

ANNUAL REPORT 2020/2021

**CREATIVE
NORTHLAND**

Photo supplied by Tania Whetū (Circus Kumarani)

*Connecting, empowering and growing
Northland's Creative Sector*

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Acknowledgement to Funders

First and foremost, Creative Northland would like to acknowledge regional and local councils support for community groups, businesses and ratepayers impacted by COVID-19. The COVID-19 Relief packages established addressed important financial needs within the community and helped towards strengthening the local economy and community wellbeing.

Creative Northland are very grateful for the level of funding received from the organisation's primary funders Whangārei District Council and Foundation North that showed great support. Creative Northland acknowledges Creative New Zealand for the significant contribution towards not just towards Creative Northland but to other Northland organisations and creative practitioners whom they invested in significantly.

And finally, those organisations who Creative Northland work closely with throughout the year. The provision of sponsorship, discounted services, generous in-kind support and advice has been invaluable: Of note are Resene, NorthTec, Creative Technology Northland, Northland Inc and NorthChamber. Hihiaua Cultural Centre, Kiwi North, OneOneSix, Whangārei Youth Space, Facebox, Vital Signs, Plus Chartered Accountants, Ray White Real Estate and volunteer services Lions International, Rotary Club of Whangārei South.

Without the support of major funders and other organisations Creative Northland would not have been able to deliver the high level of events and projects this year, considering the interruption of COVID-19 there was a great amount of activity that Creative Northland has been able to report back on.



The Chair's Report



Tēnā koutou katoa

In extremely challenging times for our arts community, Creative Northland continues to work hard to provide leadership, partner with our stakeholders and support a

comprehensive and forward-thinking strategy that will impact positively on the arts, culture and heritage sector. The arts are an integral contributor to the wellbeing of our hapori as well as traditionally being a major contributor to our Tai Tokerau economy.

Our work to help set the arts strategies for Tai Tokerau requires a lot of thought and input from many people, people who value the arts and understand the challenges, opportunities and benefits for our rohe. We thank those that gave their time, views and challenges during our public consultation. It is crucial that our communities' voices are heard.

To our small but awesome management and operational tīma at Creative Northland I thank you on behalf of the

Board and our wider hapori for the innovative ways you have approached this last year. Led by our General Manager Hinurewa te Hau you have successfully delivered voice, strategy and actions to support our arts community. You should be proud of what has been achieved.

To my fellow board members and retiring Chair Benjamin Pittman you have all given your time freely and without hesitation. Thank you for that support of our arts community.

We acknowledge the major support of Whangārei District Council, Foundation North and Creative New Zealand and the support of all other funders of the projects and research we do.

And as these uncertain and challenging times continue we as all organisations will continue to evolve and I look forward to seeing our continued hīkoi to support the arts.

Ngā mihi maioha
Phil Alexander-Crawford
Chairperson
Creative Northland

The Creative Northland Board



Phil Alexander-Crawford
Chairperson



Geoff Bartlett
Trustee



Carol Ashton
Trustee



Ataria Sharman
Trustee



Carol Peters
Trustee (Councillor WDC)

The Creative Northland Team



Hinurewa te Hau
General Manager



Olivia Garelja
Creative Adviser



Melanie Chandler-
Winters
Creative Adviser



Nick Andrews
Accounts



Mariah Mane
Marketing & Admin



Vaanipriya Diwan
Digital Creator



Janet Nixon
Creative Business
Skills Workshops

Farewell to Trustee and Team members

In this financial year Creative Northland said good bye to Dr Benjamin Pittman who resigned in April 2021 and had been an esteemed leader since 2017. Creative Northland also said farewell to team members Lenny Murupaenga (Creative Adviser), Jolene Pascoe (Creative Advisor), and Jeri Te Aarii (Archives Intern)



Dr Benjamin
Pittman



Lenny
Murupaenga



Jolene Pascoe



Jeri Te Aarii

The General Manager's Report



As we come to the end of our second year of living with Covid-19, I am cautiously optimistic about the prospect for culture and creativity in Northland. We all hope that the coming months will see audiences continuing to return and visitor numbers grow as we begin to heal from the damage wrought by the pandemic. But as we look forward, we should also acknowledge the sustaining role that arts organisations, museums, galleries and libraries have already played throughout this crisis.

I believe in the power of culture as a force for good, and it has been heartening to see the lengths to which cultural organisations have gone to over the last year to continue making a positive impact across the region and New Zealand in general.

- There have been many brilliant displays of innovation and community spirit, there are many examples such as:
- Drawing our Heritage Exhibition at Kiwi North where they asked our artists to consider their places with an artistic and creative purpose to produce new works for exhibition. As visitors you can appreciate our heritage by seeing it through new eyes. Textures, colours, shapes, physical locations and personal histories were reworked to produce an array of media, including ink on canvas, photography, multimedia, prints, carving, and oil and acrylic paintings.
- Toi Ngāpuhi launched themselves over a year ago have been creating Te Toi Mahara Summit - an open conversational space for essential cultural and creative themes and art forms including Tā Moko, Whare Whakairo, Te Mahi Hoahoa Whare and Mātiro Whakamua, to show us what Toi Ngāpuhi can be in the future.
- Taku Korero a programme developed by Rhonda Kite (Te Aupouri) launched a collaborative learning workshop centred on the production of a world-class Interactive app and uploaded to the international app stores. Aimed at rangatahi to tap into their creative writing, storytelling, art and technology.

- Tai Huri Films, Stories of Ancestry – a screen production and storytelling residency for rangatahi Māori aged between 15 and 25 years from remote areas of Te Tai Tokerau, providing foundational skills to inspire the next generation of Māori storytellers to reimagine local history and pursue further education in film and digital media arts.
- AwhiWorld have created a number of projection mapping based experiences in Northland including light festivals getting emerging creatives (older youth) involved to build their creative technology/digital arts portfolio and established traditional artists who are keen to try a new medium or platform.
- Te Pu o te Wheke is an open gallery space, run as a co-operative of artists supporting and working alongside people and families with experience of mental distress. They received Creative Spaces funding from the Ministry of Culture and Heritage - the only community-focused Tai Tokerau initiative to be successful. There kaupapa - providing a place to share ideas and inspiration and support to each other to make art happen.

Then there is Akau Studios who are empowering TaiTamariki through design. They create opportunities for youth to be involved in the design of REAL projects in their community. The Camera Obscura is an amazing feat of architectural prowess, precision and location.

The fact that there has been such demand for cultural organisations to continue their work, even during this crisis, demonstrates the enormous value that people place on culture. It also reminds all of us at Creative Northland why we do what we do. Although our work may sometimes appear technical or bureaucratic, the big picture is about one thing – making people happier.

There is huge potential for culture to continue doing that as we emerge from the pandemic. People are feeling isolated and disconnected after a year of lockdown. Many of us feel uncertain about how to readjust to a more normal way of life.

The General Manager's Report Cont.



Community spirit and social lives have been superseded by the need for safety, and town centres have been hollowed out by the collapse of retail businesses, an ongoing process accelerated by Covid-19.

Culture can help us to thrive again. Museums, libraries, theatres, galleries, music venues, arts centres and other cultural organisations can provide opportunities for people to make connections with those around them,

to express their feelings about what they have been through, and to feel pride in where they live. They can strengthen community ties, bringing together people from different backgrounds to celebrate their creativity, shared interests, history and heritage. That can only happen though, if culture makes an effort to reach a wider audience. Too many people in Northland still feel that culture isn't for them – they feel that a career in the creative industries is out of reach, they don't feel that their creativity is valued, and they don't feel welcome in cultural spaces.

So, there is more for us to do to make things fairer. Creative Northland invests time, resources into people across the region and this is reflective in the valuation of in-kind contribution in this 2020/2021 year. We have to make sure that our funding delivers a return for everyone, in a way that complements local and central government.

When one reflects on where we were this time last year, the Northland arts sector has shown a level of resilience that has to be admired and celebrated. Creative New Zealand's - New Zealanders and the Arts: attitudes, attendance and participation 2020 Report indicates that seventy nine percent of Northland residents have attended or participated in the arts in the last 12 months. This is consistent with 2017. Northland has not experienced the same decline in engagement seen across New Zealand from 80% to 75%.

