

TĀTAKI AUCKLAND UNLIMITED

Reactivating Tāmaki Makaurau



Contents

5 Reactivating Tāmaki Makaurau overview

5 Governance

6 Local Activation Programme

11 Voucher Scheme

17 Discount Scheme

19 Domestic Marketing Campaigns

20 Administration

Foreword

The Auckland region was hardest hit by Covid-19 compared to the rest of New Zealand.

Auckland had the longest time in 'lockdown', including the Delta lockdown which enforced 107 days from 17 August 2021. South Auckland – an urban area with the largest Pasifika population in the country and a large Māori demographic - was worst hit by Covid-19 infections. The city centre was near empty with no students, no tourists, and few office workers. The attractions, cultural and events sectors were all but halted longer than anywhere else. And families stayed at home, over five periods of restrictions.

The Government's Reactivating Tāmaki Makaurau Auckland support package to help revive economic, social, and cultural activities in the region was welcomed on 1 December 2021.

Local communities were at the heart of the support package, aimed at encouraging Aucklanders to enjoy and explore their region over the summer. And thereby, support local organisations, performers, and businesses.

I'd like to thank the people that made this programme possible. The Mayor, Phil Goff, who continually updated government of Auckland's situation. Also, the business leaders group that spearheaded the business (Activate Tāmaki Makaurau) and this programme, led by Heart of the City's Viv Beck with Pacific Business Trust, Amotai, Whāriki, EMA, Auckland Chamber, Tātaki Auckland Unlimited, and many industry organisations.

Thank you to the MBIE policy team who supported and developed this programme in a very fast timeframe. It was a pleasure to work with a professional and responsive team.

Thank you to the Steering Group – Tony Kake, Maria Halligan, Lewis Holden, Mirla Edmundson, Justine Haves, Andy Hill and Tātaki Auckland Unlimited colleagues Richard Clarke, Helen Te Hira, Shelley Watson who ensured the programme reached its goals.

A heartfelt and huge thanks to the Tātaki Auckland Unlimited kaimahi. A large team worked tirelessly and in record time to stand up and to deliver the programme ensuring that tourism operators and attractions, events, performers, and local communities could 'get back to business' and that Aucklanders had an incentive to get out and about over summer and, thanks to Omicron, Matariki. A special thank you to Clare Stone, Theresa von Dincklage, Annie Dundas, Delwyn Mitchell, and Jos Titus.

Ngā mihi nui ki a koutou,

Pam Ford

Director, Investment & Industry

Tātaki Auckland Unlimited

Executive Summary

In response to the extended Covid-19 restrictions in Auckland, the Minister of Social Development and Employment Minister Carmel Sepuloni and the Minister Economic and Regional Development Minister Stuart Nash announced a Reactivating Tāmaki Makaurau Auckland package on 1 December 2021. This support package was aimed at reviving economic, social and cultural activities in New Zealand’s largest city over the summer.

Tātaki Auckland Unlimited (TAU) delivered the package of work on behalf of central government between 1 December 2021 and 4 July 2022. It comprised of the following projects:

- Local Activation Programme – a contestable fund to support and promote access to programmes, events, and activities that are free to access for the public in local town centres, venues, and other locations across Auckland.
- ‘Explore Tāmaki Makaurau this summer’ voucher scheme – a voucher scheme to encourage families and individuals to visit Auckland based commercial attractions.
- ‘Explore Tāmaki Makaurau this summer’ discount scheme – a contestable fund to encourage Auckland residents to visit Auckland based facilities.
- Marketing campaign – marketing and promotional campaigns to support the package and a domestic marketing campaign.

The Local Activation Programme opened for applications on 8 December 2021, the Voucher Scheme and Discount Scheme both opened on 15 December 2021, all aspects of the programme finished on 4 July 2022. As a result of this programme:

- 105,532 vouchers were redeemed, enabling 438,954 Auckland residents to book experiences with over 100 local businesses.
- 126 community events went ahead through the Local Activation Programme with over 371,000 people attending various events around Tāmaki Makaurau.
- 15 cultural or recreational facilities were able to provide discounted or free entry to over 64,400 Aucklanders through the Discount Scheme.

The Local Activation Programme, Voucher Scheme, and Discount Scheme successfully supported the wellbeing of Aucklanders while

874k+

**Engagements from
Aucklanders in activities**

\$16m+

**Invested in activities, to
the direct benefit of**

250+

Businesses directly

Reactivating Tāmaki Makaurau overview

On 29 November 2021, Cabinet approved \$37.5 million to provide financial support for the Auckland region to stimulate economic, social, and cultural activities. The **Reactivating Tāmaki Makaurau Auckland Package** (RTM) was announced, on 1 December 2021 with Tātaki Auckland Unlimited (TAU) as the delivery partner for a \$25.5 million programme of activity, the remaining \$12 million provided funding to foodbanks. This report is focused on the RTM programme delivered by TAU, this activity was delivered in four parts:

1. **Local Activation Programme** (LAP), \$10 million to support and promote access to programmes, events, and activities that are free to access for the public in local town centres, venues, and other locations across Auckland.
2. **‘Explore Tāmaki Makaurau this summer’ voucher scheme** (voucher scheme), \$9 million for a voucher scheme to encourage families and individuals to visit Auckland based commercial attractions.
3. **‘Explore Tāmaki Makaurau this summer’ discount scheme** (DS), \$3 million for a discount scheme to encourage Auckland residents to visit Auckland based facilities.
4. **Marketing campaign**, \$2.5 million to support marketing and promotional campaigns for the RTM package and a domestic marketing campaign.

In addition to the above, \$1 million was allocated to any administrative costs associated with the delivery of the RTM programme. The consolidated budget for the programme is included in [appendix one](#).

The Local Activation Programme opened for applications on 8 December 2021, the Voucher Scheme and Discount Scheme both opened on 15 December. The initial end date was 3 April 2022 for the Local Activation Programme and 30 April 2022 for the Voucher Scheme and the Discount Scheme. However, due to Auckland returning to the red setting on the COVID-19 protection framework on 23 January, the Local Activation Programme and Discount Scheme were placed on hold from 23 January to 4 April 2022. This changed the end date for the entire programme to 4 July 2022.

Governance

A governance workstream was established at the beginning of the programme, this included a Programme Manager and Programme Sponsor to oversee the programme. A Steering Group was also set up which comprised of representatives from TAU, MBIE, Auckland Council, and three independent members. In addition to providing oversight of the programme at regular governance meetings, this group was also responsible for final decision making on applications made to the Local Activation Programme and Discount Scheme.

Local Activation Programme

The Local Activation Programme opened for applications on 8 December 2021, with three funding phases for programmes and events due to take place before 3 April 2022. This date was later extended to 4 July 2022 due to the fund being placed on hold between 23 January 2022 and 4 April 2022 as a result of Auckland returning to red on the COVID-19 protection framework during this time.

Those eligible to apply for funding included cultural organisations and venues, mana whenua and mataawaka organisations, event organisers, Auckland Council, local boards, business improvement districts, and business associations.

Assessment process

To be eligible for funding, each application needed to meet the following conditions:

- All events and activities must take place in Auckland before 4 July 2022 (initially 3 April 2022).
- Events and activities must demonstrate potential for increased access, participation, and local engagement.
- Events established through the programme must be free to access for the public, and existing events must ensure the benefit of funding is passed to the consumer.

All applications were assessed by a panel of experts from TAU. They made recommendations to the Steering Group who were the final decision makers for all applications. Once a final decision was made, applicants were notified via email and approved applicants received an investment agreement to be signed before funding was paid.

Supporting Māori outcomes

A goal of 10% of all approved funding to be allocated to Māori led organisations was set. To support this, TAU put a number of measures in place:

- Using community databases held by Auckland Council to send information on the fund and how to apply to large database of Māori organisations.
- Dedicated resource within TAU to assist Māori organisations with the application process.
- Māori representation on both the assessment panel and the Steering Group.

This goal was exceeded, with 18% of approved funding allocated to Māori organisations.

Results

A total of 200 applications were received requesting over \$22m of funding over the course of the Local Activation Programme. A total of 135 applications were approved, 126 went ahead and nine cancelled post approval. In total \$7.8m of funding was approved for distribution. Due to some cancellations and some other small changes in the scale of events the actual funding distributed was just under \$7.4m. A full list of approved applications and the associated approved funding is available in [appendix two](#).

Recipients of Local Activation Programme investment experienced a combined increase in attendance of 371,014, of which 358,383 were Auckland residents. The investment resulted in 6,315 additional visits to Auckland, 7,578 additional visitor nights, and \$1.52 million of additional visitor expenditure.

The gross benefit to Auckland of the increase in attendance caused by Local Activation Programme investment was \$21.84 million, and the corresponding gross cost to Auckland was \$16.58 million. The net benefit to Auckland of Local Activation Programme investment was therefore \$5.26 million, representing a benefit-cost ratio of 1.32 and an overall return on regional investment of 32%. A full report on the economic impact of the Local Activation Programme is included in [appendix five](#).

Click on the video below to see some of the highlights of both the Local Activation Programme and the Discount Scheme.



Marketing

A partnership approach was taken to promote approved events in the Local Activation Programme, working with Stuff NZ and Mediaworks. This provided strong reach across multiple channels, and enabled event partners to extend their own marketing efforts through this shared media approach.

- Stuff media partnership – incorporating print, Stuff.co.nz website placements and Neighbourly, with event partners having the opportunity to use their creative in these placements.
- Mediaworks – partnership used to extend reach across key radio stations, reaching a broad audience. Stations included The Breeze, The Edge, Mai FM and more. Event partners had the opportunity to place their radio advertisements within the partnership schedule. The programme of events was supported through on-air competitions and a significant weighting of ad-libs.
- Social – social ads were placed, promoting both specific events and the wider Local Activation event programme - reaching over 220,000 people.



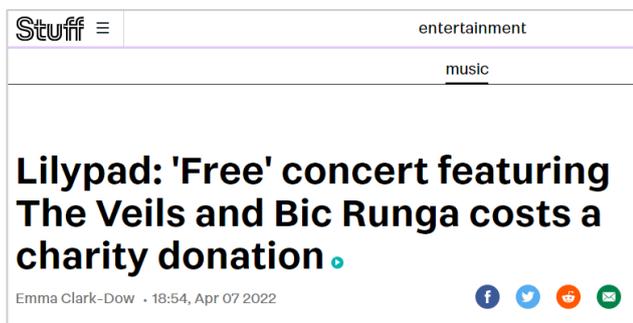
PR and Media

There was a phased media approach through media releases and advisories. Success stories were pitched to traditional print, broadcast and online media organisations, community newspapers as well as Māori and Pacific media throughout the various stages of the programme:

- *Stage 1:* Announcement of the Local Activation Fund Programme and Discount Programmes as part of the Reactivating Tāmaki Makaurau Auckland Support Package, confirming funding applications opening from 8 December 2021.
- *Stage 2:* Announcement of the programmes being paused due to the change in alert level settings.
- *Stage 3:* Announcement of funds resuming in the orange setting and inviting applications in line with application timelines and acknowledging successful events that went ahead prior to the pause.
- *Stage 4:* Announcement of 98 events supported by the programmes in the final stages.

- Stage 5: Pitched events to media for promotion and coordinated with Auckland Council to promote Matariki related events that were supported by the programmes.
- Stage 6: Wrap-up success stories.

[Click on an image below to read the full article.](#)



Stakeholder engagement

A schedule of email communications was created for both the Local Activation Programme and Discount Scheme. This consisted of key information being sent to a wide database of stakeholders, over 700 recipients from groups eligible to apply for funding, recipients were also encouraged to share these emails with others in their networks. Customised messaging was also shared with a network of Marae Advisors who were able to share the information with maraes across the region, this led to events such as Te Hana Te Ao Marama – Creative Carving Expressions to successfully apply for funding.

Feedback from participants

“Attendees are asked to take a photo and tag the hospitality outlet offering a deal via a voucher we provide them on site at the event, also tag in our social accounts, then they are able to redeem the voucher. This provides the vehicle for their followers to see the event also as well as increase foot traffic in local hospitality outlets participating.

I guess it not only adds to 'those enjoying the event' but also the 'how local/Auckland businesses benefit from the event’”

Parnell Business Association - Kohatu event

“Squash Auckland would like to say a huge thank you to Tātaki Auckland Unlimited and the New Zealand Government for giving us the opportunity to run the Free Beginner Men and Ladies Squash Programmes. These programmes have had an impact in our community and for squash in Auckland. The programme has resulted in a large number of adults taking up a new sport which will benefit their health and wellbeing in many ways.”

Squash Auckland

“Toi Onehunga provided an opportunity for local artists to display their work in a venue at no charge to themselves. For many of them this was the first time that they had been able to produce some pieces for the public and they felt supported. It also provided Onehunga with a great venue to visit. Our front of house team heard regularly about how good it was for people to have someone to go after months of little interaction.”

Onehunga Business Association

“We are incredibly grateful for the LAPF funding. We believe ongoing seasons of the Front Yard Festival has the potential to bring about great social and cultural benefit to whānau and kaumātua of Tāmaki Makaurau. LAPF funding has enabled Te Rehia Theatre to produce and deliver The Front Yard Festival at a high quality and sharing joy and performance for the sake of sharing joy and performance has been richly rewarding. Tēnei a Te Rehia Theatre, e mihi ana ki a koutou.

Front Yard Festival

Voucher Scheme

The voucher scheme was launched on 15 December 2021 with BookMe as a delivery partner to distribute 100,000 vouchers to Aucklanders. From 15 December, Auckland residents were able to register their interest for either a \$100 family voucher or a \$50 individual voucher which could be used to book an experience through a dedicated website hosted by BookMe. Vouchers were then distributed in one of four waves on 15 January, 1 February, 15 February, and 1 March 2022.

To ensure vouchers were equitably distributed in each wave, Local Board areas received a ratio of vouchers that matched their population density e.g., if a Local Board area has 5% of Auckland's population, then they were allocated 5% of the available vouchers.

The recipient of a voucher had two weeks from the date they received the voucher to use it to book an experience; the booking itself could be for a later date. If the voucher was not used to make a booking within that two-week period, it went back into the pot to be distributed in a future wave. Likewise, if the full value of the voucher was not used within the same two-week period the remaining balance was returned to the project budget e.g., if only \$80 of a \$100 voucher was spent, the balance of \$20 went back in the pot.

Customer support was available to those registering for a voucher through a dedicated FAQ page on the [Explore Tāmaki Makaurau website](#). Staff across Auckland Libraries were briefed to provide additional support to those in the community who did not have access to the internet.

As the project neared the fourth wave it became apparent that due to the cumulative funds available through unspent balances that there was enough budget available to exceed 100,000 vouchers. After discussions with MBIE it was agreed that TAU would run some bonus draws which enabled each person with a valid registration to the voucher scheme to have the opportunity to receive a voucher. Two additional bonus draws were carried out on 22 March and 12 April 2022.

Results

The voucher scheme received a total of 225,226 registrations. Due to unused vouchers being returned to the general pot, every eligible registrant received the opportunity to redeem a voucher. This resulted in the initial goal of 100,000 vouchers redeemed being exceeded, a total of 105,532 vouchers were redeemed (78,466 family and 27,066 individual vouchers).

The redeemed vouchers were used by 438,954 Auckland residents to book experiences with over 100 local businesses. A full breakdown of all vouchers distributed and redeemed by local board is included in [appendix three](#).

[Click on the video below to see some of the highlights from the Voucher Scheme.](#)



Marketing

The Voucher Scheme marketing programme was delivered across two phases, registration drive and post-registration. The registration drive ran from 15 December 2021 to 15 February 2022, focused on building awareness of the Voucher Scheme and encouraging Aucklanders to register for a chance to receive a voucher. The post-registration phase promoted participating activities and attractions and encouraging voucher recipients to book an experience.

The Explore Tāmaki Makaurau stamp was used across all activity to build campaign awareness and unify voucher activity.



Real time dashboards were developed to monitor registration numbers. With a requirement to reach broad audience groups, a multi-layered media approach was employed. Media was upweighted across key socio-economic audiences, prior to mainstream media placements. Channels included:

- Radio (Mai FM, Radio Waatea, Nui FM, Radio Samoa plus Mainstream).

