

## Community Funding Committee Agenda

**Date:** Wednesday, 8 November, 2017

**Time:** 9:00 am

**Location:** Council Chamber  
Forum North, Rust Avenue  
Whangarei

**Elected Members:** Cr Crichton Christie (Chairperson)  
Her Worship the Mayor Sheryl Mai  
Cr Tricia Cutforth  
Cr Sue Glen  
Cr Greg Innes  
Cr Greg Martin

For any queries regarding this meeting please contact  
the Whangarei District Council on (09) 430-4200.

<b>1. Declarations of Interest</b>	
<b>2. Apologies</b>	
<b>3. Confirmation of Minutes of Previous Community Funding Committee Meeting</b>	
3.1 Confirmation of Minutes Community Funding Committee 11 October 2017	5
<b>4. Decision Reports</b>	
4.1 Allocation of the Performing Arts Fund 2017-2018	9
<b>5. Information Reports</b>	
5.1 Quarterly Report - Annual Operating Fund	15
<b>6. Public Excluded Business</b>	
<b>7. Closure of Meeting</b>	

## **Community Funding Committee – Terms of Reference**

### **Membership**

<b>Chairperson:</b>	Councillor Crichton Christie
<b>Members:</b>	Her Worship the Mayor Sheryl Mai Councillors Tricia Cutforth, Sue Glen, Greg Innes and Greg Martin
<b>Meetings:</b>	As required.
<b>Quorum:</b>	<b>4</b>

### **Purpose**

To disburse funds as determined by the Whangarei District Council Grants, Concessions and Loans Policy.

### **Key responsibilities include:**

- To carry out the funding process in accordance with the Whangarei District Council Grants, Concessions and Loans Policy in an objective, fair and transparent way.
- To make recommendations on grants, concessions and loans over \$15,000 to Council.

### **Delegations**

- Financial delegation to approve the payment of grants, concessions and loans to the value of \$20,000 or less.



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**Item 3.1****Community Funding Committee Meeting Minutes**

**Date:** Wednesday, 11 October, 2017  
**Time:** 8:30 a.m.  
**Location:** Committee Room 1  
Forum North, Rust Avenue  
Whangarei

<b>Elected Members</b>	<b>Cr Crichton Christie (Chairperson)</b> <b>Her Worship the Mayor Sheryl Mai</b> <b>Cr Tricia Cutforth</b> <b>Cr Sue Glen</b> <b>Cr Greg Martin</b>
<b>Not in Attendance</b>	<b>Cr Greg Innes</b>

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**In attendance:**

General Manager Community (Sandra Boardman), Community Development Manager (Jonny Gritt), Community Funding Officer (Cindy Velthuisen) and Senior Democracy Adviser (Carolyn Brindle)

**1. Declarations of Interest**

Item 4.1 Allocation of the Community Fund 2017-2018 Round 1

**2. Apology**

**Moved By** Cr Sue Glen  
**Seconded By** Cr Greg Martin

That the apology be sustained.

**Carried**

**3. Confirmation of Minutes of Previous Community Funding Committee Meeting**

**Minutes of the Community Funding Committee Meeting 10 May 2017**

**Moved By** Cr Sue Glen  
**Seconded By** Cr Greg Martin

That the minutes of the Community Funding Committee meeting held on Wednesday 10 May 2017, having been circulated, be taken as read and now

confirmed and adopted as a true and correct record of proceedings of that meeting.

**Carried**

### **3.1 Minutes of the Community Funding Committee Meeting 29 August 2017**

**Moved By** Cr Crichton Christie

**Seconded By** Her Worship the Mayor Sheryl Mai

That the minutes of the Community Funding Committee meeting held on Tuesday 29 August 2017 having been circulated, be taken as read and now confirmed and adopted as a true and correct record of proceedings of that meeting.

**Carried**

## **4. Information Reports**

### **4.1 Allocation of the Community Fund 2017-2018 Round 1**

**Moved By** Her Worship the Mayor Sheryl Mai

**Seconded By** Cr Crichton Christie

That the Community Funding Committee:

a) Approves grant allocations from Round 1 of the 2017-18 Community Fund as follows:

- |       |   |         |
|-------|---|---------|
| i.    | Northland Chinese Association for Chinese New Year Festival                       | \$3,500 |
| ii.   | Fale Pasifika for Pasifika Fusion Festival  | \$3,500 |
| iii.  | Whangarei Parents Centre for Teddy Bears Picnic                                   | \$2,755 |
| iv.   | Northland Masters Athletics for NZ Masters Track and Field National Championships | \$3,500 |
| v.    | Northland District Rose Society for 2017 National Rose Show                       | \$3,500 |
| vi.   | Pacifica Whangarei for PACIFICA National Conference 2018                          | \$3,500 |
| vii.  | The Friendship Force of Whangarei for National Conference                         | \$975   |
| viii. | NZ Council of Victim Support Groups Inc for volunteers training                   | \$3,205 |
| ix.   | Mountains to Sea Conservation Trust for snorkelling days                          | \$3,000 |
| x.    | Tutukaka Coast Youth Sailing Club for Learn to Sail and club rebuild              | \$1,106 |
| xi.   | Friends of the Berm @ Takahiwai Group for community planting                      | \$1,525 |
| xii.  | Parihaka Community Landcare for pest mammal control                               | \$2,622 |

b) Declines grant allocations from Round 1 of the 2017-18 Community Fund as follows:



- i. Royal NZ Foundation of the Blind for purchase of Talking Books
  - ii. NorthAble Disability Services for purchase of All Terrain Buggy
  - iii. Whangarei A&P Society for educational entertainer at 2017 show
  - iv. Maunu Garden Project Charitable Trust for classroom and kitchen renovations.
  - v. Northland Indian Association for Diwali Festival.
- c) Approves staff inviting Fale Pasifika (Northland Pacific Islands Charitable Trust) to apply to the Annual Operating and Events Fund for 2018-19.

**Carried**

*Her Worship the Mayor declared an interest as Patron of The Friendship Force of Whangarei and Northland Pacific Islands Charitable Trust.*

*Cr Cutforth joined the meeting at 9.33am during Item 4.1.*

**5. Public Excluded Business**

There was no public excluded business.

**6. Closure of Meeting**

The meeting concluded at 8.38am

Confirmed this 8<sup>th</sup> day of November 2017

Councillor Crichton Christie (Chairperson)



## 4.1 Allocation of the Performing Arts Fund 2017-2018

**Meeting:** Community Funding Committee  
**Date of meeting:** 8 November 2017  
**Reporting officer:** Cindy Velthuizen, Community Funding Officer

### 1 Purpose

To allocate grants from the 2017-2018 Performing Arts Fund.

### 2 Recommendation/s

That the Community Funding Committee:

- a) Approves grant allocations from the 2017-2018 Performing Arts Fund as follows:
 

i. Michelle Ryan Arts for Blood Relative	\$3,000
ii. Company of Giants for The Boy Who Left His Jabberwock	\$2,500
iii. Wahine Works for Wairoa	\$1,200
iv. Living Theatre Charitable Trust for The Rock Pool	\$3,000
v. Taki Rua Productions for Awhina	\$1,000
vi. Indian Ink Theatre Company for Mrs Krishnan's Party	\$1,300
vii. Northland Hip Hop Dance Trust for Northland Championships	\$3,000
- b) Declines grant allocations from the 2017-2018 Performing Arts Fund as follows:
  - i. Ruru Media for Mana Tupuna – insufficient funding available
  - ii. Northland Pacific Islands Charitable Trust for Pasifika Fusion – already funded
  - iii. Te Rūnanga-Ā-iwi O Ngāpuhi Charitable Trust for Ngāpuhi Festival – already funded.

### 3 Background

The purpose of the Performing Arts Fund is to support community groups undertaking a major performing arts event including major theatre, musical or dance productions, major performing arts pieces or multi-day performing arts events.

The maximum allowable grant is \$5,000, from a total Fund budget of \$15,000.

### 4 Discussion

Ten applications were received to this Fund, requesting \$35,819 in total.

Applications include two non-local applicants who want to tour their show in Whangarei, three festivals, and five local applicants, many of whom are applying for the first time.

The number, range and quality of the applications received has improved significantly on previous years for this Fund. This round, five of the ten applications represent Māori or Pacific Islands productions, and four are aimed at youth.

Seven applications are recommended for a grant, two are ineligible as already funded by Council, and one is recommended to be declined due to limited funding available. Staff will work with this applicant on resubmitting for the next available funding round.

#### **4.1 Financial/budget considerations**

The available budget for this fund is \$15,000 and this is proposed to be fully utilised in the allocations. There is only one round per year for this Fund.

#### **4.2 Policy and planning implications**

The criteria for the Performing Arts Fund, and the Grants, Concessions and Loans Policy, were applied in the assessment of applications.

#### **4.3 Categorisation**

Staff have categorised applications for comparison into local applicants, non-local applicants, and festivals or large events.

Non-local applicants can apply for projects occurring within the Whangarei district. This enables Council to support touring works that may not otherwise reach our community.

## **5 Applications**

The below should be read in conjunction with the applications summary in attachment 1.

A copy of the applications in full is provided to the committee electronically for reference.

### **5.1 Local applicants**

These applicants live and/or operate in Whangarei and their projects will occur within the district.