This is due to attendance generally trending upwards in Northland and increasing significantly for some artforms. When it comes to Māori participation Northland residents are more likely than average to have engaged with the arts (91% vs. 79%).

As move into the 2021/2022 year local government strategy plans is the focus on the areas that we believe are in most urgent need of attention if we are to make the vision of Realising Community Creativity a reality.. It covers our plans to help organisations to adopt 'fit for the future' business models, the ways we will support cultural sector freelancers, our commitment to enabling touring and collaboration, and the work we will do to encourage the arts to contribute to strengthening connection.

It is true that many cultural organisations are still focused on survival rather than creating work. But it is equally true that most are also looking to the future. Creative's have to innovate in order to remain relevant to their audiences in the aftermath of the pandemic, to make art that responds meaningfully to such an enormous crisis, and to capitalise on the social, economic and technological trends emerging from a year of social distancing. In these circumstances, it is right that Creative Northland leads the way. We do not have the option of going back to how things were; we need to be ambitious, and to do everything in our power to make the most of this unique moment in history - I believe we can do that.

A handwritten signature in blue ink, appearing to read 'H. Veik'.

Ngā mihi,
Hinurewa te Hau
General Manager
Creative Northland

About this Report

The Creative Northland Annual Report covers the financial period 1 July 2020 to 30 June 2021, and outline's important activity during this period. In this report you will find key information regarding the projects and events that Creative Northland has been involved in and has supported.

The report highlights:

- Key figures and achievements within the past financial year
- A snapshot of Creative Northland managed events
- Key projects and levels of engagement for each district as well as those projects that were regional
- An overview of in-kind contribution
- An overview of Marketing and the Creative Northland website
- Lastly a look at the financial statements from the year

About Creative Northland

Creative Northland as a regional body aims to assist art funders, art advocates, and art organisations, make connections between arts programs, businesses and the civic agenda.

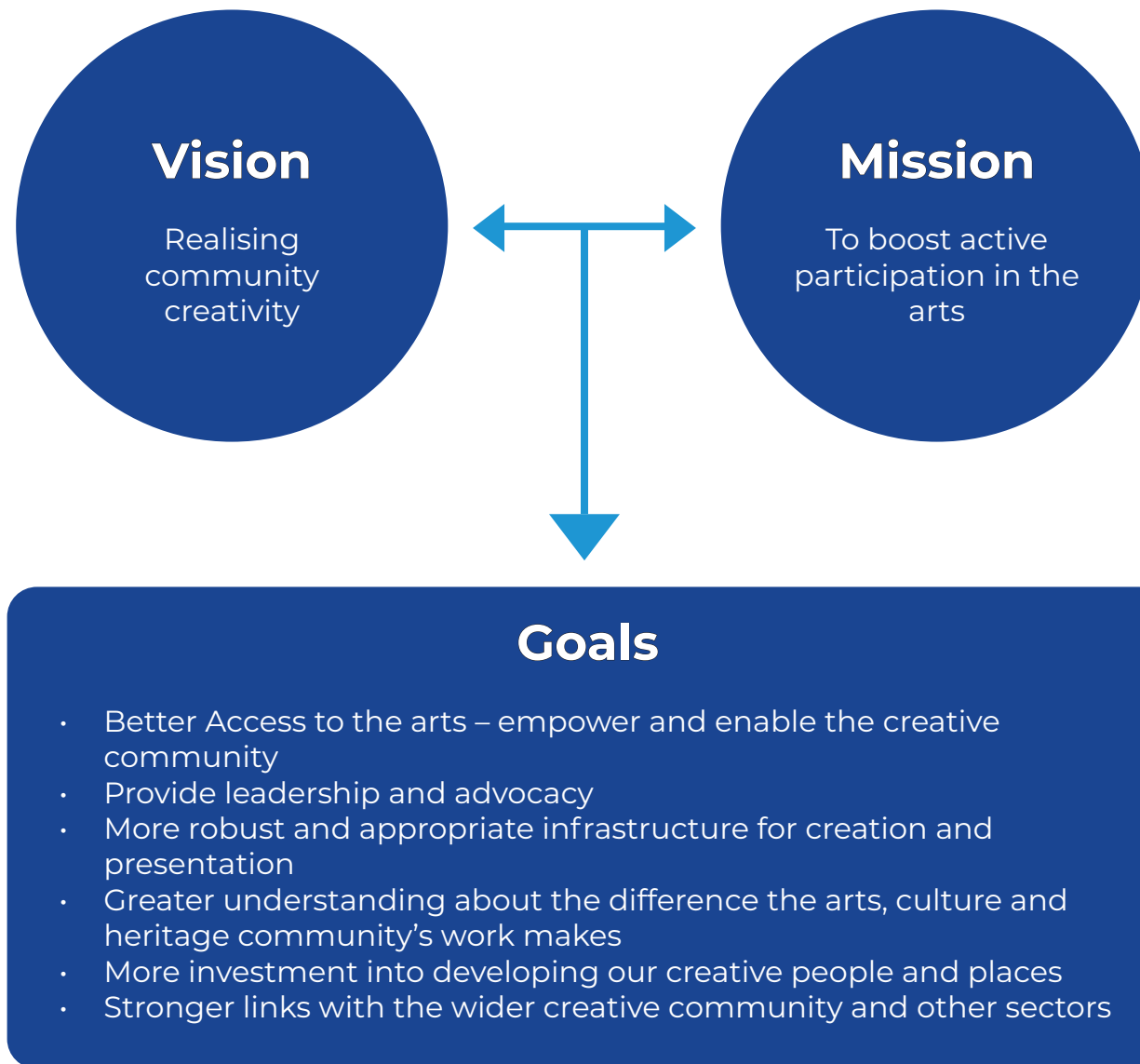
Creative Northland continues to present a clearer vision of what a creative community looks like as they have an ongoing commitment to making sure that the arts and cultural sector in Northland is dynamic, thriving, influential and productive.

Creative Northland works to build 'creative capital' across the region, districts and communities of Northland. The Creative Northland organisational framework values both the intrinsic and instrumental benefits of art, culture and creativity.

At the community level 'creative capital' for Creative Northland is:

1. Creatively engaged youth and families
2. Creative workforce and work opportunities for creative professionals
3. Positive social norms around creativity
4. Local support for artists and arts organisations
5. Public policies that foster creativity and community engagement
6. Visible signs of creativity in the community

Creative Northland Business Model



2020/2021 Our Year in Numbers

<p>365</p> <p><i>Total projects supported</i></p>	<p>11</p> <p><i>Projects Funded</i></p> <ul style="list-style-type: none"> · 4 Whangārei · 2 Far North · 1 Kaipara · 3 Regional · 1 National
<p>7</p> <p><i>Programmes supported</i></p> <ul style="list-style-type: none"> · 3 youth 	<p>2</p> <p><i>Key Events Delivered</i></p> <ul style="list-style-type: none"> · ArtBeat · Whangārei Heads Arts Trail
<p>21</p> <p><i>NCFF funded projects</i></p> <ul style="list-style-type: none"> · 14 Whangārei · 5 Far North · 2 Kaipara 	<p>168</p> <p><i>Posters Distributed</i></p> <ul style="list-style-type: none"> · 146 Whangārei · 22 Regional

Valuation of In-kind Contribution

Creative Northland has a history of providing in-kind support towards the creative and cultural communities. Creative Northland's in-kind contribution is based on 3 areas: Goods, Services, and People.

Goods	Services	People
<ul style="list-style-type: none">• Equipment and furniture, including computers and photocopiers• Supplies including paper, and other necessary office supplies .• Food to bring people together at regular meetings/events.	<ul style="list-style-type: none">• Printing• Website development• Transportation• Advisory and Business• Curation	<ul style="list-style-type: none">• Volunteers to help organisations.• In addition to staffing events or helping with mailings• Clerical help• Fundraising• Legal, accounting, or other professional services.

Tracking in-kind contributions demonstrates Creative Northland's community support for creative projects. This strengthens the organisation's commitment to the community and puts a value on services or goods as to what else the organisation is doing to carry out a successful project without money.

