

Board Meeting Agenda

8.00 a.m. Wednesday 30 October 2024

Waihorotiu Room, Level 4 Te Pokapū Aotea Centre, 50 Mayoral Drive, Auckland

Item	Subject	Action	Trust/Co.	Start Time	Duration
CONFIDENTIAL MEETING OPEN					
PROCEDURAL					
1	Agenda and Apologies	To Note	T & C	8.00 a.m.	45 mins
2	Confidential Minutes 27 August 2024 and Action Tracker, Vicki Salmon	To Approve	T & C		
3	Board Agenda Discussion, Vicki Salmon	To Discuss	T & C		
CE CONFIDENTIAL UPDATE					
4	Auckland Council CCO Reform Update, Max Hardy	To Discuss	T & C	8.45 a.m.	45 mins
5	CE Confidential Update, Nick Hill	To Note	T & C	9.30 a.m.	30 mins
BREAK				10.00 a.m.	15 mins
6	Visitor Levy / Bed Tax ¹ , Nick Hill	To Note	C	10.15 a.m.	45 mins
CONFIDENTIAL MEETING CLOSED AND PUBLIC MEETING OPEN					
PROCEDURAL					
7	Register of Directors' Interests and Rolling 12-Month Board Work Programme, Vicki Salmon	To Note	T & C	11.00 a.m.	5 mins
8	Public Minutes 27 August 2024, Vicki Salmon	To Approve	T & C		
STATEMENT OF INTENT PERFORMANCE					
9	Statement of Intent Performance for Year Ended 30 June 2024, Nick Hill Public Submissions: 1. Asian Community Engagement Trust – Andy Ding and Sylvia Yang 2. North Shore Grey Power – Bill Rayner	To Note	T & C	11.05 a.m.	40 mins
CE REPORT AND PERFORMANCE REPORTS					
10	CE Report, Nick Hill 1. Financial Performance Report 2. Current Operational Risks (RC) 3. CRM Board Update (RC) 4. Capital Programme Update (RC)	To Note	T & C	11.45 a.m.	20 mins

¹ S7(2)(f)(i),(h),(i) LGOIMA 1987

Board Meeting Agenda

Item	Subject	Action	Trust/Co.	Start Time	Duration
PUBLIC MEETING CLOSED AND CONFIDENTIAL MEETING OPEN					
LUNCH				12.05 p.m.	30 mins
APPROVAL PAPERS AND BOARD COMMITTEE UPDATES					
11	Board Committee Updates: <ul style="list-style-type: none"> Capital Projects Committee, Alastair Carruthers (15 October 2024) 	To Discuss	T	12.35 p.m.	1 hour 10 mins
12	Capital Programme – The Civic Seating Renewal Business Case ² , Justine White	To Approve	T		
13	Auckland Art Gallery Toi o Tāmaki ² : <ol style="list-style-type: none"> Exhibition Business Case 1 Exhibition Business Case 2 	To Approve	T		
COMMITTEE RECOMMENDED, COMPLIANCE, AND NOTING PAPERS					
14	Q1 Performance Report ³ , Nick Hill and Justine White	To Approve	T & C	1.45 p.m.	30 mins
15	Health and Safety Report ⁴ , Lynn Johnson and Priyanka Victor	To Note	T & C		
ANY OTHER BUSINESS					
16	Any Other Business ³ , Vicki Salmon <ol style="list-style-type: none"> Auckland Council Note Programme Enquiry Letters, Justine White 	To Discuss	T & C	2.15 p.m.	15 mins
	Close of Meeting			2.30 p.m.	

² S7(2)(f)(i),(h),(i) LGOIMA 1987

³ S7(2)(f)(i),(h) LGOIMA 1987

⁴ S7(2)(a),(d),(f)(i) LGOIMA 1987

Board Meeting Agenda



Local Government Official Information and Meetings Act 1987 Section 7(2)

Subject to sections 6, 8, and 17, this section applies if, and only if, the withholding of the information is necessary to—

- (a) protect the privacy of natural persons, including that of deceased natural persons; or
- (b) protect information where the making available of the information—
 - (i) would disclose a trade secret; or
 - (ii) would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information; or
- (ba) in the case only of an application for a resource consent, or water conservation order, or a requirement for a designation or heritage order, under the Resource Management Act 1991, to avoid serious offence to tikanga Maori, or to avoid the disclosure of the location of waahi tapu; or
- (c) protect information which is subject to an obligation of confidence or which any person has been or could be compelled to provide under the authority of any enactment, where the making available of the information—
 - (i) would be likely to prejudice the supply of similar information, or information from the same source, and it is in the public interest that such information should continue to be supplied; or
 - (ii) would be likely otherwise to damage the public interest; or
- (d) avoid prejudice to measures protecting the health or safety of members of the public; or
- (e) avoid prejudice to measures that prevent or mitigate material loss to members of the public; or
- (f) maintain the effective conduct of public affairs through—
 - (i) the free and frank expression of opinions by or between or to members or officers or employees of any local authority, or any persons to whom section 2(5) applies, in the course of their duty; or
 - (ii) the protection of such members, officers, employees, and persons from improper pressure or harassment; or
- (g) maintain legal professional privilege; or
- (h) enable any local authority holding the information to carry out, without prejudice or disadvantage, commercial activities; or
- (i) enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations); or
- (j) prevent the disclosure or use of official information for improper gain or improper advantage.



Register of Directors' Interests

Name	Position	Directorships/Trusteeships	Other Interests	Possible Conflicts
Vicki Salmon	Chair	<ul style="list-style-type: none"> Coopers Creek Vineyard Ltd (Director and Shareholder) Salmon and Partners Ltd (Director and Shareholder) Remuera Golf Club (President) Greenhills Forest GP Limited (Shareholder) 		<ul style="list-style-type: none"> Prior to Vicki Salmon's appointment as Chair of Tātaki Auckland Unlimited, Vicki was a member of the Eden Park Trust Board (EPTB). Vicki resigned as a member of the EPTB on 27 March 2023 and no longer has any interest in EPTB or the Eden Park organisation.
Jannah Wootten	Deputy Chair	<ul style="list-style-type: none"> Perpetual Guardian Holdings Limited (Director) Perpetual Trust Limited (Director) Generate Global (Director and Shareholder) 	<ul style="list-style-type: none"> Aktive – Auckland Sports & Recreation (CEO) 	
Alastair Carruthers	Non-Executive Director	<ul style="list-style-type: none"> Homeland NZ Enterprises Ltd (Director and Shareholder) Homeland NZ Trading Ltd (Director and Shareholder) Carruthers Consulting Ltd (Director and Shareholder) Television New Zealand Ltd (Chair) Cornwall Park Trust Board (Trustee) Ringa Hora Services – Workforce Development Council (Director) Auckland Regional Amenities Funding Board (Board Member) Auckland War Memorial Museum Trust Board (Trustee) 		<ul style="list-style-type: none"> The ARAFB provides operating funding to some entities who occupy and perform in AU facilities. Homeland hosts events for Auckland Convention Bureau and other Tātaki Auckland Unlimited funded entities from time to time.
Carol Cheng	Non-Executive Director	<ul style="list-style-type: none"> Teaching Council New Zealand (Governing Council Member) Hong Consulting Limited (Director and Shareholder) CYWE Trustee Limited (Director and Shareholder) Eastland Property Services Limited (Shareholder) Auckland International Airport Limited (Shareholder) Spark New Zealand Limited (Shareholder) Comvita Limited (Shareholder) SkyCity Entertainment Group Limited (Shareholder) Microgem International Plc (Shareholder) The Asia New Zealand Foundation Te Whītau Tūhono (Trustee) 		<ul style="list-style-type: none"> Asia New Zealand Foundation provided sponsorship for Auckland Culture Festivals Asia New Zealand Foundation provided sponsorship for Guo Pei Exhibition at the Auckland Art Gallery.
Hinurewa Te Hau (Hinū)	Non-Executive Director	<ul style="list-style-type: none"> Tamaki Makaurau Matariki Festival Trust (trading as Matariki Cultural Foundation) (Trustee) Matariki Global Holdings Limited (Director) 	<ul style="list-style-type: none"> Co-ordinator of WOMEX (World Music Expo) Pan Indigenous Network 	

		<ul style="list-style-type: none"> • Taamaki Records Limited (Director) • Otamatea Pioneer & Kauri Museum Board (Chair) • Ringa Hora Services – Workforce Development Council (Director) • Harbouview Properties Limited (Shareholder) 		
Jen Rolfe	Non-Executive Director	<ul style="list-style-type: none"> • Rainger & Rolfe (Director) • Thomas Joint Trustee Limited – (Director and Shareholder) • Pakiri Joint Trustee Limited (Shareholder) • Barbara Andrew Family Trust (Trustee) • Thomas Family Trust (Trustee) • Thomas Number 2 Family Trust (Trustee) 	<ul style="list-style-type: none"> • New Zealand Marketing Association (Member) 	<ul style="list-style-type: none"> • Prior to Jen Rolfe's appointment to the Tātaki Auckland Unlimited (formerly RFA) Board, Rainger & Rolfe provided some marketing services to RFA.
Graeme Stephens		<ul style="list-style-type: none"> • New Zealand Hotel Holdings (Director) (this interest includes directorships of several further entities connected with New Zealand Hotel Holdings) • Kamari Consulting Limited (Director and Shareholder) • Marama Hua Trustee Limited (Director) • Rakaunui Property Limited (Director) • Rakaunui Property Holdings Limited (Director) • SkyCity Entertainment Group (Shareholder) 		
Dan Te Whenua Walker	Non-Executive Director	<ul style="list-style-type: none"> • New Zealand Māori Tourism Society (Deputy Chair) • Korowai Hikuroa Consulting Limited (Director and Shareholder) • Ringa Hora Services – Workforce Development Council (Director) • Pou Tuarā o Te Rūnanga o Ngāti Ruanui Trust (Shareholder) • Ngati Ruanui Tahua Limited (Shareholder) • Ngati Ruanui Fishing Limited (Shareholder) • Te Topuni Ngarahu General Partner Limited (Shareholder) • Māori Creative Foundation (Trustee) • Meremere Marae Charitable Trust (Trustee) • Hikuroa Whanaungatanga Charitable Trust (Trustee) • Nga Whaotapu o Tamaki Makaurau Trust - Trustee • Stanmore Bay Primary School (Chair) • Massey University Executive Education (Advisory Board Member) • University of Auckland Māori Alumni (Trustee and Chair of Executive Committee) 		

		<ul style="list-style-type: none">• Sarcoma Foundation NZ (Board member)• Child Cancer Foundation (Board member)• Ronald McDonald House (Board member)		
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Month	Shareholder Accountability	Operations & Business Planning	Strategy and Business Focus	Board and Committee Dates
Jul-24	<ul style="list-style-type: none"> SOI FY 25 TAU End of Year Financial Reporting Packs Q4 Risk Report to Council Climate Related Disclosures 	<ul style="list-style-type: none"> CEO Report H&S Report 	<ul style="list-style-type: none"> Three Year Plan Integrated Cultural Organisations 	<ul style="list-style-type: none"> Risk and Finance Committee – 17 July Board Meeting – 31 July
Aug-24	<ul style="list-style-type: none"> Q4 Performance Report TAUL and TAUT Annual Report Financial reporting for the year ended 30 June 2024 Climate Related Disclosures 	<ul style="list-style-type: none"> CEO Report H&S Report 		<ul style="list-style-type: none"> Capital Projects Committee – 14 August Māori Engagement Committee – 15 August Risk and Finance Committee – 21 August (FY24 Statements) Board Meeting – 27 August
Sep-24		<ul style="list-style-type: none"> CEO Report H&S Report 		
Oct-24	<ul style="list-style-type: none"> Public Board meeting - performance against SOI targets for Year Ended 30 June 2024 Q1 Performance Report 	<ul style="list-style-type: none"> CEO Report H&S Report 		<ul style="list-style-type: none"> Capital Projects Committee – 15 Oct Remuneration Committee – 17 Oct Board Meeting – 30 Oct (Public Board Meeting)
Nov-24	<ul style="list-style-type: none"> Q1 Risk Report to Council 	<ul style="list-style-type: none"> CEO Report H&S Report 		<ul style="list-style-type: none"> Risk and Finance Committee – 13 Nov Māori Engagement Committee – 21 Nov
Dec-24		<ul style="list-style-type: none"> CEO Report H&S Report 	<ul style="list-style-type: none"> Workshop: Duplication of Activity with Council Group 	<ul style="list-style-type: none"> Board Meeting – 3 Dec

12-Month Work Programme

October 2024

Month	Shareholder Accountability	Operations & Business Planning	Strategy and Business Focus	Board and Committee Dates
Jan-25	<ul style="list-style-type: none"> Letter of Expectation Financial reporting for the ½ Year ended 31 December 2024 Q2 Risk Report 	<ul style="list-style-type: none"> CEO Report H&S Report 	<ul style="list-style-type: none"> Workshop: National Visitor Levy 	<ul style="list-style-type: none"> Remuneration Committee – TBC Risk and Finance Committee – 23 Jan (½Y Accounts) Board Meeting – 29 Jan (½Y Acts)
Feb-25	<ul style="list-style-type: none"> Q2 Performance Report 	<ul style="list-style-type: none"> CEO Report H&S Report 	<ul style="list-style-type: none"> Board Strategy Session – 19 Feb Workshop: New Zealand Maritime Museum Masterplan 	<ul style="list-style-type: none"> Māori Engagement Committee – 13 Feb Capital Projects Committee – 19 Feb Board Meeting – 4 March
Mar-25	<ul style="list-style-type: none"> 2025 – 27 Statement of Intent Amendments Draft 2025 -2028 Statement of Intent 	<ul style="list-style-type: none"> CEO Report H&S Report 		<ul style="list-style-type: none"> Risk and Finance Committee – 19 March Board Meeting – 26 March
Apr-25	<ul style="list-style-type: none"> Q3 Risk Report to Council Q3 Performance Report 	<ul style="list-style-type: none"> CEO Report H&S Report Board Evaluation (biennial – next due: 2026) 	<ul style="list-style-type: none"> Workshop: Auckland Art Gallery Toi o Tāmaki Strategy 	<ul style="list-style-type: none"> Capital Projects Committee – 16 April Board Meeting – 30 April
May-25		<ul style="list-style-type: none"> CEO Report H&S Report Annual insurance renewal Auditor engagement and fees 		<ul style="list-style-type: none"> Risk and Finance Committee – 14 May Māori Engagement Committee – 15 May Board Meeting – 27 May
Jun-25	<ul style="list-style-type: none"> Public Board meeting - shareholder feedback on SOI 	<ul style="list-style-type: none"> CEO Report H&S Report 		<ul style="list-style-type: none"> Capital Projects Committee – 24 June Board Meeting – 2 July (Public Board Meeting)



Tātaki Auckland Unlimited

Enriching cultural and economic life in Tāmaki Makaurau Auckland

A Summary of Annual Results for FY 2023/24

Tātaki
Auckland
Unlimited



Tātaki Auckland Unlimited Trust Results



2.09m

ticketed attendees at
TAUT venues and events



360

events delivered by Auckland
Conventions, Venues and Events
across 11 venues



847,000+

record visitation at
Auckland Zoo



30,600

total attendance at
Auckland Live Summer in
the Square



77,158

visits over 148 days to
Guo Pei: Fashion, Art, Fantasy
at Auckland Art Gallery



76%

of Aucklanders agree that
TAUT programmes, events and
exhibitions enrich their lives



