

Chairperson and Committee Members

ENVIRONMENT AND COMMUNITY DEVELOPMENT COMMITTEE

6 DECEMBER 2011

Meeting Status: **Public**

Purpose of Report: For Decision

RENEWAL OF AGREEMENTS BETWEEN COUNCIL AND MAHARA GALLERY

PURPOSE OF REPORT

- 1 The purpose of this report is to gain approval to renew the existing agreements between Council and the Mahara Gallery Trust. These are the Partnership Agreement and the Memorandum of Understanding (to which the Field Collection Trust is also a signatory). This report also presents the latest Mahara Gallery Annual Report showing progress against the Partnership Agreement.

SIGNIFICANCE OF DECISION

- 2 This report does not trigger the Council's Significance Policy.

BACKGROUND

- 3 The Partnership Agreement between Council and the Mahara Gallery Trust has usually covered a three-year term. The previous Agreement was extended for one year while discussions regarding the Gallery expansion took place, with the view that if progress was rapid, the Agreement may need substantial revision. The Memorandum of Understanding between Council, Mahara Gallery Trust and the Field Collection Trust was signed on 6 September 2010 for one year based on the same rationale.

CONSIDERATIONS

Partnership Agreement

- 4 The project to expand the Gallery and provide a permanent home for the Field Collection has commenced and is currently in the design stage. The Mahara Gallery Trust has commenced fundraising. Timing projections suggest that the build component of the project will not commence before 2012-13 at the earliest.
- 5 It is proposed to revert to a three-year term for the Partnership Agreement between Council and Mahara Gallery Trust, to provide a sound base for operation while the Mahara Gallery Expansion project proceeds. (Appendix One).
- 6 The Agreement clauses are unchanged with one exception, clause 10, Review. This provides the Agreement to be reviewed once the fundraising for the expansion project has been confirmed.

- 7 The Agreement's table of Council Objectives, Services and Performance Targets remains unchanged.

Memorandum of Understanding

- 8 It is proposed to renew the Memorandum of Understanding between the Council, Mahara Gallery Trust and the Field Collection Trust for a term of three years, to bring it into line with the Partnership Agreement. (Appendix Two).
- 9 The Memorandum of Understanding title and the first statement of Purpose have been amended to recognise the proposed Build component of the Gallery expansion project. (The previous Memorandum focused primarily on the steps to complete the Design phase.)
- 10 The Scope, Objectives and Roles of the Parties within the Memorandum of Understanding remain unchanged.

Annual Report

- 11 The Mahara Gallery Trust has presented an Annual Report showing progress against the requirements of the Partnership Agreement. (Appendix Three)
- 12 The Mahara Gallery Annual Report shows that it is meeting its responsibilities under the Partnership Agreement. The exhibition programme has been very professional and of high quality. The Gallery and its exhibitions have received both critical acclaim and support from the community and visitors to the region. Visitor numbers continue to grow, aided by the extension of the electric rail service to Waikanae. A National Museum Visitors' Survey of Mahara Gallery showed a high level of visitor satisfaction.

Financial Considerations

- 13 The funding provisions of the Partnership Agreement have been budgeted for in the Annual Plan and Long Term Plan.
- 14 There are no new financial considerations relating to the Memorandum of Understanding and these have been budgeted for in the Annual Plan and Long Term Plan.

Legal Considerations

- 15 There are no legal considerations.

Delegation

- 16 The Environment and Community Development Committee has delegated authority to consider this matter. Reference Section B.1. 7.1 of the Governance Structure which reads:

Authority to develop (within any wider strategic framework) policies and work programmes that support the social, economic, environmental and cultural wellbeing of the community. This authority encompasses the power to:

- *establish partnerships with central Government, iwi and key community organisations to advance the LTCCP;*
- *have oversight of all cultural, arts and heritage matters;*

Consultation

17 The Mahara Gallery Trust has reviewed draft versions of both the Partnership Agreement and the Memorandum of Understanding. The Field Collection Trustees have also received the draft version of the Memorandum of Understanding.

Policy Implications

18 There are no policy considerations

Tāngata Whenua Considerations

19 Under the Partnership Agreement, Mahara Gallery is required to reflect the bicultural commitment of the Council, and provides exhibitions featuring the work of tāngata whenua.

Publicity Considerations

20 The success of Mahara Gallery in all its service areas and in its function as the Public Gallery of the Kāpiti Coast District has potential for good and ongoing publicity.

21 There is also potential for good and ongoing publicity for the District as the permanent home of the Field Collection, with its strong links to the District and featuring works by Frances Hodgkins.

RECOMMENDATIONS

1. That the Committee approves the Partnership Agreement attached in Appendix One to CS-11-441 and authorises the Chief Executive to sign on behalf of Council.
2. That the Committee approves the Memorandum of Understanding attached in Appendix Two to CS-11-441 and authorises the Mayor to sign on behalf of Council.
3. That the Committee receives the Mahara Gallery Annual Report attached in Appendix Three to CS-11-441 and notes that Mahara Gallery is meeting its performance targets.