The projects proposed are all unique, new and exciting. Most are first time applicants to this Fund, and most are experienced artists new to the district. This bodes very well for the district and our creative sector. In particular, Wahine Works (the Whangarei Girls High School drama students) aims to create a career pathway in the performing arts for our district's youth, and to create stronger connections within the Māori community.

1. Michelle Ryan Arts for "Blood Relative" (theatre, elderly)
2. Company of Giants for "The Boy Who Left His Jabberwock" (theatre, youth)
3. Ruru Media for "Mana Tūpuna" (interactive, multi-media outdoor production)
4. Wahine Works for "Wairoa" (theatre, youth)
5. Living Theatre Charitable Trust for "The Rock Pool" (theatre, outdoor).

### **5.2 Non-local applicants, local productions**

These applicants reside and operate outside of the Whangarei district, but are touring their productions to our district. Supporting such applications helps bring quality theatre to Whangarei that the community may not otherwise experience. Both applicants under this category are award winning, deliver unique cultural stories and performances, and offer low or no cost shows for the community.

6. Taki Rua Productions for “Awhina” (theatre, Te Reo Māori, youth)
7. Indian Ink Theatre Company for “Mrs Krishnan’s Party” (theatre).

Both productions occur late 2018. This Fund is the only one of Council’s Funds for 2017-2018 that is available for them in the timeframe. It is unlikely they would qualify for our Creative Communities Scheme funding as both are already funded by Creative New Zealand for some of their work.

### **5.3 Festivals and other large events**

These applicants are for festivals or competitions with a strong performing arts component. The first two are already funded by Council so are ineligible under this Fund.

8. Northland Pacific Islands Charitable Trust for “Pasifika Fusion Festival 2018”
9. Te Rūnanga-Ā-iwi O Ngāpuhi Charitable Trust for “Ngāpuhi Festival 2018”
10. Northland Hip Hop Dance Trust for “10<sup>th</sup> Anniversary Northland Hip Hop Dance Championships”.

## **6 Significance and engagement**

The decisions or matters of this Agenda do not trigger the significance criteria outlined in Council’s Significance and Engagement Policy, and the public will be informed via Agenda publication on the website, Council News, and/or via social media.

## **7 Attachment**

Performing Arts Fund (2017-2018) applications summary spreadsheet



## Performing Arts Fund 2017-2018 – Applications Summary

Available budget is \$15,000 (full allocation recommended).

Organisation	Project Details	Event Date	Comments	Request	Recommend
<b>Local applicants and productions</b>					
Michelle Ryan Arts (under Creative Northland)	Blood Relative	Jan-18	<ul style="list-style-type: none"> <li>Theatre, the elderly</li> <li>Will be taken to elder homes/hospitals, as well as a general show at Forum North.</li> <li>Unique, autobiographical play about life, death, infertility, and what it means to be family.</li> <li>Bold project with challenging subject matter and delivery, from experienced artist.</li> <li>Reach – 750 expected</li> <li>Request is for contribution to venue, equipment, and marketing costs.</li> <li>Forum North discount of approximately \$500 already applied in quotes.</li> </ul> <p>Given the limited funding available, a partial grant is recommended.</p>	\$4,000	<b>\$3,000</b>
Company of Giants (under Northland Youth Theatre)	The Boy Who Left His Jabberwock	Dec-17	<ul style="list-style-type: none"> <li>Theatre, young children</li> <li>Unique theatre piece incorporating a sheet fort, projection, live music and puppets.</li> <li>Reach – 630 over 15 shows (6 public, 9 for schools) for the Christmas season.</li> <li>This original piece of local work follows on from development season (previously funded by Council).</li> <li>Incorporates sign language interpreters, and subsidised shows for low decile schools.</li> <li>Request is for contribution to marketing, materials, equipment hire and bus transport for schools.</li> <li>Good quotes provided and budget is sound.</li> </ul> <p>Given the limited funding available, and that Council has funded the development of this project previously, a partial grant is recommended.</p>	\$4,219	<b>\$2,500</b>
Ruru Media (under Creative Northland)	Mana Tūpuna	Jul-18	<ul style="list-style-type: none"> <li>Multimedia exhibition</li> <li>Free public event, outdoor and online</li> <li>Looped films will be produced and exhibited at an interactive public screening on Hatea Loop during the month of Matariki celebrations.</li> <li>Experienced artist with good support from Creative Northland, and working closely with local hapū.</li> <li>Reach – unknown, but expected to be high due to location and appeal.</li> <li>Request is to cover technical gear hire.</li> <li>Project would benefit from some further development – staff would need to see more detail to invest in this.</li> </ul> <p>With the limited funding available, staff suggest that the applicant applies to Creative New Zealand and/or the Creative Communities Scheme for funding this time, as the project timeframe will allow this.</p>	\$5,000	<b>Decline based on insufficient funds</b>
Wahine Works (under Whangarei Girls High School Board of Trustees)	Waiora	Dec-17	<ul style="list-style-type: none"> <li>Theatre, youth, Māori</li> <li>A return season of the Māori theatre play Waiora, presented by Girls High students.</li> <li>Supporting transition to employment: a theatre company was their Enterprise project. They advise that this project has grown beyond the scope of the school and is intended to be a career pathway after school has ended.</li> <li>Reach – 400 expected</li> <li>The young adults appear motivated and professional, and the play is a significant work lauded by the community.</li> <li>Strong youth involvement in all areas of production, and good collaboration with Creative Northland and ONEONESIX/Company of Giants.</li> <li>School projects are ineligible; however, staff feel this sits sufficiently outside of that criteria and, on balance, the benefit to the community outweighs any uncertainty.</li> </ul> <p>A full grant is recommended.</p>	\$1,200	<b>\$1,200</b>

Living Theatre Charitable Trust	The Rock Pool	Mar-18	<ul style="list-style-type: none"> <li>Theatre, conservation theme</li> <li>Free to the public shows for Sea Week</li> <li>Incorporating unique, specially created costumes and original musical score.</li> <li>Endorsed by Port Nikau</li> <li>Reach – 500 expected to visit Sea Week activities/events</li> <li>Request is for the commissioning of the 40-minute musical score by Midge Perez, music lecturer at Manukau Institute of Technology and freelance composer, singer, musician.</li> <li>While the applicant has an Auckland address, she is now based in Whangarei and her art practice involves local people where possible.</li> </ul> <p>Given the limited funding available, a partial grant is recommended.</p>	\$4,000	<b>\$3,000</b>
<b>Non-local applicants, local productions</b>					
Taki Rua Productions	Te Reo Maori Season 2018: Awhina	Sep-18	<ul style="list-style-type: none"> <li>Theatre, youth, in te reo Māori</li> <li>Renowned company</li> <li>Free community performances as part of tour to schools</li> <li>Reach – 100 expected</li> <li>Request is for venue hire and marketing for the free community performances.</li> <li>The company has sufficient revenue to fund this project themselves, however these shows are free to the community and therefore they are seeking to cover the basic costs only.</li> <li>Good cultural and community benefit</li> </ul> <p>A full grant is recommended.</p>	\$1,000	<b>\$1,000</b>
Indian Ink Theatre Company	Mrs Krishnan's Party	Aug-18	<ul style="list-style-type: none"> <li>Theatre, interactive, cultural context</li> <li>Renowned company with strong community ethic</li> <li>Reach – 330 expected attendance across four shows at OneOneSix.</li> <li>Innovative, interactive theatre for all ages, touching on universal themes and within a cultural context.</li> <li>Request is for venue, equipment and production costs (Whangarei component).</li> </ul> <p>Given the limited funding available, a partial grant is recommended.</p>	\$2,500	<b>\$1,300</b>
<b>Festivals and competitions</b>					
Northland Pacific Islands Charitable Trust (Fale Pasifika)	Pasifika Fusion Festival 2018	Feb-18	<ul style="list-style-type: none"> <li>Festival, dance and music, cultural context</li> <li>Reach – 7,000 expected attendance</li> </ul> <p>Has received funding from Council's Community Fund so is ineligible for further support from Council.</p>	\$5,000	<b>Decline based on ineligibility</b>
Te Rūnanga-Ā-iwi O Ngāpuhi Charitable Trust	Ngāpuhi Festival 2018	Jan-18	<ul style="list-style-type: none"> <li>Festival, dance and music, cultural context</li> <li>Reach – 20,000 expected attendance</li> </ul> <p>Has received support from Council's Venues and Events department so is ineligible for further support from Council.</p> <ul style="list-style-type: none"> <li>\$10,000 towards venue hire,</li> <li>event management assistance, site plans, technical expertise and operational support.</li> </ul>	\$5,000	<b>Decline based on ineligibility</b>
Northland Hip Hop Dance Trust	10th Anniversary Northland Hip Hop Dance Championships	Mar-18	<ul style="list-style-type: none"> <li>Festival/competition, dance, youth</li> <li>Reach – expected to attract 350 plus 80 performers.</li> <li>Invited guest is NZ's renowned hip hop export Kaea Pearce.</li> <li>Free community workshops.</li> <li>Request is for venue hire and guest performers/teachers.</li> <li>Forum North discount of approximately \$1,000 already applied.</li> </ul> <p>Given the limited funding available, a partial grant is recommended.</p>	\$3,900	<b>\$3,000</b>
Totals requested and recommended				\$35,819	<b>\$15,000</b>



## 5.1 Quarterly Report – Annual Operating Fund

**Meeting:** Community Funding Committee  
**Date of meeting:** 8 November 2017  
**Reporting officer:** Cindy Velthuisen, Community Funding Officer

### 1 Purpose

To note the quarterly reports received from Whangarei Art Museum, Whangarei Museum and Heritage Trust (Kiwi North), and Creative Northland for the July-September 2017 quarter.

