

### **ORDINARY MEETING**

### OF

## **ECONOMIC GROWTH AND ARTS COMMITTEE**

## MINUTE ITEM ATTACHMENTS

Time:	9.15am	
Date:	Tuesday, 21 April 2015	

Venue: Committee Room 1
Ground Floor, Council Offices

101 Wakefield Street

Wellington

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Me Heke Ki Pôneke



Supporting Letter to Wellington City Council from New Zealand Opera 21st April 2015

"...one of my ambitions as Mayor is to advance the Capital's reputation as a place where talent wants to be..."

Mayor Celia Wade Brown, Mayor of Wellington

Opera, with its tradition of story-telling, bringing stories to life through drama and music, has been performed here for more than 150 years. It is an important contributor to the liveable, creative heart of the City and is also part of what makes Wellington a memorable place to live and visit.

As Wellington's own opera company, New Zealand Opera is a major part of Wellington's arts scene and creative life: it is a highly regarded producer of bold, dynamic and innovative work that combines the talents of top Wellington, New Zealand and international artists, in order to present world-class opera to Wellington and its audiences.

In its soon to be released Strategic Plan for 2016-18, New Zealand Opera has committed to providing more opportunities for Wellington residents to experience the power of opera in the heart of the city. It does this through its major partnerships with Orchestra Wellington and the NZSO. The company's formidable raft of Education and Outreach work will continue to grow, generating knowledge, interest and involvement in the artform. The aim of NZO is to provide a sustainable base for the performance of opera in Wellington for the benefit of the community, both audiences and its talented practitioners.

Our main-stage operas are significant events on Wellington's cultural calendar, offering exciting, highly visual theatrical experiences that invigorate people's cultural experience of the City. NZO is a national company with major local involvement, NZO remains a community based organisation, with a permanent office in Willis Street, a full-time Wellington Development Manager, and the Wellington arm of the Freemasons New Zealand Opera Chorus. There is a strong sense of ownership by Wellington and its people:

In addition, the company harmesses other Wellington talent by providing meaningful work for local performers, designers and technicians, particularly the company's respected locally-based practitioners, the City's two professional orchestras, and students and graduates of local tertiary institutions. It also engages talented Wellingtonians for NZ Opera productions in other New Zealand cities, and creates pathways within the company to nurture up-and-coming Wellington performers, creative designers and technicians, giving them opportunities to learn new skills, flex their creative muscles and to work alongside established practitioners.

AUCKLAND | Level 3, 100 Mayoral Drive, Auckland 1010 | PO Box 6476, Wellesley Street, Auckland 1141 | RISTCHURCH | Isaac Theatre Royal, 145 Gloucester Street, Christchurch 8011 | PO Box 36579, Merivale, Christchurch 8146 | WELLINGTON | Ground Floor, Freemason House, 195-201 Willis Street, Wellington 6011 | PO Box 6588, Wellington 6141

Absolutely Positively Wellington City Council

Wellington people of diverse backgrounds and ages have the opportunity to explore and actively engage with opera through our public talks, creative workshops and accessible performances, enabling them to learn about the creative processes associated with opera and to understand the technical challenges of bringing this complex artform to life. Thousands of Wellingtonians so far have engaged with our more participatory and accessible initiatives and through their feedback we know that that engagement has contributed strongly to their sense of identity.

In Wellington during the three years from 2016 to 2018, NZO expects to demonstrate its contribution to the cultural life of the city by engaging more than 500 singers, musicians and art-workers to present more than 45 performances of opera and opera music to audiences exceeding 40,000, and to engage more than 10,000 participants in education and outreach programs.

