

Introduction

Two surveys were conducted to gain feedback for Forum North Trust 2013's proposal for an 850 seat theatre to be built at Forum North. As part of the proposal FNT13 have sought feedback from the local community through two online surveys:

1. Performing Arts Community Survey
2. General Community Survey

Performing Arts Community Survey

The first online survey was targeted towards 30 local art organisations and members within the Northland Performing Arts scene. There were 120 invited guests identified through FNT13 and Creative Northland's database. The survey was created as an addition to a public presentation which was held at Forum North. Those who could not attend the public presentation were encouraged to take the online survey. The survey was sent via email using Mailchimp and was also posted to two private Facebook groups. One for Northland musicians (69 members) and one for Performing Arts (50 members). There were a total of 220 targeted for this survey. There were 32 responses, these are presumed to be from those who did not attend the public presentation.

General Community Survey

The second online survey was targeted towards the wider public with interest to performing arts. The survey was to help understand their needs and opinions on the FNT13 proposal. The survey was sent out via Creative Northland's weekly e-newsletter (1516 subscribers), posted on the FNT13 website, Creative Northland Facebook page (4069 followers) and Instagram page (945 followers). There were a total of 328 responses. 217 collected from the FNT13 website and 111 collected from Creative Northland's e-newsletter and social media pages.

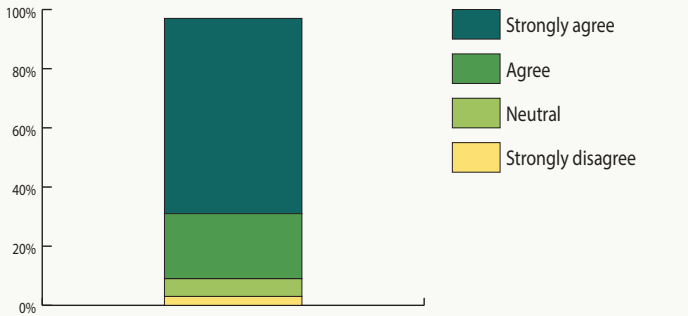
Reviving Forum North

Performing Arts Community Survey Results

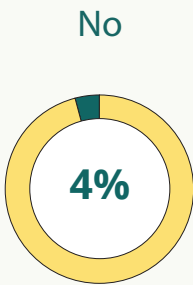
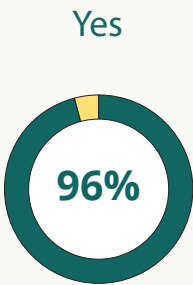
Overview

Overall respondents agree that Forum North needs to be updated (96%). Majority agree that by implementing a new 850 seat theatre this will improve the local and regional performing arts facilities. Furthermore it will stimulate opportunities for local/regional growth and elevate the standard of local performance. A respondent to the survey commented that having this type of facility would encourage a larger scope of performances to Northland, giving a wider exposure to the arts.

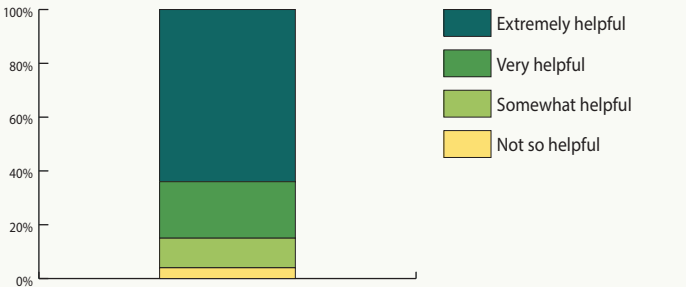
WDC could improve the local/regional performing arts facilities by adding a larger specialist theatre (approx 850 seats) within Forum North



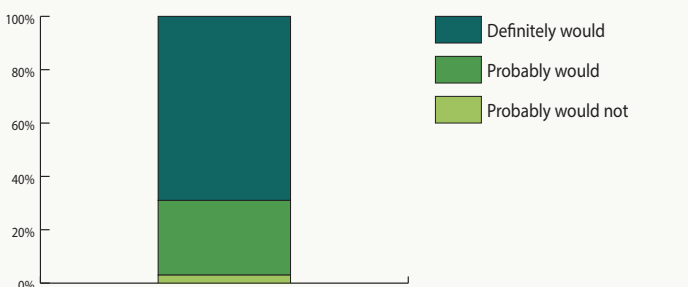
Do the current facilities at Forum North need to be updated?



