



Schedule D Quarterly Reporting Template

Contract No.	ECM_443870
Organisation Name	South Waikato Arts Trust (The Plaza Theatre Putaruru)
Period	Quarterly Reporting Ending 31 st March 2022

Activity	KPI	Evidence (Provide evidence and of how the KPIs were delivered and timeframe)	KPI Achieved Y/N
<p>Events are proactively sourced that best utilise and meet the full potential of the facility</p> <p>Relationships are built with other event facilities to identify shared opportunities</p>	<p>To actively secure ten Public Performing Arts events each calendar year</p> <p>Regular communication is held with other event facilities and organizations within the region to identify opportunities to develop regional arts offerings/tours and receive referral information regarding smaller hirers. 100% of referrals are followed up and recorded and outcomes presented in quarterly reports. A list of organizations, facilities and referrals will be maintained and presented quarterly</p>	<p>2 Public Performing Arts Events @ The Plaza this quarter:</p> <p>The 1st quarter of the year is always low in events as we open late January as well as low events from the COVID restrictions:</p> <p>January:</p> <ul style="list-style-type: none"> • Dance Festival week • South Waikato Country Music <p>February:</p> <ul style="list-style-type: none"> • 2 x Vaccination days • Sunday movie <p>March:</p> <ul style="list-style-type: none"> • South Waikato Music Society + AGM • Pride in Putaruru meeting • ANZAC Meetings with Andrea Shaw-Thorpe • Sunday Movie 	Yes

- Putaruru Councillors meet and greet arranged by Sandra Wallace

UP COMING EVENTS in the next quarter:

April:

Diane Wilcox School of Dance Exams
4x4 Wheel Series Awards night
South Waikato Country Music meeting
2 x School holiday movies (Paw Patrol & Sing 2)
Beauty Spot meeting arranged by Sandra Wallace
Sunday Movie
ANZAC Service and Pictorial Remembrance
Bluelight NZ Free community Movie
Pride in Putaruru Moving forward meeting

May:

Tirau Seniors day out - Movie at Plaza
Te Kura seniors speech syndicate
Private Birthday Hire
Waotu Puketuru Garden club fundraising movie
Sunday movie

June:

Arts on Tour production
Waikato Country Music Awards night
Blueprint NZ Addicts workshop
Matariki Glow Show
Pride in Putaruru Rural Community welcome
ACE Fighters Kickboxing event
Sunday Movie

Other Collaboration:

The Plaza has joined up with Bluelight NZ for regular movie showings throughout the School Holidays.

