

Chairperson and Committee Members

ENVIRONMENT AND COMMUNITY DEVELOPMENT COMMITTEE

30 OCTOBER 2014

Meeting Status: **Public**

Purpose of Report: For Information

MAHARA GALLERY TRUST ANNUAL REPORT

PURPOSE OF REPORT

- 1 The Partnership Agreement between Kāpiti Coast District Council and Mahara Gallery Trust Board requires the Board to provide an Annual Report to Council. This report presents that Annual Report covering the period from 1 July 2013 to 30 June 2014.

SIGNIFICANCE OF DECISION

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

BACKGROUND

- 3 Mahara Gallery is the Kapiti Coast District's Public Gallery.
- 4 Support of the Mahara Gallery is one of the Council's key priorities under its Strategy for Supporting the Arts (2012). In the 2013-2014 Financial Year, the Council provided financial support totalling \$163,214. This is made up from:
 - the Core grant of \$119,425;
 - matching of sponsorship funding on a dollar-for-dollar basis up to a maximum of \$20,000; and
 - reimbursement of rent paid to Council of \$23,789.
- 5 This report presents the achievements against the contract and highlights during the year. The Partnership Agreement's Objectives, Service Levels and Performance Targets are provided in Appendix 1. Mahara Gallery Trust Board's Annual Report 2013-2014 is attached as Appendix 2.

CONSIDERATIONS

- 6 Mahara Gallery has met all its performance targets in the reporting period.
- 7 There have been six major exhibitions (and including the smaller exhibitions, a total of 17 overall) in the 2013-2014 Financial Year, with total attendance figures of 16,916.
- 8 The Gallery ran 54 public programmes with a total attendance figure of 5,213.
- 9 Mahara engaged with iwi, kura, Council and Kāpiti Libraries to present five major bi-cultural events and exhibitions including the Wellington regional Matariki celebrations.

- 10 Mahara Gallery featured in the New Zealand Festival of the Arts in 2014, the premiere arts event in New Zealand and exhibited "*Frances Hodgkins in Kāpiti: The Field Collection*". Through the Festival's marketing and promotion, this event enabled Mahara Gallery to be exposed to over 350,000 people locally and nationwide.

Financial Considerations

- 11 There are no financial implications.

Legal Considerations

- 12 There are no legal considerations.

Delegation

- 13 The Environment and Community Development Committee has delegated authority to consider this matter. Reference Part B.1, 7.8 of the Governance Structure and Delegations which reads:

Authority to receive and approve (as required) annual reports, budgets and plans from organisations funded by the Council through grants funding and contracts for services.

Consultation

- 14 There are no consultation requirements

Policy Implications

- 15 There are no policy implications.

Tāngata Whenua Considerations

- 16 The Partnership Agreement requires Mahara Gallery to reflect the bicultural commitment of the Council through specific targets and service levels. This requirement has been met.

Publicity Considerations

- 17 A media release will be prepared on the success of the Mahara Gallery, as the District's Public Gallery, in all its service areas. This could form the basis for other stories highlighting progress on the Council's priorities in supporting the arts. It would also support the Gallery's fundraising campaign by restating the Council's support for the redevelopment of Mahara Gallery as a permanent home for the Field Collection.

RECOMMENDATIONS

- 18 That the Committee receives The Mahara Gallery Trust Board Annual Report 2013-2014, and notes the Board and Gallery continue to meet the Council's performance targets.

Report prepared by:

Approved for submission by:

Catherine Scollay
Arts & Museums
Development Officer

Tamsin Evans
Group Manager
Community Services

Wayne Maxwell
Group Manager
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ATTACHMENTS:

Appendix 1: Partnership Agreement between Kāpiti Coast District Council and Mahara Gallery Trust Board (1 July 2011 – 30 June 2014), Council Objectives, Services and Performance Targets

Appendix 2: Mahara Gallery Trust Board Annual Report 2013-2014

Appendix 3: Mahara Gallery Audited Accounts 2013-2014

Partnership Agreement between Kāpiti Coast District Council and Mahara Gallery Trust Board (1 July 2011 – 30 June 2014)

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.

Appendix 1

- 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.

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- 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.

Mahara Gallery Trust Board Annual Report

2013 - 2014

Introduction from Mahara Board Chair

The past year has been an extremely productive and lively time at Mahara Gallery. Our team of dedicated staff and hard-working volunteers have persistently realised Mahara Gallery's stated vision of "a vibrant public art and community gallery for Kāpiti which brings people together with local and national art and culture, and celebrates the Field Collection". The success of this vision can be seen in our strong exhibition offerings, popular public programmes, steady visitor numbers, and increased relationships with other institutions both in the local district and further afield in the greater Wellington region.

Work across the gallery has continued to closely align with the Mahara Gallery Trust Board's Strategic Plan for the period 2012-2015. This includes four key priorities:

1. Attract funding, complete the planning, and secure on-going community support for the redevelopment of the Mahara Gallery and establishment of museum-standard housing for the Field Collection, in partnership with the Kāpiti Coast District Council;
2. Build the Gallery into an organisation which has robust governance, business infrastructure, and an operating model which supports its growth and vision, its staff and people, and on-going public and private income and support;
3. Maintain high quality exhibitions and continue strengthening other delivery strands, in particular education; and
4. Build on-going community engagement and support among all stakeholders to enable the achievement of priorities 1-3 inclusive.

On behalf of the Mahara Gallery Board of Trustees I am once again extremely grateful to Janet Bayly who has prepared the following Annual Report, which summarises the significant progress she and the wider team have achieved across all four priorities. None of this would be possible without Janet's unique curatorial and leadership ability.

The Board remains committed to our objectives of delivering the redevelopment project and an on-going programme of arts for the Kāpiti Coast District. We are excited to be planning for the year ahead.