The organisational in-kind contributions represent 20% of Creative Northland's operational budget for year end 2021. The value of contribution has been calculated at market rates to give an example: a DLE tourism brochure ¼ page listing (4 per page) can cost \$65 per listing, \$200 for a full page. Based on 116 listings across 2 publications the value of a listing is \$68.96.

Creative Northland's In-kind Contribution 2020-2021

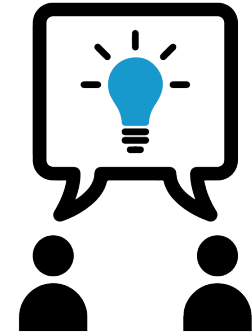
\$104,926.94

*Total value of Creative Northland's
In-kind Contribution*



\$76,800

*Business/Advisory Services
480 interactions, 2hrs each*



\$18,000

*Equipment Hire
19 events*



\$8000

*Free Publications
116 listings in 2 publications*



\$1958.25

*Photocopying
Just over 100 groups*



\$168.69

*Paid Facebook Ads
23 posts boosted, 13,163 total reach*

Reviewing Legacy Events

ArtBeat 2021

ArtBeat is Whangārei's largest FREE Interactive Arts Festival open to the whole community in Northland. In 2021, ArtBeat celebrated its 25th anniversary and was held on Saturday 13th March at 10am-4pm, once again in the beautiful Cafler Park in Whangārei. Its advocacy for the importance of arts, culture and heritage in our community shows how creative economy contributes to Whangārei's economic, cultural and social wellbeing of a community.

This ArtBeat saw attendance just under 6000 which was an amazing turn out given the weather was torrential rain in the early morning lasting till 30 minutes after the opening of the event. Given COVID-19 reared its head again later in 2021 and with the unknown of 2022, the unfortunate cancellation of the event has taken place and Creative Northland looks forward to bringing this event to life in 2023 with management by The Market Ladies duo Michelle and Tima.

This diverse event offers access and participation options for all ages within the community. It enhances and supports arts in a public space and community place-making on an annual basis.



Reviewing Legacy Events

Whangārei Heads Arts Trail

Whangārei Heads Arts Trail took place Easter Weekend 3-4 April 2021. This event had up to 30 artists involved spread out in 11 studio artist locations and 4 group halls in the Whangārei Heads area. This event included a mix of artists including painters, potters, glass workers, jewellers, photographers, flax weavers, metal workers, wood workers, sculptors, textile and mosaic artists. The event provides an opportunity for visitors to buy directly from the artists and shines a light on the local talent.

The need for an arts trail is evident with the amount of artists that participate in the event as well as the range of mediums on offer. It is an event that sees local artists return each year but also welcomes those outside of the region with the inclusion of hiring halls.

Whangārei Heads Arts Trail is an integral part of the arts scene in Whangārei and attracts many visitors to the area. Creative Northland has been involved in the organisation of the event since 2019. Organising the artists, booking the halls and rolling out the Marketing. Creative Northland has seen the event grow into what it is today and look forward to the next event in Easter 2022.



Arts Education

Northland Youth Summit Arts Festival

Creative Northland has revised the Northland Youth Summit Arts Festival (NYSAF) to take form as Youthrive. NYSAF last took place in 2019 but due to COVID-19 the 2020 and 2021 events were cancelled. Instead during this time Creative Northland has analysed previous events to create a report with recommendations on the future ideation of this event.

One of those recommendations was to rebrand the event and this has now taken place and making Youthrive based on paving the future of creative thinking for youth in Northland.



Creative Northland will look to outsource this programme once there is some form of normality to take place again post COVID with a look to take some components on a digital platform and have alignment to accredited qualifications.



Building Capability with the Creative Community

Regional Projects

Northland Creative Future Fund (NCFF)

Northland's Creative Future Fund (NCFF) was launched in October 2020 and was based upon the Arts Foundation Boosted crowdfunding platform. The initial goal was to raise \$50,000 via donations, Creative Northland raised just over \$15,000 which was an amazing achievement.



This money was to be used as \$500 grants of which Northland creatives and organisations could apply for. In total through the NCFF 30 grants of \$500 were awarded. Projects funded included exhibitions, art classes, professional workshops and community events across the region.



Pictured: NCFF recipients Basin Yarn Bombers with their initiative of decorating Whangārei's Hātea Loop with colourful yarn creations. Photos supplied by Susanne Stamm.

Creative Business Skills Workshops

Creative Northland with Janet Nixon provided free business workshops and mentoring for all creatives in July & October 2020. Workshops covered various business topics including Strategic Planning, Marketing/Promotion and Project Planning. All topics targeted towards Creative Businesses. These workshops allowed Creative Northland to Strengthen and build stronger links within the wider community.



Workshop Objectives Achieved:

- a) To upskill artists in the skills of effectively running their own businesses
- b) To increase capability of Northland artists to grow their businesses
- c) To establish artist business mentoring in Northland

Creatives who attended the workshops gained a range of skills in: strategic planning, project planning, and marketing. Following the workshops and individual mentoring many artists felt they had a clearer direction and had a more defined focus for their businesses.

Capability development and Mentoring

The mentoring programme contributed additional depth of learning for the workshop participants. Janet delivered a total of 73 hours of mentoring. Janet Nixon worked closely with Black Box Theatre, Te Pū o Te Wheke Art Gallery, and Maranga Ake on business operations as well as funding applications. A significant outcome through this work was the success of Te Pū o Te Wheke Art Gallery in getting funding from Manutū Taonga for a three-year outreach programme.

Building Capability with the Creative Community

Regional Projects

Tech week

Creative Northland has been supporting the annual Techweek National festival for a number of years through hosting technology based workshops and seminars. Creative Northland participated in 2021 Techweek events, collaborating with Northland creatives to provide interesting topics. Creative Northland facilitated all online Zoom events due to the COVID-19 pandemic. This year the tech presentations consisted of:

- Aru Singh: Technology and the Comic Book industry
- Andrew Cook: The Hype - DJ & Technology
- Jason Taylor: Stories of Ancestry
- Michael Botur: Creative Writing goes digital.



Funding Workshops

Creative Northland hosted two funding workshops one on Thursday 15th April 2021 and the other on Thursday 22nd April 2021. The workshops were to provide funding advice to creatives on what was available and what goes into a successful application.



Northland Art Guide & Northland Heritage Guide

At the end of 2020 Creative Northland launched the Northland Heritage Guide on behalf of the Northland Museums Association and in partnership with Northland Inc. The Northland Heritage Guide is a free publication which features 28 museums and heritage sites across the Northland region.



It complements the existing Northland Art Guide to give visitors a true Northland Arts and Cultural experience. Both publications have been distributed across various art galleries, i-SITES, museums, venues, and accommodation providers. The Northland Art Guide is to be updated and republished at the end of 2021.

Far North and Kaipara Consultation

Creative Northland has spent the early part of 2021 securing funding from Creative New Zealand in order to create a 10 year Arts, Culture and Heritage Strategy for both Far North and Kaipara on behalf of their local councils. This funding will enable Creative Northland to conduct consultation beginning October 2021 and into 2022.



Building Capability with the Creative Community

Whangārei Projects

Post covid Creative Northland have observed a resilient Whangārei community and one who has kept to themselves and have rediscovered creative passions and who are now looking to engage differently with the world. Whangārei have seen developments of creatives looking within and wanting to engage with personal development and great uptake with Creative Northland's Creative Business Skills Workshops delivering to a wide range of creatives who desire to be sustainable with their practice.

This year has seen more networking than ever before. Strengthening stakeholders to work together and bring activities and opportunities to life. Memorable activities across a variety of formats include the following: Communities are working towards increased investment and sustainability into the community with increased making and sharing of creative works across disciplines on social media and the retail sector space in Whangārei.

Whangārei has seen an increase in the creative economy with two retail creative shops arise into the Whangārei CBD: Journey Studio & Upcycled AF both newly established creative spaces that offer sustainable maker retail spaces for community crafters and Eco Solutions offering creative sewing workshops to help aid the reuse remake approach to sustainable living.