Our Manager continues to have contact with other local theatres (Kensington

		<p>Theatre and Tokoroa Little Theatre) as well as neighbouring large theatres such as Clarence Street Theatre in Hamilton and Baycourt Theatre in Tauranga.</p> <p>Recently we had queries for Wedding hire and unfortunately the date desired is pre-book so I advised them to contact the Timber Museum, the Putaruru Rugby club or the local halls</p>	
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<p>Coordinate all bookings for The Plaza</p> <p>Provide accurate records to meet Council's monitoring requirements</p> <p>Set and collect fees and charges and apply to the aims and objectives of the agreement.</p> <p>Identify income opportunities to supplement Council's financial contribution</p>	<p>Regular user levels are maintained at seven community groups.</p> <p>Booking sheets, contracts and hire documents are completed by 100% of users. This information is filed and summarized and reported in the quarterly reports Feedback from user Evaluations indicate 95% of users have had their expectations "fully met" or "excelled"</p> <p>To review the fee structure annually and ensure it is competitive and reflects the calibre of the venue relative to other performing arts venues in the region</p> <p>To ensure that a minimum of four Charitable funding applications are made annually. That 30% of the Trust's annual income comes from sources independent of Council (eg. mirage, charitable funds, and commissions) in each year of this contract</p>	<p>We currently have 10 Community Groups operating at The Plaza ranging in frequency from weekly to bi-monthly.</p> <p>THE MAJORITY OF OUR REGULAR USERS WILL ONLY OPERATE IN LEVEL 1.</p> <ul style="list-style-type: none"> • Mah Jong – Monday's 12:45pm • Putaruru 50 + - Tuesday's 12:45pm (L1) • Putaruru Sign Language - Tuesday's 5:30pm • Cancelled: Dancefit886 - Zumba – Wednesday's 5:30pm • Cancelled: Sport Waikato – Keep Moving Class – Wednesday afternoons (in studio) • St Patricks Indoor Bowls – Thursday's from March-October (L1) • South Waikato Country Music – 4th Friday of each Month (L1) • South Waikato Music Society - Occasional Sunday • South Waikato Grey Power – 4th Thursday of every second month (L1) • Putaruru Redcross - 2nd Friday of every 2nd month <p>Events, Hire Documents and Feedback:</p>	<p>Yes</p>
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		<p>Appropriate paperwork including Health and Safety Inductions are recorded and filed for all bookings.</p> <p>Feedback forms are sent with hire documents for all bookings and reminder emails are also sent. 100% that have come back show 'fully met' or 'exceeded'.</p> <p style="text-align: center;">Fee Structure Review</p> <p style="text-align: center;">We have not changed our fee structure in this quarter</p> <p style="text-align: center;">Funding Applications/Donations:</p> <p>Grants:</p> <ul style="list-style-type: none"> • A grant was applied for 6 months of movie license expenses - approved for \$1000 <p>Commissions this quarter are:</p> <ul style="list-style-type: none"> • \$2887.00 approximately 	
<p>Liaise with potential user groups and other organizations to enhance the brand and use of The Plaza</p> <p>Identify opportunities for the long term development of programming and funding avenues</p>	<p>Attend Annual Entertainment Venues Association of New Zealand (EVANZ) conference or other similar opportunities.</p> <p>Implement two joint third party marketing opportunities annually</p> <p>A database of concert promoters is maintained annually and contact is made with all concert promoters each year</p>	<p>EVANZ - https://evanz.co.nz/</p> <p>Our membership with EVANZ ensures networking with other venue managers. We share information and plan tours using EVANZ as a platform. Ashleigh McCormack, Manager of The Plaza will be attending the 2022 Mid-Year EVANZ Conference in Nelson.</p> <p>Fundraising Movies:</p> <p>We have grown our movie offerings at The Plaza by allowing community groups to host movies. We encouraged this based on community feedback that they would like to access more programming in this area which was met with a need for groups to generate funds and raise the profile of their organisation. The fundraising group covers the cost of running the film (including the public performance licence, advertising, and cleaning) and then takes the profit from movie ticket and food sales.</p>	<p style="text-align: center;">Yes</p>

Ongoing communication and connection with promoters ensures that we continue to receive bookings and enquiries for shows:

- **Topline Entertainment**
- **Masden Productions**
- **Showcase Entertainment Group** are keen to utilise our venue more frequently after a successful presentation of 'The Cat in the Hat Live'.
- **Stetson Events LTD** have also heard about the amazing facility of The Plaza
- **Arts on Tour NZ** have released their 2021 menu - the South Waikato Arts Trust have selected three shows for 2021: Gypsy Jazz duo - 13th February, Ian Chapman and the Cosmic Jive Duo - 18th June and Austen Found - 3rd October, Full menu details, for your reference, can be found at: <https://www.aotnz.co.nz/menu-2021/>
- **Showtime Australia Pty Ltd**

We also have access to the following databases if we need to book additional content:

National Touring Selector - <https://touringselector.com/>

When we have gaps in our events programme we utilise this database of shows to contact presenters.

PANNZ Arts Market - <http://www.pannz.org.nz/>

By attending this market we can get a preview of work we can select from.

If there any events that we are unable to hold at The Plaza we endeavour to recommend other local spaces in the region as an alternative.

