

# 2023-2024 ANNUAL REPORT

## **REGENT on BROADWAY**



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## Our Directory

**Come and see us at:**

53 Broadway Avenue  
Palmerston North  
New Zealand

**Mail, Phone us at:**

P O Box 1723  
Palmerston North  
Phone (06) 350 2100

**Email and web addresses are:**

[manager@regent.co.nz](mailto:manager@regent.co.nz)  
[www.regent.co.nz](http://www.regent.co.nz)

**Registered office of the Trust:**

c/- Palmerston North City Council  
Civic Administration Building  
The Square  
P O Box 11-034  
Palmerston North

**Accountants**

BDO Central (NI) Limited

**Legal Advisers**

Fitzherbert Rowe Lawyers

**Bankers**

ANZ Bank New Zealand Limited

**Auditors**

Silks Audit Chartered Accountants Ltd on behalf of  
the office of the Auditor General

**Trust Board**

David Lea (Chairperson)  
Neil Ulrich (Deputy Chairperson)  
Mark Mabbett  
Tania Kopytko  
Reihana Haronga  
Kane Parsons  
Tessa Lohead  
Simon Ferry  
Amy-Mae Sorrell  
Carly Spring (Secretary)

*The Trust Board originated from the group of people who fought to save the Theatre in the early 1990s. The Board completed its job of saving and re-establishing the Theatre and in 2001 was restructured from a representative based group to a smaller skill-based group. The Trust exists to further the interests of the Regent on Broadway and leases the Theatre from the Palmerston North City Council.*

## **Regent Theatre Staff**

<b>GENERAL MANAGER</b>	David Walsh
<b>TECHNICAL MANAGER</b>	Braden Noel
<b>THEATRE TECHNICIAN</b>	Kieran Peters
<b>FINANCIAL CONTROLLER</b>	Julie Walker
<b>BOX OFFICE/CLIENT LIAISON</b>	Karen Hambling
<b>FOH MANAGERS</b>	Janice Jones Chris Laing

*The Theatre employs 7 permanent staff, two of which are casual staff. All employees are accountable to the Trust Board through the General Manager.*

## **Friends of the Regent**

<b>PRESIDENT</b>	Adam Robertson
<b>TREASURER</b>	Christine Earle
<b>VICE PRESIDENT</b>	Robyn Baker
<b>SECRETARY</b>	Debs Marshall

## **Friends of the Regent Patron** Anna Leese

*The Friends is an incorporated society whose members voluntarily give their time to the Regent on Broadway. The Friends contract to provide ushering and catering (refreshments and bar services) to the theatre patrons and hirers. This helps to provide the Theatre with equipment purchases from the funds received for these efforts.*

## **Palmerston North City Council**

*Palmerston North City Council is the building owner and provided the majority of the funding required to restore the Regent on Broadway in 1998. The Council provides an annual operational grant to the Regent on Broadway.*

# 29th Annual Chairman's Report 2023-24



**David Lea      Chairman**

## **Tena Koutou Katoa**

It is my pleasure to present my 7th Report as Chairman of The Regent on Broadway Theatre Trust.

The year began as we had finished last year, on the road to recovery after several years of disaster thrust upon us with the Pandemic. Last year I reported “we had made it through” well I am proud to report that not only have we made it through, but we have started nearing or even breaking records again.

It is an incredibly satisfying thing to be able to look back at where we were and now to look at where we are and then to look forward to what we believe is an exciting future. Thank you to all our friends, patrons, benefactors, promoters and supporters for all you have done to help make this year a year of great progress and a segue to even better things to come. The details and highlights of the year can be found in our manager's report.

## **Board.**

We continue to strive for excellence in all our board duties and to that end, while we farewelled Phil Payton from the Board, we welcomed 2 new Board Members: Reihana Haronga who complements the multicultural responsibilities we have to our community and Amy Sorrell who provides us with a wider perspective on the responsibilities we have to the youth in our community. Phil was Deputy Chair and was replaced by sitting Board member Neil Ulrich. Thanks to Phil for his service to the Regent over previous years and we wish him the best in his new business venture.

After completing a matrix of the expertise we now have on our Board, we are excited and grateful that our current board fills all of the areas of skill that we believe are needed to continue to provide the guidance and direction the Regent on Broadway needs to continue to be the best regional theatre in New Zealand.

## **Staff**

We began the year with a full complement of staff and were especially excited about our newly appointed “Techies” Braden Noel and Kieran Peters. Both men have not let us down. They are both dedicated, hardworking experts in their fields and we are lucky to have them on our staff. They understand the concept of “teamwork” and they work tirelessly to ensure our promoters and our patrons leave our theatre with a smile on their face and a great desire to return for another show.

We continue to be blessed with all our staff, Julie in accounts, Karen in bookings, Janice and Chris on front of house and all captained by the steady, reliable, dedicated, knowledgeable David Walsh as our Manager. Running the Regent takes a team and again, I cannot be more impressed how all our staff play their part in that team. Sure, each has a prime role, but all are willing and able to cover for the others if cover is required. I am so grateful and humbled to be able to play a small part in that team.

### **Friends.**

The concept of the "Friends of The Regent" seems to be unique to us and what a treasure we have in that uniqueness. I cannot put it any simpler, we would not be the Theatre we are without The Friends. We are recognised as being one of the best equipped theatres in New Zealand, certainly in the provinces. This has largely come about by the generosity of the Friends, with financial contributions from them totalling over one million dollars of during the past 25 years is an incredible gift. Thank you to the individuals who make up the Friends, your hard work and dedication is one of our greatest assets. Please refer to our Manager's report for the latest donations.

### **Pat Snoxell Legacy Award.**

This year saw the first of these awards contested for by many deserving and aspiring applicants. The eventual winner was Armani Whitehead-Wilson who received an award of \$1000.00 to help him purchase a new Saxophone. We wish Armani well for his future and look forward to receiving many applications for the award this year.

### **Conclusion and Thanks**

It is always hard to record thanks to people without missing someone important out so a general thanks is possibly a better option!