[Whangārei A&P show](#) saw a creative collaboration between Creative Northland, Whangārei District Libraries, The Mens Shed, The Paper Mill, Dave Taylor, Susie Stamm and the Spinners and Weavers club collectively unite to offer a range of interactive experiences to community which had such a positive impact on community and visitors to the site. Creative Northland were awarded 'Best in Show'.



Youth Community Mural - WDC Ara Taiohi

For youth week 2021 May 8th - 16th Creative Northland partnered with Whangārei District Council Library & Ara Taiohi to bring to the community a mural that anchored on the theme "We Are Stronger Together". This involved a weekend of painting with youth at the Library of all ages, cultures and walks of life. A poignant experience for many rangitahi who had not ever had the opportunity to paint a community mural to be experienced by all of the community.



Photo source: facebook.com/whangareilibraries

This opportunity within the community improved arts spaces within Whangārei and proposed a successful outcome that could be taken into Kaipara and the Far North.

Collaboration, encouragement and support were some key phrases heard across the community during revival times in and out of COVID-19 Alert Level 4

- Educating the community was a large focus of Creative Northland's approach post covid
- Strengthening community engagement and networks (attendance to gallery openings increased)
- Establishing updated online resources and streamlining of Creative Northland's website
- Establishing clearer communication out to the community with development of two focus orientated e-newsletters.

There was a resurgence of events early in the year such as Sunday Sessions coming to the mix to bring musicians together once a month, poetry collective at ONEONESIX and dance and theatre shows.

Whangārei Community Engagement

Creative Northland successfully engaged with a range of individuals and organisations within Whangārei. The following infographics breakdown the number of engagements with the type of audience.



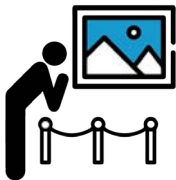
146

Individual artists engaged with



18

Arts organisations



18

Galleries



5

Museums and Cultural Heritage



15

Venues



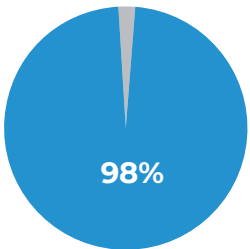
113

In person visits

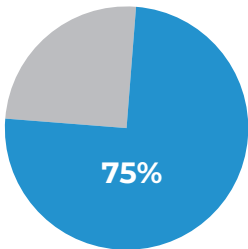
Development

In the Whangārei region Creative Northland had 113 visits to Artists, Art Organisations, Council, Venue and Individual Artists. This means worked with, developed idea, extra time given and resourcing.

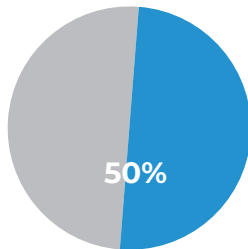
Purpose of Engagement



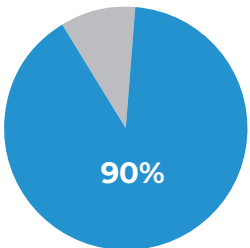
Promote Creative Northland services



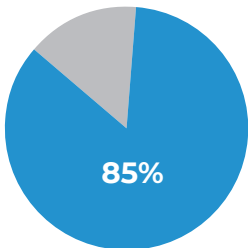
Build new connections



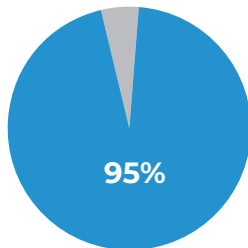
Follow up on ongoing needs



Given link to resources

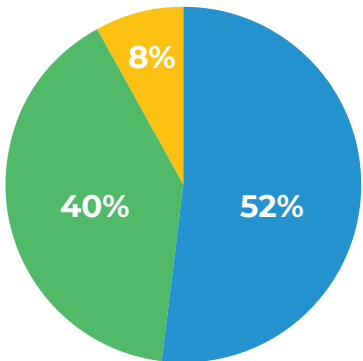


Increase awareness of CN services



Advice on a project plan or ideation

Age Groups



45+
25-45
under 25

Building Capability with the Creative Community

Far North Projects

This financial year Creative Northland has appointed a dedicated Creative Adviser for the Far North. This has made a great impact as there is now a main conduit between Creative Northland and communities across the Far North.

The aim for this last financial year has been purely on engagement and education about the services and support Creative Northland has to offer. Creative Northland has been able to strengthen and support long standing relationships and to establish new contacts in the Far North. This can be seen in the increase to the database for Far North going from 50 contact to 208 contacts.



Creative Northland has been able to reaffirm and establish the needs of the Far North Creative Community by building relationships and establishing gathering spaces and online meetings for Far North Creatives, in Kerikeri, Kaikohe, Kaitaia and the Hokianga. The most important accomplishment is to bring this huge and established community together who have otherwise been working in silo.

Some key achievements over this past financial year:

Budgeted money has been put aside for the establishment of Creative Connections After Five (CCA5) in Kerikeri, Kaikohe, Kaitaia and the Hokianga. And a programmed space to set up a Creative Northland office 2 days a month in Kerikeri at the Turner Centre Performing Arts Theatre. To also visit once a month to Kaitaia and Kaikohe and the Hokianga.

There has been a significant uptake from Far North creatives in attending the Creative Business Skills Workshops run by Janet Nixon.

Creative Northland has provided strategy programs to Kerikeri Theatre Company and Black Box Theatre in the mentoring scheme program with Janet Nixon. Presently in conducting a number of small plays Kerikeri Theatre company are working to set up workshops for youth and introduce technical theatre training into the next 12 month program.

Creative Northland have been contracted to facilitate an Arts Culture and Heritage Strategy Plan for the Far North District Council.

Increased coverage of good news stories from Far North Artists and businesses have been included in Creative Northland's bi-monthly e-newsletters.



Photos supplied by Claire Gordon (Kerikeri Theatre Company)



Photos supplied by Kylie Penn (The Magical Playhouse and Kerikeri Theatre Company)

Far North Community Engagement

Creative Northland successfully engaged with a range of individuals and organisations within the Far North. The following infographics breakdown the number of engagements with the type of audience.



137

Individual artists engaged with



4

Arts organisations engaged with



10

Galleries visited



5

Nga Toi Maori cultural spaces



7

Museums visited



8

Venues visited



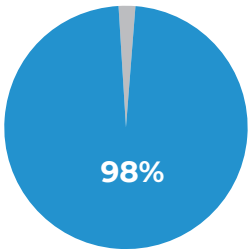
107

In person visits

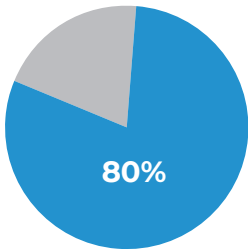
Development

During the last 8 months up to June of 2021 in the Far North region Creative Northland had 107 visits to Artists, Art Organisations, Council, Venues and Individual Artists. This would on average be around 4 visits per week. These visits were either one on one, collective gatherings or meetings.

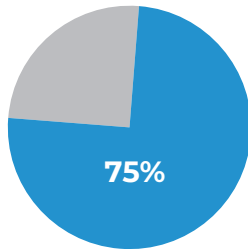
Purpose of Engagement



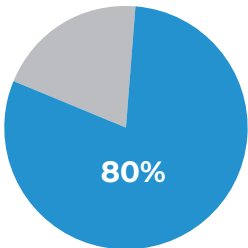
Promote Creative Northland services



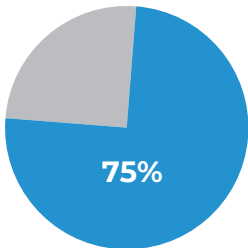
Build new connections



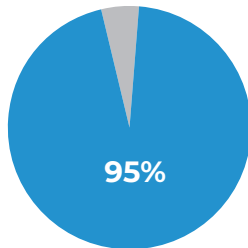
Follow up on ongoing needs



Given link to resources

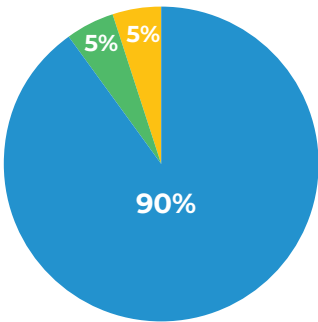


Increase awareness of CN services



Advice on a project plan or ideation

Age Groups



45+
25-45
under 25

Building Capability with the Creative Community

Kaipara Projects

Kaipara is home to many talented Creatives and Creative Northland are slowly but surely seeing this region come to life with more engaged community members than ever before who are wanting change and driving engagement, cross sector cohesion and support.