- Digital Display Banners, Outdoor, Native, Digital Video, Bumpers, Social Media and community print.
- [Te Reo](#) and [Samoan](#) radio advertisements were produced, alongside a suite of digital tiles for use across Pacific Island communities.
- Mall activations were introduced to grow awareness of the programme and build specific postcode registrations. Sylvia Park, Westfield Manukau, Papatoetoe Town Centre, Mangere Town Centre, Otara Town Centre, and Warkworth.
- Social media delivered a strong reach and engagement platform, across two bursts of activity. There were over 3m completed video views and a total of 44% of Aucklanders (aged 18+) were reached at least once via radio.
- The redemption phase focused on direct communication using templated email communications to those who were successful in receiving a voucher, followed by phased reminders sent across the two-week booking period.

Kia ora Auckland, ready for fun?
100,000
 vouchers up for grabs to use towards awesome Auckland experiences.
 Register now
 exploreaucklandnow.co.nz

facebook
 Visit Auckland
 Kia ora Auckland! Registrations are now open for your chance to receive an Explore Tamaki Makaurau voucher. 100,000 vouchers are up for grabs to use towards some epic attractions and activities – right in your backyard!
 Terms and conditions apply.

100,000
 vouchers up for grabs
 EXPLORE TAMAKI MAKAURAU

Explore Tamaki Makaurau
 Register Now
 Have you registered yet? Get in quick! Learn More

Kelly Tarlton's
 Have you registered yet? Get in quick! Learn More

Paradise Ice Skating
 Have you registered yet? Get in quick! Learn More

GAME OVER
 Have you registered yet? Get in quick! Learn More

Weta Workshop Unleashed
 Have you registered yet? Get in quick! Learn More

Post Copy: From an action packed day go-karting, to an underwater adventure – Auckland has something for everyone! Register for your chance to score a voucher towards a bunch of epic Auckland activities for you this summer. Entries close 25 Feb, so sign up today – allocations are underway now! Terms and conditions apply.

PR and Media

As a consumer facing programme media were a strong driver for our initial drive for registrations. A programme of regular media releases and updates were scheduled in line with key dates for the Voucher Scheme. The initial approach prioritised pitches to media outlets that would best support the wide reach required to achieve equitable distribution, with particular focus on Māori and Pacific audiences and those in 'hard to reach' communities. Media activity for the Voucher Scheme produced eight media releases (plus two updates) and 121 media stories. The top media sites driving traffic to the registration page were Newshub, Stuff, NZ Herald, Chinese Herald, MSN, SkyKiwī, TVNZ, and Concrete Playground.

[Click on an image below to read the full article.](#)



RNZ Home News Radio Podcasts & Series Topics Pacific

New Zealand World Politics Pacific Te Ao Māori Sport Business Country Local Democracy Rep

NEW ZEALAND / POLITICS

Millions being spent to 'reactivate economic activity, enhance wellbeing' in Auckland

6:28 pm on 1 December 2021

The government is pumping \$37.5 million this summer to promote travel around Auckland for Aucklanders in a bid to bring back the buzz that quietened when the city was put in months-long Covid-19 restrictions.



Indian Weekender www.iwk.nz

NEWS ENTERTAINMENT FEATURES COLUMNS VIDEO PHOTO BA



NEW ZEALAND

Vouchers for Auckland Zoo are among those being distributed to people by Auckland Unlimited today. Photo: Facebook / Auckland Zoo

FIRST LOT OF 25,000 AUCKLAND ACTIVITY VOUCHERS TO BE ALLOCATED



TE AO MĀORI NEWS

NATIONAL REGIONAL POLITICS ENTERTAINMENT INDIGENOUS SPORT

Tāmaki Makaurau opens up with helping hands for tourism industry

4:45pm, Wednesday 15 December 2021. By Tarii Black



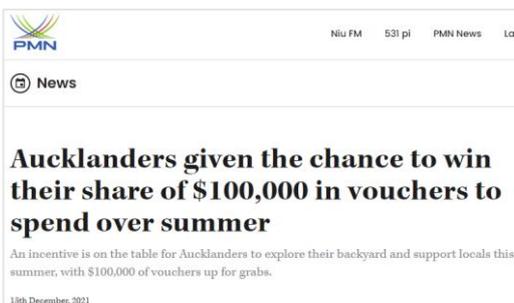
Stuff

travel

auckland

Auckland's tourism voucher scheme 'a bit of a lifesaver'

Tess Brunton of RNZ · 12:57, Mar 22 2022



PMN News

Aucklanders given the chance to win their share of \$100,000 in vouchers to spend over summer

An incentive is on the table for Aucklanders to explore their backyard and support locals this summer, with \$100,000 of vouchers up for grabs.

19th December, 2021



1news Top Stories Latest **New Zealand** World Sport Te Ao

Explore Auckland vouchers in big demand as 140K apply

By Jane Nixon, Digital Reporter
Thu, Jan 13 • Source: 1News

Stakeholder engagement

A webinar was held with industry stakeholders to brief operators prior to the launch of the Voucher Scheme on how they could get involved and answer any questions they had. Three further webinars were held during the course of the programme to ensure operators continued to provide enough product and that they were aware of when new waves of vouchers were due to be released. A total of 114 operators received bookings through the Voucher Scheme.

Fortnightly email communications were also sent to participating operators, keeping them updated on information and actions to support the operational roll out of the programme. A dedicated email address was set up to respond to all queries as they arose.

Feedback from voucher recipients

I was very grateful to get mine. Took my daughter and grandkids to Rainbows End. Something I wouldn't have been able to do otherwise. Thank you Tāmaki Makaurau

Also grateful to be one of the whanau that received an #ExploreTāmakiMakaurau voucher to subsidise my sons birthday treat. Let's be real, if not for that he wouldn't have gotten that as a present from me...his mama is cheap as.

Me and Barb had a lovely cruise on the Ted Ashby and looked around the Maritime Museum. Thanks to crew and staff.

We used our family voucher for Tree adventures zip line on the weekend, it was amazing! Thank you so much.

My husband got a voucher email this morning thank you! We've booked a nice trip out to butterfly creek and mini golf for the 4 of us

We went to Weta workshop and Sky Tower yesterday and it was a fantastic day out for my daughter's birthday. Thanks!

Received mine in the first draw! Off to Kawau next week. Been up here six years and never got there so now I will. Thanks guys!

So happy and lucky to have received a \$100 voucher to spend with family! We spent it with the weta workshop on vday and next one to butterfly creek next month!

Feedback from operators

I just wanted to reach out and say a huge thank you to you and your team for the hard mahi that you have done with the Explore Tāmaki Makaurau Voucher Programme over the last 4 months. In my opinion the scheme was well targeted and to see over 100k vouchers redeemed is testament to this. The impact that it has had on our business has been immense. The voucher scheme allowed us to retain at least half our team, which otherwise would not have been possible. As a business this has allowed us to get through Omicron and feel confident, we are now heading out the other side of the worst of it. Thank you again from all of us at Wētā, we are immensely grateful.

Wētā Workshop Unleashed

I also wanted to say a huge thank you to you and your team for the deliverance on the Explore Tāmaki Makaurau voucher program. We have benefited from this program in a huge way. It has helped us bounce back to pre-covid patronage levels and reignited Auckland's interest in our destination. Though sceptical at first as to how much of an impact the program would have, it has proven to be the single biggest kick-starter to our return to normal. I look forward to further developing the working relationship between Sculptureum and Auckland Unlimited as we head into what are some hopefully normal years.

Sculptureum

Paradice Entertainment has been delighted to be part of the Explore Tamaki Makaurau voucher programme. It has been great seeing Aucklanders out and about exploring the region and the wide range of activities on offer through the voucher programme. At Paradice Entertainment we have welcomed a variety of customers including many first time visitors who are experiencing ice skating for the first time. Although we have been operating at below previous attendance levels, we have seen an increase in numbers following the voucher releases. This truly has been a big help to Paradice which was shut down for 4 months over the recent lockdown and is now operating under gathering limits. It has been really rewarding to see customers getting out and having fun in a covid safe environment skating on the ice, putting around our mini golf course, playing laser tag or escaping from our Breakout real life escape rooms with smiles on their faces.

Paradice Entertainment

Covid has been tough on so many businesses including my own. Yes, the wage subsidy and resurgence payments helped us get through the darkest times but nothing compared to the Explore Tamaki Makaurau initiative. We have had so many bookings and had so many happy customers. We have continuously heard things like 'we didn't even know you existed' and 'we will absolutely be back again'... We have just had our busiest week in the ten year history of The Fieldhouse. This initiative has been the best form of marketing that we have ever done and will help to ensure that we continue to serve our customers for many years to come. The team at Bookme have been so wonderful to deal with. It was very easy to get started and make any necessary changes to our experience. I wouldn't normally write an appreciation email like this but this really has been the greatest thing that has happened to my business, and in such a tough time, I felt compelled to thank you.

The Fieldhouse Batting Cages

Discount Scheme

The Discount Scheme initially opened for applications on 15 December 2021 to support activity occurring before 30 April 2022. However, this fund was placed on hold between 23 January and 4 April after Auckland returned to red on the COVID-19 protection framework. This fund was open to applications from cultural and recreational facilities which could be owned and operated by private entities or be run by Auckland Council. No applications for the Discount Scheme were assessed prior to the fund being paused; this resulted in only two rounds of assessment.

Assessment process

To apply for funding, applicants had to meet the following criteria

- Offer discounts or free entry to a cultural or recreational facility for Auckland residents.
- Applicants must be able to measure actual uptake with ticketing or entry control systems.
- Funding could not cover existing expenses or overheads.
- Demonstrate the potential for increased access, participation, and local engagement.

All applications were initially assessed by a panel of experts from TAU staff who made recommendations to the Steering Group who were the final decision makers for all applications. Once a final decision was made, applicants were notified via email and approved applicants received an investment agreement to be signed.

Results

A total of 19 applications were received requesting over \$2.3m over the course of the Discount Scheme. A total of 15 applications (from 12 applicants) were approved, resulting in \$1.8m of funding being made available to applications. On reconciliation of actual patron numbers, just under \$1.4m was distributed. A full list of approved applications and the associated funding is available in [appendix four](#).

Recipients of Discount Scheme investment experienced a combined increase in attendance of 64,421, all of which were reported to be Auckland residents. The gross benefit to Auckland of the increase in attendance caused by Discount Scheme investment was \$6.16 million, and the corresponding gross cost to Auckland was \$3.64 million. The net benefit to Auckland of Discount Programme investment was therefore \$2.52 million, representing a benefit-cost ratio of 1.69 and an overall return on regional investment of 69%. A report summarising the economic impact of the Discount Scheme included in [appendix five](#).

Marketing

Due to the nature of the Discount Scheme consumer marketing was not required. Successful applicants promoted their participation through their own channels, which provided the best levels of engagement with their target audiences.

Engagement with stakeholders and media

The nature of the Discount Scheme meant that there was minimal need for media to promote the scheme. Instead, the focus was on engaging with stakeholders who were eligible to apply for funding. This consisted of key information being sent to over 700 recipients, from groups eligible to apply for funding, recipients were also encouraged to share these emails with others in their networks.

Feedback from participants

“Kia ora, we just wanted to say a great big thank you for enabling our inclusive youth theatre groups from across Auckland to come and experience Weta workshop unleashed. It was an absolutely awesome experience and our Youth theatre participants loved it! We've had some really positive feedback from participants and their families. Providing free tickets has made it accessible for our families who often struggle financially to make ends meet. The experience will have made lasting memories and spurred our young creatives to develop their passion for filmmaking. Just thought you might need a quote from a participant who came for your funding accountability so here it is! "Our R thoroughly enjoyed himself and there was so much to take in and process. It is an amazing exhibition, and we so appreciated the opportunity given to us to attend, especially that it was for free.”

Glass Ceiling Arts Collective

“We had an amazing time at Unleashed last week. Staff and students alike were enthralled with the experience. It was a fantastic way for us to bring to life pathways with creativity and tech. There is so much to inspire and aspire to. Congrats to all involved. There's really nothing quite like this and I think it would be great if every industry thought about a concept like this to promote a pathway. I know quite a few of our staff have taken groups through, possibly five so there are lots of different student perspectives, but all have been super positive. The goodie bag was generous too! Thanks so much for getting in touch about it and encouraging us to participate. Let me know if there's anything we can do over and above our gratitude”

Manurewa School & Makerspace

“I would like to thank you and the Weta workshop team very much for the opportunity to have the Boomer Shed community volunteers attend the Unleashed exhibition. The men from the shed were amazed with the exhibition and left the day with smiles stretched across their faces. They were all raving about the activities and or amazing guide during the tour. This trip was just what our guys from the shed needed to lighten the spirits during these times, allowing them to channel their inner child's imagination and light-hearted dad jokes.”

Beautification Trust

*“Thank you so much for allowing us this brilliant experience. The kids, staff and parent helpers all loved it! It was so inspiring for the kids to see just where awesome creativity can lead. Our guides were great and built the narrative to keep the kids enthralled. We really appreciate the opportunity and I know a number of parents will get dragged back to the experience by their kids. Thanks again.
Cheers”*

Belmont Primary

Domestic Marketing

Auckland's hospitality and accommodation sectors were significantly impacted by COVID-19, including the loss of international visitor and student arrivals combined with the local lockdown, falling sentiment for travel to Auckland and changes to work and dining patterns all impacting. To support these sectors, a *Stay Auckland Now* campaign and hospitality activity were designed in partnership with industry.

Stay Auckland Now

With occupancy levels at less than 30% in February 2022, compared to 90% for the same month prior to COVID-19 the sector came together with a range of special offers available between 2- 22 May for stays between 2 May and 31 July, with bookings made directly with accommodation providers.

- Digital campaign across multiple platforms, directing both Auckland local and domestic audiences to over 60 listings and individual offerings, on aucklandnz.co.nz.
- A second phase of the campaign, on sale from 20 June to 4 July, for stays through to 30 September with a new offer – a \$100 stay credit that was able to be applied to F&B, ancillary product, room rate or other (at the accommodation provider's discretion).
- Accommodation partners were encouraged to leverage a campaign toolkit, and to extend messaging across their owned channels.
- This resulted in over 90,000 referrals to accommodation providers across both phases. Actual conversion remained challenging given ongoing COVID-19 conditions and competitive outbound destination marketing.

Hospitality promotion

Activity focused on encouraging Aucklanders to dine out over winter and reminding audiences of the region's F&B offering through key digital and print content partnerships. Titles included *Chasing A Plate*, *Urban List NZ*, *Denizen* and *VIVA (NZME)*, providing connection with their engaged foodie audiences.

- Channels utilised: print, digital and social, with over 100 eateries profiled.
- [Chasing a Plate](#) foodie content producers present four 20min episodes celebrating hotel dining in Auckland, and a range of awesome value restaurants in Tāmaki Makaurau.
- [Where Chefs Eat](#) social video series, well known chefs shared their favourite places to go out & dine in Auckland – produced by TAU's social team.
- [Iconic Auckland Eats](#) boosted content celebrating the best dishes that can only be enjoyed in Auckland, as awarded by Aucklanders.

Administration

The administration budget was set up to cover any costs associated with the design, management, delivery, and reporting of the Reactivating Tāmaki Makaurau programme of work. This budget allocated to administration was used for:

- Staff costs for delivery of all programmes, including governance
- Contracting Bookme as a third-party partner for the Voucher Scheme
- A report on the economic benefits realised by the Local Activation Programme and Discount Scheme.

More details on spend are available in the consolidated budget in [appendix one](#).