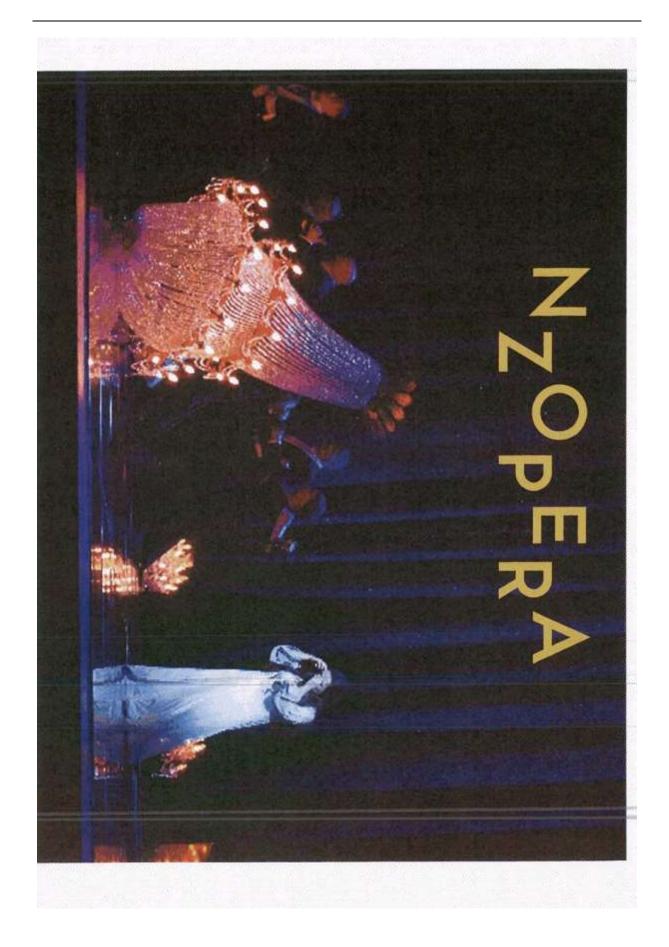
The economic benefits of a healthy presence for opera in Wellington are demonstrable. Wellington benefits from visiting artists, who spend money on accommodation, food, other living expenses and personal purchases while staying in Wellington. 10,000 people attended the Wellington performances of *Don Glovanni* and *La Traviata* in 2015, we expect this figure to grow further in future years.

Harder to quantify is the 'feel good' factor delivered by engagement with the power of opera. In experiencing the great stories of humanity, told by the best in their field, in some of the greatest music ever written audiences have a stronger awareness of what might be possible in their own lives. A presence of opera therefore can add to the quality of lifestyle available in a world class city. Business leaders have recognised the value of opera in the City by continuing their sponsorship of the company. They attest to the value of the arts, and specifically opera as being a contributor to their ability to attract and retain a workforce in the city.

There is no doubt that the investment made in NZ Opera by Wellington City Council attracts audiences not only from the local community but also from outside the city environs and beyond. The economic impact on the city is such that each dollar invested by Wellington City Council to grow the volume and scale of work produced by the company delivers exponentially increased returns; audiences spend, visiting artists spend.

Ultimately the ability of opera to make people feel something deeply and strongly within themselves is the reason New Zealand Opera does what it does. The company's presence serves to enhance Wellington as a liveable, vibrant, sophisticated city. We thank Wellington City Council for their continued support and advocate that NZO is funded at a level that allows our programming to be strengthened and diversified, our ability to employ local talent and use local venues to be sustained and increased, all in turn contributing to maintaining our consistently high standard of opera production.

