larger crowd for their next home game against Auckland on 22 August.
- The NZ Warriors match against Penrith on 7 August drew the largest scanned-in attendance of the season at 22,948 people and achieved a record regular season food and beverage result [REDACTED]
- The 11 August announcement of Olivia Dean as the opening music event at the Western Springs Bowl was very well received and provided great media profile for the venue. Having the opportunity to launch the venue with a contemporary artist that is moving from indoor venues to outdoor for the first time reinforces the strategic value of the Bowl within the wider network of Auckland music venues.

Marketing & Communications

- **Media launch of the new Western Springs Bowl venue** securing coverage across 1News, Stuff, NZ Herald, RNZ, Newstalk ZB and other outlets, with an estimated reach of 2.1 million and **100 per cent neutral/positive sentiment**.
- Drove event awareness and ticket sales through **Auckland Stadiums' social channels**, generating 900,000 views from channels with a combined follower base of approximately 60,000, including the launch of dedicated Western Springs Bowl social channels.
- Upcoming opportunity: Launch of **Go Media Stadium Member Lounge product**.

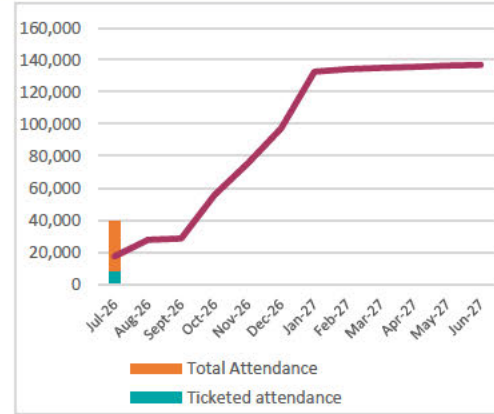
KPI RESULTS

Auckland Zoo: ticketed and total attendance (cumulative)



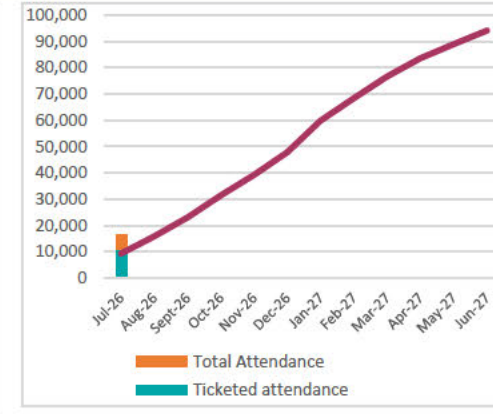
The Zoo's YTD ticketed attendance is **above target** at 102,085

Auckland Art Gallery: ticketed and total attendance (cumulative)



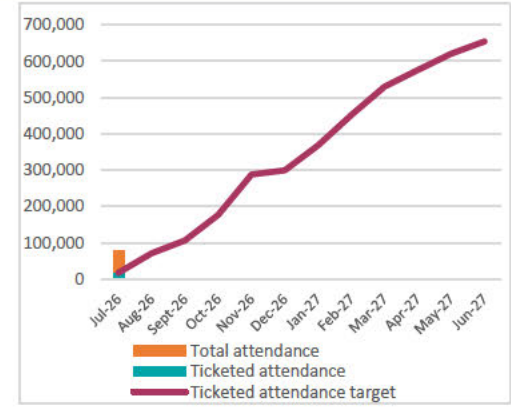
The Gallery's YTD ticketed attendance is **below target** at 8527

NZ Maritime Museum: ticketed and total attendance (cumulative)



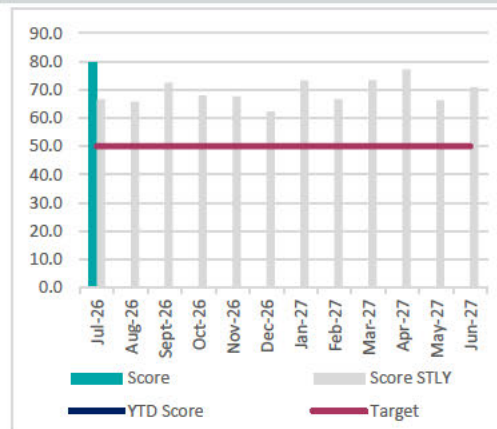
The Museum's YTD ticketed attendance is **above target** at 10,737

Auckland Stadiums: ticketed and total attendance (cumulative)



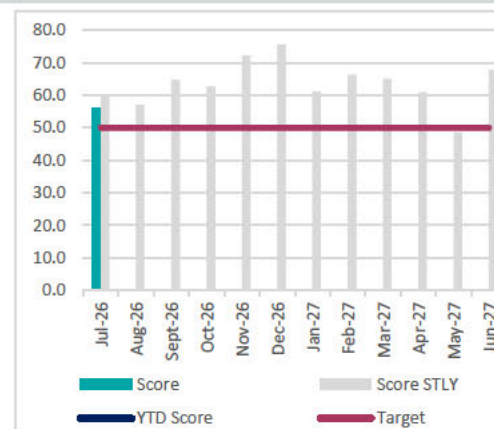
Auckland Stadiums' YTD ticketed attendance is **above target** at 19,958

Auckland Zoo: Venue NPS



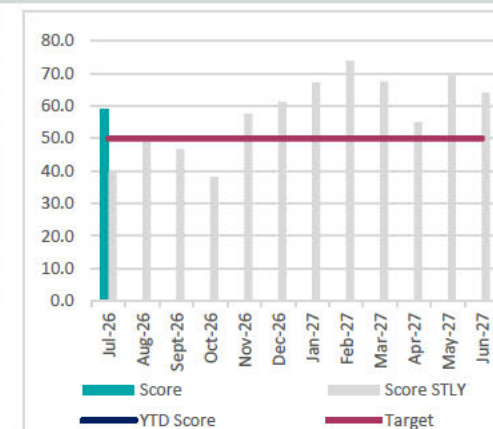
The Zoo's YTD NPS score is **above target** at 79.5

Auckland Art Gallery: Venue NPS



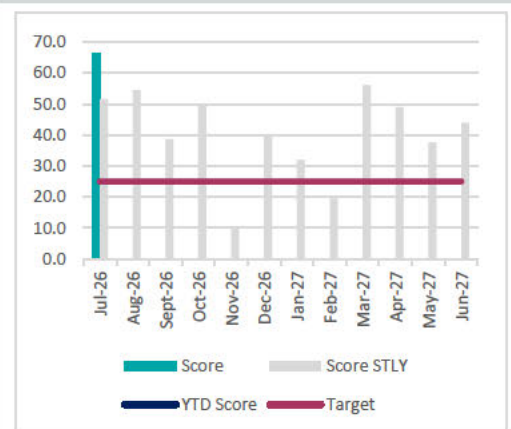
The Gallery's YTD NPS score is **above target** at 56.3

NZ Maritime Museum: Venue NPS



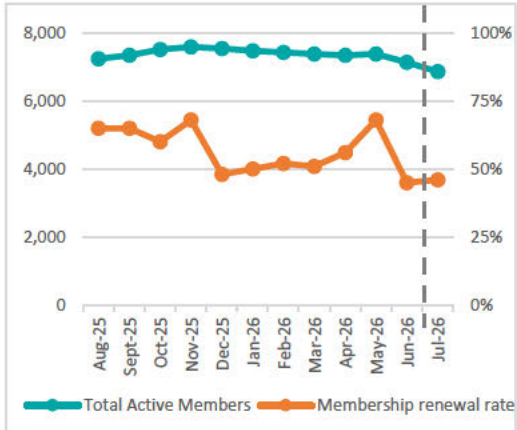
The Museum's YTD NPS score is **above target** at 58.8

Auckland Stadiums: Venue NPS



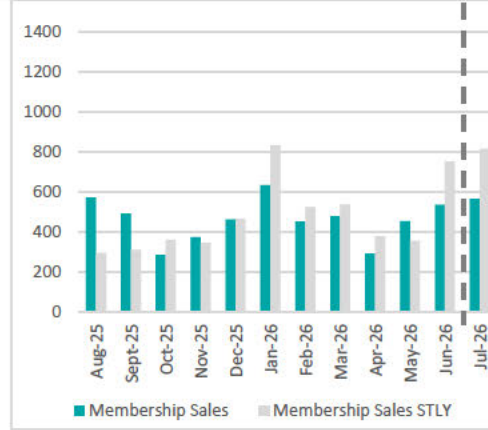
Auckland Stadiums' YTD NPS score is **above target** at 66.3

Auckland Art Gallery: active annual membership



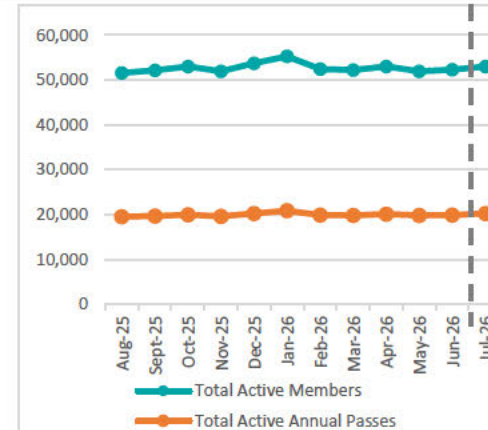
At the end of July, the Gallery had 6867 active members, and the membership renewal rate was 46%

Auckland Art Gallery: monthly membership sales



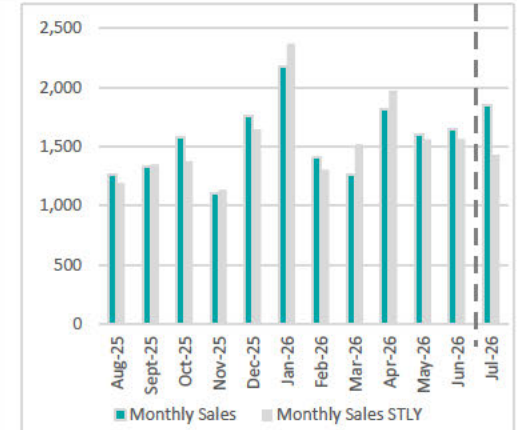
565 Gallery memberships were sold in July, less than in July last year (815)

Auckland Zoo: active annual membership



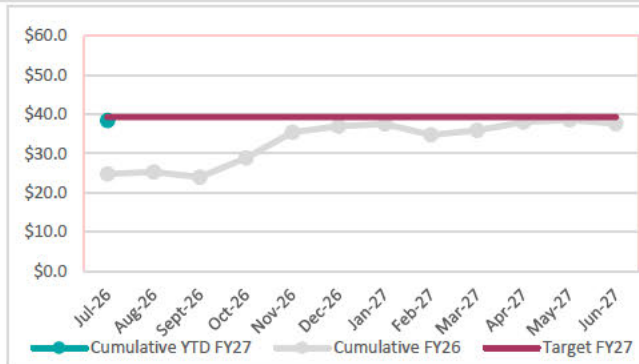
At the end of July, the Zoo had 20,228 active passes and 52,989 active members

Auckland Zoo: monthly membership sales



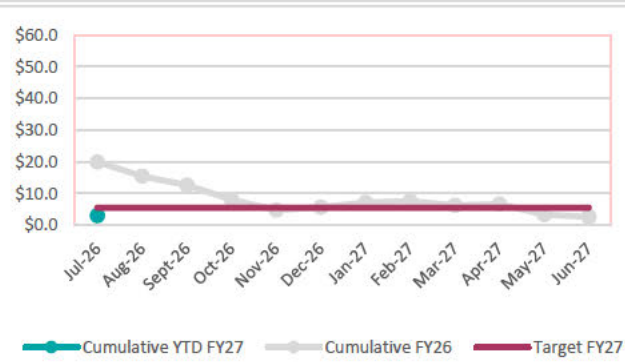
1845 Zoo memberships were sold in July, more than in July last year (1428)