John Mowbray

Introduction

In the past year Mahara Gallery has delivered a strong programme of exhibitions, education, public programmes and publications which combined good representation of local artists and community engagement with outputs of international calibre and reach, highlighting many of Kāpiti's cultural treasures, including the following:

June-July 2013	<i>Reikorangi Potteries: Janet and Wilf Wright</i>	With publication funded by the Deane Endowment Trust
September – November 2013	<i>Wai Ora, Water Life, Te Horo to Ōtaki Children's Creations</i>	With public programme and publication funded by the Philipp Family Foundation
December 2013 – January 2014	<i>Available Light</i>	In partnership with McNamara Gallery
March – April 2014	<i>Frances Hodgkins in Kāpiti, The Field Collection</i>	With publication funded by the Deane Endowment Trust, as part of NZ Festival of Arts 2014
June 2014	<i>Matariki at Mahara, Seven Kāpiti Artists</i>	As part of Matariki Wellington, funded by Wellington Regional Amenities Fund

Alongside this we have made significant achievements in fundraising, capacity building and developing partnership relationships across Kāpiti and greater Wellington in the cultural sector, education sector and local business and museums sector. This has been greatly enhanced by having Pip Howells join Director Janet Bayly as Project Manager for the Mahara Redevelopment, with the support of a grant from the Wellington Regional Amenities Fund.

A Feasibility Study has been completed, with funding from the NZ Lottery Grants Board, confirming that the Mahara Gallery Redevelopment Project is viable, realistic and achievable, in partnership with Kāpiti Coast District Council.

We sincerely thank Council for its on-going support and commitments to Mahara Gallery's operational funding through the Long Term Plan 2012-2032, and to funding one third of the Mahara Gallery Redevelopment project once Mahara Gallery reaches its fundraising goal of \$3million.

We are very pleased to be strongly embedded in Kāpiti Coast District Council's 2012 Strategy for Supporting the Arts which includes its commitment to on-going support of Mahara Gallery, specified in Section 3 under 'Partner and Supporter'; Section 4.4 under Challenges and Opportunities, 'Finding space for a nationally significant collection'; and Section 5.5, 'Arts and economic development'.

The following report outlines how the gallery has continued to meet and exceed its strategic priorities and partnership agreement with Kāpiti Coast District Council.

Strategic Priority One: The Mahara Gallery Redevelopment

“Attract funding, complete the planning, and secure on-going community support for the redevelopment of the Mahara Gallery and establishment of museum-standard housing for the Field Collection, in partnership with the Kāpiti Coast District Council”

Support for the Field Collection:

Throughout the 2013-2014 we presented a series of five small shows profiling four works at a time from the Field Collection. These further informed the public about the collection and the importance of the redevelopment project. We are very fortunate to have the on-going support of the Field Collection Trust whose generosity in loaning the works makes these exhibitions possible.

Two lecture series mounted in partnership with WEA Kāpiti in September 2013 and March 2014 delivered by Peter Ireland and Lynda Mapplebeck gave further context to the Field Collection.

In March and April 2014 we presented the entire Field collection in *Frances Hodgkins in Kāpiti: The Field Collection* as part of the NZ Festival of Arts 2014. Participating in this festival allowed us extensive free promotion to an audience of over 350,000, and was extended by six special events.

This included being a venue for Writers and Readers Festival week, featuring award-winning biographer Jill Trevelyan who attracted a sell-out crowd. The Friends of Te Papa also brought two busloads of Wellington visitors as part of the regional Arts on Tour programme. After visiting Mahara they went on to lunch at Reikorangi Potteries. This was a great example of the benefits of cultural tourism in action.

The exhibition was very well received and attracted nearly 4,000 visitors over seven weeks, a number of them travelling from around New Zealand especially to see it.

At its opening, Minister for Culture and Heritage, Chris Finlayson and Kāpiti Coast District Mayor, Ross Church praised the work of Mahara Gallery in making this significant collection publicly accessible.

During the exhibition many visitors came to the gallery with more information about Hodgkins, the Field Family, and the collection. This included a couple from Australia who used our archival material to identify as a Hodgkins a portrait gifted to their family directly and connected to the Field Collection.

Such stories indicate the amount of research still to be done on the collection, as well as its immense audience appeal. The Deane Endowment Trust enabled us to produce a new catalogue reproducing all the work from the collection in colour.

We were also supported by professional colleagues Avenal McKinnon, Director of the NZ Portrait Gallery; Victoria Robson, International art curator with Te Papa; editor of Hodgkins' letters, Linda Gill, and Field family historian Peter Trim.

Visitor responses to the exhibition included the following comments:

'The art is of international standard but reflects the local area.'

'Wonderful to have the local connection of this collection in Kāpiti.'

Kāpiti artist John Baxter - son of James K. Baxter and Jacqui Sturm, observed in his submission to Kāpiti Coast District Council supporting the Mahara redevelopment in 2012: ***“Frances Hodgkins is to painting what Katherine Mansfield is to literature – i.e., an artist of international standing.”***

We aim to achieve the same level of association between Kāpiti, Wellington and Frances Hodgkins, as is already established for Katherine Mansfield and greater Wellington. Both of these remarkable women are linked through their stories, era, and determined independence; and this is part of the bigger story of Wellington's cultural capital that we can build new events and partnerships around.

A Collection of Acknowledged National Significance:

Part of the Feasibility Study conducted into the Mahara redevelopment project included a document outlining the national cultural significance of the Field Collection and the argument for it remaining in Kāpiti in a public gallery accessible to visitors. Twelve experts wrote supporting letters, including one of 'wholehearted support for the Mahara redevelopment' from Mary Kisler: Senior Curator, Mackelvie Collection, International Art, Auckland City Gallery, 31 July 2013:

Frances Hodgkins' links to Kāpiti, and in particular Waikanae, are well known. Along with several family members she is buried locally, and it was a place of which she spoke fondly in her letters home to family. I think it is vital that the Collection stays in Waikanae, and there could be no better place for it to reside than in a newly refurbished Mahara Gallery'.