Stuart Maunder AM General Director



for the people of Wellington

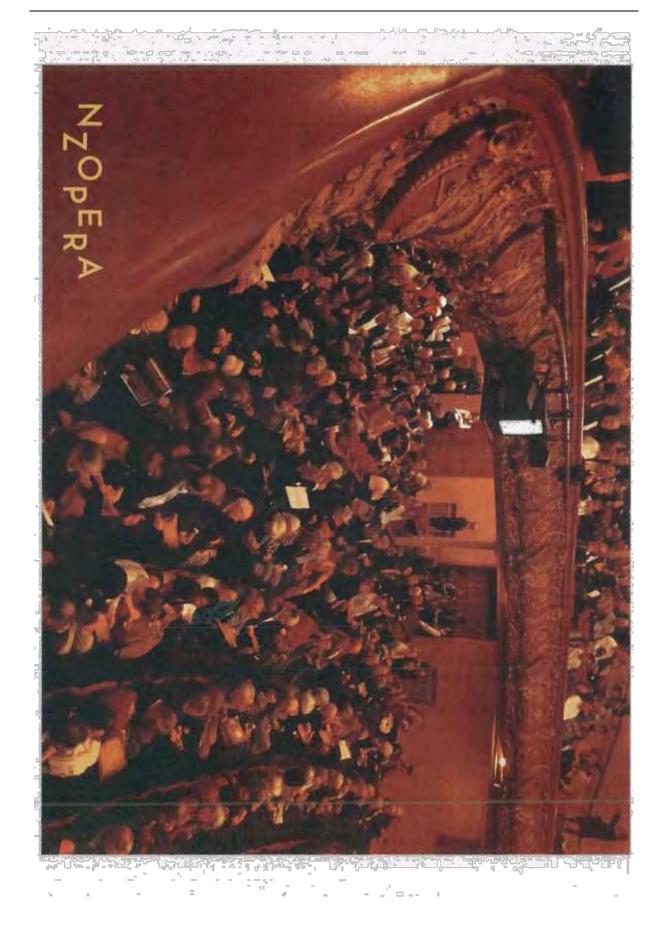
## NZ Opera's Ask

\$152,000

and vision-impaired To build on the presence of New Zealand Opera in to increase our ability of provide access for hearing capitalise on our Education and Outreach projects More opera for more audiences

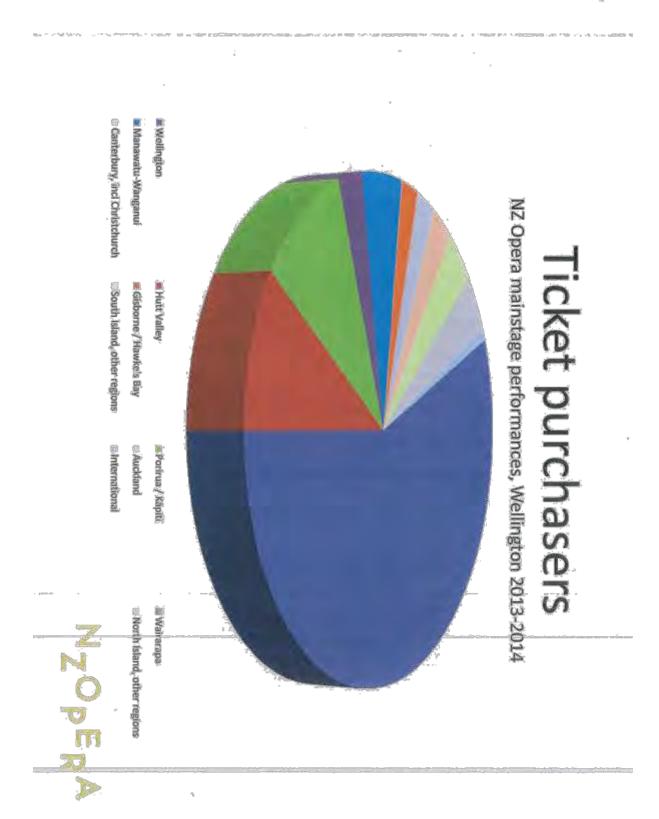


## memorable place to live and visit. A strong presence leads to strong audience, Engagement of Wellington artists by heart of the City An important contributor to the liveable Important part of Wellington's arts scene Jew Zealand ( he presence of opera makes and ۵ creative creative



## utilising Wellington-based orchestras and singers Presentation of at least two main stage operas per NZO Presence in the

- Participation in other performances and concerts Orchestra Wellington, NZSO & NZF presentations such as
- Hire of major Wellington venues Permanent Wellington office
- Engaging communities through Education
- Friends of the Opera





Office \$2,085,000

# NZO Income 2015

Auckland Regional Amenities Fund \$875,0 onations/Sponsorship/Other Income Christchurch City Council \$130,000 Wellington City Council \$52,000