### 2 Recommendation

That the Community Funding Committee notes the quarterly reports received from Whangarei Art Museum, Whangarei Museum and Heritage Trust (Kiwi North), and Creative Northland for the July-September 2017 quarter.

### 3 Background

Organisations that receive over \$100,000 annually in grants from Whangarei District Council are required to report quarterly on their activities. Such regularly reporting improves public visibility of the activities supported by Council's financial contribution of these organisations.

Whangarei Art Museum (WAM), Whangarei Museum and Heritage Trust (Kiwi North), and Creative Northland have been providing quarterly reports since June 2014, as a requirement of the Annual Operating Fund.

The quarterly reports look back over the last three months' activities and are provided in organisations' own unique styles.

### 4 Discussion

The following summarises the activities over the September quarter (July to September 2017) of the organisations we require regular reporting from.

Creative Northland has Key Performance Measures as part of its annual operating grant obligations, implemented for the 2017-2018 year. Key Performance Measures are expected to be rolled out for Kiwi North and Whangarei Art Museum for 2018-19.

#### 4.1 Creative Northland (CN)

Creative Northland are required to use their quarterly report to report their progress against their Key Performance Measures.

This is their first attempt at reporting against these, and some of the reported outputs are of a lower operating level than intended. Staff will work with CN to ensure the outputs are pitched at the correct level in future so that the Measures can be achieved.

Highlights of the quarter include the completion of the Northland Art Guide and the Northland Youth Summit and Arts Festival.

Activities under development include a relationship management strategy, and a customer feedback survey. Work is commencing on the ten-year arts, culture and heritage strategy for the region. This will help guide Council's review of the Arts, Culture and Heritage Policy later this year.

Creative Northland continue to support individuals and groups with project development and marketing, support funding applications as an 'umbrella' organisation, and deliver or assist in the delivery of creative projects for the district.

#### **4.2 Whangarei Museum and Heritage Trust (Kiwi North)**

Winter is generally the quietest period for the museum. Kiwi North received 2,845 visitors through point of sale, plus an additional 297 through events and venue hire. Kiwi North note that visitor numbers during the July school holidays increased by 32% on the same period last year. The Seniors' Winter Special of half price entry was also well supported.

Highlights of the quarter include two new kiwi via exchange, the recruitment for the position of exhibition curator, and a Business After 5 event. Work has also continued on redesign of the website which will go live soon.

#### **4.3 Whangarei Art Museum (WAM)**

Visitor numbers to continue to track well for the Whangarei Art Museum, with 2,946 visitors for the quarter. The week with the highest number of visitors was during the school holidays, attributable to school holiday activities aligned with the exhibitions.

Seven exhibitions were held over the quarter, with the Jo Hardy Retrospective and the Us exhibition by Megan Bowers-Vette receiving strong interest. In addition, WAM produced the Jo Hardy Catalogue and ran 7 events.

The visitor feedback provided shows positive comments about the exhibitions and the addition of related activities for children. It also shows continued dismay with the lack of visibility, signage and street frontage.

WAM also notes the unresolved issues of storage and ease of access to this area. Options are being investigated by the WAM Board.


### **5 Significance and engagement**

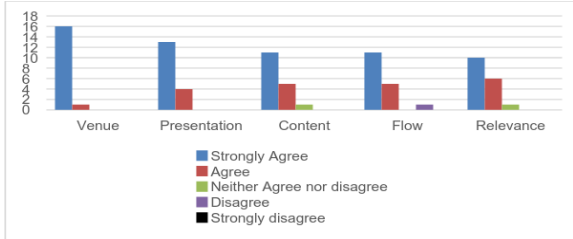
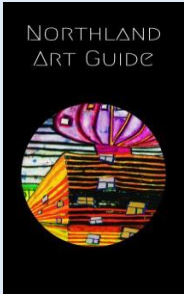
The decisions or matters of this Agenda do not trigger the significance criteria outlined in Council's Significance and Engagement Policy, and the public will be informed via Agenda publication on the website.


### **6 Attachments**

- 1 – Creative Northland quarterly report (September 2017)
- 2 – Kiwi North quarterly report (September 2017)
- 3 – Whangarei Art Museum quarterly report (September 2017)


## Creative Northland Key Performance Indicators FWDC Quarterly Reporting 1 July to 30<sup>th</sup> September 2017



Objective	Output	Measures	Reporting
<b>To Empower and enable Whangarei's creative sector to grow</b>	Deliver at least four workshops to upskill the sector in subjects as agreed with the Creative Sector.	<p>Four workshops held and evaluation reports provided consultation reports provided to show identified need from sector.</p>  <p>Next Whangarei (dtbc)</p> <ul style="list-style-type: none"> <li>November - Advanced Social Media for Business</li> </ul>	<p><b>1. Social Media Workshop's - Report attached</b></p> <ul style="list-style-type: none"> <li><b>Dates: 11th August.</b> The Orchard, Whangarei. Attendees: 20</li> </ul> <p><b>Overview:</b> Social media workshops were facilitated by Liked Media focused on outlining the main features that a business owner needs to have on their Facebook page as well as top tips that they need to be aware of and advice on sharing their story online. The workshop gave participants knowledge on how social media is a means to communicate, connect and gain trust with followers which will in turn into potential leads to work with them further offline.</p> <p><b>Objectives:</b> To deliver an interactive, fun workshop aimed at the basics of Facebook to our Arts community. Business owners will walk away with a new understanding of social media, feel confident online and learn to create a strategy that is unique to them.</p> <p><b>What happen on the day?</b> The two-hour workshop included a one hour presentation, then a one hour hands-on practice with questions and a take-home worksheet for follow up. Participants had the opportunity to have a short one-on-one period with Philippa Mannagh from Liked Media who facilitated the workshop and had researched each of the participants Facebook pages and had at least one tip to share with them about what to work on or change.</p> <p><b>Resources</b> Attendees took away a posting prompt handout to work through in their own time, giving them ideas on how to share their business story. They also got a blank calendar to start planning their posting strategy and an audit sheet. There were several opportunities to ask</p>

			<p>specific questions to Liked Media in a group environment – which also lead on to networking, brainstorming and support.</p> <p><b>Arts Organisations represented:</b> Steampunk Depot, 4 Star Whetu Wha, Waipu Museum, CollaborationNZ Trust, Whangarei Art Museum, Helena Bay Gallery, Photographic Design and individual artists.</p> <p><i>How would you rate these aspects of the workshop: venue, presentation, content, flow, relevance?</i></p>  <table><caption>Survey Results: How would you rate these aspects of the workshop?</caption><thead><tr><th>Aspect</th><th>Strongly Agree</th><th>Agree</th><th>Neither Agree nor disagree</th><th>Disagree</th><th>Strongly disagree</th></tr></thead><tbody><tr><td>Venue</td><td>13</td><td>1</td><td>0</td><td>0</td><td>0</td></tr><tr><td>Presentation</td><td>12</td><td>2</td><td>0</td><td>0</td><td>0</td></tr><tr><td>Content</td><td>10</td><td>3</td><td>1</td><td>0</td><td>0</td></tr><tr><td>Flow</td><td>10</td><td>3</td><td>0</td><td>1</td><td>0</td></tr><tr><td>Relevance</td><td>10</td><td>3</td><td>1</td><td>0</td><td>0</td></tr></tbody></table>	Aspect	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree	Venue	13	1	0	0	0	Presentation	12	2	0	0	0	Content	10	3	1	0	0	Flow	10	3	0	1	0	Relevance	10	3	1	0	0
Aspect	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree																																		
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Content	10	3	1	0	0																																		
Flow	10	3	0	1	0																																		
Relevance	10	3	1	0	0																																		
Work with Northland Inc. on the redevelopment of the Twin Coast Discovery project	Provide at least two examples of how creative arts have been incorporated into the Twin Coast Discovery Project		<p><b>1. Northland Art Guide</b></p> <ul style="list-style-type: none"><li>• <b>Art Guide 2017:</b> This quarter the Marketing and Communications team have focused on completing the Northland Art Guide.</li><li>• The Northland Art Guide is a free Creative Northland publication created for the purpose of showcasing the wonderful galleries and creative experiences Northland has to offer.</li><li>• The guide is designed to not only highlight the larger, more familiar art galleries and events of our region, but also our out-of-the-way galleries and studio spaces in our rural creative communities throughout Northland. From the Whangarei District through to the Kaipara and Far North districts, our artistic and creative culture is truly world class.</li><li>• In the past, the Northland Art Guide has been a three-year publication we revised this to release a guide annually to reflect the rapidly growing and changing sector.</li><li>• If you would like to grab yourself a copy of the Northland Art Guide you can pop into local tourist stop-offs from Auckland Airport up, such as art galleries, i-SITES, museums,</li></ul>																																				