		<p>We have recently met with the Putaruru College to initiate more exposure for the Tech students. Every Wednesday they have the ability to come to The Plaza and get more hands on knowledge on operating in a professional setting.</p> <p>We routinely offer volunteer positions to local college students to perform ushering in bigger events which provides them with experience in customer service.</p> <p>We ensure all hire fees for regular user groups are affordable.</p>	
Action responsibilities as per the maintenance schedule attached (Schedule E)	An update is provided to the Property Manager regarding venue maintenance undertaken on a monthly basis	<p>All maintenance issues are advised to Council when they arise via email correspondence.</p> <p>Work to be completed by SWDC in the coming months/year: * Upgrade lighting in Whole complex - In LTP * Downers to return and complete the rear carpark (lines painted, excess metal removed etc)</p>	Yes
Work with appropriate Council staff to identify potential capital works/ development	<p>All building warrant of fitness standards are complied with.</p> <p>Update Council with maintenance and capital development actions on a quarterly basis</p>	All building warrant of Fitness standards are maintained and records are available on site or upon request.	Yes
Ensure safety of all patrons and conform with all relevant Health and Safety Regulations	<p>100% of misses and accidents are reported according to the Health and Safety Regulations (2015)</p> <p>Accident and Hazard register is available to Council when requested</p> <p>Provide the Plaza Health and Safety plan to Council for annual review</p>	No accidents or incidents occurred this quarter.	Yes

<p>Establish relationships with local, regional and national organizations to encourage additional use.</p> <p>Encourage and work with local organisations in securing and supporting events that benefit the South Waikato District</p> <p>A relationship is built with Creative Waikato to identify opportunities to promote events and attract varied use of The Plaza</p> <p>Attend regular District Networking meetings to develop added-value events in partnership with Waikato River Trails, Pride in Putāruru and South Waikato I-sites</p>	<p>A database of users and interested parties (via email and social media) is maintained at 750 and is updated annually</p> <p>A promotional brochure of the venue is available regionally</p> <p>100% of public events held at The Plaza are listed on the Creative Waikato website</p> <p>Six District Networking meetings are attended and support hosting is available as appropriate</p>	<p>Email Database: 718. Database emails are sent out regularly to inform community of events</p> <p>The Plaza Theatre Putaruru Facebook: 1017</p> <p>Regular Updates to Facebook, Eventfinda, The Plaza Website and <i>Creative Waikato</i> with upcoming events.</p> <p>Weekly updated LED sign with upcoming events.</p> <p>Weekly advertisement bookings with South Waikato News</p> <p>Provided In Touch and Prattler columns as available. Also maintain bi-monthly booked advertisement in The Prattler.</p> <p>The Plaza brochure is available at Pride in Putaruru, iSite Tirau, iSite Matamata and iSite Cambridge.</p> <p>School newsletter advertising continues to be of benefit to us with local schools being sent information for relevant events and including this in their newsletters.</p> <p>Billboard advertising for large scale events, we have ensured that our banners are designed with road safety in mind and have implemented recommendations from NZTA as can be found in this link: https://www.nzta.govt.nz/assets/About-us/docs/oia-2015/OIA-2104-Bylaw-2010-New-Zealand-Transport-Agency-Signs-on-State-Highways-Bylaw.pdf</p> <p>The South Waikato Arts Trust have designed and built an advertising trailer which will be in use from 2020. This will allow billboard advertising to be transported around the South Waikato District and further afield to promote events at The Plaza Theatre.</p> <p>No DNG meeting have been scheduled yet this year.</p>	<p>Yes</p>
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<p>Invitations will be issued to the Contract Liaison and Council representative to the Annual General meeting of the Trust</p>	<p>Invitation sent out one month prior to Annual General meeting date 100% of promotional activity and signage includes reference to the South Waikato District Council as the principal funder</p>	<p>A successful AGM was held on the 13th September with council representation by Sandra Wallace. Trustees appointed to the South Waikato Arts Trust are as follow: Bobbi Sheriff – Chairperson Jan Bishop – Treasurer Dave Shaw – Deputy Chairperson Linda Gailbraith – Trustee Judy Shaw – Trustee Gina Stearling – Trustee</p> <p>All events organised and arranged by The South Waikato Arts Trust have the Council principal funder logo included in all advertising.</p>	<p>Yes</p>
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Additional Narrative

<p><i>For office use only</i></p>	
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