...The Gallery's dedication in exhibiting Hodgkins' early works, as well as that of her sister Isabel Field and her father William Hodgkins, has been exemplary. Having an opportunity to permanently house the Field Collection is vital. It also contains a number of important works by artists who played a role in her development as a painter, which will also allow you to contextualise her work fully.

Auckland Art Gallery itself is currently embarking on a large scale project to produce an online catalogue raisonné of Frances Hodgkins' oeuvre, with appropriate links to all the institutions nationwide that are dedicated to collecting and preserving her works. Equally importantly, the website will assist scholars worldwide. Inevitably, this will open up the many institutions in New Zealand who have an invested interest in the works of Frances Hodgkins.

While the larger public galleries have excellent holdings of Hodgkins' works, researchers nationwide have always appreciated the special relevance of the Field Collection to its location. Housed in a redeveloped Mahara Gallery, it can be accessed physically, but also through links to the online catalogue raisonné, allowing your institution to serve as a significant research institution, drawing attention both nationally and internationally.

There can be no doubt about the national cultural significance of the Field Collection, which holds a particular relevance to Kāpiti, its history and cultural identity, and that is where it belongs'.

Mahara Gallery Fundraising:

Building awareness and support for the Field Collection and gathering documentation to acknowledge its national significance have been immensely effective in bolstering the fundraising to redevelop Mahara Gallery.

In January 2014 Mahara Gallery was a successful applicant in gaining a grant of \$50,000 from the Wellington Regional Amenities Fund to employ a Project Manager to assist with the Redevelopment project, and achieve a modest upgrade of our IT requirements. Pip Howells had done some initial work with us in June/July 2013 on a placement from Museum Studies at Victoria University. Since starting with us as Project Manager in early February 2014 she has greatly enhanced our fundraising, marketing and promotion of the gallery on various platforms, including refreshing our website and use of social media, and relationship-building capacity.

Pip has also been preparing major applications to government agencies and liaising closely with Council and the Waikanae Town Centre Transformation project team since May.

In the last six months we have been successful in raising a further \$308,000 towards the redevelopment. This includes a private trust donation of \$50,000 and a significant grant of \$250,000 from the Wellington Community Trust. This brings the amount raised by the Mahara Gallery Trust to \$870,677.

This Wellington Community Trust grant reinforces the value of what the Mahara Gallery Redevelopment project will mean for the greater Wellington region; an area which prides and brands itself on the strength of its arts and cultural offerings. Once redeveloped, Mahara Gallery will sit alongside other institutions in neighbouring districts, such as Pataka in Porirua and the Dowse in Lower Hutt.

Wellington Community Trust is committed to enhancing the Wellington region's reputation as the arts and cultural heart of New Zealand and supports projects which develop our arts infrastructure and retain and grow New Zealand's iconic arts institutions in the region. The Mahara Gallery project ticked many of our boxes."

Dawn Sanders, Acting Chair of the Wellington Community Trust

Council will receive strong return from its one-third investment into this exciting new cultural and building asset for the district, for which the Mahara Gallery Trust is readily fundraising the remaining two thirds.

With the completion and Lotteries acceptance of the Feasibility Study, Mahara Gallery's forthcoming Lotteries World War One Commemorations, Environment and Heritage Grant application has a strong likelihood of success.

The redeveloped Mahara Gallery will also provide a resource and support centre for the advancement of the visual arts both in and beyond the District. We will achieve this, alongside and in support of Council's Arts and Museums Development Officer, Catherine Scollay, by playing a professional advocacy role in the greater Wellington cultural sector, attracting new events and supporters for the arts to the District and presenting an example of a successful arts organisation which can be a trailblazer for others in the District.

We have done this already in contributing to the development of Council's Strategy for Supporting the Arts, contributing our expertise and experience to Council's Public Art Panel, becoming part of the Regional Museums Group and attracting funding support from the Wellington Regional Amenities Fund.

In aid of this, the gallery has been building Kāpiti district partnerships and relationships by supporting the formation and assisting with strategic planning

for the Discover Kāpiti Heritage Group. Mahara Gallery is working with seven Kāpiti Museums in developing and presenting a Discover Kāpiti Heritage event on January 18, 2015. Pip's contribution to this group will assist in strengthening the presentation of the collective cultural assets of Kāpiti district and developing a unique identity which will encourage greater visitation to and awareness of its many cultural assets and amenities.

Strategic Priority Two:

Building a Strong Organisation for the Future

“Build the Gallery into an organisation which has robust governance, business infrastructure, and an operating model which supports its growth and vision, its staff and people, and on-going public and private income and support.”

Feasibility Study:

A Feasibility Study for the Mahara Gallery Redevelopment project was developed in 2013 by independent museum consultant Richard Arlidge, and funded by the New Zealand Lottery Grants Board. His assessment found the gallery's current operations to be robust, and its redevelopment plans viable and realistic. The Statement of Feasibility reads as follows:

“The proposal for a major redevelopment of the Mahara Gallery will greatly increase the standard of accommodation for the presentation of exhibitions, enabling the Gallery to present a wider range of exhibitions and associated public programmes. There will be an environmentally controlled storage area for the permanent care of the Field Collection.

The public facilities will be greatly improved and visitors should find the new building a more accessible and pleasurable experience. The enhanced facility will enable the Gallery to borrow works from a range of collectors and other cultural institutions that will be confident that their collections will be housed in a stable and secure environment that meets all museological standards. The professional reputation of the institution will be enhanced.

