

Annual Report 2021/2022

# **CREATIVE** NORTHLAND

CONNECTING, EMPOWERING & GROWING NORTHLAND'S CREATIVE SECTOR

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# Acknowledgement to Funders

Creative Northland wish to acknowledge the level of funding we receive from our primary funders Whangārei District Council and Foundation North whose funds enable us to operationalise strategic goals and activities to meet the needs of the communities we operate in - Whangarei, Far North and Kaipara.

We wish to acknowledge our agency Creative New Zealand for the significant contributions they give to support Northland creative practitioners and art organisations to ensure all Northlanders benefit from the arts. To the Ministry of Culture and Heritage your funds to our communities through two years of a pandemic have strengthened the local economy and community wellbeing.

And finally, to 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 Dargaville Community Development Board, Mangawhai Arts Incorporated, Ako Hokianga, Our Kerikeri Focus Group, Little Black Box Theatre, Creative Technology Northland, Ngen Room, Northland Inc, North Chamber, Hihiaua Cultural Centre, Kumurani, Kiwi North, OneOneSix, Whangārei District Libraries, Facebox, Sistema, Barfoot Thompson, Volunteer services: Lions International, Rotary Club of Whangārei South & Volunteer Northland and Toi Ngapuhi.

The support of major funders and other organisations has meant Creative Northland continues to deliver a high level of in-kind contribution and services to the creative and cultural communities we serve.





ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA







# The Chair's Report

#### Tena Koutou Katoa,

An annual report offers us the opportunity to celebrate our many accomplishments and reflect on changes to come. A second year on the other side of COVID and this pandemic has impacted on our ability to attend events, festivals, and have audiences back in the same room together, have performers back on stage and just be with our families.

Despite this we have many things to be proud of, including the recruitment of new board members, delivery of workshops and outreach programs, including the level of support from the team to the community.

One of the most exciting developments this year has been the opening of the Hundertwasser Art Centre with Wairau Maori Art Gallery, which is rapidly becoming a must see activity in the North. We now have a full suite of Kaupapa Maori based cultural centres located across the region from the Far North to Whangarei.

By necessity, we have worked more closely and more often with other arts organisations in Te Tai Tokerau before. A highlight was the delivery of Whangarei Heads Art Trail and the success of program funded Te Pu o Te Wheke Community Art Gallery and Trust based in Kaikohe. For the first time we see much needed investment into creative wellbeing programs to support and work alongside people and families with experience of mental health.

And of course, there is the Tourism Destination Management mahi that see's us named to develop creative tourism products that brings our sectors together with others. Programmes such as the Creative Business Skills when lockdowns were announced became lifelines for artists to shift their approach without losing their income in the process.

There is an enormous amount learned from the pandemic, but what we found, behind us, was the number of extraordinary artists, administrators and audiences all doing amazing things to keep our communities engaged.

We have witnessed major successes, challenges, and spectacular failures. There have been kilometers travelled through Zoom and MS Teams and the number of online events, big or small has kept us mobilised. And everywhere we looked, such incredible people making wonderful things happen in their communities.

Thank you for allowing us to be part of our community's achievements.

Nga mihi mahana kia koutou katoa



Phil Alexander Crawford Chairperson





Phil Alexander-Crawford Chairperson



**Carol Ashton** Trustee



**Geoff Bartlett** Trustee



**Carol Peters** Trustee (Councillor WDC)



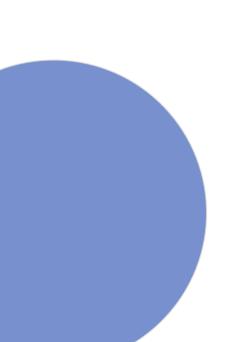
**Ian Pritchard** Trustee



**Ataria Sharman** Trustee



Ralph Johnson Trustee



# The Creative Northland Team



Hinurewa te Hau General Manager



**Olivia Garelja** Team Lead & Creative Advisor



Melanie Chandler- Winters Creative Advisor



Vaanipriya Diwan Digital Creator



Nick Andrews Accounts



Janet Nixon Creative Business Skills Consultant

## **Farewell to Team Members**



Mariah Mane Marketing & Admin



Emma Owens Marketing Intern

# The General Manager's Report

E nga mana, e nga reo, e nga iwi o te Tai Tokerau, E nga toi auaha katoa Tena Koutou Katoa.

It is no secret that the past year has been challenging. In moments of crisis, we have definitely gravitated to the arts more than ever for solitude, solidarity, and reflection.

This is Creative Northlands 7th year as a regional arts organisation, acting as an effective and proactive organisation for our communities, building visibility and cohesion for all who participate. It is fair to say that the 2021-2022 year threw up challenges for the whole arts sector as we experienced another bumpy trajectory through the pandemic landscape.

As I reflect on our work plans, a lot has been achieved in this year with new public art installations installed, new cultural spaces opening and other spaces increasing there footprint and reach with the community.

**Community Consultation** - in August 2021 we began a consultation process with the Far North and Kaipara District Councils, funded by Creative NZ, to develop Arts, Culture Heritage Strategies for these two districts. A series of workshops were held between August to November 2021 and February to April 2022.

Our convenor was Janet Nixon who facilitated all our online workshops, bringing artists, artist groups and organisations together in a series of complementary meeting agendas to drive common goals with agreed outcomes and actions for each strategy. The analysis of findings was scribed by Raewyn Bright (Quarry Art Centre) and both strategies were peer reviewed by Gail Richards (Toi Ngapuhi).

By the end of June 2022, there were two draft strategies for each council to move forward with and for our Stakeholder Reference Groups (community) to critique and give feedback.

**Business Advisory** - we have endeavoured to focus our efforts on bringing people together to share knowledge and support through peer networks and gatherings.

Our creative advisors in the Far North and Kaipara have a fun job, solving our clients' challenges in ways that support their goals, strengthen their creative practice. During this pandemic time our advisors Melanie and Olivia, got to think big, bring ideas to life, and deliver those "Ooh-Ahh" moments.

As a result we have seen a 110% increase in our level of interactions compared to last year, providing guidance and most importantly, delivering innovative and creative solutions to whatever project we're engaged on.

This is also reflected in our year end financials where we have supported 644 community projects and activities from 1 July 2021 to 30th June 2022, however I'm not surprised, as our culture is to make certain we can assist, no matter how big or small the query is, our role is one of service to our community.

**Contribution to the community** - we have continued to increase year on year our in-kind support from \$76,800 per annum in 2021 to \$172,769 per annum in 2022. This is a 100% increase from 20% in the previous year to 40% of our overall expense budget, in particular, the significant increase in our Business/Advisory services. Thank you to the team for tracking all this data, it makes such a difference to how we provide assistance to the creative community.

**Free Publications:** COVID continued to interrupt distribution of our free publications and updating them. However, the decision was made to look at more accessible options and develop a more localised ephemera until such time we were able to see a stronger footprint of travellers interacting across the region, where our free publications have a greater impact. We will continue to design in-house and print as free publications.



**Programmes** - we are very fortunate to have awesome people delivering programmes on our behalf out in the community. Our Creative Impact programmes target business skills, digital learning and creative wellbeing. Whereas our Community ArtReach programmes focus on building the capability of the arts organisation and creative practitioner. Some of our ArTReach recipients this year were - Reyburn House for Strategy Development, Wendy Naepflin received the professional development grant of \$1,000 to develop new techniques in weaving and the Business Package which is part of our commitment to the Northland Business Awards was Flax 'n' Fibre, a Kaipara based business.

Legacy Events - many of our events have been postponed or on hold until such a time we have the funds and skills to manage them. This year ArtBeat did not occur due to the traffic light system and health and safety regulations. However Whangarei Heads Art Trail did go ahead and was well received by all. Our thanks goes out to June Pittman for her management skills and working with the WHAT trust to bring this to fruition.

**Public Art Installations** - this year the Gira-Glob was launched by Warwick Bell and Suza Schiele an amazing piece of architecture and design which rotates 360 degrees which is located on the Hatea Loop near Bascule Park. It is a world first and I'm delighted that we have been part of this journey.

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**Succession planning** - as a manager it is so challenging when you know you may lose talent from your team if governance or management don't have strategies to keep skills and talent in the organisation. This year as part of the organisations planning the board were receptive to succession planning as a long term strategy to hold onto our talent and develop our people into filled roles to re-invigorate the way we engage with our community and build our core business.

This future focused thinking by the board meant that we were able to restructure the organisation to allow myself to transition out of the leadership role to a more strategic role in educational reform and mentor our Team Leader into the Leadership role - a very rewarding process.

#### The finale...

There is so much I could talk about in this last GM report, however I am more reflective of the last seven years and how much change has taken place across the region. There are now seven cultural centres in Te Tai Tokerau, 80% of them have a kaupapa Maori lens, which is phenomenal and reflects the regeneration of Matauranga Maori.and the people they service.