APPENDIX ONE

BUDGET

Programme summary budget

Programme	Actual spend	Budget available	Funds returned to MBIE
Local Activation Programme	\$ 7,384,818	\$ 10,000,000	\$ 2,615,182
Voucher Scheme	\$ 7,481,897	\$ 9,000,000	\$ 1,518,103
Discount Scheme	\$ 1,374,764	\$ 3,000,000	\$ 1,625,236
Marketing campaigns	\$ 918,077	\$ 2,500,000	\$ 1,581,923
Admin costs	\$ 1,000,000	\$ 1,000,000	\$ -
	\$ 18,170,556	\$ 25,500,000	\$ 7,340,444

Local Activation Programme detailed budget

Programme	Actual spend
Te Rehia Theatre Limited - Front Yard Festival	\$ 59,800
Te Whangai Trust Board - Matauranga Māori	\$ 27,300
YES Disability Resource Centre - Shore Junction Saturdays	\$ 30,000
Jong-Yun Lee - 151 IMPROV	\$ 17,710
Repurposed Event - Devonport Business Association - Friday After 5	\$ 45,595
Crackerjack Promotions Limited - Auckland International Buskers Festival	\$ 32,000
Panmure Business Association - Panmure Basin self-guided Fun Trail	\$ 10,000
Repurposed Events - Fresh Concept Limited - Four events between 28May - 26Jun	\$ 150,000
Hobsonville Community Trust - Hobsonville Community Day (working title)	\$ 7,500
Repurposed Event - Takapuna Beach Business Association Inc - Summer Movies at the Beach	\$ 40,000
The Community Builders NZ Trust - Out and About Town Centre Bike Tours	\$ 13,000
Festival 2022 - Onehunga Business Association	\$ 626
Repurposed Event - Takapuna Beach Business Association - Takapuna Beach Latin Fiesta	\$ 50,000
Kaipatiki Community Facilities Trust - Summer Fun Programme	\$ 10,409
Southside Summer Series	\$ 150,000
Squash Auckland Inc - Squash School Holiday Programme	\$ 19,500
Main Street Orewa - Orewa Movies and More Community Event	\$ 2,420
Tautai Contemporary Pacific Arts Trust - Tautai Open Ocean	\$ 30,000
Raynham Park Limited - Live Recording Music Series with High Production	\$ 68,300
The Lake House Trust - Era and the Kaitiaki	\$ 20,000
Onehunga Business Association - Onehunga Pop-up Gallery	\$ 33,000
Event Designers Limited - Gulf Harbour Outdoor Movie	\$ 2,300
The Space On Tap Limited - SPACE Art Jam	\$ 10,000
Nightsong Charitable Trust - A Stab In The Dark	\$ 13,675
M.A.P Projects (Making Art Public)	\$ 25,000
Pasifika Festival (now Taste of Pasifika)	\$ 70,800

Programme	Actual spend
Whau Pasifika Trust - School Ready Holiday Programme	\$ 37,000
Museum of Transport & Technology - MOTAT Community Week	\$ 30,000
AJR Productions Limited - Te Kingsland Kitā Hui Taurima. The Kingsland Guitar Festival.	\$ 20,000
Repurposed event - Va Tamaki Dance Revue Limited - Basque Park Festival	\$ 115,000
Mountains To Sea Conservation Trust - EMR Summer Series	\$ 40,000
Reactivating the city centre - expanded festival programming in the public realm	\$ 75,000
Reactivating the city centre - Summer at Te Komititanga	\$ 325,000
The All Seasons Community Pacific Arts Trust - Whanau Hākinakina Fun Day	\$ 7,500
Objectspace - Toro Whakaara Fest, Heaven is a Half Pipe & Drawing Party	\$ 40,000
Repurposed Event - Movies in Parks	\$ 17,496
Repurposed Event - Interesting things AR Community engagement Queens wharf activities (was AKL Anniversary and Whanau festival)	\$ 60,000
Repurposed event: Culturefest/World of Cultures was Music in Parks	\$ 65,474
Reactivating the city centre - expanded street performances in laneways	\$ 100,000
Auckland Events Company Limited - Summer Street Food Series	\$ 30,000
Repurposed Event - World of Cultures Festival	\$ 58,882
Enhanced, Free, Summer Public Programming - Auckland Art Gallery	\$ 25,000
RFA Trust Repurposed Event - Summer at the Stadium	\$ 207,750
Endeavour Live Limited - Golden Lights	\$ 4,500
RFA (Auckland Live) Repurposed Event - Music Month	\$ 91,039
Repurposed event - North West Country Inc - North West Country Family Festivals	\$ 58,410
Sound of our Streets - Youth Arts New Zealand Limited	\$ 78,624
YES Disability Resource Centre Services Trust - Saturday Sessions	\$ 30,000
Devonport Community House	\$ 2,903
Raynham Park Limited - Live recording music series with high production (arena quality show in studio space)	\$ 77,300
Rosebank School Matariki Event 2022	\$ 8,000
Green Bay Community House - Pink Shirt Day Cupcake Decorating and Craft Afternoon	\$ 1,090
Fresh Fridays - Fresh Movement Arts Trust	\$ 27,440
Armageddon Expo Winter - Beyond Reality Media	\$ 96,780
SPACE Art Jam #2 - The Space on Tap	\$ 10,000
.CO.NZ A play for Matariki, written by Mark Wilson - North Shore Theatre & Arts Trust	\$ 16,107
Taste of Pasifika	\$ 161,800
Hands On - Waiheke Adult Literacy	\$ 2,120
Al Fresco Friday night - Milford Village Business Association	\$ 19,900
Hey Tram - The Museum of Transport and Technology	\$ 8,000
Silo Theatre Company - TBC	\$ 28,600
French Festival 2022 - Vivre la France Ltd	\$ 10,000
Future Ready YES Disability Resource Centre Services Trust	\$ 25,000

Programme	Actual spend
No Standing Only Dancing - choreographers class and showcase - Raynham Park Limited	\$ 91,750
Intergalactica - Carolena Gill T/A Kedu Carlo	\$ 14,940
T.REX at Auckland War Memorial Museum	\$ 100,000
Musical Theatre shows for families: Disney's Beauty and The Beast Jr (Rodney) and Disney's High School Musical Jr (North Shore) - Glass Ceiling Arts Collective	\$ 24,646
Silent Disco Events Programme - Papaya Stories Limited	\$ 20,000
Te Karanga ā Hape 2022 - Karangahape Business Association	\$ 100,000
Te Whau Matariki - Avondale Business Association	\$ 30,476
Matariki Lights at Stardome - Auckland Observatory & Planetarium Trust	\$ 24,000
Light Up Onehunga - Onehunga Business Association	\$ 28,267
Pacific Fusion Fashion Show - Pacific Fusion Fashion Show Limited	\$ 30,000
Massey Matariki 2022 - Massey Matters	\$ 10,000
A Place to Stand Contemporary Indian Art in Aotearoa - Auckland War Memorial Museum	\$ 17,800
Matariki Night Ride - Avondale Community Action	\$ 50,000
Drawing Parties & Drawing in The Zone - Objectspace	\$ 26,600
Hunters Corner Winter Festival - Hunters Corner Town Centre Society	\$ 55,826
The Dancing Worm - Nightsong Charitable Trust	\$ 225,000
Sir Peter Blake MERC: Give it a go day!"	\$ 1,910
Birkenhead Borough medieval times - Birkenhead Town Centre Inc	\$ 45,000
Front Yard Festival - Te Rēhia Theatre Limited	\$ 88,850
DISCOVER HOWICK VILLAGE (working title) - NZ Campsite Limited	\$ 13,052
Matariki VIBES 22 - Te Ata Holdings Limited	\$ 700,000
Free Community Events Series - Tataki Auckland Unlimited Trust	\$ 120,337
Winter Best	\$ 603,270
The Otara Autumn Fest - The Community Builders	\$ 189,000
EMR Winter Series - Mountains to Sea Conservation Trust	\$ 31,600
Matariki Celebration- Art in all forms - Oak Hill Vineyard	\$ 27,000
The Whangaparaoa Coastal Beach & Art Trail - Business Whangaparaoa Inc	\$ 44,500
Village Sounds - Formulauno Limited	\$ 53,000
Pop Up Piano - The Production Co Limited	\$ 98,000
Mapura Studios presents - Outbreak! (TBC)	\$ 19,811
Food Truck Thursday Night	\$ 21,730
European Street Food Festival - Auckland Events Company Limited	\$ 10,000
Northcote Kids Town (working title) The Open Fort Limited	\$ 34,230
MAP Projects - making art public - Matariki edition	\$ 25,499
Electric Taniwha - The Basement Theatre Trust	\$ 21,968
Whiria: Nga Manu Rere	\$ 13,550
Public living room - Te Tuhi Contemporary Art Trust	\$ 4,500
The Sphere - Opening Night, a one night only experience!	\$ 17,970
Festival	\$ 67,322
Youngtrepenuers - Onemic Records t/a Rep FM	\$ 7,000
Devonport Te Hau Kapua Street Art Project - Devonport Peninsula Trust	\$ 17,350

Programme	Actual spend
QPAM Limited - Inside Dali	\$ 14,340
Matariki Auckland Art Gallery	\$ 10,120
Typewriter Poetry - Sugarlicks Records Limited	\$ 8,600
SquareSums&Co TBC	\$ 90,000
Te Hana Te Ao Marama - Creative Carving Expressions Te Hana Community Development Charitable Trust	\$ 35,000
Morning People at Everybodys - Morning People Limited	\$ 12,310
Tuhionorangi - It's Written In The Sky- Matariki Night Light Festival	\$ 75,000
Awahina Mini retreat - Presented By Kayla Gordine and Volka Yoga	\$ 28,000
Pathway Festival Opoutukeha Twilight Music Path - Fireplace Arts & Media Limited	\$ 27,000
Matariki at EcoMatters - Ecomatters Environmental Trust	\$ 11,395
Active Whakapapa - Matariki Experience(s) coordinated by TIME Unlimited Limited	\$ 90,000
Wharenui Harikoa at Objectspace	\$ 22,000
Whau the People Charitable Trust- TBC	\$ 40,800
The Open Fort - The Open Fort Limited	\$ 38,000
Auckland Basketball Services Ltd - TBC	\$ 30,000
OK Listen presents Sunday Listen - On Services and Events t/a OK Listen	\$ 16,958
Unicorn Ventures Ltd - TBC - Music Tech Festival	\$ 107,780
Free Community Events Series 2 - Tataki Auckland Unlimited Trust	\$ 204,689
Cultural Festival of Play - The Open Fort Limited	\$ 26,040
Tonga v Kiwis Rugby League Fan Activation - New Zealand Rugby League	\$ 75,000
Te korowai o Hiwa i te rangi Cloaking our dream - Jeanine Clarkin Design	\$ 15,000
Auckland Tigar Bonsai Day - Auckland Bonsai/Penjing Art Centre Trust	\$ 52,862
Experience East Auckland - TIME Unlimited Limited	\$ 93,600
SouthTech Innov8 - TIME Unlimited Limited	\$ 155,000
Beginner Men and Ladies Squash Programme - Squash Auckland Incorporated	\$ 28,920
Local Activation Programme total spend	\$ 7,384,818
Budget available	\$ 10,000,000
Variance (to be returned to MBIE)	\$ 2,615,182

Voucher Scheme detailed budget

Voucher Scheme payment	Actual spend
Wave one of vouchers redeemed	\$ 1,221,924
Wave two of vouchers redeemed	\$ 1,820,299
Wave three of vouchers redeemed	\$ 626,696
Wave four of vouchers redeemed	\$ 2,629,860
Wave five of vouchers redeemed	\$ 415,835
Wave six of vouchers redeemed	\$ 767,283
Voucher Scheme total spend	\$ 7,481,897
Budget available	\$ 9,000,000
Variance (to be returned to MBIE)	\$ 1,518,103

Discount Scheme

Programme	Actual spend
Thrillzone - Motion Cinema Limited	\$ 413,130
Papillon Group Limited Butterfly Creek (Papillon Group)	\$ 85,539
Papillon Group Limited Rocket Ropes (Papillon Group)	\$ 8,894
Weta Workshop Discount Programme	\$ 316,727
Zaberri Best Berries (NZ) Ltd	\$ 16,458
The Dust Palace Charitable Trust Discount Programme	\$ 14,775
Auckland Sea Kayaks Ltd	\$ 13,500
All Blacks Experience Limited Discount Programme	\$ 23,475
All Blacks Experience Limited Partnership - Collaboration with Weta Workshop and SKYCITY	\$ 25,000
Oak Hill Vineyard (Sculptureum) Discount Programme	\$ 32,000
QPAM Limited / SPARK Arena Inside Dali Discount Programme	\$ 48,217
Papakura Community Trust Discount Programme	\$ 4,200
Auckland Zoo Tataki Auckland Unlimited Trust	\$ 253,240
The Dust Palace Charitable Trust Discount Programme	\$ 1,643
Inside Dali QPAM Limited Discount Programme	\$ 117,965
Discount Scheme total spend	\$ 1,374,764
Budget available	\$ 3,000,000
Variance (to be returned to MBIE)	\$ 1,625,236

Marketing

Programme	Actual spend
Voucher Scheme	
Creative development	\$ 47,073
Media activity and search optimisation	\$ 265,492
In-community registration drives	\$ 59,236
Local Activation Programme	
Creative development	\$ 10,320
Media partnership promotions	\$ 90,104
Content capture at events	\$ 17,500
Social media promotion	\$ 2,651
Domestic Marketing Campaigns	
Creative development - accommodation campaign	\$ 16,090
Media promotion - accommodation campaign	\$ 229,963
Creative development - hospitality campaign	\$ 31,800
Media promotion - hospitality campaign	\$ 147,848
Marketing total spend	\$ 918,077
Budget available	\$ 2,500,000
Variance (to be returned to MBIE)	\$ 1,581,923

Administration

Programme	Actual spend
Staff costs (all programmes)	\$ 428,826
Bookme fees (Voucher Scheme)	\$ 395,760
Economic Impact report (Local Activation Programme and Discount Scheme)	\$ 175,414
Admin total spend	\$ 1,000,000
Budget available	\$ 1,000,000
Variance (to be returned to MBIE)	\$ -

APPENDIX TWO

LOCAL ACTIVATION PROGRAMME

APPROVED APPLICATIONS

Local Activation Programme Approved Applications

Event Name	Registered Organisation	Approved Funding	Funding Used	Activation Status
Te Rehia Theatre Limited - Front Yard Festival	Te Rehia Theatre	\$ 59,800	\$ 59,800	Activated
Te Whangai Trust Board - Matauranga Māori	Te Whangai Trust Board	\$ 27,300	\$ 27,300	Activated
YES Disability Resource Centre - Shore Junction Saturdays	YES Disability Resource Centre	\$ 30,000	\$ 30,000	Activated
Jong-Yun Lee - 151 IMPROV	151 IMPROV	\$ 17,710	\$ 17,710	Activated
Repurposed Event - Devonport Business Association - Friday After 5	Devonport Business Association	\$ 45,595	\$ 45,595	Activated
Panmure Business Association - Panmure Basin self-guided Fun Trail	PANMURE BUSINESS ASSOCIATION	\$ 10,000	\$ 10,000	Activated
Repurposed Events - Fresh Concept Limited - Four events between 28May - 26Jun	Fresh Concept Ltd.	\$ 150,000	\$ 150,000	Activated
Hobsonville Community Trust - Hobsonville Community Day (working title)	Hobsonville Community Trust	\$ 7,500	\$ 7,500	Activated
Repurposed Event - Takapuna Beach Business Association Inc - Summer Movies at the Beach	Takapuna Beach Business Association	\$ 40,000	\$ 40,000	Activated
The Community Builders NZ Trust - Out and About Town Centre Bike Tours	The Community Builders NZ Trust	\$ 13,000	\$ 13,000	Activated
Repurposed Event - Takapuna Beach Business Association - Takapuna Beach Latin Fiesta	Takapuna Beach Business Association	\$ 50,000	\$ 50,000	Activated
Kaipatiki Community Facilities Trust - Summer Fun Programme	Kaipatiki Community Facilities Trust	\$ 10,409	\$ 10,409	Activated
Southside Summer Series	The Community Builders NZ Trust	\$ 150,000	\$ 150,000	Activated
Squash Auckland Inc - Squash School Holiday Programme	Squash Auckland Inc	\$ 19,500	\$ 19,500	Activated
Main Street Orewa - Orewa Movies and More Community Event	Main Street Orewa	\$ 2,420	\$ 2,420	Activated
Tautai Contemporary Pacific Arts Trust - Tautai Open Ocean	Tautai Contemporary Pacific Arts Trust	\$ 30,000	\$ 30,000	Activated
Raynham Park Limited - Live Recording Music Series with High Production	raynham park limited	\$ 68,300	\$ 68,300	Activated