Connecting and engaging with Kaipara on a consistent basis has been informative for Creative Northland to be recognised and services further understood. This connection with Kaipara once a month and once every 3 months with Mangawhai has identified the creative Kaipara community to be quite disconnected and isolated, therefore identified a greater need for Creative Northland to act as a conduit to connect and support the community.

A closer connection with key council members and community groups and tangata whenua are still necessary to forge a positive resurgence of creatives to participate in more accessible opportunities for creativity and cultural experience across the Kaipara region. In 2022 a focus on connecting with Tangata Whenua and Marae will bring greater value to the community. The approach will transform and inform a culturally focused future for Kaipara.

Later this year Creative Northland will engage with Creative New Zealand and the Kaipara District Council to build a Arts, Cultural and Heritage Strategy. Recognising the building of resilience in the creative and cultural industries amid COVID-19 is integral not only to the local Kaipara economy but also to the cultural wellbeing of communities.



Kaipara Festival of Light - Fire Show (Photos supplied by Sue Curtis)

Kaipara Community Engagement

Creative Northland successfully engaged with a range of individuals and organisations within the Kaipara. The following infographics breakdown the number of engagements with the type of audience.



40

Individual artists engaged with



5

Arts organisations engaged with



9

Galleries



5

Museums and Cultural Heritage



3

Venues



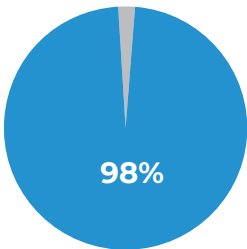
26

In person visits

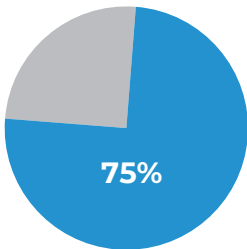
Development

During the monthly visitation to Seed and around the Kaipara region, atleast 2-4 visitors would connect with The Team Lead/ Creative Advisor per visit. This meant engaging with 26 people from the Kaipara District over the 12 month period.

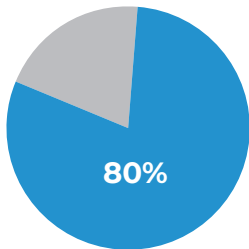
Purpose of Engagement



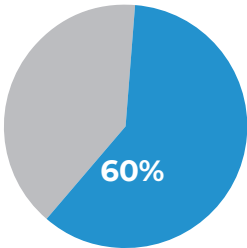
Promote Creative Northland services



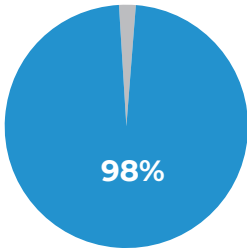
Build new connections



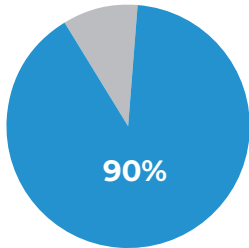
Follow up on ongoing needs



Given link to resources

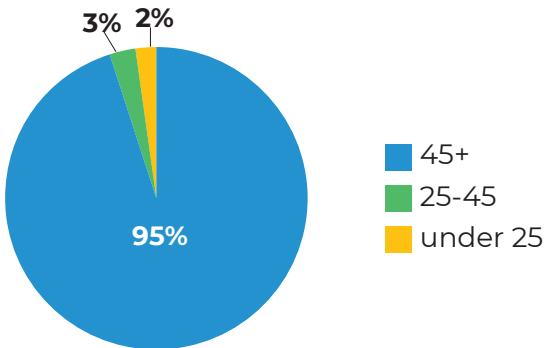


Increase awareness of CN services



Advice on a project plan or ideation

Age Groups



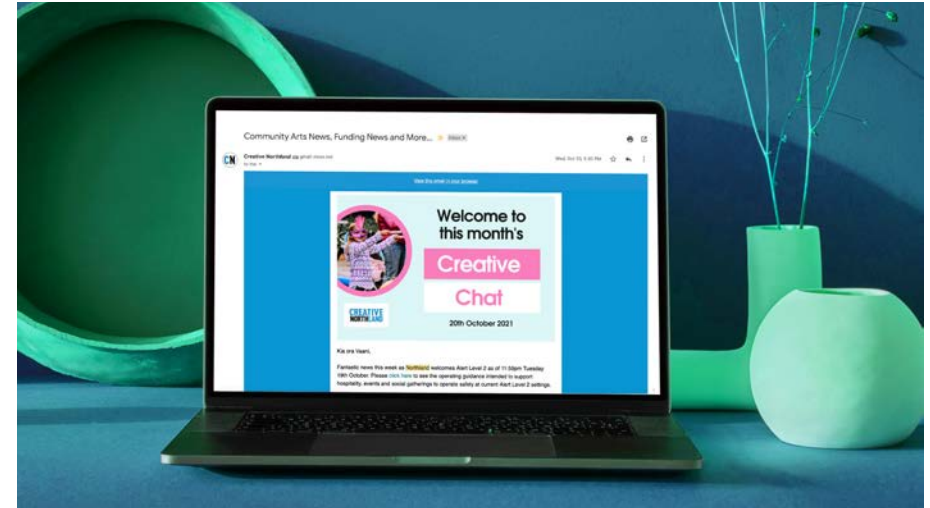
Building Stronger Connections

Creative Northland is the core facilitator and disseminator of arts information and news around Northland and during the 20/21 year, the team at Creative Northland used various methods to inform people about the creative sector. One of the main ways they did this was through their arts e-newsletter which people can subscribe to. Information in this newsletter includes details about funding, notifications of hui/seminar on arts and business, and notices of events occurring in all three areas of Northland: the Far North District, Kaipara District and Whangārei District.

In May 2021 Creative Northland introduced a change to their newsletter schedule and format. Moving to a bi-monthly schedule instead of a weekly schedule. The two newsletters each with its own theme and format:

- What's On - listing creative events in each district, opportunities and funding available (sent out the first Wednesday of the month)
- Creative Chat - sharing key news stories and updates from Creative Northland and the Northland arts community (sent out the third Wednesday of the month)

Through this change Creative Northland experienced a 10.6% increase in open rate for their newsletter and positive feedback on the new format.



10.6%
*Increase in e-newsletter
open rate*

Using Social Media to Connect Community

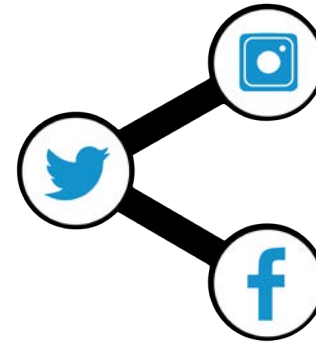
Other Key Marketing Channels:

Social media - includes five Facebook pages (Creative Northland, Quest Art Space, ArtBeat, Whangārei Sculpture Symposium, and Northland Youth Summit Arts Festival), one Instagram account (creative_northland) and one Twitter account (@CreativeNthld).

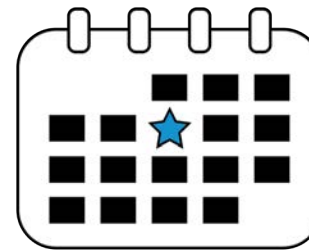
Poster printing and distribution - Creative Northland offers a free printing service to the creative community at various paper sizes and limits. In addition Creative Northland has a poster distribution channel via 3 poster carousels located around the Whangārei CBD (managed on behalf of Whangārei District Council).

Media - Creative Northland has an ongoing relationship with NZME via a monthly ad in their Chamber Chat section in the Northern Advocate.