Report prepared by:

Catherine Scollay

Arts & Museums Development Officer

Approved for submission by:

Tamsin Evans

**Group Manager
Community Services**

ATTACHMENTS:

Appendix One: Partnership Agreement between Kāpiti Coast District Council and Mahara Gallery Trust Board.

Appendix Two: Memorandum of Understanding for the Mahara Gallery Upgrade Design, Build and Operational Review.

Appendix Three: Mahara Gallery Trust Board Annual Report, 1 July 2010 – 30 June 2011.

**PARTNERSHIP AGREEMENT BETWEEN KĀPITI COAST DISTRICT
COUNCIL AND MAHARA GALLERY TRUST BOARD**

1 JULY 2011– 30 JUNE 2014

1. Amount and Timing of Funding

1.1 On signing of this agreement the Council will grant annual inflation indexed funding to Mahara for three years totalling \$89,935.00 (plus GST) to be applied by Mahara towards general administration of Mahara as determined by the Annual Business Plan submitted to the Council.

1.2 The Council acknowledges that the funding provided under 1.1 above is additional to any other grant from the Council to Mahara (including its reimbursement of rent for the Gallery premises and the matching of sponsorship funding on a dollar for dollar basis up to a maximum of \$20,000).

2. Services to be Provided

2.1 In consideration of the grant herein Mahara will provide the services described in Appendix 1 (“services”) during the funding and service agreement period.

3. Performance Targets

3.1 During the funding and service agreement period Mahara will contribute to the Council’s objectives (set out in Appendix 1) and use its best endeavours to meet the performance targets (also set out in Appendix 1).

3.2 Mahara will ensure that the performance targets as set out in Appendix 1 are monitored throughout the funding and service agreement period.

4. Invoice Arrangements

4.1 Mahara will issue a tax invoice to the Council for services. The amounts specified in 1.1 above will be direct credited to Mahara’s bank account forthwith on an annual basis for three years after receipt of such invoice each year.

5. Mahara’s Other Responsibilities

5.1 All of Mahara’s advertising, newsletters and letterheads connected with the Services will carry an acknowledgement of the Council’s support and may at its discretion use the Council’s logo for this purpose.

- 5.2 Mahara will allow the Council's Representative to have access to all of Mahara's records that are relevant to this agreement, subject to legal requirements of confidentiality.
- 5.3 Mahara will ensure that it meets all its legal obligations in relation to the health and safety of its employees and customers in connection with the performance of this agreement.

6. Reporting to Council

- 6.1 Mahara will provide to the Council's Representative:
 - (a) a six month report on progress in the period from 1 July to 31 December, including interim accounts for the period, by 28 February in the following year;
 - (b) a final report, which includes the financial statements, certified as having been reviewed by an independent Chartered Accountant on progress in the period from 1 January to 30 June and the whole year, by 31 August.
- 6.2 Mahara will make at least one presentation to a Council committee and make its written report in relation to such presentation available to the committee either in the agenda or at the committee reporting. The Council's representative will provide notice of the requirement to make a presentation at least one month prior to the committee meeting date.

7. Liaison Between The Council and Mahara

- 7.1 Mahara will liaise with the Council staff on a continuing informal basis in relation to matters covered by this funding and service agreement, including regular meetings with the Council's representative or nominee(s).
- 7.2 Both the Council and Mahara will use their best endeavours to exchange information, which is relevant to each other's activities.

8. Resolution of Disputes

- 8.1 If the Council is notified by Mahara that a performance measure may not be met, within 7 days of notification:
 - (a) Mahara will provide a full explanation of the circumstances and reasons for the possibility of default; and
 - (b) The parties shall meet to discuss a possible variation of the funding and service agreement, or other remedy.

- 8.2 Subject to clause 8.1, if the Council or Mahara has any dispute or issue in connection with this funding and service agreement, it shall give written notice to the other as soon as practical in order to provide an opportunity to respond. Within 10 working days of receipt of such notice, the other party shall respond to the dispute or issue raised. Unresolved issues shall be addressed by each party's chief executive or Chairperson. Each party shall use their best endeavours to resolve the dispute of issue consistent with a partnering relationship.

9. Termination

- 9.1 In the event of a serious breach (as defined below) of this agreement by Mahara, the Council may terminate this agreement by notice to Mahara. Before the Council issues such notice, however, it shall first proceed by way of the resolution of disputes procedure set out in clause 8 above giving notice of the serious breach alleged. A serious breach of this funding and service agreement includes, but is not limited to:

- (a) Wilful breach or continued neglect of Mahara's obligations under this agreement; or
- (b) Mahara, or any committee member or employee in their capacity as committee member or employee of Mahara, does any act which in the opinion of the Council is directly attributable to Mahara's performance under this agreement and will bring the Council into disrepute; or
- (c) Liquidation, dissolution or insolvency of Mahara.