49

Net promoter score
across all venues¹



80+

Matariki events offered
across TAUT venues



**Always
Song in the water**

exhibition at
NZ Maritime Museum



8

consecutive sellout home
games for One NZ Warriors at
Go Media Stadium at Mt Smart



**Palm Oil
Scan app**

released by Auckland Zoo
in New Zealand



55%

of operating expenses funded
through non-rates revenue

Tātaki Auckland Unlimited Ltd Results



\$142m+

GDP contribution from Major and Business Events TAUL supported



340,000

spectators across nine FIFA Women's World Cup 2023™ matches at Eden Park



1800

Iconic Auckland Eats nominations received



60,000

attendees at BNZ Auckland Diwali Festival



135 Māori businesses

supported through TAUL programmes and interventions



140+

businesses from the visitor economy joined the Destination Partnership Programme



6000

delegates visited during the Amway China Leadership Seminar



125

companies in the GridAKL Innovation Network



\$351m+

attributable value of private sector investment secured



629

Film permits issued for Auckland's screen industry



He Kete Mātauranga

knowledge hub launched through Climate Connect Aotearoa

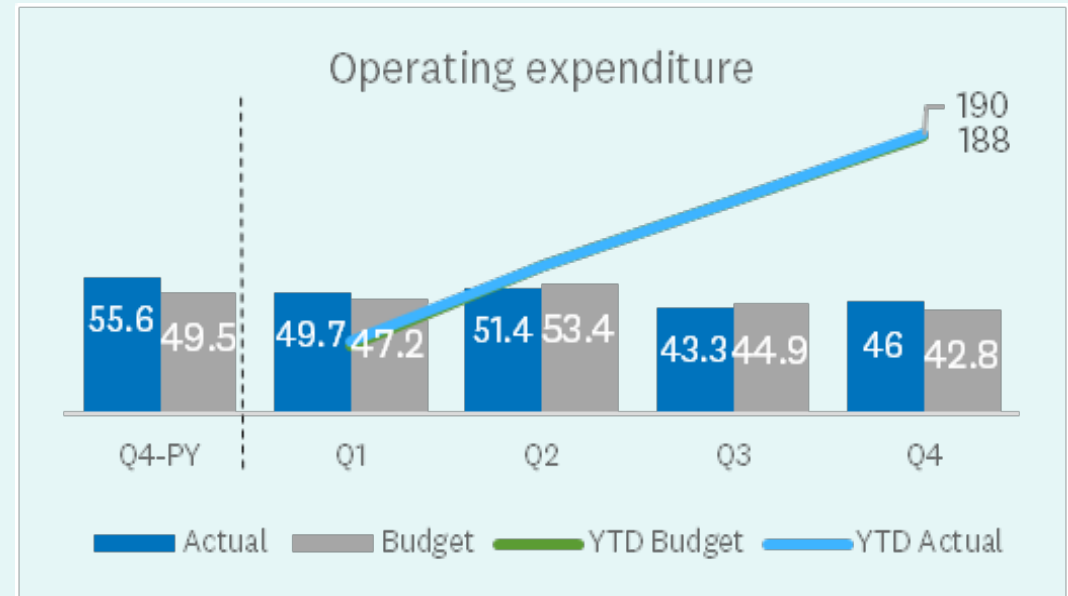
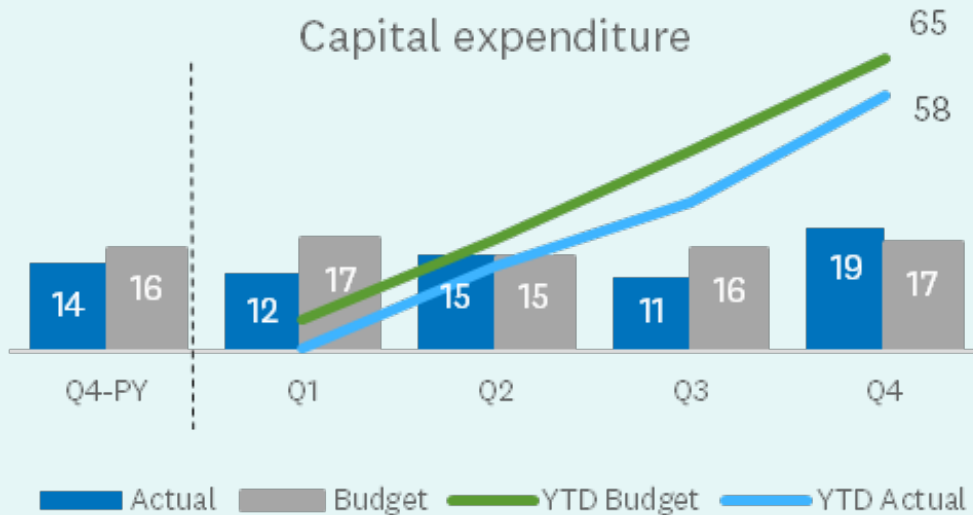
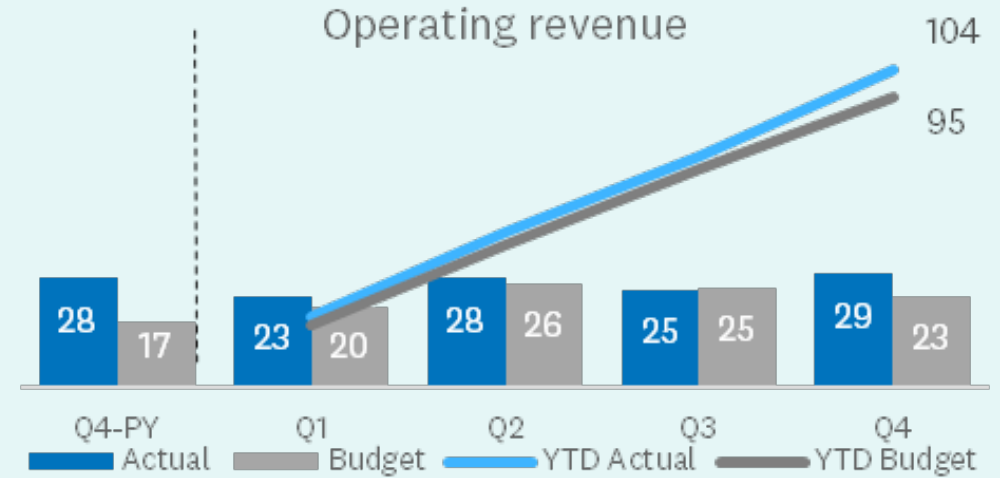


500+

lanterns at BNZ Auckland Lantern Festival

Tātaki Auckland Unlimited 2023-24 Financial Performance

- **Revenue** was above budget due to strong visitation at Auckland Zoo and New Zealand Maritime Museum, and better than expected event revenues during the year plus unbudgeted Auckland Film Studio margin during the year.
- **Costs** were slightly above budget due to the staff change (reduction of 206 FTE) implementation and additional casual staff needed for revenue-generating events, partially offset by the careful management of other expenditure. Some of the net underspend related to timing of projects is to be deferred into the new year.
- **Capital programmes** have had timing impacts during the year due to unanticipated delays. There are two specific projects where planned spend for the current year was not completed before year end, however these are committed projects that are already underway. Therefore, the unspent 2023/24 year planned expenditure has been deferred into the 2024/25 year, with no change to project costs overall.



Tātaki Auckland Unlimited KPI Performance Summary

Across 13 KPIs

- 10 have been met
- 2 have not been met, but improvements have been achieved over last year
- 1 has not been met (newly introduced target)

Highlights

- 2.09m ticketed attendance across venues
- 49 Net Promoter Score (NPS)
- \$351.9m attributable investment attracted
- \$142.8m contribution to regional GDP from major and business event portfolio – highest result ever
- 87 programmes contributing to the visibility and presence of Māori

KPIs not met:

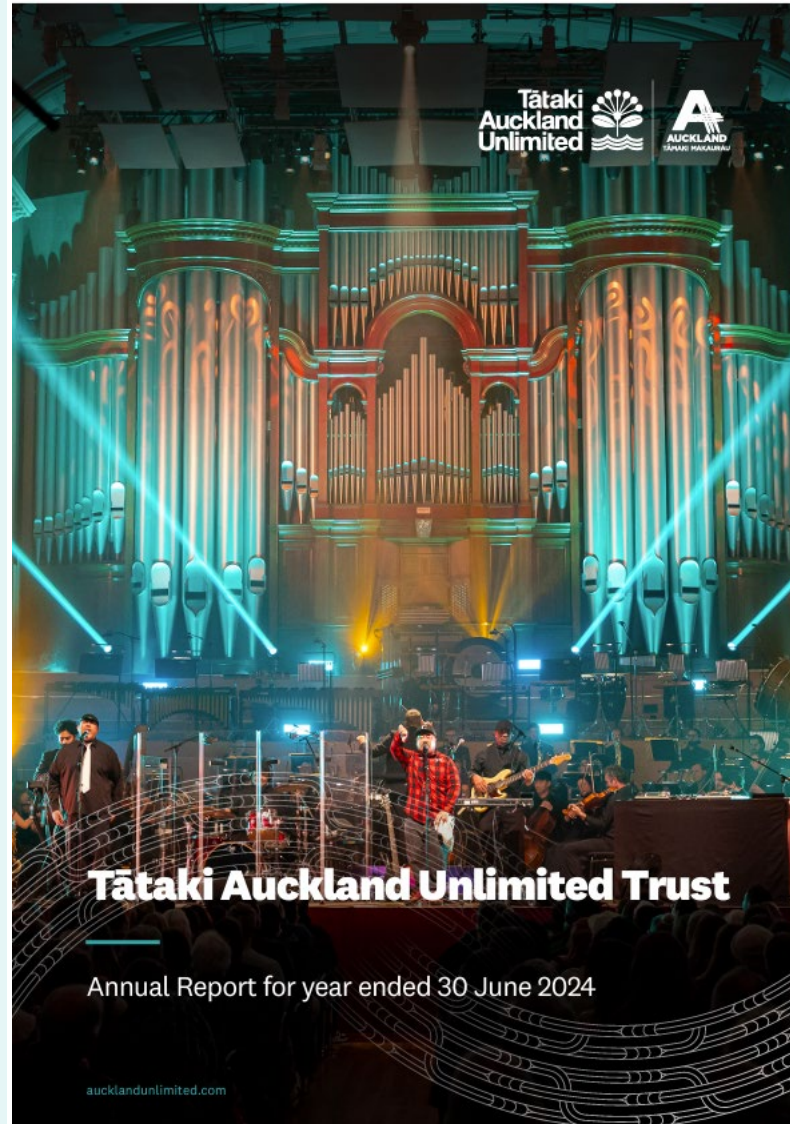
- 14.6% reduction in Category 1 and 2 greenhouse gas emissions (target 17% reduction) – significant improvement from 2022/23 (16.6% increase).
- 55% opex funded through non-rates revenue (target 59%) – significant improvement from 2022/23 (51%).
- 137,546 school children participating in educational experiences (target 163,000). New measure, impacted in part by increasing transport costs for schools.



Key performance indicators	Previous Year (2022/23)	FY Actual (2023/24)	FY Target (2023/24)	Status
The number of people who are issued tickets to attend Auckland Live, Auckland Zoo, Auckland Art Gallery, NZ Maritime Museum, and Auckland Stadiums venues and events	2.08m	2.09m	2.08m	Achieved
The number of children participating in educational experiences through TAU venues and facilities	New	137,546	163,000	Not Achieved
Percentage of Auckland residents surveyed who consider that Auckland Unlimited Trust's programmes, events and exhibitions enrich their lives	76%	76%	70%	Achieved
The number of programmes contributing to the visibility and presence of Māori in Auckland, Tāmaki Makaurau	88	87	40	Achieved
Percentage of customer complaints resolved within 10 working days	86%	93%	80%	Achieved
The net promoter score for TAU's audiences and participants	45	49	40	Achieved
Percentage change in greenhouse gas emissions against 2018/19 baseline	+16.6%	-14.6%	-17%	Not Achieved – improvement made
The percentage of operating expenses funded through non-rates revenues	51%	55%	59%	Not Achieved – improvement made
Percentage of milestones completed as per TAU Board agreed capital programme.	New	84%	80%	Achieved
Percentage of critical TAU assets in acceptable condition.	New	Benchmark set (95%)	Benchmark	Achieved
Attributable value of private sector investment secured over the year	\$325m	\$351.9m	\$100m	Achieved
The contribution to regional GDP from major events and business events attracted or supported	\$74.2m	\$142.8m	\$71m	Achieved
Number of Māori businesses that have been through a TAU programme or benefitted from a TAU intervention	101	135	50	Achieved

Tātaki Auckland Unlimited Annual Reports

The final Tātaki Auckland Unlimited Trust and the final Tātaki Auckland Unlimited Limited Annual Reports for the period ending 30 June 2024 have been published and are available on the Tātaki Auckland Unlimited website here: <https://aucklandunlimited.com/au-l-annual-reports>



Ngā mihi

Tātaki
Auckland
Unlimited



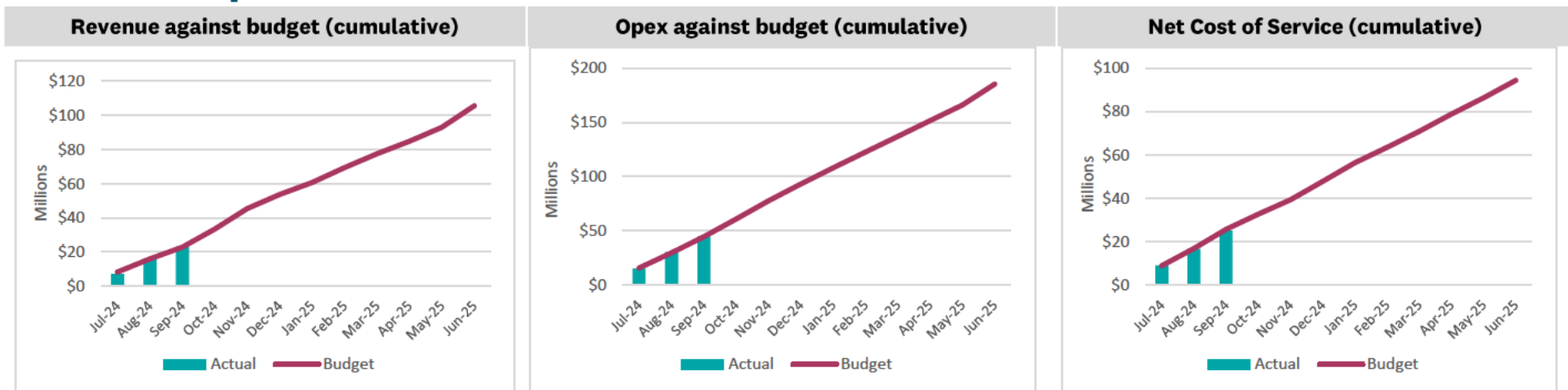
Chief Executive Report

Report to the Board of Tātaki Auckland Unlimited – 30 October 2024

1. Introduction

- Emirates Team New Zealand’s successful defence of the America’s Cup in Barcelona represents an incredible achievement of sporting excellence, leadership and innovation and the use of technology. TAU is exploring possible proposal for the next defence to be in Auckland.
- The Auckland Black Knights football franchise kicked off their inaugural game with a win at a sold out Go Media Stadium
- We have received first tranche of council analysis/advice in relation to the CCO reform work. The advice describes the rationale for the CCO model (i.e. what were the expected benefits of the model) and assesses the performance of the system against that rationale (i.e. have the expected benefits been realised) and the problem statement contained in the Mayor and Councillor’s Direction Document. We have provided feedback and expect to receive further advice relating to specific options in the coming week.
- TAU company and trust annual reports were released on 30 September, with both reports highlighting the strong performance from the previous financial year from both a financial and non-financial performance perspective.
- The Auckland Council Governing Body has deferred making a decision to transfer \$11m from TAU’s capital programme to the Maungakeikei Tāmaki Local Board for upgrade works at Waikaraka Park to support the consolidation of speedway.

