



AUCKLAND ARTS FESTIVAL

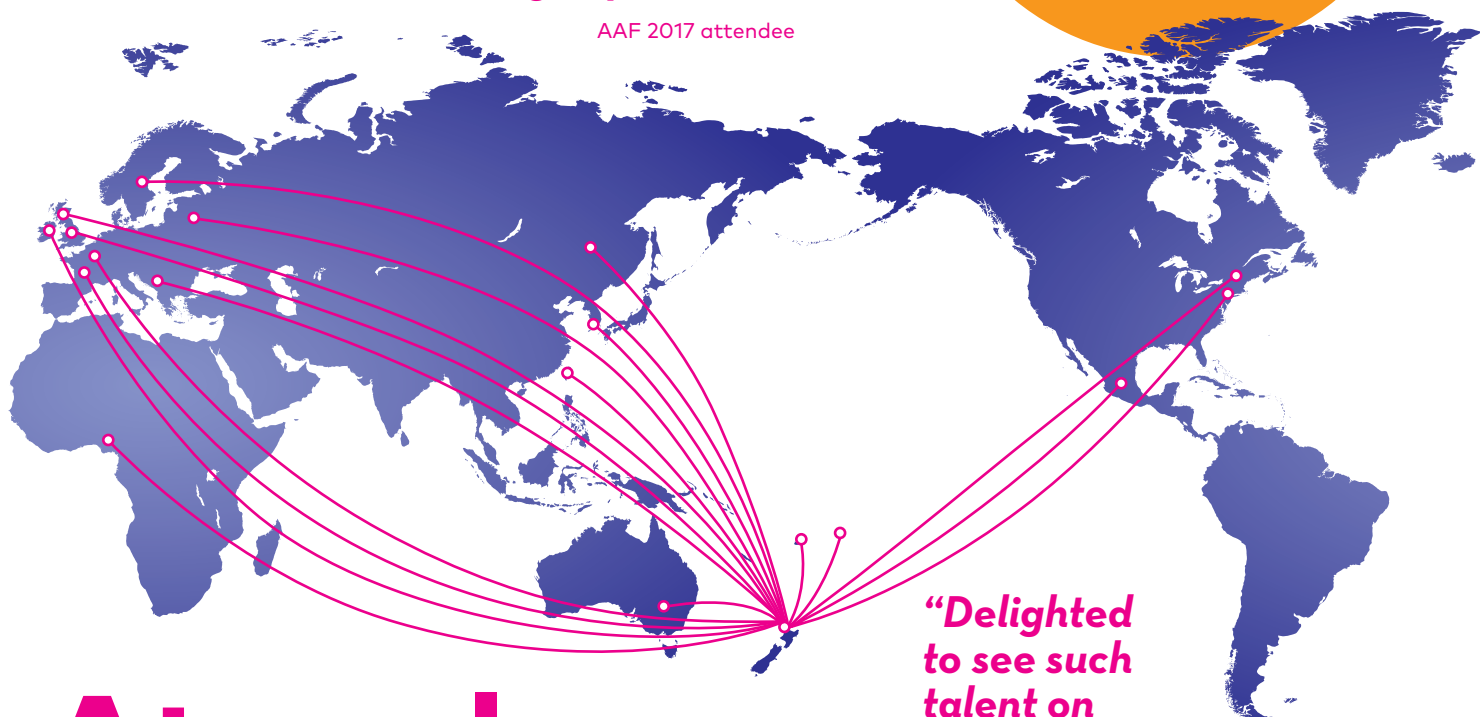
2017 in review

OUR VISION

to be a leading international arts festival, celebrating Auckland's people and cultures, and promoting the social, cultural and economic well-being of Auckland

*"There was so much variety,
it was incredibly impressive."*

AAF 2017 attendee



*"Delighted
to see such
talent on
our shores."*

AAF 2017 attendee

At a glance

AAF 2017 WAS

- a major annual event on Auckland's art calendar
- a celebration of Auckland's people and cultures
- 19 days of once-in-a-lifetime performances, artworks, ideas and events
- a cross-generational programme featuring New Zealand and international artists
- supported by stakeholders including local and central government, sponsors, funders and audiences

Our artists came from Australia, Canada, China, Fiji, France, Ireland, Mexico, South Korea, The Netherlands, Nigeria, NZ, Russia, Samoa, Scotland, Serbia, Sweden, Taiwan, UK, USA.