Event Name	Registered Organisation	Approved Funding	Funding Used	Activation Status
The Lake House Trust - Era and the Kaitiaki	Lake Hosue Trust	\$ 20,000	\$ 20,000	Activated
Onehunga Business Association - Onehunga Pop-up Gallery	Onehunga Business Association	\$ 33,000	\$ 33,000	Activated
Event Designers Limited - Gulf Harbour Outdoor Movie	Event Designers Limited	\$ 2,300	\$ 2,300	Activated
The Space On Tap Limited - SPACE Art Jam	The Space on TAP LTD	\$ 10,000	\$ 10,000	Activated
Nightsong Charitable Trust - A Stab In The Dark	Nightsong	\$ 13,675	\$ 13,675	Activated
M.A.P Projects (Making Art Public)	Auckland Council Te Kaunihera o Tā maki Makaurau	\$ 25,000	\$ 25,000	Activated
Pasifika Festival (now Taste of Pasifika)	Auckland Unlimited Limited	\$ 70,800	\$ 70,800	Activated
Whau Pasifika Trust - School Ready Holiday Programme	Whau Pasifika Trust	\$ 37,000	\$ 37,000	Activated
Museum of Tranport & Technology - MOTAT Community Week	Museum of Transport and Technology	\$ 30,000	\$ 30,000	Activated
AJR Productions Limited - Te Kingsland Kitā Hui Taurima. The Kingsland Guitar Festival.	AJR Productions Ltd	\$ 20,000	\$ 20,000	Activated
Repurposed event - Vā Tamaki Dance Revue Limited - Basque Park Festival	Tāmaki Dance Revue LTD & Uptown Business Association	\$ 115,000	\$ 115,000	Activated
Mountains To Sea Conservation Trust - EMR Summer Series	Mountains to Sea Conservation Trust - Experiencing Marine Reserves	\$ 40,000	\$ 40,000	Activated
Reactivating the city centre - expanded festival programming in the public realm	Auckland Council	\$ 75,000	\$ 75,000	Activated
Reactivating the city centre - Summer at Te Komititanga	Auckland Council	\$ 325,000	\$ 325,000	Activated
The All Seasons Community Pacific Arts Trust - Whanau Hākinakina Fun Day	The All Seasons Community Sports Trust	\$ 7,500	\$ 7,500	Activated
Objectspace - Toro Whakaara Fest, Heaven is a Half Pipe & Drawing Party	Objectspace	\$ 40,000	\$ 40,000	Activated
Repurposed Event - Interesting things AR Community engagement Queens wharf activities (was AKL Anniversary and Whanau festival)	Interesting Things Limited	\$ 60,000	\$ 60,000	Activated
Reactivating the city centre - expanded street performances in laneways	Auckland Council	\$ 100,000	\$ 100,000	Activated

Event Name	Registered Organisation	Approved Funding	Funding Used	Activation Status
Auckland Events Company Limited - Summer Street Food Series	Auckland Events Company Ltd	\$ 30,000	\$ 30,000	Activated
Enhanced, Free, Summer Public Programming - Auckland Art Gallery	Auckland Unlimited	\$ 25,000	\$ 25,000	Activated
Endeavour Live Limited - Golden Lights	Endeavour Live Ltd	\$ 4,500	\$ 4,500	Activated
RFA (Auckland Live) Repurposed Event - Music Month	Regional Facilities Auckland Limited Trust (RFAL)	\$ 89,000	\$ 91,039	Activated
Repurposed event - North West Country Inc - North West Country Family Festivals	North West Country Incorporated	\$ 58,410	\$ 58,410	Activated
Sound of our Streets - Youth Arts New Zealand Limited	Youth Arts New Zealand	\$ 78,624	\$ 78,624	Activated
YES Disability Resource Centre Services Trust - Saturday Sessions	YES Disability Resource Centre Services Trust	\$ 30,000	\$ 30,000	Activated
Devonport Community House	Devonport Community House	\$ 2,903	\$ 2,903	Activated
Raynham Park Limited - Live recording music series with high production (arena quality show in studio space)	Raynham Park Limited	\$ 77,300	\$ 77,300	Activated
Rosebank School Matariki Event 2022	Rosebank School	\$ 8,000	\$ 8,000	Activated
Green Bay Community House - Pink Shirt Day Cupcake Decorating and Craft Afternoon	Green Bay Community House Society Incorporated	\$ 1,090	\$ 1,090	Activated
Fresh Fridays - Fresh Movement Arts Trust	Fresh Movement Arts Trust	\$ 27,440	\$ 27,440	Activated
Armageddon Expo Winter - Beyond Reality Media	Beyond reality media premier event management ltd	\$ 96,780	\$ 96,780	Activated
SPACE Art Jam #2 - The Space on Tap	The Space on TAP	\$ 10,000	\$ 10,000	Activated
.CO.NZ A play for Matariki, written by Mark Wilson - North Shore Theatre & Arts Trust	North Shore Theatre and Arts Trust (The PumpHouse Theatre)	\$ 16,107	\$ 16,107	Activated
Taste of Pasifika	Auckland Tourism Events & Economic Development	\$ 161,800	\$ 161,800	Activated
Hands On - Waiheke Adult Literacy	Waiheke Adult Literacy Inc	\$ 2,120	\$ 2,120	Activated
Al Fresco Friday night - Milford Village Business Association	Milford Village Business Association	\$ 19,900	\$ 19,900	Activated
Silo Theatre Company - TBC	Silo Theatre Company	\$ 28,600	\$ 28,600	Activated

Event Name	Registered Organisation	Approved Funding	Funding Used	Activation Status
French Festival 2022 - Vivre la France Ltd	Vivre la France	\$ 10,000	\$ 10,000	Activated
Future Ready YES Disability Resource Centre Services Trust	Yes Disability Resource Centre Services Trust	\$ 25,000	\$ 25,000	Activated
No Standing Only Dancing - choreographers class and showcase - Raynham Park Limited	Raynham Park Limited	\$ 91,750	\$ 91,750	Activated
Intergalactica - Carolena Gill T/A Kedu Carlo	Kédu Carlö	\$ 14,940	\$ 14,940	Activated
T.REX at Auckland War Memorial Museum	Tāmaki Paenga Hira Auckland War Memorial Museum	\$ 100,000	\$ 100,000	Activated
Musical Theatre shows for families: Disney's Beauty and The Beast Jr (Rodney) and Disney's High School Musical Jr	Glass Ceiling Arts Collective Limited	\$ 24,646	\$ 24,646	Activated
Silent Disco Events Programme - Papaya Stories Limited	Papaya Stories Ltd	\$ 20,000	\$ 20,000	Activated
Te Karanga ā Hape 2022 - Karangahape Business Association	Karangahape Road Business Association	\$ 100,000	\$ 100,000	Activated
Te Whau Matariki - Avondale Business Association	Avondale Business Association BID Inc.	\$ 30,476	\$ 30,476	Activated
Matariki Lights at Stardome - Auckland Observatory & Planetarium Trust	Auckland Observatory and Planetarium Trust	\$ 24,000	\$ 24,000	Activated
Light Up Onehunga - Onehunga Business Association	Onehunga Business Association	\$ 28,267	\$ 28,267	Activated
Pacific Fusion Fashion Show - Pacific Fusion Fashion Show Limited	Pacific Fusion Fashion Show Ltd	\$ 30,000	\$ 30,000	Activated
Massey Matariki 2022 - Massey Matters	Massey Matters	\$ 10,000	\$ 10,000	Activated
A Place to Stand Contemporary Indian Art in Aotearoa - Auckland War Memorial Museum	Tāmaki Paenga Hira Auckland War Memorial Museum	\$ 17,800	\$ 17,800	Activated
Matariki Night Ride - Avondale Community Action	Avondale Community Action	\$ 50,000	\$ 50,000	Activated
Drawing Parties & Drawing in The Zone - Objectspace	Objectspace	\$ 26,600	\$ 26,600	Activated
Hunters Corner Winter Festival - Hunters Corner Town Centre Society	Hunters Corner Town Centre Society Inc.	\$ 55,826	\$ 55,826	Activated
The Dancing Worm - Nightsong Charitable Trust	Nightsong	\$ 225,000	\$ 225,000	Activated
Sir Peter Blake MERC: Give it a go day!"	Sir Peter Blake MERC	\$ 1,910	\$ 1,910	Activated

Event Name	Registered Organisation	Approved Funding	Funding Used	Activation Status
Birkenhead Borough medieval times - Birkenhead Town Centre Inc	Birkenhead Town Centre Incorporated	\$ 45,000	\$ 45,000	Activated
Front Yard Festival - Te Rēhia Theatre Limited	Te Rēhia Theatre	\$ 88,850	\$ 88,850	Activated
DISCOVER HOWICK VILLAGE (working title) - NZ Campsite Limited	NZCAMPSITE LIMITED	\$ 13,052	\$ 13,052	Activated
Matariki VIBES 22 - Te Ata Holdings Limited	Te Ata Holdings Ltd (Events & Event Management)	\$ 700,000	\$ 700,000	Activated
Winter Best	Interesting Things Limited	\$ 603,270	\$ 603,270	Activated
The Otara Autumn Fest - The Community Builders	The Community Builders NZ Trust	\$ 200,000	\$ 189,000	Activated
EMR Winter Series - Mountains to Sea Conservation Trust	Mountains to Sea Conservation Trust	\$ 31,600	\$ 31,600	Activated
Matariki Celebration- Art in all forms - Oak Hill Vineyard	Oak Hill Vineyard Ltd	\$ 27,000	\$ 27,000	Activated
The Whangaparaoa Coastal Beach & Art Trail - Business Whangaparaoa Inc	Business Whangaparaoa Inc	\$ 44,500	\$ 44,500	Activated
Village Sounds - Formulauno Limited	Village Sounds Agency New Zealand	\$ 53,000	\$ 53,000	Activated
Pop Up Piano - The Production Co Limited	The Production Co	\$ 98,000	\$ 98,000	Activated
Mapura Studios presents - Outbreak! (TBC)	Panacea Arts Charitable Trust	\$ 19,811	\$ 19,811	Activated
Food Truck Thursday Night	Milford Village Business Association	\$ 21,730	\$ 21,730	Activated
European Street Food Festival - Auckland Events Company Limited	Auckland Events Company	\$ 10,000	\$ 10,000	Activated
Northcote Kids Town (working title) The Open Fort Limited	The Open Fort	\$ 34,230	\$ 34,230	Activated
MAP Projects - making art public - Matariki edition	Auckland Council Te Kaunihera o Tāmaki Makaurau	\$ 25,499	\$ 25,499	Activated
Electric Taniwha - The Basement Theatre Trust	The Basement Theatre Trust	\$ 21,968	\$ 21,968	Activated
Whiria: Nga Manu Rere	New Zealand Maritime Museum	\$ 13,550	\$ 13,550	Activated
Public living room - Te Tuhi Contemporary Art Trust	Te Tuhi Contemporary Art Trust	\$ 4,500	\$ 4,500	Activated
The Sphere - Opening Night, a one night only experience!	Parnell Business Association Incorporated	\$ 17,970	\$ 17,970	Activated
Festival	Auckland Council	\$ 67,322	\$ 67,322	Activated
Youngtrepenuers - Onemic Records t/a Rep FM	RepFM	\$ 7,000	\$ 7,000	Activated

Event Name	Registered Organisation	Approved Funding	Funding Used	Activation Status
Devonport Te Hau Kapua Street Art Project - Devonport Peninsula Trust	Devonport Peninsula Trust	\$ 17,350	\$ 17,350	Activated
QPAM Limited - Inside Dali	QPAM Limited	\$ 14,340	\$ 14,340	Activated
Matariki Auckland Art Gallery	Auckland Art Gallery Toi o Tāmaki	\$ 10,120	\$ 10,120	Activated
Typewriter Poetry - Sugarlicks Records Limited	Sugarlicks	\$ 8,600	\$ 8,600	Activated
SquareSums&Co TBC	SquareSums&Co. Ltd	\$ 90,000	\$ 90,000	Activated
Te Hana Te Ao Marama - Creative Carving Expressions Te Hana Community Development Charitable Trust	Te Hana Community Development Charitable Trust	\$ 35,000	\$ 35,000	Activated
Morning People at Everybodys - Morning People Limited	Morning People Limited	\$ 12,310	\$ 12,310	Activated
Tuhionorangi - It's Written In The Sky- Matariki Night Light Festival	Te Kopu Incorporated	\$ 75,000	\$ 75,000	Activated
Awahina Mini retreat - Presented By Kayla Gordine and Volka Yoga	Valka Limited	\$ 28,000	\$ 28,000	Activated
Pathway Festival Opoutukeha Twilight Music Path - Fireplace Arts & Media Limited	Fireplace Arts & Media Ltd	\$ 27,000	\$ 27,000	Activated
Matariki at EcoMatters - Ecomatters Environmental Trust	EcoMatters Environment Trust	\$ 11,395	\$ 11,395	Activated
Active Whakapapa - Matariki Experience(s) coordinated by TIME Unlimited Limited	TIME Unlimited Limited	\$ 90,000	\$ 90,000	Activated
Wharenui Harikoa at Objectspace	Objectspace	\$ 22,000	\$ 22,000	Activated
Whau the People Charitable Trust- TBC	Whau the People Charitable Trust	\$ 40,800	\$ 40,800	Activated
The Open Fort - The Open Fort Limited	The Open Fort	\$ 38,000	\$ 38,000	Activated
Auckland Basketball Services Ltd - TBC	Auckland Basketball Services Limited	\$ 30,000	\$ 30,000	Activated
OK Listen presents Sunday Listen - On Services and Events t/a OK Listen	ON Services and Events	\$ 16,958	\$ 16,958	Activated
Unicorn Ventures Ltd - TBC - Music Tech Festival	Unicorn Ventures Limited	\$ 107,780	\$ 107,780	Activated
Cultural Festival of Play - The Open Fort Limited	The Open Fort	\$ 26,040	\$ 26,040	Activated
Tonga v Kiwis Rugby League Fan Activation - New Zealand Rugby League	New Zealand Rugby League	\$ 75,000	\$ 75,000	Activated

Event Name	Registered Organisation	Approved Funding	Funding Used	Activation Status
Te korowai o Hiwa i te rangi Cloaking our dream - Jeanine Clarkin Design	Jeanine Clarkin Design	\$ 15,000	\$ 15,000	Activated
Auckland Tigar Bonsai Day - Auckland Bonsai/Penjing Art Centre Trust	Auckland Bonsai/Penjing Art Centre Trust	\$ 52,862	\$ 52,862	Activated
Experience East Auckland - TIME Unlimited Limited	TIME Unlimited Limited	\$ 93,600	\$ 93,600	Activated
SouthTech Innov8 - TIME Unlimited Limited	TIME Unlimited Limited	\$ 155,000	\$ 155,000	Activated
Beginner Men and Ladies Squash Programme - Squash Auckland Incorporated	Squash Auckland Incorporated	\$ 28,920	\$ 28,920	Activated
Repurposed Event - Movies in Parks	Auckland Council	\$ 106,983	\$ 17,496	Activated + Partially Refunded
Repurposed Event - World of Cultures Festival	Auckland Council	\$ 91,231	\$ 58,882	Activated + Partially Refunded
RFA Trust Repurposed Event - Summer at the Stadium	Auckland Unlimited (as Trustee of the Regional Facilities Auckland Trust)	\$ 228,000	\$ 207,750	Activated + Partially Refunded
Hey Tram - The Museum of Transport and Technology	Museum of Transport and Technology	\$ 11,500	\$ 8,000	Activated + Partially Refunded
Free Community Events Series - Tataki Auckland Unlimited Trust	Auckland Unlimited (as Trustee of the Regional Facilities Auckland Trust)	\$ 200,000	\$ 120,337	Activated + Partially Refunded
Free Community Events Series 2 - Tataki Auckland Unlimited Trust	Auckland Unlimited (as Trustee of the Regional Facilities Auckland Trust)	\$ 271,000	\$ 204,689	Activated + Partially Refunded
Crackerjack Promotions Limited - Auckland International Buskers Festival	Crackerjack Promotions Ltd	\$ 32,000	\$ 32,000	Cancelled + 100% Sunk Costs
Festival 2022 - Onehunga Business Association	Onehunga Business Association	\$ 22,624	\$ 626	Cancelled, partial sunk costs
Repurposed event: Culturefest/World of Cultures was Music in Parks	Auckland Council	\$ 65,474	\$ 65,474	Cancelled + Repurposed
Padder tennis holiday programme	Padder Tennis New Zealand Incorporated (PTNZI)	\$ 8,000	\$ -	Cancelled, no sunk costs
Proud Centres	Auckland Council	\$ 45,000	\$ -	Cancelled, no sunk costs
Come Fly a Kite	Auckland Council	\$ 4,400	\$ -	Cancelled, no sunk costs

Event Name	Registered Organisation	Approved Funding	Funding Used	Activation Status
Footwork	Auckland Council	\$ 15,000	\$ -	Cancelled, no sunk costs
Waitangi Ki Manukau	Auckland Council	\$ 30,000	\$ -	Cancelled, no sunk costs
Endeavour Live Limited - Island Time on Motutapu	Endeavour Live Ltd	\$ 5,000	\$ -	Cancelled, no sunk costs
		\$ 7,814,737	\$ 7,384,818	