I will start with my Board. Thank you all for your commitment to your role as trustee. I know it can sometimes be frustrating, but we also know it can be rewarding. A special mention to Tania Kopytko for the extra effort she makes in preserving and passing on our history as a theatre. Tania's history tours of the theatre are becoming a regular and rewarding addition to the City's fabric. Keep an eye out for the next one! To my deputy Neil Ulrich, you are my rock. I know I can rely on you to keep the ship on course and keep all the technical "things" we have to do, up to date. Thank you. To the rest of the Board, Tessa Lohead, Kane Parsons, Mark Mabbett, Simon Ferry, Reihana Haronga and Amy Sorrell,- Thank you and I look forward to continuing to work with you all next year.

Thank you to Mayor Grant Smith and the Palmerston North City Council for your continued support, not just financially but also all the moral and technical support given by staff

To all our staff, keep up the excellent work. You are the heart and soul of our theatre and I personally look forward to enjoying yet another year of growth and success. This will only happen if we continue to be the well-oiled team that we are.

Nga Mihi Nui



**David Lea**  
**Chairman Regent Theatre Trust Board**  
**August 2024**



## **GENERAL MANAGER'S ANNUAL REPORT for year ended 30 June 2024**

I am delighted to present once more the annual report for the Regent on Broadway.

Following on from our extremely busy year last year, when the “theatre returned” from Covid, we have once more enjoyed another positive result despite a year of economic downturn.

We are proud of our financial results this year which enables us to reinvest back into the venue and, most importantly, continue to maintain and re-invest into our hardworking dedicated staff.

Although we have achieved a positive result, we cannot achieve our goals alone, therefore we acknowledge the support from Palmerston North City Council and to all our professional and community groups who held events within the theatre. We also must thank all of those who attended performances thus helping to support the region’s premier venue.

This year we continued to be committed to hosting school productions with 10 different schools performing at the Regent throughout the year. For most students, this is the start of their development and growth of their creativities.



Our asset renewals throughout the year included the purchase of a new sound desk at a cost of \$113,000. Thanks must go to both Central Energy Trust (\$50k) and the Friends of the Regent (\$35k) for their contribution towards this purchase. The balance was funded from our operational account. This new sound desk now complements the sound system that was installed in 2020 and we can be proud that the theatre has one of the best sound systems in New Zealand.

A further \$44k of assets was funded throughout the year by the Friends of the Regent which included replacement of some stage cloth (borders), laptops, TVs and other technical equipment.

## **REVIEW OF THE YEAR**

It is pleasing to report that patrons are still supporting theatre events resulting in our positive outcome, especially in a year of economic uncertainty.

We had a target for the year of 87,000 attendances and we achieved 99,483, a 14% increase on our target. This once more highlights the tremendous support from our community.

The total variety and number of events held throughout the year contributed to this result. The role that the Regent on Broadway plays in our community/region is extremely important and we are held in high esteem both nationally and locally so we must ensure that we continue to uphold this reputation.

We have achieved a high percentage of our targets for the year as set out in our Statement of Intent. A total of 423 events were held over all the spaces in the theatre this year which included the main Auditorium/Rehearsal Room/ Regency Room against a target of 350. Our target for usage was set at 70% community and 30% commercial and we achieved a 72% community use and 28% commercial use.

## **HIGHLIGHTS AUDITORIUM EVENTS**

I am pleased to report on some of the busy/exciting times that the theatre has had during these past 12 months.

Two Act 3 productions were held throughout the year (We Will Rock You & Matilda). These two events attracted over 18,000 attendances. Some of the other national major events held included PACANZ (4,049) Wiggles (2,225) Palmy Drag Fest (1,355) Bill Bailey (1,367) Russell Howard (1085). We had eight local school productions throughout the year with a total of 5,287 attendances. The majority of our bookings are local community users who play an important role for the theatre. Users such as Te Pae Tamariki attract a total of 6,000 (both on stage and audience).

Throughout the year the theatre also hosted 12 performances that reflected the exciting cultural and diverse activities of Māori, the Pacific Islands as well as our significant multicultural sector. Events held by the Chinese Assn (*CHINESE NEW YEAR CELEBRATIONS*) the Indian Community (*THAIKUDAM BRIDGE*) and *PALMY DRAG FEST*, all attracted great numbers.

Schools have continued to utilise the theatre for both their stage productions and prizegivings. Usage by local and touring dance groups also play an important role with 12 different



organisations using the theatre throughout the year. The highlight is in October with *PACANZ* which brings a variety of talented young performer to the city from all over NZ.

We appreciate that Massey University and Ucol continue to use us for their Graduation ceremonies. These Graduation ceremonies have a huge economic impact on the city.



**Act 3s production 10<sup>th</sup> – 19<sup>th</sup> August**



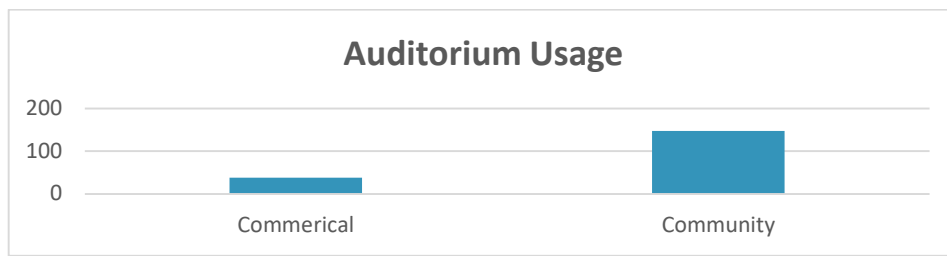
**Act 3s production 12<sup>th</sup> – 27<sup>th</sup> April**