AAF APPEARED AT:

More than 130 locations across the Auckland region including Auckland Domain, Aotea Square, ASB Waterfront Theatre, Basement Theatre, The Civic, Māngere Arts Centre, Q Theatre, Te Uru Waitakere Contemporary Gallery, Silo Park, various pop-up spots on the streets in and around the CBD as well as venues in the Balmoral, Dominion Road, Northcote, Kingsland, Parnell, K-Road, Greenwoods Corner and Sandringham precincts.



Nearly 1,000 artists from around **19** countries took part. Over **200** artists were from overseas



132 ticketed performances across **23** shows



7 world premieres



24 New Zealand premieres



Almost **200,000** attendees



5,538 attendees from **64** schools



Around **122,000** people attended **300** free events including *Whānui*, *White Night*, music at the iHeart Radio Sound Lounge, Visual Arts exhibitions, workshops, masterclasses and talks



350 artists, including approximately **20** tertiary students from **2** tertiary institutions featured in our **fifth** *White Night*.

AAF PEOPLE

Board of Trustees 2016-2017 John Judge (Chair), Rick Carlyon, Angela Clatworthy, Evan Davies, Sarah Judkins, Tarun Kanji, Margaret Kawharu MNZM, Jim Moser, Ben Taufua, Fred Ward

Festival Executive Team David Inns, Chief Executive, Carla van Zon ONZM, Artistic Director 2016-17, Jonathan Bielski, Artistic Director 2017-18, Shona Roberts, Business & Finance Director, Thierry Pannetier, Marketing & Communications Director



**AUCKLAND
ARTS
FESTIVAL**

2017 in review

Audience Profile

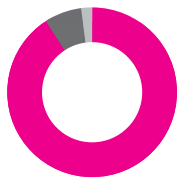
AAF OFFERED:

- a huge variety of events to suit the diversity of our city
- a suite of free events, including *Whānui* a strong, authentic community engagement programme across Auckland
- concessions for seniors, students, community service card holders and members of the arts industry
- opportunities for people of all ages, cultures and income brackets to participate

AAF'S AUDIENCE:

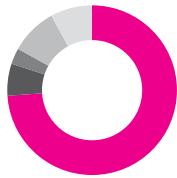
Audience by region %

Auckland	91
Rest of New Zealand	7
Rest of World	2



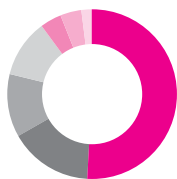
Audience by ethnicity %

NZ European/Pakeha	74
Māori	6
Pacific Islands	3
Asian	9
Other/undisclosed	8



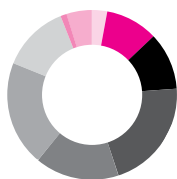
Audience employment status %

Full time employee	51
Self-employed (no employee)	16
Part time employee	12
Retired	11
Student	4
Not paid work	4
Employer	2



Audience household composition %

Single, under 39, living alone	3
Couple, under 39, no children	10
Group flatting together	11
Family, mainly young children	21
Family, mainly adult children	16
Couple 40+, no children	20
Single 40+, no children	13
Boarding or similar	1
Undisclosed	5



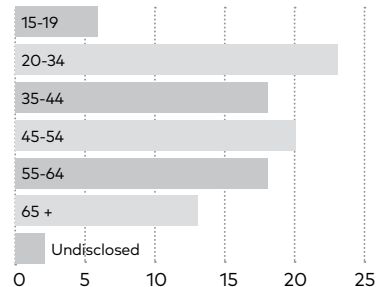
**91% OF THE
AUDIENCE THAT
ENGAGED WITH AAF
WERE AUCKLANDERS**

**NEARLY HALF AAF
ATTENDEES ARE
UNDER 45 YEARS
OF AGE**

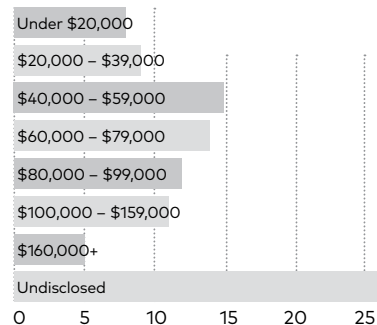
**OUT OF TOWNERS
MADE UP 7% OF THE
AUDIENCE (2% WERE
FROM OVERSEAS)**

**THE INAUGURAL
WHĀNUI
PROGRAMME
SHOWCASED
GRASSROOTS
TALENT FROM MĀORI,
PACIFIC AND ASIAN
COMMUNITIES**

Audience by age %



Audience by annual income %



*based on an independent online survey of over 1500 responses

Join us for AAF 2018 **9-25 March**

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Top Left Clockwise: La Soirée, The Spiegeltent, Whānui: FONGA, Māngere Arts Centre, Raiders of the Lost Ark, The Civic, Power Plant, Auckland Domain / GATE Photography