- 9.2 In the case of termination of this agreement, the Council may deliver the services or arrange for their delivery, without any obligation to Mahara.

10. Review

- 10.1 This agreement will be reviewed by both parties and revised as necessary once funding has been confirmed to allow the commencement of the building project proposed by Mahara Gallery Trust Board to extend the gallery.

The project is being led by the Kāpiti Coast District Council and was instigated in 2010 and underpinned by a Memorandum of Understanding between the Council, the Mahara Gallery Trust and the Field Collection Trust.

11. Other

- 11.1 Until otherwise notified in writing by the Chief Executive of the Council, Council's representative is the Chief Executive.

11.2 Nothing contained or implied in this funding and service agreement, or in the relationship between the Council and Mahara, shall be construed in law so as to constitute a partnership.

SIGNED on the _____ day of _____ 2011

The common seal of **MAHARA GALLERY**)
TRUST BOARD was hereunto affixed in)
the presence of:)

Chairman

Trust Member

The common seal of **KĀPITI COAST DISTRICT**)
COUNCIL was hereunto affixed in the presence of:)

Chief Executive

Council Objectives, Services and Performance Targets

1. Council Objective: Develop and foster the practice and appreciation of arts and cultural heritage on the Kāpiti Coast, through a diverse programme

Service: Present an annual exhibition programme that reflects the diversity of Kāpiti’s arts community and that allows local artists’ work to be seen in a national context.

Targets: At least six exhibitions per year that balance local content with relevant material from further afield.

2. Council Objective: Reflect bicultural commitment of the Council

Service: Translate bicultural principles into productive partnerships with local Iwi.

Targets: At least one bicultural based exhibition annually.

Enhance the relationship between Mahara and the Art and Design Faculty of Te Wananga o Raukawa and other groups through continuing joint projects and exhibitions

3. Council Objective: Develop local identity and profile through the arts and cultural programme

Service: Encourage cultural tourism.

Targets: Work with the Wellington Regions’ arts community to build local profile and visitor numbers.

Be an active participant in the biannual NZ International Festival of the Arts Official Programme.

Market Mahara Gallery’s programme effectively in the greater Wellington area.

4. Council Objective: Support the development of an Arts Strategy for Kāpiti

Service: Provide professional advice to Council on arts strategy and implementation of cultural tourism initiatives.

Targets: Take part in meetings, discussions, research and feedback.

5. Council Objective: Promote and encourage participation and achievement in all artistic forms of endeavour for the greater benefit of Kāpiti

Service: Showcase and reward achievement and excellence in the arts in Kāpiti

Targets: Explore opportunities and partnerships to develop a youth based project or exhibition.

Work with the Council to identify the most appropriate means of rewarding achievement and excellence in the arts in Kāpiti (including reviewing the effectiveness and viability of the annual Mahara Arts Awards)

**MEMORANDUM OF UNDERSTANDING
FOR THE
MAHARA GALLERY UPGRADE
DESIGN, BUILD AND OPERATIONAL REVIEW**

DATED the day of December 2011

Parties to the Memorandum:

**Kāpiti Coast District Council
Mahara Gallery Trust
Field Collection Trust**

Purpose

- To clarify the roles and responsibilities of the parties to this agreement with respect to the development of the design and build for the upgrade to the Mahara Gallery.
- Provide clarity around the design and costs to enable the Mahara Gallery Trust to raise funds to finance the development.
- Provide the Field Collection Trust confidence that the design can provide a permanent home for their collection.

Scope

- 1 The design must take into account the needs of the Mahara Gallery, the requirements of the Field Collection Trustees and the requirements of Council as the owner of the building and owner/operator of the Waikanae Public Library.

Joint Objectives:

- 2 To enable Mahara Gallery to provide a high-quality gallery experience providing a professional venue for the arts that benefits the whole District consistent with the operation of a Public Gallery for the Kāpiti Coast District.
- 3 To enable the Gallery to provide a permanent secure home and museum-standard professional care for the Field Collection of artworks and other artefacts associated with Frances Hodgkins and her family.
- 4 For the Gallery to significantly develop its role as a draw card for visitors from outside the region as well as international visitors.

Roles of Parties

Joint Responsibilities

- 5 Reach agreement between the Field Collection Trust, Kāpiti Coast District Council and Mahara Gallery Trust on terms for adopting the permanent and professional custodianship of the Field Collection.
- 6 Agree to the appointment of Architect(s) and their brief. Completed.