## **FINANCIAL OVERVIEW**

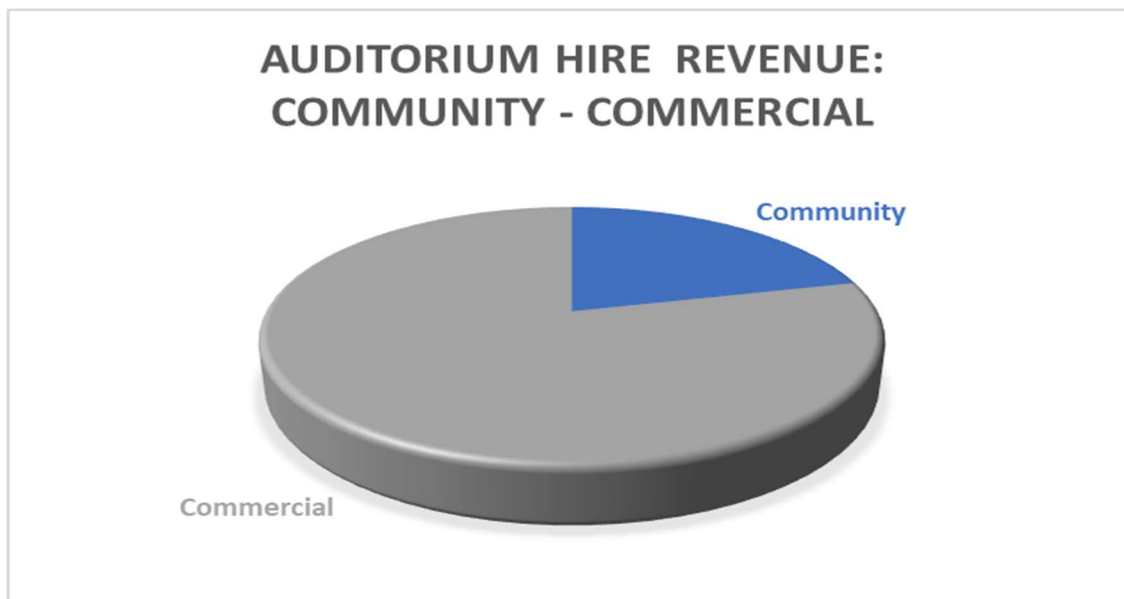
Our Financial Statements for the 2023/24 year accompany this Annual Report. After allowing for depreciation of \$92,602, the overall Statement of Performance shows a year to date surplus of \$142,172 compared to a surplus of \$94,003 for the previous year 2021/22.

This year's result is very pleasing and follows on from a good result last year. Our financial performance is indeed encouraging as we continue to move forward following restrictions two years previous that had been placed upon us during Covid.

## USAGE



## Auditorium Revenue Received Community vs Commercial



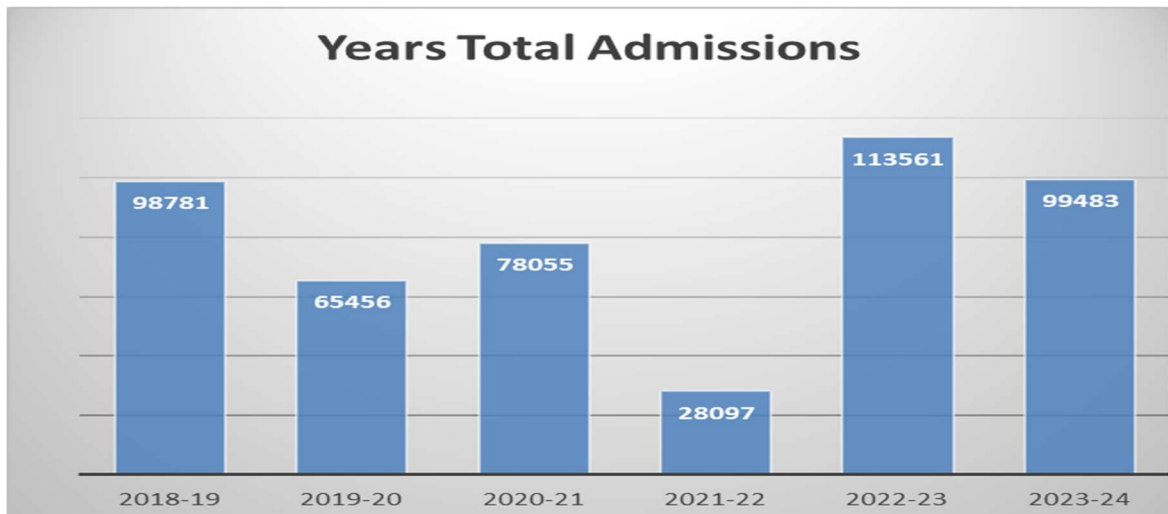
Local Community Events held in the Auditorium accounted for 28% of total revenue received. This is from 37 events held over 147 days.

Professional events held in the Auditorium accounted for 72% of total revenue received. This is from 38 events held.

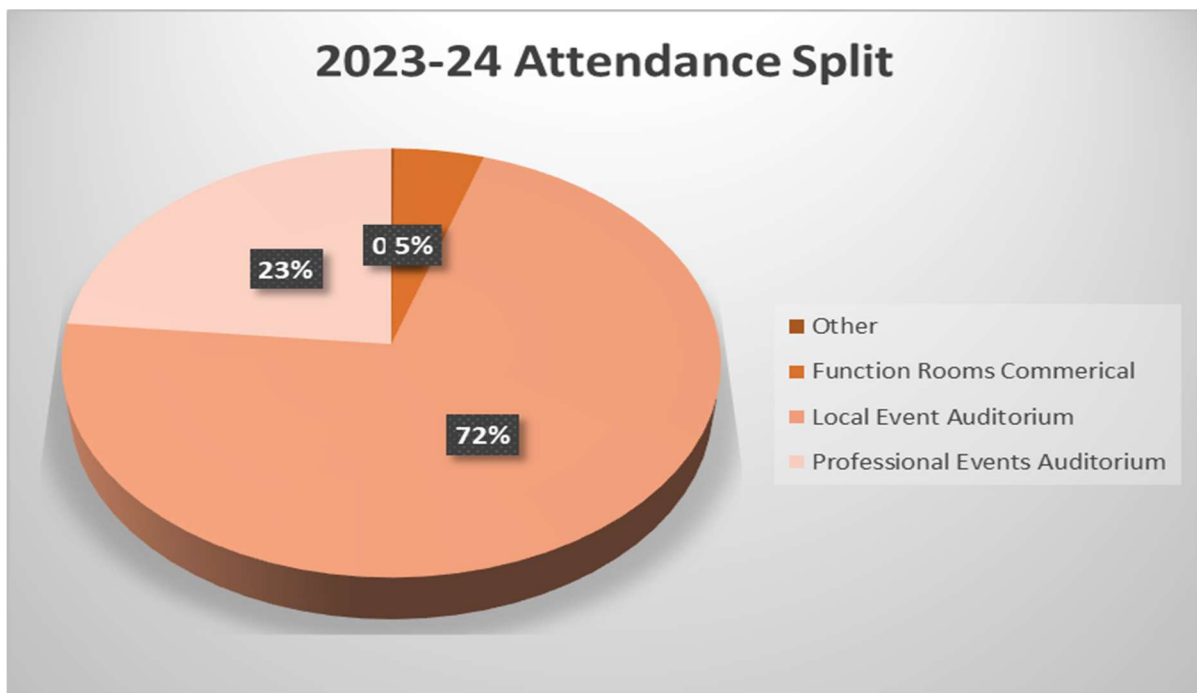
*(Note: Revenue received from Act Three's production of "Matilda" and "We will Rock You" has been treated as professional)*

