



Guys and Dolls: Theatre Scenes

## Seeking a new home for the Auckland Theatre Company

### > THE CONTEXT

Auckland Theatre Company is one of New Zealand's pre-eminent performing arts organisations. In order to build stability and longevity the Company recognised the need for a new home base from which to produce and potentially present its work.

### > THE BRIEF

Positive Solutions was engaged by Auckland Theatre Company (ATC) to undertake an options analysis and feasibility study to determine future premises for the company. This was to be undertaken in two phases. The first phase was the identification of the Company's need for administration, rehearsal, workshop and performance space, clarifying how this could be met through various options. The second phase was the development of appropriate strategies to implement the preferred option.

### > OUR APPROACH

During the first phase programming, strategic planning, financial and market research documentation for ATC were reviewed. Interviews were held with staff and board members, Creative New Zealand, Auckland City Council and a range of other stakeholders. State theatre companies in Australia were also benchmarked.

An initial discussion document was prepared for the board of ATC. Subsequently, three evaluative exercises were undertaken: a qualitative evaluation of four premises options, facilitation of five focus groups with 36 frequent, infrequent and non-ATC attendees, and the production of a draft financial model comparing alternative premises scenarios.

Positive Solutions explored four options for the new ATC home base. We compared business models for ATC to have a rented or owned office and a rented or owned performance venue.

### > THE RESULTS

In 2010, Auckland Theatre Company moved to Dominion Road where they customised premises to provide administration offices, box office and two rehearsal spaces. In September 2016, the Company opened their new home - the ASB Waterfront Theatre.

#### SEE ALSO:

- > [Brisbane Powerhouse Feasibility Study and Business Planning](#)
- > [Business Case and Critical Review for Q Theatre](#)
- > [Gosford Regional Performing Arts and Conference Centre Business Plan](#)
- > [City Recital Hall, Sydney, Review of Future Management and Governance Models](#)