

# City Centre Place Activation and Placemaking

**Annual report 2023/2024**

City Centre Programmes

Resilience and Infrastructure

30 July 2024



# City Centre Activation and Placemaking Programme

## Our purpose:

**To support city centre spaces that are loved**  
by Aucklanders and sought out by visitors,  
offering compelling and distinctive  
experiences that reflect the talents, values  
and aspirations of its people, tells the story  
of place and invites exploration  
**while responding to the impacts of growth**

**Made possible by the city centre targeted rate**



# Placemaking in the city centre

## What we do:

- Grow **events and festivals** – bringing life to the place
- **Place activation** – bringing the place to life
- **Tactical urbanism** – temporary interventions to test or trial
- **Place enhancement** – more permanent features to support ongoing experiences in place

## How we do it:

- Working collaboratively
- Cultivating diverse partners and providers
- Giving life to area and precinct plans through a coordinated place-based approach
- Responding to city centre community and mana whenua aspirations
- Building the capacity of providers and community groups



# Strategic Alignment

## City Centre Activation Programme strategic intents

- Foster a vibrant, active and attractive city centre
- Value and celebrate the diversity of Auckland communities
- Advance Māori heritage and cultural identity
- Support Auckland through change
- Create safe and welcoming spaces
- Promote accessibility and wayfinding
- Support the prosperity of the city centre

## Contribution to Auckland Plan outcomes

Outcome Focus area

 <p>Belonging and Participation</p>	<ul style="list-style-type: none"> <li>• Create safe opportunities for people to meet, connect, participate in and enjoy community life</li> <li>• Celebrate Aucklanders' differences as a strength</li> <li>• Recognise the value of arts and culture to quality of life</li> </ul>
 <p>Māori Identity and Wellbeing</p>	<ul style="list-style-type: none"> <li>• Celebrate Māori culture and support te reo Māori</li> <li>• Reflect mana whenua mātauranga and Māori design principles</li> </ul>
 <p>Homes and Places</p>	<ul style="list-style-type: none"> <li>• Create urban places for the future - public places and spaces that are inclusive, accessible and contribute to urban living</li> </ul>
 <p>Opportunity and Prosperity</p>	<ul style="list-style-type: none"> <li>• Create the conditions for a resilient economy through innovation, employment growth and raised productivity</li> </ul>

## Contribution to City Centre Targeted Rate outcomes

- Enhance the central city environs

- A centre for arts and culture

- A high-quality urban environment

- Promoting the competitive advantages of the city centre

## Contribution to Waitematā Local Board Plan 2023 outcomes

- All our people are thriving and have what they need to live a good life.
- Our community is resilient and have places and activities to connect and foster a sense of belonging.

- Celebrate and showcase Māori culture

- Waitematā is a great place to live, work, learn and play. Our neighbourhoods are well designed to be sustainable, well-connected, and celebrate our heritage and unique identities.

- Our city centre and fringe town centres are thriving and support a resilient diverse economy that embraces new opportunities and drives prosperity.





# Advancing the Outcomes of the City Centre Masterplan

The City Centre Placemaking and Activation Programme works in ways that support the outcomes of the City Centre Masterplan, particularly:



## Transformational move 1: **Māori outcomes**

- This transformational move anticipates a range of interventions and systemic changes to bring mana whenua presence, Māori identity and life into the city centre and waterfront.



## Outcome 1 – **Tāmaki Makaurau, our place in the world**

- Tāmaki Makaurau / Auckland's city centre is a place where we actively recognise and celebrate our historic heritage as a driver of positive change and placemaking.



## Outcome 3 – An **accessible and inclusive** city centre

- We want a city centre that is welcoming to all in Tāmaki Makaurau.



## Outcome 5 – **Public life**

- Public space or realm is the glue that holds the city centre together. It is the canvas for public life. It needs to work well for all Aucklanders and visitors to Tāmaki Makaurau.



## Outcome 10 – **Prosperous** city centre

- We want to set out practical ways to develop the city centre so it can continue to thrive as an economic centre and cater for the needs of our diverse population.



# Working in partnership in the city centre

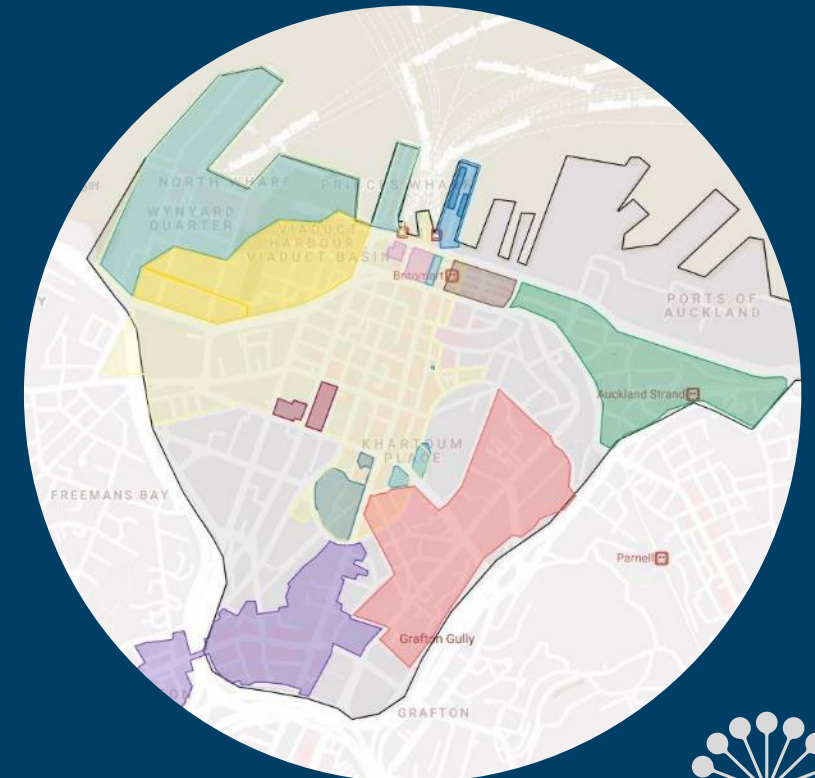


In order to create impactful activation and placemaking across the city centre area, it's essential to work in partnerships and have relationships with a wide range of activators and other partners. In 2022/2023, we had the pleasure of working with:

Aiotanga Peace Place Trust  
Aotearoa NZ Opera Studio  
Africa Month  
Angus Muir Design  
Anya Vitali Creative  
Atrium on Elliott  
ArtNow  
Auckland Art Gallery  
Auckland Arts Festival  
Auckland Council Heritage  
Auckland Festival  
of Photography  
Auckland Live  
Auckland Pride Festival  
Auckland Transport  
Auckland Walks  
Auckland University of  
Technology  
Britomart  
Central City Library

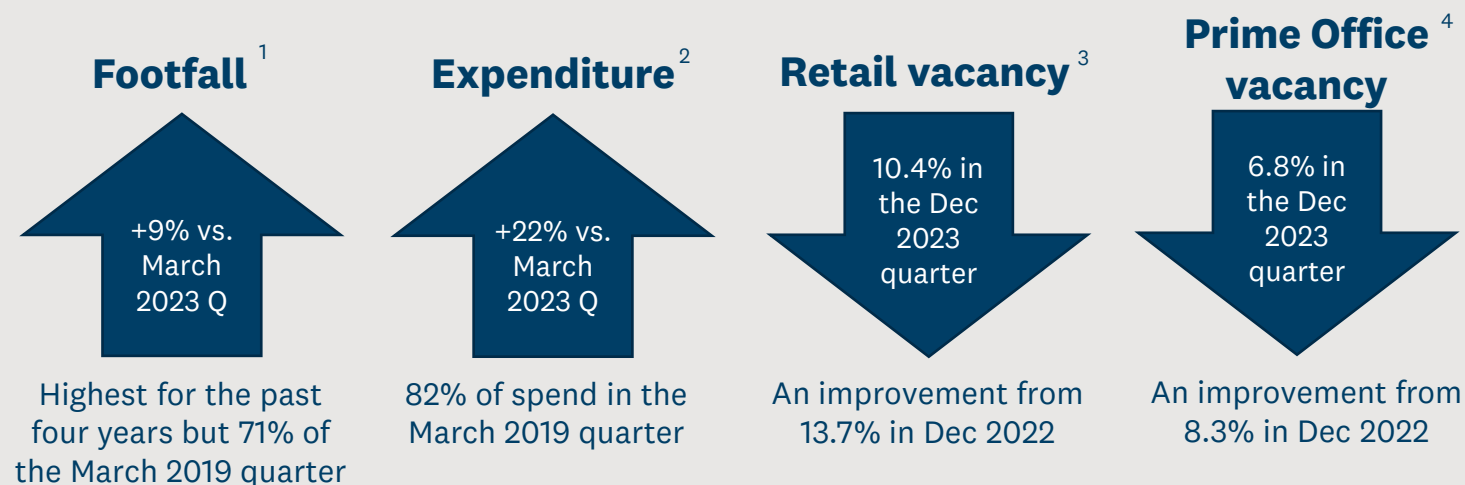
City Centre Residents Group  
Commercial Bay  
Consulate of the Republic of  
Korea  
Eke Panuku Development  
Auckland  
Ellen Melville Centre  
Heart Of The City  
Hobson Street Theatre  
Kāinga Ora  
Karangahape Road Business  
Association  
Link Alliance  
Matariki Festival  
New Zealand Fashion Week  
The City of Melbourne  
The New Zealand Opera School  
Ngāti Whātua Ōrākei  
NZ Music Month  
Papatoi Limited

Precinct Properties  
Real Groovy  
ReUse Market  
Scarborough Group  
Skycity  
Smith & Caughey's  
Split Fountain  
Studio One Toi Tū  
The Strand Arcade  
Tataki Auckland Unlimited  
The Embassy of France  
The University of Auckland  
Trust Me Ltd  
Viaduct Harbour/Tramco  
Vocal Roots Productions  
Waitematā Local Board  
Whakamanatia  
Whitecliffe College



# Current context for the city centre 2023/2024

The city centre continues to show positive trends despite a challenging environment with factors such as the cost of living pressures being felt across all sectors. Footfall continues to increase year on year the summer season having the highest number of international visitors since 2019. Retail and office vacancies have also reached their lowest rates since 2021 and a string of high level international performers and events attracted significant spend in the local economy.



The city centre activation and placemaking programme continues to support the city centre to be the vibrant and engaging heart of Tāmaki Makaurau with a focus on:

**Increasing vibrancy and diversity** | **Driving footfall, and associated spend** | **Improving perceptions of safety**







*Opera in the Strand Arcade - Ridge Ponini. Photo by Bryan Lowe*

# Supporting vibrancy

## Focus areas for the city centre activation programme in 2023/2024



### 1. Increasing vibrancy and diversity

- Support consistent, reliable and diverse programming to foster the expectation that the city centre is a vibrant place to be
- Highlight mental or visual landmarks that connect to sense of place
- Further engage the creative sector and collaboration between city centre activators – supporting others
- Share stories about the positive outcomes for the city centre

### 2. Drive footfall, and associated spend

- Attract people to visit and increase dwell time
- Actively create opportunities for connection between activities and business
- Support businesses to activate their areas
- Construction disruption
- Celebrate the existing highlights

### 3. Improve perceptions of safety

- Activate key city centre areas increasing passive surveillance
- Support CPTED improvements in targeted locations



# Enhancing city centre spaces





# Enhancing city centre spaces

These projects contribute to city centre placemaking by:

- using tactical urbanism (lighter, quicker, cheaper) initiatives to test and trial
- making 'no-dig' enhancements which improve appearance, amenity and perceptions of safety
- adding interest, diversity and culture to urban environments



Mural at 25 Victoria Street, Artist: Margarita Vovna. Photo by Dan Bali



# Alfred Street (Phase 2)

January – June 2024





# Alfred Street (Phase 2)

January – June 2024

## Concept Design Collaboration

Tāmaki Makaurau Design Ope (TMDO) collaborated with the Architecture & Planning School at the University of Auckland to design a concept for the next phase of the Alfred Street project, replacing the current TUI installation. Their brief was to create a medium-term, people-focused, healthy and biodiverse streetscape whilst still adhering to tactical urbanism principles and budget.

In April, twelve student groups presented their concept designs to a panel of teaching staff and Council guest critics.

## Next Steps

TMDO will review the student presentations and consolidate them into one streetscape design to be taken forward through detailed design to implementation.