Kapiti Coast District Council

- 7 Complete a design plus cost estimates for the Gallery, Waikanae Public Library and Mahara Place entrance prior to 31 December 2010 to allow budgeting in the Draft 2011-12 Annual Plan, if necessary. Completed.
- 8 Establish a Steering Group to provide project governance. This group will consist of one Elected Member, one representative from each of the Trusts and one senior staff member from Council.
- 9 Establish a Council-led project team, which includes members from Mahara Gallery Trust, to design the Gallery, Library and northern entrance to Mahara Place.
- 10 Take an integrated approach for the Gallery and the Waikanae Public Library as well as the space between and around the two buildings. Seek the Waikanae Community Board views regarding the external design appearance and impact on Mahara Place.
- 11 Ensure that the timing of the Gallery build project can be independent of the Library Upgrade build project, as far as is practicable.
- 12 Maximise any potential operational benefits between the Mahara Gallery and the Waikanae Public Library.
- 13 Document an agreement on the preferred governance, operational and funding relationships between the Council, the Trust and the Gallery staff to enable the Gallery to become the District's Public Gallery.
- 14 Inform the Kāpiti Coast District Council, the two Trusts, Waikanae Community Board and the community regarding project progress.
- 15 Report to Council and seek approval on the design and eventual construction process for the Mahara Gallery and Waikanae Public Library.
- 16 To provide financial support for back-filling the some of the Gallery Director's role to enable resources to be available for the project, up to the amount allocated in the 2010-2011 Annual Plan.

Mahara Gallery Trust

- 17 To lead discussions with the Field Collection Trustees regarding the requirements needed to ensure the permanent custodianship of the Field Collection by the Mahara Gallery.
- 18 To provide resources for the Steering Group and Project Team.
- 19 To provide significant input into the design requirements for the Gallery.
- 20 To review requirements and concept designs and ensure they match expectations regarding the design and the ability of the Mahara Gallery Trust to raise the

necessary funds for the upgrade (enabling the designs to remain within a realistic funding envelope).

- 21 Lead the fundraising for the Gallery building upgrade . The fundraising target should be kept to a realistic level and will, together with operational cost estimates, set design expectations for the Mahara Gallery Upgrade. The parties recognise that this may be an iterative process until the design is complete.

Field Collection Trust

- 22 To support Mahara Gallery staff in the development of the requirements for their custodianship of the Field Collection.
- 23 To provide resources for the Steering Group.
- 24 To monitor project progress to ensure that they are comfortable with the direction being taken with the regard to the design for storing and exhibiting the Field Collection.

Review of this agreement

- 25 Any party can request a review of this MOU.
- 26 The three parties shall agree to any changes to this Memorandum of Understanding in writing.

TERM OF AGREEMENT

- 27 This Memorandum commences on the date signed by both Parties and will continue until terminated until 30 June 2014 or be terminated by any of the Parties by three (3) months notice in writing. The Parties will seek ways to maintain the information and services available to the community after the termination of this Memorandum.

Executed as a Memorandum of Understanding

For: KĀPITI COAST DISTRICT COUNCIL	Mahara Gallery Trust	Field Collection Trust
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Signature

Name

Position

Witnessed by:

Signature

Name

Position

**MAHARA GALLERY TRUST BOARD
ANNUAL REPORT, 1 JULY 2010 - JUNE 30, 2011**

Despite the economic recession and our limited resources, Mahara Gallery has continued to enjoy strong community and visitor support, excellent professional and moral support from arts professionals, artists and lenders, and to attract new visitors and Friends of Mahara. We have noticed that people are now enjoying travelling by train to us from across the Greater Wellington region since the trains were electrified to Waikanae. This includes dedicated Friends of Mahara who come from the Wairarapa and Hutt Valley for every event offered.

Results from a National Museum Visitors' Survey we took part in through Museums Aotearoa in late February indicated a very high level of visitor satisfaction with the gallery. 42% of visitors rated their experience 'nine out of ten', while another 40% rated their visit at 'seven' or 'eight' out of 'ten'.

When asked how their visit could have been improved, responses included: 'larger collections with the extension to the building'; 'the planned Mahara Upgrade project will enable it to house the Field Collection – that will be a marvellous improvement', 'more publicity externally in media as very good & more people should know about it', and 'a café would be nice!'

In her review of *reconstructed*, Palmerston North-based writer and artist Fran Dibble said 'Mahara Gallery in Waikanae is a good-length trip for a holiday jaunt It has two exhibition rooms with a media room at the back. Neither are large spaces, but they put on succinct exhibitions that are well thought out.'
Manawatu Standard 31/ 12/ 2010.

Our exhibition programme for the year continued to maintain a balance between local artists and curated thematic group shows with national artists from across a range of media, ideas and cultures.

Mayme Chanwai and Sue Soo represented two different senior Chinese women's perspectives on New Zealand's cultural history in July-August. *ART/TEXT/ile* was a curated show with eight contemporary approaches to textiles, and featured a tribute to senior New Zealand artist Gordon Crook, who has died since this exhibition was mounted. *re-Constructed*, also a mixed media curated show, had 10 artist's works loaned from the Real Art Trust, plus new work sourced from around New Zealand, and ran over the summer. It was accompanied by a mini-survey of New Zealand's leading art photographer, Anne Noble, OBE and Arts Laureate 2010. The most popular curated group show was the Art of the Garden, which opened on the Lions Super Garden Trail weekend. It included historical alongside contemporary artworks and installations, and also launched a limited edition book featuring 12 nationally-known Kapiti-based poets, and art from the show. It was produced in partnership with the Friends of the Library, and kindly supported by a grant from the Deane Endowment Trust. Following this we showed 36 works by early 20th century modernist artist Adele Younghusband from the Whangarei Art Museum collection in March-April.

