

Quarterly Performance Report

Tātaki Auckland Unlimited

2024/2025 Quarter 1

For the 3 months ended 30 September 2024



Q1 – At a glance

Executive summary

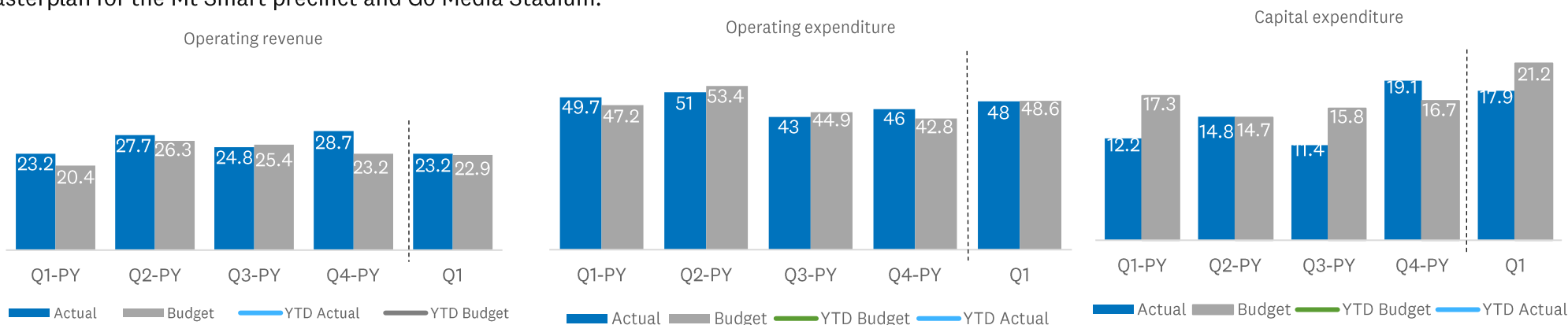
Tāmaki Makaurau Auckland hosted a successful World Choir Games in July, with more than 11,000 singers from 42 countries taking part in the TAU-supported event which generated \$10.5m in GDP for the region. The contribution to regional GDP from major events supported by TAU in Q1 was more than \$16.6m. Ticketed attendance in Q1 across TAU venues and events was more than 430,000, and more than 32,000 children participated in educational experiences. Publications released by TAU during Q1 highlighting the region’s economic performance and investment potential included the Auckland Economic Monitor 2024, State of the City report (in partnership with Committee for Auckland), and a city centre investment prospectus. The Auckland Art Gallery heritage restoration project to replace the roof of its 135-year-old building has now passed halfway. At the end of Q1, nine KPIs were met or on track to be met, and three are not reported this quarter.

Financial performance

Direct revenue is slightly favourable, with visitation revenue ahead of budget – reflecting increased admissions driving shop sales and better-than-expected revenue in Performing Arts and Auckland Stadiums.

Costs are favourable to budget, despite additional casual staff needed for revenue-generating events, these were offset by the careful management of other expenditure. Some of the net underspend is related to timing of projects which will occur later in the year.

Capital programmes have made a steady start to the year with nearly 21% of the total budget spent year to date. The notable variance is primarily due to the LTP submission for FY25 anticipating several key decisions to have been made around the stadium network. Development funding for the stadium network may be further impacted pending decision making on the outcomes of North Harbour and Western Springs stadiums, and progression of the masterplan for the Mt Smart precinct and Go Media Stadium.





Highlights

With funding support from TAU, the 13th World Choir Games event took over the full Aotea Centre and Auckland Town Hall for 14 days in July, seeing more than more than 11,000 singers from 42 countries arrive in Auckland to compete during the 10-day event, which generated an estimated \$10.5m in GDP and 61,590 visitor nights for the region.

The regional GDP contribution from major events supported by TAU in Q1 was \$16.6m, generating an estimated 110,977 additional visitor nights for the region. A further two events pending evaluation are expected to generate a further \$0.75m (a potential 7800 extra visitor nights).

Ticketed attendance in Q1 across TAU venues and events was 430,680. In addition, 32,935 children participated in educational experiences through TAU venues and facilities.

A record-breaking total of 235,581 people attended 10 Warriors home games at Go Media Stadium, with rugby league fans helping the One New Zealand Warriors become the first team ever to sellout an entire home NRL season. A total of 250,395 tickets were sold through the 2024 season, with the last game held in August.

A 12-week campaign prompting people to ‘find your happy guide to Auckland’ launched in July targeting seven local and domestic drive/fly markets. Research after the first seven weeks showed almost one in three (30%) of the target market had seen the campaign (a strong result after seven weeks) and among those who had seen it, 48% felt more positive towards Auckland. Moving sentiment positively can be expected to boost the regional economy from increased visitation and domestic spending.

Tāmaki Makaurau Auckland was announced as the main shooting location for Amazon MGM Studios’ production, *The Wrecking Crew*. The production is expected to contribute significantly to the local economy. TAU has been responsible for facilitating multiple shoots in public spaces associated with the production and at Auckland Film Studios. The influx of international productions reflects a thriving screen sector in Auckland, currently valued at \$1.7 billion revenue per annum.

Publications released by TAU during Q1 highlighting the region’s economic performance and investment potential included the Auckland Economic Monitor 2024, State of the City report (in partnership with Committee for Auckland), and a city centre investment prospectus.



Issues / Risks

Auckland Zoo continues to take a leading role in preparation for the anticipated arrival of Highly Pathogenic Avian Influenza (HPAI) requirements, including building a temporary flamingo facility.

Protestors from Climate Liberation Group have been present at cruise ship arrivals and TAU is working with the industry to ensure the safety of passengers and the public.

The current CCO review is resulting in challenges from an operational perspective. Particularly on our ability to credibly engage in external markets and drive long term commercial and philanthropic partnerships, as per our strategy, to harness external revenue sources. The challenges also extend to our staff, with the uncertainty impacting our ability to attract and retain specialist staff as needed. The leadership team and Board will continue work to mitigate the impact as much as possible.

Key performance measures

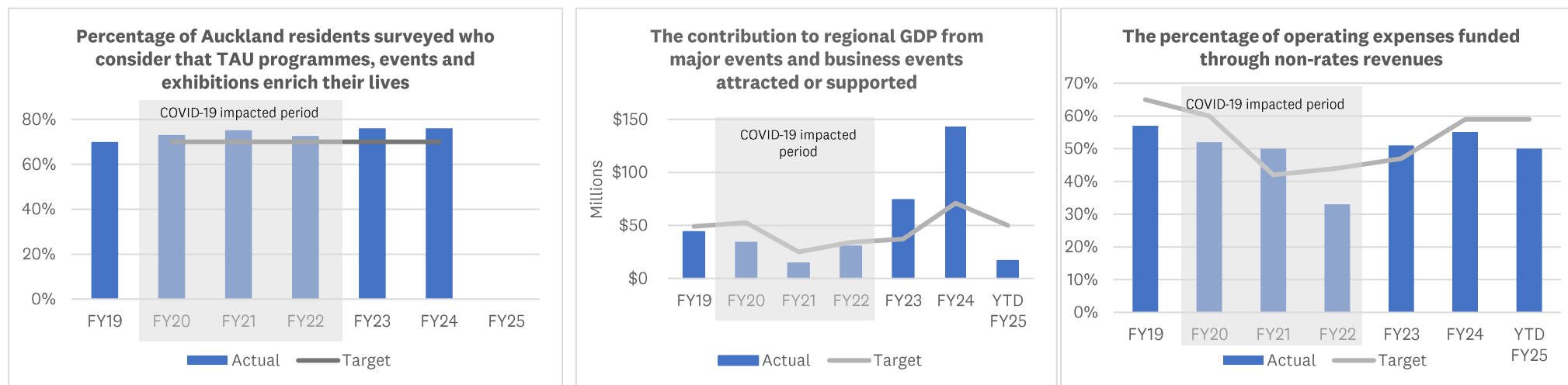
TAU has 12 Statement of Intent (SOI) measures, of which five are Long Term Plan (LTP) measures. Seven of the 12 measures are tracked quarterly; one is a six-monthly measure; and three are annual measures. At the end of Q1 2024/25 year, nine KPIs were met or on track to be met, and three are not reported this quarter.