"The students have described the studio as enlightening and enjoyable. It is fantastic for the students to get to work on a real-world project and work with not only creativity but constraints. Hope that we can continue this collaboration."

Zoe Avery – Associate  
Director of Design, UoA

Strategic  
outcomes:



Tāmaki  
Makaurau



Public  
life

Project Partners

University of Auckland





Fort Street banners, artist: Kate Hursthouse

# Street Banners

## Elliot, Darby, Lorne, Albert & Fort Streets

### 2023 - 2024

This series of banners, with the exception of Fort Street, was designed by artist local Ross Liew. They are part the focus on improving the amenity of city centre streets and laneways. They assist with adding vibrancy, welcoming visitors, wayfinding, and honouring the heritage of each place. They are installed over each spring and summer.

"As a student in the city, I'd often walk past the 1930 Art Deco brick building facing Lorne Street south. I was always taken by the brick work and detailing on the building. This banner design draws on the nature of this building and the trees that sit out the front of the Central City Library," Ross Liew.

Renowned, Auckland-based illustrator and designer Kate Hursthouse, was commissioned in 2016 to design vibrant banners for Fort Street after its streetscape upgrade. Her passion for colour and pattern is seen in the design which is both contemporary and timeless and remains in use today.

Strategic  
outcomes:



Tāmaki  
Makaurau



Public  
life







Event team, Midtown Street Party

# Showcasing our approach

**7X Summit 2023**

**Australian Placemaking Summit 2024**

**City of Melbourne 2024**

The approach our team takes to development response, placemaking, economic development and activation was presented internationally.

At the 7 Experiences Summit hosted by Auckland University of Technology (AUT), Chris Titford and Etienne Noho presented on the unique partnership that Ngāti Whātua Ōrākei and Te Kaunihera o Tāmaki Makaurau / Auckland Council took to the development of parklet Te Maharatanga o Ngā Wai and the value that it brought.

Chris Titford and Ben Maw presented in Melbourne at the Australian Placemaking Summit 2024 on the value of authentic partnership and the meaningful impact that has been achieved in the development response programme in midtown.

Barbara Holloway was sponsored by the City of Melbourne to educate on international best practice to the Creative City Leadership Team, City Disruption Working Group, Aboriginal Melbourne Team and the CEO's Executive Team and share learnings on Māori outcomes, activation and the mitigation of disruption. She was invited to participate in a City Disruption Roundtable with City stakeholders and CEO Alison Leighton and Councillors.

**Strategic outcomes:**



Māori outcomes



Tāmaki Makaurau



Accessible & inclusive



Prosperous city centre

**Project Partners**

- Ngāti Whātua Ōrākei
- AUT







# Supporting people through change



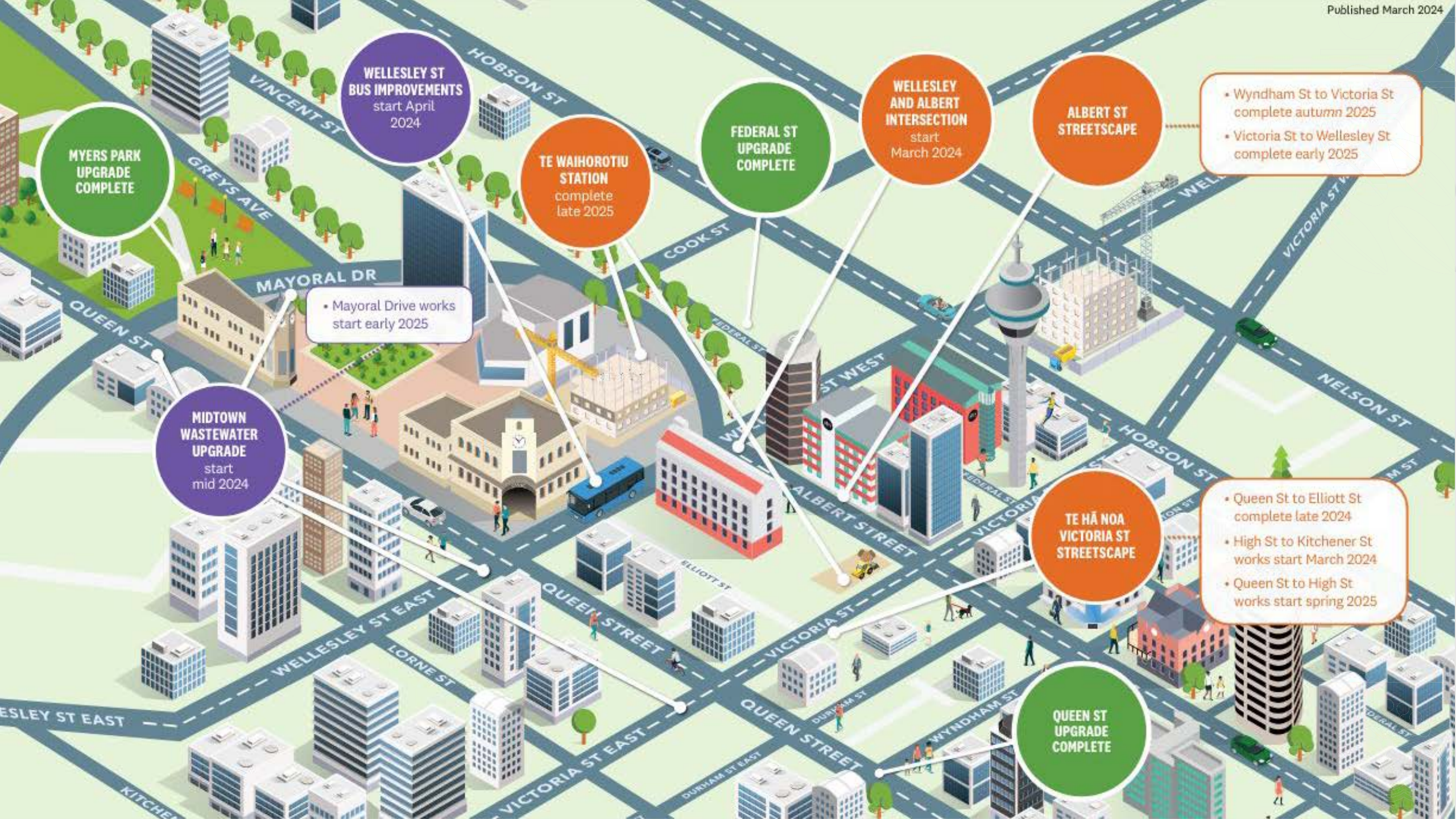




# Midtown Programme Development Response & Customer Experience

*Partnership with Link Alliance, Midtown Street Party*







# Supporting people through change

The adverse impacts of council-driven change on those most affected are considered by some as unavoidable in pursuit of a greater public good. In addition to the social and economic impacts, this can also result in anger, frustration, resentment, and low trust in council, especially among those who bear the **disproportionate burden of change**.

By taking a development response approach which **supports people through change**, we'll demonstrate that **we understand** the effects we're having on people and take **meaningful actions** which ease the burden on those impacted, so that communities embrace change or disruption because they understand why we do what we do, trust that the benefits will be worth it, and that we're working in ways that have their interests in mind.



*Community zine workshops in Midtown*

# Development Response: What makes the most difference?





# Understanding the community and reducing project impacts

## Community impact studies and ongoing relationships

Early in each project and across the midtown programme, concerted efforts to understand and build empathy with businesses and residents is undertaken through comprehensive mapping and community profiling. This has given project teams early understanding of the challenges that neighboring properties, businesses and residents will face and supports good decision-making about construction methodology and project timings with impacts on the community top of mind.

## Building relationships

The daily presence of Auckland Council's on-street team and contractor stakeholder teams has provided key points of contact to help impacted stakeholders understand how the project will impact them and to raise concerns and considerations for the project, and also supporting a better understanding of stakeholder needs as projects progress. The programme also issues regular email newsletters to impacted neighbours, consolidating all the nearby project information in an easy to understand update.

## Project-specific disruption mitigation plans

Reviewed every quarter, each construction contractor uses these community insights to develop and update their project-specific construction disruption mitigation plans.



*Te Hā Noa on Victoria Street under construction 2024*





*Te Hā Noa on Victoria Street under construction 2023*

# On-street experience

While construction is unavoidably disruptive, it is important that areas impacted by construction continue to attract people, feel safe, clean, well-maintained and ‘open for business’.

## Street health and maintenance

Auckland Council’s on-street team are a daily presence across midtown sites and work with council’s maintenance teams to report and resolve issues such as graffiti, broken furniture and illegal dumping as soon as they arise.

## Crime Prevention Through Environmental Design (CPTED)

The key principles CPTED have been shared with midtown project teams, and construction sites are set up with those principles in mind. Both informal and formal, daytime and nighttime CPTED audits are conducted across midtown, with findings and recommendations shared with project teams and private building owners.

## Increased security presence

Council is active in coordinated safety initiatives in midtown and the city centre and recognizes the need to ensure that businesses and residents working in the midtown area feel safe. Auckland Council continue to contribute funding to Heart of the City to enable regular security patrols in Victoria Street and the wider midtown area, to de-escalate issues and escalate to the Police when necessary.







Wellesley Street Bus Improvements under construction 2024

# Helping people get around during construction

## Temporary wayfinding and signage guidelines

The cumulative works in midtown have meant significant pedestrian impacts including detours, footpath closures and disrupted access.

The final version of the temporary wayfinding and signage strategy was completed in early 2024, and has enabled all project teams to take a consistent, proven approach to disruption wayfinding. The strategy supports pedestrian users to navigate and find their best route through construction zones.

## Universal accessibility - targeting best practice

Accessibility is about enabling every member of society to fully participate and enjoy products, services, and places, even during periods of change.

With the aim of providing project teams and their contractors better understanding and practical approaches, specialist accessibility consultancy Be.Lab developed a best practice guideline for accessibility during disruption.

Two midtown assessments have been undertaken since the introduction of the guidelines, with Be.Lab noting significant improvements made at each assessment.



# Midtown Small Business Support Programme

The Midtown Business Support Programme has now been in place for over a year and the emphasis has remained on ensuring project decision-making, construction methodology, staging and onsite experience is delivered in a way that minimises impact to the local business community, and that businesses are communicated with at every stage throughout design, planning and delivery. Structured support to small businesses has also included:

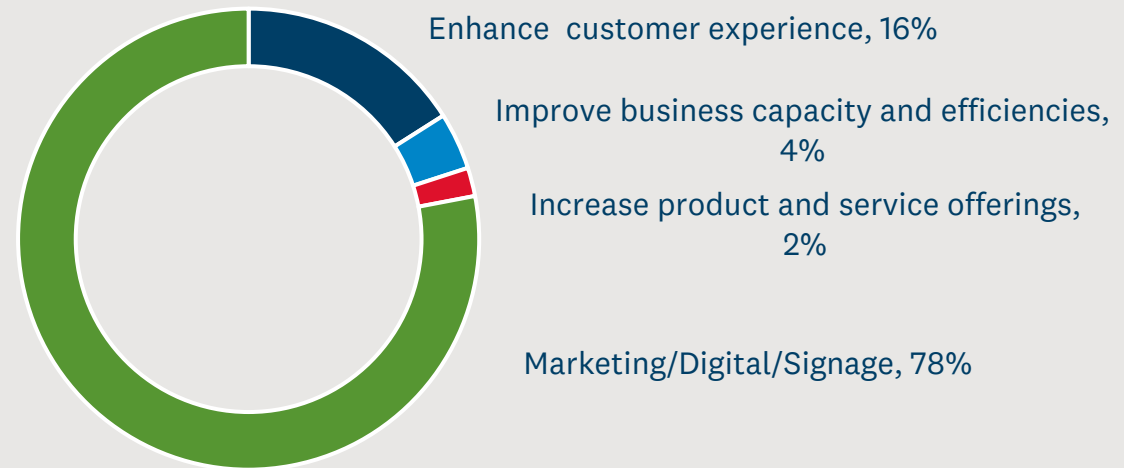
## Year 1 activity highlights

- Free business connector service offered to over 60 businesses
- Microgrants of up to \$3,000 to 50+ businesses
- Enhancing public realm initiatives including outdoor dining incentives
- Programme of events and activations to increase footfall and opportunities for spend
- Continued vacant stores and art in stores programming
- Regular updates and business to business connections
- Promotion of precinct and Impacted business
- Business wayfinding and promotional signage during construction

## How businesses have used the microgrants

The small business microgrants are intended to support businesses impacted by construction to grow their resilience and adapt to the changing environment, and in areas nearing completion to prepare to take advantage of opportunities created by upgraded public realm.