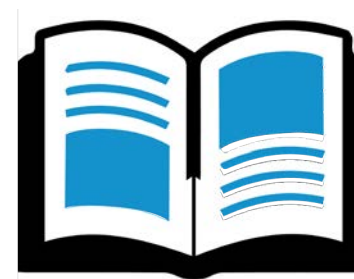
Northland Art Guide - This is a free publication that is compiled on a yearly basis by Creative Northland. The purpose of the Art Guide is to showcase the galleries and creative experiences that Northland has to offer. There is an online version and hard copies that are distributed through art galleries, museums, i-Sites, venues, accommodation providers and the Creative Northland office.



11,636
*Total Social Media
Followers*



365
*Community events
supported*



10,000
*Copies of the Northland
Art Guide printed*

Developing the Online Footprint

The Creative Northland website is a direct point of contact and works as a resource for the creatives in the Northland region. It is important for the website to be visually appealing, clear, informative, user friendly and fast-loading. As well as conveying the user about Creative Northland's capabilities as an organisation, the website also updates them with current news regarding COVID-19, funding opportunities, projects, upcoming events, the team, etc. This information plays a vital role in ensuring that the creative community in Northland is well informed and is presented with any opportunities available to them. It also ensures trust with the creative audience due to the transparency of the communication by the organisation.



In November 2020, the website was handed over to Creative Northland by Next Wave. Most of the content needed updating and some of the pages were under development, including the Creative Directory. Following this handover, the website underwent minor design and content changes that allowed it to stay current and easy to navigate.

In April 2021, Creative Northland transferred the website domain name and hosting services to 1st Domains. This change granted the team full access and freedom for website development in the backend. It also decreased Creative Northland's operational costs.

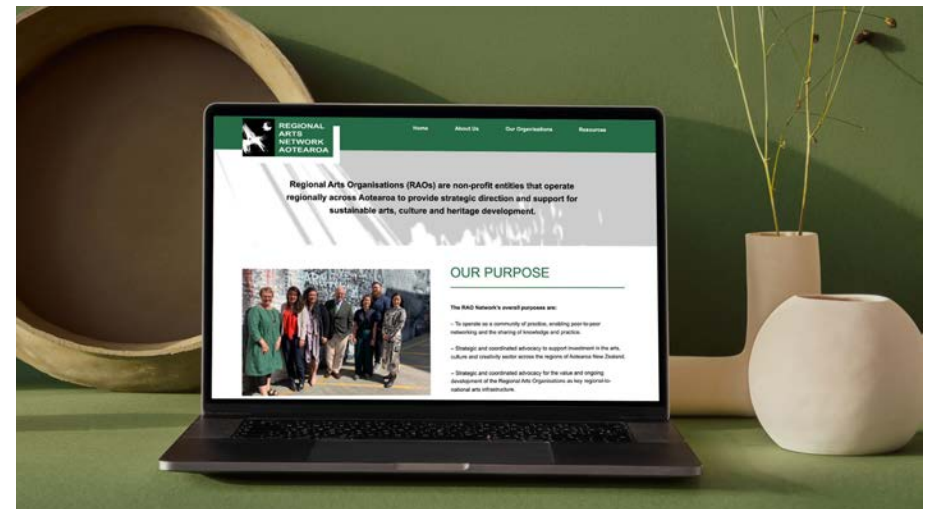
Developing the Online Footprint

The current website design and features have made a positive impact on the website's traffic. There has been a 27.7% increase in traffic over the 2020-2021 period. Being device friendly has also proven advantageous as 30-40% of the audience accesses the Creative Northland website on a mobile device, while the rest access it on a desktop/laptop. There is also 1-2% of visitors who open the website on a tablet. This allows the organisation to make sure the creative community is easily acquiring necessary and useful information.



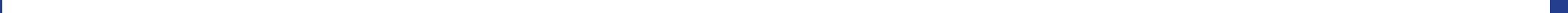
RANA

Creative Northland has been involved with the development of the www.rana.org.nz website that represents cohesion of NZ key regional arts organisations across the country to share resources in one space and key conduit to connect through to government.



Financial Statements

1 July 2020 - 30 June 2021



Financial Report Summary

Prior to starting it is important to note the Financial Statements included currently remain unaudited due to the recent COVID-19 lockdown. Consequently, the figures represented are subject to change - though it is not envisioned there will be any significant adjustments to those presented.

Even though the statements provide significant financial detail, perhaps the most observed and arguably key performance measure is the Profit/Loss line in the Statement of Service Performance. This shows that for the financial year ending 30 June 2021 Creative Northland was in deficit to the value of \$57K. In isolation, this number would be concerning, however, it doesn't tell the whole story. Looking at the same figure for the previous financial year, a surplus of a similar amount can be seen.

The cause of both relates to how Creative Northland received funding from, in particular, Foundation North over the period. Typically the organisation would receive funding in two installments, April and September. However, in April 2020 Creative Northland received the whole year funding in one lump sum which had the consequence of inflating the surplus in the June 2020 year but having the opposite effect in the June 2021 year.

Perhaps, the other areas worthy of note are the high Other Revenue and Other Expense figures (\$380K and \$399K respectively). These almost entirely relate to the Camera Obscura Project.

The Statement of Financial Position possibly highlights a key area of concern. Even though it shows there are 25K of reserves this is almost entirely offset by the Accumulated Surplus/Deficit figure. Consequently, as at 30 June 2021 Creative Northland had next to no reserves - it is important that the organisation builds some reserves over the next few years. It will then be in a better position to push through where funding becomes inconsistent.

Cash flows are key for an organisation such as Creative Northland. However, those presented with the Financial Statements are perhaps less important as they provide a snapshot as at 30 June which is typically only a couple of months after receiving a significant grant from Foundation North. In general, cash flow issues arise just prior to receiving this grant.

There has been some comment indirectly around the financial support provided by Foundation North without which the organisation would not be able to operate. The same could be said of that provided by Whangārei District Council.

Nick Andrews,
Accounts Manager
Creative Northland

**CREATIVE
NORTHLAND**



Statement of Service Performance

Creative Northland
For the year ended 30 June 2021

Description of the Entity's Outcomes

Creative Northland's Outcomes is to improve economic growth, business capability and capacity in the arts sector.

Description and Quantification (to the extent practicable) of the Entity's Outputs:	Actual This Year	Actual Last Year
Workshops held to inform, assist, up skill arts organisations, artists and individuals: Funding, youth development, rejuvenating spaces, performance.	15	25
Stakeholders and partners feel engaged, connected and informed: Recipients of our weekly (formerly fortnightly) newsletter	1416	1,505
Hosting of stakeholder functions.	12	5
Applying for funding from other sources and are successful	11/15 Applications are successful	12/14 Applications are successful
Regular governance meetings (1 per month) Key festival events deliver on behalf of district council	11 1	11 2
Community projects and activities supported Building audience through social media	365 11,636	322 10,133

Statement of Financial Performance

Creative Northland
For the year ended 30 June 2021

	Note	Actual This Year \$	Actual Last Year \$
Revenue			
Donations, fundraising and other similar revenue	1	338,966	530,171
Revenue from providing goods or services	1	10,098	22,193
Interest, dividends and other investment revenue	1	116	242
Other revenue	1	399,226	217,895
Total Revenue		748,406	770,501
Expenses			
Expenses related to public fundraising			
Volunteer and employee related costs	2	231,471	231,144
Costs related to providing goods or services	2	193,890	291,224
Other expenses	2	380,098	190,721
Total Expenses		805,459	713,089
Surplus/(Deficit) for the Year		(57,053)	57,412

Statement of Financial Position

Creative Northland
As at 30th June 2021

	Note	Actual This Year \$	Actual Last Year \$
Assets			
Current Assets			
Bank accounts and cash	3	66,907	186,196
Debtors and prepayments	3	5,039	5,486
Other current assets	3		
Total Current Assets		71,946	191,682
Non-Current Assets			
Property, plant and equipment	4	8,946	10,520
Other non-current assets	3		
Total Non-Current Assets		8,946	10,520
Total Assets		80,892	202,202

Statement of Financial Position cont.

