



PAPAIOEA
PALMERSTON
NORTH
CITY

PALMERSTON NORTH CITY COUNCIL

AGENDA MINUTES ATTACHMENTS CULTURE & SPORT COMMITTEE

9:00 AM, WEDNESDAY 27 MARCH 2024

COUNCIL CHAMBER, FIRST FLOOR
CIVIC ADMINISTRATION BUILDING
32 THE SQUARE, PALMERSTON NORTH

CULTURE & SPORT COMMITTEE MEETING

27 March 2024

7	Presentation - Manawatū Summer Shakespeare	
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8	Annual Sector Lead Report: Creative Sounds Society Incorporated (The Stomach)	
	1. Presentation - Creative Sounds (The Stomach)	30
9	Annual Sector Lead Report: Community Arts Palmerston North Incorporated (Square Edge Community Arts)	
	1. Presentation - Square Edge	36
12	Te Manawa Museums Trust: Six-Month Report 1 July - 31 December 2023	
	1. Presentation - Te Manawa Museums Trust Six-Month Report 1 July - 31 December 2023	37
13	Sport Manawatū Charitable Trust - Six-Month Progress Report to Palmerston North City Council for July to December 2023	
	1. Sport Manawatū Charitable Trust - Six-Month Progress Report to Palmerston North City Council for July to December 2023	46



Much Ado About Nothing

Manawatū Summer Shakespeare 2024

Performance measures; A summary



Performance measure 1: “How Much”

- The team of Much Ado was comprised of:
- * **25** Community Actors
- * **18** production team (paid)
- * **15** Volunteers (includes professional creatives donating fees as support and emergers investing in experience)
- Creating creative opportunities for **58** people in Palmy North



“How Much”

- Number of performances:
- **6 out of 8**
- (two cancellations for weather and cast illness)
- Audience totals across 6 shows:
- **1600** (approx.)

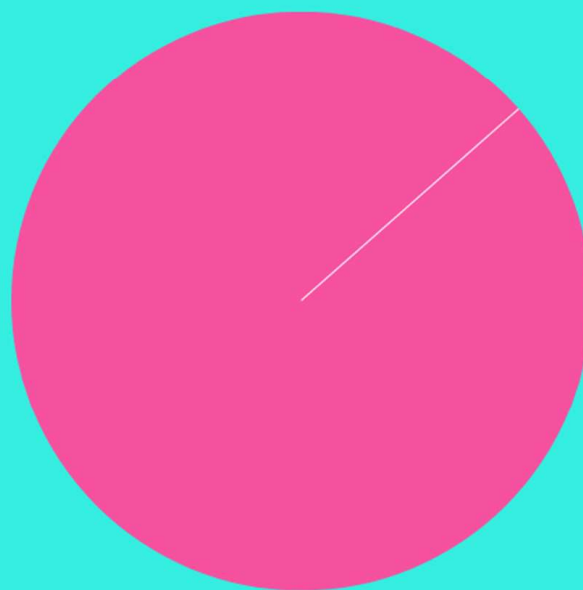


How did you hear about us?

A survey of audience resulted in 312 responses

- 37% via social media marketing
- 17% “Tradition” attend every year
- 16% word of mouth
- 15% on a recommendation from someone who had attended
- 13% to support someone in the cast or crew
- 2% by chance; Stumbled across the event and decided to watch!

Manawatū summer Shakespeare is a valuable event in Palmerston North



Strongly Agree - 99.4%

Strongly Disagree - 0.6%

We received 312 responses from our audience survey

Performance measure 2: “How well”

- I was astounded that this had been going for so long and yet I never knew. I would have brought my children when they were younger if I had known and made it a yearly family tradition. I felt awestruck. It gave me a blast of vitality in my life that I had been seeking. I am so blessed that I attended and so thankful that MSS is now in my existence*



Performance measure 2: “How well”

- *“The setting was magical. Once darkness crept in and the lights went on, I felt as though I was transported away! The quality of the show was top notch, and I enjoyed some burger fuel and red wine from the comfort of my camping chair. It was a blending of high class luxury and simple pleasures.”*



Performance measure 2: “How well”

- *It was such a great night, I loved how interactive with the audience it was! And the cast were brilliant in their roles! I also liked how the park, and the rows of roses were integrated into the stage. Also my friend who came with me was in a wheelchair and it was very accessible and easy for us to get around.”*