The commitment by the Kāpiti Coast District Council to on-going operational funding for the institution reflects the local authority's commitment to the Mahara Gallery as the Kāpiti Coast's district public art gallery. This base operational funding provided by Kāpiti Coast District Council and the ability of the MGT to generate a significant percentage of its own income will enable the MGT to operate a professionally run public art gallery with associated education and visitor programmes.

The Kāpiti Coast District Council commitment to fund on-going external maintenance and depreciation on the building will enable the MGT to focus on the operation of the Gallery. (The Kāpiti Coast District Council meeting in November 2014 has the Agreement for the Mahara Gallery Redevelopment on the Agenda).

The capital outlay is realistic in terms of its community and the fundraising targets are achievable. The MG is a well-established and professionally operated institution with a history of developing professionally curated exhibitions and producing associated publications and a range of public programmes.

The proposed redevelopment will provide greatly improved exhibition capacity, a functional educational space, enhanced staff work areas and improved public access. These factors will enable the Gallery to deliver a greater level and quality of service to residents and visitors.

The current governance structure meets the current needs and requirements of Kāpiti Coast District Council. The governance structure may evolve in the event that the proposed amalgamation within the greater Wellington region goes ahead.

The MG has been a community initiated and led institution that while operating on a limited budget has been fiscally responsible, culturally inclusive, representative, fit for purpose and publically accountable.

The upgrade to the Waikanae Library will create a closer linkage between the Library and Gallery and will assist the higher visitor numbers targeted by the Gallery.”

Wellington Regional Community Award Winner, Friends of Mahara, and New Gallery Patron:

Mahara Gallery received the Runners-Up Award in August 2013 in the Arts & Culture category of the Wellington Regional Community Awards made by the Wellington Airport and Wellington Community Trust. This acknowledged the strong role that volunteers have played in the formation and continued growth of Mahara Gallery for over 16 years.

The Friends of Mahara mounted two fundraising events in 2013 at Shoreline Cinema for the redevelopment. Individual Friends further support Mahara by often adding personal donations to their subscription or becoming more hands-on volunteers. The Friends of Mahara have joined forces with the Te Papa Friends in the past year for shared events, including two busloads who visited *Frances Hodgkins in Kāpiti*, *The Field Collection*, while Mahara Friends were special guests for Te Papa exhibitions.

The gallery was also used as a venue for several community meetings and the launch of a new legal practice whose venue hire fee went towards the redevelopment. Queenie Rikihana-Hyland and Te Atiawa ki Whakarongotai Marae Committee held a hangi fundraiser for the gallery redevelopment on Saturday 19 October, which was very well received by the public.

We were thrilled to be joined by our new patron, Gillian, Lady Deane, in June 2014, who is offering strong support and advice for the fundraising programme. As recipient of the Arts Foundation ‘Patron of the Arts Award’ in 2009 with her husband Sir Roderick Deane, she will prove a powerful advocate for the gallery's future. Lady Deane’s patronage is an honour for Mahara Gallery, and an endorsement of the gallery’s success.

Strategic Priority Three: High Quality Delivery

“Maintain high quality exhibitions and continue strengthening other delivery strands, in particular education.”

Local, National, and International Visitors to Mahara:

Mark Amery highlighted *Reikorangi Potteries: Janet and Wilf Wright* as a ‘Must See’ in his Dominion Post arts column (21 August 2013): ***In this beautifully assembled show there’s generosity and joy in the way this steadfast couple, and the world around it, is considered.***

Opened by Bishop Justin Duckworth, the show drew strong crowds for several special events, with nearly 3,000 visitors, a number of whom travelled from around New Zealand and Australia to see it. It celebrated the cultural achievements and tourism attractions developed by the Wrights in over fifty years based in the Reikorangi Valley. This was the latest in an on-going series of survey shows highlighting a significant Kāpiti artist/s with a national reputation and attracting both local and national audiences.

Significant Education Partnership:

Wai Ora/ Water Life (September to November 2013) was our second major art and environmental project delivered in partnership with Ngā Manu Nature Reserve and generously supported by the Philipp Family Foundation.

We worked with 220 children from six schools from Te Horo to Ōtaki through July and August, including Te Kura a iwi o Whakatupuranga Rua Mano and Kura Kaupapa Māori o Te Rito, and five local artists, weavers and poets.

The bicultural contributions from the kura added richly to this show. Te Kura Kaupapa Māori o Te Rito wove three special korowai and composed a waiata which they performed at the opening. Te Kura o te iwi ā Whakatupuranga Rua Mano composed poems in Te reo, and Koro Don te Maipi composed a whakatau with which he blessed the exhibition and the book which followed.

Over six weeks between November and mid-December the children's artwork was also rotated through Ōtaki Library and the award-winning works displayed until March in Te Whare Toi at Te Wananga o Raukawa, which drew excellent feedback from the Ōtaki community.

Pam Coleman, Kāpiti Children's Librarian:

Many people, particularly Whanau, came into the library to specifically view their children's work. This gave them a sense of value and pride. it was a worthwhile venture and Kāpiti Libraries would be pleased to be involved with planning another event.

The Philipp Foundation is offering further support for annual projects to Mahara of a similar nature. Dr Robin Philipp sees this as an innovative model for projects he is developing internationally. On the ground the PFF support enables us to develop a sophisticated education programme with a small number of Kāpiti primary schools each year, which also have significant beneficial community outcomes, despite not having a dedicated education staff member.

In an excerpt from his foreword for the forthcoming publication for the third Mahara-Ngā Manu art project (2014, Robin Philipp comments:

As Trustees of the Philipp Family Foundation (PFF) we are delighted to support Mahara Gallery and Ngā Manu Nature Reserve with their fascinating, innovative art project work involving primary schools on the Kāpiti Coast for a third consecutive year.

It is particularly pleasing to find that since it was started in 2012 with Waikanae and Kapanui Primary Schools, interest in the project has extended much more widely along the coast.