Strategic performance priorities	On track/ met	Not on track/ Not met	Not reported this quarter	Total
Experiences and events				5
No. of people who are issued tickets to attend Auckland Live, Auckland Zoo, Auckland Art Gallery, NZ Maritime Museum, and Auckland Stadiums venues and events. (LTP measure)	☑			
No. of children participating in educational experiences through TAU venues and facilities.	☑			
% of Auckland residents surveyed who consider that TAU's programmes, events and exhibitions enrich their lives.			☑	
No. of programmes contributing to the visibility and presence of Māori in Auckland, Tāmaki Makaurau. (LTP)	☑			
% of customer complaints resolved in 10 working days.	☑			
Facilities				5
The net promoter score for TAU's audiences and participants. (LTP measure)	☑			
% change in greenhouse gas emissions against 2018/19 baseline (Scope 1 and 2 only).			☑	
% of operating expenses funded through non-rates revenues. (LTP measure)	☑			
% of milestones completed as per TAU Board agreed capital programme.	☑			
% of critical TAU assets in acceptable condition.	☑			
Investment and innovation				2
Attributable value of private sector investment secured during the year.			☑	
The contribution to regional GDP from major events and business events attracted or supported. (LTP)	☑			
TOTAL	9	0	3	12

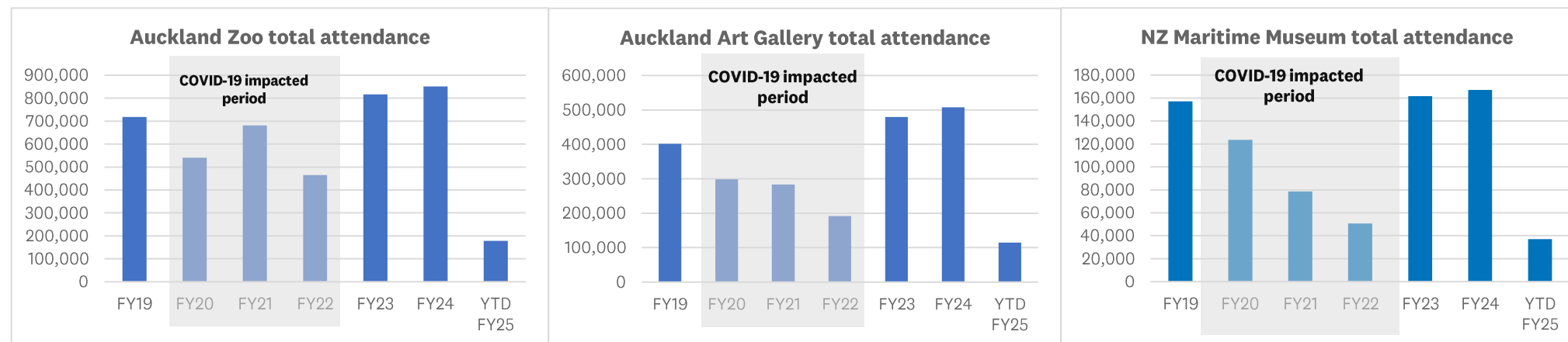
Note: Individual performance of facilities and venues is presented in the Performance of facilities and venues section in Appendix 2

Longer term KPI trends

The graphs below show longer term trends for selected KPIs. Contribution to regional GDP and the percentage of operating expenses funded through non-rates revenue were both impacted by COVID-19, but improved in the 2022/23 and 2023/24 years.



The graphs below illustrate **total** (not ticketed, see note below) attendance trends for Auckland Zoo, Auckland Art Gallery and the New Zealand Maritime Museum. Attendance across these venues was impacted by COVID-19 but picked up again in FY23 and further increased in FY24.



Note: The graphs above show total attendance, not ticketed attendance due to data availability. Ticketed attendance was introduced in FY21, while total attendance is available back to FY17.

Strategic alignment and key policies

Climate change and sustainability

Net zero emissions: The [Auckland Art Gallery decarbonisation case study](#) is now live on the Facilities Management Association of New Zealand (FMANZ) website. The Gallery transitioned from a natural gas-fired heating system to more sustainable electric heat pumps – a move that aims to achieve at least a 48 per cent reduction in scope 1 and 2 carbon emissions due to energy use, equivalent to approximately 291,500kg CO₂e annually from the building’s carbon footprint. The decarbonisation project at Go Media Stadium West Stand is progressing, with physical works completed in August and then CO₂ heat pumps commissioned in September. This project has completely removed gas use from the West Stand and planning is underway to introduce monitoring software for the whole stadium. Planning and advocacy for cycling and public transport initiatives is also underway to influence how TAU kaimahi travel, with the aim of reducing TAU’s carbon footprint from both business travel and commuting.

Zero waste: Auckland Stadiums collaborated with All Heart NZ to improve waste diversion rates when refurbishing the Go Media Stadium suites by redirecting and repurposing redundant corporate items. This project contributed \$24,000 to community groups and diverted more than 9 tonnes of furniture from landfill. Waste minimisation efforts have also been boosted throughout the One NZ Warriors season, with Auckland Stadiums successfully diverting more than 80 per cent of waste from landfill during the season, equating to nearly 40,000kgs of waste directed to either recycling or compost. Auckland Live & Conventions have been collaborating with the waste team at the council to recycle corflute (signage) at Aotea Centre, and a dedicated staff member has also been hired to sort waste at this site. An analysis of 2023/24 waste data was completed. The findings are used to inform kaimahi of TAU’s waste to landfill and encourage use of TAU’s Waste Minimisation and Management Guidelines to reach zero waste goals, and targets in the Climate Change & Environment Strategic Plan.

Empowered organisation: TAU kaimahi had the opportunity to attend waste training sessions at Albert St and visit the Waiōrea Community Recycling Centre to better understand waste minimisation and management practices. Time was spent building the capability of the Major Events team to produce waste resources which, in turn, supports capability building for volunteers and stallholders at TAU’s cultural festivals. Discussions also included low-carbon transport, climate resilience and education.

Cross-cutting: A 10-point Sustainability Plan has been developed for BNZ Diwali Festival in October 2024. This plan aligns to our Climate Change & Environment Strategic Plan, focusing on promotion of low-carbon transport, nature, climate resilience, climate education, waste management and many other areas.