## ATTENDANCES

A target for the year was set at 87,000 attendances as it was unknown when setting our targets if the theatre could perform to the success of last year (113,561) following the amazing return of events after Covid. We exceeded our target and are pleased with the result of 99,483 attendances at the theatre for the year. Although this attendance number is down on last year, our average yearly attendance (since 1997) has been 95,825, so our result this year is very pleasingly above average.



Attendances at school events, touring shows and graduation ceremonies also all surpassed our expectations.



#### Attendance List for 2023-24 Performances

		Admissions	
<b>JULY</b>			
Unity Singers:	Community Event	325	
Titans of Tap		93	
Creedence Clearwater Collective		823	
			<b>1,241</b>
<b>AUGUST</b>			
We Will Rock You	Act Three Productions	5916	

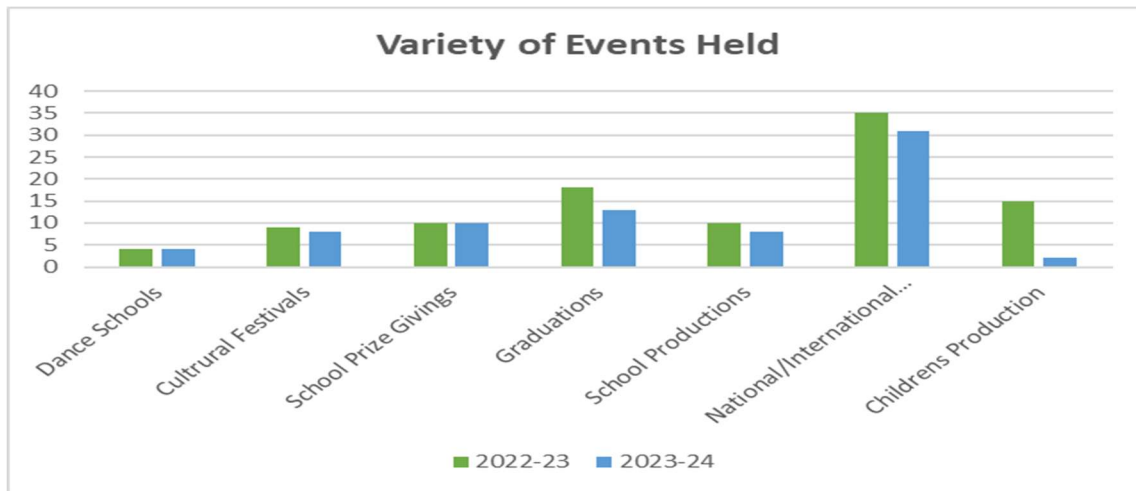
Wiggles	2234	
NZIFBB	294	
Westend School	891	
		<b>9,335</b>
<b>SEPTEMBER</b>		
Dance NZ Made	1279	
Palace Dance Studio	687	
Ross Intermediate	458	
Winchester School	942	
St Marys School	835	
Dance Nationals	1158	
Seven Days	899	
NZSO	293	
Turitea School	432	
Russell Street School	421	
Manawatu Gang Show	751	
Cat in the Hat	1038	
PN Chinese Assn	487	
PNDA	490	
		<b>10,170</b>
<b>OCTOBER</b>		
PNDA	1084	
Drag Fest	1355	
Roslyn School	823	
Ladies Night	417	
Six to Sixty	470	
PACANZ	7128	
Queen Tribute	648	
Sports Awards	300	
Manakura School	600	
Youth Orchestra	417	
		<b>13,242</b>
<b>NOVEMBER</b>		
PN Girls High	730	
Awatapu College	600	
Royal NZ Ballet	949	
Levin the Movement	676	
Bill Bailey	1361	
Anomally Dance	514	
Sweet Caroline	540	
Luke Kidgell	775	
Massey Graduation	3162	
		<b>9,307</b>
<b>DECEMBER</b>		
Freyberg College Prizegiving	981	
Aokautere School Prizegiving	380	
Whakarongo School Prizegiving	700	
Carncot School Prizegiving	462	
Red Star Dance	402	
St Mary's School Prizegiving	700	
PN Intermediate Normal	1230	
DanceWorks	1584	
When Xmas Comes to Town	424	
		<b>6,863</b>
<b>JANUARY</b>		
Gold Awards	154	
		<b>154</b>
<b>FEBRUARY</b>		
Russell Howard	1099	
Michael Jackson History Show	742	
Daniel O'Donnell	747	

		<b>2,588</b>
<b>MARCH</b>		
Thaikkudam Bridge	772	
Palmerston North Dance Assn	789	
Ucol Graduation	1750	
Kaylee Bell	726	
		<b>3,987</b>
<b>APRIL</b>		
Matilda Act Three Production	11910	
Massey Graduation	2141	
		<b>14,051</b>
<b>MAY</b>		
Massey Graduations	4230	
Ultimate Prince	317	
Leaving Jackson	574	
PPTA Meeting	650	
National Young Leaders Day	1306	
Chopper	983	
Nga Manu Korero Regional Speech	200	
Showquest	1100	
		<b>9,360</b>
<b>JUNE</b>		
Beach Boys Experience	460	
Eagles Greatest Hits	573	
Ballroom Blitz	714	
NZ Highwaymen	587	
PN Dance 2024	227	
Carncot School	485	
Rain on Me	908	
Te Pae Tamariki	6150	
Ukraine Ballet	467	
Big Sing	1990	
Unity Singers	433	
		<b>11,961</b>
<b>TOTAL</b>		<b>92,259*</b>

\*The above attendance numbers refer only to events that were held in the Auditorium and does not include the attendance for events/functions in the Regency or Rehearsal Rooms nor for set up days, rehearsals or packing out of events.