			<p>venues, accommodation providers and of course our office, alternatively, you can download the digital version from our website <a href="http://www.creativenorthland.com">www.creativenorthland.com</a></p> <ul style="list-style-type: none"> <li>• Distribution; 10,000 copies with a potential reprint in February. For the Whangarei district there are 4 pages dedicated to local galleries (16), local museums and events (2).</li> </ul> <p>.</p> <p><b>2. Electric Cart Art Tours</b></p> <p>Piloting Electric Car Art Tours in Whangarei District</p> <ul style="list-style-type: none"> <li>• Partnership with Blue Cars Ltd.</li> <li>• In process to create a design wrap for 2 cars to be launched November.</li> <li>• Working with Blue Cars and Air NZ to house the cars at the airport for tourists to pick up and use</li> <li>• Have presented the business model to Northland Inc to apply to Investment Growth Fund to validate the proposition and build the business case</li> <li>• Preparation of Marketing material is underway to promote the electric cars and creative touring from Whangarei to Dargaville using TCD byways for buy-in</li> <li>• We were not successful on the Low Emission fund, we will re-submit an application with the support of Blue Cars in the New Year once we have more data on the use of the vehicle.</li> <li>• Currently in conversations with North Power as sponsor of the 3 pin chargers to install at local art organisations in Whangarei i.e. Reyburn House, Pioneer and Packard Museum, Kiwi North, WAM, Quarry Arts Centre, Paper Mill, Quarry Gardens.</li> </ul>
	Support 6 creative events that are publicly visible and offer opportunities for the public to engage in	Six events occur and reported on through quarterly reporting with WDC staff (including attendee numbers)	<ol style="list-style-type: none"> <li><b>1.</b> Kamo Community Mural Project: EOI - a call out to mural artists on FB and in our newsletter to make contact with CN to pass on to Tony Horton at WDC for two murals they are coordinating on behalf of the Kamo Community. Several artists have responded. We will continue to support through marketing, promotion and media.</li> <li><b>2.</b> One Tree Point Exhibition: we have written and distributed press release to get EOI for registrations. Media releases through to The Big Idea, EventFinda, Stuff Events <a href="https://www.thebigidea.nz/stories/media-releases/214637-spaces-available-at-one-tree-">https://www.thebigidea.nz/stories/media-releases/214637-spaces-available-at-one-tree-</a></li> </ol>

			<p><a href="#">point-art-and-craft-exhibition-and-sale</a>. supported application through to Creative Communities.</p> <ol style="list-style-type: none"> <li>Whangarei Quarry Gardens Sculpture Northland – met with them to discuss marketing the event and offered to create and distribute press release and other social media advice and created a Marketing plan for this event. We are a sponsor for the People’s Choice Award, to build public awareness of the event, the use of public spaces to connect the environment with sculpture.</li> <li>Author Michael Boutar promoted his new book “Low Life”, which included press release distribution/Big Idea and social media giveaway which we coordinated and posted to winners. This has led to another author Bianca Staines sending her award winning book to do a giveaway – the response to these have been huge over social media.</li> <li>Eliza Boom Fundraising Concert – Forum North, press release, media including placement on Big Idea and website.</li> <li><b>Opening of</b> Megan Dickinson Gallery (new), printed catalogue, media, and interviews.</li> </ol> <p>* All projects will be reported on in the next quarter as to outcomes and numbers.</p>
<b>To build, maintain and sustain key relationships</b>	Implementation of a relationship management strategy	Provide examples of regular communication.	<ul style="list-style-type: none"> <li>Creative Northland weekly newsletter (copy attached) <a href="http://us2.campaign-archive1.com/?e=a1d0ff4dce&amp;u=55408f991c8c5ba22a3b2f4a9&amp;id=3f34b869b7">http://us2.campaign-archive1.com/?e=a1d0ff4dce&amp;u=55408f991c8c5ba22a3b2f4a9&amp;id=3f34b869b7</a></li> <li>Monthly Arts column in Savvy Magazine (Northern Advocate). Link <a href="https://issuu.com/northernadvocate/docs/savvyaugust2017/30">https://issuu.com/northernadvocate/docs/savvyaugust2017/30</a></li> </ul>
		Development of relationship management strategy (RMS) via customer feedback survey	Underway - will be developed in conjunction with customer feedback and regional strategy consultation.
	Conduct an annual customer feedback survey	Provide evidence of customer survey and summary results	Underway – customer survey has been created with the help of Creative New Zealand in respect to the New Zealanders and the Arts. The booster sample is 500. WDC is doing the same on a smaller sample of 200 asking specific questions in relation to Whangarei District.

			<p>These results will feed into the regional strategy consultation and how we work with stakeholders in Whangarei. It will help us refine our creative services to art practitioners and art business, it will also allow for comparison between regions. No results as yet will be available in December.</p> <p>In the meantime we have undertaken specific customer survey in relation to Social Media (results are attached)</p>
	<p>Deliver 2 promotional events for sector and CN's role within the Whangarei District</p>	<p>Monitor and reported on through quarterly reporting with WDC staff</p> 	<p>1. <b>Quest Art Space</b> is a not-for-profit community based collaboration between Creative Northland, Quest Hotel Whangarei and Northland affiliated artists. #QAS - Supporting our creative community to thrive.</p> <ul style="list-style-type: none"> <li>• 1 September re-launch of space with the Koanga Festival, introducing Andrea Eve-Hopkins (artist) as the recently appointed curator.</li> <li>• Kōanga is Te Reo Māori for Spring and Planting. In the spirit of Spring planting and replenishment, this will be a revolving exhibition beginning with the work of 10 leading Artists from Maude Cook-Davies, Andrea Eve Hopkins, Victor Te Paa, Shane Hansen, Megan Bowers-Vette, Linda Munn, Ellie Smith, Faith McManus, David Sarich, and Keri Thompson.</li> <li>• All works are saleable using a QR Code system</li> <li>• CN takes commission on works 20%. This commissionable fee goes back into supporting future works, curation, maintenance and marketing</li> <li>• Opening night: 50 attendees</li> <li>• Foot-traffic between 1-14 September: 700</li> </ul> <p>2. <b>Inflatable Festival 2019</b></p> <ul style="list-style-type: none"> <li>• Scoping for 2019 for Whangarei at the Port as a festival for Port Nikau. Early stages of development: Project team Warwick Bell, Sarah Burren. Discussions to be held with Sarah Fox from Project Nikau.</li> <li>• Scoping to have 30-40 inflatable large installations from around the world. Currently we have 12 inflatables being stored at Creative Northland.</li> <li>• Potential for small scale operation in 2018</li> </ul>

	<p>Report quarterly as agreed with staff.</p> <p>Face to face meetings are held with council management and annually with councillors.</p>	<p>Quarterly reports with Community Funding Staff</p> <p>Six monthly meetings with management</p> <p>Annual presentation to Staff</p>	<p><b>Underway</b></p> <ul style="list-style-type: none"> <li>Next meeting with Council management scheduled for December</li> </ul>
<p><b>Provide leadership and advocacy for the sector in the Whangarei District</b></p>	<p>Actively promote Whangarei's creative sector across Northland, New Zealand and beyond</p>	<p>At least two promotional activities targeted outside the district</p> <p>Evaluation reports included for each event (including attendee numbers)</p> 	<p>1. <b>Northland Youth Summit and Arts Festival (NYSaf)</b> Date: 6th/7th September - Dargaville (<i>Report attached</i>)</p> <p><b>Overview:</b> NYSaf was the 4th gathering of Youth from all over Northland. This year the summit was hosted in Dargaville with a theme of "Our Voices, Our stories". Expressions of Interest went out to 34 schools with a total of 62 applications being received from youth aged 12 to 24 years of age. From the Whangarei District: 19 youth participated, 10 from Kaipara, 31 from Far North.</p> <p><b>Objectives:</b> To provide a platform for Youth in Northland to engage, network, express ideas and learn valuable skills outside of the School environment. These need to be opportunities where their ideas can be made into actions and where they learn the skills to be successful, such as how to lead, plan and express their ideas and visions for their futures.</p> <p><b>What happen on the day?</b> The Youth Summit 2017 was a two day event where youth worked directly with experts in the fields of Film/video, Music, Paint &amp; mural, Theatre &amp; performance and 3D digital mapping. Over the two days our 60 youth produced works which represented their Stories and Voices.</p> <p><b>Resources:</b> Facilitators were experts in their creative genre.</p> <ul style="list-style-type: none"> <li>Art: Faith MacManus and David Sarich who teach at NorthTec reside in Dargaville.</li> <li>Music; Jessie Samu lead singer in Otium, Paul Mathieson music teacher in Whangarei and mentor Winiata Morunga all three are rom Whangarei.</li> </ul> 