2. Finance update



Revenue was **below budget** by 1% at the end of September

Opex was on budget at the end of September

Net cost of service was **unfavourable** by 2% at the end of September

3. Strategic Plan implementation

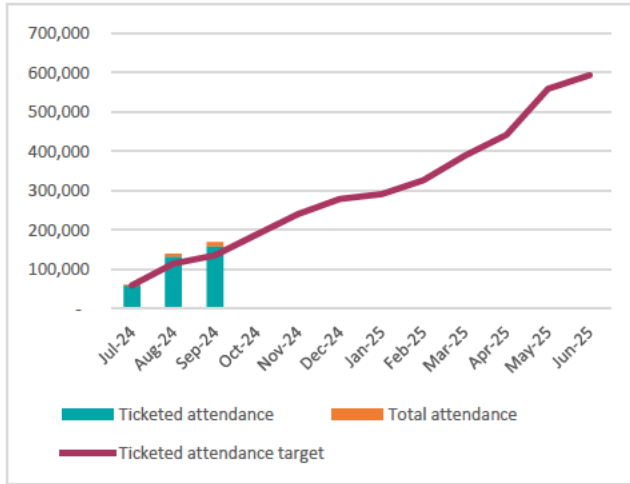
Experiences and events		
Performing Arts	Major Events	Auckland Conventions & Business Events
<p style="text-align: right;">S7(2)(f)(i),(h),(i) LGOIMA 1987</p> <ul style="list-style-type: none"> <div style="background-color: black; width: 100%; height: 100%; min-height: 150px;"></div> Auckland Live's Spring programming offer for Aotea Square showcased a return of the popular Dance-O-Mat activation, supported by the rainbow hued light installation Full Spectrum by Art Studio Vesica. The Dance O Mat Programme included free dance workshops engaging with and showcasing a diverse range of genres including Siva Samoa, Bollywood and Hop Hop. To celebrate this year's Te Wiki o te reo Māori, the Auckland Live Digital Stage was programmed each day with content celebrating Māori musicians and artists. This included content provided following the development of a new relationship with APRA AMCOS and their Waiata Anthems team, Notable Productions. Auckland Live/PAC Australia 2024 Presenter Training Programme wrapped this month completing an 8 month long programme for nine performing arts professionals from across NZ. The programme is designed to engage emerging presenters with training in the fundamentals and principles of 'being a presenter'. NZ Opera returned for its second 2024 main stage season in the Kiri Te Kanawa Theatre for the opera, Verdi's Rigoletto. Three performances were presented with <div style="background-color: black; width: 100%; height: 1em;"></div> with Saturday night selling out. Another key highlight for September 2024 included An evening with David Williams, Kiri Te Kanawa Theatre, 5452 tickets sold over four performances NZ Chocolate and Coffee Festival 2024, was held for the first time at the Viaduct Events Centre selling <div style="background-color: black; width: 100%; height: 1em;"></div> The event producer was thrilled with the result, and great feedback was received from a number of stallholders. Encanto Reo Māori, private showing in The Civic Theatre, for <div style="background-color: black; width: 100%; height: 1em;"></div> attendees. <i>Encanto Reo Māori</i> is the Māori language version of the Disney film <i>Encanto</i> and is produced in Aotearoa by Mātewa Media. 	<p style="text-align: right;">S7(2)(f)(i),(h),(i) LGOIMA 1987</p> <ul style="list-style-type: none"> BNZ Diwali Festival is scheduled for 19/20 October with more than 65,000 attendees expected. A new addition will be a light show on Auckland Town Hall with iconic images of India including the Taj Mahal. Gay Games 2030 presentation is scheduled to take place in Washington DC 25 28 October. If successful, the event is expected to generate 106,000 bed nights and a \$21m GDP contribution. The bid has also received commitment from New Zealand Major Events to invest \$5m Haka Stand as a Nation set a new Guinness World Record for the largest haka with more than 6500 participants on 29 September at Eden Park. Announcements confirming Six the Musical at the Civic Theatre, country and western superstar Luke Combs performing at Eden Park and pop star Dua Lipa performing at SPARK Arena will add to the Major Event line up for a super sized summer in the city. TAU signed an MOU with the Auckland Chinese Community Centre (ACCC) around support of the BNZ Lantern Festival – a great step forward and rewarding for the team that worked on the relationship for some time. <div style="background-color: black; width: 100%; height: 100%; min-height: 100px;"></div>	<p style="text-align: right;">S7(2)(f)(i),(h), LGOIMA 1987</p> <ul style="list-style-type: none"> ACVE delivered 42 business events across 61 event days, 25,115 attendees, net contribution <div style="background-color: black; width: 100%; height: 1em;"></div> Key events included <div style="background-color: black; width: 100%; height: 1em;"></div> Climate Change Conference 2024, Grocery Ball Awards, David Nyika Duco Boxing, One New Zealand Warriors Awards. The team contracted <div style="background-color: black; width: 100%; height: 1em;"></div> future events with an estimated future value of <div style="background-color: black; width: 100%; height: 100%; min-height: 100px;"></div> <p><u>Auckland Convention Bureau (ACB)</u> See table below for notable results.</p> <p>There are 81 future business events confirmed for Auckland (to 2029) as a result of ACB's support with an estimated future economic value of \$93m.</p> <p><u>City Wide Events Calendar</u></p> <ul style="list-style-type: none"> City Wide Events Calendar (CWC) Discussion within council continues around integration across platforms and talks are underway to incorporate more event listings to provide a more complete offering of events across the Auckland region.

S7(2)(f)(i),(h) LGOIMA 1987

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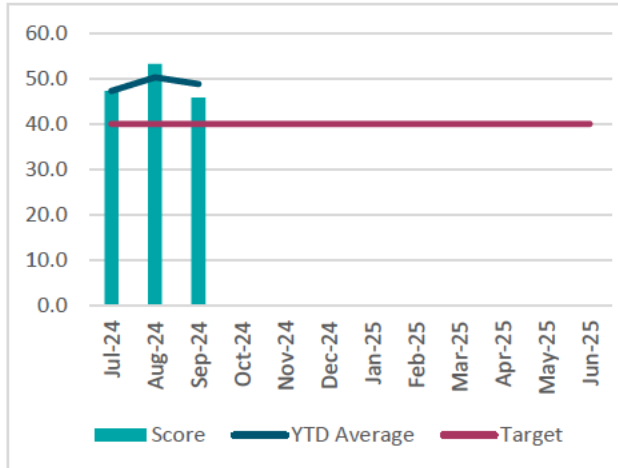
KPI RESULTS

Ticketed and total attendance Performing Arts (cumulative)



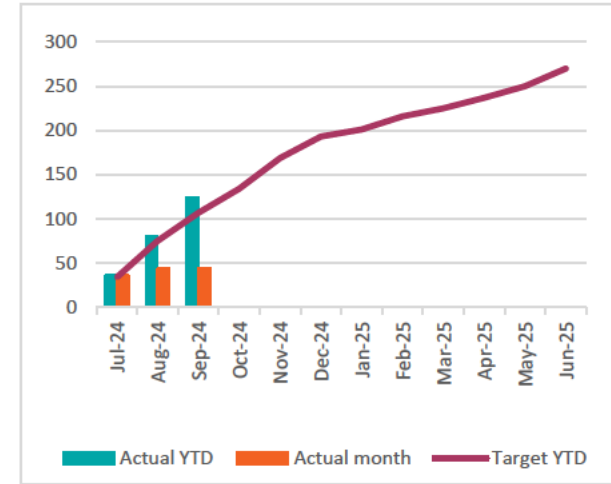
Ticketed attendance is **above target** at 158k YTD

NPS for TAU audiences and participants Performing Arts



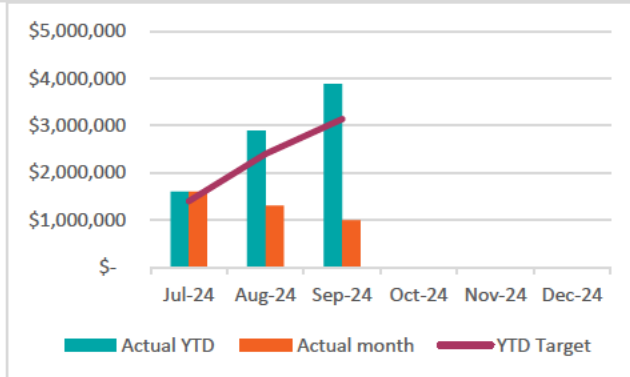
Performing Arts' YTD NPS score is tracking **above target** at 48.8

Number of Performing Arts events



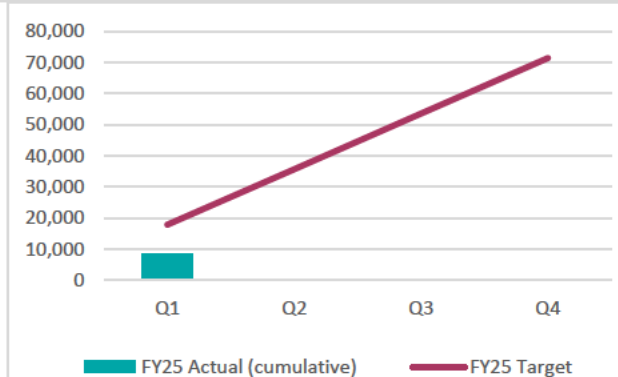
The number of Performing Arts events held (44) was **above the monthly target** of 32

Performing Arts YTD Revenue



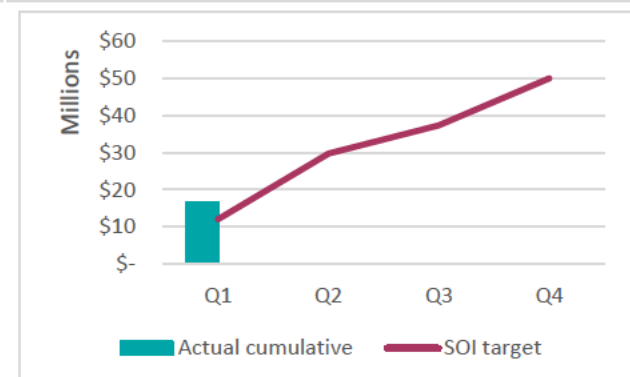
Performing Arts YTD revenue was above budget - \$3.89m against a budget of \$3.14m. Includes Director Performing Arts, Performing Arts and Presenter Services sub-units.

No. of children participating in educational experiences at Performing Arts (cumulative)



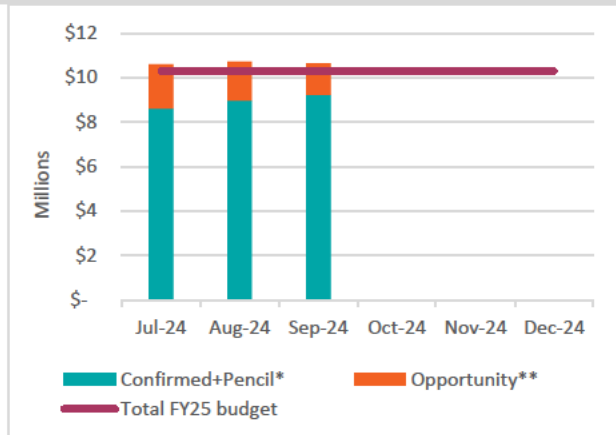
Q1 results for Performing Arts were **below target**

Contribution to regional GDP from major & business events



Q1 results are **above target** based on seven events out of nine, with two events pending evaluation.

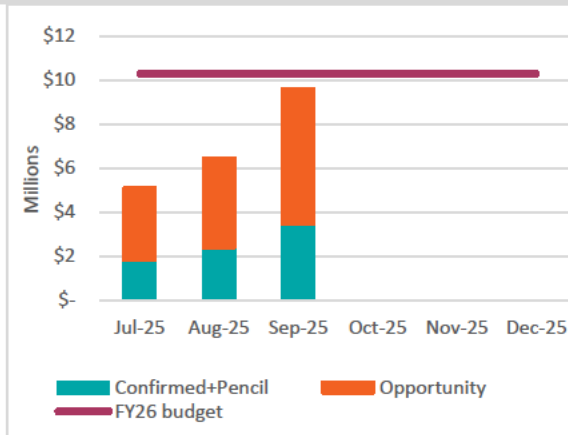
ACVE FY 2025 Forecast YE Revenue vs Budget



At \$9.23m, confirmed events are tracking -10% on the FY25 budget. Aotea Centre comprises 29% and Viaduct Events Centre comprises 46% of revenues.

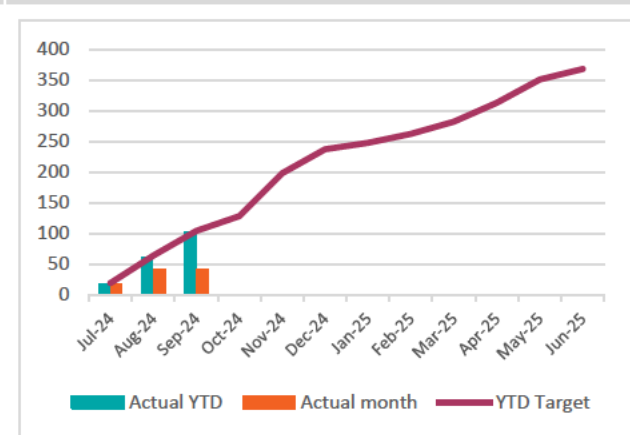
**Confirmed category includes confirmed events and 1st Pencil events - 1st in line and may proceed to contract if desired **Opportunity status is a sales enquiry or a lead (no booking space is held)*

ACVE FY 2026 Forecast YE Revenue vs Budget



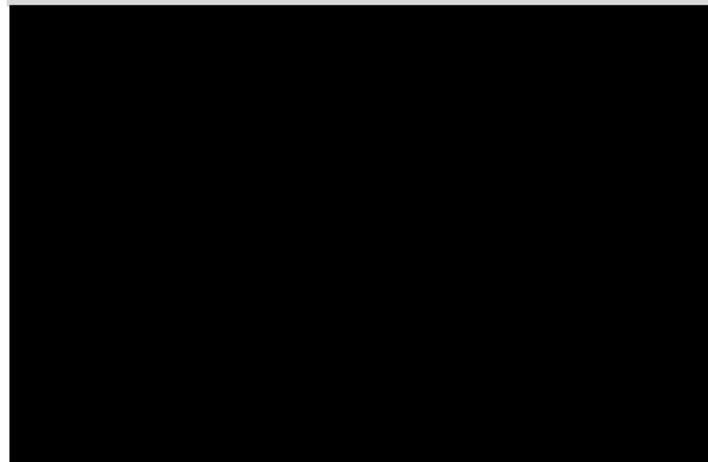
ACVE FY26 budgeted venue revenue is \$10.29m. Based on current bookings, \$3.42m of this revenue is confirmed, 33% of YTD Budget. A further \$6.19m of opportunities is in the pipeline.