Tours of the Regent were re-generated this year, with 1 community group, 4 schools and 2 tours for the public during planned open days.

The graph below highlights some of the variety of events that were held during this past year compared to last year.

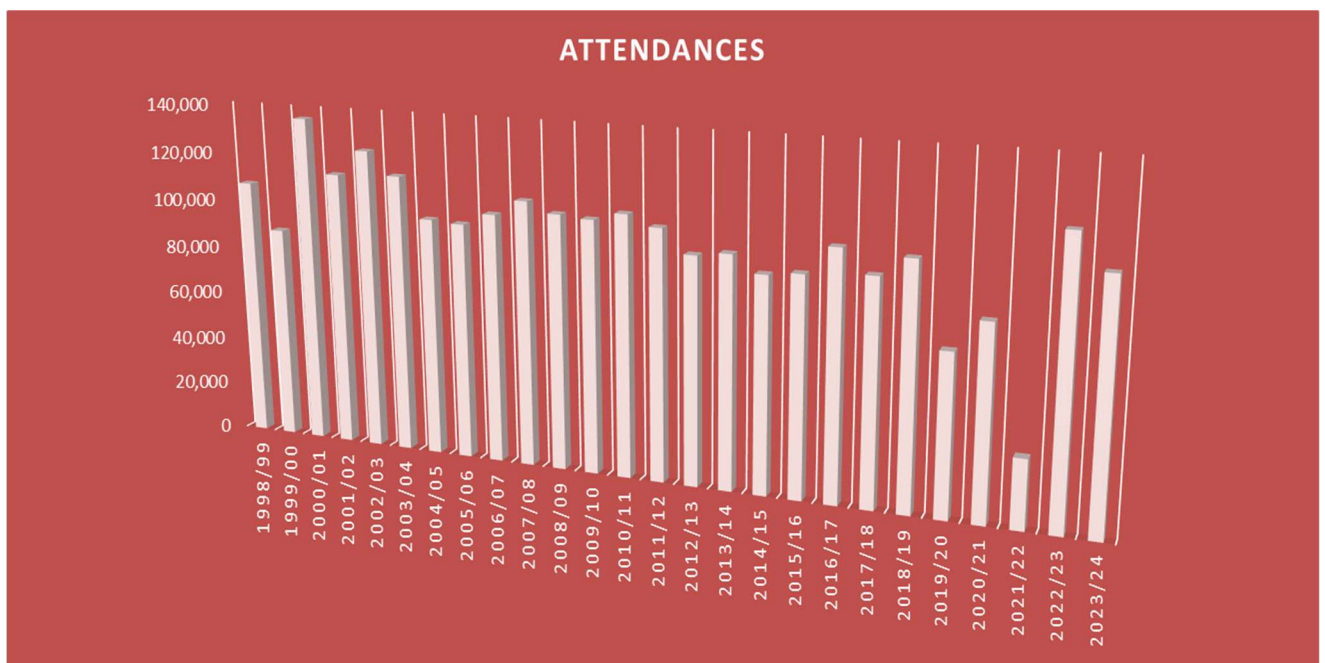


The graph below highlights the attendance numbers each year since the theatre reopened in 1998.

Record Year    2000/21                      135,498

Lowest Year    2021/22                      28,097 (Covid impacted)

Total attendance since theatre reopened    2,587,295

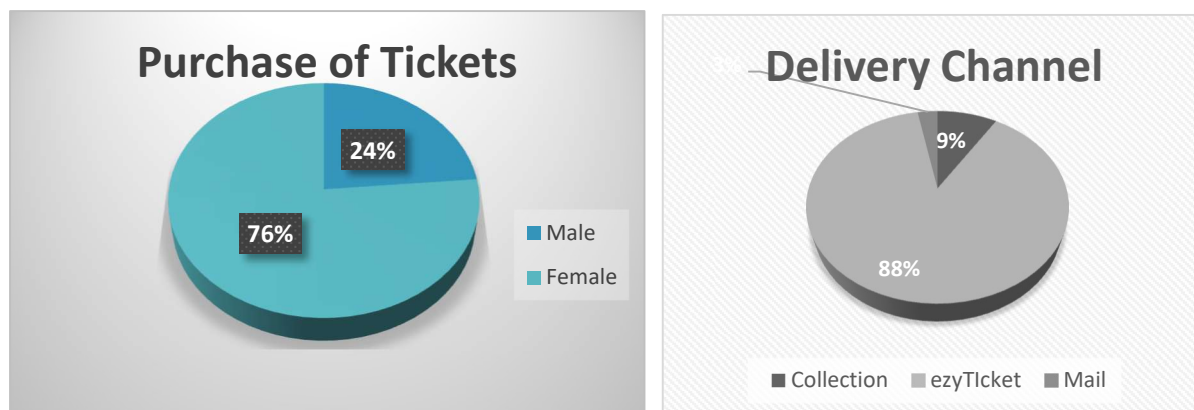


## TICKETING

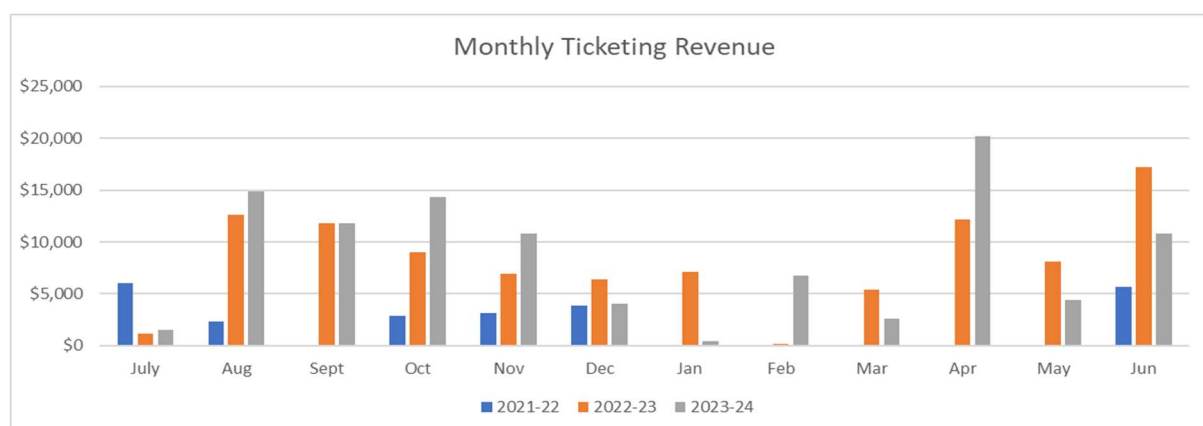
We are pleased to report that our ticketing sales for the year have been strong.