This year, businesses have used their microgrants to:



“The microgrant was invaluable in helping us to reach out to our customers.”

Small business operator





# Encouraging outdoor dining for on-street activation

## Outdoor dining guidelines

Outdoor dining enhances the character of a local area, helps create attractive, vibrant, functional spaces and activates street frontages, whilst keeping footpaths and shared spaces safe.

When the new Te Waihorotiu Station opens in midtown, the number of people walking in the area is forecast to increase substantially. Streets around the station have been designed with wider footpaths to accommodate the anticipated increase in foot traffic. The team developed midtown-specific outdoor dining guidelines that balance the requirement of this increased foot traffic whilst still encouraging and maximizing outdoor dining opportunities.

## Outdoor dining during construction

As construction progresses across midtown, there are periods where outdoor dining cannot be safely accommodated. Pre-existing licenses of impacted businesses are put on hold for the duration of the construction period, but project teams make every effort to facilitate interim outdoor dining space where it is safe to do so.

## Outdoor dining trial support

To further encourage businesses to take advantage of refreshed outdoor space, Auckland Council\* offers businesses in the area a free 12-month trial of outdoor dining, covering both the application and rental fee.

\* Made possible by the city centre targeted rate



*Local business, Scarecrow Cafe*







Elliott Street – Midtown Street Party

# Vibrant and active spaces in midtown

2023-2024

The Placemaking and Activation and Development Response teams have delivered a business support programme in midtown focused on:

- connecting the business community to encourage cross pollination, support new sales and collaborate on marketing opportunities.
- foster support for the midtown programme and nurture a sense of community.
- making spaces impacted by construction feel inviting, vibrant, safe and attractive.

The programme sends a signal to midtown residents, workers, hospitality and retail businesses that the area is on the threshold of a return to full vibrancy, after several years of construction.

The team has worked closely with businesses to create a series of activations specifically tailored to their offerings and needs. The activations have been designed engage and support the local community as well as to improve safety and increase foot traffic and spend in the local businesses.

## Project Partners

- Ngāti Whātua Ōrākei
- Heart of the City
- Link Alliance
- The Strand Arcade
- Elliott Stables
- Real Groovy

Strategic  
outcomes:



Māori  
outcomes



Tāmaki  
Makaurau



Public  
life







Artist R'zan Osman and her family from South Sudan

# Lightboxes Darby Street

## Lightbox Luminaries

September - October 2023

Whitecliffe College students were invited to showcase their design talent in this lightbox exhibition in place during Art in the City. The eclectic collection of imagery was created in the School of Design Innovation and features Year 3 students inspired by the research for their final projects, and emerging design from Year 1 students.

"This was a wonderful opportunity for students to share their amazing work ... it was confidence building for students, and many noted it was the first time they had been able to share work with their family/ friends."

Rebecca Steedman,  
Programme Leader

The project was supported by curator Ross Liew with designs that covered a diverse range of subjects including migration, language preservation, culture and self-worth.

"I am glad that I can show my design and show my culture through this event."

Shengshu, artist

**Strategic  
outcomes:**



Accessible  
& inclusive



Public  
life

### Project Partners

- Heart of the City
- Whitecliffe College
- ArtNow





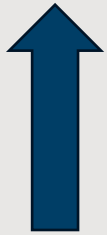
# Midtown Street Party

## 28 September 2023

The Street Party was designed as an opportunity to shine light on midtown's unique hospitality and retail experience. The diverse range of activations, performances activities and installations created an exciting atmosphere attracting large audiences on the night.

### 500%

Visitors over the previous Thursday for one business



30 participating businesses



"We mainly attract business staff in the day, but we saw a significant increase in the number of families. It was fantastic to see a new customer base that we have been actively trying to target."

Luna Bakery

16 Stories generated

853,000 Potential reach

\$101,000 Media value

Strategic outcomes:



Māori outcomes



Tāmaki Makaurau



Accessible & inclusive



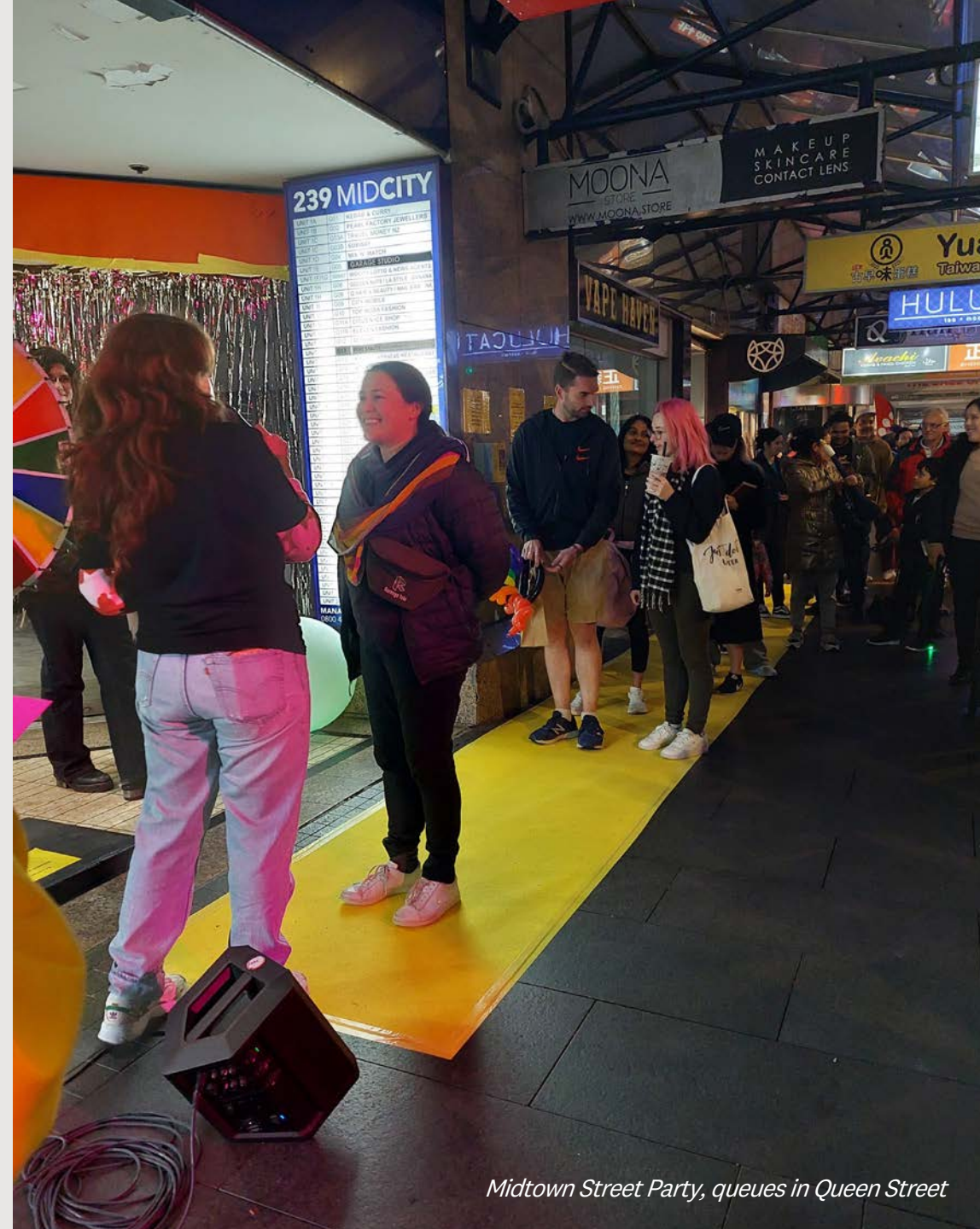
Public life



Prosperous city centre

### Project Partners

- Heart of the City
- Link Alliance
- The Strand Arcade
- Elliott Stables
- Real Groovy



Midtown Street Party, queues in Queen Street





Masifinya's Fashion, Elliott Street. Photo Nik Brinkman

# Midtown Street Party

## 30 November 2023

The second midtown street party kicked off the festive programme in the city centre featuring distinctive fusion of events and activities including a showcase of African music and fashion, live jazz, zine making, markets and exhibitions.

“The midtown street parties have been really incredible for vibes in the city.”

Colemagoo, Twitter

**63.8%**   
sales during event -  
Nahm Thai Street Food

 **Foot traffic 145%** 

Strategic  
outcomes:



Māori  
outcomes



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre

### Project Partners

- Heart of the City
- The Strand Arcade
- Link Alliance
- Elliott Stables
- Real Groovy





# Lightboxes Darby Street

## Midtown's Many Lovers

December 2023

These light boxes shine a light on the make-up of contemporary Tāmaki Makaurau and those who call it home. This city of many lovers includes a rich mix of people who contribute to our collective sense of identity through their cultural output and creative endeavours.

Principal advisor - Barbara Holloway asked four inner city curators from the Asian (Kevin Shen), Queer (Marijke van Schaardenburg), African (Nadine Nahimana) and Māori/Moana (Grayson Goffe) communities, to invite 15 artists, designers and photographers to reflect the nature of our midtown communities and the stories of the artists who have contributed to this project, stories that reflect us all.

The boxes featured work by Diana Simumpande, Frandson Bahati, Synthia Bahati, Darryl Chin, Serval Fandango, Mariadelle Abbey Gamit, Lydia Harden Bull, Hamuera Hita, Haoro Hond, Matt Joils, Yin-Chi Lee, Brandon Lin, Samuel Negash, Tarika Sabherwal and Marijke van Schaardenburg.

The themes that rose out of the work are ones of resilience, migration, race, belonging, disruption, transformation, spirituality, queerness, self-actualisation and aspiration.

Strategic  
outcomes:



Māori  
outcomes



Tāmaki  
Makaurau



Public  
life



*Lightboxes Darby Street*



# Midtown Christmas Markets

16 December 2023, 11am -3pm

This event in the historic Strand Arcade brought the community together as part of our Christmas programme. A diverse range of local makers, artists and retailers brought the festive spirit alive. Stalls included a bustling African, a station to print your own artwork on a t-shirt and ballon sculpture.

There was also an exhibition by local artists and Mahjong lessons which attracted participants from age 14 – 67 across many ethnic groups and extended to three hours due to popularity.

**100%**   
**Rated the event  
as very good or  
excellent**

**Foot traffic 23.5%**   
**up on previous 4 days**

Strategic  
outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive



Prosperous  
city centre

## Project Partners

- The Strand Arcade
- Heart of the City



Strand Arcade,. Photo by Nik Brinkman





Love photo booth outside Bed, Bath & Beyond in Elliott Street

# Midtown Valentines

## Double Happy

14 February 2024, 6-9pm

Valentines day provided a chance to celebrate love across midtown local businesses offered in theme specials and entertainment such as Real Groovy where maybe you started as a single and left as an album or with the crooners at Elliott Stables and Nahm.

The free photo booth at Atrium on Elliott attracted 172 people of all ages and genders and couples, groups, singles and families.

Art Speed Dating in the Strand Arcade featured some of Auckland's leading artists, gallerists and curators. Young artists turned up to date and event managers came to share funding options and activations.

"That was a surprising event that I found hugely beneficial. So often, the thought of trying to get your hands on people of that ilk is overwhelming and even intimidating. To have open chats with art heavy-hitters was such a gift from Auckland Council – one I didn't expect."

Speed dating participant

**Strategic outcomes:**



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre

### Project Partners

- Heart of the City
- Atrium on Elliott
- The Strand Arcade
- Elliott Stables
- Real Groovy





# Lunar New Year Midtown

8– 25 March 2024

The Mahjong Play & Learn Party at Atrium on Elliott hosted over 100 people of all ages and ethnicities. Whether you were a sifu (grand master) or had never touched a tile everyone was welcome. People brought their mates or dates to this Valentines Day Mahjong meet-up! Hosted by the 1-Missing-3 Lonely Wobbly Table Mahjong Club 一缺三雀館 中.

In The Strand Arcade Oscar Low presented Less Mao, More Elvis, an installation of work created in response to his father's experience growing up Chinese, in Malaysia, before taking an educational rite of passage to Aotearoa as a teen.