Auckland Art Gallery: Net cost of service per patron



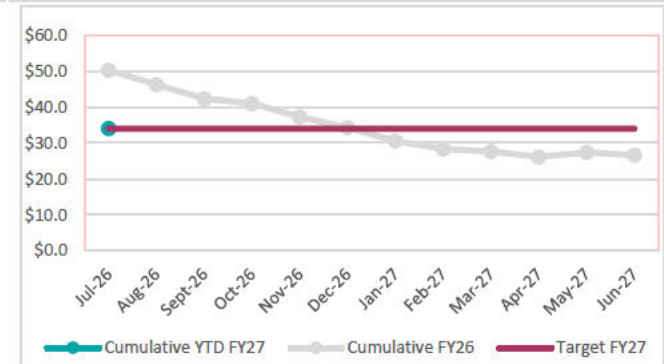
Auckland Art Gallery's YTD net cost of service per patron:
\$38.4

Auckland Live and Auckland Conventions, Venues & Events: Net cost of service per patron



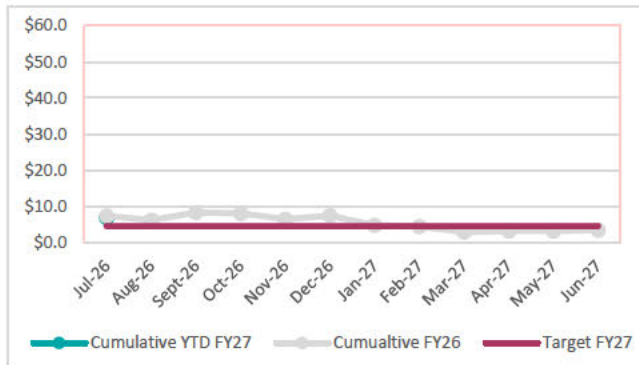
Auckland Live & ACVE's YTD net cost of service per patron:
\$3.0

NZ Maritime Museum: Net cost of service per patron



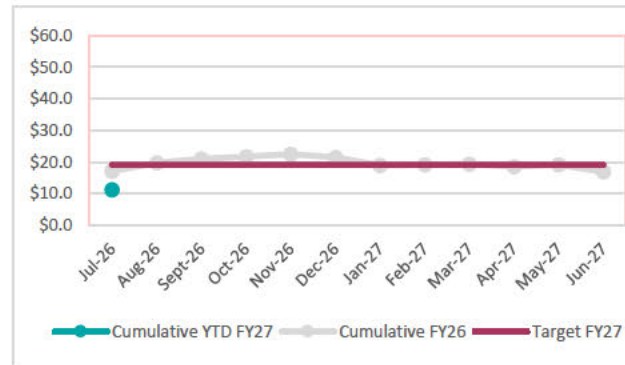
NZ Maritime Museum's YTD net cost of service per patron:
\$34.0

Auckland Stadiums: Net cost of service per patron



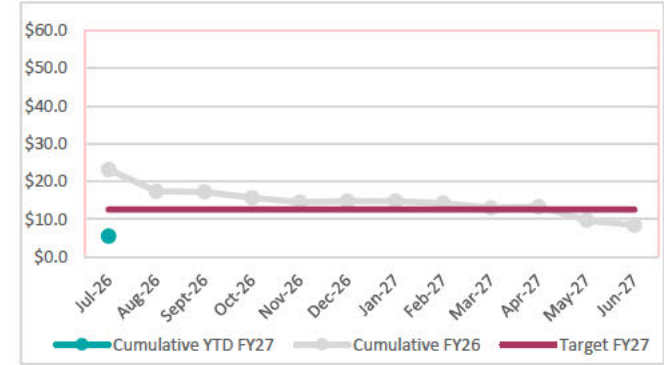
Auckland Stadium's YTD net cost of service per patron:
\$6.9

Auckland Zoo: Net cost of service per patron



Auckland Zoo's YTD net cost of service per patron:
\$11.3

Total Tātaki Auckland Unlimited Trust: Net cost of service per patron



TAUT's net cost of service per patron YTD:
\$5.5

The six charts above monitor 'net cost of service per patron' across TAU cultural organisations. Net costs include apportioned shared corporate staff and overhead costs. Patrons reflect total attendance at each venue (not ticketed attendance). This measure will continue to be developed and refined.

Auckland's Reputation

Destination Marketing

Destination Partnership Programme (DPP)

- 123 partners have signed (\$826,900), 51 partners are under contract (\$826,560), 10 businesses in the enquiry stage **TOTAL \$1,653,460. 174 partners (three more than FY2025/26).**
- \$120,000 to reach FY2025/26 levels, \$350,000 to reach FY2024/25 levels
- DPP Advisory Group nominations closed in August with a paper being prepared for the TAU Board to approve on 29 August for FY2026/27.

Consumer marketing – DPP related

Marketing

- As of early August, the **DPP conversion campaign** had generated more than **13 million Impressions**, 1 million completed video views and 200,000 clicks in Australia, alongside 4 million impressions, 600,000 completed video views and 80,000 clicks domestically. Both campaigns conclude in August.

Earned media

- Pitching and famil negotiations continue in Australia and North America to secure media exposure.

Consumer marketing (other)

- Research into the third phase of *It's On In Auckland* confirmed the **campaign's ongoing success**. Delivered across local, fly and drive markets during May and June, the campaign **exceeded industry benchmarks for likeability**, with 38 per cent of drive, 29per cent of local and 22per cent of fly respondents stating they "loved" the campaign, compared with a 21 per cent benchmark.
- The campaign significantly **improved sentiment towards Auckland's city centre**, with 71-72 per cent of respondents exposed to the campaign reporting positive or very positive perceptions, compared with 35 per cent of locals and 55per cent of fly and drive respondents who had not seen it. Those exposed were also more likely to describe the city centre as appealing, welcoming, vibrant and exciting.
- The **campaign influenced both Intent and behaviour**, with 25 per cent of respondents considering spending money in Auckland's city centre, 20 per cent considering a trip to Auckland, and 34-49 per cent reporting an increased likelihood of travelling to the city centre for events.
- Planning is now underway for a **further phase supporting the City Rail Link opening**, with activity running across August to November in local, fly and drive markets.

Earned media

- Results from the media hosted around the **MICHELIN Guide announcement** continue to be published with articles in Tatler Asia (print and online) and Travel & Leisure (\$109,000 AVE) as well as a range of content on social media platforms.

Trade marketing and famils

- **Trade Manager Eastern Markets:** attended Kiwi Link India (75 travel buyers attended) and Southeast Asia (46 trade buyers) with a focus on paid product itinerary inclusion and length of stay.
- **Market Development China:** Work has began on UMS partnership with Auckland activity to be launched across RedNote and WeChat (Chinese social media channels) to enable direct connection with consumers. Famil visits planned for October will support content creation and build destination awareness.
- **Regional Tourism Boost Fund:** North America EOI (TAU is leading) has progressed to full submission stage, with \$1 million sought for a collaborative New Zealand-wide initiative targeting the North American markets. The EOI for China (led by Rotorua NZ) has also progressed to full submission stage with a continued focus on working with Ctrip.

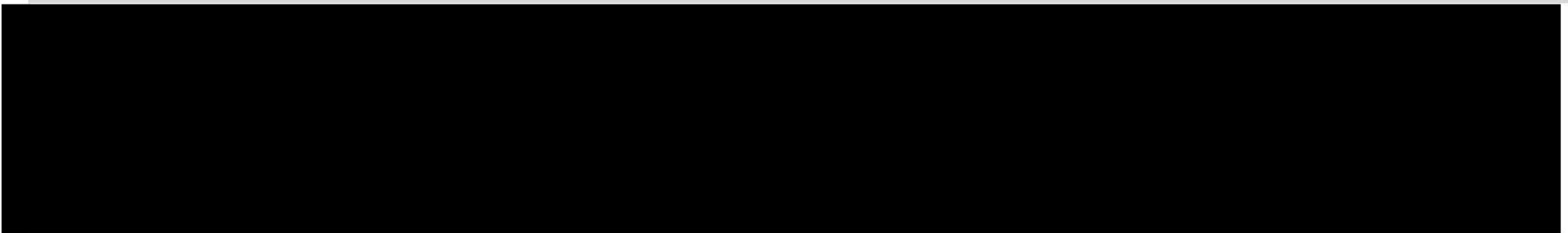
Discover Auckland

- Delivered content and event activity to support **City Rail Link open days**.
- Delivered updates and refinements to **It's on In Auckland** for always-on activity.
- Developing a fresh '**Plan your trip to Auckland**' page with associated content to replace existing City Info page experience.
- Finalising revisions for **Golf Hub** activity to support tourism initiatives.

Screen Auckland

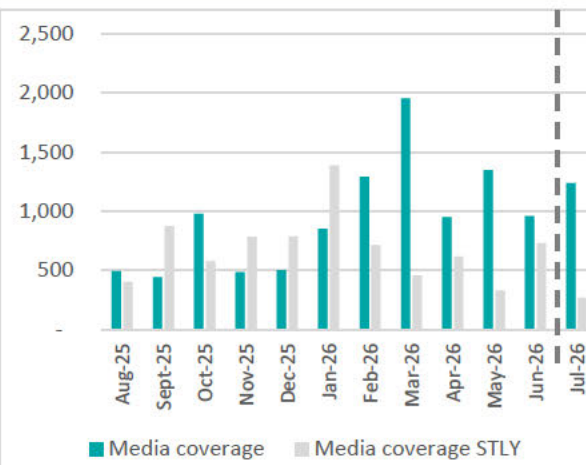
- *Minecraft* has completed location film making with a shoot in Karaka. *Zelda* is scheduled to return this month for substantial additional filming at Kumeu Film Studios.
- [REDACTED]
- Zombie Apocalypse commercials for Xfinity US Mobile, filmed in the CBD, Wattle Downs and Glenbrook hit US screens.
- Local projects in production or pre-production include *Jump*, *Crackheads*, *Brokenwood*, *Blue Murder Motel* and *Dead Losi*.
- Despite the above, *Helldivers* (Sony) close down has had a serious industry impact, with studios empty and a substantial number of crew out of work.
- Screen Auckland supported the NZIFF premiere of *Lomu* at a sold out Civic Theatre on 1 August.
- *God Bless you Mr Kopu*, directed by Tongan filmmaker Alex Liu, and filmed in Tamaki Makaurau, has been selected for the Toronto International Film Festival.