Creative Northland
As at 30th June 2021

	Note	Actual This Year \$	Actual Last Year \$
Liabilities			
Current Liabilities			
Credit Card	3	1,778	1,051
Creditors and accrued expenses	3	23,294	13,173
Employee costs payable	3	29,500	23,207
Unused donations and grants with conditions	3	5,000	13,786
Other current liabilities	3	20,121	92,733
Total Current Liabilities		79,693	143,950
Non-Current Liabilities			
Other non-current liabilities		-	-
Total Non-Current liabilities		-	-
Total Liabilities		79,693	143,950
Accumulated Funds			
Capital contributed by owners or members		-	-
Accumulated surpluses or (deficits)	5	(23,801)	33,252
Reserves	5	25,000	25,000
Total Accumulated Funds		1,199	58,252

Statement of Cash Flows

Creative Northland
For the year ended 30th June 2021

	Note	Actual This Year \$	Actual Last Year \$
Cash Flows from Operating Activities			
Cash was received from:			
Donations, fundraising and other similar receipts		343,966	493,418
Receipts from providing goods or services		6,848	20,443
Interest, dividends and other investment receipts		116	242
Other Revenue		32,083	33,689
Camera Obscura receipts		297,781	162,258
Net GST		4,536	(12,676)
Cash was applied to:			
Payments to suppliers and employees		418,157	517,631
Camera Obscura Payments		374,849	184,206
Other Expenses		10,213	
Net Cash Flows from Operating Activities		(117,889)	(4,463)

Cash flows from Investing and Financing Activities

Cash was received from:

Receipts from the sale of property, plant and equipment
 Receipts from the sale of investments

Statement of Cash Flows cont.

Creative Northland
For the year ended 30th June 2021

	Note	Actual This Year \$	Actual Last Year \$
Cash was applied to:			
Payments to acquire property, plant and equipment		1,400	5,886
Payments to purchase investments			
Net Cash Flows from Investing and Financing Activities		(1,400)	(5,886)
Net Increase / (Decrease) in Cash		(119,289)	(10,349)
Opening Cash		186,196	196,545
Closing Cash		66,907	186,196
This is represented by: Bank Accounts and Cash		66,907	186,196

Statement of Accounting Policies

Creative Northland

For the year ended 30th June 2021

Basis of Preparation

Creative Northland has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total annual expenses of equal to or less than \$2,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entity will continue to operate in the foreseeable future.

Goods and Services Tax (GST)

All amounts are recorded exclusive of GST, except for Debtors and Creditors which are stated inclusive of GST.

Income Tax

Creative Northland is wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions.

Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

Debtors and Prepayments

Debtors are stated at estimated realisable value. Amounts not considered recoverable have been written off during the year.

Fixed Assets

Items of property, plant and equipment are initially recognised at cost. Historic cost includes items of expenditure directly attributable to the acquisition of assets and includes the cost of replacements that are eligible for capitalisation when these are incurred.

Items of property, plant and equipment are subsequently measured either under the Cost model:
Cost less accumulated depreciation.

All repairs and maintenance expenditure are recognised in the Statement of Financial Performance as incurred.

Statement of Accounting Policies cont.

Creative Northland

For the year ended 30th June 2021

An item of property, plant and equipment is derecognised upon disposal or when no further future economic benefits are expected from its use or disposal. Any gain or loss arising on derecognition of the asset (calculated as the difference between the net disposal proceeds and the carrying amount of the asset) is included in the Statement of Financial Performance in the year the asset is derecognised.

Creditors and Accrued Expenses

Creditors and Accrued Expenses are recorded when an invoice has been received. Where goods have been received by the Trust or services performed for the Trust but no invoice has yet been received, an estimate of the amount to be paid has been accrued.

Employee Costs Payable

Employee Costs Payable are recorded as employees have earned the entitlement or the Trust has withheld amounts from wages and salaries already paid.

Depreciation

Depreciation has been charged using rates which relate to the estimated useful lives of fixed assets as follows:

Plant and Equipment: 15% - 48% DV

Furniture and Fittings: 9.5% - 33% DV

Leasehold Improvements: 10% DV"

Unused Grants and Donations with Conditions

The current liability represents contract funding for services for future periods. Unused Grants have a "use or lose" condition attached.

Donations, Fundraising and Other Similar Revenue

Donations, Fundraising and Other Similar Revenue is recorded on receipt provided there is no "use or return" conditions attached. Where "use or return" conditions are attached the revenue is initially recorded as a liability, with revenue recognised as the conditions are met.

Statement of Accounting Policies cont.

Creative Northland

For the year ended 30th June 2021

Revenue from providing Goods or Services

Revenue from Providing Goods or services is recorded when the goods are sold or the service is performed.

Interest, Dividends and Other Investment Revenue

Interest, Dividends and Other Investment Revenue is recorded when earned.

Other Revenue

Other Revenue is recorded when receivable.

Volunteer and Employee Related Costs

Volunteer and Employee Related Costs are recorded when staff provide services and become entitled to wages, salaries and leave.

Costs Relating to Providing Goods or Services

Costs relating to providing goods or services are recorded when incurred.

Grants and Donations Made

Grants and Donations made are recorded when approved and the recipient advised.

Other Expenses

Depreciation is recorded as stated in the property, plant and equipment policy above. Interest expenses are recorded when incurred. Loss on sale of an asset is recorded when the control of the asset transfers to the new owner.

Umbrella Funding

Funds that are received under an Umbrella agreement are recognised as a liability in the Statement of Financial Position. Funds are rerecognised as the objectives of the Umbrella agreement are recognised.

Changes in Accounting Policies

There have been no changes in accounting policies during the financial year (last year - nil)

Notes to the Performance Report

Creative Northland
For the year ended 30th June 2021

Note 1 : Analysis of Revenue

		This Year \$	Last Year \$
Revenue Item	Analysis		
Donations and other similar revenue	Artbeat Sponsorship	4,000	5,000
	Creative New Zealand	25,393	58,768
	Foundation North	90,000	190,000
	Ministry Of Youth Development	6,893	24,568
	Other Miscellaneous Donations	104	476
	Northland Youth Summit Sponsorship		4,500
	Northtec		5,832
	Pub Charities		6,952
	Te Puni Kokiri	-	9,500
	Whangarei Sculpture Symposium Sponsorship		11,300
	Whangarei District Council	212,576	208,304
	Whangarei District Council Events and Venues		4,971
	Total	338,966	530,171
Revenue Item	Analysis		
Revenue from providing goods or services	Sales	2,739	-
	Quest ArtSpace	140	1,097
	Art Trail Fees	3,513	
	Stallholder Fees		3,135
	Miscellaneous	413	139
	Umbrella Funding Income	3,293	1,750
	WSS Artist Fees		6,322
	WSS Artwork Commission		9,750
	Total	10,098	22,193

Notes to the Performance Report

Creative Northland
For the year ended 30th June 2021

Note 1 : Analysis of Revenue cont.

		This Year \$	Last Year \$
Revenue Item	Analysis		
Interest, dividends and other investment revenue	Interest - ASB Bank	116	242
	Total	116	242
Revenue Item	Analysis		
Other Revenue	Wage Subsidy	21,546	33,689
	Camera Obscura (Umbrella Funding)	367,467	184,206
	Northland Culture Fund	10,213	
	Total	399,226	217,895

Notes to the Performance Report

Creative Northland
For the year ended 30th June 2021

Note 2 : Analysis of Expenses

		This Year \$	Last Year \$
Expense Item	Analysis		
Volunteer and employee related costs	Salaries and Wages	230,439	230,484
	ACC levies	1,032	660
	Total	231,471	231,144
Expense Item	Analysis		
Costs related to providing goods or services	Direct costs relating to service delivery	85,364	185,035
	Other service delivery costs	70,677	75,668
	Administration and overhead costs	37,849	30,521
	Total	193,890	291,224
Expense Item	Analysis		
Other expenses	Depreciation	2,418	2,697
	Loss on Disposal/Write Off		3,818
	Northland Culture Fund	10,213	
	Camera Obscura (Umbrella Funding)	367,467	184,206
	Total	380,098	190,721

Notes to the Performance Report

Creative Northland

For the year ended 30th June 2021

Note 3 : Analysis of Assets and Liabilities

		This Year \$	Last Year \$
Asset Item	Analysis		
Bank accounts and cash	Cheque Account Balance	13,346	7,726
	Savings Account Balance	39,393	90,277
	Cash Floats	76	76
	ASB Bank 02 Accounts	444	1,520
	Camera Obscura - Cheque	-	12,732
	Camera Obscura - Savings	13,547	73,865
	Paypal	101	
	Total	66,907	186,196
Asset Item	Analysis		
Debtors and prepayments	Accounts receivable	-	
	Prepayments	5,039	5,486
	Total	5,039	5,486
Liability Item	Analysis		
Credit Card	Credit Card	1,778	1,051
	Total	1,778	1,051
Liability Item	Analysis		
Creditors and accrued expenses	Trade and other payables	19,619	14,243
	GST Payable	(1,825)	(5,070)
	Accrued expenses	5,500	4,000
	Total	23,294	13,173

Notes to the Performance Report

Creative Northland
For the year ended 30th June 2021

Note 3 : Analysis of Assets and Liabilities cont.