Performance measure 2: “How well”

- *The location, the energy, the colour, the diversity, the way it is modernised so that it feels relevant, the audience participation, the music, the waiata.”*
- *Utilises the beautiful environment and people that Manawatu provides.”*
- *“One of the best things Palmerston North has to liven up the calendar of events”*



Performance measure 2: “How well”

- *“It is our favourite event of summer!”*
- *“The shows bring culture and colour to Palmy's life.”*
- *“One word. Brilliant”*
- *“This is an absolutely vital part of Palmerston North's art and theatre culture. It's vibrant, fun, and brings so much to the community”*



Performance measure 3: “Better off”

- *As a result of being involved in Manawatū Summer Shakespeare 2024, I have grown my skill base in theatre practice:*
- 19 out of 25 strongly agree (76%)
- 6 out of 25 agree (24%)
- 0 out of 25 disagree (0%)



Performance measure 3: “Better off”

- *“Opportunities for physical comedy and clowning, and reiteration that small roles are just as fulfilling as large ones. Really hammers home there is significant benefit for anyone involved, no matter the capacity.”*
- *“Meeting new people, learning skills I’ll take with me for life and seeing the joy we brought to the wider community and how important art is, for everyone’s health and wellbeing and keeping us connected through live performance.”*
-



Performance measure 3: “Better off”

- *“Being able to develop myself as an artist in a collaborative and safe environment. Working with amazing people to create something magical and accessible for the Manawatu community.”*
- *“All the amazing people from the cast to crew that I have learned so many skills from. This group truly is a family that are all there to help each other grow.”*



Performance measure 3: “Better off”

- *My two teenage kids were converted after the first show they watched 4 yrs ago and have gone on to compete at the National Shakespeare festival in Wellington. My son is directing Shakespeare now as well as acting. We would not miss it.”*
- *“We brought our son first when he was 7 and he has loved Shakespeare ever since. He came every year with us until he left Palmy. It has helped drive his love for literature and choices for university study.”*
-



Strategic Alignment

Priority 3: Be a creative city that nurtures and celebrates the arts

- *"The sense of community, and the opportunity for local actors to share their skills, and the magic of Shakespeare with Palmerston North."*
- *"We go every year to the production because it is an excellent outing. As a community we need societies like MSS to continue to thrive. It's also a beautiful setting to have the event and reminds us all of what we have"*
- *Having MSS available to us for a koha makes it affordable, where we wouldn't be able to go to a professional theatre. We will always support MSS as much as we can. The quality of the performance is brilliant."*



Strategic Alignment

Priority 3: Be a creative city that nurtures and celebrates the arts

- *"Upon desperately seeking to have a renewed sense of culture and arts in my life, I found this on Facebook. I encouraged my daughter and her bestie to come and was Wowed and astounded it had been going so long. Although I'm new to Palmerston North, I'm not new to the region. I was sad that I've missed you in the past but so glad that I have now found you!"*
- *"The fun, the joy, the absolute love that is in it and behind it. It's such an amazing community event; everyone feels a part of it, and it is a wonderful thing to be a part of. I always go away feeling happy and satiated."*



Strategic Alignment:

Priority 4: Develop a national reputation as an exciting city with plenty to do at night and on weekends

- *I have found that this is something that my friends from out of town don't expect to be happening and both times have been able to bring someone along who were surprised by the quality of the show for just a koha entry.*
- *I like being able to show people that palmy people are talented and we can produce quality shows and entertainment."*



Strategic Alignment:

Priority 4: Develop a national reputation as an exciting city with plenty to do at night and on weekends

- *"The Manawatū Summer Shakespeare is an all round super thing. I travelled from Wellington to see it. Please support it and keep it going!"*
- *"I love it when you see tourists stumble upon the show. You can see the absolute delight in their eyes! With so little going for Palmerston North as a tourist destination - this really does put us on the cultural map!"*
-



What did it cost?

Expenses and income summaries



January 2024

• Income confirmed Jan '24	66,118
• Projected expenditure Jan '24	116,540
• Projected loss	50,422

Action taken:

- Launched givealittle campagin
- Made some major budget cuts, including some fees, equipment, infrastructure
- Huge push for in kind support, partnerships and contra sponsorship

March 2024

- As a result of a huge marketing push, cuts to budget and audience koha...