Reporting: TAU’s greenhouse gas emissions were certified, including Toitū net carbonzero for Auckland Zoo, and Toitū carbonreduce for TAU. The overall gross emissions in 2023/24 were 4551 tCO₂e – down from 5324 tCO₂e the previous financial year. TAU’s annual, voluntary publication - *Our Sustainability Story* - was prepared for release in early October.

Te Tāruke-ā-Tāwhiri: Auckland’s Climate Plan: See Climate Connect Aotearoa under Economic Development projects of focus.

Māori outcomes

Kia ora te Umanga (Māori business, tourism and employment)

A funding agreement is now in place between TAU and Auckland Council (Ngā Mātārae) for LTP Māori Outcomes Fund (MOF) of \$3.36m over three years for investment in Māori Economic Innovation Hubs. Three-year investment agreements between TAU and hub operators Reserve Tāmaki and Ngahere Foundation are in place. Additionally, a new hub, sitting within the GridAKL network, will be established at Te Puna Creative Innovation Quarter in Te Kōpua-Henderson. The hub will deliver training, innovation and business growth pathways primarily focussed on creative tech industries. TAU is partnering with Te Kawerau ā Maki on development of Te Puna Māori Economic Innovation Hub. Work is underway on programme design including engaging programme delivery partners, with programmes commencing in 2025. The MOF investment in hubs included \$60,000 across three years to develop and deliver a kaupapa Māori evaluation and insights approach for the hubs that appropriately measures value and impact. An RFP for evaluation services was issued in early October.

Dane Tumahai (Ngāti Whātua Ōrākei) and Ceillhe Spearth (Ngāpuhi) have been selected as Māori representatives on the Destination Partnership Programme advisory group.

Analysis of responses from the Climate Connect Aotearoa workshops in May and June has now been completed and the results of these sessions will be used to inform a new SME resource platform, with the launch date and platform to be announced.

Kia ora te Ahurea (Māori identity and culture) / Kia ora te Hononga (Effective Māori participation) / Kia ora te Taiao (Kaitiakitanga)

Screen Auckland and TAU have been facilitating engagement with iwi and the screen industry to co-design an approach to filming at Sites and Places of Significance to Mana Whenua (SPSMW) under the Auckland Unitary Plan. A proposed plan change will enable temporary filming (up to 30 days) on SPSMW that are council-controlled public places as a permitted activity, rather than triggering a resource consent. TAU engaged with the 19 mandated iwi and received feedback from 17: 11 support the plan change in principle. Feedback has directly informed the drafting of the plan change and development of a more robust film permit application process. The team received approval to publicly notify the plan change and Auckland Council opened it up for public submissions on 26 September. Engagement with iwi and with the screen industry will continue while the public feedback process is underway.

Kia ora te Rangatahi (Realising rangatahi potential) / Kia ora te Reo (Te reo Māori)

TAU sponsored the finals of the Ngā Manu Kōrero national secondary schools' speech competition on 9-11 September, following regional competitions across the motu. An estimated 8000 people attended the three-day event, which was televised live on Whakaata Māori TV.

TAU supported a competition that gave four kura the opportunity to attend the reo Māori version of the popular Disney movie *Encanto*.

Kia hāngai te Kaunihera (An empowered organisation)

In Quarter 1, following last year's pilot of Whāia Te Ao Māori | Walking alongside the Māori world at Auckland Art Gallery Toi o Tāmaki, New Zealand Maritime Museum Hui te Ananui a Tangaroa commenced research into understanding our strategic and operational delivery of Māori Outcomes. Research partner Tū Ohu Collective has been secured, a literature review has been completed and workshops and focus groups with senior NZMM leaders and staff have been held. A full report of findings and recommendations is due in October.

Statement of performance expectations

Experiences and Events

Highlights

- The 13th World Choir Games were held in Tāmaki Makaurau Auckland from 10 to 20 July. This was the very first time the games were held in Oceania, with more than 11,000 singers from more than 42 countries arriving in Auckland to compete and take part in workshops, ceremonies and evening concerts in the city. The event generated an estimated contribution to regional GDP of \$10.5 million and 61,590 visitor nights for the region. 92% of attendees were satisfied or very satisfied with their event experience.
- SailGP announced it will make its highly anticipated debut in Tāmaki Makaurau Auckland as part of its 2024/2025 Season calendar. Coming to Auckland for the first time in January 2025, the event is expected to bring approximately 20,000 people and more than \$5m GDP into the region. A purpose-built grandstand is being constructed for the event. Tickets went on sale in September.
- Approximately 650 secondary school students from 10 high schools and two guest performance groups took part in Autaia in August at Aotea Centre. Students shared their stories through haka theatre, showcasing their talents including waiata composition, performance, directing, choreography, costume, set design, sound and lighting. This year's programme was the fourth iteration of Autaia attracting a predominately Māori sold-out audience.
- The Tony Award-winning *SIX The Musical* announced an exclusive, strictly limited season at The Civic in Auckland in February 2025. The Australasian production is now on sale and will headline the Te Ahurei Toi o Tāmaki Auckland Arts Festival.
- The Auckland Convention Bureau successfully secured the bid to host the Jehovah Witness Special Convention in Auckland in January 2026. For more than 120 years, the annual conventions have been held worldwide. They attract thousands and are conducted in a multitude of languages. The upcoming special convention is anticipated to welcome more than 3000 international visitors who will likely engage in various activities before and after the event. In addition to international delegates, attendees from across the country will also participate. The Jehovah Witness Special Convention is projected to contribute approximately \$17.5 million to the regional economy.

Issues and Risks

- Auckland Conventions Venues and Events (ACVE) is experiencing continued macro-economic pressure from clients either cancelling, postponing events or requesting more cost-effective options.
- Te Wero bridge closure has impacted Christmas enquiries and placement of events at Viaduct Events Centre (VEC), the expected re-opening in December will assist to alleviate this issue.