How helpful do you think the proposal for a new larger theatre and arts precinct will be for elevating the standard of local performance?



Would this development stimulate opportunities for local/regional growth?



Reviving Forum North

Performing Arts Community Survey Results

Overview

In the survey 53% of respondents belonged to a Northland Performing Arts organisation. These respondents represented 10 organisations which have over approximately 1000 members, Many of these organisations (82%) support the FNT13 proposal and would like FNT13 to take up the responsibility of programming and management of the new facility. Many believe they would benefit from this proposal.

Are you part of a Northland performing arts group or organisation?



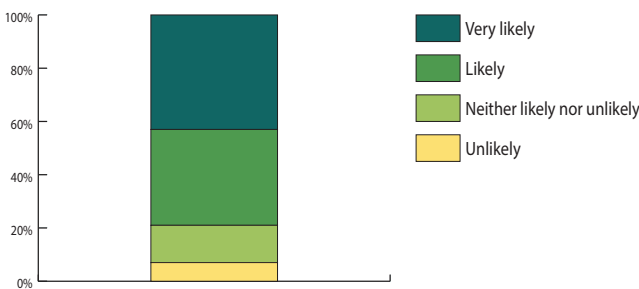
Organisations that responded to survey:

- Circability Trust
- Massive Theatre Company
- Opera North
- Sistema Whangarei
- Whangarei Film Society
- Making a Scene Drama School
- People Potential Ltd
- Whangarei Music Society
- Whangarei Repertory Society Inc
- Whangarei Theatre Company

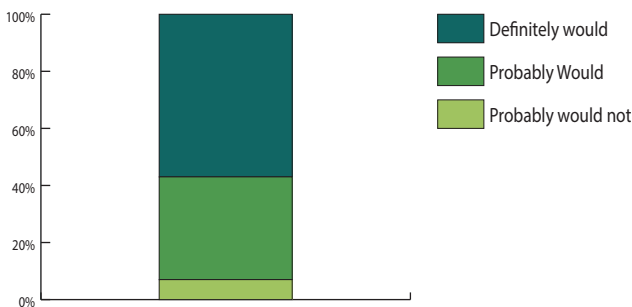
Would your organisation/ group consider supporting the FNT13 proposal?



Would you likely support FNT13 taking responsibility for the programming and management of Forum North facilities?



Do you think your organisation/group would benefit from the FNT13 Proposal?



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General Community Survey Results

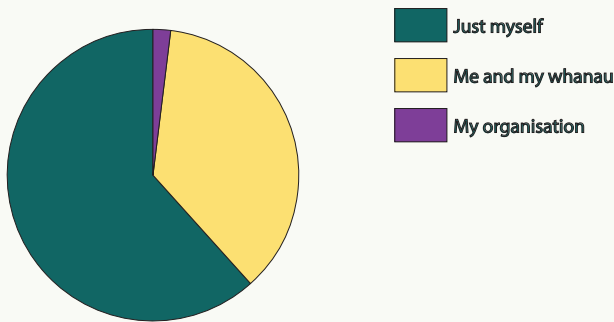
Overview

In this survey of the wider community 328 individuals responded. Representing a further 1690 people within their whanau and across 8 organisations (as seen right). There is a lot of interest in performing arts within the community. In terms of attendance of performance, theatre and orchestra many tend to travel outside of Whangarei to view shows.