A total of 53,202 (52%) tickets were sold through Ticketek to events from 1<sup>st</sup> July 2023 – 30<sup>th</sup> June 2024. (48% of attendances were for non-ticketed events e.g. PTA Meeting Pae Tamariki, Massey /Ucol Graduations, School Prizegivings, etc.)

The total value of tickets sold for events held at the Regent was \$2,404,000



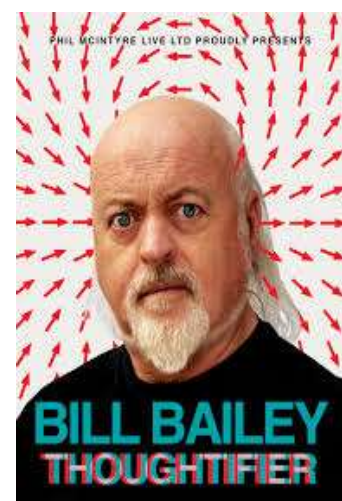
The majority of our tickets sold for events for 2023/24 have been via mobile devices and Website.



This graph shows the revenue received from ticket sales compared to the last two financial years. (Note: January 2022 through to May 2022 no events were held due to the Government Covid attendance restrictions).



A very busy April (Matilda) helped our revenue from the sale of tickets for that month.



# Performance measures REGENT on BROADWAY 2023-24

## Our Strategic Objectives

The Theatre's three strategic objectives were developed to enable the Regent on Broadway to achieve its vision.

**Objective 1.** To be a venue for exciting community and performing arts experiences for the people of Palmerston North and the wider Manawatū region including recognising the role of local Tangata Whenua and heritage status of the building.

**Objective 2.** To engage in effective collaboration with our stakeholders and clients, enabling the best customer experience.

**Objective 3.** To engage with diverse audiences via a marketing and promotion strategy that is continually developing and responding to regional demographics and artistic/cultural trends.

Objective	Performance Measure	Actual	Target	Year Results	
		2022/23	2023/24	2023/24	
1. To be a venue for exciting community and performing arts experiences for the people of Palmerston North and the wider Manawatū region including recognizing the role of local Tangata Whenua and the Heritage status of the building	Total number of main auditorium hires annually (days the auditorium is used), to be not less than. (Usage of the Auditorium includes both Performance, Pack-in and Pack-out days, rehearsal and dark days e.g. days that are booked but not used (but charged for) during long run seasons)	185	180	187	Achieved 1
	Total number of main auditorium national/international venue hirers (actual live performances), to be not less than.30 .includes all touring shows from both Overseas and NZ Artists	35	30	31	Achieved 2
	Total number of events overall that are held over all spaces in the theatre. This includes Main Auditorium/Rehearsal Room/Regency Room.	437	350	423	Achieved 3

	Further develop tours offered by the Regent. For schools and community (to be not less than one)	7	8	7	Not Met 1
2. To engage in effective collaboration with our stakeholders and clients, that enables the best customer experience.	Total number of variety type shows such as tribute concerts and professional performers from the commercial sector, (includes Royal NZ Ballet, NZSO, National & International events) not less than.	31	16	28	Achieved 4
	Total number of tertiary graduation ceremonies held, not less than. Eg Massey University, Ucol etc.	17	14	13	Not Met 2
	Total number of local school concerts held, not less than	10	12	8	Not Met 3
	Total number of school prize-giving held, not less than	10	10	10	Achieved 5
	Total number of ethnically diverse concerts and productions, both community and professionally produced including Kapa Haka competitions. World on stage, Cultural events, not less than.	9	8	8	Achieved 6
	To improve our environmental footprint following our <i>Greenhouse Gas Emissions Inventory Report</i> , lighting throughout the theatre will be incrementally replaced to LED Luminaires		35%	35%	Achieved 7
3. To engage with diverse audiences via a marketing and promotion strategy that is continually developing and responding to regional demographics and artic/cultural trends	Total attendances including Ticketed and non-ticketed events held, not less than.	113,561	87,000	99,483	Achieved 8
	Total audience attendance split to all events Community 70%/Commercial 30%	90/10	70/30	72/28	Achieved 9
	Number of seats sold per PNCC companion card	25	15	73	Achieved 10

**Achieved 1**

Total number of main auditorium hires was 7 above our target. We achieved 187 Auditorium hires from a target of 180. The number of hires for the year was similar to the previous year, which is pleasing, as our level of hires remain consistent (especially through these difficult economic times)

**Achieved 2**

The total number of national/international events held within the auditorium was 31 compared to our target of 30. With international tours from Bill Bailey, Wiggles, and Russell Howard together with national tours of Ladies Night, Luke Kidgell,, Chopper, plus Tribute shows and the children's production of Cat in the Hat all ensured that the Regent on Broadway remains as a key venue for touring shows.

**Achieved 3**

The total number of events held during the year over all spaces was 423 which was similar to last year. We exceeded our target total of 350 events. (Regency Room 23, Rehearsal Room 160 Auditorium 240)

**Not Met 1**

We achieved 7 organised tours of the theatre throughout the year, and we were pleased with a total of 149 people attending. Tours held: Heritage Month x 2, Palmerston North Intermediate Normal School x 2, Private tours (overseas visitors) x 2, Autumn Seminar x 1. Our target of 8 was not met.

**Achieved 4**

Variety shows continue to be popular. Performances held throughout the year was varied and we continue to welcome both NZSO and Royal NZ Ballet each year. Although our target was met for the year the total number of events held was slightly down on the previous year.