• Actual income:	80,139
• Total expenditure	78,384
• Net profit:	1,755.06

- **However!**

Actual monetary value of in kind support

- \$39,440

Making the total cost of the
project:

\$117,774



So, lets find a way to keep MSS thriving!

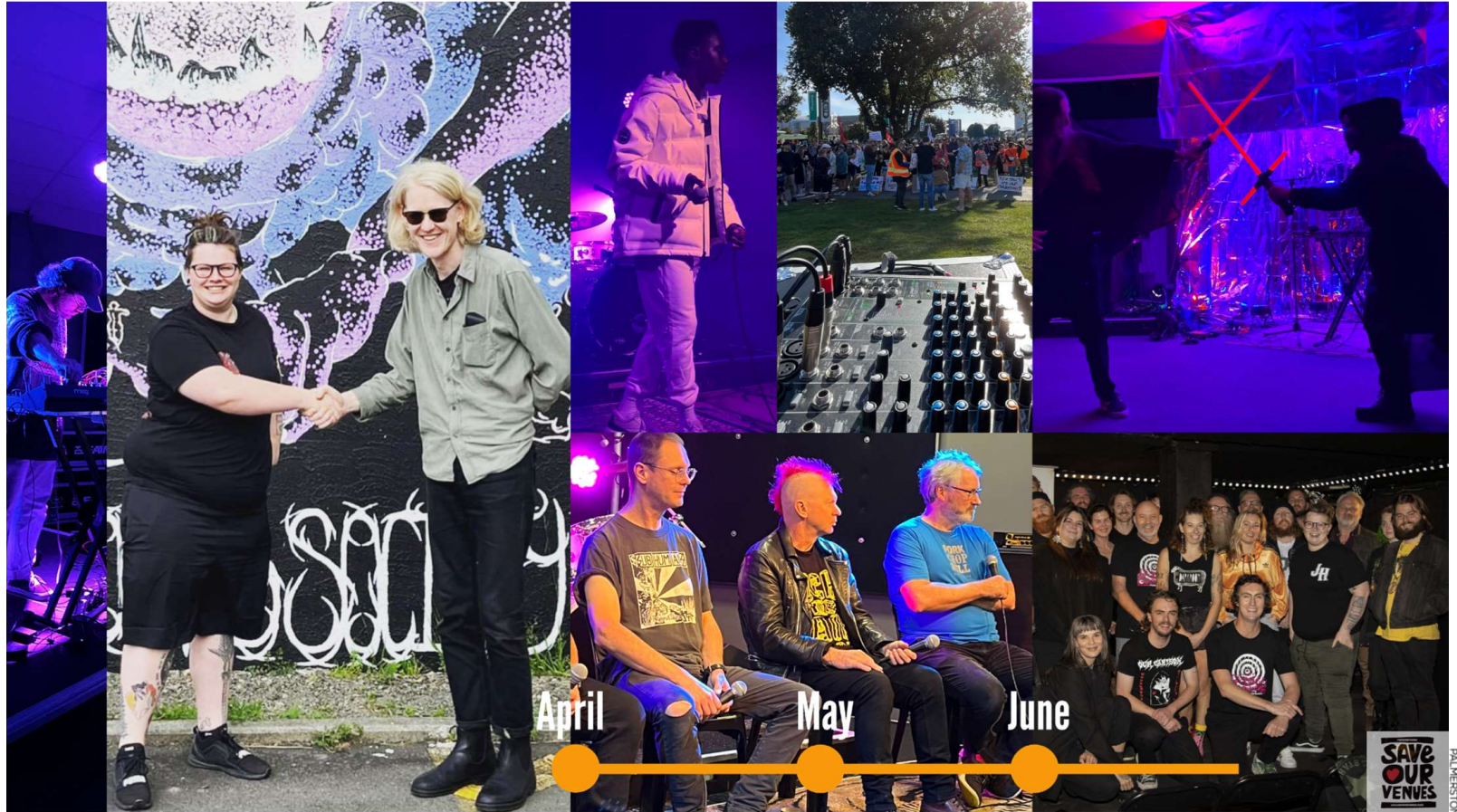
- *"It would be an absolute travesty to not have this institution remain within the arts calendar. Particularly when I saw so many families there at the matinee who I'm betting wouldn't pay the ticket price for other theatre events. Please do all you can to see that it stays."*