LGOIMA Requests



KPI RESULTS

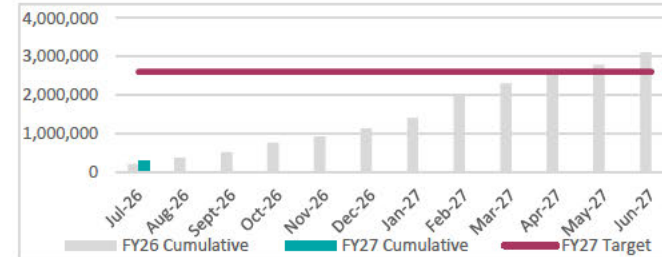
Media coverage mentioning TAU



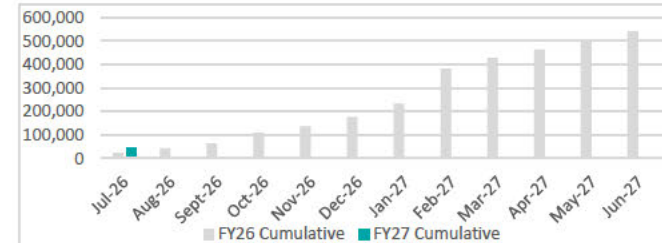
Media mentions **Increased by 29%** this month, driven by sustained coverage of Auckland-related MICHELIN Guide activity, Auckland's Matariki celebrations, the New Zealand International Film Festival, NZ Fashion Week announcements and a blockbuster period of international sport. Of prominence was TAU's communications-led activity around the Western Springs Bowl launch, the Laurie Daley (former NSW Coach) Auckland weekend promoting of State of Origin next year, and the Welcome Home celebration for Ryan Fox - which gained strong domestic and international attention.

Discover Auckland Platform Performance

Sessions: Interaction of an individual user with a website within a specified time e.g. a session initiates when a user opens website, and no session is currently active.

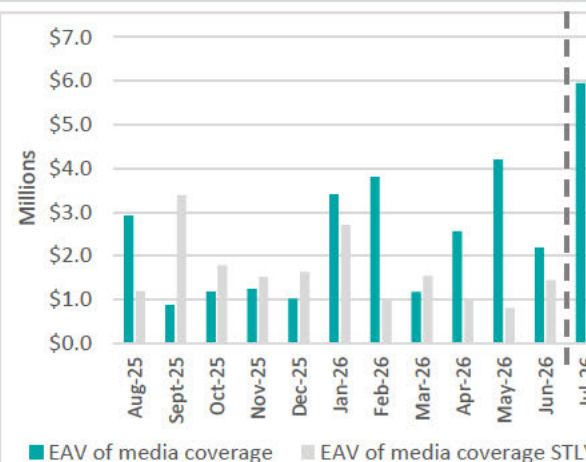


Conversions: The number of referrals/links to 3rd party sites, file downloads, form submissions and Login/Sign up to accounts that have occurred over time.



Discover had 3m sessions over the past 12 months (July to July). 279,907 sessions in July 2026. Organic search drove 65,000 sessions (22% of total activity) highlighting the strength and visibility of Discover's content in search results. Top pages included Events hub, Explore page and AU Auckland Society of Discovery. Highest Explore referrals: Tuhono Matariki light trail, Titanic: The Human Story, Takapuna winter lights, Matariki Festival.

Equivalent Advertising Value (EAV) of TAU media coverage



This month's EAV **Increased significantly by 170%** - the highest result since STREAM reporting began two years ago - with radio and online media representing 80% of all coverage. Auckland Zoo's management of HPAI, along with speculation surrounding the authenticity of a Goldie painting and the sale of public art at Auckland Art Gallery also received high media attention - all carefully managed by the communications team.

Screen Permits Issued



The number of screen permits issued in July 2026 (51) was higher than July 2025 (41).

All Aucklanders

Youth & Education

Auckland Live

- Supported youth talent development, delivering the final *Massive Nui Ensemble* physical theatre workshop of 2026
- Showcased youth performers on premier stages, with Takapuna Grammar's *The Tomorrow Tablet* [REDACTED] the New Zealand Youth Orchestra's *La Me* [REDACTED], and two emerging youth organists performing in the *Rising Stars Organ Concert* [REDACTED], attracting more than [REDACTED].
- Strong engagement with youth and family audiences, with *Dog Man: The Musical*, *The Addams Family* and *Bubble Extravaganza* attracting a combined [REDACTED].

Auckland Art Gallery

- 6237 children** participated in educational experiences in July 2026 (+114 per cent increase; July 2025: 2920). **1465 school visits** (-38 per cent decrease due to school holidays; July 2025: 2354). **616 ELC MOE valid visits** (-47 per cent decrease because of school holiday; July 2025: 1152). **Schools:** Primary 43 per cent, Early Childhood 25 per cent, International schools 23 per cent, Secondary 4 per cent, Tertiary 6 per cent. **Cultural demographics** primary and secondary students first two weeks of term: European/ Pākehā 42 per cent, Asian 38 per cent, Māori 7 per cent, Pacific 5 per cent, Middle Eastern, Latin American, and African 4 per cent, International Fee Paying 1 per cent, Other 1 per cent.
- 13,745 visitors to Artland** in the Creative Learning Centre. (+45 per cent increase; July 2025: 9458).
- 6817 participants in Kids & Whānau Create programmes** during the weekends and school holidays (+171 per cent increase, July 2025: 2513).
- The Learning team co-hosted the two-day **Pacific Art Teacher Network (PATN) Fono**, bringing together 32 Pacific educators to strengthen culturally responsive visual arts education. PATN Fono was organised in collaboration with strategic education partners Auckland Secondary Art Teachers' Association, Aotearoa New Zealand Association of Art Educators, Networks of Expertise, and University of Auckland.
- Artland by Do Ho Suh** concluded on 19 July after welcoming in total **157,872 visitors**, with **45,301 co-creators** of the collaborative clay installation. The exhibition demonstrated the impact of participatory, artist-led learning, while the **Artland Primary School Project** extended its legacy, returning student-created islands by **70 students** to schools. Engaged **1383 tamariki** in the Outreach project in four primary schools in north, east, south and west Auckland. Artland was incorporated into education programmes for schools, contributing to a 66 per cent increase in ECE participation and inspired the theme for the inaugural Kids & Whānau Festival.

Auckland Zoo

- 2226 learners and their adult teachers/supervisors** attended Conservation Learning sessions at the Zoo in July.
- The Conservation Learning team commenced a **comprehensive redesign of education programmes to align with the refreshed New Zealand Curriculum** ahead of a 2027 launch. The new approach will increase hands-on, conservation-focused learning experiences and strengthen the Zoo's role as a leader in environmental education.
- The Zoo successfully completed the six-month **Zoo Moves programme with Autism Kids Collective**, receiving outstanding feedback from participating whānau. The team also secured funding from the Kerr Taylor Foundation, enabling greater access for local families, refugee and migrant communities, rainbow youth, and community groups.

Programming for diverse audiences

Auckland Live

- Dangerous Goods*, presented as part of the *2026 Auckland Live Cabaret Festival*, featured a high-energy, all-femme cast of predominantly POC performers [REDACTED]
- Tūturu* development workshops supported emerging artist Te Huamanuka Luiten-Apirana to advance a new bilingual musical theatre work exploring contemporary Māori identity.
- Matariki programming continued across Auckland venues, including *Waiata Anthems in Concert* [REDACTED] *Ngā Reo o Te Rangi* [REDACTED] and *Te Korakora Festival* [REDACTED] celebrating Māori storytelling, music and culture.
- Programming for diverse audiences included the *Exploding Rainbow Orchestra* at Aotea Centre [REDACTED] and *K-Pop Icons World Tour* at The Civic [REDACTED]

Accessibility

- Dog Man: The Musical* included a range of accessible performances, comprising an NZSL-interpreted performance, a relaxed performance, and an audio-described performance.

Climate change and environmental sustainability

- **Climate Related Disclosure:** All evidence and feedback provided by the TAU CRD Working Group has been provided to Auckland Council for consolidation. TAU's components of the climate statement will be reviewed by the Risk and Finance Committee in August with a view for Board approval and sign off for the Letter of Recommendation on 26 August.
- **Climate Change and Environment Strategic Plan (CCESP):** High level metrics for FY2025/26 will be reported to the Risk and Finance Committee and Board in August. Planning for the refresh of the CCESP and integration of the Climate Transition Plan (CTP) is underway with a review of all actions and prioritisation prior to workshops across the organisation. The refreshed plan will need to be in place for FY2027/28.
- **Resilience & Risk:** Work underway to embed adaptation signals and triggers into the CRAM platform. Working with the Health and Safety team to build climate considerations into Donesafe, identifying where incidents are connected to climate-related impacts. This will inform on-going monitoring and evaluation.
- **Emissions reduction:** Tātake's GHG Emissions inventory has been completed for FY2025/26 and submitted to Toitū for audit in August. Provisional findings pre-audit are that the SOI KPI of a 20 per cent reduction in scope 1 and 2 emissions has been met this year. Following on from the decarbonisation screening studies undertaken at the Zoo and Go Media Stadium East Stand, temporary hot water flow metering has been installed at both sites to gather further design data and refine the heating load. Meeting held with solar contractors at the Zoo to include the NZCCM into the feasibility study.
- **Waste:** Workshops to improve understanding of waste streams and sorting facilities are being held this month to identify priorities. Waste data for the 2025/26 financial year was collated and uploaded to CRAM for improved transparency. The Climate and Sustainability team is working closely with the operations teams to set and monitor venue specific waste diversion targets.
- **Nature:** The draft Blue Green Network report for TAU assets is under review with a final version being completed mid-August. The report looks at assets individually and at a precinct level, including Western Springs and Aotea Arts Quarter.

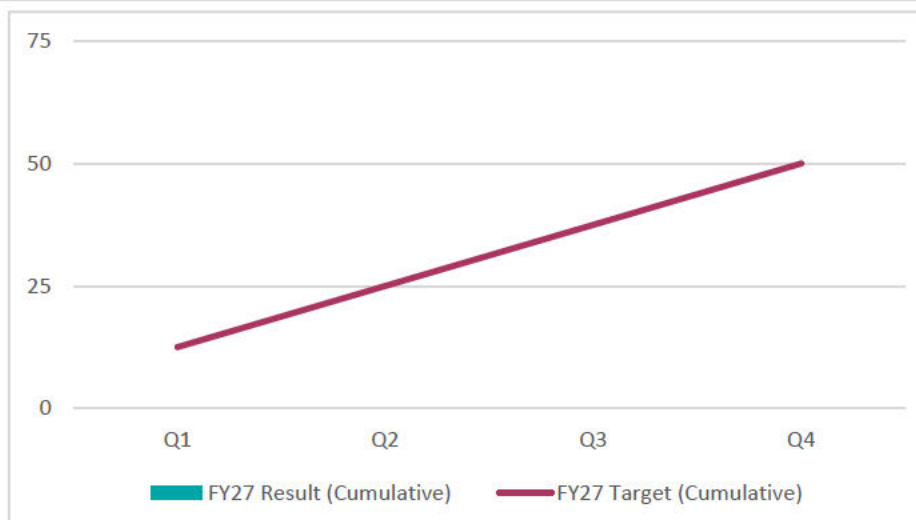
Māori Outcomes

- **He Tumu Mātāwaka Podcast:** On 30 July, TAU hosted a thank you event to acknowledge the eminent Māori leaders and allies who generously contributed their time and stories to the podcast series. The occasion also provided an opportunity to recognise the collective impact of preserving and sharing these important narratives for current and future generations.
 - The event began with a special tribute to the late Sharon Hawke, one of the podcast's respected kaikōrero. Sharon's whānau were in attendance, alongside distinguished guests including Sir Haare Williams, Hon. Tau Henare, John Tamihere, and Sir Bob Harvey, reflecting the significance of both Sharon's contribution and the wider kaupapa of the series.
 - A group of emerging Māori leaders from Kelston Boys' High School, who are participating in a pilot te reo Māori-accredited educational programme using He Tumu Mātāwaka content, also shared their reflections. Students spoke about how the stories are strengthening their understanding of the history of Tāmaki Makaurau, their identity, and their cultural heritage.
 - The He Tumu Mātāwaka podcast series is publicly accessible via YouTube and Spotify, extending the reach of these stories to broader audiences, while episodes are also being shared weekly with TAU staff to further support organisational understanding of Auckland's unique Māori narratives and history.
- **Te Mahere Aronga (TMA):** The organisation's strategic and organisational commitment for Māori outcomes, the TMA draft document is ready for final reviews and design. It will be published in September.
- **Māori Engagement Framework:** Feedback emerging from Auckland Council and Houkura reviews of iwi engagement and related legislative requirements continues to highlight the significant consultation and engagement burden placed on iwi, often resulting in duplicated effort, stretched resources, and reduced impact for both iwi and council organisations. In response, TAU has strengthened its engagement practice through the development of practical tools and guidance for kaimahi, including a Māori engagement guide, a digital engagement planning tool, and an engagement register, all available through Ako. Māori Outcomes is also building organisational capability by working alongside engagement leads and Kaupapa Māori specialists across TAU to provide advice, guidance and training that supports more effective, coordinated engagement. Updated koha guidelines and processes are scheduled to be presented to the TAU Board in Q1 FY2026/27.