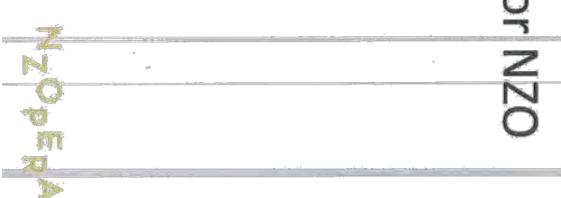


# Maximise Revenue – Now/Ongoing

- Repertoire choice
- Staff restructure

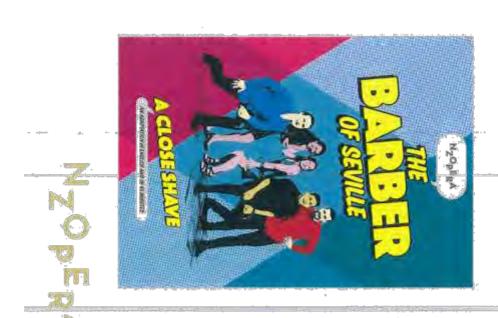
Audience development

Community Outreach activity



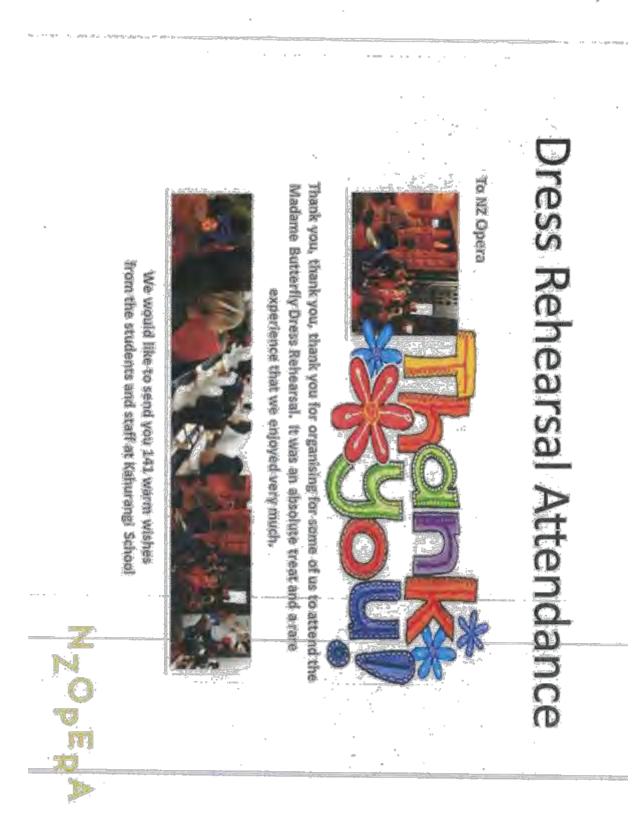
## Attendance at Dress

- Opera in Schools tour ommunity Opera 2016 esign Creative Workshops





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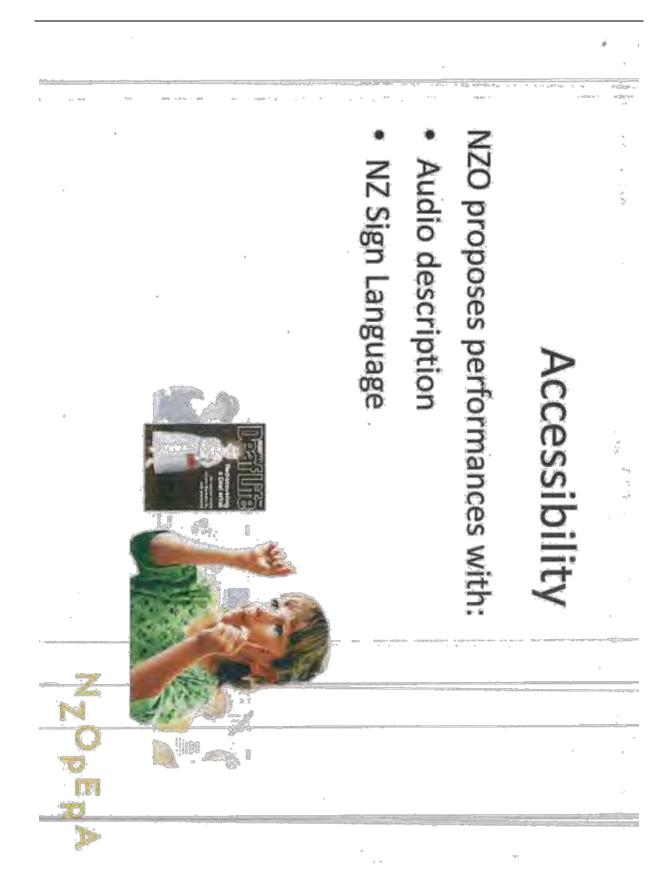