This interest among pupils, teachers and visiting artists and the high quality of art works, combined together with practical, hands-on experience by the children in gaining an understanding at Ngā Manu of the importance of the health and ecology of our waterways and native fauna and flora, is exciting.

It helps to foster wider appreciation in our community of the values of our natural environment, what we can as individuals attain from them in support of our health and wellbeing, and their importance to us all for sustainable development in our ever-changing world.

The NZ Local Government Act, 2002, drew attention to these aspects in its requirement of Local Authorities to address four key components of community wellbeing, viz. economic, cultural, social and environmental. We believe these areas are interdependent and that this Mahara-Ngā Manu art project is an excellent example of what can successfully be accomplished.

The motto of PFF: Everything in life is connected, aims to encapsulate this interdependence.

Strategic Priority Four: Engagement and Support

“Build on-going community engagement and support among all stakeholders to enable the achievement of priorities 1-3 inclusive.”

Mahara Gallery Engaging With Regional Partnerships across Kāpiti and Greater Wellington:

There is a focus in the museum sector on building stronger partnerships between cultural organisations across the greater Wellington region. Mahara Gallery has joined the Regional Museums Group which includes Museum of New Zealand Te Papa Tongarewa, Pataka + Art Museum, the Dowse Art Museum, Expressions Art and Entertainment Centre, and the Wellington Museums Trust, City Gallery Wellington, Museum of Wellington City and Sea; and Aratoi Wairarapa Museum of Art & History.

One of the highly successful outcomes of this grouping in 2013-14 was receiving funding of \$150,000 from the Wellington Regional Amenities Fund to market *Matariki Wellington*, which included 100 events for Matariki Wellington across the region in June 2014. Mahara Gallery joined a consortium of eight galleries and museums including Te Papa, Pataka, the Dowse, Expressions, the City Gallery Wellington, Museum of Wellington City and Sea and Carter Observatory.

Matariki Wellington Festival, *Matariki at Mahara, June 2014:*

Mahara Gallery benefited through increased audiences and a higher regional profile through extensive promotion and marketing which went regionally, nationally and internationally, and through the strengthening of regional partnerships. We also became the Waikanae hub for Matariki events in partnership with Kāpiti Coast District Libraries, and cross-promoted events at Paraparaumu and Ōtaki Libraries through the extra channels provided by WRAF funding. These included television, radio, web, social media, Wellington bus backs, print, and a dedicated high print-run brochure.

'Great exhibition and great that it's artists from the Kāpiti area.'

'Think it is an excellent idea to celebrate Matariki. Convenient to attend at Mahara Gallery. I enjoy visiting this gallery.'

Regional Visitors to Mahara:

Wellington visitors increasingly travel to us by train, and describe us as an exciting new discovery. We receive regular group visits from art and education groups from Palmerston North, the Hutt Valley, Wanganui and Mana as well as Wellington city.

Our participation in the 3rd Museums Aotearoa Annual Visitor Survey during the Festival/Field Collection exhibition confirmed that our audiences are almost evenly split between local visitors (around 38%) and regional Wellington visitors (around 40%), while 23% are national and international visitors. Collectively they report a high satisfaction rate of 8 out of 10 with the gallery.

We found the same proportion of 23% national and international visitors in the visitor survey we conducted during *Matariki Wellington* at Mahara during June-July 2014.

Waikanae Town Centre Project:

In May 2014 Kāpiti Coast District Council announced plans to redevelop the Waikanae Town Centre. Mahara Gallery has a strong role to play in the future of Waikanae, having had a partnership with Council since 2002, and for over twelve years has delivered a highly successful regional gallery in modest premises for a very modest budget by regional gallery standards.

As indicated above, Mahara Gallery is already a cultural destination that brings visitors to Waikanae who in turn bring their business to our local shops and cafes.

For the past four years we have been working on developing a new building asset for the Council which will greatly enhance the Waikanae town centre and become an anchor project for it.

The focus on arts and culture which is already established here will become more tangibly and visibly reflected in the Waikanae town centre when the Gallery is rebuilt.

Mahara Gallery is strongly endorsed as a key asset to the township by the Waikanae business group who we have been in close consultation with in particular since the WTC project was launched.

Local business retailers have expressed support for a revitalised Waikanae town centre having a strong arts and culture identity with Mahara Gallery and the Waikanae Library as key elements of that alongside Whakarongotai marae.

**2013-2014 Delivery of
Council Objectives, Services, and Performance Targets
as set out in the
Partnership Agreement between
Mahara Gallery Trust and Kāpiti Coast District Council**

- 1. Council objective: Develop and foster the practice and appreciation of the 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.

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:

Reikorangi Potteries: Janet and Wilf Wright
7 July – 1 September 2013

New SPACE

Put it there, an exhibition of objects

Catherine Macdonald and Frances Stachl
7 July – 4 August 2013

Another Stillness

Sophie Saunders
6 August – 1 September 2013

Attendance: 2,758

Of Innocence and Experience

Tom Armstrong
6 September – 6 October 2013

Wai Ora, Water Life

Te Horo to Ōtaki Children's Creations

7 September – 24 November 2013

Te Ara o te Ringa o Maui, The Path of the Left Hand

Matene Climie
8 October – 24 November 2013

Arohaehae, Raranga, Whiri, Whatu

Adrienne Spratt
15 November – 15 December 2013

Attendance: 2,863

Mantle, Frances Jill Studd

17 December 2013 - 2 February 2014

Available light, imagining more than we see

1 December – 26 January 2014

Attendance: 1,614

Spirit Tree: Robert Franken, Anneke Borren, Gerard McCabe, Gillian Rainer, Stephen Myhre

1 – 23 February 2014

New SPACE

Arohanui te Ra o Waitangi

8-23 February 2014

Attendance : 1,079

Frances Hodgkins in Kāpiti: The Field Collection

1 March – 20 April 2014

Attendance: 3,710

Stag Spooner: Those Wild Men of the Bush

26 April – 8 June 2014

John Lawrence: *The Human Expression*

26 April – 8 June 2014

New SPACE

Jack Penman : *Party Lines : The Story of Waikanae's Early Telephone Exchange*

26 April – 8 June 2014

Attendance : 1,511

New SPACE

Matariki at Mahara

13 June - 30 June 2014

Seven Kāpiti Artists

14 June - 27 July 2014

Attendance to 30 June: 1,181

Total Exhibition Attendance: 14,716

Public Programme events and attendance numbers are listed under Council Objective 5.