			<ul style="list-style-type: none"> <li>• Theatre; Chris Graham and Jessica Collins have worked with Northland Youth Theatre and Aya Morris from FNDC.</li> <li>• Film; Raewyn Barry who has a production company in Whangarei 'Facebox' and Adam Jones film director and Kat Tasker who is with NorthTec.</li> <li>• 3D Digital was championed by Akau Limited and Mass Ltd. Our volunteers came from Whangarei Youth Space with the help and support of Nigina Razzakova.</li> </ul> <p><b>Who Supported:</b> This event was funded by NRC, WDC, FNDC community boards all 3 and KDC. Grants from Foundation North and Creative New Zealand. Sponsorship was received from NorthTec, Resenes, and Whangarei Youth Space.</p> <p><b>Next Stages:</b> At the completion of the Youth Summit, each workshop presented their work, with the Film/video group filming the progress of the workshops.</p> <p>There will be a film launch of completed Youth Summit documentary, and all five genres become part of the "Projecting Youth Futures" a 3D Travelling exhibition to be travelled around Northland early next year for 3 months.</p>
	Develop a ten-year arts, culture and heritage strategy for Whangarei District with stakeholders	Provision of the ten-year strategy	Underway
	Deliver key events including Art Beat and the Sculpture Symposium and increase estimated audience attendance by 10% on 16-17 figures.	Evaluation reports included for each event (including attendee numbers)	<ol style="list-style-type: none"> <li><b>1. Art Beat Planning underway</b> <ul style="list-style-type: none"> <li>• Dates : 3rd February 10am to 4pm</li> <li>• Sponsors confirmed: Resenes (interactive zone), Plus Accountants (Fairy grotto), Palmers Canvas (mainstage) yet to confirm</li> <li>• Stallholders are confirming their attendance (6 paid to-date)</li> </ul> </li> <li><b>2. Whangarei Sculpture Symposium Planning underway</b> <ul style="list-style-type: none"> <li>○ Dates: 12-24th March</li> <li>○ EOI close 18th October</li> <li>○ EOI received to-date: 16 (14 local, 2 international)</li> <li>○ SS Committee established as of 2nd October will meet fortnightly to discuss logistics for the event. Team: Spencer Jelliman (WDC), Tracey Moore (WDC), Sharon Morgan (Patron/WDC),</li> </ul> </li> </ol>

			<ul style="list-style-type: none"> <li>○ Advertising for Site Manager for the 10 days to be on-site, work with artists and liaise with CN in the delivery of event. Reason being we require Level 2-3 Health and Safety qualifications due to changes in H&amp;S Act 2016.</li> </ul>
	Support Council with the review of the Arts, Culture and Heritage Policy	Pending	Underway
Grow capacity of the sector	Support key projects that enable participation opportunities; for example the Camera Obscura	At least one key project per annum	1. CN will umbrella an application for the build of the Camera Obscura project to Foundation North (November 2017) estimated Budget \$300k
	Support local creative organisations/artists in the development of their projects including assisting with networking and advice on funding strategies, marketing and project management	Provide examples of projects / organisations / artists supported, identify contributions made and the difference made from these contributions	<ul style="list-style-type: none"> <li>● 2017 Far North's Got Talent (FNGT), advice on funding, coaching how to approach parents with businesses to support the event.</li> <li>● Wholehearted Tour with Massive Theatre Company – introductions to local theatre community, social media, marketing support and funding opportunities</li> <li>● Mai Toi Maori Arts Intern Leonard Murupaenga – recipient of this year's internship with CN. Funded to work for us for 5 months on Maori Toi initiatives and scope potential projects. He received coverage on Te Kaea (Maori TV) and in the Northern Advocate</li> <li>● WDC Performing Arts Fund –promoted through big idea/newsletter/fb/twitter</li> <li>● Sophie Sparrow – Opera at SFX Church, marketing support</li> <li>● Sonja van Kerkoff – WW1 video project, marketing, press release, media introductions</li> <li>● Artisans Fair – event support, introductions to new stallholders, social media support.</li> <li>● <b>Ongoing Promotion: Exhibitions</b> at CEW and Quarry workshops / Geoff Wilson / WAM / Shutter Room. <ul style="list-style-type: none"> <li>○ Promotion of North Tec's new certificate in Design – pathway to a Degree.</li> <li>○ Kings Theatre <b>Events</b> at Kiwi North, Forum North &amp; Turner Centre, Art N Tartan,</li> <li>○ Mamma Mia – promotion, extended to wider Northland community</li> <li>○ Company of Giants – promotion of Jabberwocky to bring in new youth audiences.</li> </ul> </li> </ul> <p><b>These are the projects and individuals we have supported by using our networks on social media and through listing events on the Big Idea/ our website and in the newsletter and distributing posters are:</b></p>







## Annual Operating Fund Quarterly Report – September 2017

### Key activities

**Curator Exhibitions** - recruitment completed for part time position, 3 days pwk

**LEOTC Education contract with Ministry of Education** – NZ wide contestable LEOTC retender process work underway, still awaiting outcome of our tender. Without significant external funding our education programme will not be operational.

**Next stage development Kiwi North** – feasibility study is progressing around options for reroofing museum, adding more hosting areas and café space. Early submission to WDC LTTP includes reroof of museum, hosting/ café spaces.

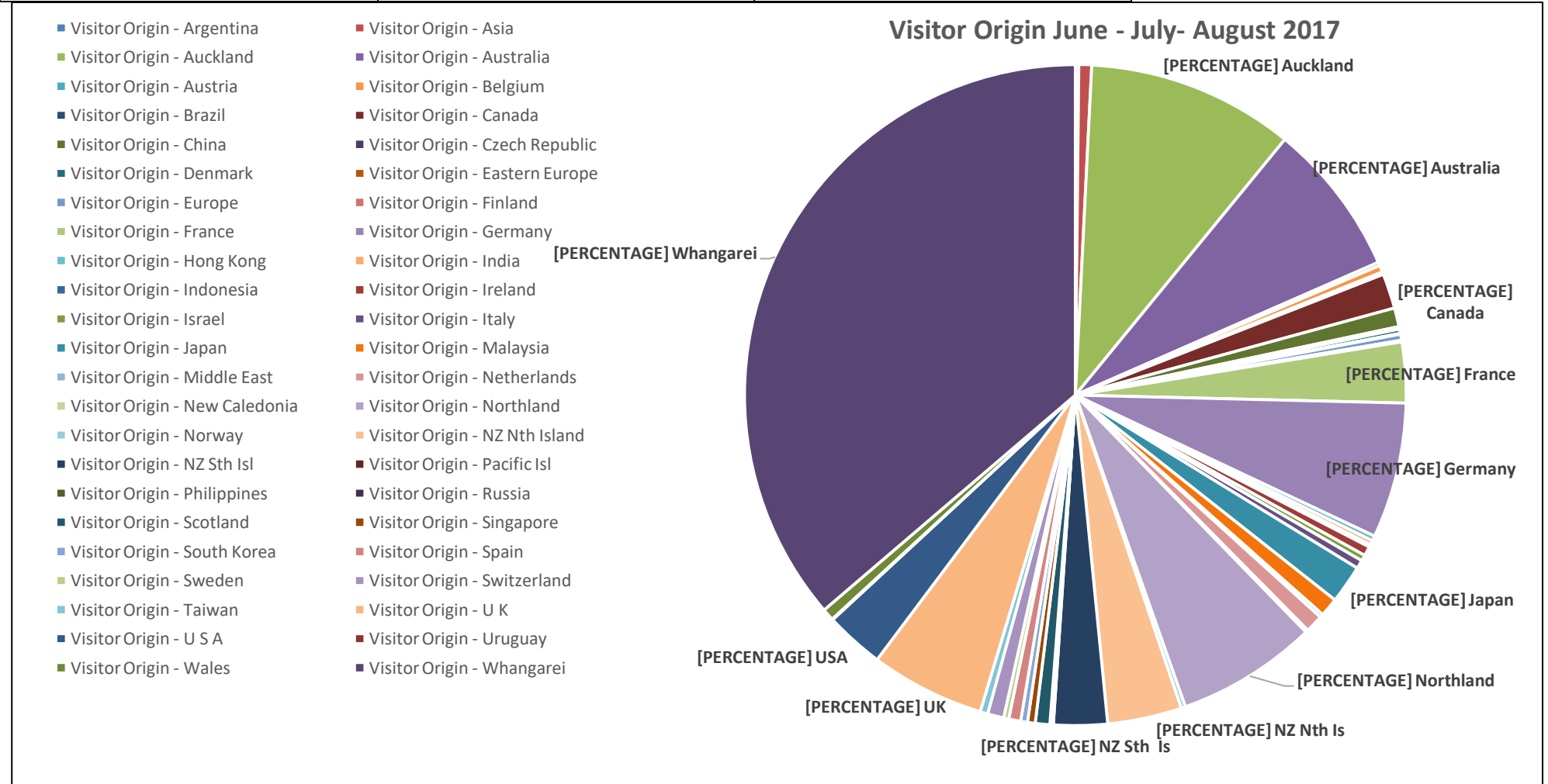
**Clarke Homestead/ Oruaiti Chapel (heritage buildings)** –costing received for completion of remedial work on these 2 heritage listed buildings. Have made submission for external funding towards costs for works for Oruaiti Chapel. Heritage buildings works also included in early submission to WDC LTTP.

**Kiwi Exchange – 28<sup>th</sup> August.** Our 2 kiwi, Kapua and Puna, transferred to Otorohanga, 1 to be released to Taranaki sanctuary and 1 to go to breeding facility Nau Manu, Waikane. Replaced with Jockalene and Ben, 11 months old, bred at Otorohanga. As they were already together in a nocturnal house they have settled quickly. A huge day of travel for the staff to and from Otorohanga and for the rest of the team renewing the enclosure. Costs incurred through extended hours and more staff plus mileage.