We are seeing more bespoke programmes than ever been delivered in the region. Congratulations to Quarry Art Centre, Ako Hokianga, Akau, Ngen, Awhi World, Te Pu o te Wheke, MD Galleries, Flax n Fibre, Whatu Creative and many more who are supporting youth, adult learners in their career development - so vital for our future workforce.

In closing I want to pay tribute to all our venues and performing arts practitioners who have delivered fantastic outcomes to regional and remote communities.

I want to pay tribute to the hard working Creative Northland team and extend a heartfelt thanks to Phil Alexander Crawford as our Chair and to our board members for their faith in my leadership and for leading us so capably during these troubled times.

It has been an amazing ride.

Ehara taku toa i te toa takitahi, engari he toa takitini" -Success is not the work of an individual, but the work of many.

Hinurewa te Hau (Hinu) General Manager (outgoing)



**Hinurewa te Hau** General Manager, Creative Northland

# About this Report

The intent of this annual report is to provide public disclosure of Creative Northlands operation and financial activities over the past year.

The report is targeted towards those who work, live and play in the creative sectors and other stakeholders such as Councils, Grant Funders and Government agencies who may evaluate the Trust's financial performance to make funding decisions.

These pages provide an insight into Creative Northlands service delivery, which is broad.

You will read about

- the programs we offer
- financial assistance given and
- key projects and levels of engagement for each district as well as regional.

Where the team will

- advise, broker, outsource
- implement initiatives to enable creative business practice, digital learning and creative wellbeing.

Audience: All people





## Northland's Creative Ecology

Creative Northland is an independent charitable trust governed by a not-for-profit board, and receives annual operating funding from the Whangarei District Council (one of three local councils in the region), Foundation North funds to grow the arts regionally, Creative NZ funds to support project delivery and Pub Charities with other opex costs.

As we move into the next financial year, cultural change aligns to our purpose and the ability to redesign our operating system to deliver more effective and long lasting programmes and learning.

Strategy plans for arts, culture and heritage will have been adopted for the Kaipara district by the time this report is completed. Implementation of the Whangarei strategy continues with pending review of the first three years of a ten year strategy to be reviewed in 2023. Also in early 2023, there is an expectation that the Far North Arts, Culture and Heritage Strategy will be adopted with a new council.

These strategies leverage the ecology framework and provide structure to our priority areas - It also guides us in 4 areas:

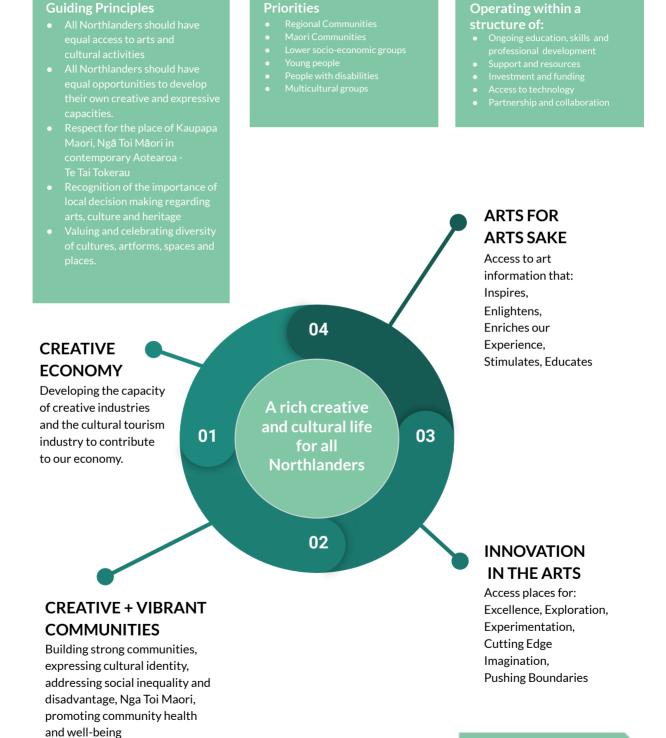
- Creative Economy
- Creative & Vibrant Communities
- Innovation in the Arts, Heritage and Culture
- Arts for wellbeing

The ecology supports our fiscal needs to work with agencies and funders to generate a measurable, beneficial social impact alongside a financial return such as:

- Invest in our staff, volunteers and artistic freelancers to achieve our strategic objectives.
- Re-introduce our commitment to internships by including this talent in our thematic delivery.
- Maximise the benefits to develop a digital strategy to ensure we "think and act digitally".
- Support Kaupapa Maori cultural organisations in capacity building i.e. cultural activity, health, wellbeing confidence and education programmes.
- Build upon our annual programme of arts outreach activity to
  - $\circ~$  Source skill and talent with our priority groups
  - $\circ\,$  Help aid post-Covid recovery, boost confidence and enhance better lived lives
  - $\circ\,$  Help meet major challenges facing health and access to creative wellbeing



## Northland's Creative Ecology Future Focused Approach



# Our Year in Numbers 2021/2022



# In-kind Contribution 2021/2022



\$172,769.69





\$142,560

Business/Advisory Services 1056 Interactions, 1.5 hours each



\$18,000

Equipment Hire 18 events



\$9,450

Free Designed & Printed Publications 29 Listings in 3 publications for the region





Printing & Photocopying Just over 150 groups



8 Paid Facebook Ads 14 Posts boosted, 21,953 total reach

12	
Anna A	

# Digital Capability: Marketing



# Marketing

## **E-Newsletters**

As a facilitator and disseminator of arts information and news across Northland. We use various methods to inform our community about the creative sector and share our successes.

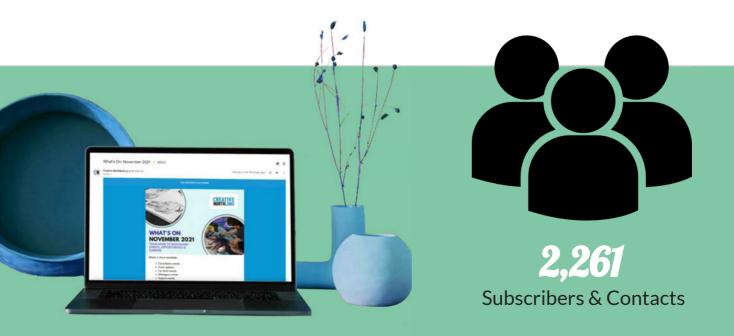
One of our key methods of achieving this is through our fortnightly e-newsletter, which people can subscribe to. Information in this newsletter includes details about funding, creative opportunities, notifications of hui/seminar on arts and business, creative successes throughout the region and notices of events in all three areas of Northland: the Far North District, Kaipara District and Whangārei District.

Over the year, there has been a massive influx of new events and creative opportunities being promoted through the e-newsletters - to the point that within the next 6 months we will need to re-ideate the next elevation of this service.

We have also experienced a 30.4% increase in open rate for our e-newsletters, mainly due to the design and layout, as well as the amount and variety of information we are sharing with our creative community.



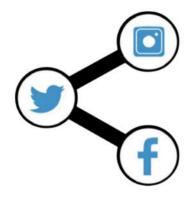
**30.4 %** Increase in open rate



# Connecting our Community

## Social Media

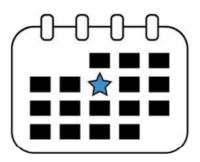
We have a strong social media presence and a growing social audience of followers and fans across 5 Facebook pages (Creative Northland, Quest Art Space, ArtBeat, Whangārei Sculpture Symposium, and Northland Youth Summit Arts Festival), one Instagram account (@creative.northland), one Twitter account (@CreativeNthld) and a YouTube Channel.



**12,981** Social Media Followers (Increase from 11,636 previous year)

## **Poster Printing & Distribution**

Creative Northland offers a free printing service to the creative community with a limit of 3 x A3, 20 x A4 and 50 x A5 prints. We also distribute posters via 3 Carousels located around the Whangārei CBD (managed on behalf of Whangārei District Council). Distribution also occurs in the Kaipara and Far North on community town notice boards and within local libraries.



**250 +** Events Shared, Promoted across Social Media

324 Instagram Posts Published

1,394 **Followers on** Instagram

## 6,077 Followers on Facebook

CREATIVE NORTHLAND



#### ve Directory

Q LOG IN



















WHAT'S ON FEBRUARY 2022 E TO NORTHL











# Website: Informing our Community

The Creative Northland website acts as a resource for our creatives in the Northland region. Updated with current and accurate information is vital in order to benefit our creative community.