Programme	Status	Description	Progress towards key deliverables
Major Events	On track	Invest in and deliver an annual major events portfolio on behalf of Auckland Council that generates economic, social, reputational and sustainability benefits for the region. The portfolio includes a mix of arts, cultural and sporting events happening across the year. Provide facilitation support to partner venues including Eden Park and Spark Arena.	<p>Major events either invested in and/or delivered by TAU during Q1 generated an estimated regional GDP of \$16.6m with a further 2 events pending evaluation expecting to have generated a further \$0.75m. This generated 110,977 visitor nights for the region and a potential 7800 extra nights (pending evaluation).</p> <p>Some of the highlights in Q1 included:</p> <ul style="list-style-type: none"> • Pacific Festival of Brass (10–13 July) with 6820 visitor nights and a GDP impact of \$1.05m • All Blacks vs England (13 July) with 17,700 visitor nights and a GDP impact of \$2.2m • Secondary School Sport Auckland Tournament Week (2 – 8 Sept) with 11,137 visitor nights and a GDP impact of \$1.07m <p>The Gay Games 2030 Bid Book and Video was submitted in August, and the presentation is planned for Washington DC in 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.</p> <p>TAU alongside Ministry of Business, Innovation and Employment (MBIE) announced joint funding towards World Dance Crew Championship 2025, a new international dance competition taking place in April next year. The event is expected to attract 2000 international attendees from more than 40 countries.</p> <p>A new Guinness World Record for largest haka was set at Eden Park with more than 6500 participants. The previous record was held by France. The TAU-supported event, Haka Stand as a Nation, took place on 29 September and featured 16 of New Zealand’s top artists, including Six60 – which headlined the event.</p> <p>BNZ Diwali Festival is the next TAU-owned event to be delivered (October) and planning is on-track.</p>
Auckland Live	On track	A world-class live performance organisation that energises 11 of the region’s performance venues with high quality shows and experiences. Grows Auckland’s international reputation as a viable market and attracts and/or hosts more than 1800 events to the region annually. A centre for performing arts development, education, enrichment and high-performance professional training.	<p>Attendance at Auckland Live Events over Q1 was 168,883 against a YTD target of 149,077 across 120 events.</p> <p>The new TAU Director, Performing Arts, Daniel Clarke commenced in July. Daniel will lead the development and acquisition of local and international performing arts content for the region and champion Tāmaki Makaurau Auckland’s performing arts sector.</p> <p>This year’s Opera in Concert, Tristan und Isolde, was held in August with a sold-out performance in Auckland Town Hall. A new pre-booked sit-down dining experience proved extremely popular and sold out well in advance. A ‘Gourmet-to-go’ takeaway option was also offered.</p> <p>The Whānau Mārama: NZ International Film Festival took place in August at The Civic Theatre. The festival had a reduced season length but an increase in the daily average of tickets sold.</p> <p>Royal New Zealand Ballet returned to the Kiri Te Kanawa Theatre with their second season in 2024, <i>Solace</i>, with a trio of new and recent ballets by Wayne McGregor, Sarah Foster-Sproull, and Alice Topp.</p>
Business Events	On track	Secures, hosts and supports conventions, meetings, commercial exhibitions, incentive programmes, functions and dinners across suitable Tātaki Auckland Unlimited venues and other venues. Provides technical equipment hire for conventions, meetings, commercial exhibitions, functions and dinners.	<p>Auckland Convention Bureau: At the end of Q1, there are 79 future business events confirmed for Auckland (to 2029) as a result of Auckland Conventions Bureau’s support with an estimated future economic value of \$111.1m. Tickets for the Unleashing the Potential of Business Events forum are now on sale, taking place in November at Aotea Centre. The two-day event includes international and domestic guest speakers, including ACB’s international advisors on sector development.</p> <p>Auckland Conventions, Venues and Events: The confirmed number of events for the Q1 period for FY25 versus FY24 have increased by +66%; event days +39%; revenue +13%, the incremental increase in revenue is the result of a 180% increase in the number of events, at a lower value, being placed at the cultural organisations. This outcome reflects a successful strategic focus on securing more commercial business event opportunities for the cultural organisations. Key business events held at ACVE venues in Q1 included Ngāti Whatua National Iwi Chairs Forum, Building Nations, and ICICI Prudential Dinner from India, President of India State Visit.</p>

Taonga and places

Highlights

- At the end of Q1, total ticketed attendance across TAU's cultural organisations was 430,680, on track for the year-end target of 2.12m.
- Auckland Art Gallery heritage restoration project to replace the roof of its 135-year-old building has now passed halfway. The scaffolding and protective wrap on the Wellesley St side of the heritage building has been removed, offering a preview of the new roof and façade, which are still under construction. The CCO Direction and Oversight Committee completed a walkthrough of the site in August. The project is expected to be completed by August 2025.
- The One New Zealand Warriors created history at Go Media Stadium, becoming the first NRL team to ever sell out an entire home season. Over a quarter of a million tickets were sold through the course of the season, with all 10 regular season NRL games at Go Media Stadium sold out.
- Auckland Zoo celebrated World Rhino Day with the announcement that female rhino Jamila is expecting her third calf in November. Jamila is 14 months into her 16-month pregnancy. While the southern white rhino recovered from near extinction in the early 1990s, their population is now in decline again. Jamila and Zambesi continue to play an essential role as ambassadors for their species and the critical issues that southern white rhino face.
- The New Zealand Maritime Museum (NZMM) hosted its annual Merchant Navy Day commemorations (3 September) for the men and women who served and lost their lives in the Merchant Navy. The free one-hour service included a wreath-laying ceremony at the museum's Merchant Navy Memorial Plaque.

Issues and Risks

- The New Zealand Maritime Museum's heritage vessel Ted Ashby returned to the water in August after scheduled annual maintenance in July.
- The Zoo, led by senior veterinary staff, is taking a leading role in preparing the Zoo, and the wider Auckland area through collaboration with and advice to TAU, the council and DOC colleagues, for the anticipated arrival of Highly Pathogenic Avian Influenza (HPAI) in Aotearoa. The Zoo continues to address prioritised HPAI requirements including building a temporary, fit for purpose flamingo facility ready for use in September. Investigations have begun to understand the requirements for a permanent facility that is suitable response to HPAI and an engaging visitor experience for this iconic species.