## Visitor Statistics (1 June to 31 August)

Visitor Statistics	This Period	YTD 1 July 2017 to 30 June 2018
Kiwi North Point of Sale	2845	2222
Events	80	80
Venue Hire	217	197



## Events held

26<sup>th</sup> July BA5 – Hosting the Chamber of Commerce membership for an evening.

## Coming up

- 3<sup>rd</sup> September – Fathers' Day with Barnardos
- 11<sup>th</sup> to 17<sup>th</sup> Sept - Maori Language Week - "Kia ora te reo Maori"
- 24<sup>th</sup> September – Closing of "Settlement to City" exhibition
- 1<sup>st</sup> October- International Day of the Older Person (IDOP) – free entry to all seniors
- 1<sup>st</sup> to 31<sup>st</sup> Oct – Save the Kiwi month
- 2<sup>nd</sup> to 13<sup>th</sup> Oct – School Holidays
- 10<sup>th</sup> November – Opening of "Bernina Up Close 2017" exhibition.
- 26<sup>th</sup> Nov– Teddy Bears' Picnic with Whangarei Parents Centre

## Community Stakeholder /Partnerships / Relationships Activity

- Northtec – Student placement of Environmental Science degree student. – 1 day per week, 90 hours
- Ngatiwai trust – student placement - 2 students doing Tourism Maori, 1 day per week,
- Kukupa Collective – working through community advocacy to support member, Pukenui Western Hills Forest Trust, in their goal to bring the forest back to life and bring kiwi back to Whangarei.
- Barnardos Whangarei – planning Fathers' Day 2017 event
- School of Environment, Auckland University – Dr Gretel Boswijk, Senior Lecture & 3 x 3<sup>rd</sup> year human geography students who have chosen 3 of our heritage buildings for a research project.

## Supporting the community

21 June 2017	Glenbervie School	Bingo Night - fundraising	x 2 family day passes x1 FOKN Family Membership
3 July 2017	YHA Facebook Winterless North comp		1 x Family Pass
13 July 2017	Hikurangi School	31 Aug. 2017 - Trivia Night	2 x Family Day Pass
9 August 2017	Mangawhai Plunket & Kindy	Nov. 2017 - Mangawhai Garden Ramble	2 x Family Day Pass
6 September 2017	NZ Blue Light Ventures Inc.	1-10 Dec. 2017 - Trade Me Auction - towards our Life Skills, Leadership camps and Anti bullying programmes	2 x Family Membership

### Other funding sought and outcomes received June- August

Submissions in June- August period = 3 completed for total amount \$32,000.

Funding Purposes – supporting operational costs, purchase of microscope, contribution to remedial building works on heritage status building- Oruaiti Chapel

Outcomes in this period: 3 successes, all partial funding - total \$28370  
1 unsuccessful - for operational support including volunteers costs.

- Funding requests are still being made – not all are successful, finding it a very competitive environment, especially with other local projects affecting available funding pools with gaming trusts.

### What has gone well?

- 23<sup>rd</sup> June – we celebrated the contributions of our volunteers and staff with a breakfast out before the working day.
- 8<sup>th</sup> to 21<sup>st</sup> July school holidays – well attended with Seniors Winter Discount being used by many grandparents looking after grandchildren. The Kiwi North educator ran 2 well attended programmes – “Mini Beasts and Birds” & “Matariki – Pounamu”.
- 28<sup>th</sup> August – Kiwi transfer
- Seniors’ Winter Special – ½ price for all seniors June, July and August. Well attended and greatly appreciated.
- BA5 26<sup>th</sup> July, Chamber of Commerce – fantastic evening of networking, renewing awareness and for some a first time experience of Kiwi North.
- ***“Wow, that was the best BA5 I have ever been to and both Janette and Tony agree!  
Your staff and board were interactive and everyone totally made the most of the opportunity. I also had an email from one of the attendees last night saying  
“ Yes it was very cool and you are right, such passion from the staff! Did you meet the new very young curator? She was just so awesome and kept Rick (Reno Warehouse) and I absorbed for some time. I don’t recall her name but she was a great ambassador for Kiwi North” from Mal Snaize from IT Stuff.***





- Professional development. – over the 3 months our staff have attended a “Maori in Museums” National Services Te Paerangi workshop at the Kauri Museum, an archiving practices workshop in Auckland, and we have held a staff workshop facilitated by EXULT to rework our Mission and Vision to support the long term strategy development being done by the Board of Trustees.
- July school holidays – visitor numbers increase by 32% on same holiday period 2016.
- Website redesign nearly complete and ready to go live.

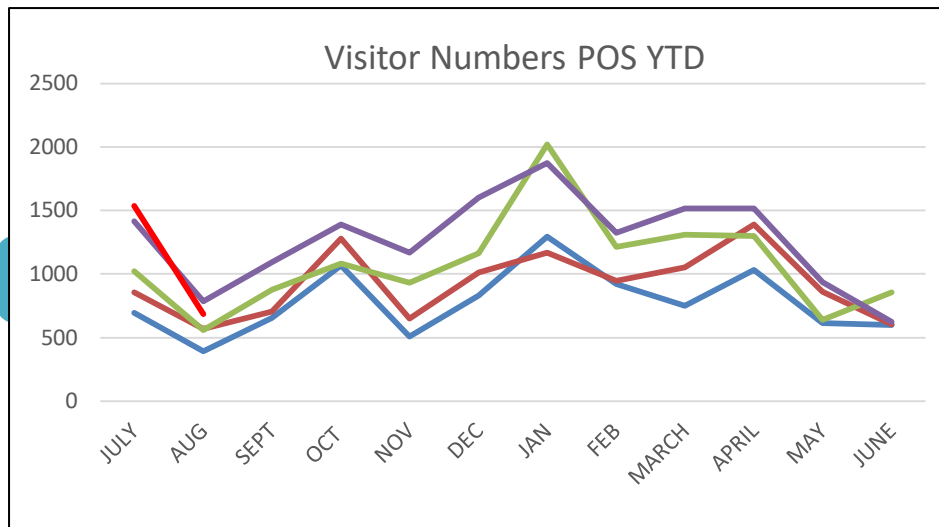
### What has not gone well?

On the 4<sup>th</sup> August our long term staff member Anne Juddery died, just 8 weeks after a diagnosis of pancreatic cancer. Anne was our ‘volunteer extraordinaire’ turning her significant skills to anything and everything, including being contracted to curate the fabulous WW1 centennial commemorative exhibition “The Great War – Northland Remembers”, Moving Memories – the journey of our Cenotaph” and “Settlement to City 1860’s to 1960’s”. Anne also wrote the weekly “Our Treasures” articles in the Advocate, a hugely valuable link with our community These will continue. This left a huge hole in our very small and tight team, and without a guide for our new curator exhibitions. Several of us were still dealing with loss of family members in the previous 12 months, some very recently, and to lose one of our own team was devastating. Kiwi North was closed for the morning of the funeral with all staff attending. A week later we invited kaumatua Te Warihi Hetaraka to bless our staff and our place. He and Ian Peters spent quite some time with us and it was hugely appreciated by everyone. That evening we offered a group session with a grief counsellor to those staff that wanted to attend, which most of them did. We also offered to pay for an initial 1-on-1 session with this counsellor if anyone wanted it. This has been hugely worthwhile, in that it has enabled us to move on as individuals and as a team. The whole experience has brought us closer as a working whanau.

August visitor numbers – traditionally this is the slowest month of the year.

- June – Lions Tour. - Although the town was full of Lions Tour followers around the game here it appears that it was the accommodation and food suppliers that benefited to any significant degree. We had none take advantage of our motorhome park and visit offer and only 59 visited Kiwi North in the period 1-5-17 to 31-7-17. I was very disappointed in the WDC promotion that we paid to take part in. The handout brochure was minimal & the displays at the I-sites were not front-and-centre. I found out about the promotional bunting only by accident, seeing it another business. Those that did visit were very happy and enthusiastic about Kiwi North and Northland.

### Visitor and income data



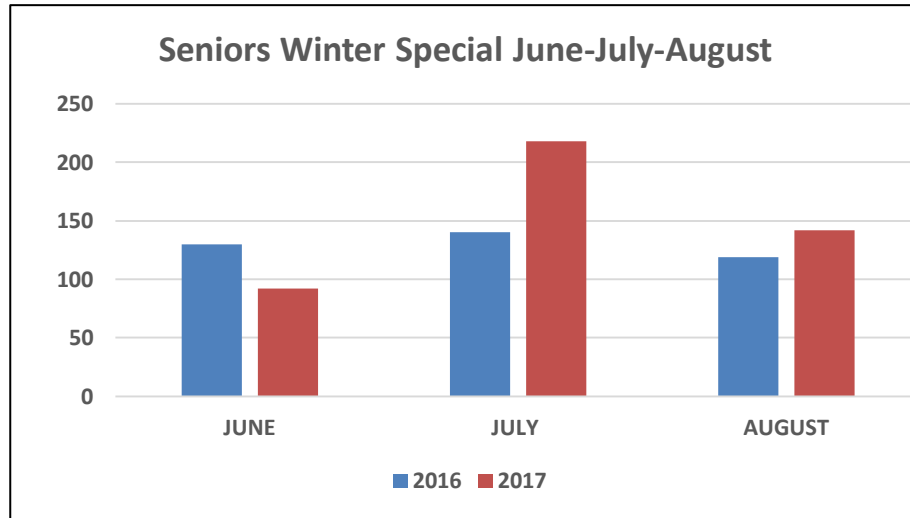
The shot below of these very happy visitors from Hong Kong on the grounds here at Kiwi North, typifies why people come to NZ, especially the Asian market.