APPENDIX THREE

VOUCHER SCHEME

DISTRIBUTION AND REDEMPTION

Voucher Scheme Distribution and Redemption

Local Board	Total registrations	Vouchers distributed			Vouchers redeemed			Redemption rate
		Family	Individual	Total	Family	Individual	Total	
Albert-Eden	14,276	8,592	5,684	14,276	4,658	2,692	7,350	51%
Aotea/Great Barrier	27	21	6	27	10	2	12	44%
Devonport-Takapuna	6,851	4,649	2,202	6,851	2,599	961	3,560	52%
Franklin	7,606	5,740	1,866	7,606	2,987	701	3,688	48%
Henderson-Massey	15,465	11,476	3,989	15,465	6,529	1,772	8,301	54%
Hibiscus and Bays	13,579	10,000	3,579	13,579	5,778	1,511	7,289	54%
Howick	20,831	15,102	5,729	20,831	8,316	2,408	10,724	51%
Kaipātiki	12,784	8,648	4,136	12,784	5,186	1,912	7,098	56%
Māngere-Ōtāhuhu	7,179	5,763	1,416	7,179	2,855	607	3,462	48%
Manurewa	9,844	7,881	1,963	9,844	3,934	804	4,738	48%
Maungakiekie-Tāmaki	10,474	7,005	3,469	10,474	3,884	1,634	5,518	53%
Ōrākei	10,806	6,989	3,817	10,806	3,968	1,796	5,764	53%
Ōtara-Papatoetoe	7,939	6,231	1,708	7,939	3,126	739	3,865	49%
Papakura	8,539	6,565	1,974	8,539	3,641	821	4,462	52%
Puketāpapa	7,846	5,188	2,658	7,846	2,882	1,216	4,098	52%
Rodney	6,601	5,148	1,453	6,601	2,781	656	3,437	52%
Upper Harbour	10,387	7,240	3,147	10,387	4,134	1,380	5,514	53%
Waiheke	743	485	258	743	203	116	319	43%
Waitākere Ranges	6,815	5,122	1,693	6,815	2,953	725	3,678	54%
Waitematā	11,143	5,150	5,993	11,143	2,803	2,883	5,686	51%
Whau	11,026	7,727	3,299	11,026	4,389	1,537	5,926	54%
Waikato District	2,233	1,691	542	2,233	850	193	1,043	47%
Invalid registrations*	22,232	-	-	-	-	-	-	-
	225,226	142,413	60,581	202,994	78,466	27,066	105,532	52%

*Invalid registrations include duplicate registrations, out of Auckland registrations, invalid email addresses etc.

APPENDIX FOUR

DISCOUNT SCHEME

APPROVED APPLICATIONS

Discount Scheme approved applications

Event Name	Registered Organisation	Approved Funding	Funding Used
Thrillzone - Motion Cinema Limited	Motion Cinema Limited	\$ 429,000	\$ 413,130
Papillon Group Limited Butterfly Creek (Papillon Group)	Papillon Group Ltd	\$ 112,000	\$ 85,539
Papillon Group Limited Rocket Ropes (Papillon Group)	Papillon Group Ltd	\$ 25,680	\$ 8,894
Weta Workshop Discount Programme	Weta Workshop Limited	\$ 392,000	\$ 316,727
Zaberri Best Berries (NZ) Ltd	Zaberri Ltd	\$ 105,950	\$ 16,458
The Dust Palace Charitable Trust Discount Programme	The Dust Palace Charitable Trust	\$ 14,775	\$ 14,775
Auckland Sea Kayaks Ltd	Auckland Sea Kayaks Ltd	\$ 13,500	\$ 13,500
All Blacks Experience Limited Discount Programme	All Blacks Experience Limited Partnership	\$ 30,000	\$ 23,475
All Blacks Experience Limited Partnership - Collaboration with Weta Workshop and SKYCITY	All Blacks Experience Limited Partnership	\$ 45,000	\$ 25,000
Oak Hill Vineyard (Sculptureum) Discount Programme	Sculptureum	\$ 32,000	\$ 32,000
QPAM Limited / SPARK Arena Inside Dali Discount Programme	Spark Arena	\$ 70,000	\$ 48,217
Papakura Community Trust Discount Programme	Papakura Community Trust	\$ 4,200	\$ 4,200
Auckland Zoo Tataki Auckland Unlimited Trust	Auckland Unlimited Limited	\$ 441,000	\$ 253,240
The Dust Palace Charitable Trust Discount Programme	The Dust Palace Charitable Trust	\$ 3,300	\$ 1,643
Inside Dali QPAM Limited Discount Programme	QPAM Limited	\$ 135,660	\$ 117,965
		\$ 1,854,065	\$ 1,374,764

APPENDIX FIVE

LOCAL ACTIVATION PROGRAMME &
DISCOUNT SCHEME

ECONOMIC IMPACT REPORT

Impact of Local Activation Fund and Discount Programme on Auckland

August 2022

FRESH INFO



Contents

1	Executive summary	1
2	Introduction	4
	2.1 Objective	4
	2.2 Methodology	5
	2.3 Survey response rates	6
3	Outcomes for Auckland	7
	3.1 Local Activation Fund	7
	3.2 Discount programme	10
	Appendix 1	13
	Appendix 2	17
	Appendix 3	1



Executive summary

On 1 December 2021, the Government announced the Reactivating Tāmaki Makaurau Auckland Support Package to help revive economic, social, and cultural activities in Tāmaki Makaurau Auckland. The package included a contestable *Local Activation Fund* to support new and existing events and activities in Auckland, and a *Discount Programme* to encourage Auckland residents to visit local cultural and recreational facilities.

The purpose of this study is to estimate the impact of the Local Activation Fund and Discount Programme on Auckland. The impacts have been assessed using Tātaki Auckland Unlimited's standard event evaluation methodology. This methodology is based on cost-benefit analysis (CBA) which is a well-established analytical framework that government agencies and businesses use to make investment decisions and evaluate outcomes.

Tātaki Auckland Unlimited received a total of 219 applications for investment across the two funds with a combined value of \$24.48 million. This resulted in \$9.67 million of approved investment across 150 applicants, with \$8.77 million ultimately being used.

Table 1 Requests and approvals for Local Activation Fund and Discount Programme investment

Measure	Local Activation Fund	Discount Programme	TOTAL
Total application received	200	19	219
Total funding requested	\$22,148,658	\$2,331,965	\$24,480,623
Total approved applications	135	15	150
Total approved investment	\$7,814,737	\$1,854,065	\$9,668,802
Total investment used	\$7,395,818	\$1,374,764	\$8,770,582

Surveys of Local Activation Fund and Discount Programme recipients were used to gather the data required to inform the evaluation framework. The combined population of recipients was 150, and the total amount of approved investment used was \$8.77 million. A total of 122 survey responses were submitted by recipients which represents a response rate of 81.3%. The combined value of investment used across these respondents was \$6.43 million, representing 73.3% of combined investment used.

Table 2 Combined survey response rate of Local Activation Fund and Discount Programme recipients

	Survey sample	Population	Response rate
Funding recipients	122	150	81.3%
Funding amount	\$6.43m	\$8.77m	73.3%

Recipients of Local Activation Fund and Discount Programme investment experienced a combined increase in attendance of 435,435, of which 422,805 were Auckland residents. The investment resulted in 6,315 additional visits to Auckland, 7,578 additional visitor nights, and \$1.52 million of additional visitor expenditure.

The gross benefit to Auckland of the increase in attendance caused by Local Activation Fund and Discount Programme investment was \$27.99 million, and the corresponding gross cost to Auckland was \$20.21 million. The net benefit to Auckland of Local Activation Fund and Discount Programme investment was therefore \$7.78 million, representing a benefit-cost ratio of 1.38 and an overall return on regional investment of 38%.



The benefit-cost ratio for the Discount Programme is higher than the benefit-cost ratio for the Local Activation Fund mainly because most recipients of Location Activation Fund investment used the money to cover delivery costs. This resulted in the net benefits to recipients being much lower than the quantum of funds received. Conversely, recipients of Discount Programme funding reported only modest increases in cost to serve the additional attendance created. This resulted in the net benefits to recipients being relatively close to the quantum of funds received.

The resulting increase in regional output expanded Auckland's GDP by \$5.45 million when compared against the counterfactual of no Local Activation Fund or Discount Programme investment, and the associated public investment not being used for another purpose. It is important to note that regional GDP is not a valid measure of benefit and should not be interpreted or reported as one.

Table 3 Summary of Local Activation Fund and Discount Programme outcomes for Auckland

Measure	Local Activation Fund	Discount Programme	TOTAL
Unique attendees	371,014	64,421	435,435
Host region	358,383	64,421	422,805
Domestic	12,630	0	12,630
International	0	0	0
Visitation caused by the event	6,315	0	6,315
Visitor nights caused by the event	7,578	0	7,578
Spend by visitors (incl. GST)	\$1,515,607	\$0	1,515,607
Net benefit	\$5,260,080	\$2,519,834	7,779,913
Gross benefit	\$21,835,424	\$6,156,942	27,992,366
Gross cost	-\$16,575,344	-\$3,637,108	-20,212,452
Benefit-cost ratio	1.32	1.69	1.38
Change in regional GDP	\$4,752,698	\$701,612	\$5,454,310

In addition to providing quantitative survey data, Local Activation Fund and Discount Programme recipients were asked to provide written responses to the following questions:

Please describe in less than 200 words the measures you put in place to comply with the COVID PROTECTION FRAMEWORK

Please describe in less than 200 words how the funding you received was used to deliver positive SOCIAL outcomes for Auckland (if any)

Please describe in less than 200 words how the funding you received was used to deliver positive CULTURAL outcomes for Auckland (if any)

Please describe in less than 200 words how the funding you received was used to deliver positive ECONOMIC outcomes for Auckland (if any)

Please describe in less than 200 words how the funding you received was used to deliver positive outcomes for MAORI and/or PASIFIKA in Auckland (if any)

Please describe in less than 200 words the measures you put in place to reduce the ENVIRONMENTAL FOOTPRINT of your activity (if any)

The table below provides a summary of the responses received, and examples of full responses to each question are provided in Appendix 3. All survey responses have been provided to Tātaki Auckland Unlimited in digital format.



Table 4 Summary of responses provided by Local Activation Fund and Discount Programme recipients

	Local Activation Fund	Discount Programme
Compliance with COVID-19 protection framework	100%	100%
Delivery of positive social outcomes	94%	100%
Delivery of positive cultural outcomes	94%	73%
Delivery of positive economic outcomes	91%	64%
Delivery of positive outcomes for Māori and/or Pasifika	82%	64%
Measures put in place to reduce environmental footprint	85%	80%



Introduction

On 1 December 2021, the Government announced the Reactivating Tāmaki Makaurau Auckland Support Package to help revive economic, social, and cultural activities in Tāmaki Makaurau Auckland.

The \$25.5 million package was put together with the help of Auckland Council and Tātaki Auckland Unlimited, with targeted support options for Auckland events, attractions, facilities, cultural venues, and programmes.

The Reactivating Tāmaki Makaurau Auckland Support Package included:

A *Local Activation Fund* to support new and existing events and activities at regional and local levels through a contestable fund. The Local Activation Fund initially activated in December with the intention of supporting event activity for a three month period, however due to changes in the government’s COVID-19 Protection Framework in January, the fund was paused and then restarted for three months between 4 April and 4 July 2022.

A *Discount Programme* to encourage visitation to council or community-owned or operated cultural and recreational facilities as well as commercial cultural and recreational facilities and programmes widely accessible to the community.

A voucher programme, *Explore Tāmaki Makaurau this summer*, to encourage friends and whānau to visit Auckland attractions, facilities, and cultural venues. Over 100,000 vouchers were used by Aucklanders to cover or contribute towards booking experiences with local activity and attraction operators.

Registrations for vouchers closed on 25 February and six voucher draws took place from January to April 2022. More than 100 Auckland attraction and activity operators benefited from the programme.

Additional funding for a destination marketing campaign to promote Tāmaki Makaurau Auckland to locals and encourage visitation from outside the Auckland region.

Additional funding for food organisations for the festive season.

The overall intent of the Reactivating Tāmaki Makaurau Auckland Support Package was to lift the spirits of Auckland residents and give them a chance to have positive experiences in Auckland while supporting businesses and local communities.

Objective

The purpose of this study is to estimate the impact of the Local Activation Fund and Discount Programme on Auckland. This required estimation of the following outcomes:

Attendance

Visitor activity and expenditure

Gross benefit to Auckland

Gross cost to Auckland

Impact on regional output and GDP

The results of the evaluation are presented in Section 3.



Methodology

The impacts of the Local Activation Fund and Discount Programme have been assessed using Tātaki Auckland Unlimited's standard event evaluation methodology. This methodology is based on cost-benefit analysis (CBA) which is a well-established analytical framework that government agencies and businesses use to make investment decisions and evaluate outcomes.

The table below provides a summary of the things that are valued within Tātaki Auckland Unlimited's evaluation framework. The following abbreviations are used in the table:

PS = Producer surplus

CS = Consumer surplus

ROI = Return on investment

Table 5 Components of Tātaki Auckland Unlimited's evaluation framework

	Cost	Benefit
Local government investment*	120%	0%
Population share of central government investment*	41%	0%
Attendance fees paid by Auckland resident consumers	100%	100% + CS
Value of Auckland resident consumer time devoted to the event	100%	100% + CS
Auckland resident consumer spend on event-related goods & services	100%	100% + CS
Value of Auckland resident business time devoted to the event	100%	100% + ROI
Auckland resident business spend on event-related goods & services	100%	100% + ROI
Attendance fees paid by Auckland resident businesses	100%	100% + ROI
New money spent in Auckland through the event budget	100% x (1-PS)	100%
International consumption of Auckland goods & services	100% x (1-PS)	100%
Commercial sponsorship by Auckland resident businesses	100%	100% + ROI
Other event income derived from Auckland resident sources	100%	100%
Other costs and benefits	As measured	As measured
Event profit accruing to Auckland	0%	100%

*Includes 20% public funds cost as per Treasury guidelines to capture the inefficiency (deadweight loss) associated with the collection and distribution of public funds.

Surveys of Local Activation Fund and Discount Programme recipients were used to gather the data required to inform the evaluation framework. The surveys were distributed by Tātaki Auckland Unlimited to all Local Activation Fund and Discount Programme recipients in two alternative formats:

Tabular format in Microsoft Excel

Online survey in the software platform Alchemer

Tātaki Auckland Unlimited also emailed recipients a link to a short instruction video to clarify the data requirements. A copy of each survey (Microsoft Excel format) is provided in Appendix 2.



Survey response rates

The population of Local Activation Fund recipients was 135, and the total amount of approved investment used was \$7.40 million. A total of 110 survey responses were received across the online and Excel formats, which represents a response rate of 81.5%. The combined value of investment used across these respondents was \$5.42 million, representing 73.3% of total Local Activation Fund investment used.

Table 6 Survey response rate for Local Activation Fund

	Survey sample	Population	Response rate
Funding recipients	110	135	81.5%
Funding amount	\$5.42m	\$7.40m	73.3%

The population of Discount Programme recipients was 15, and the total amount of approved investment used was \$1.37 million. A total of 12 survey responses were received across the online and Excel formats, which represents a response rate of 80%. The combined value of investment used across these respondents was \$1.01 million, representing 73.3% of total Discount Programme investment used.

Table 7 Survey response rate for Discount Programme

	Survey sample	Population	Response rate
Funding recipients	12	15	80.0%
Funding amount	\$1.01m	\$1.37m	73.3%

The combined population of recipients was 150, and the total amount of approved investment used was \$8.77 million. A total of 122 survey responses were received across the online and Excel formats, which represents a response rate of 81.3%. The combined value of investment used across these respondents was \$6.43 million, representing 73.3% of combined investment used.

Table 8 Combined survey response rate

	Survey sample	Population	Response rate
Funding recipients	122	150	81.3%
Funding amount	\$6.43m	\$8.77m	73.3%



Outcomes for Auckland

Local Activation Fund

Tātaki Auckland Unlimited received a total of 200 Local Activation Fund applications across three funding rounds, with a combined value of \$22.15 million. This resulted in \$7.81 million of approved investment across 135 applicants, with \$7.40 million ultimately being used.