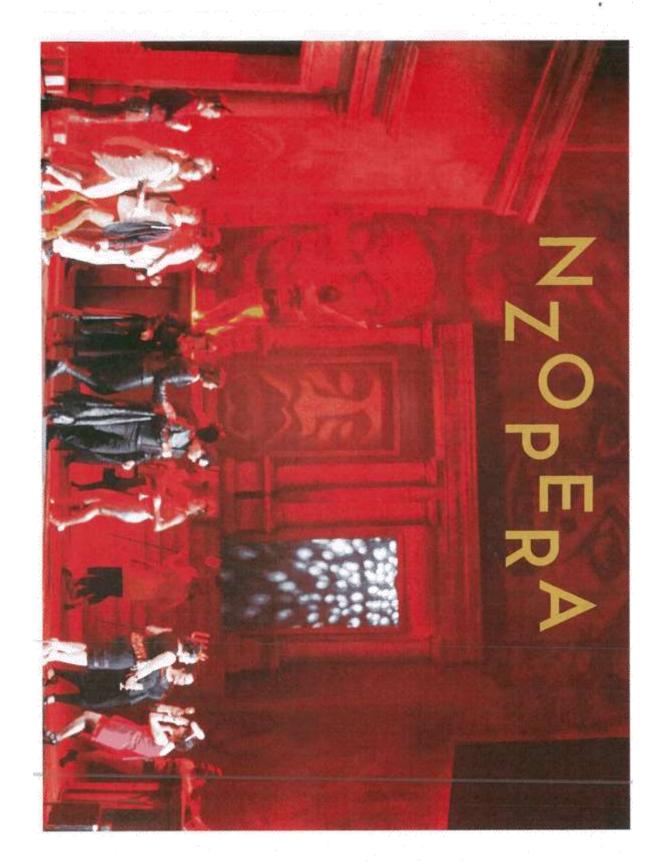


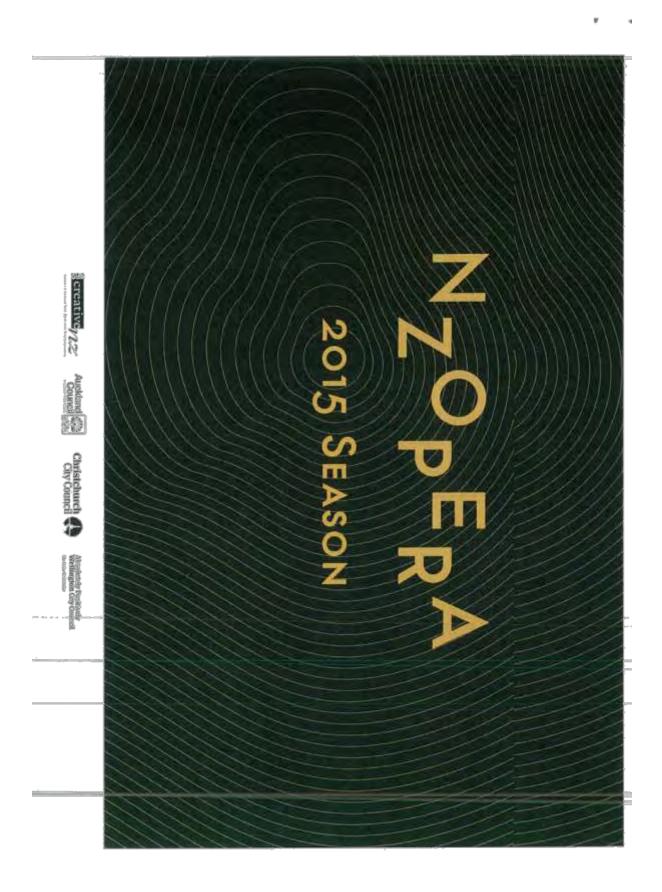
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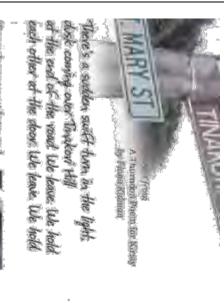
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surroundings, but I believe erhaps this came from my