As well as being visually appealing, clear and informative, our website is user friendly and fast-loading. We have ensured to highlight Creative Northland's capabilities as an organisation, along with sharing our key projects, events, funding opportunities, the fortnightly e-newsletters etc. This information plays an important role in ensuring that the creative community in Northland is well informed and is presented with any opportunities available to them.

At the end of 2021, we launched our online Creative Directory focused on promoting Northland creatives, art organisations, creative spaces and venues, as well as events. However, this project was quite short-lived due to technical issues and not having enough time for research and development.

### Key advancements made to the website:

- Online Creative Directory
- Plugin for Website Analytics
- Sharing E-newsletters online

### Future focus features on the website:

- Generating a virtual Gallery
- Updating the capability of the online Creative Directory



25 %

Increase on Visitor Traffic year on year



Home About - Projects - Our Events - Resources - News COVID-19 - Contact us

#### OUR CAPABILITIES



# Regional Delivery

- Events
- Programmes
- Creative Projects

## **Review of Legacy Events**

The boards decision to delay Creative Northlands suite of events was the best option to avoid community outbreaks of Covid, with the intent to scope these events back into existence towards 2023.

The Whangarei Sculpture Symposium, Art Beat and the Northland Youth Summit Arts Festival (rebranded to YouThrive) all have the ability to be outsourced and refreshed, until our levels of human resourcing increases. For now the Creative Northland team will focus on other strategic goals and outputs such as:

- Advising communities as to the next ideation and development of new events
- Supporting virtual considerations for online events
- Critiquing proposals seeking Northland event funds as they became available for Te Tai Tokerau.

A challenge for virtual development is low internet access that Northland still faces, which is a significant barrier to growth. A matter to address with providers, Northland Inc and Councils in 2023.

## Creative Northland Managed Events

## Whangarei Heads Arts Trail

WHAT was a definite 2022 success. This event occurred within a short interval between COVID outbreaks and lifting from Red to Orange traffic light system. Outcomes from this event saw a revival of expenditure in the arts with feedback this event made over 50,000 worth of sales for Whangarei Heads Creatives. This year we contracted June Pitman to manage this event which allowed for more focus on outcomes. The partnership with Barfoot & Thompson and with Parua Bay School was a positive establishment. It is great to see a diverse demographic coming to Whangārei for this event from all around New Zealand to support:

**21** Studio based artists

Z Hall based artists **32** Youth Exhibited at Parua Bay School Exhibition

## **6374** Total Visitors

# WHANGĀREI HEADS

## ARTS TRAIL 2022

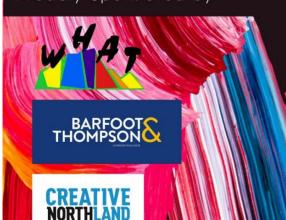
## EASTER WEEKEND Sat 16th & Sun 17th April 10am - 5pm

FREE ENTRY

Private Studios | Community Halls

## Covid-19 Protocols apply

Proudly Sponsored by



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Images courtesy of participating artists

www.whangareiheadsartstrail.org.nz https://www.facebook.com/

# Creative Impact Programme: Business

Creative Northland's Impact Programmes are specialised initiatives tailored to reach our rural communities and service our local government districts. There are three streams to our Impact programmes, engaging youth, adult learners, creative practitioners and organisations to build there creative practice and skills.

## **Creative Business Skills Workshops**

In partnership with Creative Consultant Janet Nixon, they provided free business workshops and mentoring for all creatives from July - September 2021. These workshops enabled us to build stronger links within the wider community. Workshops covered various business topics targeted towards creative businesses, including: Strategic Planning, Marketing and Project Planning.

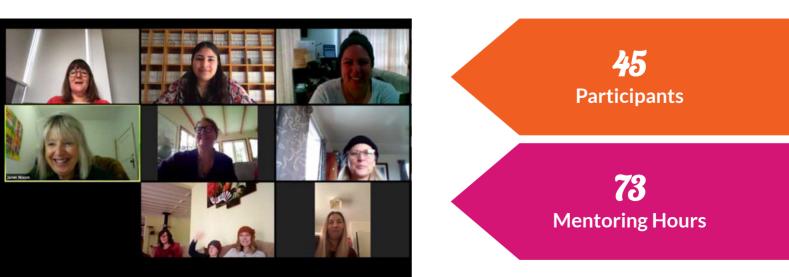
### Workshop Objectives Achieved:

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

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 working 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 receiving funding from Manutū Taonga for a three-year outreach programme.



# Creative Impact Programme: Digital Learning

## **Projection-Mapping Workshops** Kaipara South & Kerikeri: 2021

Projection mapping has been a flagship initiative since 2016. This year Awhi World a community innovation Lab facilitated a basic introduction to mobile content creation (stop-frame animation) and all aspects of projection mapping.

Participants were introduced to installation creation, general production (including Health and Safety) and encouraged to build skills in problem-solving, team communication and reflective critique.

While the numbers were not high due to fear of Covid, finding locations that would allow safe social distancing, and suitable facilities for projection, at Alert Level Two was a high risk to delivery.

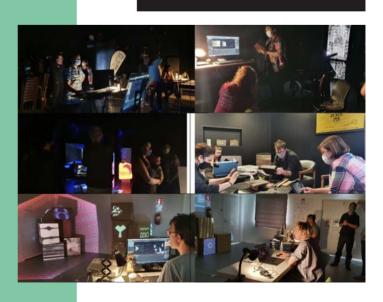
Was the workshop a success - participants feedback informed us that the quality of information and level of engagement with the facilitators meant they received more one on one time and learnt how to scope there own ideas.

#### Delivery issue-

• Difficult to ask people to commit to gather in a pandemic - a similar issue to what we experienced in the previous year.

#### Testimonial

"I am the Gateway Co Ordinator at Otamatea High School. My role in the school is to set students up with work experience, to explore what they might want to do after school. We have a large group of really talented, creative-minded students. Workshops like the project mapping workshop are really important for our students and for our community. Two of our students attended the workshop along with our drama teacher. They all told me that the workshop was amazing and that they were very pleased that they attended. The students could not stop talking about what they learnt and how they can use the skills they picked up. They are really excited about the prospects of jobs and internship that it could lead to."



AwhiWorld

# Creative Impact Programme: Creative well-being

## Mangawhai

This year we partnered with Te Whai Community Trust to deliver a creative therapy programme using creativity to support youth who are failing due to the gaps within the social support services.

A series of workshops were held to help the individual understand self. These workshops were targeted at boys and girls of various ages, providing a safe space for them to explore there life challenges and find solutions through the expression of various art forms.

### Highlights:

- Self-reporting of improved resilience, wellbeing, personal stress management
- Insights into personal behaviour and successful ways to improve communication
- Improved social connections (observed and self reported)
- Participation in ongoing courses/support groups
- Obvious positive change in where people position themselves along a continuum... move towards the wellbeing end (dramatization)
- Personal insights and goal setting for a life with more joy
- Reduced alcohol & substance abuse
- Perception of empowerment, future direction and hope
- Self and others reporting more stable relationships, improved emotional regulation
- Less arguments at home
- Products such as life stories, catalogues of small ways to find joy, paintings with artist statement, personal journals tracking learning
- Specific quantified measures in some instances (pre and post testing)

#### **Outcomes:**

- Opportunities created for structured mentoring relationships and sharing skills
- Opportunities created for artists to contribute to wellbeing in the community



# Regional Project: Film

## Northland Matariki Film Competition

### Key partners: Te Puni Kokiri & Anzac Theatre

2022 saw the rise of creative community competitions with three film events occurring over a similar period. The film competitions reflected a lack of access and confidence around film with low numbers of entries but high engagement.

This led us to invite international producer and director Corinne van Egeraat & Petr Lom, who are experimental filmmakers with backgrounds in theatre and documentary directing. We hosted a workshop and one on one sessions for talent to hear from the experts as to what it takes to get there work to a national and international level.

There is scope to develop an International speakers programme in 2023 and a creative symposium in 2024, to include education workshops on filmmaking, storyboarding and ideation development.

#### **Outcomes:**

Building networks and aspirations for our local community.



# Regional Project: Tech Elevation

## Tech Week 2022

This is an initiative we have been supporting since 2018 in partnership with Northland Inc hosting technology based workshops and seminars.