Lunar Look Up was a multi-storey display waterfall of lights and symbols suspended from the cross bridges of the Strand.

On Darby Street, day and night people posed under the huge red neon lit lucky cats by artist Good Bad English. Tourists and locals of all ages stood near these adorable feline friends to flick their finger hearts for love and good fortune.

**6 – 9pm foot traffic 36%  
on average vs previous 4 days** 

**Strategic  
outcomes:**



Accessible  
& inclusive



Public  
life



Prosperous  
city centre

## Project Partners

- Heart of the City
- Atrium on Elliott
- The Strand Arcade



Artist Nuanzhi Zheng and organiser Bhavesh Bhuthadia



# Midtown Street Art

## 25 Victoria Street

March 2024

The purpose of this project was to create a street art piece that improved the appearance of a long-term mostly empty building and to provide visual amenity in an area impacted by roadworks. Highly experienced artist, Margarita Vovna carried out extensive research to capture the essence of Japanese design in consultation with the owner of Japanese Restaurant Daikoku, to reflect and support them - the one remaining onsite business. The mural has been the subject of media stories, much social media and is a highlight during events.

"This looks absolutely, amazing! Thank you!"

Neighbouring business owner

"It looks SO awesome. Exceeded all expectations!"

Property manager

**Strategic outcomes:**



Public life



Prosperous city centre

### Project Partners

- Daikoku Japanese Restaurant
- Scarborough Group Limited



Artist Margarita Vovna. Photo by Ross Liew



# Key Festivals and Events



# Key Festivals & Events

- Honouring mana whenua, the city's diverse communities and its heritage and environment
- Engaging residents, workers and visitors
- Addressing targeted place-based needs
- Fostering a consistent level of activations year-round by adding to or enhancing our partners' programming
- Supporting economic activity by partnering with the business community
- Drive increased footfall and disrupt antisocial behaviour

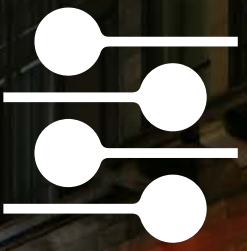


*Neon Cats for Lunar New Year, Darby Street. Photo by Bryan Lowe.*



# Matariki ki te Manawa

11 – 22 July 2023 &  
15 – 28 June 2024



*Tūranga - Te Wehenga Moana. Photo by Jay Farnworth*





# Matariki ki te Manawa

11 – 22 July 2023 & 15 – 28 June 2024

Matariki ki te Manawa - Matariki at the Heart – celebrated Aotearoa’s Matariki public holiday with a city centre programme developed in consultation with host iwi Ngāti Whātua Ōrākei. Two key objectives were to help the public learn about Matariki and to encourage them to connect with the whenua of the city centre.

The popular Tūrama installation returned to showcase Ngā Wai o Horotiu. A new installation, Taurima, helped the public learn about the history and significance of Elliott Street. Mātahi in the Smith and Caughey’s window, featuring a perspex Waka and kete was a successful new collaboration.

The new pop-up entertainment on Queen Street enlivened the evening atmosphere. The second week of the 2023 programme was cancelled out of respect to the deaths from a shooting incident. The 2024 programme Horotiu Queen Street programme was renamed in 2024 as He Wai. The festival programme is curated each year by director Ataahua Papa for Auckland Council.

50+

FREE public events - light installations, performances, dance, workshops and traditional and contemporary arts

Strategic outcomes:



Māori outcomes



Tāmaki Makaurau



Accessible & inclusive



Public life



Prosperous city centre



Project video

(Tūrama) “makes such a huge difference to the energy in the area... calming and draws out cultural appreciation. Would be great if a permanent carved version was placed there... great to see”

Resident feedback

## Project Partners

- Ngāti Whātua Ōrākei
- Heart of the City
- Britomart
- Commercial Bay
- Viaduct Harbour
- Tātaki Auckland Unlimited
- Eke Panuku
- SkyCity
- Auckland Art Gallery







Tūrama - Kaitiaki, Aotea Square. Photo by Eric Ngan

# Matariki - Tūrama

21 July – 20 August 2023

9 June – 4 August 2024

TŪRAMA - Whakahou, whakaora, whakamana Ngā Wai o Horotiu. This collection of five artworks tells the story of the Wai Horotiu which once flowed down Queen Street and is now buried below. It is a collaboration between Fred Graham (Ngāti Korokī Kahukura), Graham Tipene (Ngāti Whātua Ōrākei, Ngāti Kahu, Ngāti Hine, Ngāti Haua, Ngāti Manu), Angus Muir Design, Ataahua Papa (Ngāti Korokī Kahukura, Ngāti Mahuta) and Phil Wihongi (Ngāti Hine).

People enjoyed beautiful neon lightworks including *Te Wehenga* – a contemporary waharoa (entranceway) located at the original coastline on Queen Street. *Kaitiaki* of the area was on the front of the Auckland Town Hall in 2023 on Aotea Square 2024 and the three manu (birds) of *Kawau Tikitiki* (cormorant), *Kāhu Kōrako* (older harrier hawk) and *Manu Korokī*. For Ngāti Whātua Ōrākei, having *Kaitiaki* stand in this place is a challenge laid down to all to consider the health of our urban waterways.



Strategic  
outcomes:



Māori  
outcomes



Tāmaki  
Makaurau



Public  
life

Project Partners:

- Ngāti Whātua Ōrākei
- Auckland Live



# Ngāti Whātua Ōrākei

## Lightbox Display

30 June – 21 July 2023



Ngā mata o Ngāti Whātua Ōrākei – The faces of Ngāti Whātua Ōrākei

In this installation for Matariki ki te Manawa visitors and the community came face to face with ngā uri o Tuperiri, descendants of Ngāti Whātua Ōrākei rangatira (leader) Tuperiri, the tangata whenua of central Tāmaki Makaurau. Ngāti Whātua Ōrākei have held held Ahi-kāroa (unbroken occupation) since 1740 and are integral to the city's history.

These works enabled viewers to discover more about the responsibility descendants have as tangata whenua, upholding traditions and the importance of Matariki. Installed at Māhuhu ki te Rangi Reserve which is named after the tribe's ancestral waka (canoe). The reserve is situated in Te Tōangaroa, the tangata whenua urban precinct located on the eastern waterfront which is a core landholding within the tribal estate.

Strategic  
outcomes:



Māori  
outcomes



Tāmaki  
Makaurau



Public  
life

*Lightboxes in Māhuhu ki te Rangi Reserve*







# TAANE METE

## Marae in the Sky

14 & 15 July 2023

One of Aotearoa's most revered dancers and choreographers, Taane Mete, presented his new performance, *Marae in the Sky*, at Auckland Art Gallery, Toi o Tāmaki. It was commissioned exclusively for Matariki and took nine months to create, merging representations of true stories and Māori mythology.

“The performance was inspired by the Matariki whetū (star) and its connection to the wellbeing of humanity and the earth,” said Mete (Ngāti Kahungunu, Ngāti Korokī Kahukura).



*Marae in the Sky performance*

“I was mesmerised by this exquisite performance and could have watched it time and time again. Despite not knowing Te Reo the meaning was very clear behind this deep heart-wrenching performance. I truly have no words to thank them enough. Every aspect of the performance was beyond brilliant”

Visitor



**2,110 visitors in 2023**

**222% increase over 2022**





# Matariki

## Auckland Live

June - August 2024

Mihi was a video projection, pictured left, that invited people to pause, reflect and celebrate each other. For three nights, 28-30 June, Mihi allowed participants to respect and give well wishes to those who are important to them by inviting them to add names to an animated scroll projected onto the Auckland Town Hall.

1992 people engaged with the website and submitted names. It was live 6pm to 10pm daily, however people could submit names at any time.

Tūrama Kaitiaki: Horotiu was installed at the south end of Aotea Square this year from 10 June – 14 August. This was supported by Auckland Live's programmed, bespoke lighting and sound score to create a pathway from Queen Street to Horotiu. Supporting the Tūrama Kaitiaki was an 18-minute soundscape, Oro Manawa, created by Ese Aumalesulu, Tejit Records, Waipounamu Silbery, Te Reo Lepou, and Ataahua Papa.

The Live Digital Stage celebrated te reo Māori kaiwaiata with Waiata Anthems lyric videos and moving image works from Toi Māori artists.

💡 **Approx 2750 visitors**



Artists Claire O'Laughlin and Marcus McShane





Ngāti Whātua Ōrākei opens the Ellen Melville programme

# Matariki

## Ellen Melville Centre

4 June – 1 July, 2024

The connected communities team delivered a programme of Te Ao Māori knowledge sharing events codesigned with Cathy Livermore (Waitaha, Kāti Māmoe, Kāi Tahu) and Ngāti Whātua Ōrākei including:

**Whikamanea** - An original visual and soundscape artwork created by Ngāti Whātua Ōrākei artists, Harmony Royal, Abraham Kunin and Majic Pāora.

**Matariki Visions** - A showcase of contemporary Māori artists creating a *Toi Hauora* (arts well-being) space.

**Community Kōrero & Hononga** - City centre community leaders were welcomed for an evening of hononga (bonding) to connect with Te Ao Māori.

**Hauora - Rongoa** - An evening of traditional Rongoa Māori (traditional healing), to support Hauora (wellbeing).

**Whare Tāpere** - An evening of manaakitanga and entertainment with a performance by The Mighty Herbsmen, a shared traditional meal and games.

**3000+** Attendees across  
all events







# TE KARANGA A HAPE

CELEBRATING MATARIKI ON KARANGAHAPE ROAD

PUORO | TOI MĀORI | WHAKAATURANGA | KĀKAHU | KAI & MĀKETE



ROAD CLOSED  
QUEEN TO PITT  
BLOCK PARTY!

THURSDAY 27 JUNE 2024 | 3PM - 10PM

@KROADNZ | WWW.KARANGAHAPEROAD.COM

## Matariki

### Karangahape Road



27 June 2024

Te Karanga a Hape was held both in a pedestrianised Karaangahape Road from Queen Street to Pitt Street and all along the street – to deliver a free Matariki block party!

Over 70 activities were held both on the Matariki main stage in the middle of Karangahape Road, and all along the street including, puoro (music), awheawhe (workshops) toi Māori (art), whakaaturanga (performances), Kai (food) and Maruāpō (late night events).

 **Foot traffic\* 78%** 

**70** Events  
**42** Business participated

 **39%** 

Increase in spend \*

#### Project Partners:

- Auckland Transport
- Link Alliance
- Cross Street Music Festival

\* Compared to the average of the previous 8 Thursdays







*Taurima neon food baskets*

# Taurima Lights

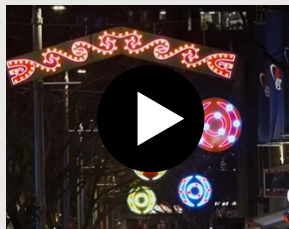
11 July – 12 October 2023

12 June – October 2024

Taurima – an installation in Elliott Street was created for Matariki Festival 2023. Suspended above the street in quirky fluoro-neon art was kai (food) and pātaka (storehouse) symbolism. It was created by artists Lissy Robinson-Cole (Ngāti Kahu and Ngāti Hine), Rudi Robinson-Cole (Waikato, Ngaruahine, Ngāti Pāoa, Te Arawa), with Ataahua Papa (Ngāti Korokī Kahukura, Ngāti Mahuta), and Angus Muir Design.

In 1987 archaeologists discovered evidence that people harvested food there about 500 years ago. Excavators found three ketu (wooden digging sticks) used as gardening tools, fragments of woven harakeke (flax) and wooden tools along with a shell midden. Radiocarbon-dated hīnau berries were from AD1400 to 1530 and showed the influence of early Māori settlers in the Waihorotiu valley.

Welcoming manuhiri (visitors) to your takiwā (region) is central to the role and responsibility of tangata whenua.



## Project Partners:

- Ngāti Whātua Ōrākei







Street performances. Photo by Eric Ngan

# Horotiu (2023) & He Wai (2024)

## Queen Street Performances

### July 2023 & June 2024

In the two weeks of Matariki Festival, audiences enjoyed exciting Māori and Pasifika music acts. Aucklanders and visitors strolling on Queen Street and dining in Elliott Stables had their evenings enhanced with pop-up performances.

Key locations on Queen Street featured performance twice each night lifting the mood and providing entertainment in a part of the city impacted by a significant programme of works.