- **Aki Digital Guide:** Māori Outcomes, Digital Services and Seen Ventures have partnered to develop a bespoke 'digital guide', Aki, that will assist kaimahi to plan Māori engagements. The internal-only tool utilizes AI capability in a limited way to synthesize information from a library of human-curated sources. This augments the tools already developed for the Māori Engagement Framework. It will be launched to kaimahi alongside the engagement framework.
- **Building Organisational Capability:** Recruitment is underway for the Māori Outcomes Capability and Change Enablement Lead. This role will lead a two-year programme of capability building designed to strengthen TAU's ability to develop and sustain meaningful partnerships, collaboration and investment opportunities with Mana Whenua and Mātāwaka, supporting the growing pipeline of Māori-focused projects and initiatives across the organisation. The role will design, coordinate and deliver learning programmes primarily for non-Māori staff, responding to strong and increasing demand from kaimahi for greater cultural understanding, Māori insights, and practical guidance. Beyond developing foundational knowledge, the programme will promote continuous learning, reflection and improvement, enabling staff to more confidently integrate their learning into everyday decision-making, engagement practices and partnership activities to advance Māori outcomes.
- **Auckland Zoo:** A karakia was held to mark the start of the Te Taiao project, acknowledging the more than two years of work that led to this point.
- **Niho taniwha translocation:** In 1997, a single niho taniwha arrived at Auckland Zoo. Nearly three decades later, following a 29-year breeding programme, Zoo staff and the Department of Conservation successfully returned 10 niho taniwha to Ngāti Rehua of Aotea.

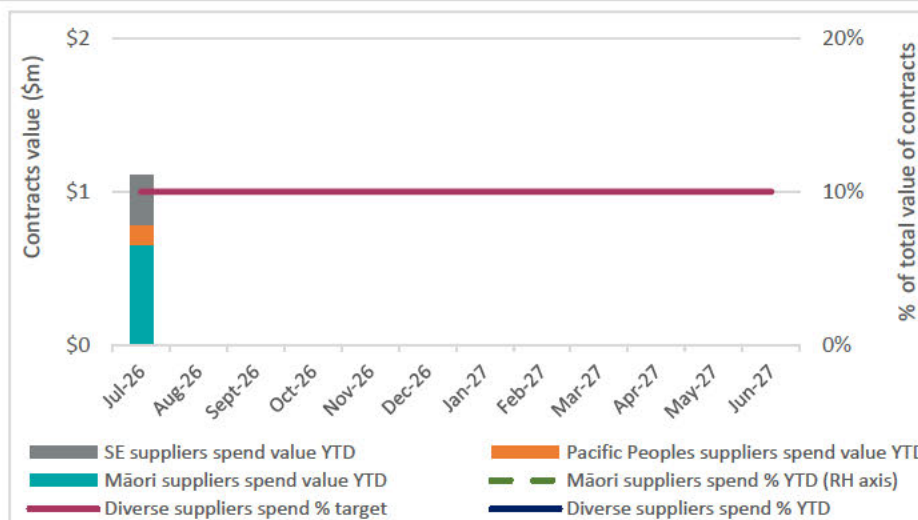
KPI RESULTS

Number of programmes, events and initiatives contributing to the visibility and presence of Māori in Tāmaki Makaurau



Results reported quarterly – first results will be reported in October

Percentage of goods and services spend on diverse suppliers (Māori suppliers, Pacific peoples suppliers, social enterprise suppliers)



TAUT's YTD diverse suppliers spend % is 10.6%, **above the full year target** of 8%.

At the end of July, the majority of the total diverse suppliers spend value was with Māori suppliers at (59%).

Māori and Pacific Peoples suppliers are defined as organisations which have at least 50% Māori or Pacific Peoples ownership (100% ownership if sole-proprietorship/trader). Social enterprises are purpose-driven businesses that trade to deliver positive social, cultural, economic and environmental outcomes.

Enabling activity

ICT Enhancement

CRM

- Completion of the final transition of EDMs from **Click Dimensions to Salesforce** in line with the deadline, removing any reliance on GSS following the ED transition.
- Discovery work continues to design TAU's Data Cloud instance so that a **Single View of Customers** can be created both within and across rōpū. This work is in line with the recent Data and Content remediation paper outcomes.

Websites

- **Western Springs Bowl** website launch went live last month
- Development focus remains on the **Lindauer** website and is on track for the October deadline as GSS are retiring the server
- The core **Discover** platform upgrade is now underway with content workshops and migration underway, on target for November launch
- We have confirmed the transfer approach to receive the **OurAuckland** event data, to enable TAU to capture and publish these events, and aiming to release this in line with the Discover web site upgrade
- The final updates are being made to the business case to refresh the **ACVE website** to strengthen brand alignment, improve SEO & AI discoverability and customer experience, increase qualified enquiries, and support revenue growth
- The business case to refresh the **Auckland Conventions Bureau (ACB) Website** will be assessed as the next TAU website refresh project once the ACVE one is complete.

AI

- The Digital Team is testing a **new AI assessment tool** which will be used to assess Diligent AI features.
- Good progress continues to be made to improve the discoverability of content and data across all of TAU websites (**GEO**), through the systematic implementation of changes to both the underlying technical schema and the user interface, supported by content changes where necessary
- The Māori Outcomes Digital Guide **Akl** is ready for a soft launch to a pilot group expected in September once the Māori Outcomes team conducts introductory workshops for the key Māori advisors. The Māori Outcomes team has given great initial feedback about the tool.

Other applications

- The Digital Team worked closely with the Health & Safety Team to successfully deliver the new TAU specific Donesafe 2.0 tool at the end of July

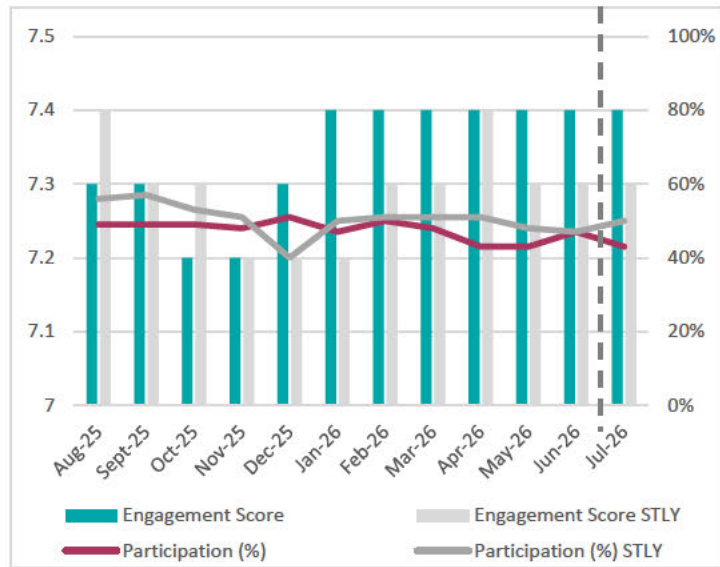
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- Data remediation continues to be a priority for our team, with an initial focus on event data in line with the Data and Content remediation paper outcomes
- Our **Digital Signage** product will be end of life in December, so we recently ran an RFP with several vendors, and have just completed preferred vendor demos to help us select the one that best meets the needs of all stakeholders and supports our future direction. This is on track for launch in November
- The Digital Team still has a number of vacancies in the team which constrains our delivery, and recruitment is proving difficult in the current market.

Commercial Revenue & Partnership Strategy

KPI RESULTS

OfficeVibe engagement score and participation

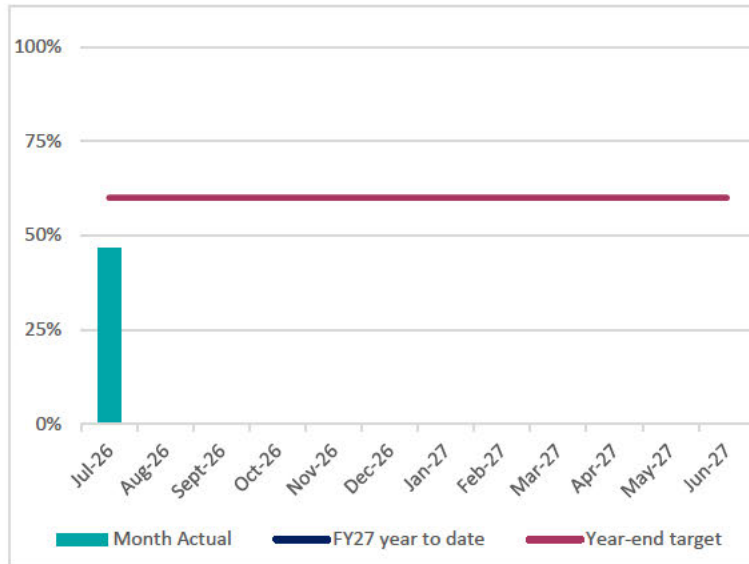


In July, participation decreased to 43% while engagement score stayed level at 7.4.

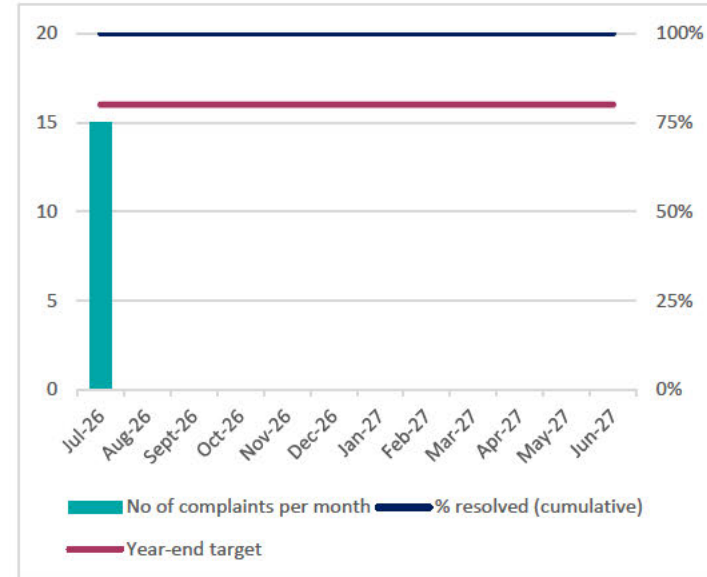
% expenses through non-rates revenue



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At 47%, the percentage of expenses funded through non-rates revenue was **below target** (60%) at the end of July.