		This Year \$	Last Year \$
Liability Item	Analysis		
Employee costs payable	Holiday Pay Accrual	22,892	17,788
	Wages and salaries earned but not yet paid	6,608	5,419
	Total	29,500	23,207
Liability Item	Analysis		
Unused donations and grants with conditions	Oxford Sports Trust	5,000	
	Te Puni Kokiri	-	13,786
	Creative NZ		
	Electoral Commission		
	Total	5,000	13,786
Liability Item	Analysis		
Other current liabilities	Umbrella Camera Obscura	12,797	82,483
	Umbrella General	7,000	7,000
	Northland Culture Fund	324	
	Revenue in Advance	-	3,250
	Total	20,121	92,733

Notes to the Performance Report

Creative Northland
For the year ended 30th June 2021

Note 4 : Property, Plant and Equipment

This Year

Asset Class	Opening Carrying Amount	Purchases	Sales/Disposals	Current Year Depreciation and Impairment	Closing Carrying Amount
Leasehold Improvements	-			-	-
Furniture and fixtures	2,217			279	1,938
Office equipment	8,303			2,139	6,164
Artwork	-	1,400	556		844
Total	10,520	1,400	556	2,418	8,946

Last Year

Asset Class	Opening Carrying Amount	Purchases	Sales/Disposals	Current Year Depreciation and Impairment	Closing Carrying Amount
Leasehold Improvements	3,422		3,422		-
Furniture and fixtures	445	1,861		89	2,217
Office equipment	7,282	4,025	396	2,608	8,303
Total	11,149	5,886	3,818	2,697	10,520

Notes to the Performance Report

Creative Northland
For the year ended 30th June 2021

Note 5: Accumulated Funds

This Year

Description	Capital Contributed by Owners or Members	Accumulated Surpluses or Deficits	Reserves	Total
Opening Balance	-	33,252	25,000	58,252
Surplus/(Deficit)		(57,053)		(57,053)
Transfer to Reserves				
Transfer from Reserves		-	-	
Closing Balance	-	(23,801)	25,000	1,199

Last Year

Description	Capital Contributed by Owners or Members	Accumulated Surpluses or Deficits	Reserves	Total
Opening Balance	-	840		840
Surplus/(Deficit)		57,412		57,412
Transfer to Reserves		(25,000)	25,000	
Transfer from Reserves				
Closing Balance	-	33,252	25,000	58,252

Breakdown of Reserves

Nature and Purpose	Nature and Purpose	Actual This Year \$	Actual This Year \$
Capital Reserves	General Capital Working Reserves	25,000	25,000
	Total	25,000	25,000

Note 6 : Commitments and Contingencies

Commitments

A lease commitment is in place with NDSL finance for a Ricoh Printer with related services. The monthly commitment is \$333.88. The current commitment for the year is \$12,020 and term commitment up to 20 June 2024 will be \$8,013 (2020: \$8,013)

Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at balance date (Last Year - nil)

Relationship - Camera Obscura

To all intents and purposes the Camera Obscura is complete. However, the bullet points below summarise the key mutual understanding items between Creative Northland and Camera Obscura that will be in place until remaining monies are paid or returned;

- Creative Northland will Umbrella and administer all funding in relation to the project
- The funds will be kept in a separate bank account from which contracts will be paid
- Creative Northland will charge no more than \$10,000 for administering the project
- A standard construction contract was entered into, prepared by Felicity Christian Architect, and was signed by Howard Harnett Builders (the Contractor) and Creative Northland (The Principal)
- Felicity Christian Architect of the Camera Obscura Team will be the Architect for the contract and administer the contract for the construction of the Camera Obscura
- On signing of the contract the Camera Obscura Team will deposit all their accrued funds generated (less \$10,000 retained for Creative Northland administration)
- No Construction invoices are to be paid by Creative Northland without validation from Felicity Christian Architect as the Architect for the contract. Creative Northland will then pay monthly progress payments (and Final) to the contractor in accordance with the contract rules.

Notes 7-12

Note 7: Related Party Transactions

		This Year \$	Last Year \$	This Year \$	Last Year \$
Description of Related Party Relationship	Description of the Transaction (whether in cash or amount in kind)	Value of Transactions	Value of Transactions	Amount Outstanding	Amount Outstanding
Trustee and Director Carol Peters is also a Councillor of the Whangarei District Council.	An annual operating grant is received from Whangarei District Council	212,576	208,000		
Trustee Geoff Bartlett is a member of Men's Shed	Creative Northland has entered into a lease agreement for 1 year	4,352	4,352		

Note 8: Events After the Balance Date*

There were no events that have occurred after the balance date that would have a material impact on the Performance Report. (Last Year Nil)

Note 9: Timing of DIA Filing

The 2021 financial statements are required to be completed, audited and filed with DIA charities by the 31st December 2021. A short-term extension was granted for the 2020 financial statements due to audit delays.

Note 10: Trust Deed - Number of Trustees

The Creative Northland Trust Deed states the minimum is 6 Trustees where currently 5 are in place at the time of signing this report. Under the terms of the Trust Deed it does allow for valid decision making if numbers drop below 6 until additional Trustees are appointed.

Notes 7-12 cont.

Note 11: Going Concern

The Trust is reliant on continued funding from various agencies. Even though the Trust made significant progress between 2019-2020 in securing funding and eliminating losses (continuing through 2020-2021), the nature with how, in particular, the Foundation North Grant was distributed during the 2020-2021 year has had a negative impact. Consequently, as at balance date, working capital and the level of equity have reduced significantly. Nevertheless, assuming consistency with how funds are received in the future, there is no reason to believe capital and equity levels improving again. Even so, the trustees acknowledge continued reliance on grant funding. The long term impacts on the sector COVID-19 are still not entirely clear, though the financial support to date by government have helped significantly in the short term.

Note 12: COVID-19 Disclosure

A new virus, COVID-19, arose in China in December 2019 and became a global pandemic by March 2020.

In response to the pandemic, in late March 2020 the New Zealand Government ordered a four-week lockdown, during which non-essential businesses and organisations were not allowed to operate and individuals (other than essential workers or those undertaking essential business) were required to stay at home. As a result of the lockdown, community transmission of COVID-19 was eliminated.

In late April 2020, the lockdown period ended and the New Zealand Government started gradually easing the restrictions that had been placed on businesses, organisations and individuals, although substantial restrictions remained at the border. In mid-August 2020, community transmission of COVID-19 was detected in Auckland, and the New Zealand Government again placed restrictions on businesses, organisations and individuals within New Zealand. At the time of signing the financial statements, these restrictions have been lifted.

During the four-week lockdown period the Trust were able to operate but did so remotely at reduced hours. Since the end of the lockdown period, the Trust has continued to operate at reduced hours, even though the sector experienced increased demand for on-line activity. However, the general demand has reduced due to the overall reduction in economic activity caused by the COVID-19 pandemic. The additional restrictions put in place in mid-August 2020 have further reduced the Trust's revenue. The pandemic has also impacted Going concern (the Trustees have concluded that the Trust is a going concern, but there are material uncertainties in relation to that conclusion) - see Note 11

To date the Trust has undertaken the following steps to reduce the impact of COVID-19 on its operations:

Reduced expenditure in non-critical business areas

Taken advantage of wage subsidies and other business support measures made available by the New Zealand Government.