**We are happy to take your
questions!**

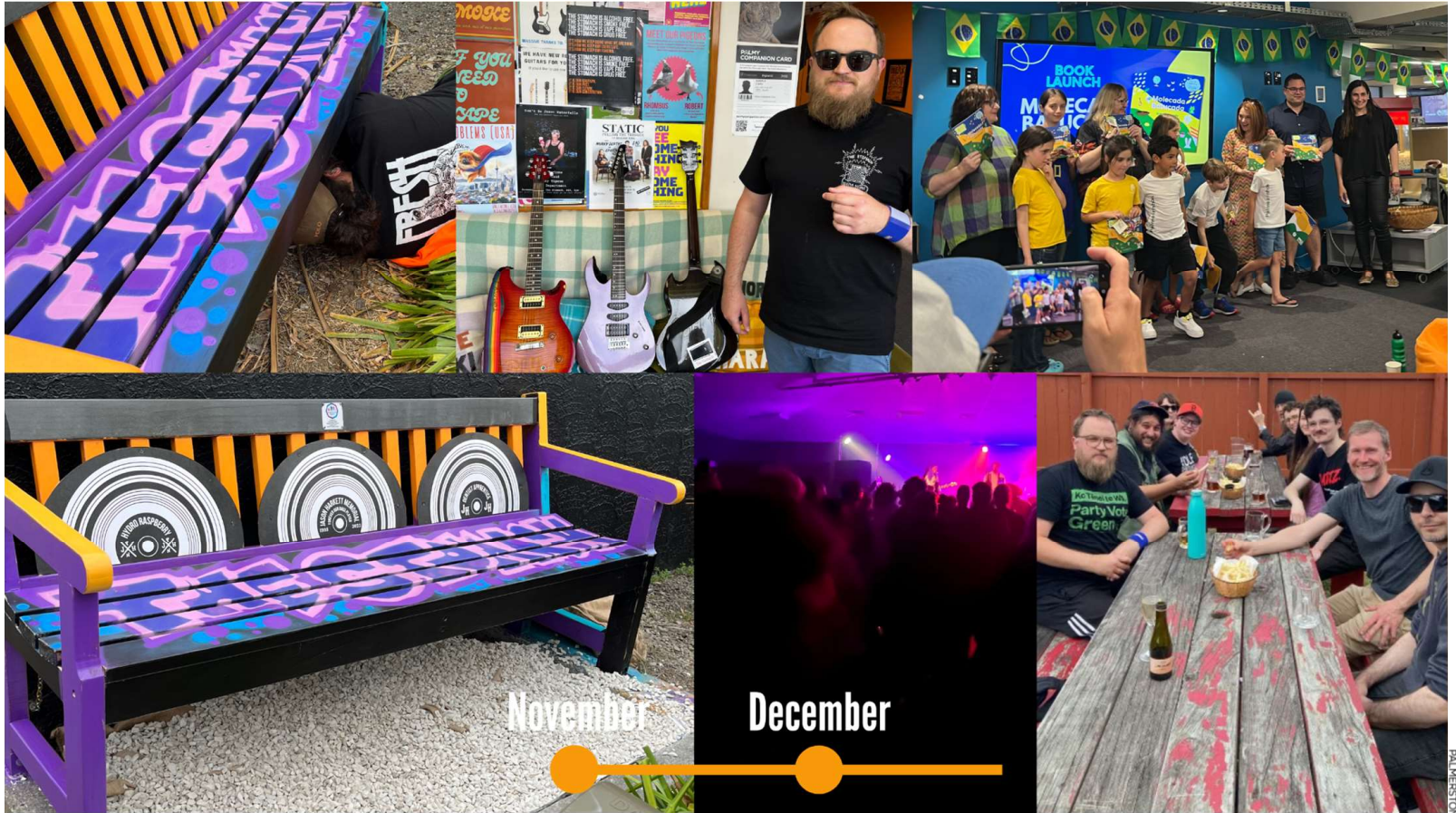














STUDIO
THE STOMACH
THIRTY SIX
2024



REHEARSAL
BACKLINE
HIRE



SWAMPFEST



VENUE
OUTREACH



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He Pūrongo Pae Wehe

6

Six Month Report against the Statement of Intent
1 July 2023 - 31 December 2023

Presentation to Council | February 2024
TE MANAWA MUSEUMS TRUST



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KEEPING BIG TICKETS TICKET-FREE

We know that entry fees are a barrier to participation. We get bigger engagement, bigger attendance and bigger smiles when we can keep premium experiences like “Six Extinctions” free of charge with your support.