The 2023 season of Horotiu was cut short due to the tragic shooting incident with 4/7 nights delivered.

The 7-night 2024 season was renamed He Wai – inspired with allusions from the 'wai' of Te Wai Horotiu and the singing of 'waiata'. The full programme was delivered and several performers garnered subsequent bookings from interested audience members.

‘Keep supporting small artists.  
Putting them out there.’

#### Project Partners:

- Ngāti Whātua Ōrākei

Attendee







*Whai artist Janine Williams. Photo by Bryan Lowe.*

# WHAI

## Illuminated Art Installation

16 June – 16 August 2024



*Whai*, a new captivating light-based artwork by artist Janine Williams (Ngāti Paoa, Ngāti Whātua o Kaipara) is inspired by the traditional Māori string game Whai or Te Whai Wawewawe a Maui. It is located on the front of Victoria Street West car park building adorning its five-storey-high concrete wall enhancing a streetscape challenged by road works.

*Whai* symbolises the merging of ancient wisdom and modern innovation. Its intricate design reconnects us with ancestral narratives and acts as a tool for learning and a source of entertainment. Its shapes weave tales, echoing the wisdom of our ancestors, evoking the adventures of Maui and the journey from land to sea embodying exploration and enlightenment. *Whai* serves as a universal language, bridging cultures and fostering a sense of community, a testament to the enduring legacy of Māori culture, ensuring that traditions remain vibrant for generations to come. The launch on 16 June, and artist talks were held in the adjacent Scarecrow Café.

### Project Partners:

- Auckland Council Public Art Team
- Auckland Transport





# Let Me Tell You About Auckland

## Hobson Street Theatre Company

### June 2024

A theatre experience performed as a walking tour of the Auckland city centre. Let me tell you about Auckland springs from the many voices of the Hobson Street Theatre Company. It sings waiata, tells stories, some true, some maybe not so true, about the inner parts of the city you thought you knew.

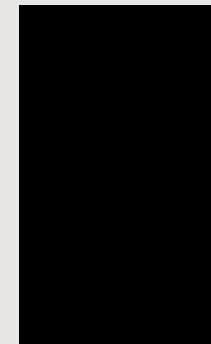
Hobson Street Theatre Company is an award-winning theatre company created in partnership with the Auckland City Mission, with an aim to tell stories that are full of manawa (heart), wairua (soul) and whakakata (humour). The work can be raw, authentic, and riotous, but always aims to leave the audience feeling enlightened and uplifted.

The walking tour itinerary started at Myers Park underpass and travelled past key points and public artworks in the city centre before ending at St Matthew in the City.

Ten shows were programmed from 13-22 June, and two were rain affected. Eight actors, two crew, and 120 audience in total.

#### Project Partners:

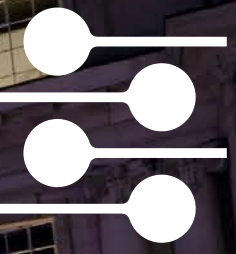
- Hobson Street Theatre Company





# Christmas

24 November – 24 December 2023



*The Pavilion Photo by Luke FM Photography*







The Pavilion. Photo by Luke FM Photography

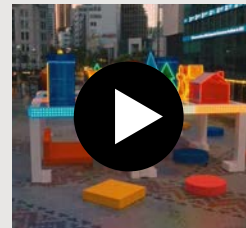
# Christmas Pavilion Te Komititanga

24 November – 24 December 2023

The pre-Christmas trading period is critical for the city centre's retail and hospitality businesses. Council developed the pavilion to be unique and new for the city referencing international Christmas pavilions. It needed to have pulling-power i.e. a day and night attraction on such a scale that people/families would come in especially to visit.

It is ideal for activation programming under and around and is built in units for reconstruction each year. It provides sun and shower shelter and is playful, joyful and insta-worthy. It has custom staging and sound. It has satellite seating units which expand the activations beyond the main structure. It is an engineering feat and has over a 1000 lights.

'Christmas Pavilion' was designed by Angus Muir Design, Matt Liggins, Matt Liggins University of Auckland and Auckland Council City Centre Place Activation Principal Barbara Holloway.



89% of survey respondents agree or strongly agree events like the Christmas Pavilion 'attract me to the city centre'.

Strategic  
outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre

**Project Partners:**

- Heart of the City





# Christmas Pavilion

## Entertainment

24 November – 24 December 2023

The Pavilion not only looks wonderful, but the design provides staging and technical support for a comprehensive entertainment schedule. Wednesdays to Sundays leading up to Christmas, families, shoppers, city centre workers and tourists could enjoy a programme of free festive fun. A line up musicians, dancers, stilt walkers, street entertainers, face painters, and cultural groups excited the crowds. An immense 98% of survey respondents rated the entertainment very good or excellent.

"Love it's so kids friendly activities around and a great way for kids to know mor about Christmas"  
"More Zac and brie pls, and send then to Melbourne for me too" - survey respondents

## 100+ Performances over 23 days

### Project Partners:

- Heart of the City

### Strategic outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre



Pavilion activation. Photo by Crackerjack Events



*Guggenmusick. Photo by Anya Viatli*

# Christmas

## Queen Street Performances

2– 23 December 2023



On the four Saturdays in December a programme of street performances and activations was successfully delivered as part of the festival programme of entertainment in the city centre. Multiple locations on Queen Street between Customs Street and Mayoral Drive came alive.

Musicians, costumed characters, choirs, and craft stations enlivened the street and gave joy to the public. The activities between 11am and 3pm supported the Christmas campaign and linked activity between the two ends of Queen Street from the Pavilion on Te Komitanga to the Christmas activities on Aotea Square.

Also, throughout December, Elliott Street was adorned with beautiful Christalliers – designed by Barbara Holloway and Angus Muir Design. Christmas themed chandelier-like neon lighting decorations illuminated and hung overhead to surprise and delight and add to the festive atmosphere.

#### Strategic outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre

#### Project Partners:

- Heart of the City
- Auckland Live







# LUNAR New Year

**10-25 February**

**Auckland city centre**

Visit [ourauckland.nz/lunar-ny](https://ourauckland.nz/lunar-ny)





# Lunar New Year Midtown Street Party

## 14 February 2024

Lorne Street was brought to life with a Lunar New Year street party. The contemporary culture of Auckland's pan-Asian community shone through. Audiences enjoyed an art exhibition, silent disco, kid's crafts, storytelling, and an eight-metre-long brush ink painting was created on-site. Festooned lanterns adorned the site making for a rich, lush evening scene .

A pop quiz to win vouchers to nearby Asian eateries proved very popular, and the 'yurt shaped' stage on the upper level showcased the immense singing talent within the community for the karaoke competition. The street dance 'Waacking battle' was an energetic standout on the night that crowds flocked to.

The event saw a lot of young Asian and Black, Indigenous, and people of colour (BIPOC) attendees flow through the area that has rarely been activated like this let alone had a stage built in its upper area. Te Ha o Hine (Khartoum) Place is known as a hub for these respective communities.

‘Loved the vibe and the layout of the event. I thought the variety of activities that was on were awesome to watch. It was a delightful atmosphere.’

Attendee

### Strategic outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre

### Project Partners:

- Heart of the City



Whacking dance battle. Photo by Jay Farnworth



# Lunar New Year

## Asian in Aotearoa

24 February 2024

The stories of Queer pan-Asian NZ creatives was brought to the forefront in this panel discussion which was recorded as a live podcast with an audience of 150, including Bobby Shen from the Puketepapa Local Board.

Four brilliant pan-Asian, queer creatives talked on themes about success and courage to reinvention and self-expression.

The panellists reflected on their journeys and looked to the future. The panel shared insights on how embracing their heritage and ancestry has enriched their sense of identity and fuelled their artistic expression.

The opportunity to innovate and generate a collaboration with Lunar New Year and Pride month was realised with this event. The concept and scope of this event breaks new ground in the ability to platform, gather, record and broadcast the unique stories of this growing community.

CRTL+click to listen here: [Asian in Aotearoa pod cast](#)

Strategic  
outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life

### Project Partners:

- Auckland Pride Festival
- Asian in Aotearoa Podcast



Photo by Eric Ngan



# Lunar New Year

## Aotea Square

25 February 2024

There really was something for everyone at the finale event of the first pan-Asian Lunar New Year city centre celebrations. Opening with a mihi by kaumatua Richard Nahi the drizzle didn't dampen spirits.

A traditional Chinese Lion and Dragon dance energised the crowd, who were then free to enjoy a wide variety of activities – food stalls, Street Dance battle, Wishing Tree, Craft stalls, face painting, Mah Jong, and short films.

Quirky and hilarious comedian David Correos talked through a food demo from NZ Master Chef Winner Sam Low. The important connection with pan-Asian Tau Iwi and Māori continued with Taonga Puoro expert Rob Thorne sharing his knowledge and a striking performance.

The finals of the inaugural Karaoke competition crowned a winner and many worthy runners up. A Karaoke requirement was to sing two songs – one of which was to be in a chosen Asian language. Audiences enjoyed a concert in English, Thai, Lao, Mandarin, Cantonese and Tagalog. Encouraging public to step up to sing was MC Jess Hong, current star of the Netflix series Three Body Problem.

 **95%** \*strongly agreed that **Auckland Council** should support events like this

\*of event survey respondents

Strategic  
outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre

Karaoke MC Sung Hwan Bobby Park. Photo by Top Man Media

Strategic  
outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre

**Project Partners:**

- Auckland Live





# Lunar New Year Festival

## Auckland Art Gallery

10 February 2024

The Festival was a carefully curated programme of free public activities celebrating the work of renowned Chinese fashion designer Guo Pei at her exhibition Guo Pei: Fashion, Art, Fantasy 郭培：时装之幻梦

The Gallery demonstrated that it plays a central role in bringing together and celebrating diverse communities. They really seized the opportunity to welcome new audiences and make art accessible to all. The Lion Dance on the forecourt, which could be heard far and wide, attracted audiences that did not intend to visit the Gallery on the day.

The day felt authentic with vendors and performers from the Pan-Asian community and all comms and two of the events were bilingual. Mandarin and Cantonese speaking staff attended to enhance people's experience.

"It's amazing [Love Dance Troupe]. This whole day is amazing! It's so interesting coming from the other side of the world to see a country like this embrace another culture in such a loud, colourful way"

Visitor from USA

6400

Attendees



**Project Partners:**

- Auckland Art Gallery

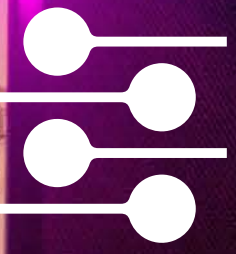


Lion Dance. Photo by David St George



# New Zealand Music Month

May 2024



Fetu Creative Forum. Photo by Bryan Lowe





# New Zealand Music Month

May 2024

As part of the midtown activation programme and in recognition of Auckland's UNESCO City of Music status Auckland Council supported a huge programme of performances, markets, workshops and activities in the city centre. Music genres included hip-hop, karaoke, DJs, singer/songwriters, jazz and rap.

New Zealand Music Month spilled into the streets, squares and laneways of Tāmaki Makaurau - from Queen Street, into midtown, Aotea Square and up to Karangahape Road. It supported businesses and creatives.

The 2024 programme director was Gene Rivers, Programme Leader Arts & Culture, Auckland Council, governance board member Auckland UNESCO City of Music, Stand Up & Stand Out and Ka Mua Ka Muri leader.

"Tāmaki is a UNESCO City of Music, this gives substantial rationale and leverage for this programme's delivery and growing focus. The musical rangatahi of Tāmaki are at a level that commands the attention and support of local government. Great to see"

Gene Rivers

50+

FREE public events – gigs, photography, digital screenings, live music, performances, dance, markets, workshops and street art.



PR achieved 2.1 million views with a value \$500K.

Strategic outcomes:



Māori outcomes



Tāmaki Makaurau



Accessible & inclusive



Public life



Prosperous city centre



Project video

## Project Partners

- Auckland Live
- Central City Library
- Heart of the City





# Music Month

## Auckland Live

### Aotea Square & The Civic Theatre

This programme of free activations showcased the full range of musical talent in Aotearoa.

Three free lunchtime gigs at The Civic were performed by local legends Julien Dyne (Live), The Leonard Charles Group, and Romi Wrights & The Commotions. Plus Hudge, who was spinning some sweet Kiwi tunes before and after the live performances. Approximately 350 attendees enjoyed the 14 artists.