At the end of this document 2,200 visitors to the *Wai Ora* exhibition outreach to Ōtaki have been added to the above figure, to create the following total annual visitor numbers:

Annual Visitor numbers: 16,916

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.

- Matene Climie, a degree student and administrator at Te Whakarākai, Maori Design and Art programme in Te Wananga O Raukawa, exhibited in New SPACE in October, with *Te Ara Ringa o Maui, The Path of the Left Hand*.
- Adrienne Spratt showed weaving in November in *Arohaehae, Raranga, Whiri, Whatu*, an exhibition towards the completion of her Masters in Maori Visual Arts from Te Putahi a Toi, Massey University. *Arohaehae* was blessed by Koro Don te Maipi and opened by Queenie Rikihana-Hyland. Both shows were well supported by weavers, tutors, whanau and professional colleagues from Ōtaki, Palmerston North and Porirua.
- Children from Te Kura Kaupapa Māori o Te Rito, and Te Kura a Iwi o Whakatapuranga Rua Mano were included in the *Wai Ora/ Water Life* project in September – November. Parts of this exhibition were then shown in Ōtaki Library and Te Whare Toi at Te Wananga o Raukawa.
- *Arohanui Te Ra o Waitangi* came from Ōtaki Museum after Waitangi Day into New SPACE from 8 – 22 February 2014. Monica Fraser and Tiriata Thorne helped install it and we plan to work more closely with them in future.
- *Matariki at Mahara* provided a new focus to mid-year exhibitions and events this year and included working with local iwi as well as other artists. The opening event on June 13 with 40 children from Kapanui School doing kapahaka in Mahara Place for a delighted lunchtime audience. Public feedback and response to the show has been excellent.

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.

- Mahara Gallery features regularly in the *Dominion Post's* bi-weekly Arts column, which gives free editorial, and advertise in the new *Capital* (monthly) and *Fishhead* magazine (quarterly).
- Director does regular interviews with Coast Access Radio and Kāpiti's Beach FM 106.3
- In late 2013 Mahara started sponsoring *thread*, a two-weekly local arts paper, which is a lively local outlet for arts and culture events. We have occasional short articles in it. Editor and designer Ceira Hopley volunteered at Mahara where she updated our website and Facebook.
- *thread* reappeared as *Seen* in May 2014, and Mahara's advertising costs became covered by Pip doing local deliveries while connecting with local business people.

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

- *Frances Hodgkins in Kāpiti, The Field Collection* was developed for the NZ Festival of the Arts 2014 programme, which is the premiere arts event in New Zealand, and enables Mahara to reach wide audiences of over 350,000 through extensive marketing and promotion.
- We advertised *Frances Hodgkins in Kāpiti* in the latest issue of *Art News*, Autumn 2014, with 1,000 run-on flyers.
- *Art News* also gave us a free editorial feature on the show, p123
- Mahara featured in *Capital* Issue 8, February 2014, under 'Locals at Writers Week' for our New Zealand Festival event with Jill Trevelyan, and also ran an ad
- Mahara advertised *Frances Hodgkins in Kāpiti* in the latest issue of *Art New Zealand*, No 149, Autumn 2014.
- Mahara placed a special Festival ad in *ArtZone*, No 53, 2014
- Mahara appeared in the *Dominion Post's* Capital Day column, February 28, 2014, for the first week of *Frances Hodgkins in Kāpiti*

- A two page article by Riemke Ensing was published in *Art New Zealand*, No 150, Winter 2014.

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

- Mahara's new book, *Frances Hodgkins in Kāpiti, The Field Collection*, with 48 pp and full-colour reproductions of all work in the Field Collection, was launched at the exhibition opening on 28 February, supported by the Deane Endowment Trust and Mowbray Collectables, and is selling well at \$25 retail. Robyn Kahukiwa, Mirek Smisek and Frances Hodgkins' catalogues and *The Art of the Garden* book continue to market the Mahara Gallery and Council brand across the greater Wellington region, nationally and internationally. *Native Habitats, Waikanae Children's Creations* (2012), has reached UK and European audiences through Dr Philipp. and *Wai Ora, Water Life* joined it in 2013 Orders continue for our books through library suppliers and bookshops.
- More regional visitors come here by train, and spend time exploring in the area after their visit to Mahara.
- Council-sponsored 6 weekly column continues in the *Kāpiti Observer*
- Mahara advertises in *Art Zone*, with listings 4 times a year, and half page advertising, twice a year
- Mahara advertises in *Capital* magazine six times a year. They ran a free editorial on our new Reikorangi Potteries book in September 2013 issue.
- Mahara advertises in *Capital* magazine six times a year. They ran a free editorial on our new Reikorangi Potteries book in September 2013 issue.
- Mahara advertises in and runs listings in the national magazine *ArtNews*, 1/3 page colour ad twice a year, with 1000 run-ons supplied (DL colour card).
- Mahara advertised in *North & South*, January 2014, which had a Kāpiti focus.
- *ArtZone* ran an editorial feature with an architect's image of the new concept, titled 'Half-Way There', on progress with Mahara's redevelopment, No 51 2013, pg. 44

