



NEW ZEALAND MAJOR EVENTS

Auckland Arts Festival reports strong results

On: 2 May 2013

March saw Auckland host its sixth biennial arts festival. More than 175,000 people headed to Auckland Arts Festival events over 19 days.



Photo credit: 2013 Auckland Arts Festival performance by Groupe F, photo by Gate Photography.

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March saw Auckland host its sixth biennial arts festival. More than 175,000 people headed to Auckland Arts Festival events over 19 days. 96,000 of those attended a ticketed event, resulting in a box office income of \$3 million, more than double that of any previous festival.

The 2013 Festival marked 10 years since the first Auckland Arts Festival was held in its current form. Highlights this year included Groupe F's *Breath of the Volcano* at Auckland Domain, attended by more than 50,000 people; 63 sold-out performances and three international national theatre companies – from China, Scotland and Great Britain each telling stories of their places and reflecting the ancestry of many Aucklanders.

Strong Māori and Pacific work also featured, including *The Factory*, *Hui*, *Everything is Ka Pai* and *Whaka-Aria Mai*; and a range of work by many Auckland and New Zealand artists including the Auckland Philharmonia Orchestra, visual artist Tiffany Singh, and Choirs Aotearoa.

The Festival received an investment of \$375,000 from the Major Events Development Fund to assist with its financial sustainability strategy through the following initiatives:

- An audience development programme;
- A marketing campaign targeting both New Zealand and international audiences;
- An evaluation of the event's economic benefits; and
- A business plan outlining the event's future development.