Our participation in Techweek included collaborating with Northland creatives and organisations to provide interesting topics of discussion through hybrid and virtual events. In 2022 we saw an increase in partnership among our digital entrepreneurs and across the sector. All presentations were online and uptake was low and impacted due to timing of sessions ie. working hours. A

### **Tech presentations:**

- Questionable Research Labs: Experiments in Science, Tech and Design
- Whangarei District Libraries: Introduction to LinkedIn Learning
- Whangarei District Libraries: Automation and free online resources
- The Secrets of Innteractive Video with Facebox
- Creative Technology: A growing field
- ArtTech: Connecting Artists & Technology
- Korero about NFTs with Shaquille Shortland
- NGEN Tech Open Week: Connecting Youth with Tech
- NGEN: N'Genius Game Jam

Events & Presentations

## **TECHWEEK 2022**

16 - 22 MAY

Creative Northland is supporting 9 amazing tech-focused events this year, in collaboration with Dr. Maggie Buxton (Creative Technology Northland), NGEN Room, Whangarei Central Library, Facebox, Quarry Arts Centre, Questionable Research Labs and independent creatives in Northland.

There's an event for everyone's interest!

VIEW EVENTS

**5U** Participant Reach

28

Projects v Our Events v Creat













# Cultural Storytelling **TAI HURI** Tahuhu Stories of Ancestry

Today Māori images and content are ever increasing on television and on the screen, 37.5% of Te Tai Tokerau population is Maori, with one third comprising Maori youth. We recognise how important it is to provide equitable opportunities for our rangatahi to explore creativity as a career.

This year we engaged Tai Huri Films to facilitate a series of marae-based wānanga to empower rangitahi to find their voice and storytelling abilities with industry experts.

Tai Huri programme Tāhuhu supports participants from the conception of ideas to presentation phase. A process to identify a story suited to documentary film - made by Māori and for Māori with ancestral links and themes.

Kaupapa - benefits

- Values based approach focused on hauora (well-being)
- a platform to connect rangatahi to their past,
- a platform to explore topics and issues that are relevant to rangatahi, e.g. whakapapa, whānau, tūpuna, whenua, environment, race, education, colonisation.
- helping young people and hapū explore and understand their local history
- Inviting kaumātua, kuia and whānau to participate in the wānanga.

"The wānanga provides the opportunity to share their experiences, stories and ensure that mana motuhake (sovereignty) and kaupapa Māori (a Māori approach) is retained in the telling of our history."

- Jase Taylor, Tai Huri Films

Weeks of Marae-based wananga series

## 22

Rangatahi from across Te Tai Tokerau

## 5

Storytellers identified with potential for the next phase of **Tā**huhu

# Creative Tourism



Over the last year we have been involved with Te Hiringa Business Trust, Destination Northland and other tourism industry leaders in the creation of the Te Tai Tokerau Destination Management Plan.

Having a presence at the leadership table resulted in Creative Northland being named in the plan to support our work and increase opportunities for local creatives and artists to be part of tourism product development and events. It was identified through the consultation process that 'Product Development' in the arts culture and heritage space was an area that was lacking in the visitor experience.

With the pending opening of the Hundertwasser Art Centre with Wairau Maori Art Gallery we generated the Creative Discoveries Map to bring creative spaces together on one designed document that celebrated the unique creative footprint of Whangarei Central for domestic and international travellers.

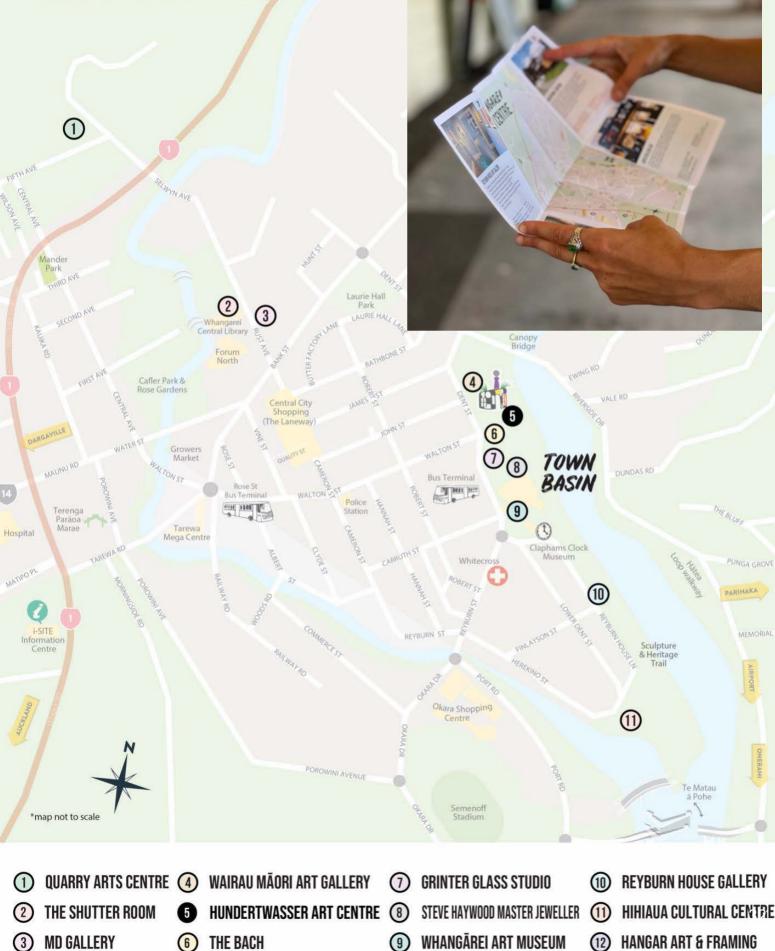
By mid 2022 we launched two Creative Discoveries highlighting local galleries in the Whangarei CBD and the Bay of Islands. This project was initiated to help local galleries and art spaces gain more foot traffic during the peak holiday periods, during which we expected more tourists in the Northland region. Both products were appreciated and received positive feedback from the gallery owners, public, and organisations across many sectors.

These documents were printed and made available digitally for exploration use and printed over 2000 times. The in-kind design and printing contribution to the region was over \$10,000. This product has opportunity to be developed for the Kaipara district in 2023.



# WHANGARE/ CITY CENTRE

(12) Chose



# Community Delivery

- Kaipara
- Whangarei
- Far North

# Kaipara

The ranking of New Zealand's cities and districts changes slowly over time but this year Kaipara has been recognised as an outstanding performer over the last decade jumping 14 spots on the Infometrics Creativity Index which measures the proportion of the workforce employed in the Arts and Creative sector and all industries and occupations that are regarded as creative.

There are many talented Creatives who live in this district working across a number of multi disciplinary activities. The rise of community groups and partnerships can be seen through the delivery of creative impact programs that provide access and participation to the growing youth population in the area. And a growing retired demographic who are exploring creative disciplines and outputs.

Having a Creative Advisor working for two days per month within the Kaipara District has meant better access to our services, which has seen a 10% increase year on year in community activity, levels of ideation and planning for future events and festivals.



#### Kaipara Highlight

A highlight of the 2022 year was seeing Flax 'n' Fibre take out the Creative Industries Award at the North Chamber Business Award. This achievement reflected the owners resilience as a creative entrepreneur and the tenacity to build a sustainable business within the Dargaville community. As our category winner, Flax 'n' Fibre received a \$6000 grant towards business development and we look forward to see this business grow into its next phase.



### **Digital Media**

**Building creative practice** 

This year's Creative Impact Programmes, we were able to fund Awhi World (a digital company) to deliver a explorative Technology workshop targeted at youth ages 15-18 years old with specific attention to project mapping.

of photographs and cat craft which he takes to local markets.

In our roles you meet amazing people, where we get to not just advise, but mentor, coach and broker opportunities for artists to flourish. We would like to acknowledge Autistic artist Liam Astbury who graduated with a Bachelor of Applied Arts from NorthTec in 2021 and a resident of Dargaville. He is a remarkable man, and since his graduation, he has put his entrepreneurial thinking to good use, launching his Cattitude Brand, a series

#### Wellbeing

In Mangawhai, we were able to fund a diverse series of workshops providing access and participation for youth through local community organisations such as Te Whai Community Trust groups focusing on mental health and wellbeing.

#### Education

The other side of our business is when organisations reach out to us to support their events with social media, marketing and promotion which we do readily.

The Northern Wairoa Primary Schools Education Network was one of these groups whose project was showcasing series of painted Pou created by students aged 6 to 10 years old.

#### Interactive Spaces

In partnership with MD Gallery of Whangarei, Mike Pero Real Estate opened there Dargaville office with a difference - this space houses sixty8 cafe, a stunning sixty8 art Gallery and real estate office. This is the first high end interactive community space for both travellers and local residents blending 3 industries together celebrating local artists from surrounding areas.



#### Kaipara Art Awards

The Kaipara Art Awards encourages and celebrates creativity in Kaipara.

Between the Mangawhai Arts Incorporated (MAI) and Dargaville Arts Association (DAA) all exhibitors have the chance once the works are judged and awards awarded to exhibit at Mangawhai Art Gallery and Muddy Waters Gallery (Dargaville).

As a sponsor partner we offer to the award winners the Quest Artspace in Whangarei a place they can learn about curation with an expert, exhibit collectively or have there first solo shows with a difference audience.