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

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

- Council's Strategy for Supporting the Arts (2012) includes its commitment to ongoing support of Mahara Gallery, specified in Section 3 under 'Partner and Supporter'; Section 4.4 under Challenges and Opportunities, 'Finding space for a nationally significant collection'; and Section 5.5, 'Arts and economic development'
- Director Janet Bayly has joined Council's Public Art Panel, and had input into the Public Arts Policy
- Redevelopment Project Manager Pip Howells attends Kāpiti Museums Discover Heritage Group meetings and is providing support for strategic planning and development of the Kāpiti Heritage Day event 2015
- Janet presented information on *Native Habitats* and *Wai Ora* projects to Educators' Hui at the Dowse Art Museum on 30 September 2013
- Janet and Pip attended the Museums Aotearoa Conference 2014 in at MTG Napier from 2 – 5 April 2014
- Mahara participated in the 3rd Museums Aotearoa supported Strategic Pay Survey, for the previous financial year.
- Mahara participated in the 4th Museums Aotearoa National Visitor Survey from 4-9 March 2014 during the Festival show.
- Janet attended the Wellington Decorative and Fine Arts Society meeting with guest speaker Cornish art historian David Tovey on 'Frances Hodgkins in Wartime St Ives' on May 12, 2014.
- Pip and Janet attended forums and meetings on the Waikanae Town Centre Transformation project since May 2014.
- Janet and Pip attended regular meetings for the Wellington Regional Museums group, and the Matariki Wellington group funded by the Wellington Regional Amenity Fund.
- Janet was an invited adviser to the Palmerston North Public Sculpture Trust on their 8th project in July 2013.
- Janet visited Dunedin Public Art Gallery in July 2013 to view *Colour and Light*, a collection of artworks by Frances Hodgkins recently acquired by Auckland City Gallery related to the Field Collection.

- Janet visited Dunedin Public Art Gallery in February 2014 to view *In Speculum*, curated from DPAG's Frances Hodgkins' collection; also the Forrester Gallery and Janet Frame House in Oamaru.
- Director and Project Manager have networked widely with museum and gallery sector professionals locally, regionally and nationally.

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

Target: Explore opportunities and partnerships to develop a youth-based project or exhibition

Target: Work with 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)

- *Wai Ora / Water Life* is an extended children's art exhibition project from Native Habitats (2012), supported by the Philipp Family Foundation, and in partnership with Nga Manu Nature Reserve. It involved six Ōtaki primary schools, and ran from 6 September 2013 and until 24 November. It was also taken to Ōtaki and mounted in successive small shows in the Children's section of Ōtaki Library between early November and mid-December; then the award-winning works taken for display at Te Whare Toi in Ōtaki from mid-December until the end of February. It received a very strong response in Ōtaki from whanau who could not travel to see it in Waikanae.
- Mahara Arts Review, which has run for five years, is being refreshed and will run biennially from this year onwards. Our annual local artist's group show this year shifted to a more concentrated focus on seven local artists who each showed a larger group of work. This supported the further development of their ideas and artistic practice, and allowed audiences to gain a deeper experience of their work. Good feedback and visitor numbers were received.
- Our third youth-focused exhibition planned for September 2014 will again be supported by the Philipp Family Foundation in partnership with Nga Manu, offering a rich experience of gallery visits and environmental workshops followed up by artists working with children back in their classrooms, and culminating in a book and exhibition. It involves several month's forward planning with schools and Nga Manu.
- New SPACE shows featured local artists Sophie Saunders, Tom Armstrong, Matene Climie, Adrienne Spratt, Frances Jill Studd and Jack Penman, and also Catherine Macdonald and Frances Stachl.

**Public Programmes held in or developed by Mahara Gallery
1 July 2013 - June 30, 2014**

- Friends event, with Janet and Wilf Wright
Sunday 4 August, 12 noon
Attendance: 30
- Friends Fundraiser, Film Screening of *Munch 150* at Shoreline Cinema
Thursday 8 August, 5.45 – 7.30pm
Attendance: 40
- WEA, From Plato to Nato #2, with Peter Ireland
Friday 9 August
Attendance: 12
- Reikorangi Potteries Book launch
Friday 16 August, 3-4pm
Attendance: 20
- Waikanae Business Community meeting
Friday 16 August, 5.30-8pm
Attendance: 20
- WEA, From Plato to Nato #3, with Peter Ireland
Friday 23 August
Attendance: 12
- Opening *Wai Ora, Water Life, Frances Hodgkins & the Field Collection*, & Tom Armstrong, *Of Innocence & Experience*
Friday 6 September, 3.45
Attendance: 180
- WEA, From Plato to Nato #4, with Peter Ireland
Friday 6 September
Attendance: 12
- Floortalk with Irene Mackle for Philipp Family Foundation
11 September 11am
Attendance: 10
- Kapanui School visit (new entrants class)
11 September 12 noon
Attendance: 16
- Friends Event at Te Papa exhibition visit for *The Impressionists*
11 September 6pm
Attendance: 3