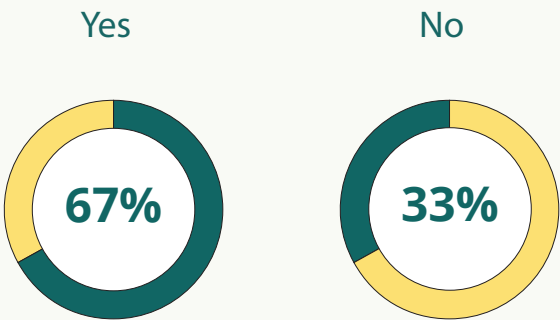
Organisations that responded to survey:

- Tūāpapa Māori Language Academy & Consultancy
- Sistema Whangarei
- Whangarei Youth Music
- Northland Registered Music teachers
- Broadway Dreams NZ
- WADPA
- Whangarei Youth Improv
- Northland Performing Arts Competitions

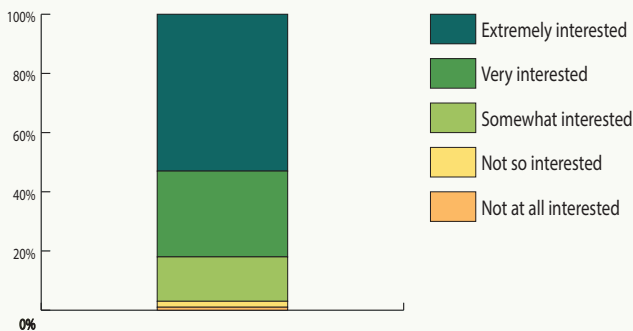
Who do you represent when responding to this survey?



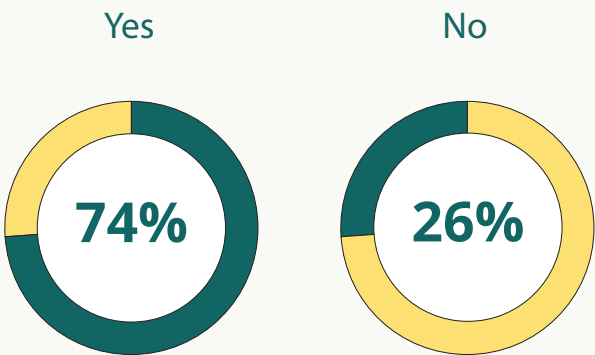
Do you currently attend performance theatre or orchestra in Whangarei?



How interested are you in the performing arts?



Do you travel to other places for performance theatre or orchestra?



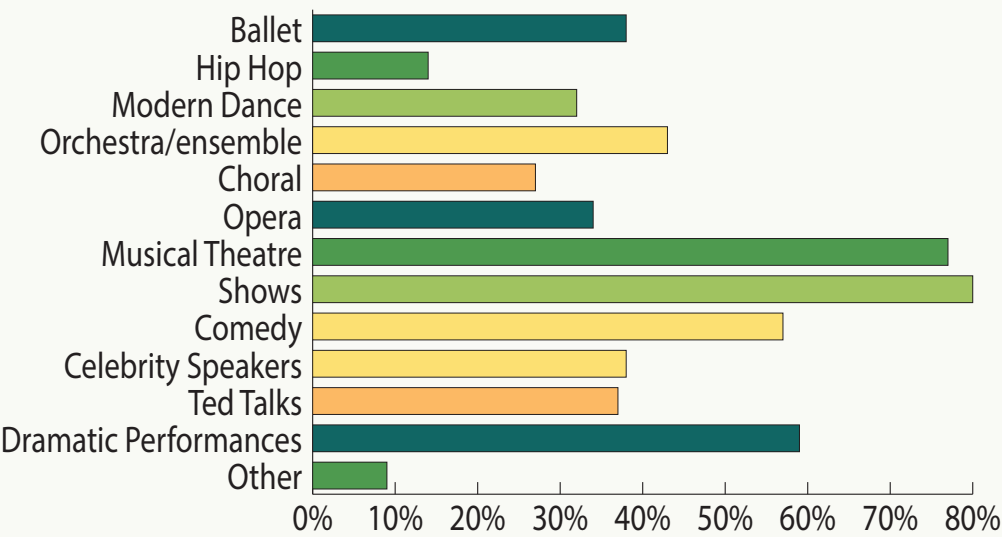
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General Community Survey Results