Table 9 Local Activation Fund requests and approvals

Measure	Value
Total application received	200
Total funding requested	\$22,148,658
Total approved applications	135
Total approved investment	\$7,814,737
Total investment used	\$7,395,818

Recipients of Local Activation Fund investment experienced a combined increase in attendance of 371,014, of which 358,383 were Auckland residents. The investment resulted in 6,315 additional visits to Auckland, 7,578 additional visitor nights, and \$1.52 million of additional visitor expenditure.

The gross benefit to Auckland of the increase in attendance caused by Local Activation Fund investment was \$21.84 million, and the corresponding gross cost to Auckland was \$16.58 million. The net benefit to Auckland of Local Activation Fund investment was therefore \$5.26 million, representing a benefit-cost ratio of 1.32 and an overall return on regional investment of 32%.

Table 10 Summary of Local Activation Fund outcomes for Auckland

Measure	Value
Unique attendees	371,014
Host region	358,383
Domestic	12,630
International	0
Visitation caused by the event	6,315
Visitor nights caused by the event	7,578
Spend by visitors (incl. GST)	\$1,515,607
Net benefit	\$5,260,080
Gross benefit	\$21,835,424
Gross cost	-\$16,575,344
Benefit-cost ratio	1.32



The table below provides a more detailed breakdown of the costs and benefits to Auckland of Local Activation Fund investment. The government cost of \$3.63 million includes around 35%¹ of central government funds allocated to the Local Activation Fund and 100% of local government funds received by Local Activation Fund recipients. Combined central and local government investment is then inflated by 20% as per Treasury guidelines to capture the inefficiency (deadweight loss) associated with the collection and distribution of public funds.

The consumer cost of \$8.58 million represents the gross value of Auckland resident time and money committed to activities receiving Local Activation Fund investment, and the consumer benefit of \$14.89 million represents the gross value of the associated return. The net return to consumers (consumer surplus) is therefore \$6.30 million.

The producer benefit of \$6.95 million represents the increase in Auckland business revenue that can be attributed to Local Activation Fund investment, and the producer cost of \$4.36 million represents the associated increase in business costs. The net return to producers (producer surplus) is therefore \$2.59 million.

The net benefit to Auckland of Local Activation Fund investment was therefore \$5.256 million, which is calculated as the total benefit of \$21.84 million less the total cost of \$16.58 million. This represents a benefit-cost ratio of 1.32 (total benefit divided by total cost) and an overall return on regional investment of 32%.

Table 11 Costs and benefits to Auckland of Local Activation Fund

Measure	Value
Government costs	-\$3,631,677
Consumer costs	-\$8,584,635
Producer costs	-\$4,359,033
Total cost	-\$16,575,344
Consumer benefits	\$14,886,029
Producer benefits	\$6,949,395
Total benefit	\$21,835,424
Net benefit	\$5,260,080
Benefit-cost ratio	1.32

It is estimated that Local Activation Fund investment increased Auckland's regional output by \$6.09 million through event budgets (\$4.78 million) and additional tourism expenditure (\$1.32 million). Note that these figures are exclusive of GST.

The increase in regional output of \$6.09 million expanded Auckland's GDP by \$4.75 million when compared against the counterfactual of no Local Activation Fund investment and the associated public investment not being used for another purpose.

It is important to note that regional GDP is not a valid measure of benefit and should not be interpreted or reported as one.



Table 12 Impact of Local Activation Fund on Auckland’s GDP

Measure	Value
Change in regional output (excl. GST)	\$6,093,203
Event budget	\$4,775,284
Tourism spend	\$1,317,919
Output:GDP multiplier	0.78
Change in regional GDP	\$4,752,698

In addition to providing quantitative survey data, Local Activation Fund recipients were asked to provide written responses to the following questions:

Please describe in less than 200 words the measures you put in place to comply with the COVID PROTECTION FRAMEWORK

Please describe in less than 200 words how the Local Activation Fund investment you received was used to deliver positive SOCIAL outcomes for Auckland (if any)

Please describe in less than 200 words how the Local Activation Fund investment you received was used to deliver positive CULTURAL outcomes for Auckland (if any)

Please describe in less than 200 words how the Local Activation Fund investment you received was used to deliver positive ECONOMIC outcomes for Auckland (if any)

Please describe in less than 200 words how the Local Activation Fund investment you received was used to deliver positive outcomes for MAORI and/or PASIFIKA in Auckland (if any)

Please describe in less than 200 words the measures you put in place to reduce the ENVIRONMENTAL FOOTPRINT of your activity (if any)

Analysis of the verbatim survey responses received showed that:

100% of respondents were compliant with the COVID-19 protection framework

94% of respondents reported delivering positive social outcomes

94% of respondents reported delivering positive cultural outcomes

91% of respondents reported delivering positive economic outcomes

82% of respondents reported delivering positive outcomes for Māori and/or Pasifika

85% of respondents reported putting measures in place to reduce environmental impacts

Examples of full responses to each question are provided in Appendix 3, and all survey responses have been provided to Tātaki Auckland Unlimited in digital format.

Table 13 Summary of written responses provided by Local Activation Fund recipients

	Percentage of respondents
Compliance with COVID-19 protection framework	100%
Delivery of positive social outcomes	94%
Delivery of positive cultural outcomes	94%
Delivery of positive economic outcomes	91%
Delivery of positive outcomes for Māori and/or Pasifika	82%
Measures put in place to reduce environmental footprint	85%



Discount programme

Tātaki Auckland Unlimited received a total of 19 Discount Programme applications across two funding rounds, with a combined value of \$2.33 million. This resulted in \$1.85 million of approved investment across 15 applicants, with \$1.37 million ultimately being used.

Table 14 Discount Programme requests and approvals

Measure	Value
Total application received	19
Total funding requested	\$2,331,965
Total approved applications	15
Total approved investment	\$1,854,065
Total investment used	\$1,374,764

Recipients of Discount Programme investment experienced a combined increase in attendance of 64,421, all of which were reported to be Auckland residents. The gross benefit to Auckland of the increase in attendance caused by Discount Programme investment was \$6.16 million, and the corresponding gross cost to Auckland was \$3.64 million. The net benefit to Auckland of Discount Programme investment was therefore \$2.52 million, representing a benefit-cost ratio of 1.69 and an overall return on regional investment of 69%.

Table 15 Summary of Discount Programme outcomes for Auckland

Measure	Value
Unique attendees	64,421
Visitation caused by the event	0
Visitor nights caused by the event	0
Spend by visitors (incl. GST)	\$0
Net benefit	\$2,519,834
Gross benefit	\$6,156,942
Gross cost	-\$3,637,108
Benefit-cost ratio	1.69

The benefit-cost ratio for the Discount Programme is higher than the benefit-cost ratio for the Local Activation Fund mainly because most recipients of Location Activation Fund investment used the money to cover delivery costs. This resulted in the net benefits to recipients being much lower than the quantum of funds received. Conversely, recipients of Discount Programme funding reported only modest increases in cost to serve the additional attendance created. This resulted in the net benefits to recipients being relatively close to the quantum of funds received.

The table below provides a more detailed breakdown of the costs and benefits to Auckland of Discount Programme investment. The government cost of \$0.57 million includes around 34%² of central government funds allocated to the Discount Programme and 100% of local government funds received by Discount



Programme recipients. Combined central and local government investment is then inflated by 20% as per Treasury guidelines to capture the inefficiency (deadweight loss) associated with the collection and distribution of public funds.

The consumer cost of \$2.91 million represents the gross value of Auckland resident time and money committed to activities receiving Discount Programme investment, and the consumer benefit of \$4.31 million represents the gross value of the associated return. The net return to consumers (consumer surplus) is therefore \$1.41 million.

The producer benefit of \$1.85 million represents the increase in Auckland business revenue that can be attributed to Discount Programme investment, and the producer cost of \$0.16 million represents the associated increase in business costs. The net return to producers (producer surplus) is therefore \$1.68 million.

The net benefit to Auckland of Discount Programme investment was therefore \$2.52 million, which is calculated as the total benefit of \$6.16 million less the total cost of \$3.64 million. This represents a benefit-cost ratio of 1.69 (total benefit divided by total cost) and an overall return on regional investment of 69%.

Table 16 Costs and benefits to Auckland of Discount Programme

Measure	Value
Government costs	-\$570,313
Consumer costs	-\$2,905,750
Producer costs	-\$161,045
Total cost	-\$3,637,108
Consumer benefits	\$4,311,758
Producer benefits	\$1,845,183
Total benefit	\$6,156,942
Net benefit	\$2,519,834
Benefit-cost ratio	1.69

It is estimated that Discount Programme investment increased Auckland's regional output by \$0.90 million, primarily through the delivery budgets of funding recipients. Note that these figures are exclusive of GST.

The increase in regional output of \$0.90 million expanded Auckland's GDP by \$0.70 million when compared against the counterfactual of no Discount Programme investment and the associated public investment not being used for another purpose.

It is important to note that regional GDP is not a valid measure of benefit and should not be interpreted or reported as one.

Table 17 Impact of Discount Programme on Auckland's GDP

Measure	Value
Change in regional output (excl. GST)	\$899,503
Event budget	\$899,503
Tourism spend	\$0
Output:GDP multiplier	0.78
Change in regional GDP	\$701,612



In addition to providing quantitative survey data, Discount Programme recipients were asked to provide written responses to the following questions:

Please describe in less than 200 words the measures you put in place to comply with the COVID PROTECTION FRAMEWORK

Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive SOCIAL outcomes for Auckland (if any)

Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive CULTURAL outcomes for Auckland (if any)

Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive ECONOMIC outcomes for Auckland (if any)

Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive outcomes for MAORI and/or PASIFIKA in Auckland (if any)

Please describe in less than 200 words the measures you put in place to reduce the ENVIRONMENTAL FOOTPRINT of your activity (if any)

Analysis of the verbatim survey responses received showed that:

100% of respondents were compliant with the COVID-19 protection framework

100% of respondents reported delivering positive social outcomes

73% of respondents reported delivering positive cultural outcomes

64% of respondents reported delivering positive economic outcomes

64% of respondents reported delivering positive outcomes for Māori and/or Pasifika

80% of respondents reported putting measures in place to reduce environmental impacts

Examples of full responses to each question are provided in Appendix 3, and all survey responses have been provided to Tātaki Auckland Unlimited in digital format.

Table 18 Summary of written responses provided by Discount Programme recipients

	Percentage of respondents
Compliance with COVID-19 protection framework	100%
Delivery of positive social outcomes	100%
Delivery of positive cultural outcomes	73%
Delivery of positive economic outcomes	64%
Delivery of positive outcomes for Māori and/or Pasifika	64%
Measures put in place to reduce environmental footprint	80%



Appendix 1

Events and activities supported by Local Activation Fund investment

.CO.NZ A play for Matariki, written by Mark Wilson, North Shore Theatre and Arts Trust (The PumpHouse Theatre)

A Place to Stand Contemporary Indian Art in Aotearoa, Tāmaki Paenga Hira Auckland War Memorial Museum

A Stab In The Dark, Nightsong Charitable Trust

Active Whakapapa - Matariki Experience(s), TIME Unlimited Limited

Al Fresco Friday night, Milford Village Business Association

AR Community engagement Queens wharf activities (was AKL Anniversary and Whanau festival), Interesting Things Limited

Armageddon Expo Winter, Beyond Reality Media

Auckland International Buskers Festival, Crackerjack Promotions Limited

Auckland Tigar Bonsai Day, Auckland Bonsai/Penjing Art Centre Trust

Awahina Mini retreat, Valka Limited

Basketball events, Auckland Basketball Services Limited

Basque Park Festival, Tāmaki Dance Revue LTD & Uptown Business Association

Beginner Men and Ladies Squash Programme, Squash Auckland Incorporated

Birkenhead Borough medieval times, Birkenhead Town Centre Incorporated

Cultural Festival of Play, The Open Fort

Culturefest/World of Cultures, Auckland Council

Devonport Community House

Devonport Te Hau Kapua Street Art Project, Devonport Peninsula Trust

Discover Howick Village, NZ Campsite Limited

Drawing Parties & Drawing in The Zone, Objectspace

Electric Taniwha, The Basement Theatre Trust

EMR Summer Series, Mountains To Sea Conservation Trust

EMR Winter Series, Mountains to Sea Conservation Trust

Enhanced, Free, Summer Public Programming - Auckland Art Gallery, Auckland Unlimited

Era and the Kaitiaki, The Lake House Trust

European Street Food Festival, Auckland Events Company

Experience East Auckland, TIME Unlimited Limited

Experiencing Marine Reserves, Mountains to Sea Conservation Trust

Festival, Auckland Council

Food Truck Thursday Night, Milford Village Business Association

Formulauno Limited, Village Sounds Agency New Zealand

Four events between 28 May – 26 Jun, Fresh Concept Limited

Free Community Events Series 2 - Tataki Auckland Unlimited Trust, Auckland Unlimited (as Trustee of the Regional Facilities Auckland Trust)

Free Community Events Series, Auckland Unlimited (as Trustee of the Regional Facilities Auckland Trust)

French Festival 2022, Vivre la France

Fresh Fridays, Fresh Movement Arts Trust

Friday After 5, Devonport Business Association



Front Yard Festival, Te Rehia Theatre
Front Yard Festival, Te Rēhia Theatre
Future Ready, Yes Disability Resource Centre Services Trust
Give it a go day!", Sir Peter Blake MERC
Golden Lights, Endeavour Live Limited
Gulf Harbour Outdoor Movie, Event Designers Limited
Hands On, Waiheke Adult Literacy Inc
Hey Tram, Museum of Transport and Technology
Hobsonville Community Day, Hobsonville Community Trust
Hunters Corner Winter Festival, Hunters Corner Town Centre Society
Inside Dali, QPAM Limited
Intergalactica, Kédu Carlö
Jong-Yun Lee, 151 IMPROV
Light Up Onehunga, Onehunga Business Association
Live recording music series with high production, Raynham Park Limited
M.A.P Projects (Making Art Public) - Matariki edition, Auckland Council
M.A.P Projects (Making Art Public), Auckland Council
Mapura Studios presents - Outbreak!, Panacea Arts Charitable Trust
Massey Matariki 2022, Massey Matters
Matariki at EcoMatters, EcoMatters Environment Trust
Matariki Celebration- Art in all forms, Oak Hill Vineyard Ltd
Matariki Lights at Stardome, Auckland Observatory and Planetarium Trust
Matariki Night Ride, Avondale Community Action
Matariki VIBES 22, Te Ata Holdings Ltd
Matariki, Auckland Art Gallery Toi o Tāmaki
Matauranga Māori, Te Whangai Trust Board
Morning People at Everybodys, Morning People Limited
MOTAT Community Week, Museum of Transport and Technology
Movies in Parks, Auckland Council
Music Month, Regional Facilities Auckland Limited Trust (RFAL)
Music Tech Festival, Unicorn Ventures Limited
Musical Theatre shows for families: Disney's Beauty and The Beast Jr (Rodney) and Disney's High School Musical Jr (North Shore), Glass Ceiling Arts Collective Limited
No Standing Only Dancing - choreographers class and showcase, Raynham Park Limited
North West Country Family Festivals, North West Country Incorporated
Northcote Kids Town, The Open Fort
OK Listen presents Sunday Listen, ON Services and Events
Onehunga Pop-up Gallery, Onehunga Business Association
Orewa Movies and More Community Event, Main Street Orewa
Out and About Town Centre Bike Tours, The Community Builders NZ Trust
Pacific Fusion Fashion Show, Pacific Fusion Fashion Show Ltd
Panmure Basin self-guided Fun Trail, Panmure Business Association
Pathway Festival & Opoutukeha Twilight Music Path, Fireplace Arts & Media Ltd
Pink Shirt Day Cupcake Decorating and Craft Afternoon, Green Bay Community House
Pop Up Piano, The Production Co