- Floortalk with Janet Bayly on *Frances Hodgkins & the Field Collection*
18 September 11am
Attendance: 3
- Launch of 'Best Practice' Waikanae Law Firm
19 September 5.30-7.30pm
Attendance: 55
- WEA Course with Peter Ireland Plato to Nato #5, *Art & Colonisation*
20 September 7.15pm – 8.30pm
Attendance: 12
- WEA Course with Peter Ireland Plato to Nato # 6, *Art & Power*
4 October 7.15pm – 8.30pm
Attendance: 12
- Opening of Matene Climie Exhibition in New SPACE: *Te Ara o te Ringa Māui, The Path of the Left Hand*
11 October 4pm
Attendance: 17
- Community Forum Education Sector (Pre-school to High School)
15 October 4 pm
Attendance: 5
- Community Forum Education Sector (Tertiary – U3A)
16 October 7pm
Attendance: 9
- Hangi Meeting and welcome onto Whakarongotai Marae
17 October
Attendance: 12 from Mahara Gallery
- Hangi Fundraiser with Whakarongotai Marae
18 October
200 Meals sold out
15 attending
- Waikanae Art Windows , Pamella Annsouth
2-3 November
- Kāpiti Arts Trail, including Wai Ora Book Launch at Nga Manu Nature Reserve and Mahara Gallery
2 – 3 November
Attendance: 345
- Opening *Arohaehae*, by Adrienne Spratt
15 November, 4pm
Attendance: 30
- Floor talk, 'The prose of poetry' by Peter Ireland

Saturday 30 November, 4pm
Attendance: 40

- Opening, *Available light*, imagining more than we see, and *Frances Hodgkins & the Field Collection 4*

Saturday 30 November, 5.30
Attendance: 70

- *Wai Ora* outreach exhibitions
Ōtaki Library Children's section
Attendance: 2,000 (low estimate from 16,742 visitors to Ōtaki Library during this period)

- Opening, *Mantle*, Frances Jill Studd, and Christmas party
Tuesday 17 December, 4pm
Attendance: 50

- Opening *Spirit Tree*, Saturday 1 February at 5pm
Attendance: 130

- Opening, *Frances Hodgkins in Kāpiti: The Field Collection*
Friday 28 February, 5pm
Attendance: 132

- Outreach exhibition, *Wai Ora ki Tonga*

Te Whare Toi, Te Wananga o Raukawa
Attendance: 200

- Floortalk by Linda Gill, editor of *Letters of Frances Hodgkins*
Sunday 2 March, 2pm
Attendance: 20

- Floortalk by Rebecca Rice, Curator Historical New Zealand Art, Te Papa, as part of Arts on Tour supported by Wellington Regional Amenity Fund and Friends of Te Papa, followed by lunch at Reikorangi Potteries for AoT guests
Wednesday 5 March, 11am
Attendance: 60

- New Zealand Festival Writers Week, Jill Trevelyan on her new biography *Peter McLeavey, The Life and Times of a New Zealand Art Dealer*
Sunday 9 March, 4pm
Attendance: 60 (Ticketed event: \$18-00)

- 'Pioneers, Professionals and Expatriates', Lecture series given by Lynda Mapplebeck in partnership with Kāpiti WEA
Wednesday 5 March, 4pm
Attendance: 12

- Opening, *Stag Spooner, John Lawrence, Jack Penman*
Saturday 26 April, 5pm
Attendance: 146
- WEA talk 'Pioneers, Professionals and Expats: paintings from the Field Collection' by Paraparaumu College art history teacher Lynda Mapplebeck
Wednesday 19 March, 4pm
Attendance: 11
- Friends Event, Talk with Field family historian and writer Peter Trim at Waikanae Cemetery where Frances Hodgkins is interred.
Sunday 23 March, 3.15 pm
Attendance: 26
- Friends Event, Floortalk with Field family historian and writer Peter Trim at Mahara Gallery
Sunday 23 March, 4pm
Attendance: 46
- WEA talk 'Pioneers, Professionals and Expats: paintings from the Field Collection' by Paraparaumu College art history teacher Lynda Mapplebeck
Wednesday 26 March, 4pm
Attendance: 12
- Floortalk with Avenal McKinnon, Frances Hodgkins curator and Director NZ Portrait Gallery
Sunday 30 March, 2pm
Attendance: 40
- WEA talk 'Pioneers, Professionals and Expats: paintings from the Field Collection' by Paraparaumu College art history teacher Lynda Mapplebeck
Wednesday 2 April, 4pm
Attendance: 8
- WEA talk 'Pioneers, Professionals and Expats: paintings from the Field Collection' by Paraparaumu College art history teacher Lynda Mapplebeck
Wednesday 9 April, 4pm
Attendance: 8
- Floortalk with Dr Rebecca Rice, Curator NZ Historical Art, Te Papa, attended by Arts on Tour and the Friends of Te Papa, followed by lunch at Reikorangi Potteries, Waikanae (this second tour was due to popular demand)
Thursday 10 April, 11 am
Attendance: 46
- Lower Hutt Probus Group, talk with Peter Trim
Friday 11 April, 11am
Attendance: 9
- Waikanae Easter Market stall
Saturday 19 April, 9 am
Attendance in gallery: 443
- Anna Bailey Puppeteer, with portrait painter 'Enid'

Saturday 19 April, 10.30 – 11.30 am
Attendance: 120

- Humanimals, children's mask-making workshop, with artist Angélique Monaghan
Wednesday 30 April, 10 am – 12 pm
Attendance: 4
- Humanimals, children's mask making workshop
Thursday 1 May, 10am – 12pm
Attendance: 13
- Humanimals, children's mask making workshop
Friday 2 May, 10 am – 12pm
Attendance: 7
- Curator floortalk, Chris Maclean in *Stag Spooner, Those Wild Men of the Bush*
May 21, 11am
Attendance: 32
- Opening, *Matariki at Mahara*
Friday June 13, 12.15pm with blessing by Koro Don te Maipi and 40 students
from Kapapanui kapahaka performing in Mahara Place
Attendance: 224
- *Opening Seven Kāpiti Artists*, launched by Mayor Ross Church
Saturday 14 June, 5pm
Attendance: 145
- School visit: Kapanui School with artist Helen Forrest
Tuesday 24 June, 10am-11.30
Attendance: 50
- School visit: Kāpiti College, Year 10
Tuesday 24 June, 1.30-2.45pm
Attendance: 30

Total attendance: 5,213

Appendix 3:

Mahara Gallery Financial Statements 2013-2014