ACVE Number of events (cumulative)

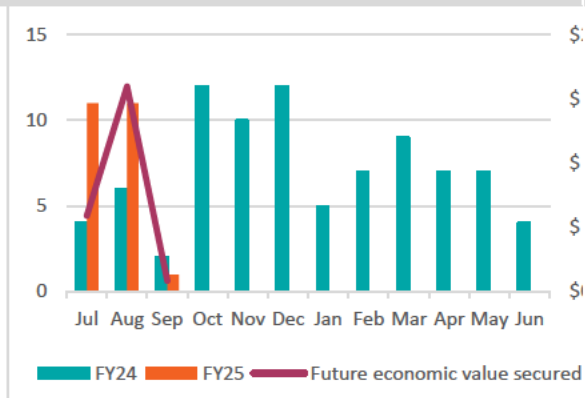


The number of ACVE events held (42) was slightly **above the monthly target** of 40 at the end of September

Auckland Convention Bureau - notable monthly results

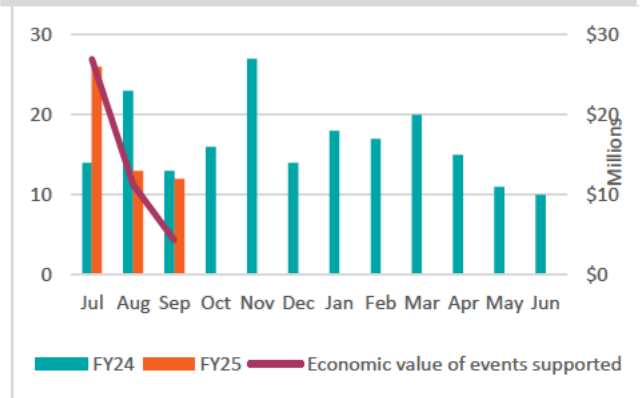


Auckland Convention Bureau - business events secured



ACB helped to secure **1 new business event** for Auckland in **September** with an estimated **\$838k** of future economic benefit to the region. The event is due to take place in 2027.

Auckland Convention Bureau - new opportunities supported



ACB generated or assisted with **12 new business event opportunities** for Auckland with dates through to 2027 and an estimated economic value of **\$4.2m** if all are secured.

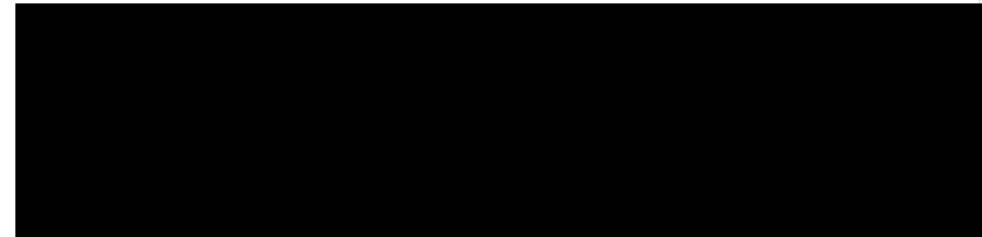
Taonga and places

Auckland Zoo

- **September visitation was 57,851**, 14.3% below budget due to persistent wet weather affecting the majority of peak (weekend) days in the month. **YTD visitation is 168,167** (5% to budget).
- **September revenue** from all sources was **\$970,000**, and YTD revenue is just 1.1% behind budget despite lower than anticipated visitation in August and September
- **Jamila (rhino)** is tracking well with her **pregnancy**. She has yet to show any signs of discomfort, and the team are keeping a close eye on her. Preparations will soon begin to baby proof the rhino house again, and the team will start conducting camera watches throughout the night in the next month.
- Due to the ongoing vestibule works in the Swamp Forest, the team needed to isolate the two gharials. Training such a shy and elusive species is quite a challenge and the team's patience and hard work has paid off, allowing staff to recall Sumpit to the back of house area as required and isolate Malu in the left hand side of the habitat.
- Zoo staff spent three days on Rangitoto Island for the quarterly lizard survey. They were joined by representatives from the Motutapu Restoration Trust and checked 14 sites each day, containing artificial cover objects made of onduline and/or bucket pit fall traps.
- Zoo staff with a team from **Ngāti Koata** returned to remote **Takapourewa (Stephen's Island)** to undertake the challenging task of creating new deep and complex rock habitat within the tuatara exclusion fence. A team of 11 (including eight Ngāti Koata and two DOC rangers) manually re positioned more than 20 tonnes of rocks of to create 60m2 of new Hamilton's frog friendly habitat.
- New primary, intermediate and adult modules were launched on Moodle (**Learning Management System**) in September with paid courses projected to go live in Q2.
- The Zoo's Kaupapa Māori Advisor participated in a new **Kākākura Māori Leaders programme** launched by Auckland Council. Participants will support future bilingual programming across the council network.
- The Zoo supported **Te Wiki o Te Reo Māori** across the site in September with new te reo Māori interpretation and bi lingual map. Feedback from staff and visitors was overwhelmingly positive and the Zoo is looking at rolling out aspects of the programme permanently.
- **2903 visitors joined conservation learning sessions** onsite and a further 276 people joined online sessions.
- Progress continues on **smaller capital projects**: Perimeter Hardening Project, support aviary, Swamp Forest Vestibules and the Australian Bush Track These projects are all expected to be completed prior to the summer holiday period
- The Zoo continues to progress prioritised **HPAI mitigation** measures for potentially vulnerable animal care facilities.
- Preparation of the **new elephant facility at Monarto Safari Park** in South Australia continues, with the Zoo's Team Leader of Elephants, taking a lead role in the

Auckland Art Gallery Toi o Tāmaki

- **September visitation was 31,314** and we are tracking well against our full year target of 500,000.
- **Exhibitions**; The heritage wing of the Gallery reopened with the final section of *Taimoana-Coastlines* in the Grey Gallery, and *Ngā Taonga Tūturu: Treasured Māori Portraits* in the newly renamed Te Kawau Gallery, both celebrated with blessings during the month. This is the first time all Gallery spaces have been open since February 2023.
- Hosted international judge of the Walters Prize and associated events including artist award dinner on 27 September and sold out lecture.
- **Learning**; Inaugural student exhibition (age 16-18), for Pat Hanly Creativity Awards, opened with a festive Young Gallery Night in collaboration with Dance Studies and Elam School of Arts (University of Auckland) and Fashion (Whitecliffe). The exhibition continues to attract secondary school students and their families (30 Aug 2024 – 13 Oct).
- Final lectures for the ARTH734 Art Writing and Curatorial Practice course, a pilot postgraduate Art History paper, with the University of Auckland.
- Hosted and presented in the International Teaching Artist Conference
- Library and Archives Manager Philippa Robinson received a LIANZA travel grant to visit art libraries in Melbourne and Hobart.



- **Programmes**; events delivered in celebration of Te Wiki o Te Reo Māori including Waiata Manahau and te reo tours of new *Ngā Taonga Tūturu | Treasured Māori Portraits* exhibition.
- Successful blind/low vision and NZSL tours of Aotearoa Contemporary and Walters Prize exhibitions.
- Hosted Young Members Women Artist Mingle (first time) and a Modern Women Curator Tour. Both fully booked and great engagement.
- Delivered programme as part of 2024 Auckland Heritage Festival.
- **Retail**: Sept 2024 was 9.2% higher than 2023 and 16.1% higher than 2022.
- The customer conversion rate for Sept was the best in 20 months and is 13% higher than the 2024 monthly average.

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LGOIMA 1987

delivery of the build. The project remains on course for a November transfer of Burma.

- Aotearoa Contemporary content is performing well (29% of sales) along with exhibition merch (28% of sales).
- MHM research released: the Gallery shop is a key attractor for visitors (3rd highest reason to visit)

New Zealand Maritime Museum

Auckland Stadiums

- Research for the Whāia Te Ao Māori (to walk alongside a Māori world view) project has concluded, with a draft report received by the steering committee. The steering committee continues to work with independent research company Tū Ohu Collective to finalise this document and its recommendations
- The Digital Hub team has entered final tranche of work for 2024 working with Howick Historic Village. The application for funding the 2025 programme has been lodged with NZ Lotteries, and a result is expected in November.
- Work continues on the upcoming exhibition, *Into Ocean and Ice*, which will open in late November, in partnership with Antarctic Heritage Trust. Work has also begun on the next two exhibitions: the first examining the health and changes to the natural environment in the Hauraki Gulf since human arrival in Aotearoa; and the following to focus on a review of traditional practice across the Pacific, in partnership with Lagi-Maama.
- In a major milestone for NZMM, the offsite collection storage move has completed its exit from the site in Avondale, which has been handed back to the landlord. This key step removes the time pressure component from the project, with focus now shifting to bedding into the new collection storage facility. This also allows capacity for the collections team to return to more BAU work, and NZMM will be lifting its collecting moratorium.
- NZMM saw a capacity crowd for one of the most important events in calendar, Merchant Navy Day, with the keynote given by the President of the NZ Maritime Union.
- NZMM hosted the annual conference of the Australasian Institute of Maritime Archaeologists, the first time this event has been held in New Zealand for five years. In addition to the approx. 60 attendees, multiple NZMM staff were invited to attend the sessions held in the Maritime Room.
- The NZMM Director recently attended the biennial conference of the International Congress of Maritime Museums international professional body. The congress, in its 52nd year, hosted more than 200 delegates from 40 countries. Vincent, who has been on the executive council since 2019, was elected Vice President at this year's annual general meeting.

- September was a quiet event month with a total of 71.5 events days, less than half the YTD monthly average. In large part, this reflected the transition between winter sport activity and summer sport / entertainment activity. North Harbour Stadium hosted the highest level of activity with 50.25 events days. Overall attendance across the three stadia was 20,208 with North Harbour Stadium the busiest with 8877 patrons.
- Listen In, hosted at Go Media Stadium at Mount Smart on 4 October, heralded the start of the new concert season. A large scale electronic dance music event, [REDACTED] It was the fourth iteration of the Australian based festival at the stadium. [REDACTED] the event ran smoothly, building on the learnings of previous years.
- The quiet event period has enabled a wide range of capital works to be undertaken, particularly at Go Media Stadium. Works completed in October include: new HVAC system in the One NZ Warriors offices, renewals of the drainage and paving at Gate C and the D Zone, renewal of structural elements of the West Stand roof, and waterproofing throughout the corporate suite balconies.
- Auckland FC hosted two warm up matches at Go Media Stadium to assist their squad's familiarity with the venue ahead of their inaugural A League match on 19 October against the Brisbane Roar. [REDACTED]
- On 16 October, there was a blessing and unveiling of a new 60m mural that has been installed in the East Stand tunnel at Go Media Stadium. The mural is a significant piece of work that represents the past, present and future of Rarotonga / Mt Smart. The funding of the project was a joint initiative of Auckland Stadiums, the One NZ Warriors, and Auckland FC.

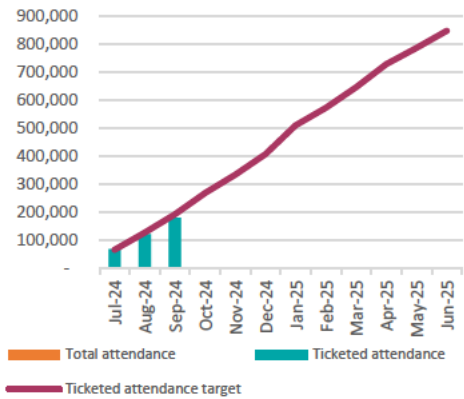
S7(2)(f)(i),(h),(i)
LGOIMA 1987

<p>Integrating Auckland's cultural institutions</p> <ul style="list-style-type: none"> • Council is leading work to consider potential changes to the legislation for Auckland War Memorial Museum (AWMM), MOTAT and the Auckland Regional Amenities Funding Board. A political working group led by Deputy Mayor Simpson is considering potential legislative change options, working in collaboration with MOTAT and AWMM. • There has been a meeting between representatives of TAU, including the Board Chair, and the MOTAT Board, to discuss potential further collaboration and desired outcomes from the working group process. • The final report was presented and adopted at the September Governing Body meeting of Auckland Council. • Further work will be undertaken by council staff on exploration of potential structural change, and TAU staff will work within the framework of the adopted report to seek additional collaboration in the sector in the near term. 	<p>Film Studios</p> <div style="background-color: black; height: 150px; width: 100%;"></div> <p>S7(2)(f)(i),(h),(i) LGOIMA 1987</p>
<p>Aotea Arts Quarter</p> <ul style="list-style-type: none"> • There is ongoing consideration of how to develop and activate Aotea Square and surrounding area (Quarter) in preparation for the opening of CRL. Discussions with: <ul style="list-style-type: none"> a) RCP and MRCB on the Symphony build and Bledisloe House (BH), including RCP creating a public activation on the ground floor of BH with TAU and Heart of the City to show the development of the area; b) Eke Panuku update on their plans for Queen St properties and next steps for progressing development as an action in the City Centre Action Plan. 	<p>Western Springs Precinct</p> <div style="background-color: black; height: 150px; width: 100%;"></div> <p>S7(2)(f)(i),(h),(i) LGOIMA 1987</p>
<p>Single Operator Stadiums Auckland (SOSA)</p> <ul style="list-style-type: none"> • <div style="background-color: black; height: 30px; width: 100%;"></div> 	

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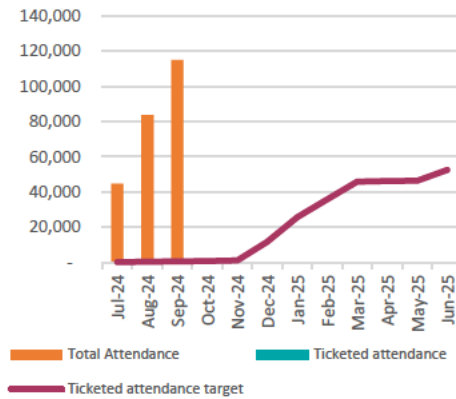
KPI RESULTS

Auckland Zoo ticketed and total attendance (cumulative)



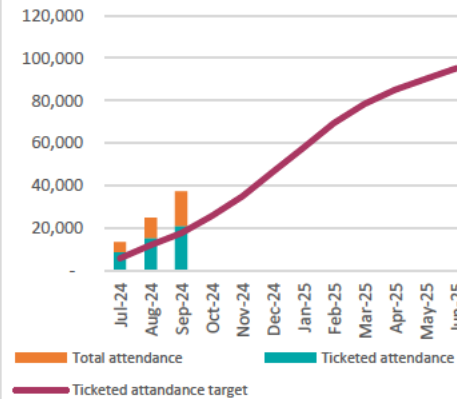
The Zoo's ticketed attendance is **below target** at 178,000 YTD

Auckland Art Gallery ticketed and total attendance (cumulative)



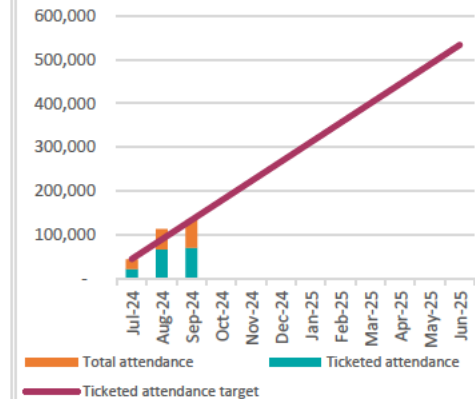
The Gallery's ticketed attendance is **above target** at 760 YTD. The next ticketed exhibition opens in December.