Programme	Status	Description	Progress towards key deliverables
New Zealand Maritime Museum	On track	The museum houses the most significant maritime collection in Aotearoa spanning vessels, artefacts, and archival material. The museum is a place of learning and enjoyment, telling the story of our ocean, coastal and harbour seafaring from the earliest Polynesian explorers to the present day.	<p>Work continues on the upcoming Shackleton exhibition in partnership with Antarctic Heritage Trust (due to open in November).</p> <p>The museum’s new offsite storage facility was blessed by Ngāti Whatua kaumatua, allowing the artefact move process to begin. This element of the project is running ahead of schedule, and works are in train to permanently hand back the prior Avondale site to the landlord.</p> <p>The museum’s Digi-Hub Project was shared at the National Services online hui in July, with 30 culture and heritage institutions from across Aotearoa taking part.</p> <p>The Digital Hub team recently returned to NZMM for a six-week block of work on the museum’s collection. The final tranche of work for 2024 will be with Howick Historic Village, and the application for funding the 2025 programme has been lodged with NZ Lotteries.</p>
Auckland Art Gallery Toi o Tāmaki	On track	Auckland’s leading gallery of art houses a nationally important collection of more than 17,000 works from New Zealand and the world. Its purpose is to be a place for art and catalyst for ideas, offering experiences that strengthen and enrich our communities.	<p>The inaugural exhibition <i>Aotearoa Contemporary</i> opened alongside The Walters Prize 2024 in July.</p> <p><i>Modern Women; Flight of Time</i> exhibition opened in August. The exhibition is accompanied by an illustrated book, and the Gallery shop launched a new range of products focused on women-led businesses. Book and exhibition reviews have been exceptional, and the book is selling very strongly in trade and Gallery shop.</p> <p>The upper space in the Gallery’s historic building has been renamed to ‘Te Kawau Gallery’, honouring Apihai Te Kawau (circa 1780–1869), a key ancestor of modern Tāmaki Makaurau Auckland. The first exhibition in Te Kawau Gallery will be a display of Gottfried Lindauer’s portrait paintings of tūpuna Māori from iwi across Aotearoa.</p> <p>The Gallery farewelled Sarah Hillary, Principal Conservator who retired after more than 40 years. Sarah will remain an emeritus member of staff while completing a research project for the Gallery. Ana Iti (Te Rarawa) won this year’s Walters Prize for her sculptural and sonic installation <i>A resilient heart like the mānawa, 2024</i>.</p>
Auckland Zoo	On track	Auckland Zoo is a wildlife conservation organisation that brings people together to build a future for wildlife. The Zoo cares for wildlife, participates actively in national and international wildlife conservation programmes and research and creates extraordinary experiences for visitors.	<p>An Auckland Zoo Bird Keeper returned from a two-month field secondment to Fatu Hiva as part of a Birdlife International-led project in the Marquesas (French Polynesia), where she was responsible for the world’s first Fatu Hiva monarch to be reared under human care. This is a ground-breaking, eleventh-hour, conservation intervention to save one of the world’s rarest birds.</p> <p>The Zoo hosted two major education events in August with about 700 ākonga attending these events. The first in partnership with Western Springs College Ngā Puna ō Waiōrea and the second was supported by Mazda NZ Ltd and Tip Top.</p> <p>The veterinary team successfully rehabilitated and released a malnourished and dehydrated southern giant petrel which had been ‘storm-wrecked’ on an Auckland beach.</p> <p>Two young Tasmanian devils have been relocated to the Zoo from Cressy Wildlife Facility in Tasmania as part of the Tasmanian Devil Ambassador Program to raise awareness of their species.</p>
Auckland Stadiums	On track	Auckland Stadiums manages Western Springs, North Harbour Stadium, and Go Media Stadium and brings to Auckland world-class sport, live music, and entertainment.	<p>Go Media’s renewal of naming rights relationship at Mt Smart for at least four more years was announced in July.</p> <p>Auckland FC commenced operating out of North Harbour Stadium in the first week of July. The A-League draw for the 2024-25 season was announced, with Go Media Stadium allocated 13 home games for Auckland FC. The first match is scheduled for 19 October against the Brisbane Roar.</p> <p>The 2024 One NZ Warriors’ home season finished at Go Media Stadium on 23 August. The average matchday attendance at Go Media Stadium in 2024 was 23,642, which is higher than last year’s 22,739 for 10 games including the playoff against Newcastle. On 23 August, Go Media Stadium was renamed Shaun Johnson Stadium to mark the club legend’s final game.</p> <p>North Harbour Stadium announced it will host Moana Pasifika’s Super rugby home games in 2025.</p>

Projects of focus

Project	Status	Description	Progress towards key deliverables
Stadium Development	On hold	Includes Single Operator Stadiums Auckland (SOSA) model, Western Springs precinct and North Harbour Stadium updates.	<p>The timing of the SOSA work has been impacted by the process undertaken by the council political working group on stadiums in issuing an EOI for a 'main stadium' for Auckland, and short-listing Eden Park as part of that process. As per the Letter of Expectation, following conclusion of the 'main stadium' expression of interest process, TAU will further progress discussions with Eden Park Trust on a single operator for the region's four stadiums.</p> <p>In the meantime, TAU continues to work closely with Eden Park and support major events held at Eden Park that have strong outcomes for Auckland and Aucklanders. During the 2024/25 year, these will include the upcoming Coldplay and Luke Combs concerts and international cricket fixtures.</p> <p>The Expression of Interest process for potential investment in the development of Western Springs Stadium closed on 19 July. The four proposals are being evaluated with a recommendation to be provided to the TAU Board in October.</p> <p>TAU supported the North Harbour Stadium steering group's presentation to Governing Body in August. The steering group's report was unanimously approved by the mayor and councillors and the positive working relationship between the Steering Group and TAU was noted.</p>
Integrating Auckland's cultural institutions	On track	TAU's contribution to the development of options and opportunities for creating an integrated cultural institutions model for Tāmaki Makaurau Auckland.	<p>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.</p> <p>A political working group led by Deputy Mayor Simpson is considering potential legislative change options, working in collaboration with MOTAT and AWMM.</p> <p>In late September, the Governing Body endorsed a set of recommendations of the Arts, Sports, Social and Community Political Working Group and requested staff to carry out the necessary work to give effect to the recommendations. The recommendations are divided into three parts:</p> <ol style="list-style-type: none"> 1. General Recommendations: intended to give overall direction of the ongoing work to improve the sector 2. Track One Recommendations: to enhance collaboration across the sector and develop an Alliance of Auckland Council Funded Cultural Organisations, led by TAU Board 3. Track Two Recommendations: aimed at progressing comprehensive legislative changes to improve oversight and strategic alignment of the sector.

Auckland's reputation

Highlights

- TAU launched a new campaign prompting people to 'find your happy guide to Auckland'. This 12-week campaign, part-funded by the city centre targeted rate, targets domestic drive/fly markets and local audiences. It is informed by research about perceptions of Auckland and aims to improve sentiment. Cumulatively, more than two million Kiwis were exposed to the campaign's messages and evaluation of the Happy Guide to Auckland campaign (after the first seven weeks) shows that those who have seen it (30% of target market) are more likely to recommend Auckland as a place to visit or spend leisure time. The data shows 60% of those who have seen it are taking action because of the campaign, while 87% took away the desired key messages.
- United States reality TV series *The Bachelorette* filmed two episodes in Auckland earlier this year, which aired on North American television in July and August. The two episodes showcased picturesque locations and unique experiences in Auckland, highlighting it as a must-visit destination. TAU supported the production team with locations, local contacts and film permits, and is working to ensure the broadcast of the Auckland episodes gains traction in US lifestyle and travel media. DPP funding of \$50,000 was used to support the campaign. View footage highlighted [via this link](#).
- Emmy® Award-winning travel show *Bare Feet with Mickela Mallozzi* filmed two episodes in Auckland, showcasing Māori culture and Matariki, with April 2025 live date across PBS stations (North America). Leverage included Mickela appearing on TVNZ Breakfast Show. This project was instigated at the first North American Roadshow in New York 2022.

Programmes and projects of focus

Programme	Status	Description	Progress towards key deliverables
Promoting Auckland	On track	Building Tāmaki Makaurau Auckland's brand as a place to visit, live, work, study and do business. Promoting Auckland and TAU through media, delivering integrated plans to attract visitors and investment, and leading the coordination of regional and sub-regional destination marketing.	The citywide calendar (CWC) project was approved to create a unified database of TAU-funded or supported events. TAU has successfully integrated event data from existing CCO platforms and a new admin portal is ready to deploy. Discussions are underway with the council to include council-led events. A campaign with RotoruaNZ was launched in September aimed at bringing Australian leisure travellers to the North Island. The <i>2 Easy</i> campaign runs until 29 November, highlighting the best in hospitality and experiences the two regions have on offer. A total of 83 deals have been supplied by Auckland Destination Partnership Programme partners.
Promoting TAU activity	On track	Increase the recognition and reach of TAU's own brands through ongoing marketing and promotion of TAU-hosted and/or delivered experiences, events, exhibitions and performances.	Auckland Zoo's <i>Connect with Papatūānuku</i> campaign that ran April – June contributed to +6% YOY lift in visitation and +5% YOY lift in General Admission and Member admissions. Visitors identifying as Māori increased by 1% YOY with market penetration up by 3% YOY. NZMM's Merchant Navy Day had 220 attendees, achieving the highest attendance to date supported by marcoms efforts.
Auckland Pass	On track	As per our Letter of Expectation, Tātaki is investigating the feasibility and development of an 'Auckland Pass'	TAU hosted a workshop with industry to co-design potential operational models and assess feasibility.