Public living room, Te Tuhi Contemporary Art Trust
Reactivating the city centre - expanded festival programming in the public realm, Auckland Council
Reactivating the city centre - expanded street performances in laneways, Auckland Council
Reactivating the city centre - Summer at Te Komititanga, Auckland Council
Rosebank School Matariki Event 2022, Rosebank School
Saturday Sessions, YES Disability Resource Centre Services Trust
School Ready Holiday Programme, Whau Pasifika Trust
Shore Junction Saturdays, YES Disability Resource Centre
Silent Disco Events Programme, Papaya Stories Ltd
Silo Theatre Company
Sound of our Streets, Youth Arts New Zealand
Southside Summer Series, The Community Builders NZ Trust
SouthTech Innov8, TIME Unlimited Limited
SPACE Art Jam, The Space On Tap Limited
SPACE Art Jam #2, The Space On Tap Limited
SquareSums&Co
Squash School Holiday Programme, Squash Auckland Inc
Summer at the Stadium, Auckland Unlimited (as Trustee of the Regional Facilities Auckland Trust)
Summer Fun Programme, Kaipatiki Community Facilities Trust
Summer Movies at the Beach, Takapuna Beach Business Association
Summer Street Food Series, Auckland Events Company Ltd
T.REX at Auckland War Memorial Museum, Tāmaki Paenga Hira Auckland War Memorial Museum
Takapuna Beach Latin Fiesta, Takapuna Beach Business Association
Taste of Pasifika, Auckland Unlimited Limited
Tautai Contemporary Pacific Arts Trust, Tautai Contemporary Pacific Arts Trust
Te Hana Te Ao Marama - Creative Carving Expressions, Te Hana Community Development Charitable Trust
Te Karanga ā Hape 2022, Karangahape Road Business Association
Te korowai o Hiwa i te rangi Cloaking our dream, Jeanine Clarkin Design
Te Whau Matariki, Avondale Business Association
The Dancing Worm, Nightsong Charitable Trust
The Kingsland Guitar Festival, AJR Productions Limited
The Open Fort, The Open Fort Limited
The Otara Autumn Fest, The Community Builders NZ Trust
The Sphere - Opening Night, a one night only experience!, Parnell Business Association Incorporated
The Whangaparaoa Coastal Beach & Art Trail, Business Whangaparaoa Inc
Tonga v Kiwis Rugby League Fan Activation, New Zealand Rugby League
Toro Whakaara Fest, Heaven is a Half Pipe & Drawing Party, Objectspace
Tuhionorangi - It's Written In The Sky, Te Kopu Incorporated
Typewriter Poetry, Sugarlicks
Whanau Hākinakina Fun Day, The All Seasons Community Sports Trust
Wharenui Harikoa, Objectspace
Whau the People Charitable Trust
Whiria: Nga Manu Rere, New Zealand Maritime Museum
Winter Best, Interesting Things Limited
World of Cultures Festival, Auckland Council



Youngtrepenuers, RepFM

[Activities supported by Discount Programme investment](#)

All Blacks Experience, All Blacks Experience Limited

All Blacks Experience collaboration with Weta Workshop and SKYCITY, All Blacks Experience Limited

Sea Kayaking, Auckland Sea Kayaks Ltd

Auckland Zoo, Auckland Unlimited Limited

Inside Dali, QPAM Limited

Oak Hill Vineyard, Sculptureum

Papakura Community Trust

Rocket Ropes, Papillon Group Ltd

Butterfly Creek, Papillon Group Ltd

QPAM Limited/SPARK Arena

The Dust Palace Charitable Trust #1

The Dust Palace Charitable Trust #2

Thrillzone, Motion Cinema Limited

Weta Workshop, Weta Workshop Limited

Zaberri Best Berries, Zaberri Ltd



Appendix 2

LOCAL ACTIVATION PROGRAMME FUND SURVEY		
Instructions		
Please complete the form below (green cells only) and email it to our research provider, Fresh Info, no more than 2 weeks after your event has finished.		
Please contact Fresh Info by email or phone if you have any questions.		
Research provider contact name:	Shane Vuletich	
Research provider contact email address:	shane@freshinfo.co.nz	<-- please send your completed form to this address
Research provider contact phone number:	021 346 522	
Your contact details (in case we need to get in touch with you)		
Name:		
Email address:		
Mobile phone:		
Details of your event		
Event name:		
Event venue:		
Event start date:		
Event end date:		
Details of event owner		
Name of company/organisation:		
Location of company/organisation:		
Number of people who attended your event (physical attendance only)		
People who live in Auckland	0	
People who live elsewhere in New Zealand	0	
Total number of event attendees	0	<-- calculated, please do not overwrite
Dwell time at your event		
Average number of hours spent at your event per attendee	0	
Event income (from your event budget)		
Local Activation Programme Funding	\$0	
Other income from central government agencies	\$0	
Other income from local government agencies	\$0	
Income from ticketing	\$0	
Income from exhibitors/stall holders	\$0	
Income from other sales to event attendees	\$0	
Commercial sponsorship	\$0	
Community grants and trust funding	\$0	
Other income (please overwrite)	\$0	
Other income (please overwrite)	\$0	
Other income (please overwrite)	\$0	
Total event income	\$0	<-- calculated, please do not overwrite
Event expenditure (from your event budget)		
Amount paid to providers based in Auckland	\$0	
Amount paid to providers based elsewhere in NZ	\$0	
Amount paid to providers based overseas	\$0	
Total event expenditure	\$0	<-- calculated, please do not overwrite
Impact of Local Activation Programme Fund (LAPF) on your event		
Would this event have been possible without LAPF funding?	Please select	<-- click in the cell to select an answer
Did the LAPF funding result in increased attendance at your event?	Please select	<-- click in the cell to select an answer
What percentage of attendees at your event would you attribute to LAPF funding?	Please select	<-- click in the cell to select an answer
Please describe in less than 200 words what you used the LAPF funding for		
Please type your answer here.		
Please describe in less than 200 words the measures you put in place to comply with the COVID PROTECTION FRAMEWORK		
Please type your answer here.		
Please describe in less than 200 words how the LAPF funding you received was used to deliver positive SOCIAL outcomes for Auckland (if any)		
Please type your answer here.		
Please describe in less than 200 words how the LAPF funding you received was used to deliver positive CULTURAL outcomes for Auckland (if any)		
Please type your answer here.		
Please describe in less than 200 words how the LAPF funding you received was used to deliver positive ECONOMIC outcomes for Auckland (if any)		
Please type your answer here.		
Please describe in less than 200 words how the LAPF funding you received was used to deliver positive outcomes for MAORI and/or PASIFIKA in Auckland (if any)		
Please type your answer here.		
Please describe in less than 200 words the measures you put in place to reduce the ENVIRONMENTAL FOOTPRINT of your event (if any)		
Please type your answer here.		
Do you have any other feedback about how the LAPF funding you received delivered positive outcomes for Auckland?		
Please type your answer here.		



DISCOUNT PROGRAMME FUND SURVEY

Instructions
 Please complete the form below (green cells only) and email it to our research provider, Fresh Info, no more than 2 weeks after your activity has finished.
 Please contact Fresh Info by email or phone if you have any questions.

Research provider contact name: Shane Vuletich
 Research provider contact email address: shane@freshinfo.co.nz <-- please send your completed form to this address
 Research provider contact phone number: 021 346 552

Your contact details (in case we need to get in touch with you)

Name:	
Email address:	
Mobile phone:	

Organisation details

Registered name of organisation:	
Trading name of organisation:	

Timing of activities funded through the Discount Programme Fund

Start date:	
End date:	

Please describe in less than 200 words what you used the Discount Programme Funding for
 Please type your answer here.

Number of people who received discounted entry to your activity			
	Number of people who received discounted entry to your activity	Percentage of attendees that would have visited your activity without the discount	Average number of hours spent at your activity per attendee
Children (0-14 years of age)	0	Please select	0
Adults (15+ years of age)	0	Please select	0
TOTAL	0	n/a	n/a
Revenue from people who received discounted entry to your activity			
	Revenue from attendees (based on normal price less discount) = A	Revenue from Discount Programme Fund = B	Your revenue = A + B
Children (0-14 years of age)	\$0	\$0	\$0
Adults (15+ years of age)	\$0	\$0	\$0
TOTAL	\$0	\$0	\$0
Net profit from people who received discounted entry to your activity			
	Revenue from people who received discounted entry to your activity = C (from above)	Cost of serving people who received discounted entry to your activity = D	Net profit from people who received discounted entry to your activity = C - D
Children (0-14 years of age)	\$0	\$0	\$0
Adults (15+ years of age)	\$0	\$0	\$0
TOTAL	\$0	\$0	\$0
Please describe in less than 200 words the measures you put in place to comply with the COVID PROTECTION FRAMEWORK Please type your answer here.			
Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive SOCIAL outcomes for Auckland (if any) Please type your answer here.			
Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive CULTURAL outcomes for Auckland (if any) Please type your answer here.			
Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive ECONOMIC outcomes for Auckland (if any) Please type your answer here.			
Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive outcomes for MAORI and/or PASIFIKA in Auckland (if any) Please type your answer here.			
Please describe in less than 200 words the measures you put in place to reduce the ENVIRONMENTAL FOOTPRINT of your activity (if any) Please type your answer here.			
Do you have any other feedback about how the Discount Programme funding you received delivered positive outcomes for Auckland? Please type your answer here.			

Appendix 3

Verbatim comments for Local Activation Fund

Please describe in less than 200 words the measures you put in place to comply with the COVID PROTECTION FRAMEWORK

Our message to all participants was to not attend if they felt unwell. We had RAT tests and face masks available. We had a vaccination bus onsite. Sanitiser was readily available.

Front Yard Festivals is specifically designed to create a covid-safe environment. Performances are largely undertaken outside with the residents of the venues safely inside. Where outside performance was not possible due to weather or visual access all performers wore masks at all times and remained a minimum of 3 metres from audience members at all times. In addition, all performers took a RAT test daily prior to arrival at their first venue.

The great thing about this project is that is delivered in outdoor frames or galleries all round Tamaki. So you get people viewing these artworks socially distanced in cars, on buses, by foot and people can see art integrated into their everyday lives and hopefully spark joy. The level of COVID being orange meant that it didn't affect the viewing of the outdoor galleries, and these would have been able to be viewed at all levels even if we had to go back into lockdown.

We ensured all related procedures were in place, which meant all riders: - Please wear a Mask when you arrive - Social distance and remain in your bubbles - QR scan code or Manual Sign in - Vaccination ID is required to participate - BYO Helmets (Kids Helmets available but BYO is preferred due to limited sizes) - HI-VIS provided for Road Health and Safety

Our operation team has prepared a detailed Operational Plan for this project. Under the Health and Safety section in the Operational Plan, we have specified risk control guidelines & measures to protect our contractors, patrons and staff; in line with the current government's COVID-19 Protection Framework. On the day, we hired professional security officers onsite to manage crowd flow and to monitor safe distancing between patron groups. We also set the capacity limits based on 1 metre distancing between patron groups. Facemasks were strongly recommended for all patrons entering the premises. Our sponsor, Beijing Tong Ren Tang Auckland Limited, offered free facemasks to our patrons at the event's entry. All contractors and staff were advised to wear a facemask while inside the premises.

Please describe in less than 200 words how the Local Activation Fund investment you received was used to deliver positive SOCIAL outcomes for Auckland (if any)

This event achieved 3 social goals that were set out. Firstly, this event created an opportunity for Aucklanders to try out new recreational activities which might not usually be accessible to them, such as, archery, sailing etc. Secondly, this event engaged Aucklanders in recreation activities within their local outdoors spaces. This helped to highlight the range of outdoor activities available within their own community. And lastly, this event priorities teaching safe practices within the sessions. For example, highlighting what avenues a participant could continue doing a recreation activity if they wanted to. e.g. signing up to Torbay sailing club to keep learning how to sail.

The LAPF funding was a huge success with positive social outcomes as it was a time for learning and involving all our diverse cultures to work alongside each other in the activities we had and introducing our community to traditional Māori practices, such as raranga, poi making and being involved in a dawn ceremony. Being able to provide activities most of our tamariki may never have the opportunity to do so is a huge plus and this funding has provided us with these experiences.

Pass It On attracted families, local rugby & league teams despite the miserable weather we had on the day. Parents & caregivers got the chance to relax under the covered grandstands with a coffee while their children were out on the field running around, burning energy with amazing athletes & volunteers. There was the odd parent also on the field giving our teams a helping hand & making sure their kids got the encouragement they needed to participate. As Moana Pasifika is a new team, game day attendance numbers this season were incredibly low. Pass It On provided the opportunity post-season to connect with the community & gain new fans. For the Warriors Community Foundation, appearances in schools & clubs have been non-existent for quite some time due to restrictions set in



place by those organisations. Being on the ground again was a refreshing change to the online programmes they had been running, children are much more interactive to their programmes & messaging in person than online.

Bark in the Park provided a dog agility challenge, off-leash area for small dogs, and fashion show were all part of the event. Despite bad weather threatening throughout, approximately 300 people + approximately 60 or more dogs attended our event, almost all from within the local targeted community. Many new connections were made and many people mentioned how this was their first community gathering they had participated in in over 2 years due to Covid and what a big step it was for them and/or their children or pet to reconnect with people. "C'mon Hobby, Let's Reconnect" resulted in 28 Gatherings across April - June and hosted an estimated 688 residents right across community. 30 people volunteered to help facilitate these gatherings. Gatherings were held at community gardens, over BBQs, in homes, in parks, cafes and much more. Many hosts commented on how surprised they were by the number of new neighbours that had moved in that they had never met due to lockdowns and how good it was to get together. At every gathering, key messaging and discussions were held around being prepared for an emergency and how to look out for one another day to day.

This was an opportunity for ECE centres to bring the children they care for into an environment outside of their centre. Kids have had it tough during Covid-related restrictions and early childhood centres, where many of these children go, have had to limit out of centre trips to keep all safe. The vision of the event was to engage young learners under 5 years by giving them a fun excursion outside of their centre environment. It aimed to build their confidence in exploring outside their familiar walls and to engage in new concepts: Getting back out and about in Auckland and exploring. The funding provided higher equity of access by lowering participation barriers so we could achieve increased participation by groups where cost and effort to arrange transport + programme fees are usually a barrier. Getting out and about and familiar with exploration outside of their centre together after restrictions relating to Covid-19 had huge social benefits for them through new experiences shared together. Providing an experience which is inclusive of whanau is a foundational component of both Māori and Pasifika centric pedagogy was also a high social outcome.

Please describe in less than 200 words how the Local Activation Fund investment you received was used to deliver positive CULTURAL outcomes for Auckland (if any)

Throughout this series we have been able to accomplish many things. We are a culturally diverse community and are always looking for opportunities to include cultures that may not be common. For example, through this series we were able to hold Otarā's very first KPOP event, this was awesome! This has never happened before but there was so much cultural diversity and understanding. This event alone gave our Korean attendees so much pride and also gave our Māori and Pasifika dominated community another culture to experience.

Providing our elderly kaumatua and kuia with a performance they can relate to, at their place of residence, gives them a strong sense of cultural safety and pride. We had many Māori elders mihi to us after the show and whakawhanaungatanga with our Māori performers. We were gifted with many of their background and stories as well as with physical taonga. Feedback received from Elmwood Resthome outlines this cultural joy experienced by the residents. "Very professional, engaging, warm, kind and gentle manners. The residents absolutely loved the older Māori songs that were incorporated with the show, it brought back memories for a few of the residents. They really want to see this again!"

We were able to create a new festival platform for many Māori, Pasifika, Middle Eastern and African performers. Many attendees have said that it was a life changing experience.

Wharenui Harikoa at Objectspace used craft and discussion about our built environment as a conduit for cultural exchange and understanding. By incorporating a diverse range of tutors for workshops. a wealth of knowledge, ways of thinking and expertise were offered, providing a window into the unique and multifaceted culture of Tamaki Makaurau. This project provided an opportunity to share knowledge and practices around Māori architecture and artforms, offering innovation to these disciplines that enrich our cultural fabric. It profiled the unique cultural identity of Māori and advocated for the importance of this identity in shaping our city. Wharenui Harikoa offers a new way of understanding the importance of joy and aroha within te ao Māori. Hosting this project at Objectspace provided an important opportunity for positive representation for Māori, supported by the gallery's communications and press networks.



The purpose of the IRL Public Programme was to provide a platform for grassroots and emerging artists in Tamaki Makaurau. The activities drew on and spoke to the themes of the production while situating the work within Tamaki Makaurau today. The overall intent of the activities was to facilitate connection and understanding. Positive cultural outcomes included: - Celebrating African-Caribbean culture and artists in Tamaki - putting a spotlight on and celebrating this community - A sense of community, excitement, hype around the activities - attracting diverse audiences into the city - Cross cultural collaborations between artists and organisations - including BCA and Silo - Capacity building for young creatives including public programme curator from BCA - Public Programme curated and led by members of the African and Afro-Caribbean community through partnering with BCA - Strong attendance resulted in facilitating a sense of empowerment and cultural pride - A "Cross-Pollination" of creatives from a diverse range of backgrounds, ages and disciplines eg: DJs, photographers, writers, activists, actors - Critical conversation provided a platform for panel to share their unique perspectives and lived experience as a BIPOC person living in Tamaki

Please describe in less than 200 words how the Local Activation Fund investment you received was used to deliver positive ECONOMIC outcomes for Auckland (if any)

These events had direct economic benefits for businesses in Takapuna by bringing an additional 13,000 people into the town centre. These visitors then spend money at local businesses such as cafes, restaurants, shops and personal services. It also showcased Takapuna as a destination to people who might not have been there for a while, encouraging repeat visitation.