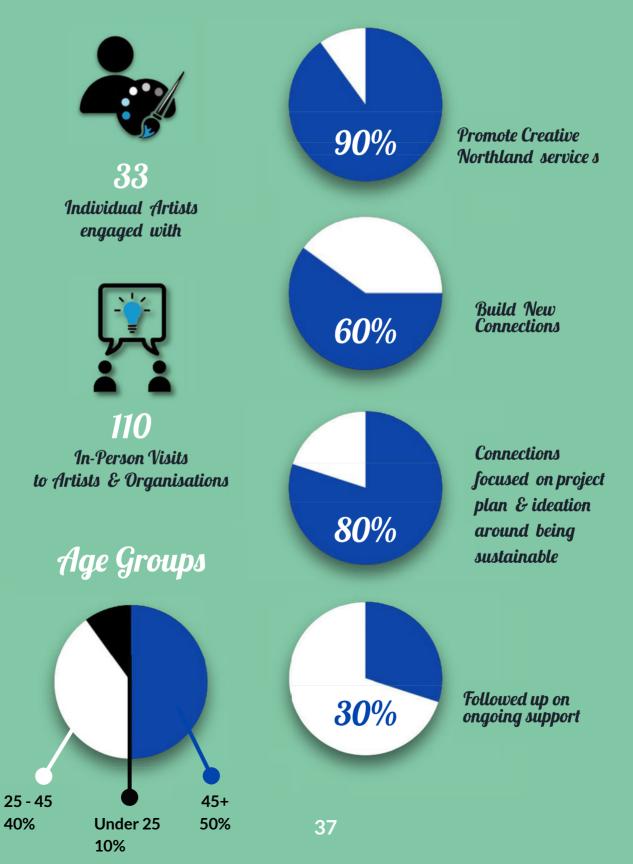
The winner of our Emerging Artist Award was Trista Ecuyer awarded for her photography in animal and landscape photography. Whose work reflected her confidence and ability to produce images that people enjoy and want to have in their living environment. Someone to watch.

KEEPING THE SPIRIT OF COMMUNITY ART ALIVE Kaipara Art Awards- Mangawhai 2021

"The awards reflect the spirit of the community. I find community art uplifting and reminded of how resilient the creative mind is."

# 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.



# Whangarei

Whangarei was hit hard with Covid that led to isolation, uncertainty and anxiety from event cancellations, unsure business owners and weariness for many of our key centres and spaces. It has taken a long time for confidence to build back within the community. However the community has remained resilient. We have seen an increased use of our advisory, marketing, social media services and interest in funding opportunities. With many artists interested in online digital platforms to sell their work.

### **The Pandemic**

Covid's interruption has provided more opportunity for organisations to work on their business rather than in the business. We have seen

- a growing level of partnerships
- an increase in collaborations between organisations
- an increase of creatives looking for spaces to exhibit and sell work.
- an increase among our aging populations exploring art practises again from their younger years.

### **Exhibitions:**

This year there has been a higher interest in showcasing visual art. We have brokered and expanded the Quest Exhibition Space into The Orchard Business hub hanging artworks on a rotation basis every 3 months.

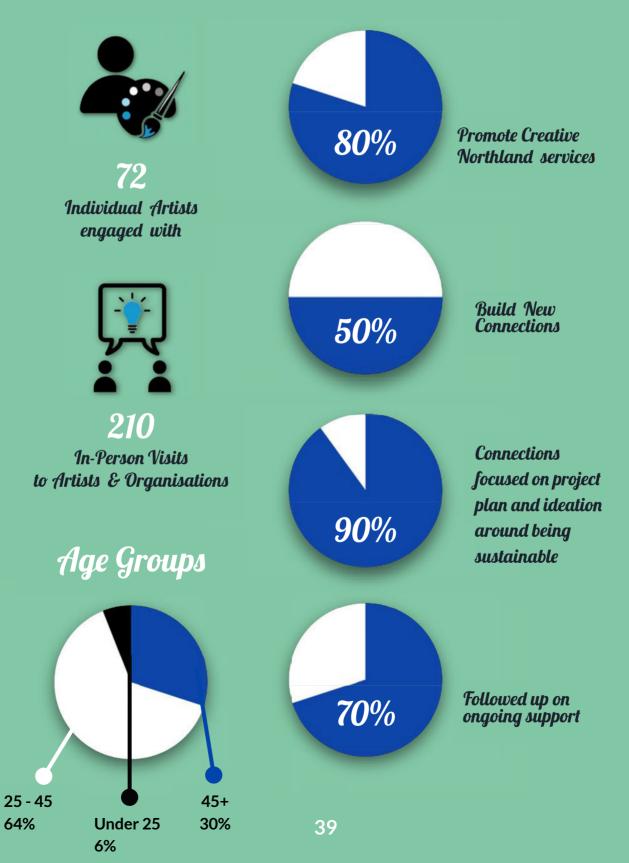
### Northland Sculpture Symposium

Quarry Gardens celebrated a collection of sculptors of all ages from across Te Tai Tokerau with approximately \$130,000 worth of artwork sold during the unpredictable covid climate. We have been a long time sponsor supporting emerging creatives to participate and providing opportunities for the public to be more involved through the People's Choice Award.



# Whangarei Community Engagement

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



### GiraGlob at Bascule Park

The creators are Warwick Bell and Suza Schiele who we supported with feasibility funds back in 2017.

Since this time, we have continued to advise in conjunction with Whangarei District Council and Northland Inc through to installation.

Located on the Hatea Loop, The GiraGlob 0001 is a world first, semi-enclosed, multifunctional, spherical shelter featuring a 360-degree turning mechanism. It is an accessible, safe, informal & engaging social space to meet, share & connect. This is a innovative public artwork interacting with the general public on a daily basis.







### **About Time Ball Clock**

The Whangarei Rolling Ball Clock is another great example of public sculpture taking an innovative approach to site specific installation and narrative that has been in development within the community for 12 years. On 7th April, the Rolling Ball Clock was unveiled and celebrated by the community and passed over to the council.

This Rolling Ball Clock is a world first that not only tells the time in an educational engineered way but also showcases matauranga maori histories of time keeping and a unique kinetic sculpture that will be a tourist attraction with educational and cultural values. The sculpture has the potential to provoke creative thinking across realms not normally considered within the creator sector.







### Hundertwasser Arts Centre with Wairau Maori Art Gallery

The Hundertwasser Art Centre with Wairau Maori Art Gallery is a world class destination. It is offering guided exploration, access to students to express their own creativity with a state of the art hands on studio.

Since the it's opening

- we have volunteered to support governance and the delivery of the Wairau Maori Art Gallery's first exhibition.
- we have partnered with the Art Centre to support schools and up to 425 rangatahi within any given year to experience the themes of art, identity, architecture and ecology aligned with Aotearoa Histories Curriculum.
- we have worked with there marketing team to showcase there events through our social media networks and facilitated conversations to enable local community to partner with this cultural space.





### **Community Galleries**

There was a sudden decline in Gallery sales and interaction which propelled traditional thinking to shift into the realms of digital opportunity. Galleries saw audiences were looking to engage with art again and were enjoying the flourishing creative outcomes that were generated during Covid lockdowns.

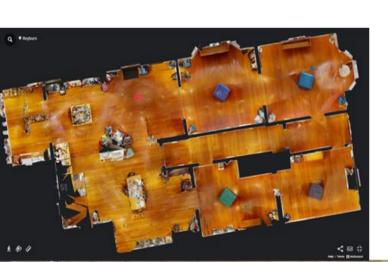
This provided artists with time to explore their creative expression or in many cases, many were drawn to experiment new mediums.

Galleries in talking with their artists decided to introduce digital access to their spaces to generate a resurgence of re-engagement and expenditure with more interest seen on supporting local, handmade and experimental art.

The Reyburn House Gallery in Whangarei did exactly this pushing innovation and digitally boundaries to provide access to art shows for our communities via a virtual experience.

Digital development allowed galleries to explore this platform, to think more actively about the use of space including customer experience on a digital scale and levels of merchandising.

Below are some examples of the digital tech explored and implemented via social media and via the website.



V/-







### The Quest Artspace

The Quest Art Space is a community exhibition space that has held two prolonged shows over the last year due to the covid lockdowns, exhibition extensions and traffic light levels during the 2021/22 period.