**Not Met 2**

Our target of 14 ceremonies was not met with 13 being held. Massey has reduced the total number of ceremonies held as less students are graduating. Attendances at all graduation ceremonies amounted to 11,283.

**Not Met 3**

Our targeted figure of 12 was not met with only 8 schools hiring the theatre for their productions with a total attendance of 5,287. Some schools are struggling find time within their school curriculum to put on a production. With Act Three now taking two periods of hire per year

(March/April and September) this now restricts the availability of dates for schools as they normally put on production's during the 3<sup>rd</sup> term which now clashes with Act Three's booking.

**Achieved 5**

Our target for school prize-giving was achieved with 10 targeted and 10 achieved.

**Achieved 6**

We met our target of 8 ethnically diverse productions with 8 achieved. (Palace Dance, PN Chinese Assn, Drag Fest, Schools Kapa Haka, Thaikkudam Bridge, Manawatu Kapa Haka, Pae Tamariki, Ukraine Ballet) Due to timing of bookings the Pasifika Fusion event did not feature in this financial year.

**Achieved 7**

With the replacement and upgrade of the Regent Arcade lighting and the work in replacing and installing additional lighting over the stage, fly floor, grid, some backstage areas (e.g. Dock way etc) it has been estimated only that we have achieved approximately 35% replacement to LED Lighting. It is difficult to ascertain the actual amount of lighting that has been changed to LEDs due the total number of lights throughout this building.

**Achieved 8**

Our target of 87,000 attendances was achieved with 99,483 people attending the theatre throughout the year. Although this figure is down on last year, our average yearly attendance over the past 26 years is 95,825. This year's result is above average.

**Achieved 9**

We exceeded our total community use which was targeted at 70% with 72% usage throughout the year.

**Achieved 10**

Sales from the usage of the PNCC Companion card well and truly exceeded our expectations with 73 seats sold against our target of 15.



Some of the shows held at the Regent on Broadway during the past year







## **Future Growth**

As stated in last year's report, to sustain momentum in growth can sometimes be challenging when trying to attract promoters during difficult economic times and to encourage them to book their event/artist with us. One of the key requirements in receiving our market share is to ensure that we remain competitive in pricing and add value to any client booking in whatever areas we are able.

The Theatre's 10 Year Strategic Plan was completed during 2020 with the following vision and mission:

### **OUR VISION:**

To provide the most vibrant theatre going experience in an unforgettable venue of classical grandeur.

### **OUR MISSION:**

To achieve this vision the Regent Theatre Trust Board will work to:

Maintain and preserve the Regent on Broadway as a valuable historic venue.

Ensure that the Regent on Broadway remains the preferred local venue of choice for international, national, and local performing arts experiences.

The Regent Theatre Trust Board will continually monitor this document to ensure we achieve the outcomes contained therein.

## **Theatre Assets**

Theatre maintenance and asset management is managed in 3 categories:

### **Heritage infrastructure and assets**

Any theatre that hosts close to 100,000 people throughout a year inevitably receives wear and tear, especially during youth events where high energy is a factor and large competitive teams are involved. Inevitably damage occurs and usually it's to areas that have heritage significance. In respect to any part of the theatre's heritage infrastructure or assets, it is important these are maintained by well trained and highly skilled technicians. Constant focus and inspections are made regarding all heritage areas and assets. Carefully selected skilled tradespersons and technicians are engaged to undertake any work, alterations or repairs which is done in consultation with PNCC Property Management.

### **General Asset and Building Maintenance**

It is important to note that two-thirds of the theatre is 94 years old with all the issues relative to a building of this age and era. Constant and routine external maintenance is carried out during each year to mitigate any issues that are usual and predictable for a 94-year-old building. This is managed by PNCC Property Management in consultation with Regent Theatre Management. Internal assets that are the responsibility of the building owner are managed and maintained by PNCC Property Management in consultation with Regent Theatre Management.

## **Regent Theatre Trust asset management**

The Regent Theatre Trust assets are predominantly furniture and appliances to support the theatre's ability to deliver its hospitality responsibilities plus administration support equipment such as office furniture and computers. Also included is a large resource of equipment to support the stage events such as specialised microphones, sound, lighting and projection equipment. These assets have realised a significant amount over the years totalling over \$2.4 million. The theatre has a comprehensive Asset Management Plan. However, funding of equipment replacement through theatre operations and normal depreciation is assisted with the help of the generous financial support from the Friends of the Regent.

### **Current Position**

The Board employs a team of full-time, part-time, and casual staff reporting to a full-time manager. Staffing costs are about \$531,000 per annum. There is also a team of volunteers, "The Friends of the Regent", who provide front-of-house services to hirers. The income from this service is donated back to the Regent as a contribution towards asset renewals and capital items as required by the Board.

Palmerston North City Council provided an operating grant of \$258,016. Council also maintains the fabric of the theatre building through its asset management programme.. Assets, when replaced at the end of their useful life, are funded from a mixture of operating surpluses and external funding agencies.

This year Central Energy Trust provided a community grant of \$43,478 towards our new sound desk. We thank them for their contribution as this asset enhances our recently installed sound system.



## The Friends of the Regent

Each year the Regent Theatre Trust Board continues to be extremely grateful to the Friends of the Regent for the overwhelming support provided by the provision of the professional Front of House ushering and catering services.

The services for ushering provided by the Friends of the Regent are on-charged to each event. Proceeds from both the ushering and catering services are then given back to the theatre by way of support to the theatre's infrastructure and assist with the purchase of new equipment and asset renewals.

### Friends Assets Purchased 2023/24

2 x Acer Notebooks 1 x Desktop etc	\$ 4,180.03
2 x Phillips 75" TVs	\$ 2,954.78
5 x Serge Black Borders (Stage cloth)	\$ 32,600.00
Donation towards New Sound Desk	\$ 35,000.00
Smartview Duo 2 LCD Monitor	\$ 919.00
Multi-Port Hub	\$ 89.85
2 x Apple Macbook Laptop	\$ 2,954.78
2 x FHD Monitors	\$ 489.53

**TOTAL \$ 79,187.97**

Financial support is not the total contribution made by the Friends of the Regent as they play an integral part in theatre operations. The Friends are responsible for the ushering and catering duties on event day. The training undertaken by this group of volunteers is to a very high level which gives assurance to the Regent Theatre Trust and Management that we have a safe and efficient working venue. The dedication and commitment by the Friends is outstanding, especially when it is being provided by a group who receive no personal reward except the satisfaction they are supporting their city's Auditorium and one of New Zealand's iconic performing arts facilities.