NZ Maritime Museum ticketed and total attendance (cumulative)



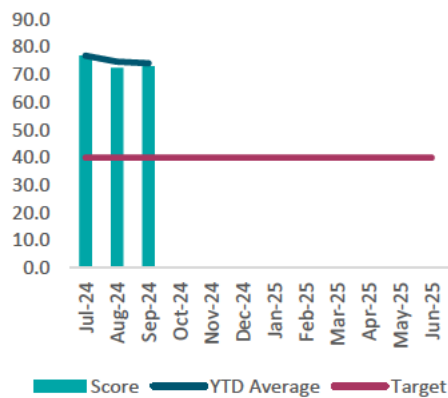
The Museum's ticketed attendance is **above target** at 20k YTD

Auckland Stadiums ticketed and total attendance (cumulative)



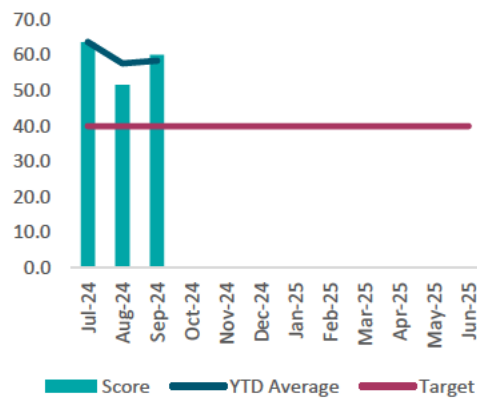
Auckland Stadiums' ticketed attendance is **below target** at 70k YTD

Auckland Zoo NPS



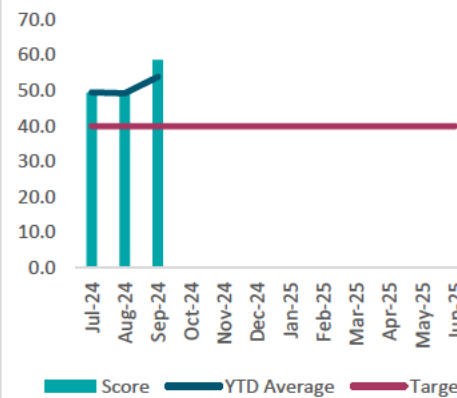
The Zoo's YTD NPS score is tracking **above target** at **74.2**

Auckland Art Gallery NPS



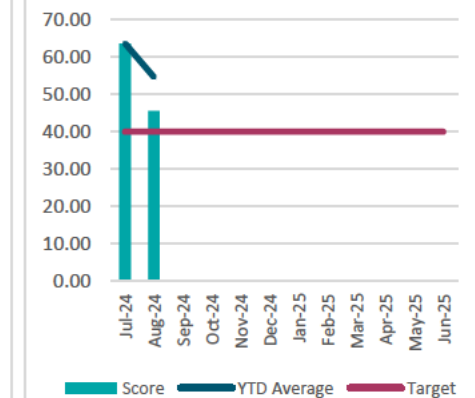
The Gallery's YTD NPS score is tracking **above target** at **58.4**

NZ Maritime Museum NPS



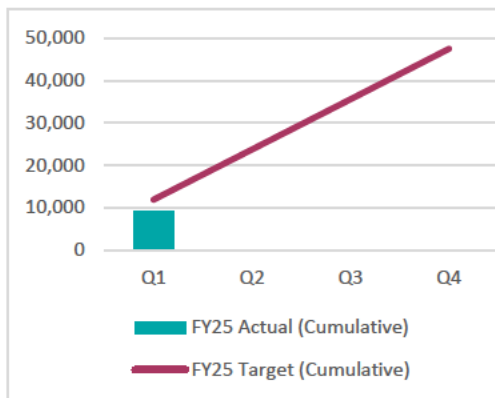
The Museum's YTD NPS score is tracking **above target** at **53.9**

Auckland Stadiums NPS



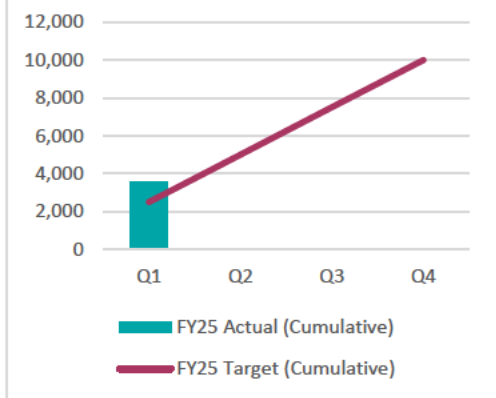
Auckland Stadiums' YTD NPS score is tracking **above target** at **45.6**. No events were measured in September.

No. of children participating in educational experiences at Auckland Zoo (cumulative)



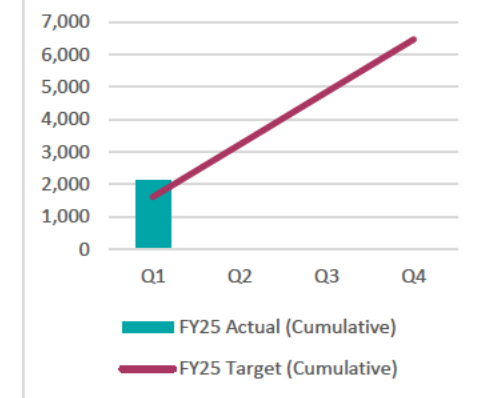
Q1 results for the Zoo were slightly **below target**

No. of children participating in educational experiences at Auckland Art Gallery (cumulative)



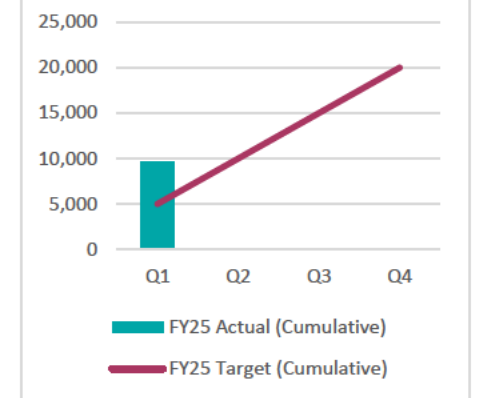
Q1 results for the Gallery are **above target**

No. of children participating in educational experiences at NZ Maritime Museum (cumulative)



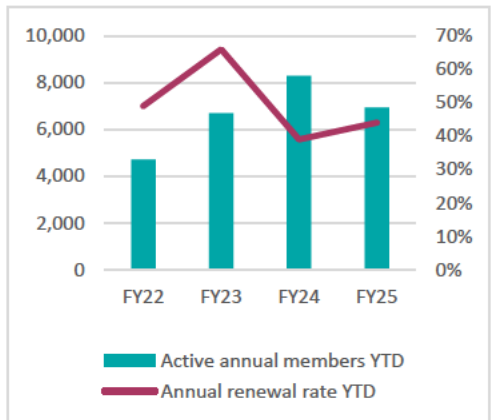
Q1 results for the Museum are **above target**

No. of children participating in educational experiences at Auckland Stadiums (cumulative)



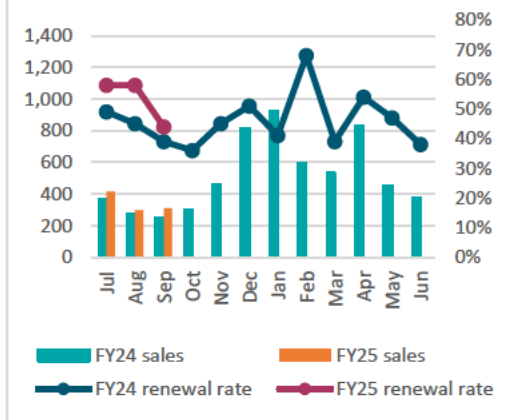
Q1 results for Stadiums are **above target**

Annual Auckland Art Gallery membership



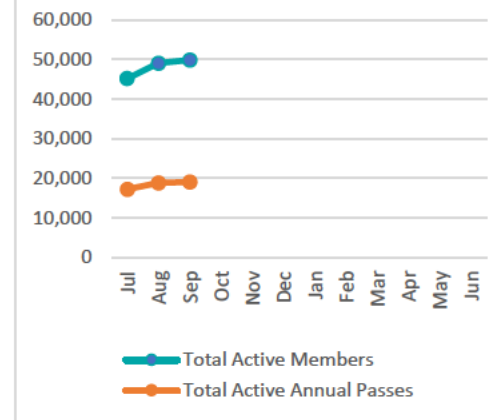
The Gallery's YTD average renewal rate is 53% and there are 6937 active members at month end

Monthly Auckland Art Gallery membership



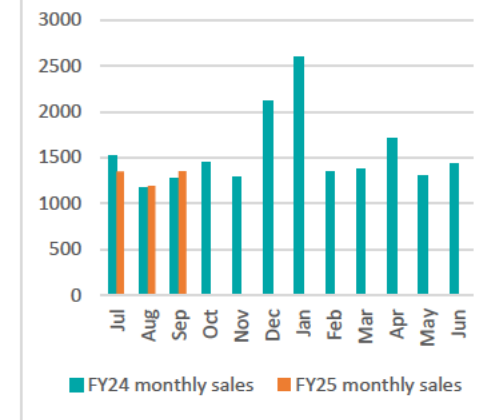
The Gallery's monthly renewal rate was 44% in September and 310 memberships were sold

Annual Auckland Zoo membership



At the end of September, the Zoo had 19,019 active passes and 49,869 active members

Monthly Auckland Zoo membership



1348 Zoo memberships were sold in September, slightly more than in September last year (1261)

Auckland's prosperity

Visitor Economy

- **Destination Partnership Programme (DPP)** The 2024/25 year programme has 129 committed financial partners investing approximately \$2.07m The DPP Advisory Group meeting on 18 October will be piloting the AI transcription functionality as a User Case for Auckland Council and TAU ICT.
- **Trade Activity:** NAM Roadshow Mar/April 25 successful applicants have been advised Risk has been identified that ZQN participation lower than anticipated due to economic and other roadshows taking place in market
- **Trade marketing** Interview for Business Development Manager Western Market complete offer underway. Partner Activity 2 Easy campaigns launched with 80+ operators deal from Auckland Rotorua. Auckland deals are all DPP partners. Phased campaign activity with ANZCRO (Inbound operator AU) & KarryON (Travel Publication) Qantas promo code and Qantas Holidays campaign landing page.

Māori Tourism

- **Destination Think** Tāmaki Makaurau makes global list for travel innovation for World Tourism Day 27 Sept. In partnership with Destination Think, TAU took the opportunity to recognise the significant work Tūpuna Maunga Authority with recognition alongside 99 other global travel innovation initiatives.
- **Nga manu korero - National Speech Contest:** Event listing promoted on Discover Auckland: <https://www.aucklandnz.com/events/nga-manu-korero-nga-whakataetae-a-motu-2024> plus a collection of experiences promoted on Discover Auckland for visitors to the competition: <https://www.aucklandnz.com/collections/nga-manu-korero-2024>
- **Treasures of Tāmaki Makaurau** - Correspondence has gone out to all 19 iwi informing them about project. Engagement started with 1:1 hui with interested iwi. Whariki promoted the submissions process and an approach to evaluation panel representatives is underway. Proposed launch date 27 November.

Screen & Creative

- **Te Puna Central Hub** - capital fitout programme approved and well underway former Whoa! Studios, now Te Puna Central Hub. Operating model first tenant confirmed [REDACTED] and other tenant attraction ongoing [REDACTED] Sir Bob Harvey supporting the wider investment programme and engaging stakeholders to build momentum about the potential for the surrounding (precinct) area. Māori Outcomes (Council) funded Māori creative skills academy and business growth programme options developed.
- High-level stakeholder engagement and client care continued in the lead up to Amazon MGM Studios' **The Wrecking Crew** 10-week shoot It is the largest facilitation project undertaken by Screen Auckland, as it is largely a location shoot (also using 2 studios incl. AFS for small amount of shoot). Otahuhu is the largest set-piece stunt location across a week, with major coordination involving the local board, FENZ, AT

Economic Transformation & Investment

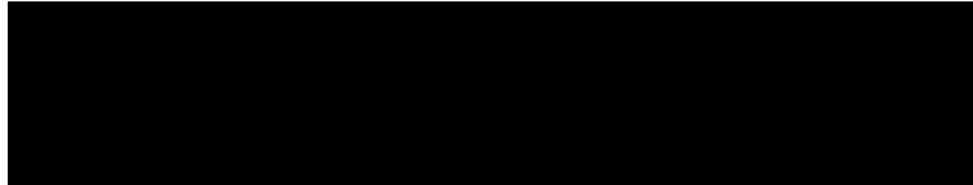
- **Pacific Economic Insights Series** he event, delivered in partnership with MBIE, and insights paper [Glimpses into Tāmaki Makaurau Auckland's Pacific Economic Future](#) took place on 7 October with an excellent line up of speakers including Minister of Economic Development The conclusion of [Project Ikuna](#) a groundbreaking government funded, TAU delivered in work training programme was featured. It has seen more than 3500 Pacific workers from about 360 Tāmaki Makaurau businesses upskill during work hours to become future ready.
- The work on an economic masterplan for **north west**, led by Kainga Ora and convened by TAU, is paused due to various changes happening across local and central government agencies. It was planned to be delivered by November. A good part of the economic mapping work is concluded, however more work on spatial integration into the economic story is required The tentative delivery month is now April next year
- **Auckland Investment Summit** this has been postpone to the second half of this financial year

- New investment enquiries include [REDACTED] New query re Singapore and re Delaware based lithium and lead acid battery recycling plant looking for an Australasian Hub. [REDACTED]

Tech & Innovation

- **Announced partnership between GridAKL and Denver Economic Development & Opportunity.** The 'city2city' agreement positions Auckland as a global tech city and boosts support for the startup ecosystems in both cities. Denver is home to 47 New Zealand tech companies.
- **GridAKL Propel Scholarship programme** #2 complete. Three Fintech startups with high growth potential supported into the hub.
- Hosted diplomats from US, Canada, Japan and Australia Hosted Shanghai Municipal Bureau of Data delegation Hosted NASA delegation round table with Aerospace Auckland companies. Hosted Newmarket Innovation Precinct team.
- **Startup Aotearoa programme** (funded by Callaghan Innovation) continues to support entrepreneurship in September with 61 x founders engaged with GridAKL Advisors. NPS score of 90 overall.

and Business Associations Positive feedback received from community at filming location client



- **Sites and Places of Significance to Mana Whenua** – Governing Body approved going out for public consultation on proposed Unitary Plan change. This went live on the council’s website, supported by comms from . Ongoing discussion with mana whenua
- **UNESCO City of Music** A cross council group has formed to improve Auckland’s music ecosystem with benefits for city centre industry, visitor attraction, venues and all involved. Considering proposal for economic analysis and mapping by author and expert on the role of music in cities, Shain Shapiro who visited New Zealand in August.