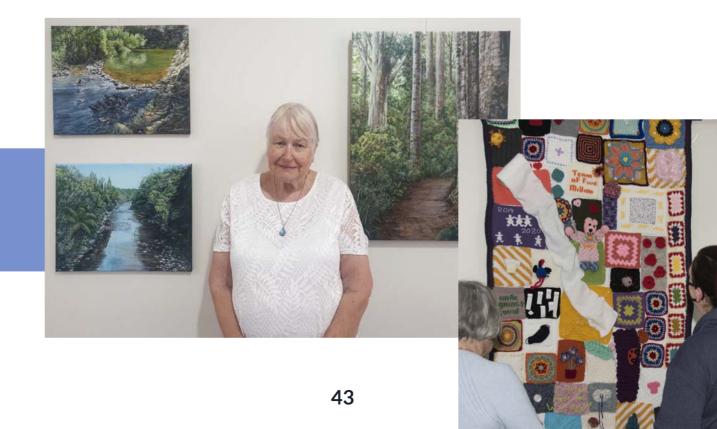
During this year we saw a 30% increase in costs on the previous year - if artists were considering exhibiting works in the Artspace. This lead to a budget review and the decision was made to increase commission on works from 15% to 20% to reflect the operational increase.

During 2021 the interruption of Covid allowed the time to get the walls repainted and rejuvenated. The Quest Hotel also took on new ownership.

Within the next financial year the space will expand its exhibition area by another 6 meters. This means exhibitions will have the ability to extend time and other exhibitions can occur or cross over.

### **Quest Exhibitions:**

- Northland Landscape Judy Bartle
- Floral Abstract Yvonne Clapperton & Suzanne Liddell
- COVID 19 Response: "A Pandemic Moment In Time" A group show response to Covid that involved 8 artists.





Over the 2021 Christmas and Summer break we put together two open creative participatory competitions. Both design orientated and open to all ages to keep morale high and creativity on the communities minds.

The competitions were a huge success with over 120 entries across the two competitions.

The entries were of a high calibre, providing fun for all the whanau to be involved.

It also showcased our talent, young and old and how creativity adds so much value to our existence.



120 + Entries





#### The theme

A Hundertwasser inspired Clock Design Competition provided the opportunity for the artists to see their design take form as an actual clock.

The competitions were a great way to partner with the Whangarei Library to grow our relationship, explore new ways of interaction to support grassroots engagement.

This project will be extended with our district libraries to the Far North and Kaipara in the future.





### Innovative Events:

### Night Lights at The Quarry Arts Centre

Covid brought about innovation when it came to re-thinking and developing events that had focus on exploring space 'openair'. The Whangarei Night Lights was generated as a community event that explored scheduler visitation that accommodated groups and managed well within the Covid traffic light framework.

The Quarry was a great example of a positive outcome of outdoor activation that was able to involve the creativity and celebration of many practitioners. From 6pm over 3 days, The Quarry Arts Center was transformed through a series of artistic activations who installed digital tech light works to create a platform for people to re-imagine, explore, experiment and exhibit within new surroundings.

During this time, we saw

- an increase in workshop participation and many opportunities were getting booked out.
- a highly engaged community responding positively with increased interest around youth activation and opportunities.

Night light events were innovative allowing spaces to take on transformation and engage a new level of audience, with special with mention of the Tutukaka Night Lights taking place over a series of evenings across 4 activated rural zones along the Tutukaka coast.

46

### 3,300 Participants



47

39% Maori 54% Female 96% From Northland

### Far North

The investment into a Creative Adviser for the Far North has been a success story for this community, providing knowledge, skill, and a channel to advocate for all our creatives.

As a result, we have been able to identify the main sectors within the district that have formed satellite creative groups. These groups have been developed out of need and are building healthy and productive access and participation opportunities for Kerikeri, Rawene (Hokianga), Kaikohe, Mangonui, Kaikohe, Paihia and Russell.

We have held

• Creative After 5 events at No.1 Gallery where over 30 local multi-disciplinary creatives attended and spoke about their mahi. In 2023 we will further develop and extend to Kaitaia.

We have

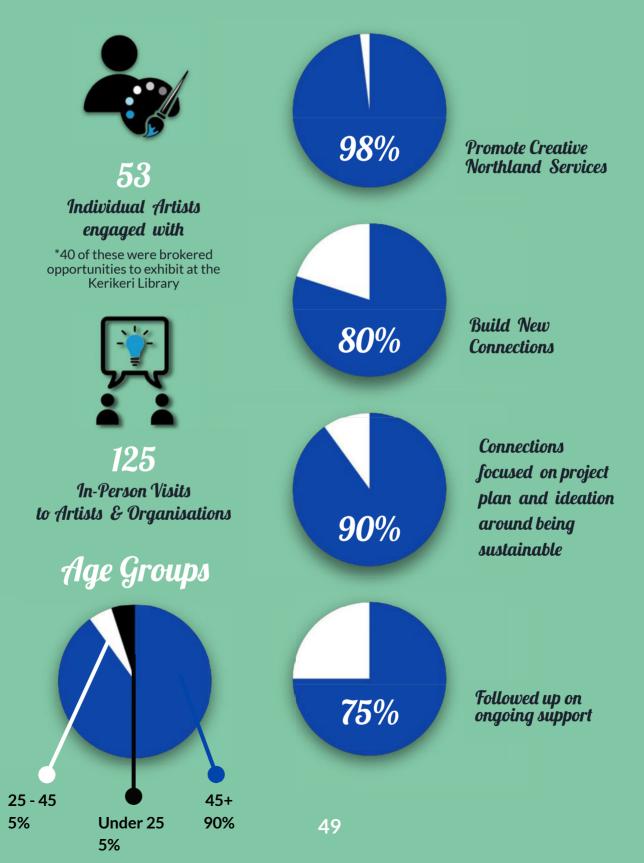
- broadened communications
- raised awareness of our Creative Impact Programmes, funding opportunities, workshops for youth and art organisations, digital media workshops, youth performance and art exhibitions.
- increased brand awareness across the Far North
- supported 22 community projects

In 2023 increasing access to quality programmes and higher participation is a priority.



# 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.



### Far North

### Programs and events supported by Creative Northland

### Partnerships

We have continued to develop a well established KOAST Arts Trail, including

- start up workshops at the The Black Box Theatre,
- workshops at the MORPH Puppet Festival.
- Produced two Bay of Islands Creative Discovery Brochures that have been distributed into the district,
- manage and supported the Kerikeri Wall Art Competition.

This has started a desire to have an Arts Trail develop in Kerikeri.

We have generated a partnerships with

• Our Kerikeri Community Charitable Trust to encourage the beautification of Kerikeri through art projects.

This has included the development of more murals for Kerikeri and a partnership with

• Far North District Councils Library to create an art space in the Kerikeri Library and other Libraries across the Far North.

We have identified the need for multi-functional buildings in Kerikeri for the arts - our creative advisor is working alongside Bay of Islands Creatives to support business planning and growth for the future of art education facilities.





40 Artists Submitted Artwork for the Kerikeri Wall Art Competition

### Key events we have supported

No. 1 Gallery in Rawene, Mangonui Arts Exhibition, Kiwi Handmade Crafts Kaitaia, Book Promotion Pavlova Press Kerikeri, Hoki Mai Festival, Black Box Theatre Workshop Programs, Splash Arts Exhibition Mangonui, KidsArt Exhibition, Be Free Youth Concert, Artisan Affair in Kaitaia, Upsurge Festival, Twilight Art Market Kaitaia.

### **Telecommunication Boxes**

We have partnered with Chorus NZ to paint there telephone communication boxes in the Far North with local Artists designs chosen. Work will start in late 2022 and continue into 2023.

### Networked community

Recent community consultation has highlighted the need for a network to bring the creative community together as a way to support each other in there work and work collaboratively on initiatives.

### Education:

Consultation has also shown us the high need for Career pathways for youth as currently there is a lack of tertiary education available to youth who want a career in the arts. An area to be

reviewed in 2023.





### Community Development: Te Wheke Gallery, Kaikohe

The Te Wheke Gallery is one of Northland's success stories, receiving funding from Ministry of Heritage and Culture - Creative Spaces fund to support families dealing with Mental Health.

Te Wheke have been facilitating and promoting art workshops in Kaikohe and surrounding area since 2016. It's a welcoming space ready for local exhibitions and workshops. The gallery has become a creative hub for arts in Kaikohe, giving access to those who live in isolated communities, providing workshops two days a week in painting & clay and attracting more professional artists who want to exhibit.

One of their outreach programme is part of a social integration development initiative where social justice is so important building upon the concept that a lot can be achieved through art. The gallery works with traumatised families that have complex needs and have become a safe and secure place for whanau to heal.

Grandparents who look after mokopuna can drop into the Gallery to participate and learn painting or clay. Positive Kaikohe promotes there art classes for 12-16 year olds.

This amazing space is a true example of supporting community needs. Using art as therapy and to provide workshops to create safe and lifelong connections".