At the end of July, 100% of complaints YTD have been resolved within 10 working days. **Above target.**

Schedule of Appendices

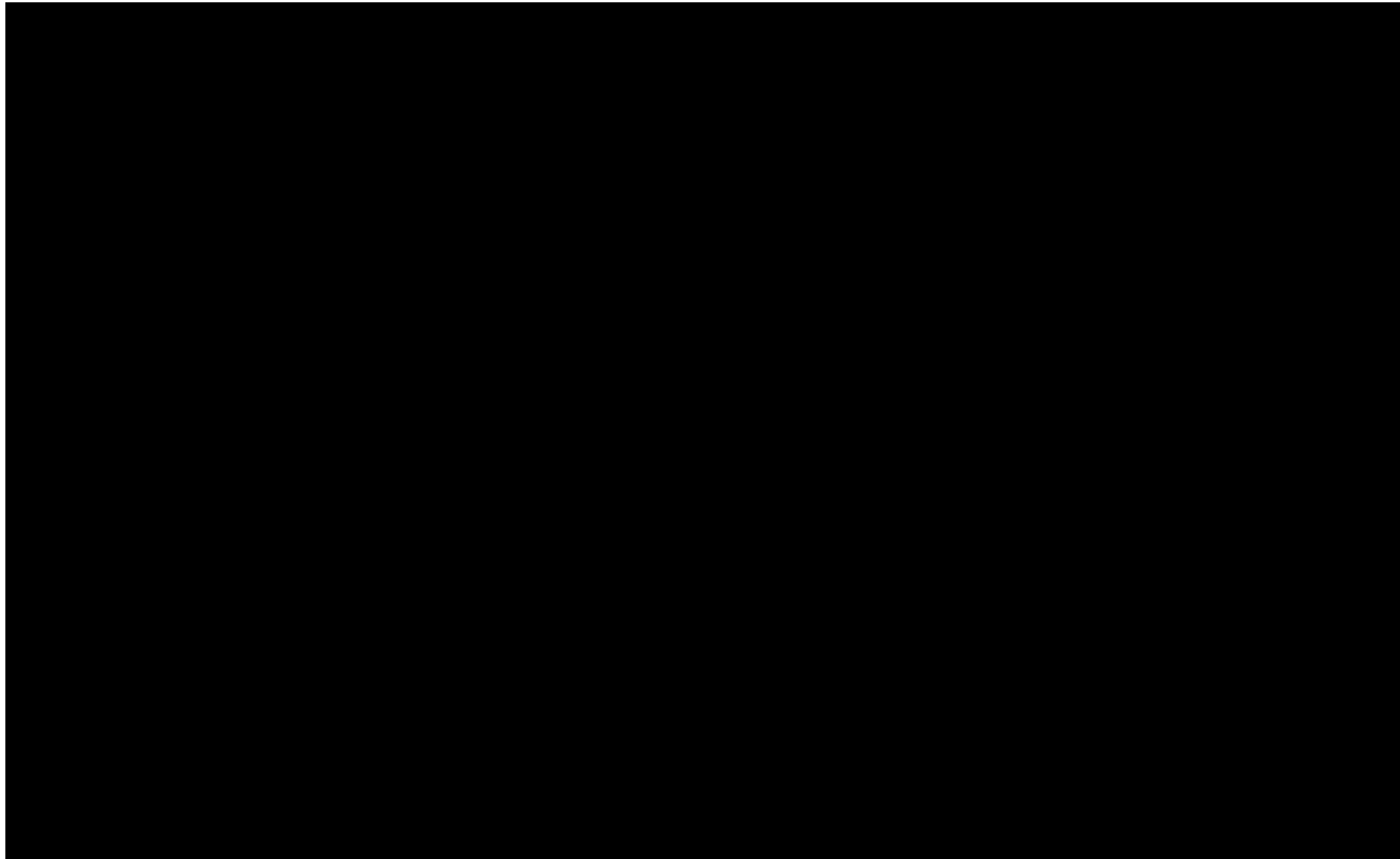
1. TAU Cybersecurity Dashboard
2. GSS Cyber Dashboard
3. TAU calendar
4. Major Events pipeline

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(Monthly)
(Monthly)
(Monthly)

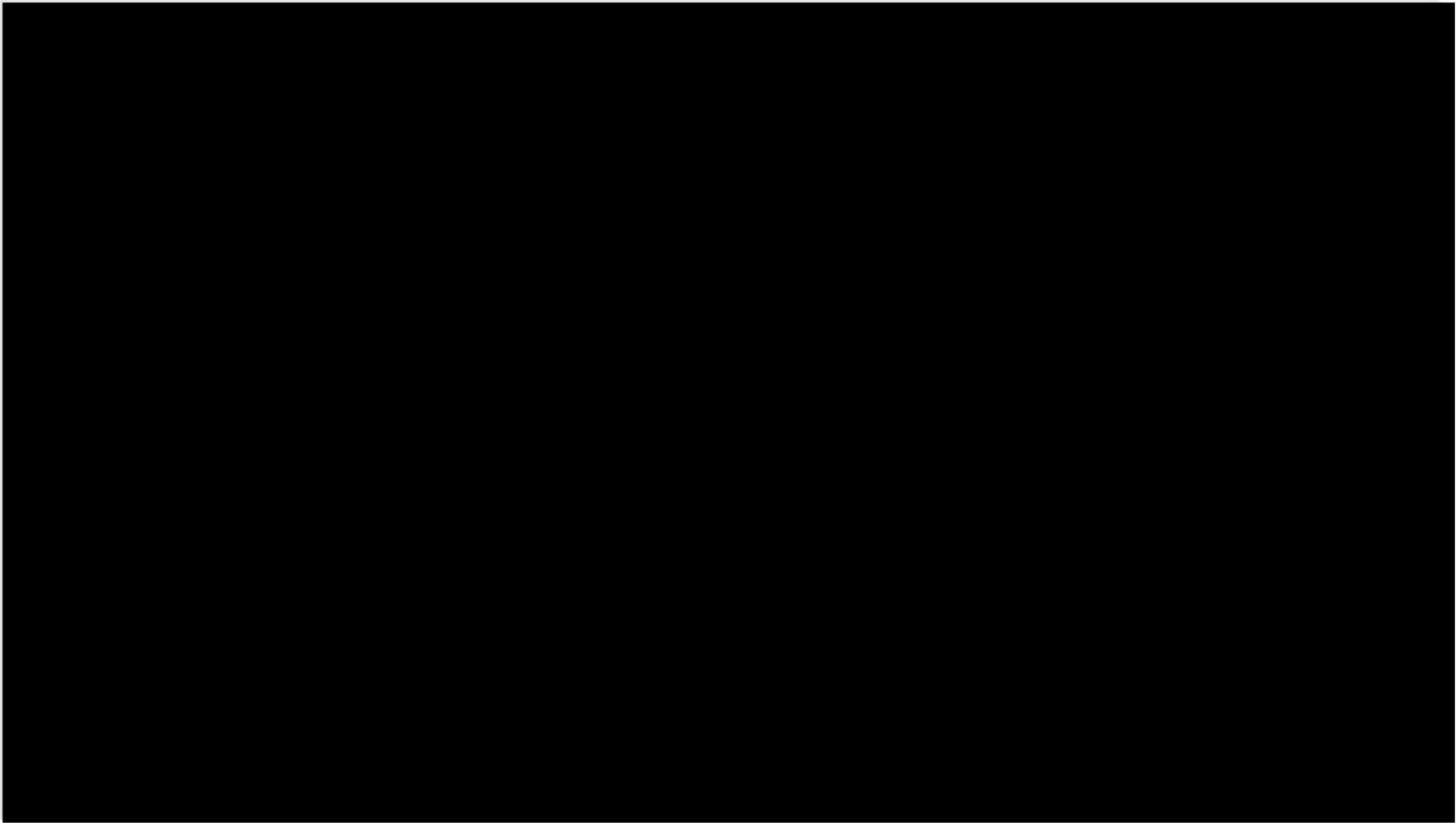
CE sub-reports in Resource Centre

- Finance Report
- Risk Report
- Customer Strategy / CRM / eDM benefits dashboard
- Capital Projects Report

