

Venues and Events Services

2024-2034 Activity Summary

The Venues and Events Services Activity is dependent on the public of Invercargill, Southland and domestic tourism supporting venues by hiring them or attending events. Whilst 'cost of living' pressures will likely have an impact on how the community consume, value and prioritise entertainment and events there are balancing positive factors such as population growth and the attraction/appeal of Invercargill as a destination for domestic and international tourism. With an increasingly diverse population the business will focus on ensuring a diverse offering of venue and event types that meet the needs of the community.

The Venues and Events Services Activity will consider a range of factors in order to better serve the community such as:

- Securing venue hires appropriate to the venue through targeted and proactive initiatives.
- Personnel able to meet venue hirers technical requirements.
- Ensuring a range of events that consider ticket affordability.
- Generating an audience to meet venue hirers expectations.
- Develop new ways to engage the community with Invercargill's iconic venues.

Key Projects

The Rugby Park renewal is underway to complete work to make elements of Rugby Park including the media tower and the west stand and facility roof. This work is programmed between 2023 – 2025 and is forecast to cost \$5 million. This project is required to meet regulatory / compliance priorities.

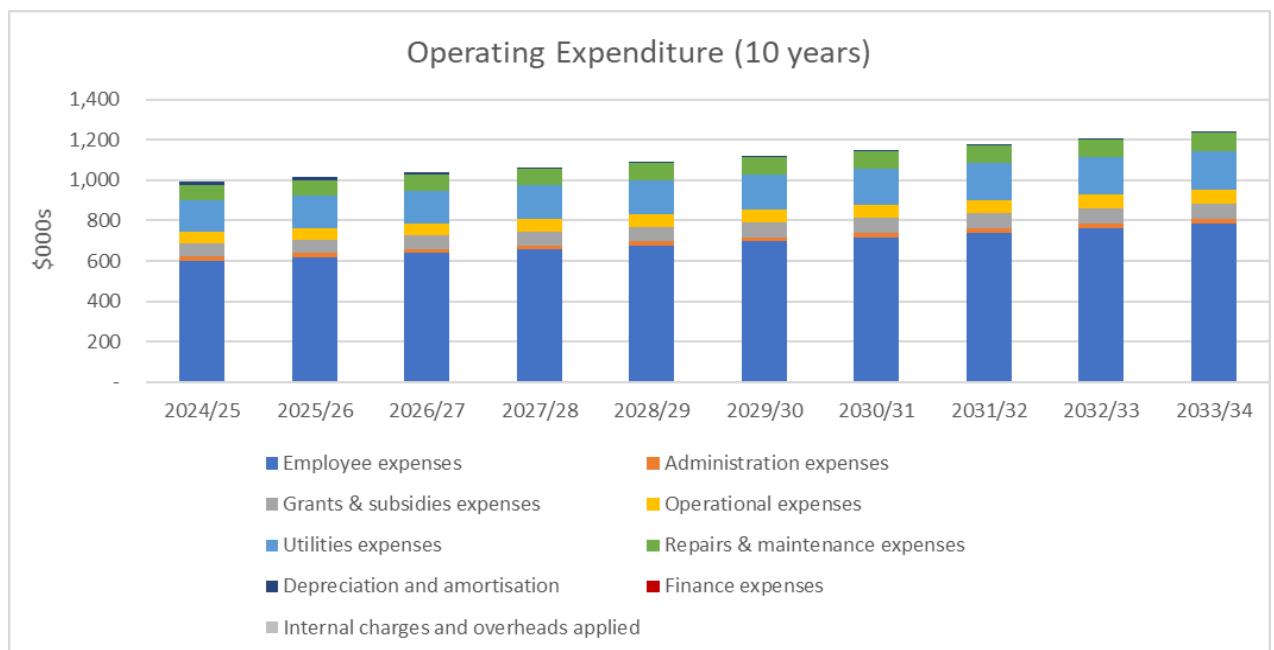
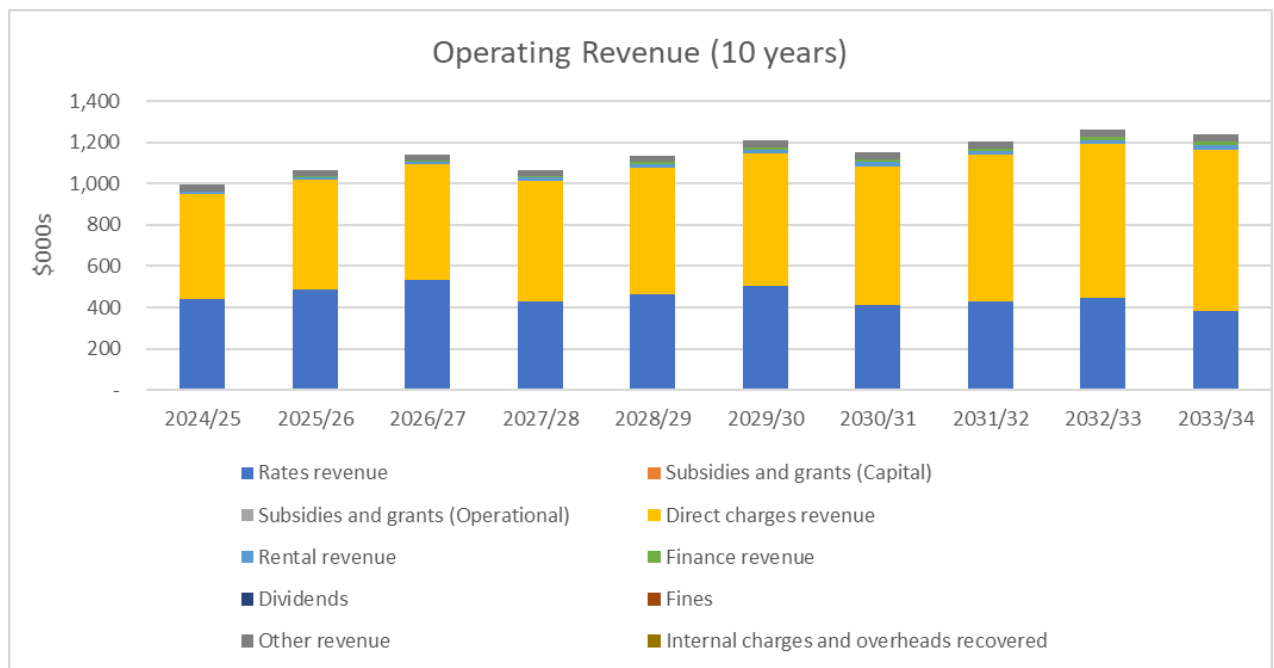
A review of future development of key sporting facilities including Rugby Park is planned. This is planned for the early years of the Long-term plan.