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23,697 VISITS
IN ITS FIRST
6 WEEKS

“Six Extinctions” has opened the door for deeper conversations about our place in the world and our commitment to the environment.

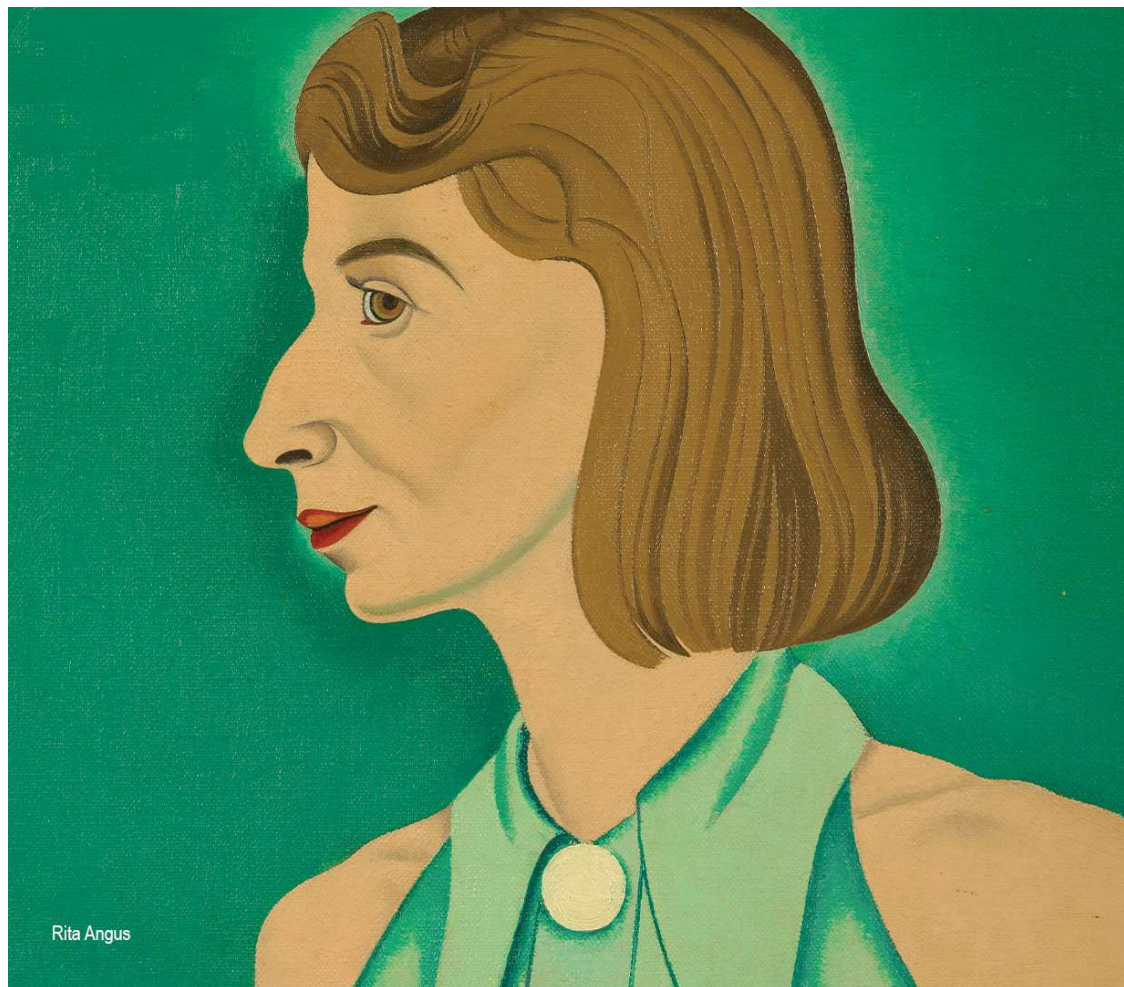
It has also provided the opportunity to showcase items from our own collection including huia and moa remains.