Aotea Square's Auckland Live Digital Stage showcased two video series and a photography exhibition. Ka Mua Ka Muri - a Māori proverb which loosely means walk backwards into the future is a video series featuring mostly underground artists making a wide range of music. Auckland City Of Music Stories is a series featuring Auckland-based artists who explain how the city has shaped and influenced their musical journey and identity. From The Pit is a collection of over 100 photographs of homegrown music and music venues.

# 90+

New Zealand musicians, composers and photographer showcased across 11 days.

Strategic  
outcomes:



Māori  
outcomes



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



*Romi Wrights and the Commotions at the Civic Theatre*





"Fobs", Malachi and Tudreu. Photo by Bryan Lowe

# Music Month

## Midtown Street Party

16 May 6-9pm

The Music Month edition of the midtown street party had businesses and vacant stores alike come alive with the sounds from musicians from across Tamaki Makaurau.

### Highlights included:

Link Alliance – Karaoke Victoria Street attracted about 400 attendees including new visitors who had the chance to learn about Te Waihorotiu Station and City Rail Link as well as sing their hearts out.

Elliott Stables – Live music was enjoyed by a total of 1,151 people visiting the Stables, a 35% increase on a normal Thursday night.

Nahm Thai Restaurant – had sales growth of 10% over normal trading.

Yooa & Tako Street Food - Around a 40% sales increase 6-8pm.

**7pm foot traffic on average**  
**vs same day week before and after** **82%** 

Strategic  
outcomes:



Māori  
outcomes



Tāmaki  
Makaurau



Accessible  
& inclusive



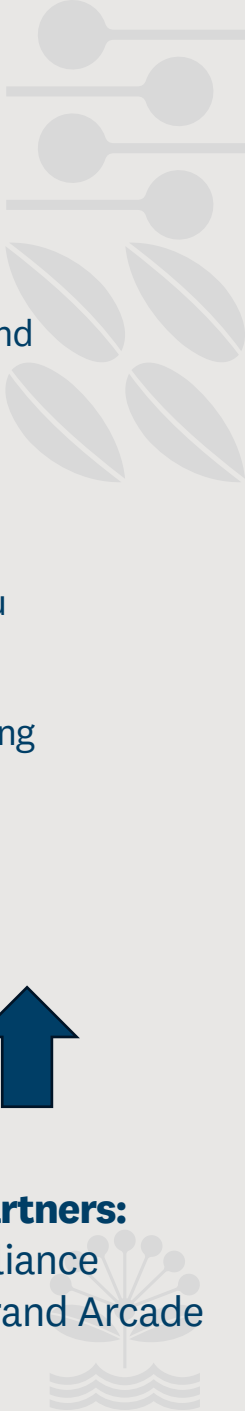
Public  
life



Prosperous  
city centre

### Project Partners:

- Link Alliance
- The Strand Arcade





# Music Month

## The Mids Market – Street Culture

18 May 11am - 3pm

This event, a first for the city centre, encompassed pop-up shops and live music and DJ's in the Strand Arcade and seven stores around Queen Street. The programme attracted strong foot traffic with some activated spaces reported an increase in sales of 51%.

"Having Sky Pirates' pop-up with Lance and Chris performing was very special. The market stalls and pop-up shops evoked a real sense of community. Seeing people who look like me enjoying the spaces where I reside made me feel truly connected to the city"

Geetanjali Lal

 **95%** \*rated the event  
good or excellent

\*of event survey respondents

Strategic  
outcomes:



Māori  
outcomes



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre

### Project Partners:

- Heart of the City
- The Strand Arcade



*Big Sur at Marbecks, Queens Aracde. Photo by Nik Brinkman*



# Music Month

## Block Party

5-9pm 23 May 2024

The first Karangahape Road street festival of free live music celebrating Music Month was a 'happening'. It was hosted inside, outside, and around some of the streets favourite cultural hubs. Renowned music promoter Matthew Crawley curated some of Tāmaki Makaurau's best and brightest musicians and DJs.

Performances kicked off at Karangahape Road's beloved and iconic Rainbow crossing, then the Pitt St pocket park and celebrated local independent record stores, longstanding retailers and music venues.

**20+** Artists and free events  
across 10 venues

**20%↑** foot traffic compared  
to previous Thursday

### Project Partners

- The Karangahape Road Business Association

Strategic  
outcomes:



Māori  
outcomes



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre



Live on Karangahape Road



# NZ Music Month

## Opera in the Strand

30 May 6-9pm

Wrapping up music month free activations in the streets and spaces of midtown was Opera in the Strand. It featured Olivia Forbes, Edward Laurenson, Jasmine Jessen, Katherine Winitana, Ridge Ponini and Taylor Wallbank accompanied by pianist Francis Cowan. It was hosted by Auckland Council in the 132-year-old Strand Arcade.

Curated by The NZ Opera School and Te Pae Kōkako - The Aotearoa New Zealand Opera Studio (TANZOS). It was brought to the city centre so visitors could experience beautiful harmonies and soaring arias in the midst of this historic architecture with its superb acoustics.

The event attracted people from across the city with a base audience of 80 over the 1.5-hour duration and over 300 being drawn off Queen and Elliott Streets throughout the time, mainly under 35-year-olds!

### Project Partners

- The Strand Arcade

Strategic  
outcomes:



Māori  
outcomes



Accessible  
& inclusive



Public  
life



Opera singer Olivia Forbes. Photo by Bryan Lowe



# Enabling a Vibrant & Engaging City Centre





# Enabling a vibrant and engaging city centre

As the city centre foot fall continue to increase these projects:

- lift and maintain interest through consistent and regular activation
- drive increased footfall, discourage antisocial behaviour, and improve perceptions of safety
- support opportunities for economic activity by partnering with businesses



*Admiring the Christmas Christaliers in Elliott Street*





*Plinth with Strand Arcade history, Elliott Street*

# Elliott Street Plinth

## Repurpose for Heritage

### 2024

A redundant Auckland Transport sign (6 meters tall) was repurposed and refreshed with two treatments that told key history of midtown.

From June to December 2023 the content, inspired by light installation Taurima, told Māori history and a contemporary artwork story. The content explained the connection between the colourful neon artwork by artists Lissy and Rudi Robinson-Cole and local archaeological evidence showing people have harvested and prepared food there for about 500 years.

From December 2023 – June 2024 the display featured the history of the Strand Arcade. The original ornate Italianate style building was commissioned in 1899 by businessman Sir Arthur M Myers, inspired by the European trend for arcades. Over its life the Arcade has been a key feature in the midtown area with varied businesses at times including a 700-seat restaurant in the basement, a cinema, a ballroom and later a well loved Yum Char restaurant. The arcade has been a feature of the midtown regeneration programme (see pages 33 – 40) and continues to evolve.

#### Strategic outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive





# Vacant Stores

## Strand Arcade

**July 2023 – 30 June 2024**

The Vacant Stores programme enlivens vacant store spaces by using temporary creative responses including vinyl artwork, light installations, illustrations, window painting, and typography. Each response is bespoke to the site to ensure it is suitable to the context and property owner requirements.

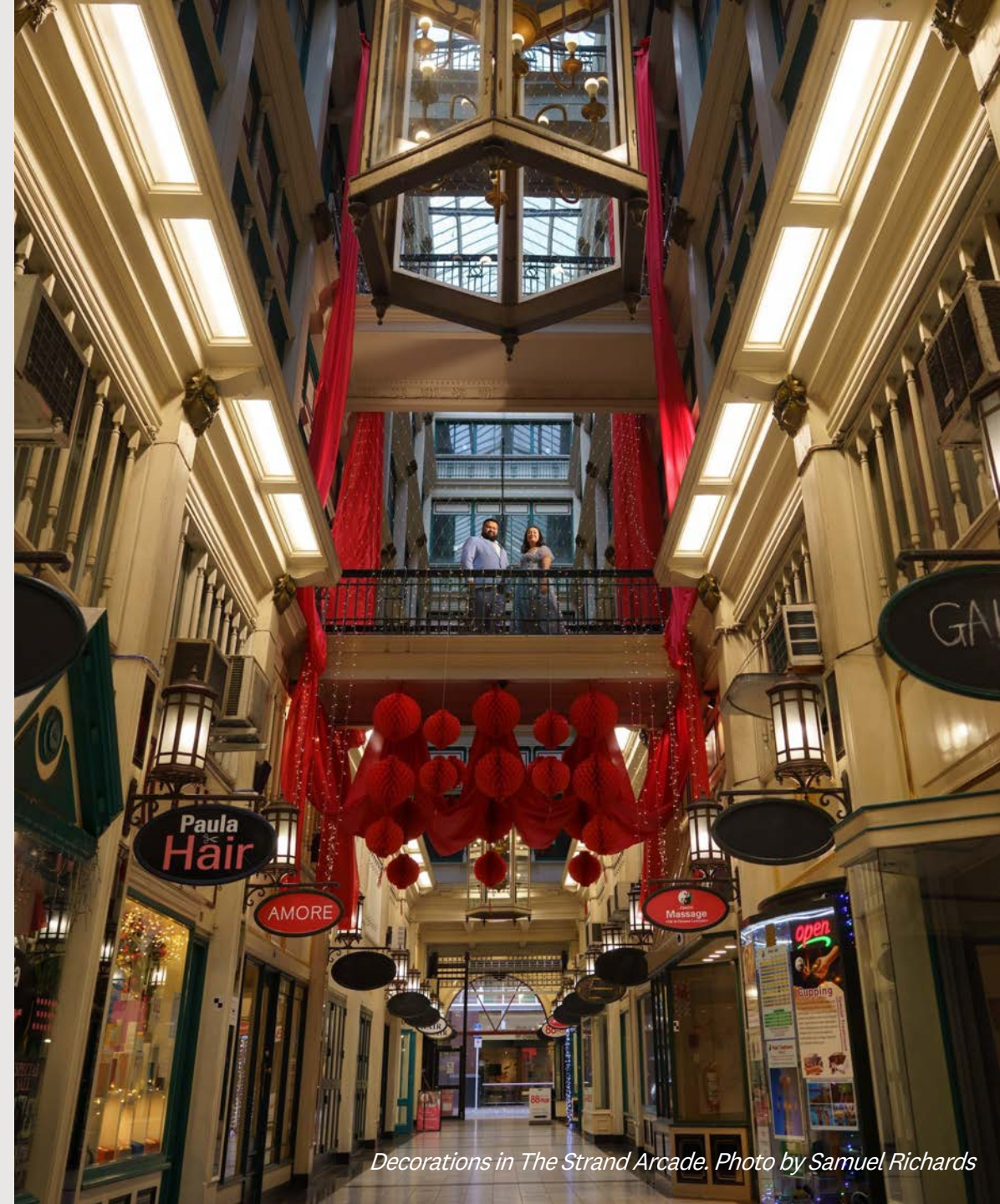
The Strand Arcade has been a key part of the Vacant Stores programme, the first intervention with vinyl window stickers on the street facing windows showcased the building's history through photos and text drew many people into the arcade. Supported by an enthusiastic building manager and owners, the project expanded to include more initiatives such as pop-up events during the midtown street festivals and then the art programme (see slide 81). These activities have substantially enhanced the vibrancy of the arcade and increased foot traffic demonstrating the potential of supportive partnerships in revitalising spaces.

The Strand Arcade Christmas Lighting, Nov 2023 evolved into the Lunar New Year decorations Feb 2024, it heightened the visual appeal of the Arcade and introduced a layer of cultural diversity.

Evidence of the programmes success is that 39 Elliott Street, 287 Queen Street and 227 Queen Street/The Strand Arcade have had artworks removed as they are now leased.

### Project Partners

- Heart of the City
- The Strand Arcade



*Decorations in The Strand Arcade. Photo by Samuel Richards*





*Teokota'i Paitai hosting a weaving workshop*

# Vacant Stores

## Artist residency - Te Varivari

### July – December 2023

The north corner of the Central Library (formerly a café) has hosted artist residencies for three years. While in residence artist Teokota'i Paitai offered workshops in weaving and hosted market days, talks and events.

Born and bred in Central Auckland Teokota'i came from a performing arts and event management background and has since woven a tapestry of work that has crossed genres and disciplines.

Teokota'i uses a blue material that for him juxtaposes the ocean environment that his family left, for the factories that they ended up in, in Tāmaki. These kete carry the memories of azure lagoons, a gentle sea breeze, and the scent of monoi coconut oil.