**Meaning**: Te Pu o te Wheke means *"the heart of the octopus"*, and is a reference to Kaikohe being right in the centre of Northland.





This year we provided financial assistance to Taipa School to deliver their Taonga Puoro Wananga, held In June, at Haititaimarangai Marae. Two tutors facilitated a series of workshops where they reversed roles and the school students provided teaching and understanding of the significance of storytelling.

Traditional Maori instruments were used as a medium to explore and present unique stories of 'who and I' and 'where they come from'. This included the development of pasifika stories being told.

#### Circability

This then lead to partnering with tutors at Circability to facilitate workshops who then worked on the upcoming Pasifika Festival in Kaitaia to showcase art, kai and storytelling as an educational platform later in 2022.









# The Next 6 Months

In addition to this annual overview, the region has developed a unique creative voice that requires nurturing. It is important to recognise the work that has been carried out post June 30, 2022. Creative Northland is looking forward to developing our capacity with the community in helping grown the economic growth and recognition of the creative sector in Te Tai Tokerau.



Work has begun in many areas supporting outcomes from the Regional Action Plan and specifically the newly developed strategy plans. Below is a snapshot of what Creative Northland will be working on over the next 6 months from 1 July 2022 to 20th December 2022.

### Kaipara::

- Matariki Film Competition wrap up.
- Work with council on the adoption of the Strategy.
- Continue to grow the creative network & brand presence.
- Develop stronger relationships with iwi/hapu.
- Develop a Creative After 5 event gathering for the Kaipara & Mangawhai..
- Develop strong partnerships with existing organisations and new groups.
- Development and opening of an Art Gallery on the main street in Dargaville.
- New community murals activated in Dargaville and Mangawhai.

### Whangarei:

- Review current Whangarei Strategy with Council.
- Continue to grow the creative network to strengthen our brand presence and messaging within the region.
- Strengthen relationships with iwi/hapu to develop more marae activation and wananga.
- Develop two Creative After 5 event gatherings for the Whangarei area for 2022/23.
- Develop strong partnerships with existing organisations and new groups for legacy events 2023 2024.
- Two murals to be completed with key Partners The Bach & Bike Northland.
- Development of Educational Support for Hundertwasser Art Center over 6 months.
- Understand the deeper needs and desires from Whangarei.

#### Far North:

- Joining the focus groups for the Turner Centre development of their strategy- which sets out the plan to grow the Arts in this region.
- Working with the Little Black Box Theatre with workshops and programs.
- Continuing connecting in with The Rawene Campus and Te Wheke Gallery Kaikohe in promoting artists workshops.
- Introducing an art exhibition space into Kerikeri Proctor Library.
- Completion of our second Creative Discovery Poster to be distributed at the Kerikeri Street Party and all museums and Galleries for summer 2022 to 2023
- Development from the first draft of the Arts and Culture Strategic Plan.
- Working with the Bay of Islands Creative Arts Trust to look at providing space for Gallery, workshop. This space will take over from Cherry Park House in Kerikeri and will grow visual arts in this region. Working as representative on large art projects in the region.
- Strengthening industry relationships with Chorus and Top Energy to work with our Artists to beautify the power and communication boxes across the Far North.
- Working with Far North District council, funding bodies, Our Kerikeri Community Charitable Trust & Toi Ngapuhi.

# FINANCIAL STATEMENTS



# Financial Report Summary

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 2022, Creative Northland was in surplus to the value of \$174K. Though surpluses are desirable, in general, one of this magnitude would be questionable as far as Charitable Trusts are concerned. However, this is not a true reflection of our performance.

The cause directly relates to how Creative Northland received funding from, in particular, Foundation North over the period combined with a significant increase in funding from them and how the current Accounting Standards require this to be reported. Typically, the organisation would receive funding in two installments, April and September. However, in April 2022 Creative Northland received the whole year funding in one lump sum which had the consequence of inflating the surplus in the June 2022 year but likely to have the exact opposite effect in the June 2023 year if Foundation North re-adopt the two installment funding. This occurred in the June 2021 year resulting in a \$57K deficit.

Worth noting at this point, the Accounting Reporting Standards are in the process of being updated so that those issues highlighted above will no longer occur. Portion of funds received in one financial year can be reported as income in the following year where it can be shown to be funding that year's activities.

Perhaps, the other areas worthy of note are the differences in Other Revenue and Other Expense figures from the June 2021 period. These almost entirely relate to the Camera Obscura Project.

The Statement of Financial Position shows an organisation in a healthy position. This is almost entirely due to the surplus reported on the Statement of Service Performance and so is somewhat misleading for the same reasons highlighted there. Regardless, it has permitted the organisation to put aside \$25K Reserves which will allow it to pushthrough where funding becomes inconsistent. It is important to continue to further build these reserves up to a point where three months operations are covered.

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



## 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 Qualification (to the extent practicable) of the Entity's Outputs:	Actual This Year \$	Actual Last Year \$
Workshops held to inform, assist, upskill arts organisations, artists and individuals: Funding youth development, rejuvenating spaces, performance	27	15
Stakeholders and partners feel engaged, connected and informed: Recipients of our fortnightly newsletter	1,424	1,416
Hosting of stakeholder functions	3	12
Applying for funding from other sources and are successful	4/4 Applications are successful	11/15 Applications are successful
Regular governance meetings (1 per month) Key festival events delivered on behalf of district council	11 0	9 1
Community projects and activities supported Building audience through social media	644 13,169	365 11,636



### Statement of Financial Performance

Creative Northland For the year ended 30 June 2021

Description and Qualification (to the extent practicable) of the Entity's Outputs:	Note	Actual This Year \$	Actual Last Year \$	
Revenue				
Donations, fundraising and other similar revenue	1	557,821	338,966	
Revenue from providing goods or services Interest, dividends and other investment	1 1	5,222 279	10,098 116	
revenue Other revenue	1 34,681		399,226	
Total Revenue		598,003	748,406	
<b>Expenses</b> Expenses related to public fundraising Volunteer and employee related costs Costs related to providing goods or services Other expenses	2 2 2	217,745 169,880 36,443	231,471 193,890 380,089	
Total Expenses		424,068	805,459	
Surplus/(Deficit) of the Year		173,935	(57,053)	



# Statement of Financial Position

Creative Northland As at 30 June 2021

	Note	Actual This Year \$	Actual Last Year \$
Assets Current Assets Bank accounts and cash Debtors and prepayments Other current assets	3 3 3	299,988 16,369	66,907 6,864
Total Current Assets		316,357	73,771
<b>Non-Current Assets</b> Property, plant and equipment Other non-current assets	4 3	7,532	8,946
Total Non-Current Assets		7,532	8,946
Total Assets		323,889	82,717

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This performance report has been approved by the Trustees, for and on behalf of Creative Northland:

Date 21.11. 2 21.11.22 Date Signature Signat Name GEOFF BIARTLEINName Carol Products Position to chay Position Treasurer

# Statement of Financial Position (Continued)

Creative Northland As at 30 June 2021

	Note	Actual This Year \$	Actual Last Year \$
Liabilities			
<b>Current Asssets</b> Credit Card Creditors and accrued expenses Employee costs payable Unused donations and grants with conditions Other current liabilities	3 3 3 3 3	1,268 31,715 36,592 4,694 74,485	1,778 25,119 29,499 5,000 20,121
Total Current Liabilities		148,754	81,517
Non-Current Liabilities		-	-
Total Non-Current Liabilities		-	-
Total Liabilities		148,754	81,517
Accumulated Funds			
Capital contributed by owners or members Accumulated surpluses or (deficits) Reserves	5 5	- 150,135 25,000	- 1,200 -
Total Accumulated Funds		175,135	1,200

# Statement of Cash Flow

Creative Northland For the year ended 30 June 2021

	Note	Actual This Year \$	Actual Last Year \$
Cash Flows from Operating Activities			
<b>Cash was received from:</b> Donations, fundraising or similar receipts Receipts from providing good or services Interest, dividends and other investment receipts Other revenue Camera Obscura receipts		584,756 5,222 279 52,500 9	343,966 6,848 116 32,083 297,781
Net GST		4,757	4,536
<b>Cash was applied to:</b> Payments to suppliers and employees Caamera Obscura payments Other Expenses		379,413 6,662 28,019	418,157 374,849 10,213
Net Cash Flows from Operating Activities		233,429	(117,889)

# Statement of Cash Flow (Continued)

Creative Northland For the year ended 30 June 2021

	Note	Actual This Year \$	Actual Last Year \$
Cash Flows from Investing and Financing Activities			
<b>Cash was received from:</b> Receipts from the sale of property, plant and equiment Receipts from the sale of investments		-	-
<b>Cash was applied to:</b> Payments to acquire property, plant and equipment Payments to purchase investments		348	(1,400)
Net Cash Flows from Investing and Financing Activities		(348)	(1,400)
<b>Net Increase / (Decrease) in Cash</b> Opening Cash Closing Cash		233,081 66,907 299,988	<mark>(119,289)</mark> 186,196 66,907
This is represented by: Bank Accounts and Cash		299, 988	66,907

### Statement of Accounting Policies

Creative Northland For the year ended 30 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. 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.