Green grass, blue skies and space!



"Wonderful adventure "

Reviewed 4 weeks ago via mobile  
grandsons, what a great decision  
was going to be feeding the kiwis  
experience, first time they had a  
Plus they enjoyed the crickets, g  
tuatara. Checked out the rest of  
warfare"





# whangarei art museum

te manawa toi

## Quarterly Report July, August, September 2017

### Exhibitions

Jo Hardy Retrospective: Not Now Apocalypse	29 May- 20 August	Younghusband Gallery	WAM curated
Young Country	29 May- 20 August	Mair Gallery	Touring exhibition
Kauri Ora! Mauri Ora!	10 June- 17 July	Community Gallery	WAM/ Kauri Project curated
Landscapes of Memory	21 July- 20 August	Community Gallery	Artist/WAM curated
Yuki Kihara: A Study of a Samoan Savage	28 August- 26 November	Younghusband Gallery	Touring Exhibition
Jill Sorensen: Significant Others	28 August- 26 November	Mair Gallery	Touring Exhibition
Us Project by Megan Bowers- Vette	28 August- 25 September	Community Gallery	Artist/WAM curated

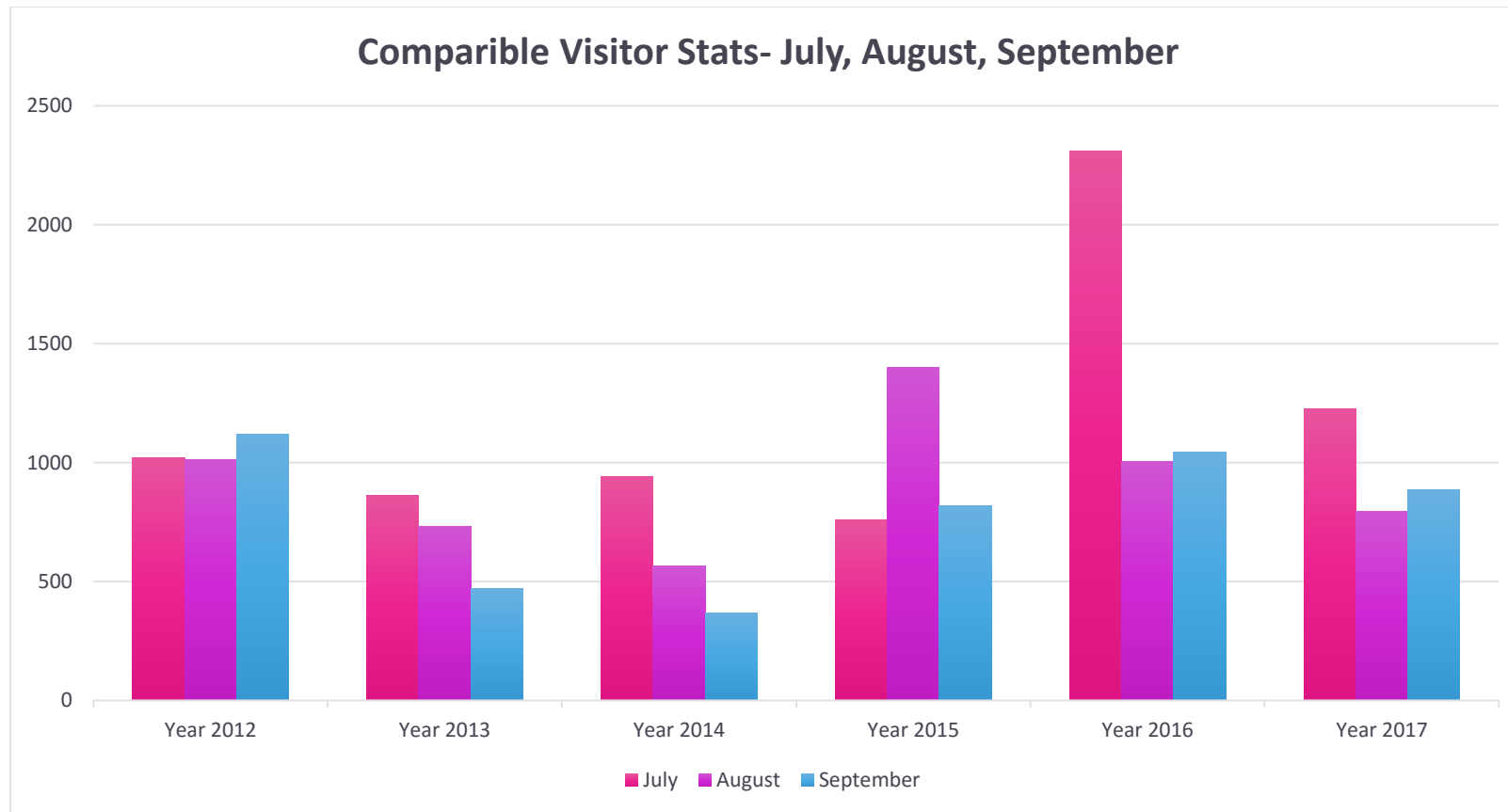
### Staff on Roster

Ruth Green-Cole	Director/Curator
Carrie Morgan	Assistant Curator <b>ON LEAVE</b>
Marcel Allen	Assistant Curator
Alyce Charlesworth	Coordinator: Media, Exhibitions and Events
Saba Al-Saleem	Engagement and Administration Coordinator
Hayley Milton	Weekend Visitor Host
Hamish Oakley-Browne	Exhibition Technician
Phillip McKibbin	Exhibition Technician

## Visitor Statistics

### Weekly Totals

1st - 2nd July	107	
3 July-9 July	241	
10 -16 July	334	First week of school holidays
17-23 July	294	
24-30 July	215	Landscapes opening 50 visitors Thursday 27/7
31 July-6 August	152	Bad weather 8 visitors Thursday 3/8, 9 visitors Friday 4/8
7-13 August	205	
14-20 August	300	Jo Hardy Closing Event- Discussion panel and catalogue release 119 visitors Saturday 19/8
21-27 August	0	Gallery closed all week for install
28 August- 3 September	277	Opening event 75 visitors Monday 28/8
4-10 September	251	Us Project Artist Talk/Discussion panel 90 visitors Sunday 10/9
11-17 September	229	Us Project Artist Talk with NorthTec 66 visitors Wednesday 13/9
18-24 September	167	
25 September - 1 October	174	
QUARTERLY TOTAL	2946	



## Visitor Feedback from the Jo Hardy, Young Country, Kauri Project and Landscapes of Memory exhibition period

- A couple of visitors came to view all the new stuff. Commented upon entry to JHR (wow!) thanked and complimented shows when leaving. Spent about an hour in gallery overall. Loved Jo works commenting on her humour and technical skill. Told them about the exhibition opening for Community Gallery and say they might come back for it.
- Kid came to desk and asked “Do you still have those lights??” (previous Bob Jahnke exhibition). Left disappointed.
- Another regular visitor wanted to discuss WAM visibility – she noticed the change out front and hopes we keep heading the right direction.
- Second visitor of the day to complain about signage + door in I-Site are a “barricade”. Why did WAM put WELCOME in grey on grey? Small things that don’t make any sense. Any why don’t we get reviewed anymore?
- “pretty tidy display for up here” (from Auckland)
- Digital arts teacher from Northtec loved Jo Exhibits and will bring her students to visit *Kauri Ora Mauri Ora*.
- A woman came in to view Jo Hardy’s painting. She believes that Jo would be looking down proudly at the exhibit.
- A man called from Wellington wanting to know when the JH exhibition ends so they don’t miss it!
- Gentleman loved the Young Country photos + kauri trees brought back memories of the past, loved it! Got a Kauri Project poster as well. Came back with wife this afternoon, connected with the Williams family (photographer of Young Country in 1880’s). Many took posters today.
- “Thankyou so much. I just enjoyed all three exhibitions!”
- Visitor thanked us for such beautiful shows. Noted Jo’s humour within the paintings. Had previously seen *Young Country* at a different gallery, thought it was lovely to see it again in another space. Said it shifted its reading slightly. Loved the shows.
- “Great to see such a good show from a local artist!” (Not Now Apolcalypse – JHR)
- “didn’t you have a lot more stuff in here?- rugby stuff??” He thinks he last came in 2011 world cup exhibition.
- Young Country “WOW!” Coming back. Found it invigorating and the poetry works so well. Will come to artist talk if we have one.
- Loved the bird song! (Kauri Ora audio).
- First time visitors – “awesome didn’t even know this was here but will be back!”
- Overheard comment as these ladies entered. “this is the only gallery where they don’t advertise and hide the entrance – they don’t like people coming” - word for word. (Reflects our lack of funding)
- Down from Russell to see Hardy show. A little overwhelming but fantastic! Looking forward to coming back before it closes and for catalogue. Took flyers to send to friends
- Group of kids heard about the Kauri Project colouring in from the playground. Did a few laps of the gallery – WAM balloons in hand!
- His 10<sup>th</sup> visit, first time seeing the kauri project, he was very impressed.