#### Strategic outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive

#### Project Partners

- Central City Library





# Vacant Stores

## Good News For You – Arts Programme

September 2023 – June 2024

As part of the Vacant Stores Programme arts curator Ross Liew produces a series of events and exhibitions under the moniker 'Good news for you'. The series added colour and vibrancy to the Arcade while attracting a wide range of people to visit, many for the first time, participate in the activations and enjoy nearby hospitality businesses.

**44 Events**

**242 Artists Involved**

**2500+ Attendees**

Strategic  
outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive



Prosperous  
city centre

### Project Partners

- Heart of the City
- ArtNow
- The Strand Arcade



*Good News for You, opening night., Shop 17, Strand Arcade*





*Tour of Duty, Artist Trish Campbell*



# StoreFront

## Art in Stores – Queens Arcade

April – July 2024

Tour of Duty - A Tribute to Domestic Toil. Renowned artist Trish Campbell exhibited 'Tour of Duty - A Tribute to Domestic Toil' between 25 April and 28 July 2024.

This exhibition related to ANZAC commemorations, although Trish's, while referencing war medals, has a far wider context. "In commemoration of ANZAC DAY and MOTHERS DAY - a work by many and for all. It is a tribute and expression of love to my late mother and father and to all domestic warriors who gave their all in the service of their families," Trish Campbell.

Marbecks opened a pop-up store filled with photos capturing the spirit of what it is and has all been about for Marbecks – a New Zealand music retail institution – celebrating its 90th year.

**Strategic  
outcomes:**



Tāmaki  
Makaurau



Accessible  
& inclusive



Public  
life



Prosperous  
city centre





# Hikoi – Free Guided Tours

## Te Paparahi Toi Māori

July 2023 – June 2024

Te Paparahi Toi Māori, Walks in the city (Māori art and design booklet) was used as a basis for hikoi, led by Grayson Goffe to support capacity building for te reo speakers and introduce and increase awareness of the city's Māori public art, architecture, and design. One hikoi, at the request of Creative New Zealand, welcomed the Director of the Istanbul Biennial. Grayson has led 64 walks since 2018 (at June 2024) based on the art booklet Te Paparahi Toi Māori, Walks in the City.

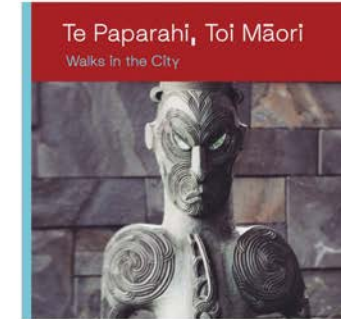
"The hikoi was a great success with our support services staff, who include managers, educators, finance, payroll, property and HR kaimahi (70 people). Your approach aligned well with AKA's reflection of Te Whāriki, the national early childhood education curriculum which guides our pedagogy. This includes 'learning with and alongside others by engaging in experiences that have meaning for them,' recognising Māori as tangata whenua and working to ensure the education success of Māori tamariki, and all tamariki."

Pauline, CEO, Auckland Kindergarten Association (AKA). Feb 2024

**1200+** Tour Attendees

### Project Partners

- Whakamanatia







Vulcan Lane Jazz

# Jazz in Vulcan Lane

Oct – Dec 2023

This programme was devised in collaboration with businesses on Vulcan Lane to attract audiences and enhance the public evening experience. The bars with outdoor tables noted pre-bookings specifically for this jazz series.

Two bands played each night between 5.30pm - 7.30pm on the second and third Thursday of the months October, November, and December. The consistent rhythm was aligned with the lengthening nights and warmer evenings of Spring-time. This dovetailed well with the festive season programme on Queen Street that entertained day-time shoppers on the four Saturdays in the lead up to Christmas.

## 800+

Estimated attendees

"An enjoyable couple of hours-thanks to great musicians-would love to hear them again."

visitor

**Strategic outcomes:**



Prosperous city centre



Accessible & inclusive



Public life

### Project Partners

- Heart of the City
- Vulcan Lane businesses





# Supporting Others to Activate the City Centre





# Supporting others to activate

- Applications for funding are received by the City Centre Programmes team on an ongoing basis and assessed for their contribution to placemaking and activation objectives and the purpose of the city centre targeted rate
- Funded activities contribute to free and inclusive city centre programming supporting a vibrant public realm
- Funding is made available to trial new initiatives and promote targeted outcomes



*NOWRUZ Festival, Ellen Melville Centre*





Shoemaker, Dylans Shoes

# New Zealand Fashion Week

## Sustainable Fashion Friday & Saturday

### 1-2 September 2023



Sustainable fashion - reducing the impact the fashion industry has on the environment through ethically made and environmentally friendly processes and extending the lifespan of a garment through recycling, upcycling and thrifting.

Heart of the City coordinated this event at Ellen Melville Centre as part of NZ Fashion Week. They hosted markets and workshops alongside entertainment on Freyberg square. Three local businesses and eight local sustainable brands participated. Four workshops enabled people to learn new skills around 'make do and mend' and to understand how to buy sustainably.

**2200** Estimated attendees

Strategic outcomes:



Public life



Prosperous city centre

### Project Partners

- Heart of the City
- Auckland Council
- New Zealand Fashion Week







*Pop-up Play in Myers Park*

# Out and About

**2 September 2023 - 18 May 2024**

The Out and About programme of free regular activities in parks around Auckland has been successfully running for several years. Myers Park was included in the programme in 2022 as part of the response to the Mayoral Drive underpass improvements.

The programme has continued to be funded in 2023/24 targeting local families and visitors to the city centre providing regular opportunities for facilitated play and connection with others.

A trial programme of activity also took place in Mahuhu ki te Rangi park in Te Tōangaroa.

**1700** 

Est total attendance

**Strategic outcomes:**



Māori outcomes



Accessible & inclusive



Public life

## **Project Partners**

- Ngāti Whātua Ōrākei





# Art in the City

October 2023

Heart of the City hosted an extensive programme of Art events, activities and installations. In midtown the City Centre team supported programming including:

- The Good News For You exhibition in The Strand Arcade throughout October which featured five artists . Around 200 people attended the official opening as part of Late Night Art, 12 October. Three heritage postcards showcasing the Strand were issued for the event along with giveaways of the booklet Te Paparahi Māori, art in the city.
- Taurima – an installation in Elliott Street was created for Matariki Festival 2023. See slide 59.
- Lightbox Luminaries - Whitecliffe College students work in Darby Street. See slide 34.
- Jazz on Vulcan Lane. See slide 85

**Strategic outcomes:**



Māori outcomes



Tāmaki Makaurau



Accessible & inclusive



Public life



Prosperous city centre

## Project Partners

- Heart of the City





# Loose Change

## Ellen Melville Centre

### January - November 2024

Ellen Melville Centre (EMC) hosted the Street Dancing Australasian Competition Loose Change to support the dance community and provide a platform to showcase the talent in our community. Dancers came from across Tāmaki, Hamilton, Tauranga and one flew up from Wanaka. It was led by Projekt Team hip hop and street dance collective with John Vaifale and Mele Ta'e'iloa.

EMC is creating safe public spaces through positive place making and this series is building recognition within the dance/rangatahi community of EMC and Freyberg Square as both a safe and creative space.

**Pre-Semi Finals – 130 participants**  
**Qualifiers Event - 250 People – 47 competitors**  
**Age groups – 10 – 25 years**

Strategic  
outcomes:



Prosperous  
city centre



Accessible  
& inclusive



Public  
life

#### Project Partners

- Ellen Melville Centre



Qualifiers event





Real Groovy

# Record Store Day

20 April 2024

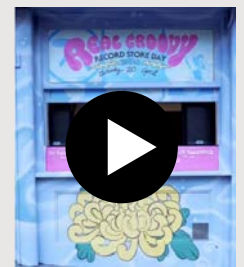


In support of local businesses impacted by construction activity activations took place at three iconic music retailers in the city centre on Record Store Day 2024. Real Groovy (Victoria Street), Flying Nun (Pitt Street) and Flying Out (Karangahape Road) put on a programme of live performances and entertainment for customers and passers by. At Real Groovy the demand was so high that customers lined the escalators and the footpath along Victoria Street, despite bad weather.

- An impressive 10% increase in sales year-over-year
- Video Plays: 56,409 (up from last year's 28,839)

"... was a great day ... we definitely had a few hundred people through the doors."

Ben at Flying Nun



"We did get wiped out with the weather yeah, still a great day overall and all the bands/DJs were happy with the turnout, lots of first-time customers which was really special."

Hunter at Flying Out

Strategic outcomes:



Public life



Prosperous city centre

## Project Partners

- Karangahape Road Business Assoc.
- Real Groovy







Karangahape Road. Iphoto by Askipar aka. Alexis Petit.

# Freakout

## Halloween on Karangahape Road

### 28 October 20223



FREAKOUT is aimed at celebrating creatives and giving a platform to the public for self-expression. People of all ages came out: groups in their 20s, 30s and 40s, as well as families. The Karangahape Road Business Association co- created 33 events for the night working with local businesses. The pedestrian count came to 16,167 which is 1,892 less than the previous year, but a 23% increase (+3,045) on the previous four Saturdays. In 2022 we had a 20% increase (+2,978) in pedestrians. The street's turnover increased by 9% on the previous four Saturdays. In 2022 we had a 7% increase on the previous four Saturdays

A great outcome was the eagerness of the businesses to be involved with so many participating. Many venues worked with existing bookings to switch their events to the theme. Others created events from scratch for inclusion in the line-up alongside over 20 on-street events.

**Strategic  
outcomes:**



Prosperous  
city centre



Accessible  
& inclusive



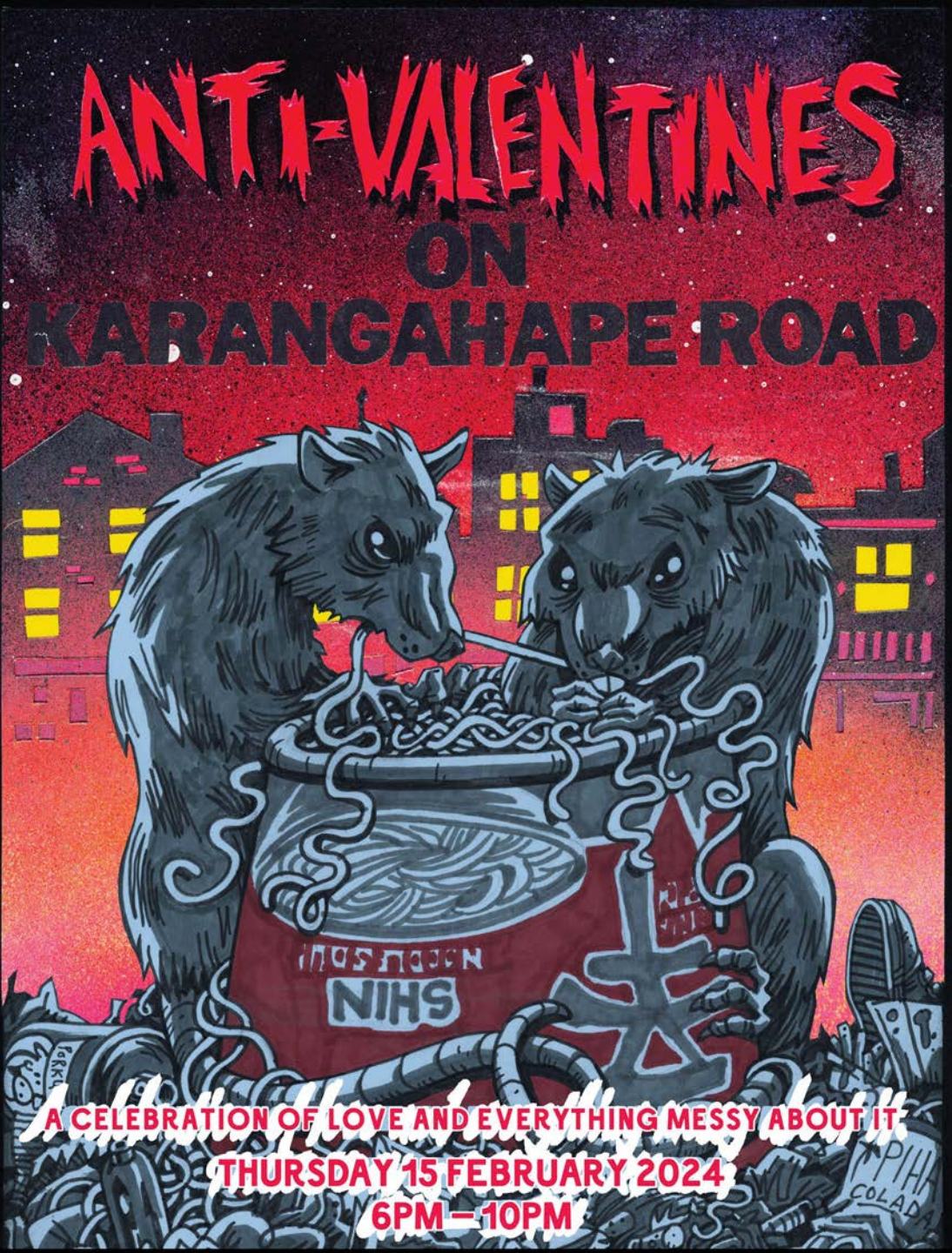
Public  
life

**Project Partners**

- City Rail Link







# Anti-Valentines

## Karangahape Road Business Association

15 February 2024

We saw a 11.3% or 1,291 increase in pedestrians on the night of the event. This is calculated by taking the average of the previous three Thursdays excluding First Thursdays.