being away from my usual

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rees and hydrangeas. or to a garden of native ery positioning of the sas puictes way an mo ober floorboatets to the out the place was forniliar Hington, Lifelt like I was dows that boked ing home. Everything



ide the door at Rang

igh, 14 Saint Mary St

Grsty Gunn, NZ Writer in Residence 2005

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Pierre Farlan, French Writer in Residence 2004 Sentimber of April Such

And the state of the state of pur manour Affinans and

## A Residence for Writers

writing projects. A reciprocal residency to the NZ Post welcomes NZ and French writers and supports their Historic Randell Cottage in Thorndon, Wellington, Mansfield Prize in Menton, France, It adds an exciting Wellington. serspective to the cultural and literary life of

Randell College was

busband, publisher Hagh Price; and their chaghner Randell Cottage was gifted to the Randell Cottage Writers Trust in 2001 by writer beverby Randells her

stipend and the cottage is rentifies. and a NZ writer for six months. There is a monthly A French writer works in the college for six months

of France It is also supported by the Wellington Ety NZ, the NZ-France Friendship Fund and the Limbassy the residency is funded in partnership with Creative Coluncil and the Etiends of Bandell Cottage Administered by the Randell Cortage Walters Trust.





Stonemason and brickbyer, William Randell, and his



and Susan are collector. Beyorky children's book pure daysta, also Susan-Price, who



The Randell Cottage garden still has one of Sarah picker (ance: A Prionit hij) Randell's original white mives beside the Victorian OF DESCORED into disrepair. The Price family bought it in 1994 and death in 1921, the family sold the cottage and it fell added in 1874 to accommodate them. After Sarah's The family grew to ten chikiren and two rooms were symmetrical colonial Georgian style. St Mary's Street and began work on a cottage in the earthquake. Tan years later, William bought land in the many chimosys dambaged that year by a severa wife, Sarah, arrived in Wellington from Dorset in 1855 ASSESSMENT OF THE PARTY IN Almost immediately, William found work rebuilding TO SPECIAL TO SANDOLS UT

21/04/2015

2015-16 Statement of Intent: Achievements-Plans Challenges Wellington-MUSEUMS TRUST

## Achievements as at 31 March 2015

- Visitation 93% of annual target and on track to exceed 600,000 visits.
- Non-Council revenue to 32.6% of total operating revenue.
- · Construction phase of Attic project started.

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## ECONOMIC GROWTH AND ARTS COMMITTEE 21 APRIL 2015

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	21/04/
SQLPlans	
Museum development     Gity Gallery entrance and interface with Civic Square     Implementing new operating model at Carter Observatory     branded as Space Place	
- Children and Young People Strategy	
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Challenges.	
"Year-on-year "sinking-lid" tradgate     Rewer neminal dollars for one business laday than in 2008.	
Patting materially start of our own remuneration policy —     High staff tumpyor     No further options to make savings or increase trading	
No further options to make savings or increase trading revenue without changing the scope of the offer .	