As a result of our acceptance for funding from LAPF our farm management and horticulture team looked at ways to extend our season for this specific initiative, meaning farm employment, business partners and suppliers benefited from our business longer than usual. The revenue we received also helped us to trial and build a sustainable model for future educational experiences on our farm. 1. We have learnt from the positive feedback from education providers that took part in our Children's learning experience, that there is huge scope for this type of programme to be enhanced and delivered on a more regular basis with this education sector. It aligns so well with NZ curriculum learning objectives and is a genuinely positive outdoor and nutritionally beneficial learning experience for our Tamariki. 2. Our customer offer to include an educational leaflet for our customers has proved so popular that we will look to keep more of this marketing material on the farm in future. Customers are very interested to hear about our farming practices, sustainability initiatives, recycling programme, nutritional benefits of fruit and more information about our brand. Customers have also loved our berry facts and interactive word-find as a nice learning experience for families with pre-school and primary aged children.

After the event, I visited many of my hospitality businesses that were open at the same time. Most experienced extra sales - some with spectacular results. But the most important outcome, was that people felt connected to one another and the community and as such have come back to shop with other businesses. Our Marketview data showed the following; Sales 4th June - \$458,000 an increase of 13.4% in the Average Sale - sales for the next week held up well Sales 25th June - \$405,000 - decrease of 2.2% in Average sale - but this night was very cold and had been preceded by rain. Picking any patterns in sales is very hard at present. The best feedback we got was people just loved having the event again after Covid had prevented such activities for soooo long. It has given us back our mana as a community and town centre.

Total spend on Thursday 23rd June for Karangahape Road was \$347,034. Taking an average of the four Thursdays prior to the event, this is a 38% increase in spend. The number of transactions on Thursday 23rd June, increased by an average of 21% on the previous four Thursdays, with 6,779 transactions in total.

The benefit of Toi Onehunga was to drive new visitors to Onehunga. This in turn helped out businesses that they could visit as part of their experience. Verbatim feedback was received that people purposely travelled to Onehunga to visit the gallery and then do other shopping, have lunch. We also wanted to utilise an empty retail space to demonstrate how it could be utilised. The site was leased the week after Toi Onehunga was closed. It had been empty for 3 years prior.

Please describe in less than 200 words how the Local Activation Fund investment you received was used to deliver positive outcomes for MAORI and/or PASIFIKA in Auckland (if any)



These events were targeted at the Otara-Papatoetoe area. Almost 80% of our participants were Māori and Pasifika with the project managers being both Māori and Pasifika. These events are done with mana enhancing practices so all areas are fit for the purpose of the Māori and Pasifika community. These events increase connectivity with local groups and relationships are built. The point of this series was to see our people thriving while vibing. The last lockdown had hit the Otara community really hard and it has since been hard for whanau to leave their homes for many reasons - we identified that our series has really helped Māori and Pasifika people with their mental well-being and being able to satisfy their craving for connection. The increase of connectivity also decreases the chances of crime.

We are happy to say that 151 IMPROV actively support Māori and Pasifika improvising musicians to perform their original music. During the programming supported by the LAPF we were able to host Pan Moana Group, who bring Taonga Puoro and kaupapa Māori to the world of improvised music. We also hosted Leilani, an ensemble combining the Tongan language and Tongan music with jazz, where we saw translations of jazz standards into Tongan, and original compositions that combined compositional elements of Tongan music, as well as being sung in Tongan, with elements of jazz to create a uniquely Pacific jazz sound.

Wharenui Harikoa 'popping up' at Objectspace platformed and honoured matauranga Māori in the public sphere, creating accessible and approachable expressions of Māori knowledge to be shared with a wide and diverse audience. This event provided income and opportunity to Lissy and Rudi Robinson-Cole and practitioners involved in wananga and workshops, constituting both direct benefits (income, visibility, platforming of Mātauranga Māori) and the economic/social benefits this generates as professional development and a space to connect knowledge holders and practitioners: Future income and opportunity, building on and identifying opportunity for development of Māori knowledge and practices, acquiring new collaborators, stakeholders, supporters and audiences for future mahi. Māori knowledge being platformed in an inclusive and accessible environment under Māori and Pasifika leadership acknowledged the benefit of education and learning of Aucklanders, and honoured the knowledge of Māori and Pasifika leaders and communities, and their contribution to Auckland's unique cultural landscape. By extending existing relationships between Objectspace and Māori and Pasifika communities, this event fostered embedded cultural exchange and friendships, allowing Objectspace to offer further services and positive economic/social benefits to these communities in the future.

As an organisation, we had wanted to run a Matariki event for the past few years, and it was LAPF funding that enabled us to finally do this in the year of Aotearoa's first Matariki public holiday. It was important to us that tikanga principles and te Ao Māori customs were incorporated into the planning and delivery of our event and workshops, and that this was done in a respectful and genuine manner from an iwi, hapu, whanau/hapori perspective. It was not a box-ticking exercise in tokenism for our team. Our Matariki event was opened with a karakia timatanga by local kaumatua and kuia, and concluded with karakia whakamutunga. This allowed for attendees to experience and participate, increase their knowledge and appreciation for Te Ao Māori and connect with each other in a meaningful way.

The event was programmed in collaboration with iwi manaaki for this year's Matariki Festival: Ngati Whatua Orakei. All of the stage programming was Māori artists, from kapahaka, an opening mihi each day and closing karakia, to bands, DJ's and solo acts - all of Māori descent &/or singing some or all of their set in Te Reo. Most of the activities were focussed on Matariki & run by Māori businesses (weaving, poi making, kumara cooking on a fire, taonga paoro workshop, art installations, rongoa tea & wellness zone, kai stalls). There was a significant focus on educating what Matariki is and leading by example on how to acknowledge & celebrate Matariki.

Please describe in less than 200 words the measures you put in place to reduce the ENVIRONMENTAL FOOTPRINT of your activity (if any)

Encouraged attendees to use public transport to attend events, minimising individual vehicle use. Walking tour demonstrated 'on foot' accessibility of Auckland, encouraging sustainable modes of transport - walking, biking - within the city. Marketing delivered with a digital focus, limited production of print advertising and ephemera. All major production outcomes i.e. garden beds, were donated post-event extending their material lifetime. The Growroom at Objectspace advocated for urban sustainable gardening through sourcing plants from Kalmarna Gardens and engaging the community around the garden, and the Composting Collective, to teach attendees about sustainable gardening, waste reduction, and local social enterprise.



Our event was advertised as waste free- we asked whanau and the wider community that when attending our Matariki breakfast to provide their own plates, cups and cutlery from home to minimize waste. Most of our whanau in attendance brought in their own kai equipment, however for those that had forgotten we have community plates, cups and cutlery that we share between our community groups in Avondale that I store in the Rosebank Community Hub. We used the food scraps in the school compost bin, which then limited the general waste, in saying that, there was hardly any food scraps.

We worked with Clean Event, who provided waste stations for the event. Each waste station included recycling, compost and landfill, and was sorted at a sorting station on-site to reduce cross-contamination. All serveware provided by food vendors was commercially compostable. We also placed a waste station in Henderson Park, which is on the walking trail from the festival site to the train station to capture any waste people brought onsite, or left the site with. We did several sweeps for waste following the event and received feedback from the venue that the event had left a very light footprint. We aimed to limit impacts of transport to the event through the promotion of public transport options and cycling. Public transport was promoted as the primary means of getting to the site, and Auckland Transport came on board as a partner, sponsoring a free bike valet service through Bike Auckland for those that wished to ride to the event. The bike valet saw good uptake by people attending the event.

Our program is totally zero waste and environmentally friendly. Alongside running this program, with help from a number of volunteers we have also planted some fruit trees and installed a rain-water tank and built a toilet from reclaimed / recycled materials.

Both our events concepts that were a part of the June programme comply with zero waste management policy. By having a communication with attendees before and after the event we advise them not to bring any rubbish with them and keep rubbish to the minimum, so they can use the local bins to throw stuff away. Our silent disco equipment allows us to re-use the equipment on an ongoing basis, re-use the props that we use during the kids adventures. And plus on our city walks we at times not only don't produce any rubbish but we do collect the rubbish on walks to raise awareness towards the issue.



Verbatim responses for Discount Programme

Please describe in less than 200 words the measures you put in place to comply with the COVID PROTECTION FRAMEWORK

The Dali exhibition went ahead during the orange traffic light setting. Spark arena complies with the Ministry of Health guidelines. All Spark Arena staff wear medical-grade face masks and the arena encourages all customers to do the same. While guests were in the exhibition there were no physical touch points. The exhibition was designed to allow guests to have ample space from other guests. Spark Arena added extra cleaning of public bathrooms and venue. Spark Arena also enhanced its onsite personal hygiene measures with multiple hand sanitising stations around the venue and bathrooms.

Customer service staff wore masks when serving customers. Customers encouraged to wear masks when on site. Regular cleaning of all hard surfaces including touch screens. Regular RAT tests for all staff. All staff fully vaccinated for COVID-19.

When booking groups a COVID checklist/regulations are sent to groups for expectations when at the RCC. Briefly this includes - Not attending if you are unwell or have symptoms. Attendees wearing masks if required, not mixing and having hand sanitiser available. Allocating entries/bathrooms/facilities for each group to reduce crossover. Increased frequency of cleaning at the centre and of each room between groups.

Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive SOCIAL outcomes for Auckland (if any)

Participation - It widened participation of diverse and underserved communities to visit the Zoo. From the survey we know 16.13% had never visited the zoo before, and 23.7% had not visited in the last 5 years. Wellbeing - It helped participants to feel good and function better. A range of social and wellbeing benefits were reported including the confidence to leave the house, go to a new place, feel safe, have a joyful experience together in a not to joyful time for many people. Social cohesion: spending time together as a family and/with extended family and friends was a widely reported benefit of the scheme. The concept of whanaungatanga is a social goal of this activities - making and re-establishing relationships which have been broken down or affected by the last few months of the pandemic. This building of stronger bonds within families and between communities supports Aucklanders to thrive. Reparation and recovery: the survey showed that natural spaces - like the Zoo - are fundamentally critical supporting communities for social and mental wellbeing, reparation and recovery. Many reported the positive benefits (beyond access) they and their whanau felt as a result of their zoo visit.

Circus provides a space where play and learning sit hand in hand. Students encourage each other and the focus of the classes encompasses both personal growth and supporting one another. Working with other humans to achieve various positions and moves in circus arts requires communication and creates trust and a supportive environment. We gave over 200 people the opportunity they would not have otherwise had to explore a new form of expression, develop new skills and learn in a new environment.

We were able to welcome 1,564 visitors, 1,345 students and 219 accompanying teachers and parent helpers through the All Blacks Experience. This gave us the opportunity to share the legacy of the black jersey, inspiring them to strive for greatness and sharing with them the impact rugby and the All Blacks have had on New Zealand identity and history.



Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive CULTURAL outcomes for Auckland (if any)

We felt that our activity delivered positive cultural outcomes for Aucklanders who used the discount programme. We feel that it is important to recognize the Maori connection to the sea and did a karakia before the start of most sessions. This karakia asked for guidance and protection while on the water.

Diversity, Equity, Access and Inclusion: the activity provided equitable opportunities for more diverse communities to access the Zoo. The scheme provided a sense of inclusion both culturally and economically. By supporting access to the zoo site, communities felt enriched with learning about our natural heritage as well as contributing to culturally vibrant audiences to the zoo. Strengthening our relationship with Te Ao Māori: The Zoo is progressing its journey to becoming a more bicultural organisation. This scheme's communications and resources had indigenous thought woven throughout. We embrace the use of te reo Māori and incorporate te ao Māori into all of our engagement activities and across the zoo site and on our website. Cultural and Natural Heritage: As one of Auckland Unlimited's cultural institutions, it was brilliant to see that the survey showed that most participants reported that their visit to Auckland Zoo helped increase: what they know and understand about animals and nature; their connection to animals and nature; how they value animals and nature; their motivation to take conservation actions; their sense of belonging and connection to Auckland Zoo.

The exhibition was to celebrate the life of the artist Salvador Dali. He was from Catalonia, so we altered the food and beverage offering accordingly. This offered a positive cultural experience by introducing guests to Catalanian-inspired food and beverage offerings and incorporating the Catalanian aspect to the dressing of the atrium.

Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive ECONOMIC outcomes for Auckland (if any)

The programme has made a huge positive impact to our autumn and winter months. This has provided jobs and a much-needed cash injection following such a tumultuous and challenging time in the tourism industry. Guests were spending in and on site and I have no doubt some have gone on to deliver economic outcomes to their locale, too. We also employed 3 different transport providers from the region and procured a significant amount of sculpting materials that were passed on to many guests who attended.

The Discount Programme funding assisted the event eco system and local suppliers, and businesses in the CBD of Auckland. This was essential for the local economy after the majority of these businesses have been extremely affected after being in lock down or level Red for almost 9 months.

The RCC is the lowest cost provider of auditorium with AV capabilities, indoor gymnasium (including rock wall), basketball, volleyball etc, meeting rooms and industrial kitchen in the Redhill and wider Papakura district. This means that groups and attendees are able to access high quality facilities and maximise physical, mental, cultural and social health outcomes that improve overall wellbeing of the community including economic wellbeing in low-income regions.



Please describe in less than 200 words how the Discount Programme funding you received was used to deliver positive outcomes for MAORI and/or PASIFIKA in Auckland (if any)

We provided Ngati Whatua with a certain amount of tickets for them to distribute. A low decile school programme was delivered. This was an extremely important aspect of the funding as many of these schools have been studying the artist and got to experience the exhibition.

Aligned to Te Mahere Aronga and Te Puna Waiora Māori Outcome frameworks, the scheme gave several positive outcomes that benefited Māori and PI by: increased whanau and rangatahi access to the zoo, both through individual and kura/kohanga reo requests and by proactivity working with key Māori and Pacific Island community groups; increased te reo Māori that was seen, spoken heard and learned throughout the communications; increased awareness and participation of Māori and other communities in the Zoo Matariki celebrations, as well as highlighting Te Ao Māori narratives; Increased the prominence of te ao Māori and te reo Māori the Zoo.

Māori and Pasifika people are lacking within the circus sector, largely due to the cost involved in participating in circus arts. We see this to be true in Penrose through the participants and auditionees of our scholarship program. Providing free workshops at the Manutewhau Hub allowed for Māori and Pasifika to engage in the fun, developmental activity of circus without any financial barrier.

Please describe in less than 200 words the measures you put in place to reduce the ENVIRONMENTAL FOOTPRINT of your activity (if any)

Our operations plan incorporates all elements of the Environmental Care Code. This is seen throughout all our policies and procedures. You must leave the outdoors unblemished for the next visitor by: Treating fauna and flora with care and respect. Removing rubbish. Providing toilet facilities on overnight trips and briefing clients on hygienic toileting and sanitary disposal. Keeping to tracks, lessening the chance of damaging fragile plants. Considering other visitors who also have a right to enjoy the environment. Respecting our cultural heritage, treating places with spiritual and historical significance with respect, and protecting such areas from damage by the public. Conserve resources by doing our best to minimise water and energy use. Manage waste. Reduce, recycle, and be prepared when away from base.

Spark Arena is committed to a zero-waste strategy. For this particular event: 1 Compostable Packaging. All food and beverage provided by Spark Arena will be compostable packaging. 2: Compost Bins: Spark Arena has compost located around the arena for attendees to utilise. 3: No Single-use bottles or reusable bottles are allowed. Water Coolers are provided in multiple locations around the Arena for attendees to access water free of charge using their own reusable bottles or Arena-provided compostable cups.

Our company has many recycling programs, composting procedures, food waste mitigation practices and even battery powered equipment conversion solutions already established. We further use compostable containers for as many of our food offerings as possible, waste water limitation policies and even educational engagements to promote net positive environmental impact.