## Theatre Operations Team

We have a small but very dedicated talented team:

**Operations Team:** **Julie Walker**, who is responsible for the theatre's administration. and all our finances

**Karen Hambling**, who is responsible for the theatre's bookings, marketing and ticketing services.

**Technical Team:** **Braden Noel** (Technical Manager) and **Kieran Peters** (Technical Support) are responsible for sound, lighting, stage setting and all things technical.

**Front of House Managers**

**Janice Jones** and **Chris Laing** look after Front of House operations and our patrons on show days. They are each required to hold a Bar Manager's Licence.

**Refreshment Co-Ordinator**

**Cherie Madie.** We have recent brought Cherie into the team to co-ordinate our refreshment Sales outlets.

I personally wish to thank all of these skilled and talented people for their passion hard work and valued input into our staff meetings helping to bring the Regent on Broadway through another busy year and supporting me as General Manager. I continue to look forward to working with them as a team in the forthcoming year.

**Next Year and Beyond**

The Board continues its aims to meet its key objectives by ensuring that the theatre is well equipped and available for hire by national, international, local and community organisations. It aims to balance availability for national and international touring events with the needs of many local groups as a venue for their events and celebrations. The latter includes graduation ceremonies and end-of-year school ceremonies as well as opportunities for local amateur societies to stage their magnificent productions in an historic proscenium theatre.

We have continued to maintain close working relationships with all of our hirers including Performing Arts Competitions New Zealand (PACANZ) who has continued to confirm Palmerston North as the permanent home for future competitions. Although competition is held throughout the city at a variety of venues, its performances/competitions are based principally at the Regent on Broadway. The PACANZ festival is the pinnacle of youth award festivals in respect to the performing arts and attracts contestants from all over New Zealand. Our latest economic impact report which we commissioned highlighting that the city benefited by over \$2m by hosting the PACANZ competition.

Act Three Productions has also confirmed their commitment to us with the booking of dates out until 2026. Our relationship with the Society has allowed them to book the Regent on Broadway for a minimum of two musical theatre productions per year. We continue to work closely with them.

Forward bookings from our local community groups are exciting as local schools and cultural groups continue to utilise and advance book the venue. Considerable effort continues to be made to attract schools and other education providers to use the theatre. It is principally through these types of events which involve our youth where we see growth in the performing arts by creating the performers and audiences of tomorrow.

Commitment and networking and our relationship with our commercial hirers is ongoing so that the Regent on Broadway continues to remain a strategic venue for all appropriate professional and commercial performers and events.

## Statistics for the year ended 30<sup>th</sup> June 2024

### Measures of level of activity generated by the theatre.

	2023/24	2022/23	2021/22	2020/21
Number of events held at the Regent on Broadway	423	437	271	355
Auditorium days usage	179	185	95	140
Auditorium live nights. Commercial (actual shows)	38	48	18	40
Auditorium live nights. Community (actual shows)	37	40	29	

### Measures of the overall success of the events held at the Theatre.

Total attendances for each year	99,483	113,561	28,083	78,055
Our total attendances were sourced from:				
National / International Theatre			5,146	26,111
Conferences and other commercial activities			<b>5,573</b>	
Local Theatre			12,962	33,282
Schools, Massey, IPU and UCOL			1,551	14,880
Other local events			2,851	5,932
Professional Events Auditorium	23,321	30,082		
Local Events Auditorium	71,241	79,165		
Tours	(149)	139		
Function Room Community	147	96		
Function Room Commercial	4,774	4,079		
Total attendances since we re-opened in May 1998:	2,587,295	2,487,812	2,374,251	2,346,168

### Measures of the financial performance of the Theatre Operations

Total theatre revenue – hire and cost recoveries	\$873,306	\$766,283	\$334,819	\$405,755
Operational Grant from PN City Council	\$258,016	\$252,363	\$370,669	\$238,285
Expenses (less depreciation)	(\$896,548)	(\$838,585)	(\$613,348)	(\$649,394)
Depreciation (Principally donated assets)	(\$92,602)	(\$86,058)	(\$84,447)	(\$82,862)
Operating surplus (deficit) after all costs	\$142,172	\$94,003	\$7,693	(\$88,216)

### Measures of the activities of Regent on Broadway Promotions

Surplus (Deficit) from <i>Regent on Broadway Promotions</i>	(\$0)	(15,891)	(\$0)	(\$25,339)
Number of shows undertaken	0	2	0	1

### Measures of activities of TICKETING

Surplus (Deficit) from the Ticketing	\$63,409	\$38,839	(\$17,251)	\$609

### Measures of activities of the Regent Social Media

Regent on Broadway Facebook activity	2023-24	2022-23	2021-22
Total Reach	287.5k	22,082	14,753
Total Followers	6.3k	6,249	6,072
Link clicks	1.4k		

## Appreciation

The Regent Theatre Trust Board together with Management and Staff at the *Regent on Broadway* appreciate the continued support from the Palmerston North City Council (both Councillors and Staff) who provide their advice, expertise, and services throughout the year.

Credit continues to go to the Board, staff and volunteers whose passion for the theatre continues to shine ensuring that the Regent on Broadway remains one of New Zealand's most iconic venues which is supported by both our community and national/international touring shows.

Once more I look forward to another year and I am confident that we will continue to rise to any challenges that may be put in our way. Our advance bookings once more continue to be healthy, and I am sure the next financial year will yield positive results that are aligned to the Palmerston North City Council's Strategic Goals.

I would once again like to personally express my gratitude to the Operation Team (Administration, Ticketing and Technical) and the Friends of the Regent. I thank all members of the Regent Theatre Trust Board for their professional governance and guidance in assisting me during these past 12 months to help me guide the theatre through an enjoyable and healthy financial year.



**David Walsh**

**General Manager  
REGENT on BROADWAY**