Alongside this was nationally-known artist, Allie Eagle, now resident in Waikanae, with a live working studio set up in new SPACE, which many of the public and large secondary school groups enjoyed interacting with.

Four local artists held shows in new SPACE, and the Mahara Annual Arts Review also drew 141 local artists, all of whose work was exhibited. It was well supported by local sponsors and drew a positive public response. In total over 165 local artists were shown in Mahara Gallery during the year.

Mirek Smíšek 60 Years 60 Pots, developed by Mahara Gallery, has continued its national tour to five venues this year, and brought in a modest income for the gallery. They were the Eastern Southland Gallery, Gore; Southland Museum, Invercargill; Aratoi, Wairarapa; Te Manawa, Palmerston North; and Expressions Gallery, Upper Hutt. The exhibition continues to distribute Mahara's Smíšek publication around New Zealand and internationally, further promoting Mahara and the Kapiti Coast.

Mahara's first online exhibition, *More than a Craze: Photographs of New Zealand's early digital games scene* went live in November. It was co-curated by myself and Dr Melanie Swalwell, with funding support from Flinders University, Adelaide. Dr Swalwell presented it at the 7th Australasian Conference on Interactive Entertainment at Massey University Wellington <http://ieconference.org/ie2010/>. We produced postcards for international distribution and promotion, and the project has drawn strong interest from New Zealand and overseas. It will be presented in the Netherlands in September 14-17, 2011, <http://gamesconference.hku.nl/>. We have also become active on Facebook in the past year and further websites.

Our annual visitor numbers for this financial year were 14,340. Our numbers continue to compare very favourably with much larger, better staffed and resourced art museums in more accessible and established locations. Visitor satisfaction, length of visits and repeat visitations remain high. The Friends of Mahara has had a very successful year and grown substantially, with a growing team of supporters. They held a sold-out screening of the art documentary *Gordon Crook: A Life of Art* on 18 November at Shoreline Cinema. For the second time, they also offered a special event for Kapiti members of the Victoria University Foundation, with morning tea and a floortalk with Victoria University Senior art history lecturer Roger Blackley on artist Adele Younghusband.

Our public programmes events for the year drew 2,000 visitors, and included poetry readings, floor talks by artists, curators and art historians, primary and high school group visits, artists working in the gallery, Kapiti Women's Choir and 9 other performers of original live music as part of NZ Music Month and Mahara Annual Arts Review.

A Memorandum of Understanding was signed on 6th September between the Mahara Gallery Trust, the Field Collection Trust, and Council, the aims of which are 'enable Mahara Gallery to provide a high-quality gallery experience providing

a professional venue for the arts that benefits the whole district consistent with the operation of a Public Gallery for the Kapiti Coast District', and to 'enable the Gallery to provide a permanent home and museum-standard professional care for the Field Collection of artworks and other artefacts associated with Frances Hodgkins and her family.'

Work has been ongoing on the project this past year, firstly on the design brief. We were very grateful for a Council grant of \$15,000 for extra part-time staff so the director could put more time into it aside from her usual gallery work. Mahara was also granted \$2,000 by Te Paerangi National Services (Te Papa) to work with museum experts Avenal McKinnon, Lyndsay Knowles and Mark Roach on the Field Collection storage and display requirements. Parsonson Architects and Tennent +Brown Architects, one of four competing architects' teams, were awarded the design project on December 17, 2010. Since then we have been liaising on succeeding iterations, refinements and presentations of it to Council and also to the Whakarongotai Marae Committee.

We were successful in receiving a grant of \$8,000 from RWC2011, from a large pool of applicants, to promote and market the *Small & Beautiful takeaways* exhibition during the Rugby World Cup. Along with featuring high quality arts and crafts from the Kapiti district, this 3 month long exhibition will include nationally known artists and craftspeople, a programme of live music and other events as part of the REAL New Zealand Festival. The grant will produce billboards promoting the exhibition on SH1, leaving Paekakariki and Otaki, and a brochure for wide distribution. These will assist in promoting Kapiti as a cultural destination to international and New Zealand tourists, and augur well for a year of increased visitation, higher media profile and public awareness of Mahara Gallery as we also work harder on all fronts to gain support for the gallery redevelopment.

Janet Bayly

Director

The following report is aligned to the Council objectives, services, and performance targets as set out in the Partnership Agreement 2007/2009

1. Council objective: Develop and foster the practice and appreciation of the arts and cultural heritage on the Kapiti Coast, through a diverse programme.

Service: Present an annual exhibition programme that reflects the diversity of Kapiti's arts community and that allows local artists' work to be seen in a national context.