Its themes have really resonated with our community.


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Rita Angus

DRAWCARDS DRAW CROWDS

Te Manawa launched a summer programme with more than 17 exhibitions, programmes and activities. It was a huge body of work that saw big results.

It's important to aspire to, and deliver, a level of quality, energy and innovation to maintain high visitor engagement, increase revenue and see an economic impact from our contribution to the city.





PARTNERSHIPS PRESERVING LEGACIES

Te Manawa and the New Zealand Rugby Museum partnered to acquire the collection of renowned NZ Photographer, the late Peter Bush.

His works cover the story of Aotearoa through images of sport, culture and politics and have grown the Te Manawa collection by some 300,000 items.



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AN ARCHIVE FOR AOTEAROA

With support from PNCC, Te Manawa has taken the first steps in cataloguing, digitising and archiving Peter Bush's work.

Te Manawa will be able to care for and license the works to other institutions and ensure that the stories told through his unique images are not lost.


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THE COOLEST CLASSROOM IN TOWN

Last year Te Manawa began delivering its curriculum-led learning programmes for schools, free of charge and developed two new matauranga Māori programmes in collaboration with Rangitāne.

So far this year more than 1600 pupils have participated in learning programmes at Te Manawa.


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FUNDERS FINDERS

We're building a new funding strategy to continue growing our third-party revenue through grants and sponsorship.

So far this year we've received half of our funding targets and have secured further commitments to surpass this by end of FY.


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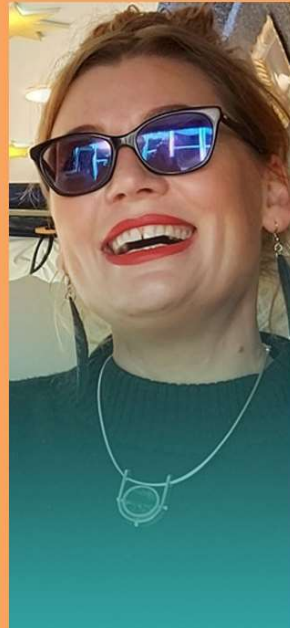
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Physical visits
84,401
65%



External Revenue
290,037
57%



Visitor Satisfaction
98%

WHAKAAHU WHAKAMUA BASELINE PROGRESS AT 6 MONTHS



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Palmerston North City Council

Progress Report

01 July to 31 December 2023



sportmanawatu.org.nz



Strategic context

- High Level Strategic Intent Refresh
- Staff changes
- Sport NZ
- Strengthening partnerships with Iwi
- Substantial increase in event costs
- Volunteer sector focus for sport



OUTCOME ONE:

Palmerston North is one of the most active communities in Aotearoa

- Manawātū Secondary School Sports Awards
 - Massive boost for our community and celebrating young people
 - Highlighting adult spaces



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OUTCOME ONE:

Palmerston North is one of the most active communities in Aotearoa

- National recognition for work in Play and Active Recreation
 - Active Recreation in Council spaces
 - Play Streets project



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<https://www.youtube.com/watch?v=iZyTz7lGXMI>

Reached 1927 people across social media with 1169 plays and 155 people engaged with it (liked, commented)



OUTCOME TWO:

Sports events create both social opportunities and economic benefits

- Multi year partnerships
 - Strong investment of time into these partnerships
- Opportunity at strategic and operational levels
 - Our connection across commercial, sport and culture sector events
 - Increasing community inclusion opportunities around large events

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OUTCOME THREE:

People have the skills to safely and confidently cycle and walk on our transport network

- Increasing quality of engagements
 - Gathering the stories, telling the impactful
 - Understanding the stepping-stones for cycling
- Connection into wider cycling and walkway conversations
 - Urban Cycle Network Masterplan engagement
 - Manawatū Walking Festival

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Our focus for this six-month period

- Long Term Plan engagements
- He Rā Ki Tua
- Adult bike confidence
- Women's Health Series
- Workplace Challenge
- He Oranga Poutama, Māori Activation Fund

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Questions?



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