Auckland's prosperity

Highlights

- TAU released the Auckland Economic Monitor 2024 in July, providing insights and commentary on Auckland's macroeconomic performance over the past five years. The report found that Auckland's economy grew 10 per cent from 2019 to 2023, matching the national average, and in 2023, the region's economy grew faster than the rest of the country, impressively generating \$143 billion in GDP.
- Auckland hosted the World Green Infrastructure Congress 2024 in September, following support from ACB to win the conference in 2023. 600 leaders and world experts in sustainable urban development attended, with TAU's Head of Climate Innovation and Sustainability Parin Rafiei-Thompson among the speakers. Parin presented alongside John Lavery – Head of Economic Transformation.
- Tāmaki Makaurau Auckland was announced as the main shooting location for the highly anticipated Amazon MGM Studios production, *The Wrecking Crew*. The production is expected to contribute significantly to the local economy, hiring more than 1400 local cast, crew, and extras. Screen Auckland – a division of TAU – will provide extensive support throughout filming, facilitating film permits and ensuring smooth operations for both the production, local businesses, community organisations and the public.
- A city centre prospectus was launched by TAU in September. The prospectus serves as a powerful tool to attract investment, foster growth and solidify Auckland's status as a world-class city in the Asia-Pacific region.
- A new partnership between GridAKL and Denver Economic Development & Opportunity (DEDO) is set to open up new prospects for startup technology businesses in Auckland and Denver. The City2City agreement was announced during Denver Startup Week in September with a commitment to building stronger connections between the two technology startup communities, with Denver already home to about 40 New Zealand tech companies.

Issues and Risks

- Protestors from Climate Liberation Group are likely to continue to protest at each cruise ship arrival in Auckland. TAU is working with key parties to ensure the safety of passengers and general public. Internal Risk management plans are underway to manage this in the upcoming season.
- The second annual State of the City report, benchmarking Tāmaki Makaurau Auckland's international performance has seen the region slip backwards against nine international peer cities. The report shows Auckland declined against Connectivity, Experience, Prosperity and Sustainability pillars.

Programmes

Programme	Status	Description	Progress towards key deliverables
Visitor Economy	On track	TAU's Visitor Economy team focuses on leading and partnering in destination marketing and advocating or coordinating in destination management.	<p>Now in its second year, the 2024/25 year Destination Auckland Partnership Programme (DPP) has 148 companies registered.</p> <p>The first winter cruise ship Pacific Explorer arrived in July, with 44,000 cruise ship passengers due to arrive during winter. TAU supported the Cruise New Zealand conference in August, which saw the largest attendance to date. Cruise lines, ports, operators and other regional tourism organisations attended to discuss the new Cruise Strategy for New Zealand and other cruise issues.</p> <p>TAU attended Kiwi Link in India in July. As an emerging market for New Zealand, frontline agents were introduced to Auckland region as a destination, sharing reasons to stay, play, and dine for more than two nights. 150+ agents took part in-person, and an additional 200 took part in Facebook live training. A series of webinars are now underway with trade partners.</p>
Economic Transformation	On track	Providing insights, data and guidance and support for regional, local and place-based initiatives and focusing future investment on economic outcomes for south and west Auckland.	<p>Launched in July, the Auckland Economic Monitor highlights pivotal trends, current challenges and opportunities for Auckland. Produced with support from PwC New Zealand, the report gained significant media interest. TAU worked with council on joint media opportunities for TAU and the council's Chief Economist.</p> <p>The Pacific Partnerships team presented to Minister Melissa Lee on the success of Project Ikuna in July. Conversations continue with MBIE about funding a further phase of the project, with decisions in Q2.</p> <p>State of the City: Benchmarking Tāmaki Makaurau report was launched at a breakfast event in August attended by thought leaders from across the private and public sector. Mayor Wayne Brown and Minister for Auckland Hon Simeon Brown spoke, as well as TAU Director Economic Development, Pam Ford. TAU partnered with Committee for Auckland and Deloitte to produce the annual report.</p>
Investment & Screen Attraction	On track	Attracting high-value businesses and investment to the city to maximise economic opportunities associated with infrastructure, businesses and talent. Screen Auckland includes attraction of screen productions, management of screen infrastructure and ensuring Auckland is a 'film friendly' region.	<p>The Te Puna Creative Innovation Quarter sublease for Whoa! Studios started in July and capital fitout plans are underway. Tenant attraction is ongoing, the first tenant has been confirmed and preparation for investment attraction for the wider quarter began. A procurement plan for a Te Puna Māori Outcomes (Council) creative skills and business growth programmes has been developed.</p> <p>The Invest in Auckland's city centre prospectus was launched in September, a TAU-delivered action in the City Centre Action Plan, supported by funding from the city centre targeted rate. The prospectus will be used as collateral for an Auckland investment summit next year. TAU is supporting Eke Panuku in codesign work around the release of the central wharves back to the council.</p> <p>A cross-council working group, led by Screen Auckland, facilitated pre-production of Amazon MGM Studios large budget action feature film <i>The Wrecking Crew</i>, working closely with the client and stakeholders. This set a precedent for the way large productions can be facilitated, for the benefit of Auckland's economy.</p> <p>All film studio facilities had international productions occupying them over Q1. The domestic screen sector has remained subdued.</p> <p>The Screen Auckland team hosted a 13-member Chinese delegation during the 12th New Zealand Chinese Film Festival, which launched in Auckland in September. The delegation, led by the editor-in-chief of the China National Film Channel, explored future cooperation opportunities and received a tour of Kumeu Film Studios and post-production company Department of Post.</p>