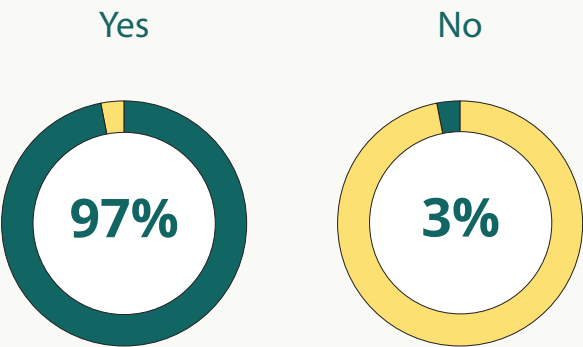
Overview

In the survey respondents were asked of what their main areas of interest were, shows were the most popular followed by Musical Theatre, Dramatic Performances and then Comedy. The least popular options were Hip Hop, Choral and Opera. Most people remain neutral on whether they are satisfied or not with Whangarei’s current performance venues in Whangarei. With the next majority feeling dissatisfied with the facilities. 97% would welcome a greater range and quality of performances in Whangarei.

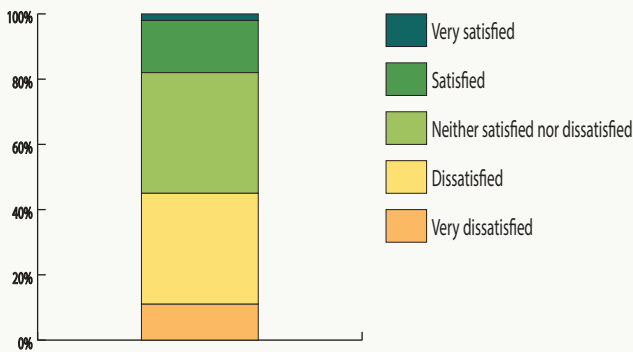
What are your main areas of interest?



Would you support a greater range and quality of performances to be offered in Whangarei?



How satisfied are you with the current performance venues in Whangarei?



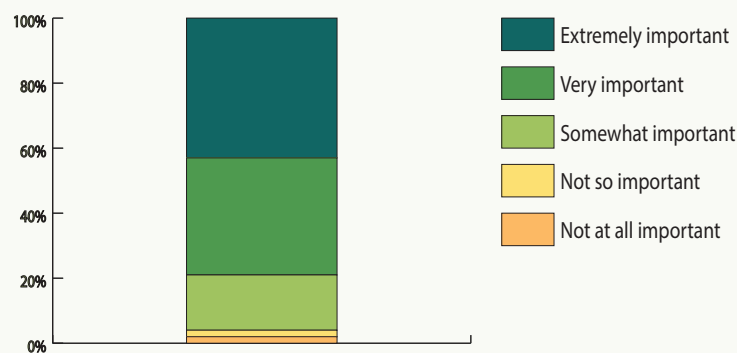
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General Community Survey Results

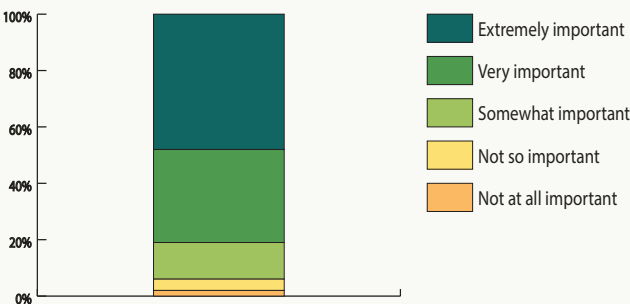
Overview

Questions were asked based on needs for the community and how important those are to people who answered the survey. It was found that respondents found it important that performances were programmed to allow for more educational opportunities within the community and to have access to facilities that provide opportunities for a range of diverse groups. They also see FNT13’s proposal as one that is likely to benefit the local economy creating more business for tourism and hospitality operators.

How important is it to you that performances are programmed and co-ordinated to allow for increased educational opportunities across all levels of educational facilities and the community?



How important is it to you that communities have access to facilities and programming that provides inclusive opportunities for tangata whenua, diverse cultures and that supports wellbeing?



How likely is it that the local economy will benefit from a larger theatre eg, tourism operators, hotels, restaurants and bars, lighting and sound people?