Target: At least six exhibitions per year that balance local content with relevant material from further afield.

The following exhibitions have been staged during the report period:

10 July – August 22
The Charm of Sue Soo

New SPACE
Mayme Chanwai – Selected Work
Attendance: 1,762

August 28 – October 3rd
Gerald Barnett: Still love the '50s
Nikolai Kokx: Dwelling

New SPACE
Gary Freemantle: Wild / Life
Anna-Marie O'Brien: Cache
Attendance: 1,079

ART/TEXT/ILE
October 9 – November 21
Attendance: 1,910

re Constructed
27 November 2010 - 23 January 2011

new SPACE
Anne Noble: by light
27 November 2010 - 23 January 2011
Attendance: 2,128

The Art of the Garden
Attendance: 2,270

Adele Younghusband, Selected Work
12 March – 1 May 2011

new SPACE

Allie Eagle

Insight: (not the male gaze) Can we talk now Daddy?

12 March - 1 May 2011

Attendance: 2,277

INSIDE/OUTSIDE the SQUARE

Mahara Annual Arts Review

8 May – 26 June 2011

Attendance to date: 2,914

Annual total to 30 June: 14,340

2. Council Objective: Reflect bicultural commitment of Council principles into productive partnerships with local Iwi.

Service: At least one bicultural based exhibition.

Target: Enhance the relationship between Mahara and the Art and Design Faculty of Te Wananga o Raukawa through continuing joint projects and exhibitions

- ***Hitori: our Waitangi Stories* came to Mahara after its presentation on Waitangi Day at Katihiku Marae, Te Horo. It drew a strong response from a wide range of visitors.**
- **Discussions continued to organize exhibitions from students and tutors at Te Wananga o Raukawa, to feature in the 2011-12 exhibition programme**

3. Council objective: Develop local identity and profile through the arts and cultural programme

Service: Encourage cultural tourism

Target: Work with the Wellington Region's arts community to build local profile and visitor numbers.

- ***The Charm of Sue Soo and Mayme Chanwai: Selected Work* exhibitions drew new audiences and conveyed another facet of the cultural identity of New Zealand and Kapiti. Visitors travelled especially to see them.**

- **The August show featured four contemporary artists with both national and regional profiles, & three of whom have local connections: Anna-Marie O'Brien, Gary Freemantle and Gerald Barnett.**
- **Mahara Gallery and Council's brand continued to be profiled through our association with the Real Art Roadshow. Our second summer show at Mahara, *re-Constructed*, was drawn from their collection, and extended by loans from artists and their gallery dealers. The show drew diverse and new audiences from across and beyond the district, and was favourably reviewed by Fran Dibble for Palmerston North's *Manawatu Standard*.**
- **The Real Art Roadshow Book featuring both collections is available for sale at Mahara. It includes reference to the Roadshow's history with Mahara in its introductory essay by Fiona Campbell.**
- **Our shows have enhanced Kapiti's reputation as a cultural tourism destination. New visitors have come especially for both shows from the Greater Wellington region, all parts of New Zealand, and international visitors have also featured in our visitor's book comments. The feedback from new visitors is routinely favourably surprised (at the location, venue and quality of shows) and very positive**
- **The feedback from new visitors is routinely favourably surprised (at the location, venue and quality of shows) and very positive. We have noticed numerous new visitors also travelling by train from the Wairarapa, Hutt Valley and across Wellington since the train line was electrified to Waikanae.**
- **Our first online exhibition *More than a craze* is reaching national and international audiences and receiving very strong feedback, including from the newly reopened Berlin Computerspiele Museum.**
- **We featured regularly in the Dominion Post's bi-weekly Arts column, which occasionally gives free editorial.**
- ***ArtNews* national arts magazine also offered us free editorial with advertisements for our summer shows**
- **For a further \$50 we receive a print run-on of an extra 1,000 flyers advertising our 3 month programme of exhibitions in *ArtNews***

Target: Be an active participant in the NZ International Festival of the Arts Official programme.

- **Work progressed on developing concepts for shows. *Robyn Kahukiwa, Wahine Toi* has been accepted into the 2012 International Arts Festival programme, which gives us access to a large national and international audience of 250,000, and draws new cultural tourists to Kapiti.**

Target: Market Mahara Gallery's programme effectively in the greater Wellington area.