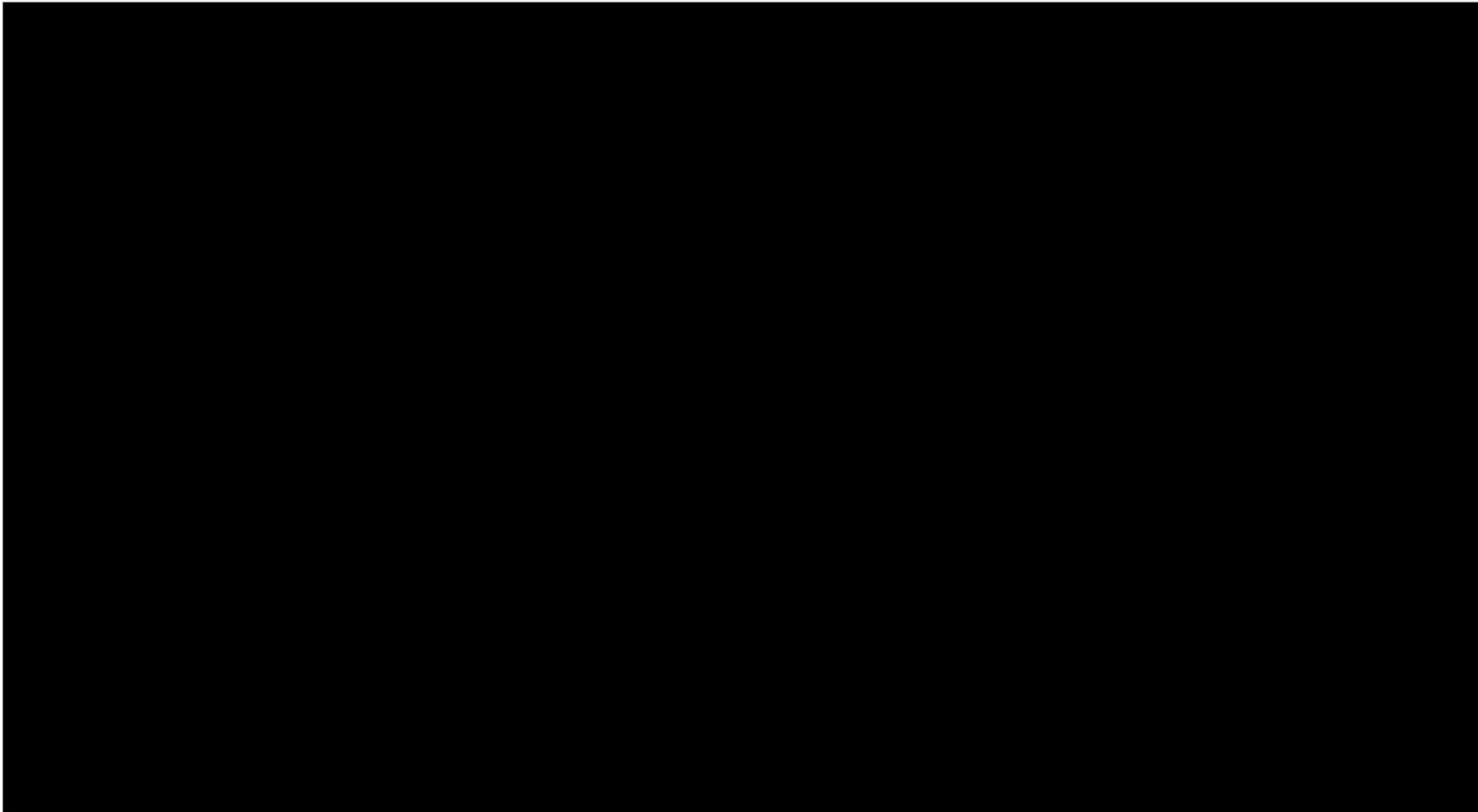
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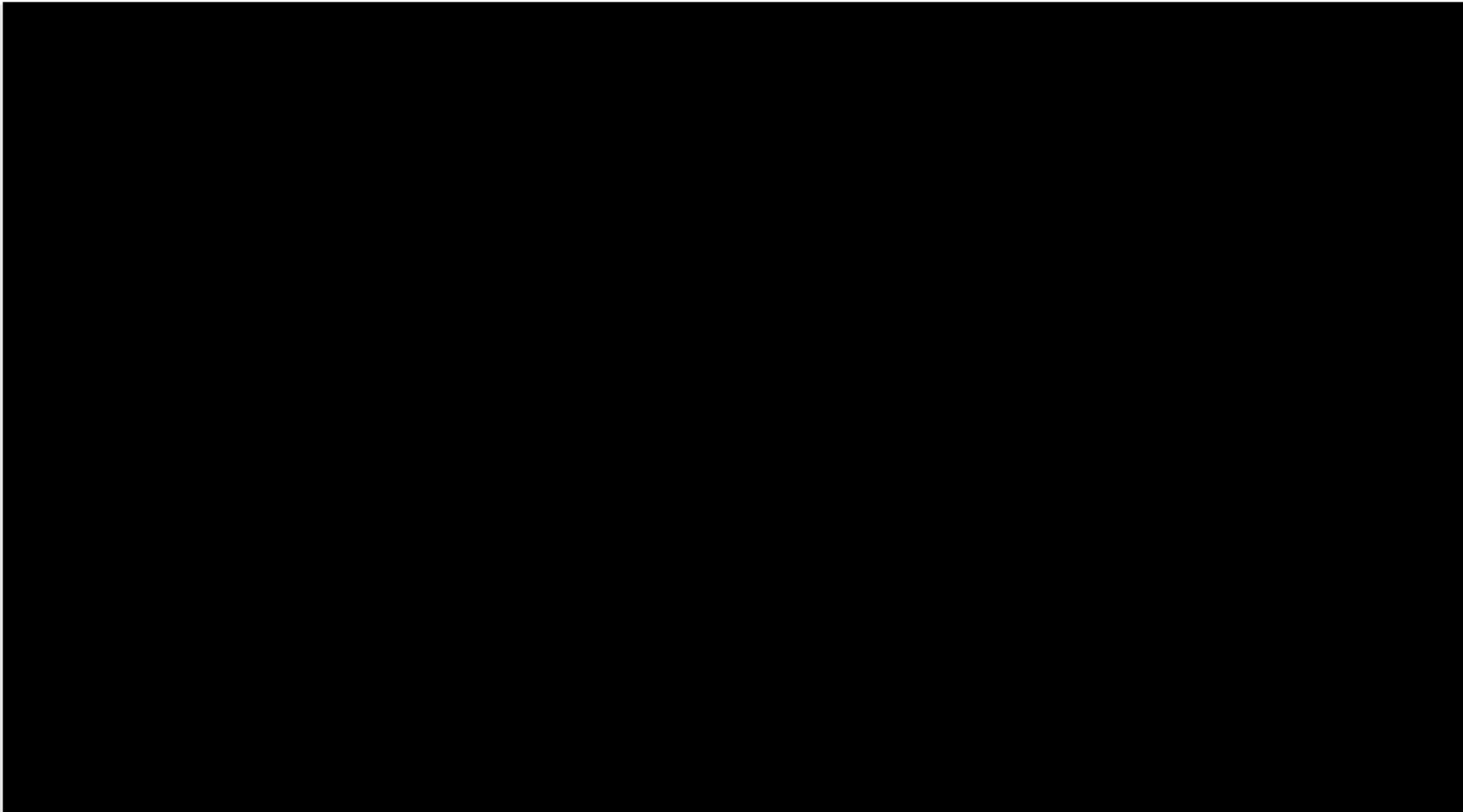
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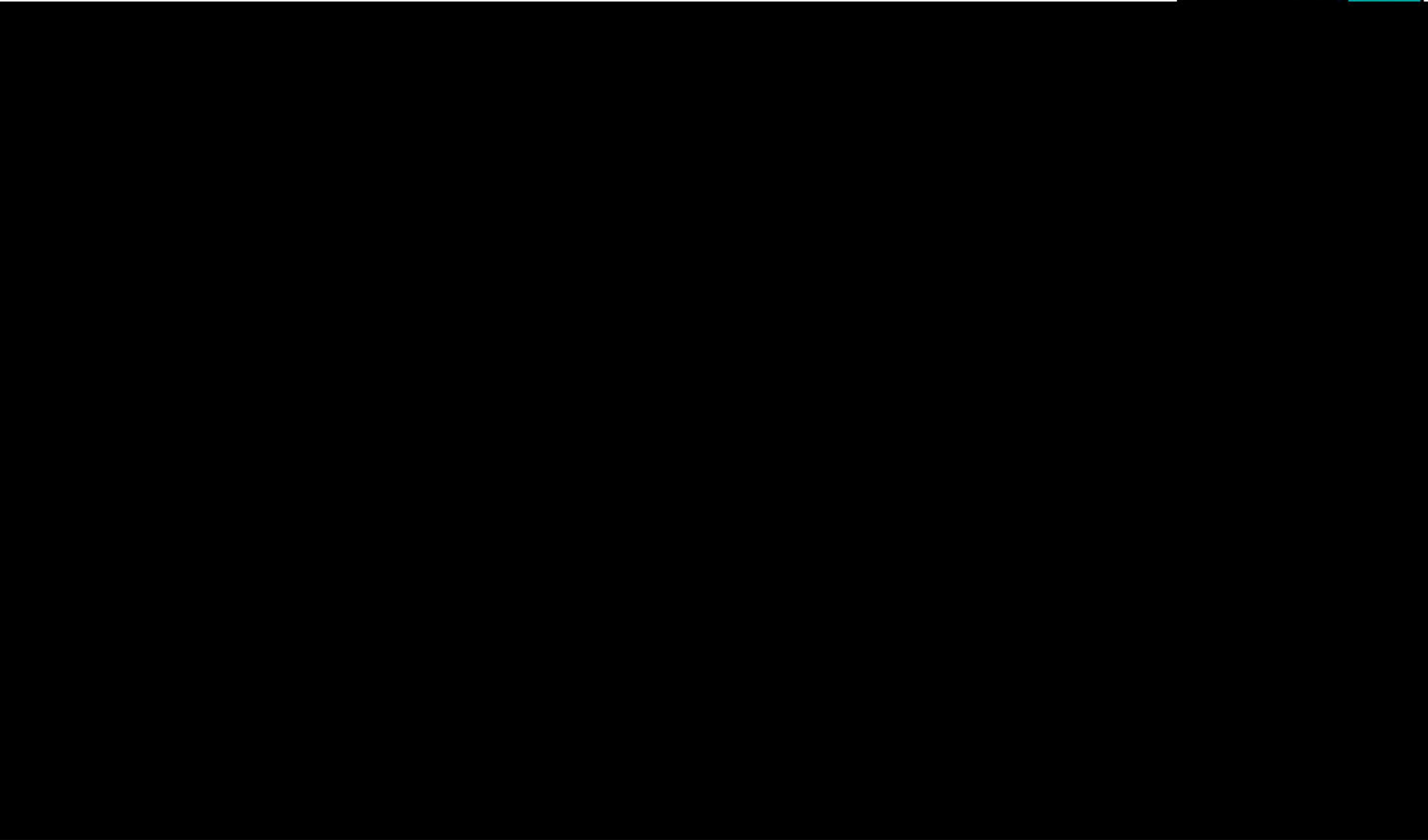
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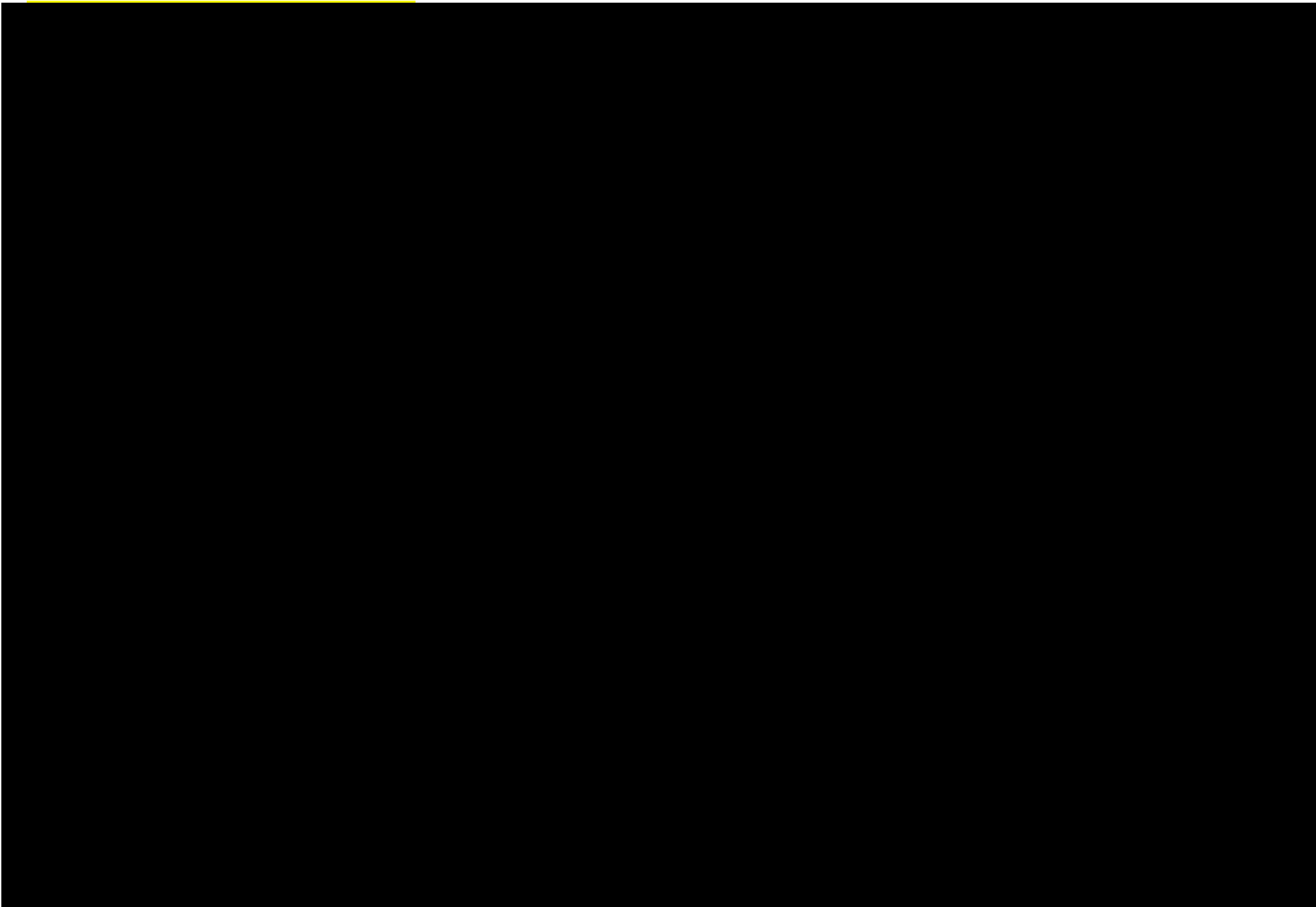