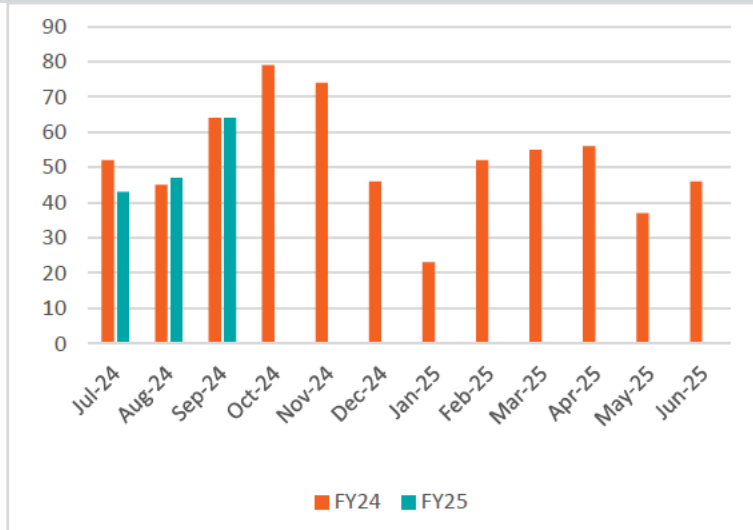
- **Delivered Tech24 careers showcase** in partnership with MOTAT, TechStep, NZTech and Ministry of Education to 255 rangatahi from 7 Secondary schools and 2 Alternative Education Services in south Auckland.
- Industry focussed capability programmes delivered **GridAKL Bootstrappers** breakfast, **Startup Ecosystem Enablers session #6** on critical success factors for scaling startups, GridAKL Lunch & Learn (climate theme).
- **Tech Tāmaki Makaurau Industry Advisory Group** session x 13 tech leaders. Round table discussion on challenges and opportunities for Auckland’s tech sector growth
- The GridAKL Innovation Network continues to grow with 131 companies/854 individuals at GridAKL, 17 companies/52 individuals at Click Studios, 5 companies/30 individuals at GridMKNK 4 companies/9 individuals at Reserve.

Climate Connect Aotearoa – the innovation hub and the economic stream of climate activity is moved to a Sustainability section.

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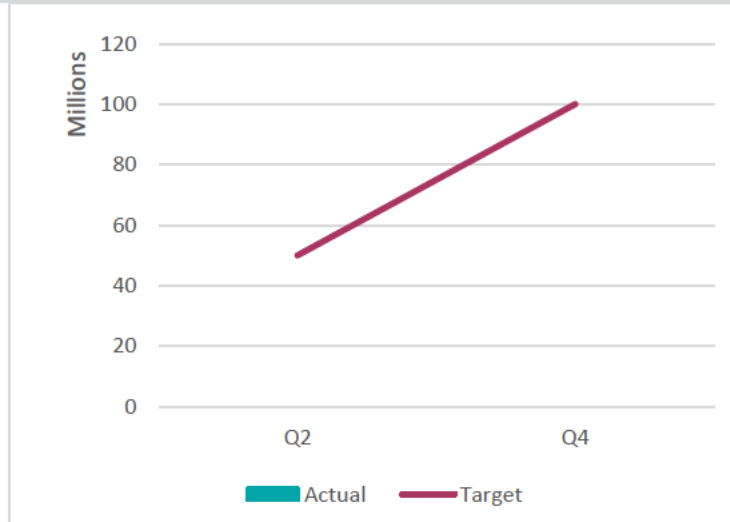
KPI RESULTS

Screen permits processed



The numbers of permits processed in September (64) is exactly the same as September last year

Attributable value of private sector investment secured



Results reported bi annually.

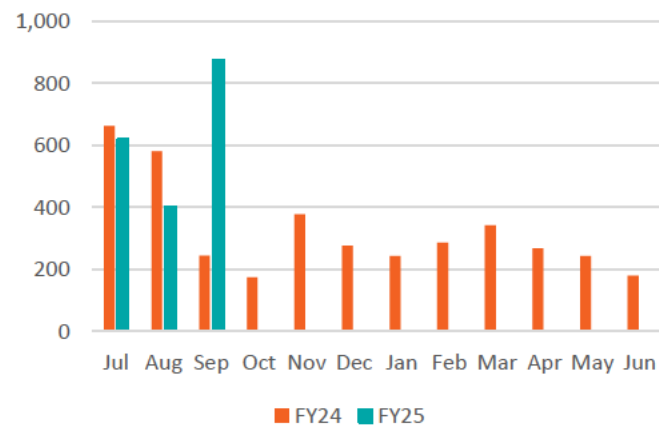
Auckland's reputation

Destination	Events	Cultural Organisations
<ul style="list-style-type: none"> • Australian 2 Easy trade campaign with RotoruaNZ saw DM sent to 7688 Anzcro agents with 28.5% open rate and 10.28% CTR • 100% of 2 Easy Qantas flight coupons redeemed with 7.5% increase in Qantas Holidays bookings for Auckland and 11% YOY increase in nights booked. <p>Tourism Famils and Media (DPP)</p> <ul style="list-style-type: none"> • Hosted Australian Vogue online. Why a dash across the ditch to Auckland is the ultimate mini break (reach 3.5 million) More results in October. • Hosted Australian online lifestyle media Latch which also wrote from Buzzfeed with resulting article: Why New Zealand's Biggest City Changed My Thoughts On Travelling Alone (4.8m reach, Tastemaker article still to come. • Content Creator @AndyEscapes hosted in September and published his content on TikTok 201.3K followers / Instagram 433K followers covering Urban Oasis themes. • The Latch Instagram Reel: 13 Things You Can Squeeze Into An Auckland Weekend (Angeline Barion) 13.5k reach. • Content Creator Nathsway Instagram 192k followers, TikTok 150k followers • Travel Weekly Auckland and Rotorua launch '2 Easy' campaign to attract Aussies 101k reach 	<ul style="list-style-type: none"> • Moana Auckland media partners, Mediaworks and Go Media, have been successfully retained for Year 2. • SailGP ticket sales partner media release with strong media pick up across news, radio, online. • Major Diwali marcomms prep including marketing, media, stakeholders, hosting • Always-on summer season promotion highlighting major events (LOTR stage show, ASB Classic, SailGP, Moana Auckland, Synthony and destination messaging was briefed to key agencies. • The Gay Games video bid was submitted with a TAU bid team presenting in Washington in October. • Direct marketing activity continued to build registrations for ACB's Unleashing the Potential of Business Events to be held in November • Phase One of the ACB Meet My Auckland awareness campaign saw 222k+ video views, 1m+ impressions and 2027 landing page clicks. • Supported 44 Auckland Live commercial clients, incl <i>Lord of the Rings – A Musical Tale</i>, <i>Matilda the Musical</i>, <i>SIX the Musical</i> & Te Wiki o Te Reo Māori Language Week • Auckland Live digital outcomes 16 DM, open rate: 32.5%, \$26k in direct revenue. Paid and organic social drove \$12k & AL Google Ads: drove revenue of \$31k & 626 new database sign up • ACVE website received 12,012 users and 115 enquiry form submissions. • Published Upper Mezzanine, The Cloud for hire on ACVE website. Paid social, google ads Meeting Newz full page and eNewsletter advertising • ACVE working with Te Puna team to consult and support on venue hire marketing. 	<ul style="list-style-type: none"> • FY24 Auckland Art Gallery visitor research shows the marketing campaign for Guo Pei effectively increased visits by NZ-based Chinese from 9% to 17% for the 12 month period. Emotional brand equity high at 58. • Support for the final month of NZMM's Sentinel sees digital, outdoor, radio and print ads in market, along with marketing for the well attended <i>Sentinel</i> talks • The Gallery garnered 108 individual media mentions with an audience reach of 7.5m. Highlights included the Walters Prize winner, launch of Te Kawau gallery and coverage relating to senior conservator Sarah Hillary's retirement. • Marketing effort for Auckland Zoo focused on The Edge Weekend's Learning Online sponsorship, October's go live on Conservation Learning campaign and planning for a wellbeing brand campaign for November. • September saw Zoo garner 102 dedicated media pieces including the Tasmanian Devils' arrivals, rhino pregnancy, school holidays programme 'keeper for a day' and caring for t kahē and critically injured sea turtle. • Auckland Stadiums media announcement with NZ <i>Herald</i> celebrating the numbers behind sellout Warriors season audience reach of 365k Partner release confirming North Harbour Stadium as the home Super rugby playing venue of Moana Pasifika audience each of 373k

Auckland brand and reputation	Economic development	Discover Auckland platform
<ul style="list-style-type: none"> • Auckland Playbook and Auckland Elevator Pitch: Updating and refreshing playbook document and supporting video for the playbook and presenting elevator pitch to partners • Studio highlights: TAU Annual Highlights Reel, City Centre Investment Prospectus, Auckland City of Music Pere Wihongi Video Story, TAU Values Te Reo explainer videos, NZ Maritime Museum School Holiday Activity Book, Auckland Live Dance o mat event deliverables, GoMedia Stadium Hero reel. • Corporate: produced and listed two annual reports (Limited and Trust) on external website; strategic media release highlighting the value delivered to Auckland amid CCO reform (garnering 194 dedicated media mentions); strategic eDM sent to 800+ key stakeholders including annual highlights reel and supported 3 x LinkedIn posts – all enhancing brand and reputation. <div style="background-color: black; height: 200px; width: 100%; margin-top: 10px;"></div>	<ul style="list-style-type: none"> • Screen AKL, Website & comms announcing <i>The Wrecking Crew</i> shared. Developed story for NZ film Mārama along with Minecraft assets Shared to film database council permit changes <i>The Wrecking Crew</i> production announcement generating 33 pieces of media coverage across radio, print and online with an audience reach of \$1.75 million • Auckland Pacific Economic Insights paper shared on Teu Le Vā webpage and emailed to all guests MarComms supported the successful inaugural event • Auckland Investment Summit postponement communications to internal and external stakeholders, and delegates sent. • Launched city centre investment prospectus • CCA: SME Adaptation platform announcing New Challenge webpage and news story published. Platform and content development for launch Feb • Revised Tech Auckland website and video now live Communications support for the Denver (DEDO) x GridAKL City2City partnership • Communications support for launch of Our Sustainability Story and TAU's Toitū certifications. 	<ul style="list-style-type: none"> • Auckland Pass value proposition developed to progress to next phase of research and commercial modelling • Content strategy delivered • First newsletter sent via Salesforce Marketing Cloud, automation of data flow for new subscribers completed • Performance testing on the infrastructure complete. Recommended enhancements planned

KPI RESULTS

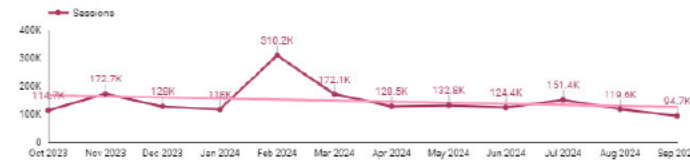
Media coverage mentioning TAU



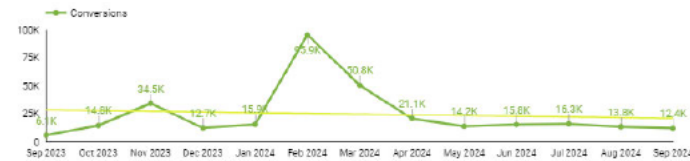
The **109% increase** reflects a higher number of events & campaigns and extensive coverage on annual reports and CCO reform. Other topics included the world's haka record, Pearl Jam to tour at Go Media Stadium, the Gallery's Walters Prize winner, Sail GP tickets for sale, the Zoo's pregnant rhino & Tasmanian Devils, The Wrecking Crew film and State of the City report Y2. **NB** highest number of mentions ever.

Discover Auckland Platform Performance

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



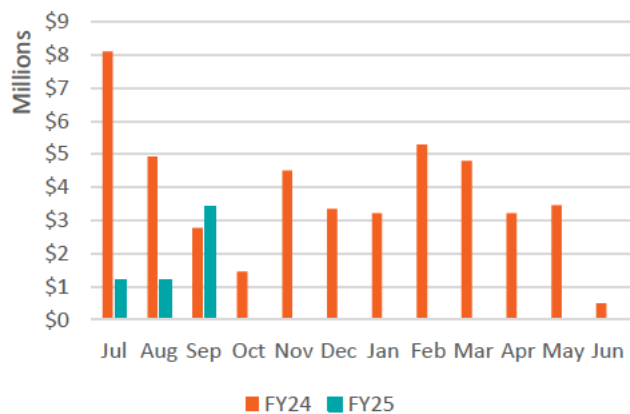
Conversions: The number of referrals/links to 3rd party sites, file downloads, form submissions and Login/Sign up to accounts that have occurred over time.



1.8m sessions across the last 12 months. The increase in sessions for Sept 2024 vs Sept 2023 is 90%. Decrease in sessions in Sept 2024 vs August 2024 is due to 'Happiness is' being out of market.

In September, top operator referrals were Gravity X, Sea Life Kelly and Wētā Workshop Unleashed. Top event links were NZ Chocolate and Coffee Festival 2024, HAKA – Stand as a Nation, *Matilda The Musical*

Equivalent Advertising Value (EAV) of TAU media coverage



The **148% increase** in EAV (compared to last month) aligns with the higher number of media clips achieved. In addition to the many TAU-led announcements, TAU's annual reports sparked discussion about CCO reform, major events and the visitor/bed tax.

Top Cities - 1 September - 30 September 2024

City	Country	Total users	Total Users as %	Sessions	Sessions as %
1. Auckland	New Zealand	41,795	54%	49,565	55%
2. Christchurch	New Zealand	6,151	8%	6,642	7%
3. Sydney	Australia	4,146	5%	4,811	5%
4. Wellington	New Zealand	3,961	5%	4,293	5%
5. Melbourne	Australia	3,091	4%	3,580	4%
6. Brisbane	Australia	2,199	3%	2,566	3%
7. Hamilton	New Zealand	1,637	2%	1,778	2%
8. Tauranga	New Zealand	757	1%	829	1%
9. Whangarei	New Zealand	519	1%	567	1%
10. Rotorua	New Zealand	406	1%	443	0%

Top 10 cities remain same as July. Auckland users increased in Sept to 54% vs 51% in August. Rotorua moved into top 10 in September.

Note: Our new media service (from July 2024) rates equivalent advertising value (EAV) differently to our previous provider and therefore results are not directly comparable with last year.

Climate change and environmental sustainability

Climate Change and Sustainability (General Update)

- **Cross cutting:** A 10-point Sustainability Plan has been developed for BNZ Diwali Festival 2024. This plan aligns to TAU’s Climate Change & Environment Strategic Plan, focusing on promotion of low-carbon transport, nature, climate resilience, climate education, waste management and many other areas. Advisory for the development of NZEA [sustainable events platform](#). This platform is available externally and can be used as a resource by TAU’s events kaimahi
- **Reporting:** TAU’s annual, voluntary publication *Our Sustainability Story* was prepared for release in late October. TAU’s climate related disclosure information was finalised and sent to Auckland Council.