- “great activities for the children to get involved with. The kauri branches & snail shells helped them connect to the exhibition, it’s wonderful to have things for the children too.”
- “Thankyou. That was lovely. Loved the mix of historical with the contemporary. Super interesting.” – reference to Young Country.
- “I’ve heard you have ‘find-its’ would we be able to have a few sheets?” (School holiday activity-they found them all!) And took Kauri Project freebies – studying them at school at the moment.
- Feedback Re:Bob Jahnke – just saw it again in Waikato and said it had nothing on our installation. (yay!)
- “ooh new works. Interesting style and subjects.” → M. Francis McCarthy – Landscapes of Memory.
- “Where is the collection and why is it not on display??”
- Loves WAM and always tells her groups about it. Wishes we had street frontage and called it Whangarei art gallery so visitors could identify with us better.
- Group with 4 kids came in to do the Jo Hardy find-its.
- One woman returned 2 mins after leaving to ask that her name be put down as someone who is unhappy with the frontage of WAM. She said the people of Northland show manaakitanga and WAM is not welcoming behind an I-Site.
- Spent an hour+ in gallery. Mostly in Young Country – sat through the video in full and got into the magnetic poetry. “didn’t realise I’d been here so long” – checked watch on way out.

## Projects Undertaken this Quarter

Seven exhibitions during this period. (see images)

Two new staff members came on board in August- Marcel Allen as Assistant Curator to cover Carrie Morgan's absence and Saba Al-Saleem as Engagement and Administration Coordinator- very welcome additions to the WAM team.

School holiday activities for July- focusing on being complementary to the exhibitions for the Kauri Project and Jo Hardy retrospective as a way to engage with families- they also proved popular with adults! (see image)

Facebook audience growth- another 50 individuals like Whangarei Art Museum this quarter despite less of a focus on generating content due to staffing/workload.

Creative Northland's Social Media Workshop was attended by Alyce in preparation for the development of the Social Media strategy. As well as meeting with NZME to go over their marketing proposal- to be reviewed and revisited.

WAM produced the Jo Hardy Retrospective Catalogue- a publication we are delighted to disperse throughout the arts community and also schools and libraries. (see image)

Hosted 7 events- including the Jo Hardy closing event (Discussion Panel and Catalogue Release). This was a significant event with 119 people through WAM that day. The panel featured 5 speakers including Auckland Art Gallery's senior curator Ron Brownson who spoke very highly of Jo's work as well as the exhibition curated by WAM. The discussion audio was recorded for a future podcast. (see image)

Another exhibition, Us. by Megan Bowers-Vette generated a lot of interest within the community so it was supplemented with 2 events in September. A discussion panel with guest speakers as well as a second artist talk with students from North Tec. (see image)

## Challenges

Introducing two new staff members into a huge workload- limited opportunity for training during their initial start at WAM but they handled it well.

Major issues with an installation carried out by Michael McCarthy's dealer. As a result, WAM staff had to do a complete rehang in the community gallery. It was then decided WAM needs to create stronger guidelines and policies which will be introduced as an Exhibition Pack tailored to every exhibiting artist/organisation in order to carry out seamless installations for Community Gallery.

The Jo Hardy Closing Event was confirmed last minute- after much consideration of the exhibitions success we felt it was a great opportunity to celebrate the fact Jo was a well known local artist with a large following in this community. The involvement of Ron Brownson and other names in the industry really validated the effort of hosting such a big event.

Ongoing issues with the gallery roller doors escalated when it malfunctioned and dropped with the force of gravity- luckily the closest person was about a metre from it when it occurred and no one was hurt in the incident. Both roller doors were strapped open for safety with a long process of sourcing parts commencing.

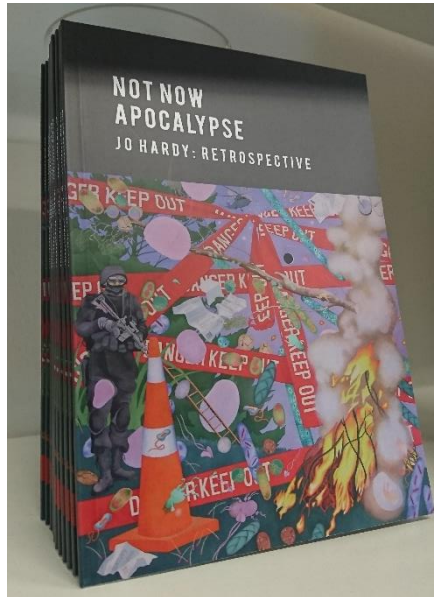
Due to the nature of the current exhibitions (strong themes) we weren't able to encourage children's activities during this quarter.

Proper crating of the Jo Hardy artworks from Christchurch was essential to ensure their safe return- labour intensive but was able to be completed using existing materials.

Storage is continuing to create obstacles in WAM's operations- daily and especially during installation. Logistics for crates and equipment need to be addressed in order for WAM to curate exhibitions from collections as well as completing the most basics of tasks- such as getting access to the humidifier unit, or the lighting trolley. Lack of storage is a limiting factor to what can be achieved at WAM- the WAM board is investigating options.

## Supporting Images

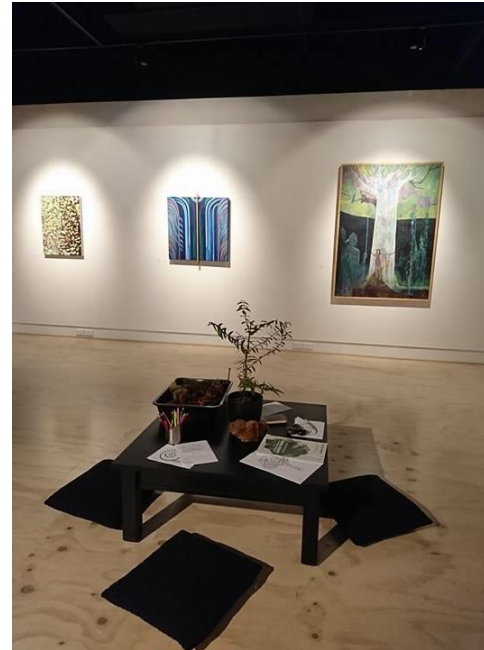
Jo Hardy Not Now Apocalypse Closing Event- Discussion Panel and Catalogue Release



Jo Hardy Catalogue published by WAM



One of two Us Project events- Discussion Panel/Book Launch

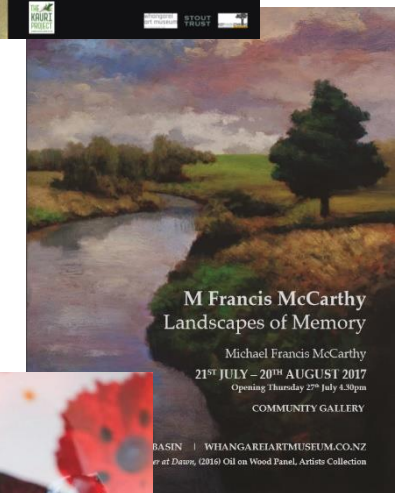
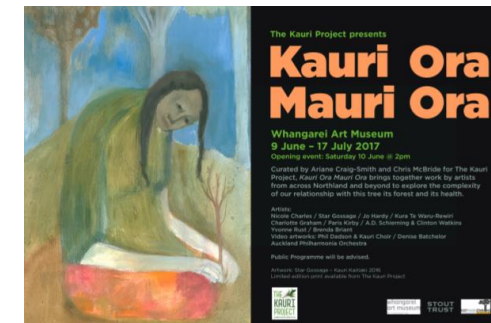


July School Holiday Activities- The Kauri Project Activity Table and Jo Hardy "FINDITS"





## Exhibition Ephemera



### RESOLUTION TO EXCLUDE THE PUBLIC

That the public be excluded from the following parts of proceedings of this meeting.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

1.	The making available of information would be likely to unreasonably prejudice the commercial position of persons who are the subject of the
2.	To enable the council (the committee) to carry on without prejudice or disadvantage commercial negotiations. {(Section 7(2)(i))}.
3.	To protect the privacy of natural persons. {Section 7(2)(a)}.
4.	Publicity prior to successful prosecution of the individuals named would be contrary to the laws of natural justice and may constitute contempt of court.
5.	To protect information which is the subject to an obligation of confidence, the publication of such information would be likely to prejudice the supply of information from the same source and <b>it is</b> in the public interest that such information should continue to be supplied.
6.	In order to maintain legal professional privilege. {Section 2(g)}.
7.	To enable the council to carry on without prejudice or disadvantage, negotiations {Section 7(2)(i)}.

### Resolution to allow members of the public to remain

If the council/committee wishes members of the public to remain during discussion of confidential items the following additional recommendation will need to be passed:

#### Move/Second

permitted to remain at this meeting, after the public has been excluded, because of his/her/their knowledge of \_\_\_\_\_

This knowledge, which will be of assistance in relation to the matter to be discussed, is relevant to that matter because \_\_\_\_\_

*Note:*

*Every resolution to exclude the public shall be put at a time when the meeting is open to the public.*