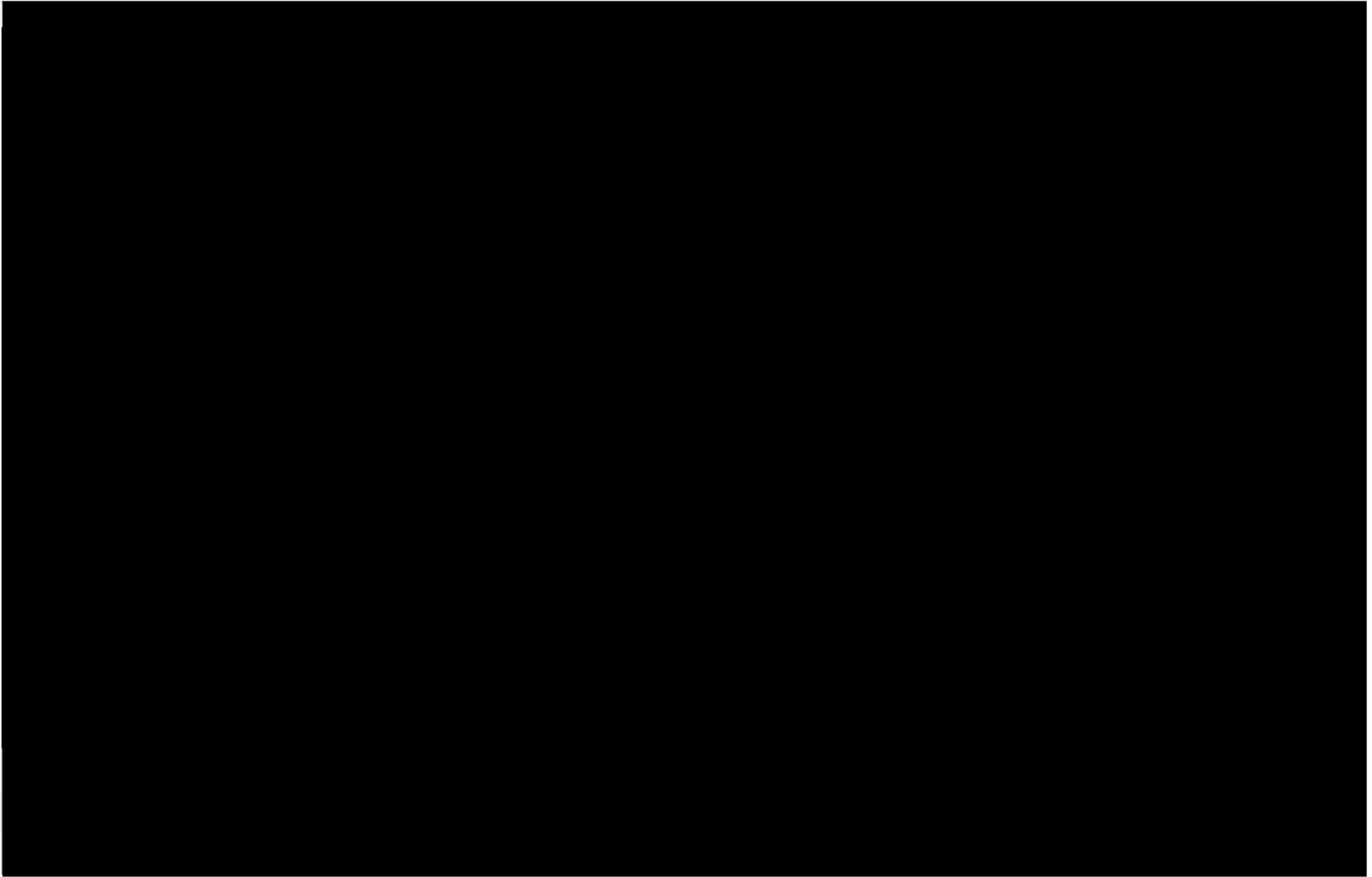
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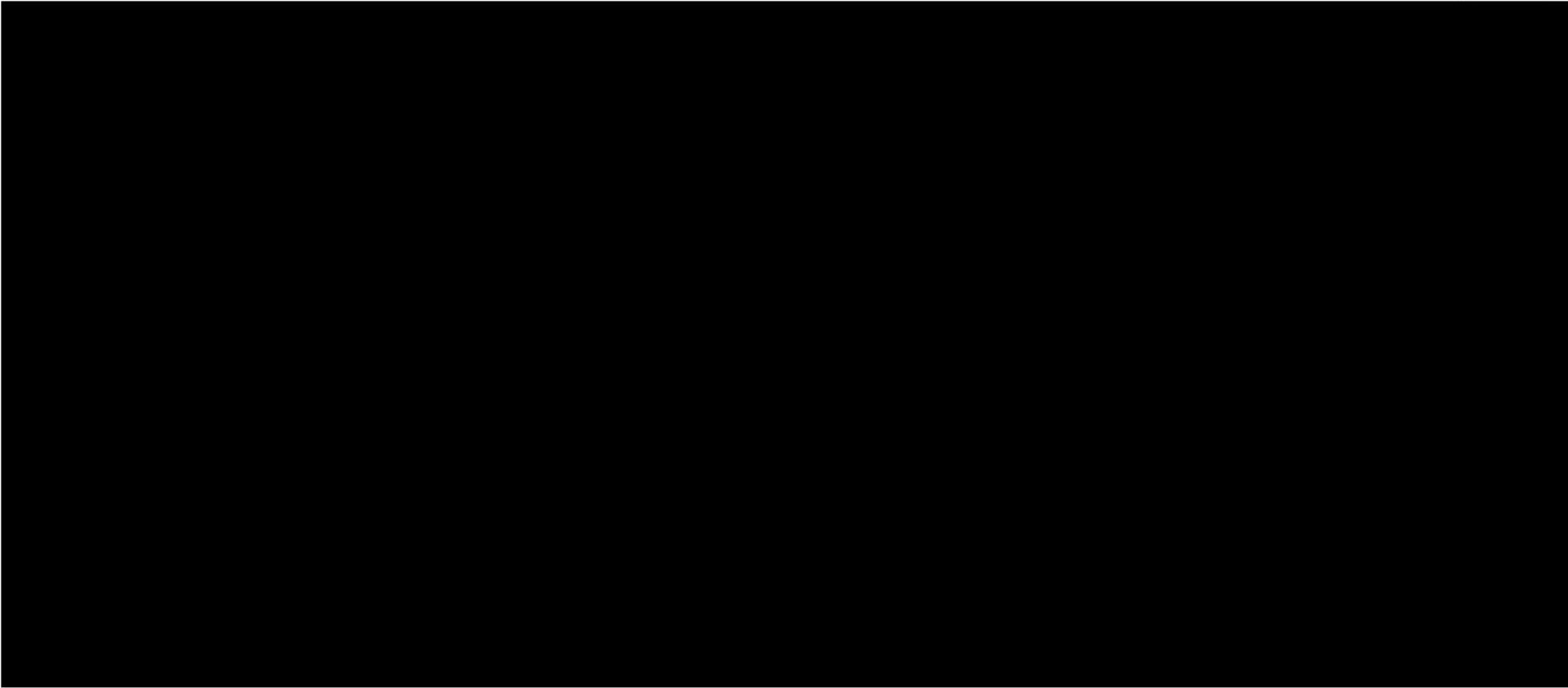


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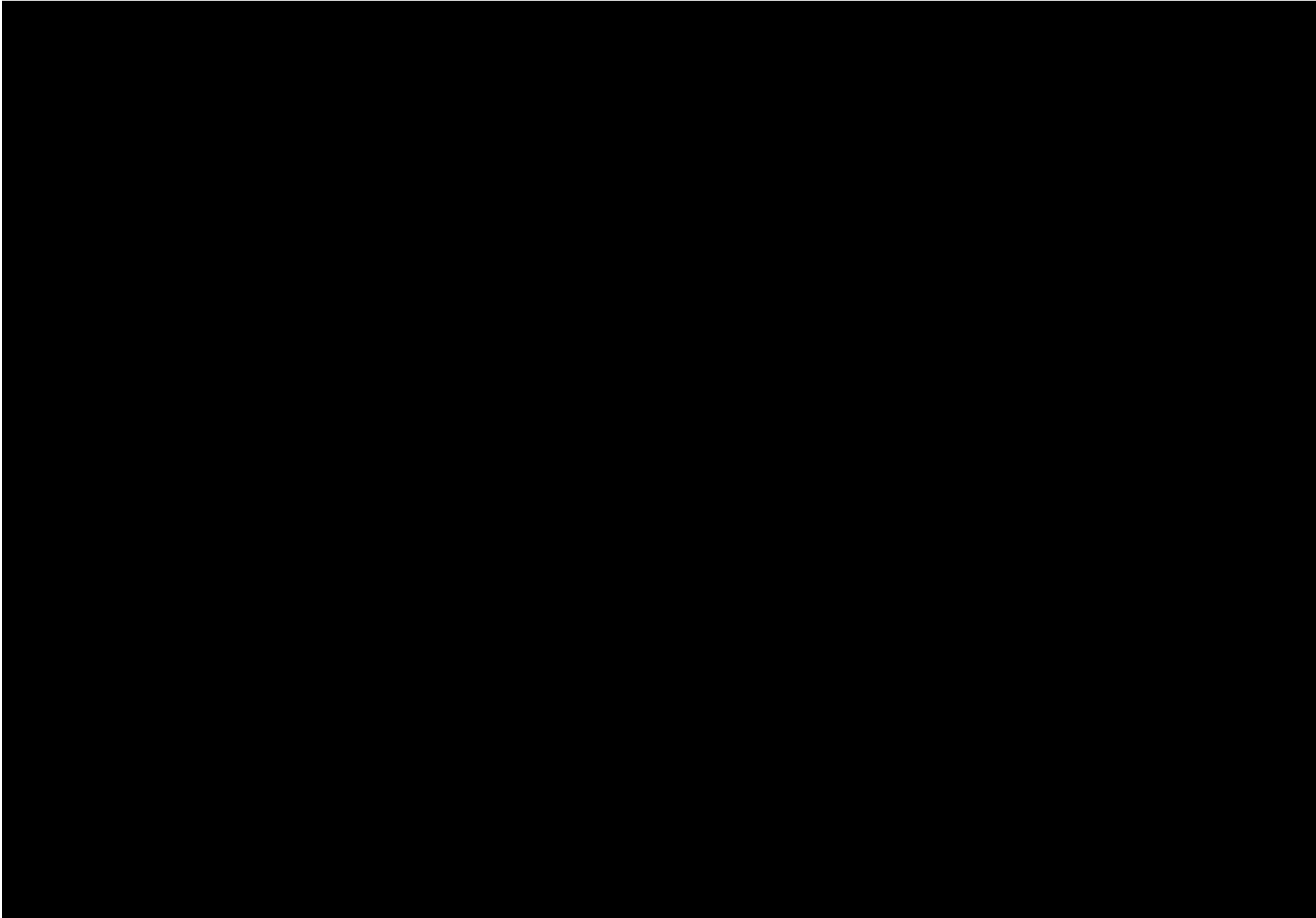