See the bi-monthly dashboard for progress updates on TAU’s Climate Change and Environment Strategic Plan.

Te Tāruke-ā-Tāwhiri: Auckland’s Climate Plan (Economy Priority)

Action E2: Climate Connect Aotearoa (CCA)

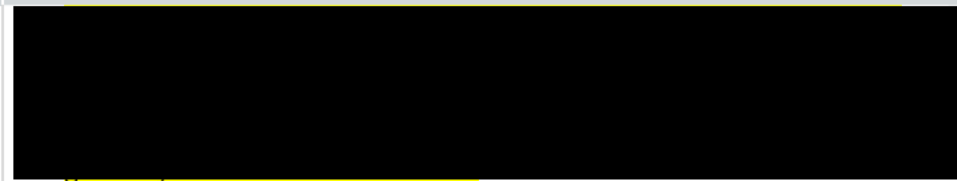
- **Energy:** Installation of solar panels for the community energy sharing challenge was complete in September. Preparation of a ‘Power Innovation Pathway’ application to the Electricity Authority, following regulatory exemption discussions. Continued development of the community battery research. Scoping of a freight challenge with industry to address the need for fuel switching.
- **Built environment - green jobs pilot:** Ongoing review of the pilot’s investigation and analysis report, with next steps to be confirmed.
- **Adaptation planning platform:** A part time digital content specialist has been hired to work on the platform. Development of marketing campaign plan; editing of key theme videos and core guidance; and publication of the co design news story on CCA’s website. The platform has been developed in collaboration with SMEs, including pakihi Māori and a range of key partners and experts across government and industry.
- **Mātauranga Māori & Climate Innovation Hui:** Planning is underway for the 2024/25 event in March. Planning includes identifying financial support from potential partners. The hui interview videos on He Kete Mātauranga were promoted on LinkedIn.

Māori outcomes

Kia ora te Umanga | Māori Business, Tourism and Employment

- **Māori Outcomes Fund Māori Economic Innovation Hubs:** LTP MOF investment of \$3.36m over three years for Māori Economic Innovation Hubs was confirmed in May. The funding will increase investment in two existing hubs. ReserveTMK in east Auckland (\$600k over three years) and Te Ngahere [GridMNK] (\$900k over three years) in Manukau. These hubs are operated by Mā āwaka organisations and focus on innovation and entrepreneurship. Following TAU Board approval of the MOF Funding Agreement with Auckland Council in late September, investment agreements with the hub operators have been signed and the first payment will be made in October. Additionally, a new hub, sitting within the GridAKL network, will be established at Te Puna Creative Innovation Quarter in Te Kōpua, Henderson. Funding of \$1.8m over three years. is partnering with Te Kawerau ā Maki on development of the hub. Work is underway on programme design including engaging delivery partners, with programmes commencing in 2025. The MOF investment in hubs included \$60,000 over three years to develop and deliver a kaupapa Māori evaluation framework for the hubs that appropriately measures value and impact. The RFP was issued on 11 October and is for services in two phases: 1. Development of a kaupapa Māori evaluation framework due end of January 2025; 2. Scalable approach to

Kia ora te Ahurea | Māori Identity and Culture



Contributions towards other strategic priorities of Kia Ora Tāmaki Makaurau

- **Houkora Joint Governing Body presentation:** At the 23 September meeting of the Houkora Joint Governing Body meeting, the Director Māori Outcomes and Director Economic Development, supported by the Chair of the Māori Engagement Committee, provided an update on engagement with Iwi and Hapū on the proposed Unitary Plan change for filming on Sites and Places of Significance to Mana Whenua. The presentation was well received by the group.
- **Whāia te Ao Māori: Enhancing te ao Māori representation and engagement at the New Zealand Maritime Museum (NZMM) Hui te Ananui.** The draft report has

gathering data and insights, analysis and reporting as well as knowledge transfer to TAU team. Analysis and reporting will run across the remaining 2.5 years of funding.

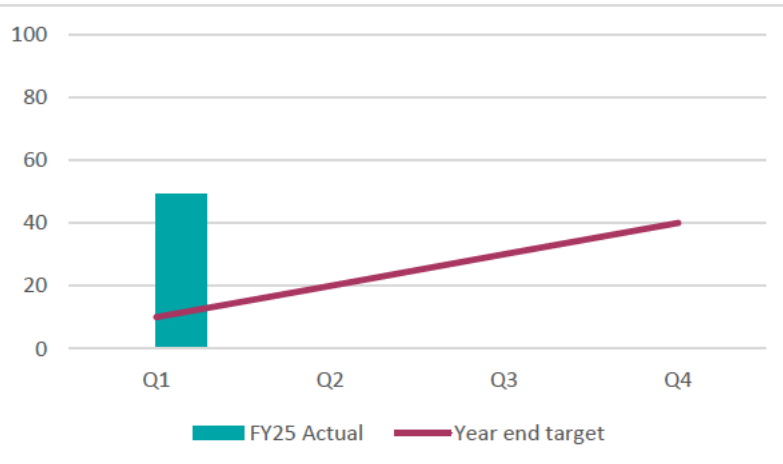
- Filming on Sites and Places of Significance to Mana Whenua:** been engaging with Iwi and screen industry on a proposed Auckland Unitary plan change that would enable temporary filming (up to 30 days) as a permitted activity on SPSMW that are council controlled public places. received feedback from 11 iwi, which informed the wording of the draft plan change. The plan change was publicly notified by Auckland Council on 26 September, with submissions closing on 24 October. A draft SPSMW film permit process has also been developed in collaboration with iwi/hapū and this will continue to be refined as the plan change goes through the hearing process.
- TAU Māori Economic Development Strategy Action Plan:** The draft report will be finalised over the next month in readiness for sharing with the Māori Engagement Committee at its November meeting.
- Social Procurement:** Discussions have been held with council and TAU Procurement and Amotai to identify opportunities for targeted performance improvement to TAU's supplier diversity objectives, as well as improved measurement and reporting data.
- Tūpuna Maunga Authority Collaboration:** TAU has partnered with Destination Think to recognise the significant work Tūpuna Maunga Authority is doing to restore the cultural significance of Tāmaki Makaurau Auckland's maunga. As part of Destination Think's 100 Travel Innovations initiative, the maunga have been included in the Cultural Preservation category.

been received and is under consideration by the project team and Museum and Māori Outcomes leadership.

- Cultural Capability:** The purpose of this initiative is to establish a Māori Outcomes cultural capability learning ecosystem that supports, resources, and evaluates Māori responsiveness capability and capacity within TAU as a critical enabler for delivering Te Mahere Aronga, 2024-26 Tangata Tiriti Treaty People are engaged to deliver Te Tiriti workshops, and they have been very well received by kaimahi. The next workshop is in late October. TAU will look to continue these into 2025. A contract is now in place with Haemata Limited for development and delivery of online foundational cultural capability training for TAU kaimahi in FY2025 (and subsequent years). The focus of the online modules is twofold: How to be an Ally; and Te Tiriti o Waitangi. The content of both courses will be tailored to TAU kaimahi and to Tāmaki Makaurau. The development phase has commenced, and we hope to deliver to a small pilot group late in 2024 before rollout to most TAU kaimahi in 2025. The online modules will complement the workshops delivered by Treaty People.

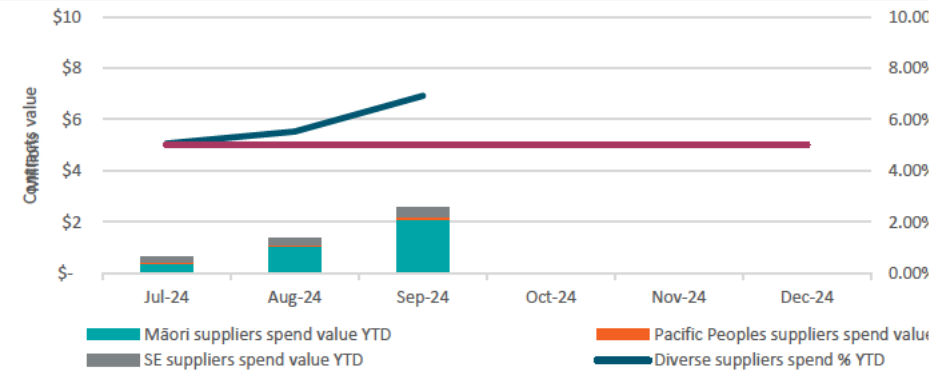
KPI RESULTS

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



Q1 results are above target

Percentage of goods and services spend on diverse suppliers (Māori suppliers, Pacific Peoples suppliers, Social Enterprise Suppliers)

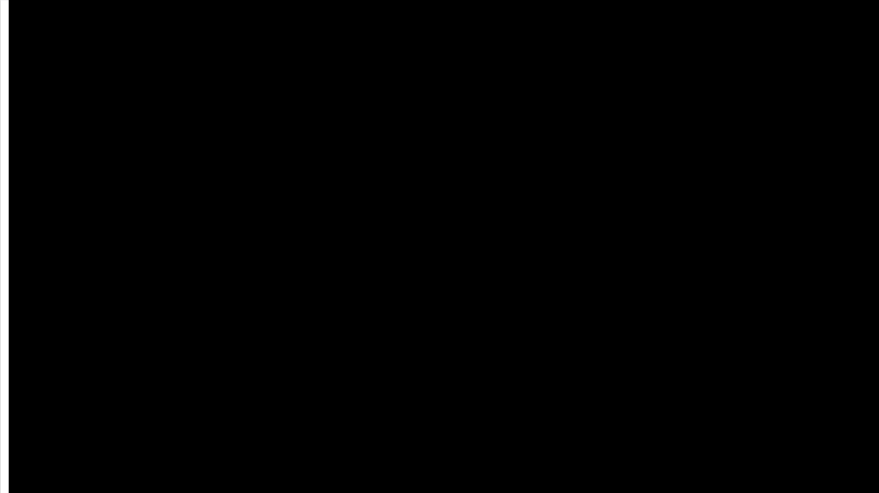


TAU's diverse suppliers spend % is **on track** at 6.92% against 5% target. The majority of the total diverse suppliers spend value was with Māori suppliers at the end of September (83%).

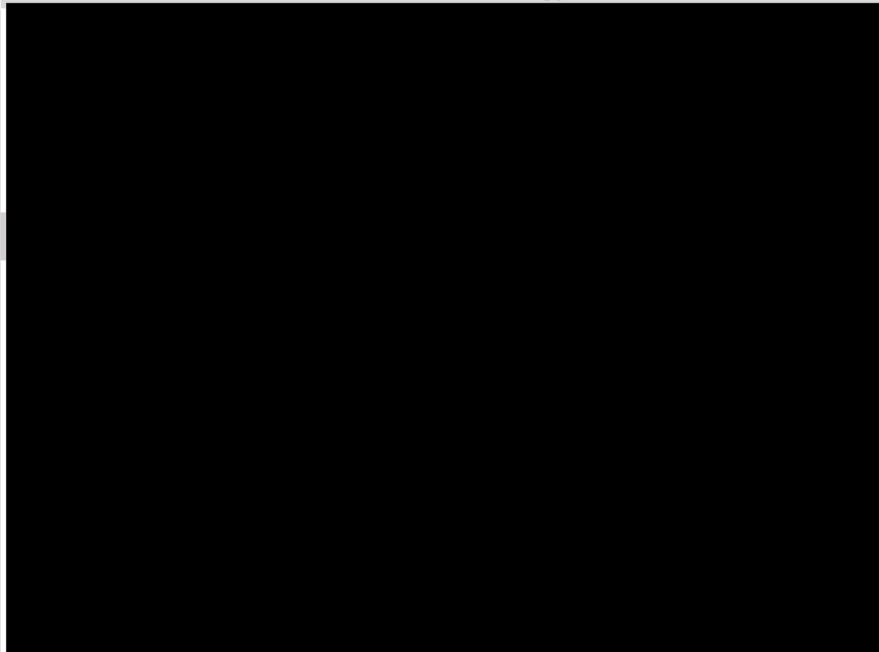
Māori and Pacific Peoples suppliers are defined as organisations which have at least 50% Māori or Pacific Peoples ownership (100% ownership if sole-proprietorship/trader). Social enterprises are purpose-driven businesses that trade to deliver positive social, cultural, economic and environmental outcomes.

Enabling activity

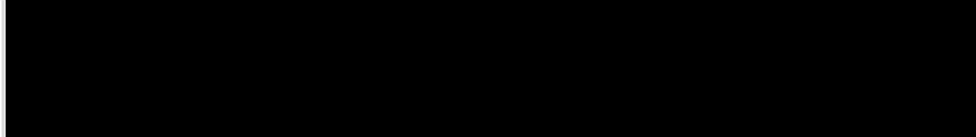
Group Shared Services (GSS) Implementation



Commercial Revenue & Partnership Strategy



ICT Enhancement



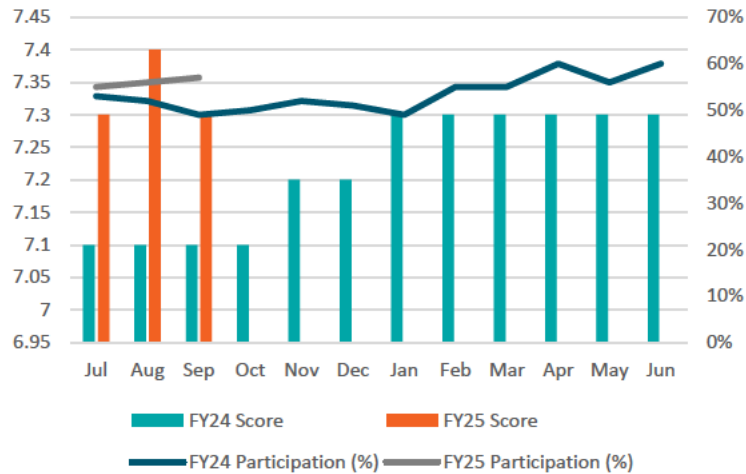
- **Council core infrastructure** council team going to provide TAU with their agreed SLAs with core infrastructure vendors such as Vector, so there is a common understanding of how long we may be without for example network connectivity in a customer facing scenario.
- **AI** - following a meeting with GSS to explain some of the TAU marketing team's use cases, they have agreed to take the lead on negotiation of a Chat GPT license for the Group, however in the meantime TAU users of the paid service will not be blocked from using the full functionality of the tool. In addition, TAU will trial the transcript functionality in Teams. The AI user group will meet for the first time next month, community of practice with regular think tanks to lift TAU's organisational AI maturity, embed AI into daily workflows, showcase existing use cases, create shared prompts, and identify new opportunities. They'll also share learnings and promote best practices across TAU.
- Good progress has been made on TAU's **Data** Governance framework, and the roadmap is firming up, covering activities across data culture, governance, quality, delivery of the Dexibit, in tandem with a number of quick wins for data quality for online sales in the Gallery and Health and Safety reporting. A specific roadmap is being developed to develop standardised, consistent, automated finance reports pulling data from TAU's Enterprise data platform. TAU will attend GSS Data workshops this month to help provide a current state view across the Group to the GSS Board.
- **CRM** project continues to deliver automated marketing journeys for the Zoo, work is starting on these now for the Gallery, along with a CRM solution for Grants and Sponsorship and Tourism, which should reuse the ACB/DPP solution. Technical discovery work has commenced to bring Ticketmaster customer data into Datacloud alongside the cultural organisations customer data. Personalisation use cases have been identified and enterprise wide solutions assessed.
- The team is undertaking a number of projects for **Stadiums** including a lost property solution and supporting with the implementation of Turnstiles.
- Refer to CE sub reports in Resource Centre for Customer Strategy/CRM/eDM benefits dashboard.