### Statement of Accounting Policies Continued

Creative Northland For the year ended 30 June 2021

#### 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
- Artworks: 0%

#### **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.

#### **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 recognised 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)



Creative Northland For the year ended 30 June 2021

### Note 1: Analysis of Revenue

		This Year \$	Last Year \$
Revenue Item Donations and other similar revenue	Analysis Artbeat Sponsorship Creative New Zealand Far North District Council Foundation North Kaipara District Council Ministry Of Youth Development Other Miscellaneous Donations Oxford Sports Trust Southern Trust Te Puni Kokiri Whangarei Sculpture Symposium Sponsorship Whangarei District Council Whangarei District Council Events and Venues Total	- 12,065 310,000 11,250 - - 306 223,200 1,000 <b>557,821</b>	4,000 32,286 90,000 - 104 - 212,576 <b>338,966</b>
Revenue Item Revenue from providing goods or services	Analysis Sales Quest ArtSpace Art Trail Fees Stallholder Fees Miscellaneous Umbrella Funding Income WSS Artist Fees WSS Artwork Commission Total	- 952 3,539 - 731 <b>5,222</b>	2,739 140 3,513 413 3,293 <b>10,098</b>



Creative Northland For the year ended 30 June 2021

### Note 1: Analysis of Revenue

		This Year \$	Last Year \$
Revenue Item Interest, dividends and other investment revenue	Analysis Interest - ASB Bank Total	279 <b>279</b>	116 <b>116</b>
Revenue Item Other revenue	Analysis Wage Subsidy Camera Obscura (Umbrella Funding) Umbrella (General) Northland Culture Fund Total	- 6,662 28,019 <b>34,681</b>	2,739 <b>399,226</b>



Creative Northland For the year ended 30 June 2021

### Note 2: Analysis of Expenses

		This Year \$	Last Year \$
Expense Item Volunteer and employee related costs	Analysis Salaries and wages ACC levies Total	216,764 981 <b>217,745</b>	230,439 1,032 <b>231,471</b>
Expense Item Costs related to providing goods or services	Analysis Direct costs relating to service delivery Other service delivery costs Administration and overhead costs Total	86,010 47,268 36,602 <b>169,880</b>	85,364 70,677 37,849 <b>193,890</b>
Expense Item Other expenses	Analysis Depreciation Loss on Disposal/Write Off Northland Culture Fund Umbrella (General) Camera Obscura (Umbrella Funding) Total	1,762 - 28,019 6,662 <b>36,443</b>	2,418 10,213 367,467 <b>380,098</b>



Creative Northland For the year ended 30 June 2021

### Note 3: Analysis of Assets and Liabilities

		This Year \$	Last Year \$
Asset Item Bank Accounts and Cash	Analysis Cheque Account Balance Savings Account Balance Cash Floats ASB Bank 02 Accounts Camera Obscura - Cheque Camera Obscura - Savings Paypal Total	37,043 260,539 5 2,300 - - 101 <b>299,988</b>	13,346 39,393 78 444 - 13,547 101 <b>66,907</b>
Asset Item Debtors and prepayments	<b>Analysis</b> Accounts Receivable Prepayments GST Receivable <b>Total</b>	11,414 4,955 <b>16,369</b>	- 5,039 1,825 <b>6,864</b>
Liability Item Credit Card	Analysis Credit Card Total	1,268 <b>1,268</b>	1,778 <b>1,778</b>



Creative Northland For the year ended 30 June 2021

### Note 3: Analysis of Assets and Liabilities

		This Year \$	Last Year \$
Liability Item Creditors and accrued expenses	Analysis Trade and other Payables GST Payable Accrued Expenses Total	21,376 4,639 5,700 <b>31,715</b>	19,619 - 5,500 <b>25,119</b>
Liability Item Employee costs payable	<b>Analysis</b> Holiday Pay Accrual Wages and Salaries earned but not yet paid <b>Total</b>	28,166 8,426 <b>36,592</b>	22,891 6,608 <b>29,499</b>
Liability Item Unused donations and grants with conditions	Analysis Te Puni Kokiri Creative NZ Total	4,694 - <b>4,694</b>	5,000 - <b>5,000</b>
Liability Item Other current liabilities	<b>Analysis</b> Umbrella Camera Obscura Umbrella General Northland Culture Fund Revenue in Advance <b>Total</b>	6,144 31,481 - 36,860 <b>74,485</b>	12,797 7,000 324 - <b>20,121</b>



Creative Northland For the year ended 30 June 2021

### Note 4: Property, Plant and Equipment

Asset Class					
This Year	Leasehold Improvements	Furniture and Fixtures	Office Equipment	Artwork	Total
Opening Carrying Amount	-	1,938	6,164	844	8,946
Purchases				348	348
Sales/Disposals					-
Current Year Depreciation and Impairment	-	242	1,520		1,762
Closing Carrying Amount	-	1,696	4,644	1,192	7,532
		Asset Cl	ass		
Last Year	Leasehold Improvements	Furniture and Fixtures	Office Equipment	Artwork	Total
Opening Carrying Amount	-	2,217	8,303	844	11,364
Purchases					-
Sales/Disposals	-				-
Current Year Depreciation and Impairment		279	2,139	-	2,418
Closing Carrying Amount	-	1,938	6,164	844	8,946



Creative Northland For the year ended 30 June 2021

### Note 5: Accumulated Funds

This Year	Capital Contributed by Owners or Members	Accumulated Surpluses or Deficits	Reserves	Total
Opening Balance	-	1,200	-	1,200
Surplus/(Deficit)		173,935		173,935
Transfer to Reserves		(25,000)	25,000	-
Transfer from Reserves				-
Closing Balance	-	150,135	25,000	175,135
Last Year	Capital Contributed by Owners or Members	Accumulated Surpluses or Deficits	Reserves	Total
Opening Balance	-	33,253	25,000	58,253
Surplus/(Defecit)		(57,053)		(57,053)
Transfer to Reserves				-
Transfer from Reserves		25,000	(25,000)	-
Closing Balance	-	1,200	-	1,200
Breakdown of Reserves			Actual This Year \$	Actual Last Year \$
Name Capital Reserves		Nature and Purpose General Capital Working Reserves Total		-

Creative Northland For the year ended 30 June 2021

### 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 \$4,006 and term commitment up to 20 June 2024 will be \$8,013. A commercial tenancy agreement is in place with Whangarei Mens Shed ending 8th June 2023. The monthly commitment is \$1341.67.

#### **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 with formal handover to the Whangarei District Council in November 2020. 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.



Creative Northland For the year ended 30 June 2021

### Notes 7-12

### **Note 7: Related Party Transactions**

Description of Description of the		
Related Party RelationshipTransaction (whether in cash or amount in kind)Trustee and Director Carol Peters is also a Councillor of the Whangarei District Council.An annual operating grant is received from Whangarei District Council.Trustee Geoff Bartlett is a member of Men's Shed.Creative Northland has entered into a lease agreement	Value of Transactions 223,200 16,104	Value of Transactions 230,439 1,032

### Note 8

On 19/7/2022 Ian Pritchard resigned as a Trustee on the Board. 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 2022 financial statements are required to be completed, audited and filed with DIA charities by the 31st December 2022.

### Note 10: Trust Deed - Number of Trustees

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

Creative Northland For the year ended 30 June 2021

### 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 had a negative impact. Consequently, working capital and the level of equity were reduced significantly. However, the opposite has occurred for the 2021-2022 year, due to how the Foundation North grant was distributed, resulting significant increases in both working capital and the levels of equity far in excess of what was expected. The expectation is, assuming consistency with how funds are received in the future, both capital and equity levels will reduce this year but not to recent year's levels. The trustees acknowledge continued reliance on grant funding. The long term impacts on the sector of COVID-19 are still not entirely clear, though the financial support to date by government has helped significantly in the short term. The Trustees take the view that the Trust will continue to operate for the foreseeable future and, therefore, the going concern basis upon which these financial statements have been prepared is appropriate.

### Note 12: COVID 19 Disclosure

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

The virus remains prevalent and government regulation and alert levels, though stabilized, may fluctuate due to circumstances.

During the lockdown periods the Trust are able to operate but did so remotely at reduced hours. The Trust has continued to operate at reduced hours, even though the sector experienced increased demand for online activity.

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
- Continued grant funding applications





# **CREATIVE** NORTHLAND