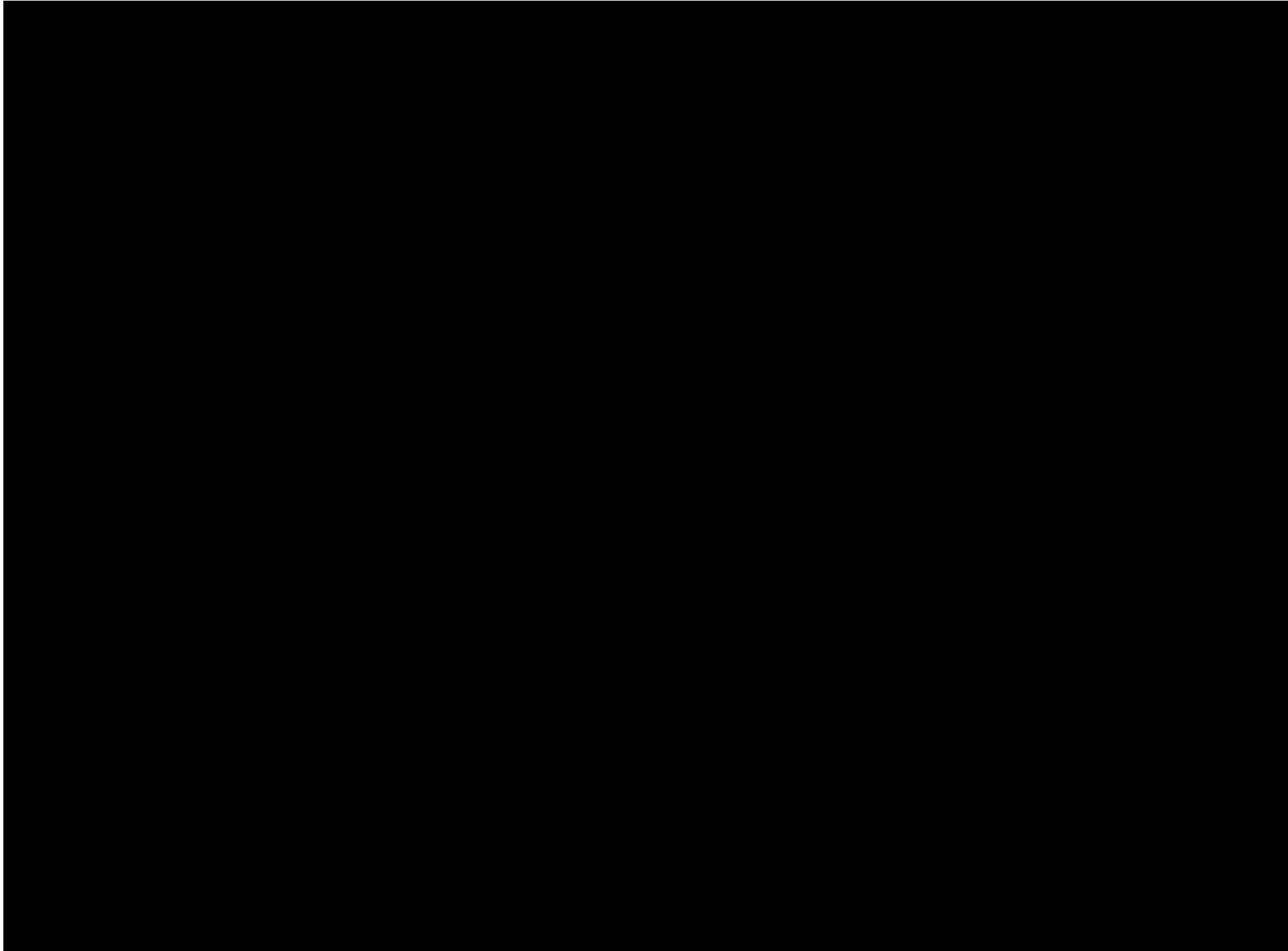
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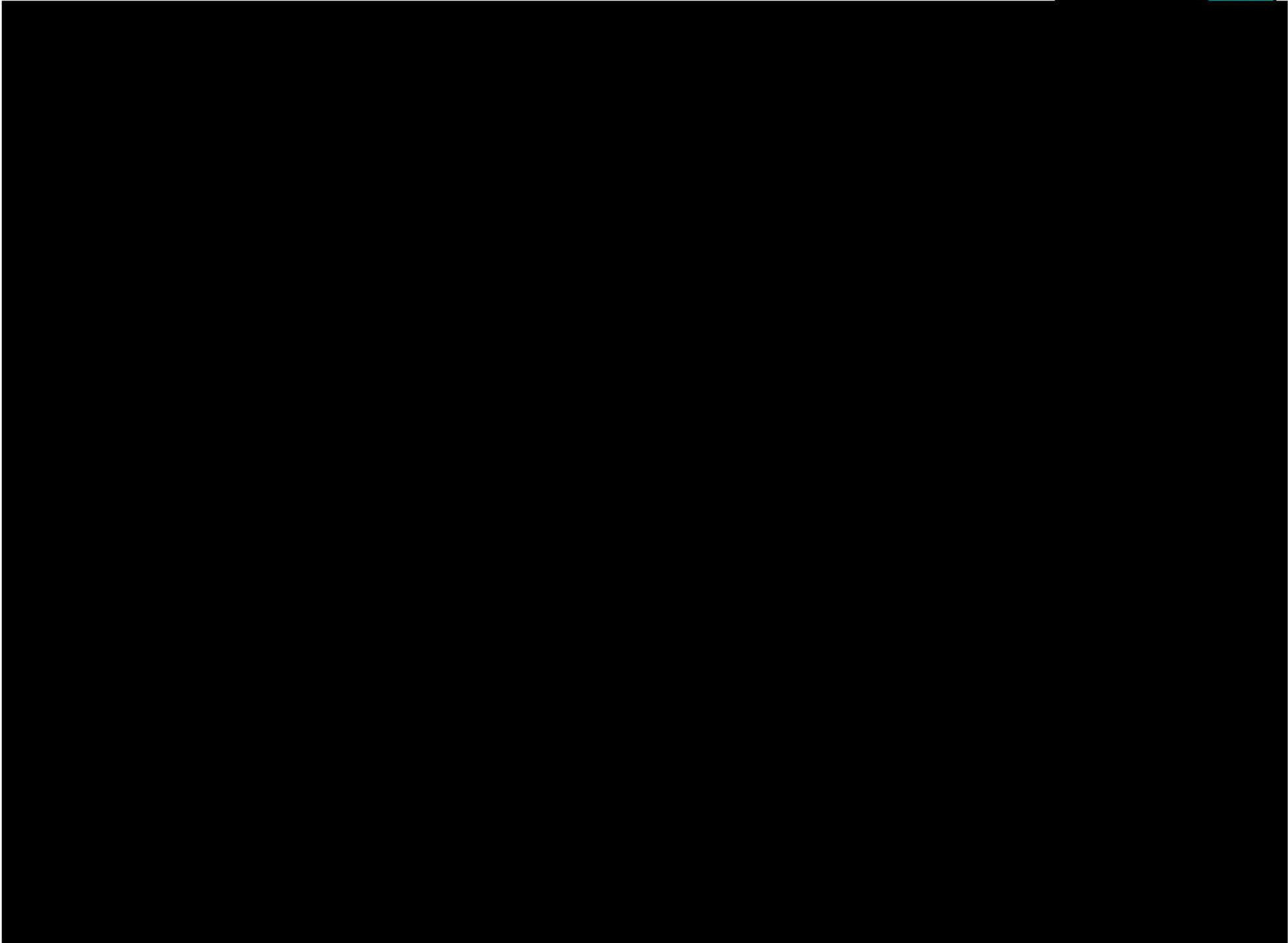
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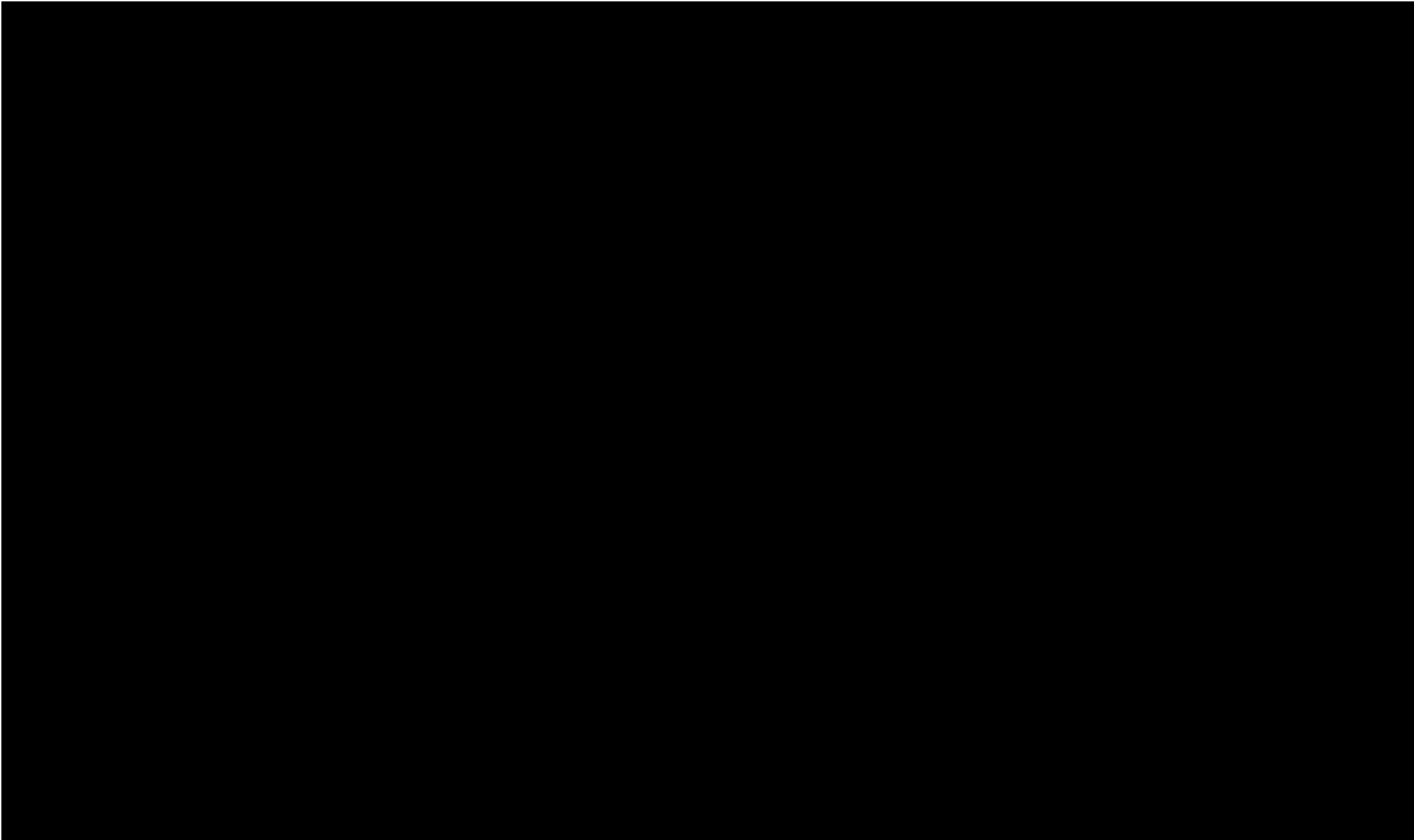


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Operating Performance – FY2027



Financial Information withheld pursuant to NZX listing rules