There were 25 events across the precinct. “Huge success with live music! The upbeat songs were a hit, and we had an increase in foot traffic.” Coco’s Cantina. “Thank you for involving me. It was an amazing evening. There was a large portion of the LGBTQIA++ community whom I painted, and I felt that the event was a safe space for everyone to come together.” Patsy Skeet, body painter at Lovers’ Den:

Marketview 'Cafe, Restaurant and Takeaway' spending showed a small increase on surrounding Thursdays. In comparison, Valentine’s Day Wednesday 14 February turnover in this category was \$229k (a typical Wednesday is around 130k.)

Strategic  
outcomes:



Prosperous  
city centre



Accessible  
& inclusive



Public  
life

### Project Partners

- City Rail Link
- Auckland Council







# Same Same but Different

## LGBTQI+ Literary Festival

### 12-18 February 2024



This is the only LGBTQI+ literary festival in Aotearoa. It continues, in its seventh festival, to be a space to celebrate queer literature and authors, capture our histories, and uplift and encourage the next generation of queer writers.

In 2024 the festival was hosted again mainly at Ellen Melville Centre and continued to trial new and exciting ways to encourage our communities to engage with literature and gain a wider audience reach. Attendees were mainly 30 or over and many were in their 60s, 70s or older. The audience ethnicity was recorded as roughly 66% Pākehā and other attendees were largely Asian, Pasifika and Māori.

- Over 545 people attended across 11 free events.
- The best-attended panel discussion had 74 people
- Articles in Spimoff, Radio Waatea and Sunday magazine

**Strategic  
outcomes:**



Tāmaki  
Makaurau



Accessible  
& inclusive

### Project Partners

- Ellen Melville Centre
- Auckland Pride







Photo by Alex Hall

# Auckland Pride Festival

## Lightbox Display

26 January – 16 February 2024



Auckland Council's Pride 2024 programme highlighted an exciting Asia-Pacific led arts collective, based in Tāmaki Makaurau. All My Friends (AMF), kaupapa centres around connecting communities through creativity, with a focus on platforming LGBTQIA+ BIPOC MVPFAFF+\* creatives. Fostering visibility, meaningful conversations and new connections.

The four members (Mariadelle Gamit, Tommy Jiang, Tyrun Posimani, Kevin Shen) bring together their lived experiences, skills from music, fine arts, finance, marketing, and hospitality and cultural heritage (Chinese, Filipino, Niuean, Samoan), when creating events/art projects, providing a rich, layered experience for audience members and participants alike.

The lightboxes and visuals across the city centre were curated by Reina Sutton with AMF invited to include components of Lunar New Year into their Pride artwork.

Augmented Reality (AR) was specially created by KATAL and accessed by QR code. Digital illustrations by Mariadelle Gamit, lyrics by Tyrun, Dragons by Silky Jo Wong.

**Strategic outcomes:**



Tāmaki  
Makaurau



Accessible  
& inclusive

### Project Partners

- Auckland Pride
- Auckland Council Arts, Culture & Heritage Unit





# Pride Whanau Day

## Ellen Melville Centre (EMC)

24 February 2024

EMC staff identified a need for a whanau friendly pride event though community engagement and created a programme that responded to this, keeping it as inclusive as possible to involve diversity communities.

1000 people attended, with Circability providing powerful engagement across all ages, as did the Kitchen Project cooking workshops and the kids activities. The Illustrator market and the four brilliant Asian queer creatives Lunar New Year live podcast for the Year of the Dragon drew in a larger variety of our community, creating a real intersectionality.

“We didn’t think this was for us, but have had a fantastic time, thank you”

Tourist couple

“This was fun for all of us – we really enjoyed, thank you for putting this on”

Kishan family

Strategic  
outcomes:



Prosperous  
city centre



Accessible  
& inclusive



Public  
life

### Project Partners

- Auckland Pride
- The Kitchen Project
- Asians in Aotearoa
- Circability



Whanau fun





*Graffiti Battle in Darby Street. Photo by Jinki Cambronero.*

# Auckland Arts Festival

## Street Beats

**8 – 24 March 2024**

Audiences for the activations were varied in ethnicity, background, age and gender. Street activities saw people walking past listening to music, participating by dancing on the street and singing along.

Despite the wet conditions, the Graffiti Battle was extremely popular with public stopping to watch the action and asking questions about what the final result would be. Drumming resonated up and down Queen Street with many comments about how lively the city centre was with all the events. Māori enterprise resulted from the innovation and investment – a different series of events that brought to life the talent and skill of Māori artists in many genres.

Activation locations were - Aotea Square, the Civic, Queen Street, Elliott Street, Vulcan Lane and Quay Street.

- 24 events
- 80 performers
- 6,000 estimated audience

**Strategic  
outcomes:**



Māori  
outcomes



Tāmaki  
Makaurau



Public  
life

### Project Partners

- Auckland Arts Festival







Organiser Suzanne Kendrick (c) and family touting on High Street

# ReUse Market

## Victoria Street Carpark

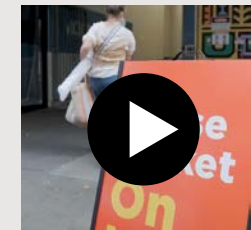
### April – June 2024

"Our new Auckland City Centre ReUse market is a way to sell stuff you no longer need- make a few \$\$ and also move your stuff on to someone else who has a use for it. ReUse is higher up the waste hierarchy so that ticks lots of boxes", Manager Suzanne Kendrick.

"It is a really cool initiative, well done on bringing it together so well," Thanks, Roger Lines, Manager – Parking Facilities Auckland Transport.

The market has been achieving 400 visitors in each of its first three months and a full capacity of 27 sellers per month. Its 3-month trial run has been so successful funding has been renewed till June 2025.

# 1200+!



Strategic  
outcomes:



Prosperous  
city centre



Accessible  
& inclusive



Public  
life

### Project Partners

- Auckland Transport
- Heart of the City







String Symphony

# Summer in the Square

## Auckland Live Events

Feb 2024

Warm summer days became even better with Summer in the Square line-up, jam-packed with free entertainment. Aucklanders of all ages revelled in four curated weekends filled with music, dancing, DJs, food trucks and more in vibrant Aotea Square.

**String Symphony, 1-6 Feb** - A giant illuminated puppet, hand-woven from a kilometre of rope is brought to life with the help of 12 aspiring puppeteers from the audience, taking turns pulling the strings to create an animated and enchanting experience.

**Afrofest, 10 Feb** - A vivacious, celebration of music, dance and food from across the African diaspora in New Zealand. 13 artists performed, 15 food trucks were onsite and the event attracted an audience of approximately 2,400.

**SUSO (Stand Up Stand Out), 11 Feb** - An afternoon of live music, featuring some of the best up-and-coming young musicians from across Tāmaki Makaurau.

Strategic  
outcomes:



Prosperous  
city centre



Accessible  
& inclusive



Public  
life





# Summer in the Square

## Auckland Live Events

Feb 2024

**Auckland Latin Fiesta**, 16 – 8 Feb - A three-day festival celebrating the music, dance and food from across the Latin American diaspora.

**Outdoor Summer Cinema**, 24 Feb - Free screening of this family-friendly favourite film.

**Auckland Pride March**, 25 Feb - A gathering in Aotea Square ahead of the march itself down Queen Street finishing at Takutai Square for the 2024 Pride Party.

**Lunar New Year in the Square**, 25 Feb – See slides xxx-xxx

- 42,990 views across Summer in the Square web pages
- Events were included in 7 EDMs with a total of 975,978 unique viewers and 345,732 unique opens
- Latin Fiesta attracted 24,000 people

Strategic  
outcomes:



Prosperous  
city centre



Accessible  
& inclusive



Public  
life



*Auckland Latin Fiesta*



# April School Holidays

## Auckland Live Events

April 2024

15 free family-friendly circus workshops with Auckland circus company The Dust Palace were offered in Aotea Square during the holidays to support Auckland Live's major activation Arborialis Luminarium. With Arborialis located on the Marae Atea, The Dust Palace took over the middle grass terrace for the running daily circus workshops, activations and performances.

Part of Aotea Square was transformed into a playful, family friendly space to experience circus with two aerial rigs, spinning plates and hula hoops to try and stilt walkers to entertain patrons waiting to enter Arborialis. Children interacted with the activities while parents, guardians and onlookers spent time on the grass terraces enjoying the performances and sunshine. Workshops were held daily, with additional short aerial performances from company members presented across Fridays and the weekends.

**14 Local artists engaged**

Strategic  
outcomes:



Prosperous  
city centre



Accessible  
& inclusive



Public  
life

**5100+  
Attendees**





# Africa Month

## Exhibition & Community Dinner

### May 2024

7 artists exhibited 7 April – 12 May at this unique show which asked artists to reflect on the time before photos. 120 people visited and 20 attended the panel on 5 May. "What an incredible panel today! Thank you all for the korero, connection and dissection of what ancestral and cultural heritage mean to us as the African diaspora in Aotearoa. We discussed intergenerational experiences of the immigrant experience, advocating for our African community to be continuously seen. Amazing stories from 1989 to today," panellist Dana Salih Toogood.

The free community dinner on 23 May hosted 60 people. "I'm originally from Tanzania and I came to New Zealand last year for post graduate studies. This is the first time I've seen so many Africans since arriving," attendee.

Strategic  
outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive

#### Project Partners

- The Strand Arcade
- Ellen Melville Centre



*Makanaka Tuwe of Sesa Mathlo Apothecary, Dr Love Chile, Dana Salih Toogood, Evelyn Kalumbu Park. Photo by Synthia Bahati.*





Afrikan Market Day, Ellen Melville Centre. Photo by Synthia Bahati

# Africa Month

## Dancing Through the Disapora

### 3 May 2024



The first Africa Month in 2022 increased the programming focused on the African community in Tāmaki Makaurau. Till then, the only celebration was Africa Day. As with the Black History Months in the USA and UK, a month-long programme allowed for events reflecting the diversity of the African and black descent communities.

The goal is to preserve the culture and heritage of the African diaspora and the programme educates on and highlights and celebrates their contributions. City centre residents, foodies, and African music and dance enthusiasts attended. Due to new, young performers there were a larger number of young people 13 - 25 than in previous years.

- **10 vendors +11 performance groups**
- **600+ attendees**

Strategic  
outcomes:



Tāmaki  
Makaurau



Accessible  
& inclusive







Artist Jenna Eriksen

# Auckland Festival of Photography

24 May - 12 June 2024

The Auckland Festival of Photography is a city-wide contemporary art and cultural event, providing a diverse and inclusive platform, for the exchange of ideas, artistic expression, and engagement with photography and visual culture. The Festival had over 100 offerings, online, in venues and in public spaces alongside talks and competitions. The lightboxes were an exclusive showcase by two New Zealand artists as part of the 2024 Festival theme Believe [whakapono].

## Te Komititanga:

Jenna Eriksen - Lightbox pictured on right 'Kiku Kazan' Flower Volcano.

## Karanga Plaza:

Andrea Gardner's images are very much from the realm of the imagination or “make believe”.

Strategic  
outcomes:



Tāmaki  
Makaurau



Public  
life

## Project Partners

- Auckland Festival of Photography







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