Risk

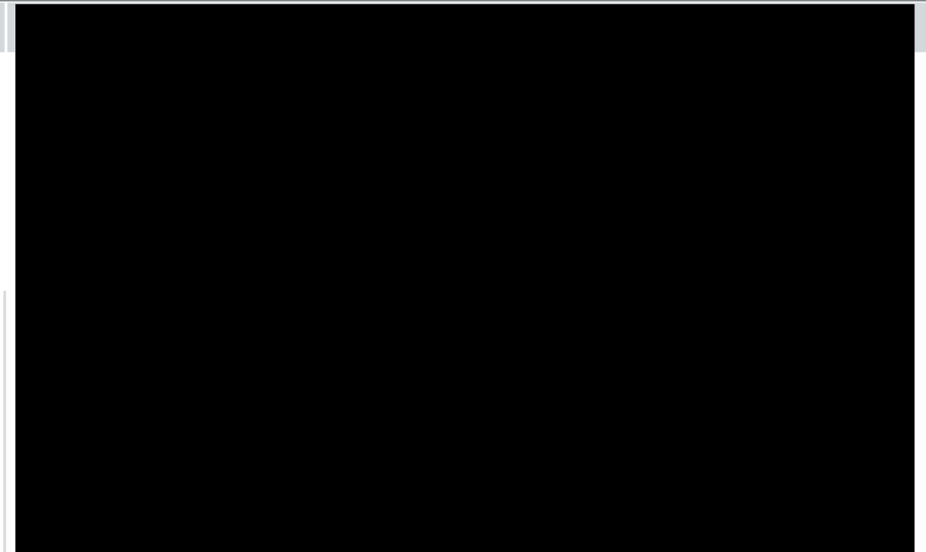
- A copy of the August 2024 presentation to Auckland Council Audit and Risk Committee has been included in the Board Resource Centre (Action Point 7).

KPI RESULTS

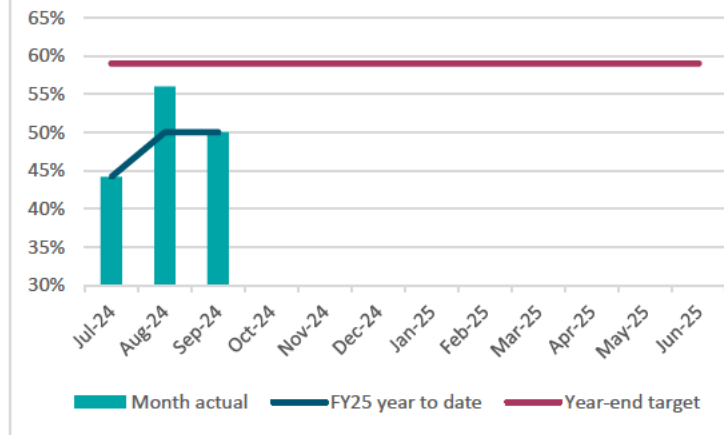
OfficeVibe engagement score and participation



Participation has increased slightly this month to 57% and the engagement score has decreased to 7.3.

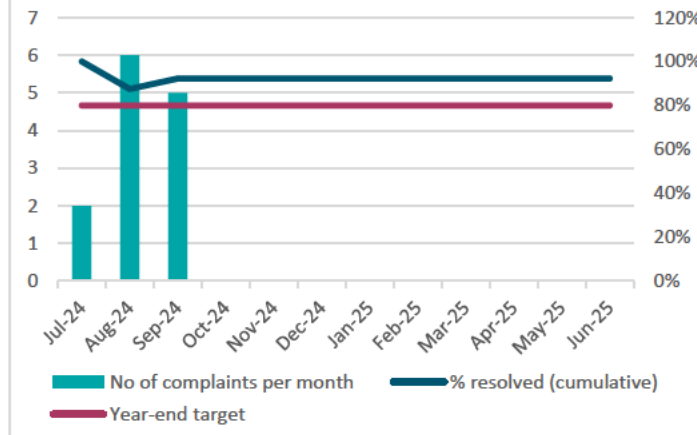


% expenses through non-rates revenue



At 50%, the year to-date percentage of expenses funded through non-rates revenue was **below target** of 59% at the end of September.

% of customer complaints resolved within 10 working days



92% of complaints had been resolved within 10 working days YTD. **On target.**

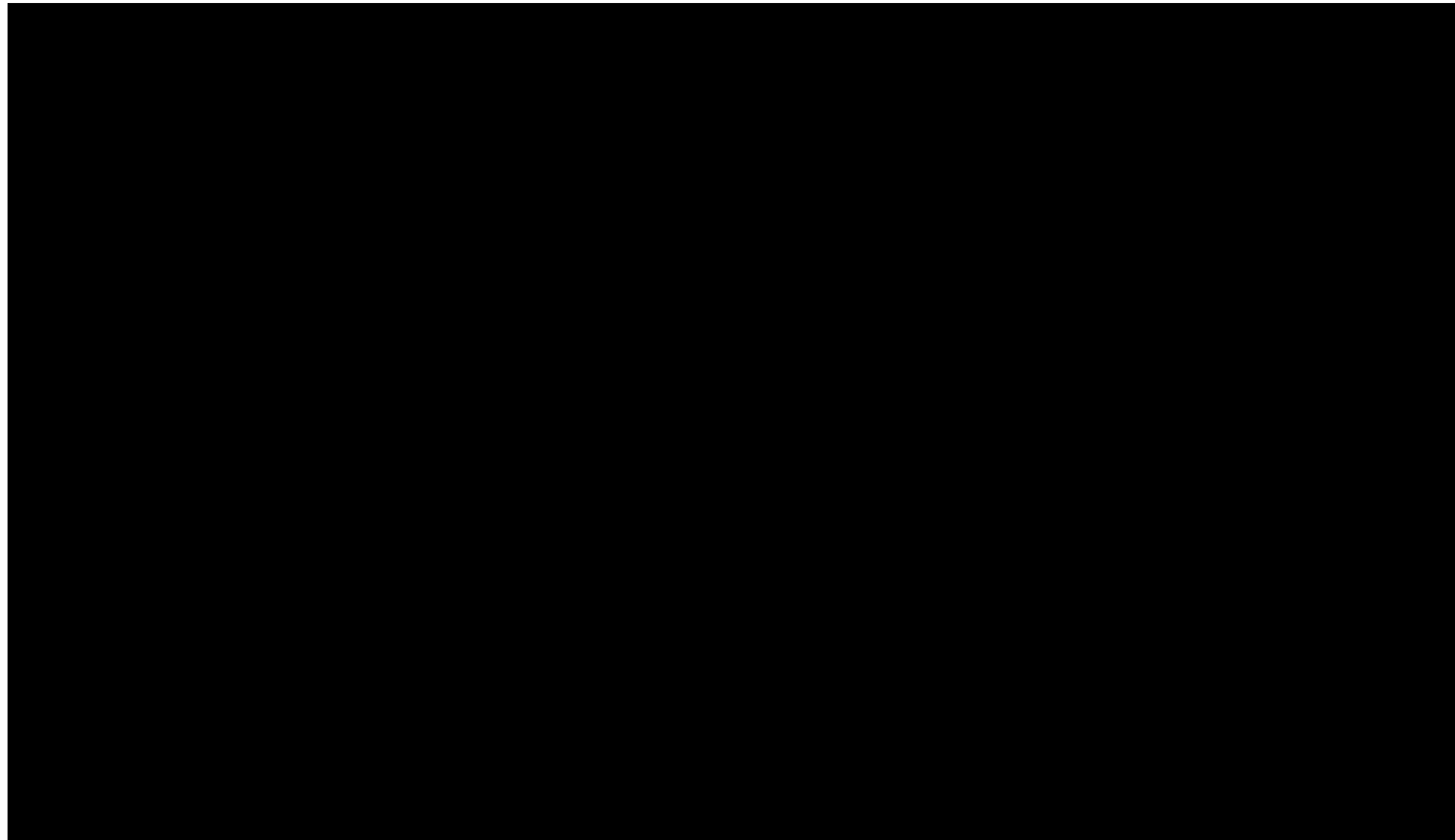
Schedule of Appendices

1. **Cybersecurity Dashboard** (Monthly)
2. **TAU calendar** (Monthly)
3. **Major Events project status** (Monthly)
4. **Climate Change & Environment Strategic Plan Dashboard** (Bi-monthly – included next month)

4. CE sub-reports in Resource Centre

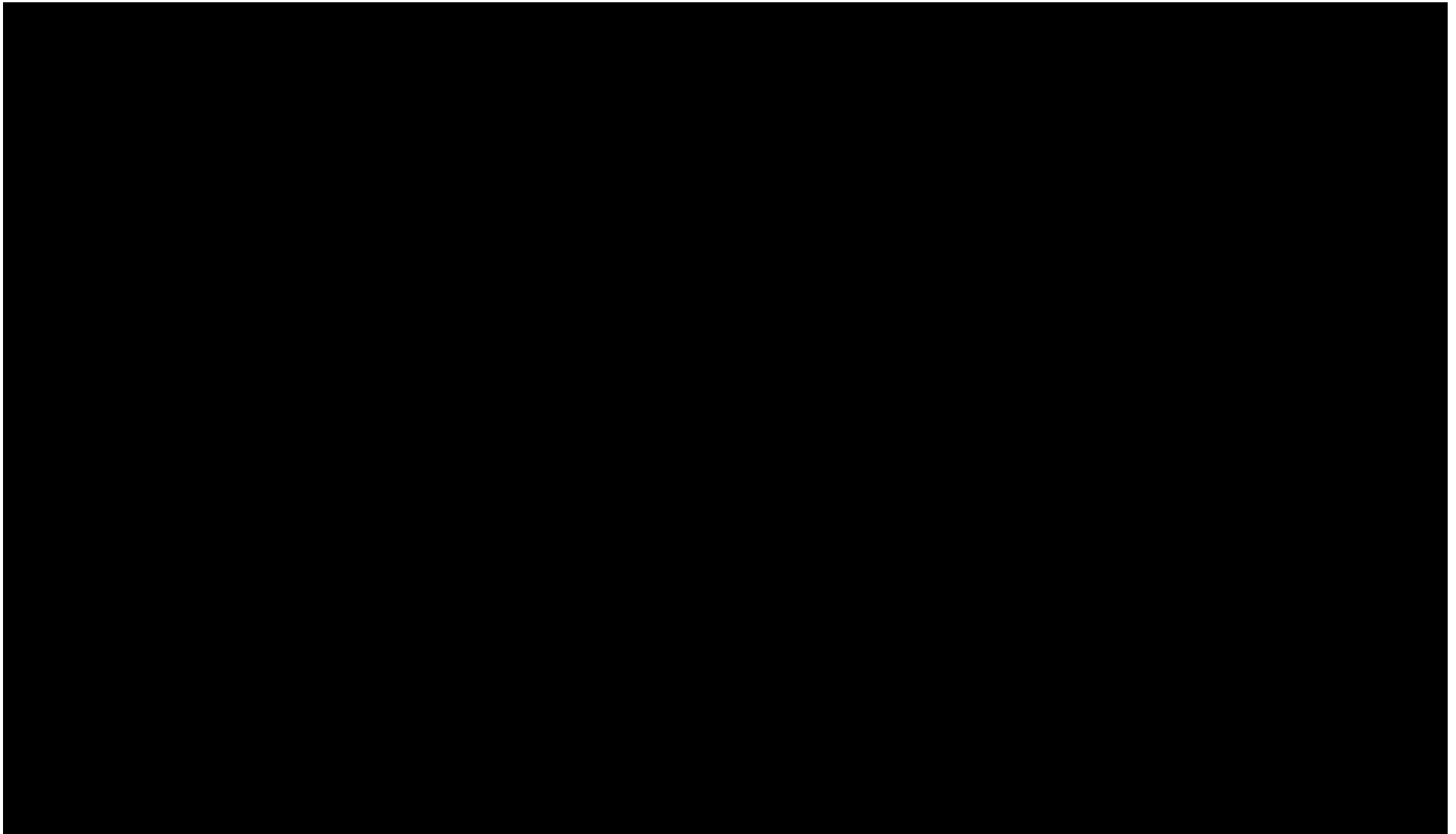
- **Finance Report** (Monthly)
- **Risk Report** (Monthly)
- **Customer Strategy / CRM / eDM benefits dashboard** (Monthly)
- **Capital Projects Report** (Bi-monthly)

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Monthly Operating Performance

Operating performance trend					
\$ million	Notes	FY 25 YTD			Full year
		Actual	Adj Budget	Variance	Adj Budget
Net direct expenditure	A	25.2	25.7	0.5	94.3
Direct revenue	B	23.2	22.9	0.3	105.6
Fees and user charges		13.0	12.0	1.0	57.0
Operating grants and subsidies		2.1	1.8	0.3	26.2
Other direct revenue		8.1	9.1	(1.0)	22.4
Direct expenditure	C	48.4	48.6	0.2	199.9
Employee benefits		22.9	21.9	(1.0)	79.6
Grants, contributions and sponsorship		3.0	3.2	0.2	7.7
Other direct expenditure	D	22.5	23.5	1.0	112.7
Other key operating lines					
Vested assets		(0.8)		0.8	
Depreciation and amortisation		14.4	14.0	(0.4)	56.0
Finance & Interest		4.9		(4.9)	
Capital Grants to TAU+ Partners					
Capital investment trend					
Capital expenditure (incl. AFS)	E	17.9	21.2	3.3	86.0
Capital revenue					



Key commentary

The “Adjusted Budget” includes approved budget carry forwards, where elements of the budget from FY24 which were not spent in the year and Auckland Council has approved this unspent budget being transferred to FY25.

A. Net Direct Expenditure is favourable for the quarter 1.

B. Direct Revenue: TAU overall has had a strong performance in key revenue areas, however the anticipated growth in Grants, Donation and Sponsorships is slower than planned.

C. Direct Expenditure: Costs are in line with budget, employee benefits are adverse due largely to additional casual staff being needed for revenue generating events.

D. Other expenditure is also in line with budget, includes costs of sales for events and visitation, occupancy and utilities as well as repairs and maintenance costs to support the venues of Tātaki.

E. Capital programmes had a steady start to the year with 21% of the total budget spent year to date. Auckland Art Gallery Heritage Restoration Programme SP1 stage completed. Overall work continues with replanned timeframes (expected completion early FY26). HPAI Mitigations: Zoo is creating a new habitat to protect Flamingos and their new chicks (HPAI (“bird flu”) is spread by airborne droplets), this priority build forms part of the mitigation programme to protect our avian species that are normally housed in open space areas.