Maintenance of venue facilities, including the Civic Theatre is planned. For more information see the Property Services Asset Plan.

Key Performance Indicators

Measure		Target
Civic Theatre		
Civic Theatre Occupancy - Main Auditorium		35%
Civic Theatre Occupancy- Auxiliary Rooms		40%
Civic Theatre – Hireage	Not for Profit - Local	At least 35 events
	Not for Profit – National / International	At least 20 events
	Commercial - Local	At least 10 events
	Commercial – National / International	At least 30 events
Percentage of residents satisfied with the Civic Theatre		80%
Scottish Hall		
Scottish Hall – Occupancy		30%
Scottish Hall – Hireage	Not for Profit - Local	At least 55 events
	Not for Profit – National / International	At least 5 events
	Commercial - Local	At least 5 events
	Commercial – National / International	At least 3 events
Percentage of residents satisfied with the Scottish Hall		60%
Rugby Park		
Rugby Park – Occupancy		7%
Rugby Park – Hireage	Not for Profit - Local	At least 10 events
	Not for Profit – National / International	At least 2 events
	Commercial - Local	At least 2 events
	Commercial – National / International	At least 8 events
Percentage of residents satisfied with Rugby Park		40%
Increase public use of Venues		
Annual number of users across all venues	Number of users per head of (Invercargill City) population	1.1
	Total number of venue users	63,000

Budget



Figures in the graphs have been inflation adjusted. All other numbers are uninflated and are based on 2024-dollar levels