Tech & Innovation	On track	Leveraging our role to grow Auckland's innovation ecosystem, including the ongoing development of the <i>GridAKL</i> network and the implementation of <i>Tech Tāmaki Makaurau</i> – Auckland's Tech Strategy.	<p>TAU Economic Development team hosted a group of consular corps representatives from the United States, Canada, Japan and Australia in September. This diplomatic engagement showcased our city's innovative spirit and economic potential to key international stakeholders, and included a tour of the GridAKL innovation precinct. Other guests hosted in Q1 included a Shanghai Municipal Bureau of Data delegation, and a NASA delegation round table with Aerospace Auckland companies.</p> <p>GridAKL Propel Scholarship programme #2 complete. 3x Fintech startups with high growth potential supported into the hub. GridAKL Advisors engaged with 150 founders as part of the Startup Aotearoa programme (funded by Callaghan Innovation). NPS score of 90 overall.</p> <p>A Tech Tāmaki Makaurau Industry Advisory Group session was held with 13 tech leaders discussing challenges and opportunities for Auckland's tech sector growth. Direct action from the group has been the development of Tech Auckland marketing campaign to elevate visibility of Auckland as a global tech hub.</p> <p>A Tech24 Careers Showcase was held in partnership with MOTAT, TechStep, NZTech and Ministry of Education with 255 rangatahi from seven secondary schools and two Alternative Education Services in Auckland's south.</p> <p>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 GridMNK and 4 companies/9 individuals at Reserve. Ngahere Communities moved GridMNK hub into new larger premises at 57 Cavendish Dr, Manukau expanding the entrepreneurship offering in the south.</p> <p>Industry-focused capability programmes were delivered monthly including GridAKL Bootstrappers breakfast, Startup Ecosystem Enablers session #6 on critical success factors for scaling startups, GridAKL Lunch & Learns, Aerospace Auckland, and Migrants in Tech.</p>
Climate Connect Aotearoa (CCA)	On track	Climate Connect Aotearoa brings together business, government, Māori, academia, funders and investors, and climate innovators to create the solutions required to ensure Tāmaki Makaurau Auckland and Aotearoa New Zealand adapt and thrive in the face of climate change. The work programme includes climate challenges, knowledge hubs, and ecosystem mapping.	<p>Energy challenge: solar panels were installed for the community energy sharing challenge. The project team has also established the role and function of the entity which will reconcile the energy transfers between parties. Regulatory exemption discussions with the Electricity Authority commenced in September. Ongoing development of community battery research to be finalised in Q2.</p> <p>Process heat/energy: CCA planned and delivered the Regional Energy Transition Accelerator (RETA) event with EECA. The event brought together some of Auckland's key energy users and suppliers, and provided a platform to explore strategies and address barriers at a regional level, particularly around fuel supply and infrastructure. The event has led to a potential collaboration on biofuels and freight.</p> <p>He Kete Mātauranga: Video interviews were developed and published on He Kete Mātauranga, following CCA's mātauranga Māori and climate innovation hui in June 2024. Planning is underway for the 2024/25 event in March, this includes identifying financial support from potential partners.</p> <p>Building resilience for SMEs: CCA is collaboratively developing an online platform with resources to support small and medium businesses in preparing for climate change. Development and filming of adaptation planning videos commenced, as well as the creation of a site plan and wireframes for the webpage. The co-design news story was published on CCA's website.</p> <p>CCA has reached nearly 4k followers on LinkedIn. As of September 2024, ClimateLink has attracted an average of 1001 views from 395 users each month since launch.</p>

Performance measures

Performance measure	Previous year result	Year end Target	Q1 Actual YTD	Status	Commentary
Experience and events					
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. (LTP measure)	2.09m	2.12m	430,680	On track	Q1 is traditionally a quieter time for ticketed attendance across the cultural organisations but is expected to increase in Q2 and Q3.
The number of children participating in educational experiences through TAU venues and facilities.	137,546	150,000	32,935	On track	Auckland Art Gallery, NZ Maritime Museum, and Auckland Stadiums tracked above target for Q1. Auckland Live and Auckland Zoo were below target due to increased transportation costs and a reduction in school field trips.
Percentage of Auckland residents surveyed who consider that TAU's programmes, events and exhibitions enrich their lives.	76%	70%	No result	No result	Result reported annually only. Surveying due to take place in April/May 2025.
The number of programmes contributing to the visibility and presence of Māori in Auckland, Tāmaki Makaurau. (LTP measure)	87	45	49	Achieved	This KPI has been achieved. A number of programmes, initiatives and events took place during Matariki and Te Wiki o te Reo Māori.
Percentage of customer complaints resolved in 10 working days.	93%	80%	92%	On track	A total of 13 complaints were received in Q1, with 12 resolved within 10 working days.
Facilities					
The net promoter score for TAU's audiences and participants. (LTP measure)	49	40	60	On track	Based on results available across Auckland Live, Auckland Stadiums, Auckland Art Gallery, Auckland Zoo and NZ Maritime Museum.
Percentage change in greenhouse gas emissions against 2018/19 baseline (Scope 1 and 2 only).	-14.6%	-20%	No result	No result	Result reported annually only.
The percentage of operating expenses funded through non-rates revenues. (LTP measure)	55%	59%	50%	On track	While we are currently behind target we expect this situation to improve as the year continues and revenue generating activity increases.

Performance measure	Previous year result	Year end Target	Q1 Actual YTD	Status	Commentary
Percentage of milestones completed as per TAU Board agreed capital programme.	84%	80%	36%	On track	The Board has approved a programme that includes 47 milestones. To the end of Q1, 17 of these milestones have been achieved.
Percentage of critical TAU assets in acceptable condition.	Benchmark set (95%)	95%	97%	On track	As at 30 September 2024, 97% of critical assets in the TAU Asset Register were in acceptable condition (rated very good, good or average).
Investment and innovation					
Attributable value of private sector investment secured during the year.	\$351.9m	\$100m	No result	No result	Result reported bi-annually only.
The contribution to regional GDP from major events and business events attracted or supported. (LTP measure)	\$142.8m	\$50m	\$16.6m	On track	Result based on the assessment of seven events out of nine held over Q1. Results for the remaining two events will be included in Q2

Financials – overview

	Notes	FY 24	FY 25 Quarter 1 YTD			FY 25
		Actual	Actual	Budget	Variance	Budget
Net direct expenditure	A	85.9	25.2	25.7	0.5	94.3
Direct revenue	B	104.4	23.2	22.9	0.3	105.6
Fees & user charges		55.5	13.0	12.0	1.1	57.0
Operating grants and subsidies		17.2	2.1	1.8	0.3	26.2
Other direct revenue		31.7	8.1	9.1	(1.1)	22.4
Direct expenditure	C	190.3	48.4	48.6	0.2	199.9
Employee benefits		87.9	22.9	21.9	(1.0)	79.6
Grants, contributions & sponsorship		8.7	3.0	3.2	0.2	7.7
Other direct expenditure	D	93.7	22.5	23.4	1.0	112.6
Other key operating lines						
AC operating funding		85.8	25.2	23.6	1.6	94.3
AC capital funding	E	57.5	17.9	21.2	(3.3)	84.8
Depreciation		60.0	14.4	14.0	(0.4)	56.0
Donated Artworks	F	2.2	0.8	0.0	0.8	0.0
Net Income Tax expense (benefit)		1.0	0.2	0.0	(0.2)	0.0
Net interest revenue (expense)		2.0	0.5	0.0	0.5	0.0

Financial commentary

A. Net Direct Expenditure is largely on target for the first quarter.

B. Revenue is slightly favourable mainly due to Visitation revenue is ahead of budget reflecting increased admissions, which is also driving retail sales and better than expected revenue in Performing Arts and Stadiums and offset by delay in Grants and Subsidies revenue received in the first quarter.

C. Direct expenditure is largely in line with the budget, employee benefits are adverse due largely to additional casual staff and temporary staff being needed for revenue generating events.

D. Other expenditure (including costs of sales for events and visitation, occupancy and utilities as well as repairs and maintenance costs to support the venues of Tātaki) are favourable to the budget due to timing of work.

E: Steady start to the year with nearly 21% of the total budget spent year to date. Budget was rephased in September based on our programme of work, this however is not reflected in the YTD budget. This will be fixed in October period.