- **Our Mirek Smíšek book *60 Years 60 Pots* continues to market Mahara Gallery and the Council brand across the greater Wellington region, nationally and internationally. Orders continue to come from around New Zealand, and sell through each touring venue. Copies are now in Europe, America and Australia as well.**
- **Four Council water-use signs located between Otaki and Paraparaumu carried Mahara promotional material until October 2010**
- **www.maharagallery.org.nz: New mailing list subscribers and new Friends continue to come via the website. It is going well with very good feedback from gallerists, curators, artists and members of the public.**
- **We also have a free profile page on wotzon.com, also on nzlive.com (now www.eventfinder.co.nz); kapiticoastlibraries.govt.nz; wotzon.com; naturecoast.co.nz, creativecoast.co.nz**
- **We continued to run a 30 sec ad at Paraparaumu's Pak 'n Save checkouts**
- **The Director does regular live interviews with Kapiti's Beach FM 106.3 for every show, and occasional interviews on Coast Access Radio.**
- **Council-sponsored 6 weekly column continues in the *Kapiti Observer***
- **Listed in Nature Coast brochures and on the website**
- **Advertised monthly and wrote occasional columns for *Paekakariki Xpressed* until its closure in June this year.**

- **Council-sponsored 6 weekly column continues in the *Kapiti Observer***

4. Council objective: support the development of an arts strategy for Kapiti

Service: Provide professional advice to Council on arts strategy and implementation of cultural tourism initiatives

Target: Take part in meetings, discussions, research and feedback.

- **Networked with staff of National Library, Te Papa Tongarewa, National Services Te Paerangi, Whitireia Polytechnic, The New Dowse, Pataka Museum of Arts and Cultures, Sarjeant Gallery, Otaki Museum, New Zealand Portrait Gallery, Ministry of Foreign Affairs & Trade, Te Manawa, various dealer galleries, The Suter Gallery, Nelson, Dunedin Public Gallery, Hocken Library, Victoria University, Massey University.**
- **The Director attended the following workshops and professional development: Sustainability Workshop offered by Te Paerangi National Services at Te Papa on 6th August; a Small Museums Director's Group meeting at the Police Museum, Porirua, on 30 August; and Curatopia, a one day symposium organised by Victoria University and Museums Aotearoa**
- **The Director was invited to give a floor talk in the Dunedin Public Gallery on 27 June on photographer Wayne Barrar's exhibition**
- **We became a member of Museums Aotearoa and took part in the first ever Museums Sector Remuneration Survey commissioned by them from Strategic Pay. The Report findings confirmed that the director's remuneration is in the lowest decile 10% of art museums surveyed.**
- **We also took part in the Museums Aotearoa National Visitor Survey. The results indicated that 42% of visitors rated us 9 out of 10, and a further 41% rated their satisfaction between 7 & 8 out of 10.**
- **The Director and some Board members have attended Library/Gallery group meetings and design workshops for the redevelopment project**
- **Work has progressed on collating the Mahara archives and history.**

- A presentation was made to the Whakarongotai Marae Committee meeting on Sunday April 10th to discuss the gallery development plans, which were well received.
- Jasmine gave a talk on the history of Mahara and future plans, and our current show, to 16 people from the Waikanae Information Centre on Friday 8 April
- Jasmine attended the Museums Aotearoa Conference 2011 in Nelson which focused on Collection Management. She has also started her independent extramural study for a Post-Graduate Diploma in Museum Studies through Massey University

Public Programmes held in or developed by Mahara Gallery

- Opening for Mayme Chanwai and Sue Soo, with Hon. Darren Hughes
Saturday 10 July, 4-5.30pm
Attendance: 130
- Artist's Floor talks
Sue Soo's granddaughter Joanne Kwok, and Mayme Chanwai
Wednesday 14 July, 11am-12 noon
Attendance: 42
- Friends event, Sunday 8 August:
Anna Williams
Attendance: 42
- Opening for Gerald Barnett, Nikolai Kokx, Gary Freemantle and Anna-Marie O'Brien
Saturday August 27
Attendance: 80
- Artist's Floor talk
Anna-Marie O'Brien on *Cache* and Janet Bayly on other 3 shows
Wednesday 1 September, 11am-12 noon
Attendance: 15
- Signing of MOU between Mahara Trust, Council and Field Trust
6 September, 1-3pm
Attendance: 40
- Opening for *ART/TEXT/ILE*, Saturday October 8
Attendance: 170

- **Artist's Floor talk**
Anna-Marie O'Brien on Cache and Janet Bayly on other 3 shows
Wednesday October 13, 11am-12 noon
Attendance: 40
- **Friends of Mahara event**
Janet Bayly gave a talk about her own work and how it related to her gallery work
Sunday 19 September, 4.30-6pm
Attendance: 32
- **Kapiti Arts Trail, November 6-7**
Attendance: 251
- **Film screening in partnership with Shoreline Cinema for Friends of Mahara, November 18, 6pm**
Gordon Crook: A Life of Art, with director Clare O'Leary and producer Glynis Cameron attending
Attendance: 45
- **Opening for *reConstructed***
Saturday November 27
Attendance: 60
- **Curator's Floor talk**
reConstructed
Wednesday, December 1
Attendance: 18
- **School Group visits from Waikanae Primary to *reConstructed***
7, 8 & 14 December
Attendance: 109
- **Opening for *the Art of the Garden***
Saturday 29 January, 5pm
Attendance: 120
- **Curator's Floor talk**
the Art of the Garden
Wednesday 2 February, 11am
Attendance: 21
- **Poetry reading with ten poets from *the Art of the Garden* book**
Sunday 13 February, 2pm
Attendance: 55
- **Wanganui Girls' College visit and guided tour of *the Art of the Garden***

Friday February 18, 2pm
Attendance: 35

- Opening of Adele Younghusband and Allie Eagle exhibitions
Saturday 12 March, 5pm
Attendance: 70
- Artists' and curator's floortalk, Allie Eagle and Janet Bayly
Wednesday 16 March, 11am
Attendance: 56
- School visit, Kapiti College with Allie Eagle
Wednesday 16 March, 1pm
Attendance: 38
- Allie Eagle has run an open studio, working on portraits and engaging with visitors in the gallery during her show attracting extra visitors
- Special Guest Floor talk: *Adele Younghusband – The Forgotten Modernist*
Wednesday 27 April, 11am-12 noon
Roger Blackley, Senior Art History Lecturer, Victoria University
Attendance: 40
- Friends of Mahara Event: Past national Conservator Jeavons Baillie on disaster preparedness for museums and galleries
Sunday 27 March, 4pm
Attendance: 25
- Floor Talk, Jasmine Bailey gave a floor talk on the history and future of Mahara Gallery to group from Waikanae Information Centre
Friday April 8, 10am
Attendance: 16
- Friends of Mahara Event: Margaret Taylor: *In love with Art, a life working in Collections*
Sunday 15 May, 4pm
Attendance: 22
- Opening, Saturday 7 May, 5pm
INSIDE/OUTSIDE the SQUARE
Attendance: 200
- Live @ Mahara, music programme during *INSIDE/OUTSIDE the SQUARE*

Tuesday 24 May, Karen Clarke and Leo Watson

Attendance: 25

Wednesday 25 May, Kapiti Womens Choir

Attendance: 33 + 19 from Choir

Thursday 26 May, Phill Simmonds & Boggy Beat with special guest

Lindsay Rabbitt

Attendance: 10

Friday 27 May, Shayn 'Hurricane' Wills

Attendance: 20

Saturday 28 May, Bradley Garner

Attendance: 10

▪ **People's Choice Award Presentation**

With live music by Blackeyed Susie, Saturday, 25 June, 12 noon-1pm

Attendance: 100

▪ **Mahara Life Drawing group, Thursdays**

Average attendance: 15

Total: 120

TOTAL ATTENDANCE FOR PUBLIC PROGRAMMES: 2,001

SELECTED VISITOR BOOK COMMENTS, 2010-2011

The Charm of Sue Soo & Mayme Chanwwai, Selected Work

Unbelievably beautiful, Clasiën Truijens, Paraparaumu, 2 July 2010

Delightful artwork – a really enjoyable experience! Eileen Echford, Wellington, 29 July 2010

Still Love the 50s, Gerald Barnett, Nikolai Kokkx

Black and white – great! Tina Woolcombe, Tasmania, 1 August 2010

Kapai te mahi! Michael O'Leary, Paekakariki, 22 September 2010

Art/Text/ile

Magnificent – stimulating, Jane Pollard, Sydney, Australia, 21 October 2010

Stunning exhibition! Cherry Grant, Wellington, 23 October 2010

Fantastic! Te Kokiri, Levin, 12 November 2010

A brilliant exhibition, Jack and Betty Fleming, Raumati Beach, 11 November 2010

Reconstructed

Awesome exhibition! Well done and thanks, Nik Bullard, Paekakariki, 3 December 2010

My son's delightful visit, Palmerston North, L. Burnham, 30 December 2010

The Art of the Garden, January-February 2011

A lovely surprise to find such a quality exhibition, Gay Haskin, London, 18 February 2011

Excellent selection, Roger Strang, Boston, U.S.A, 18 February 2011

A very impressive exhibition, Rosalie Blacksell, Barnstaple, UK, 18 February 2011

Great selection of artists' works, Bernadette Leadbitter, Roseneath, Wellington, 18 February 2011

Brilliant, uplifting, Penny Morris, Levin, 26 February, 2011

Knew it would be a great exhibition before I even walked in the door! J Waterfield, Waikanae, 15 March, 2011

Adele Younghusband, Selected Work & Allie Eagle, Insight: (Not the Male Gaze), March - April 2011

Stimulating as always, G & B Stephenson, Raumati, 16 March 2011

Love the portraits, Carolyn Mackett, West Vancouver, Canada

The Adele Younghusband exhibition was superb, Winifred Lynch, Wellington, 23 April 2011

Fantastic Film! Beverley Shore Bennett, Waikanae, 13 April 2011

Inside/Outside the Square, April May 2011

Fantastic! Kerstin Schmid, Germany, 27 May 2011

*Loved your gallery, ** Napier*

A nice surprise in Waikanae, Raylee Hertnon, Perth, Western Australia

Wonderful exhibition of very talented artists, Visitors. Hawkes Bay, 26 June 2011