F. Vested Assets includes gifted artwork.

Appendix 1: Financial breakdown by key activities

Direct operating performance

Cultural organisations

\$ million	Notes	Previous Year Actual	Actual	2024/25 YTD Budget	Variance	Full year Budget
Auckland Art Gallery						
Direct revenue		5.7	1.2	1.4	(0.2)	6.4
Direct expenditure		23.4	6.8	7.6	0.8	26.3
Net cost to serve		17.7	5.6	6.2	0.6	19.4
Net cost to serve Per Patron						\$39.90
Auckland Zoo						
Direct revenue		16.1	3.1	3.0	0.1	16.2
Direct expenditure		30.1	7.6	7.8	0.2	32.0
Net cost to serve		14.0	4.5	4.8	0.3	15.8
Net cost to serve Per Patron						\$18.70
NZ Maritime Museum						
Direct revenue		3.5	0.7	0.8	(0.1)	3.4
Direct expenditure		8.5	2.4	2.4	0.0	9.0
Net cost to serve		5.0	1.6	1.6	(0.1)	5.6
Net cost to serve Per Patron						\$34.10
Auckland Stadiums						
Direct revenue		12.3	1.7	1.7	0.0	14.5
Direct expenditure		16.0	2.8	3.6	0.9	17.9
Net cost to serve		3.7	1.0	1.9	0.9	3.3
Net cost to serve Per Patron						\$4.40

Economic development

\$ million	Notes	Previous Year Actual	Actual	2024/25 YTD Budget	Variance	Full year Budget
Economic development (includes Climate change & Climate Connect Aotearoa)						
Direct revenue		23.6	5.7	5.2	0.6	18.2

\$ million	Notes	Previous Year Actual	Actual	2024/25 YTD		Full year Budget
				Budget	Variance	
Direct expenditure		31.5	8.0	7.8	(0.1)	30.6
Net cost to serve		7.9	2.2	2.6	0.4	12.4

Destination

\$ million	Notes	Previous Year Actual	Actual	2024/25 YTD		Full year Budget
				Budget	Variance	
Destination (incl. Major and Business events)						
Direct revenue		10.7	1.3	2.7	(1.4)	11.3
Direct expenditure		32.7	7.0	7.7	0.6	32.6
Net cost to serve		22.0	5.7	5.0	(0.8)	21.3

Arts, entertainment and events

\$ million	Notes	Previous Year Actual	Actual	2024/25 YTD		Full year Budget
				Budget	Variance	
Performing Arts & Conventions						
Direct revenue		30.0	8.9	7.6	1.3	29.8
Direct expenditure		39.3	11.4	9.8	(1.6)	38.4
Net cost to serve		9.3	2.5	2.2	(0.3)	8.7
Net cost to serve Per Patron						\$13.30

Other (including Governance)

\$ million	Notes	Previous Year Actual	Actual	2024/25 YTD		Full year Budget
				Budget	Variance	
Other (including Governance)						
Direct revenue		0.4	0.1	0.1	0.0	0.2
Direct expenditure		4.0	1.2	0.7	(0.5)	4.4
Net cost to serve		3.7	1.1	0.6	(0.5)	4.2
Partnerships (TAU+)						
Direct revenue		2.1	0.4	0.4	0.0	2.1
Direct expenditure		4.7	1.2	1.3	0.0	5.2
Net cost to serve		2.6	0.8	0.8	0.1	3.1

Capital performance

The end of year forecast is currently estimated to reach \$78m which is about 92% of the FY25 capital funding available. Forecasting for the current financial year has been further refined and some FY26 projects are being brought forward where appropriate to reduce the variance.

Several key projects are currently in the construction phase.

- Art Gallery Heritage Restoration project \$31.8m – Wellesley Street wing milestone completed and unveiled in August, with roof, façade and external lighting works continue for Kitchener Street. Amendments to work programme for junction between Kitchener Street and Clock tower seeing overall project spend sitting at 60.6% with expected project completion in August 2025. Project is expected to complete within budget assuming no significant discoverable (low risk).
- Aotea Precinct Standby Power Generation \$6.7m – physical work completed for Auckland Town Hall and Civic with final testing and commissioning awaiting Vector settings. Project spend (97%) is expected to complete within budget, although anticipating delays to commissioning due to unknown timeframes associated with physical works on Vector’s assets.
- Security Transformation programme \$8.3m – Stage 1 and 2 of overall transformation programme is carried out in concurrent across multiple venues, with venues – AAG & MSS, on track to complete later in the year. Zoo phase 1 is due to start in October with expected completion in June 2025. Current spend is at 78.3% with project expected to complete within budget.

\$ million	Notes	Previous Year Actual	2024/25 YTD			Full year Budget
			Actual	Budget	Variance	
Auckland Zoo		8.1	3.9	3.9	0.0	17.8
Auckland Art Gallery		14.1	3.7	5.5	1.8	17.7
New Zealand Maritime Museum		4.0	0.6	0.6	0.0	2.7
Auckland Stadiums		12.4	4.7	4.2	-0.5	18.1
Arts, Entertainment and Events		10.0	2.8	3.9	1.1	16.8
Security		3.2	0.6	0.9	0.3	3.7
Digital		1.9	0.5	0.8	0.3	3.3
Partnerships (TAU+)		1.7	0.1	0.6	0.5	2.4
Property		2.1	1.0	0.8	-0.2	3.6
Total		57.5	17.9	21.2	3.3	86.0

TAU+ represents activity and support that is specified and funded by Auckland Council such as The Trusts Arena, Due Drop Events Centre, Eventfinda Stadium, Stardome Observatory and Planetarium, and MOTAT.

Appendix 2: Performance of facilities and venues

Outlined below are operational metrics for TAU facilities and venues. These are not considered organisational Key Performance Indicators and will not be reported formally as part of TAU annual reports but are provided to assist in tracking performance at a more granular level.

Facility/venue	Operating metrics		Facility/venue	Operating metrics	
Auckland Art Gallery	Full year target	Q1 YTD	Auckland Zoo	Full year target	Q1 YTD
Total attendance	500,000	114,868	Total attendance	846,230	177,975
Ticketed attendance	52,500	760	Ticketed attendance	846,230	177,975
No. school children	10,000	3,579	No. school children	47,500	9055
Net Promoter Score (NPS)	45	60	Net Promoter Score (NPS)	45	74
No. programmes contributing to visibility/presence of Māori	15	23	No. programmes contributing to visibility/presence of Māori	10	14
% opex funded through non-rates revenue	24%	27%	% opex funded through non-rates revenue	51%	43%
New Zealand Maritime Museum	Full year target	Q1 YTD	Auckland Live	Full year target	Q1 YTD
Total attendance	163,144	37,155	Total attendance	651,000	168,883
Ticketed attendance	95,250	20,928	Ticketed attendance	593,400	160,682
No. school children	6,470	2,139	No. school children	71,400	8592
Net Promoter Score (NPS)	45	52	Net Promoter Score (NPS)	40	49
No. programmes contributing to visibility/presence of Māori	10	4	No. programmes contributing to visibility/presence of Māori	10	8
% opex funded through non-rates revenue	38%	44%	% opex funded through non-rates revenue	77%	39%
Stadiums Auckland	Full year target	Q1 YTD			
Total attendance	760,380	133,298			
Ticketed attendance	533,330	70,335			
No. school children	20,000	9,570			
Net Promoter Score (NPS)	20	55			
% opex funded through non-rates revenue	81%	129%			