

# ANNUAL REPORT

CREATIVE NORTHLAND  
2023 JULY-2025 MARCH



*We grow, strengthen & empower Northland's creative, cultural, & heritage sector*



## ABOUT

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 in 2023- 2024 with the addition of Foundation Norths delivery till March 2025.

You will read about

- the programmes we offer
- financial assistance given
- 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 unless specifically noted.

Creative Northland is an independent charitable trust governed by a not-for-profit board, supported by Whangarei District Council, Foundation North, Creative NZ, and Pub Charities. As we enter 2023-2024, our focus is on strengthening our operating model to deliver impactful, lasting programmes that support arts, culture, and heritage across Tai Tokerau.



The past 12 months has seen Creative Northland make significant progress with its mission to "Connect and Grow Northland's Arts, Culture and Heritage."

This is especially impressive as CN faces unique challenges as an arts-supporting organisation. Our region covers nearly 14 000 square km and is home to over 200 000 people. Ongoing delivery of projects and services to such a geographically diverse region by the CN team requires considerable planning and resources.

Yet CN has been able to inspire projects and events, establish touring opportunities and upgrade the knowledge and skills of the creative community throughout Northland and build networks to raise the profile of artists in the region.

CN does this by providing advice and workshops and their social media profile creates awareness of Northland's local events throughout NZ and the rest of the world.

One of the keys to our work continuing is Foundation North and developed relationship and invitation to CN to apply for three years of funding post 2024. It's confidence in CN to allow this reflects the growth and development of CN over the last few years and the impact to transform Tai Tokerau and enhance investment into the sector..

CN would also like to give thanks to the Ministry of Culture and Heritage for their regeneration fund for Tai Tokerau the impact will help provide some relief and aid an extra level of sustainability across the sector.

I also want to highlight the tremendous amount of projects the CN staff work through each year. They handle inquiries from the public, produce events throughout Northland and support creative practitioners in a variety of ways. I am grateful to this talented team for their commitment and high level of service.

On behalf of the board and staff of CN, I would like to wish everyone a happy and creative year.



**Geoff Bartlett**  
Chairman

## ACKNOWLEDGEMENT TO FUNDERS



Creative Northland wish to acknowledge our key primary funding partners: Whangārei District Council and Foundation North, whose funds enable us to deliver strategic goals and activities to meet the needs of the communities we operate in: Whangarei, Far North and Kaipara. This funding allows the Creative Northland team to build strategic partnerships to help lead capability and capacity development across the region.

We wish to acknowledge our agency Creative New Zealand for the significant contributions they give to support Northland creative practitioners and art organisations, ensuring all Northlanders benefit from the arts. In addition, we acknowledge The Ministry of Culture and Heritage, for the Regeneration Fund which brought over 500k into the Tai Tokerau over the last couple of years providing opportunity to many.

And finally, to those organisations whom Creative Northland works closely with throughout the year: The provision of sponsorship and partnership have been invaluable and what help make Tai Tokerau to grow its character, capability and learn its own capacity.

The support of major funders and other organisations enabled Creative Northland to continue delivering a high level of in-kind contribution and services to the creative and cultural communities we serve. The support of cultural advancement and value alignment is significant to the region and the community we engage with.

*He aha te mea nui? Māku e kii atu, he tāngata, he tāngata, he tāngata.*

*What is the most important thing in the world? Well, let me tell you, it is people, it is people, it is people.*





## MANAGERS REPORT

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

The past year has been a period of immense challenge and transition. In moments of ongoing crisis and interruption of ongoing covid, we have seen a growing reliance on the arts for solitude, solidarity, and reflection. This underscores the importance of our mission to support the creative sector and ensure its sustainability for the well-being of our communities. As Creative Northland enters its ninth year as a regional arts organisation, we continue to build visibility and cohesion for all who participate. The impact of economic pressures and increasing living costs has placed significant strain on the arts sector, leading to concerns around sustainability and consistency in uncertain times. Many creatives have found it difficult to engage, with some retreating into isolation, further highlighting the necessity of fostering community connections and ongoing support structures. Throughout 2023 and 2024, we have undertaken extensive community consultations in Kaipara, the Far North, and Whangārei. These engagements have facilitated an ongoing review of strategy direction.

A significant focus has been placed on wellbeing and looking at gaps within the ecosystem. There have also been ongoing discussions about establishing a Regional Film Office (RFO) in Northland to drive economic growth through screen production. After consultations with leaders from Screen Auckland and Film Bay of Plenty, this framework suggests Northland be added as the 12th region in New Zealand's RFO network. Russell Mooyman and Karen Sidney have conducted in-depth research on this proposal, which remains under discussion for future development.

Looking ahead, our focus remains on strengthening regional sustainability and fostering creative resilience. The development of the Cultural Framework Strategy in partnership with local Kaumātua and Kuia has been a significant milestone. This document serves as a crucial resource, guiding best practices for working alongside Māori and embedding cultural values within event planning and execution. The redirection of funding towards Māori enterprise has yielded considerable impact, increasing Māori engagement in our events and contributing to capability development across the sector. Our role as a service organisation is to adapt, respond, and provide ongoing support, ensuring that creativity continues to thrive across Tai Tokerau. As we move forward, we remain dedicated to fostering a sustainable arts ecosystem — one that prioritises cultural integrity, inclusivity, and long-term community well-being.

Ngā mihi maioha



**Olivia Garelja**  
General Manager



Funding Outline:  
Current Funders 2023-25



Governance & Leadership:



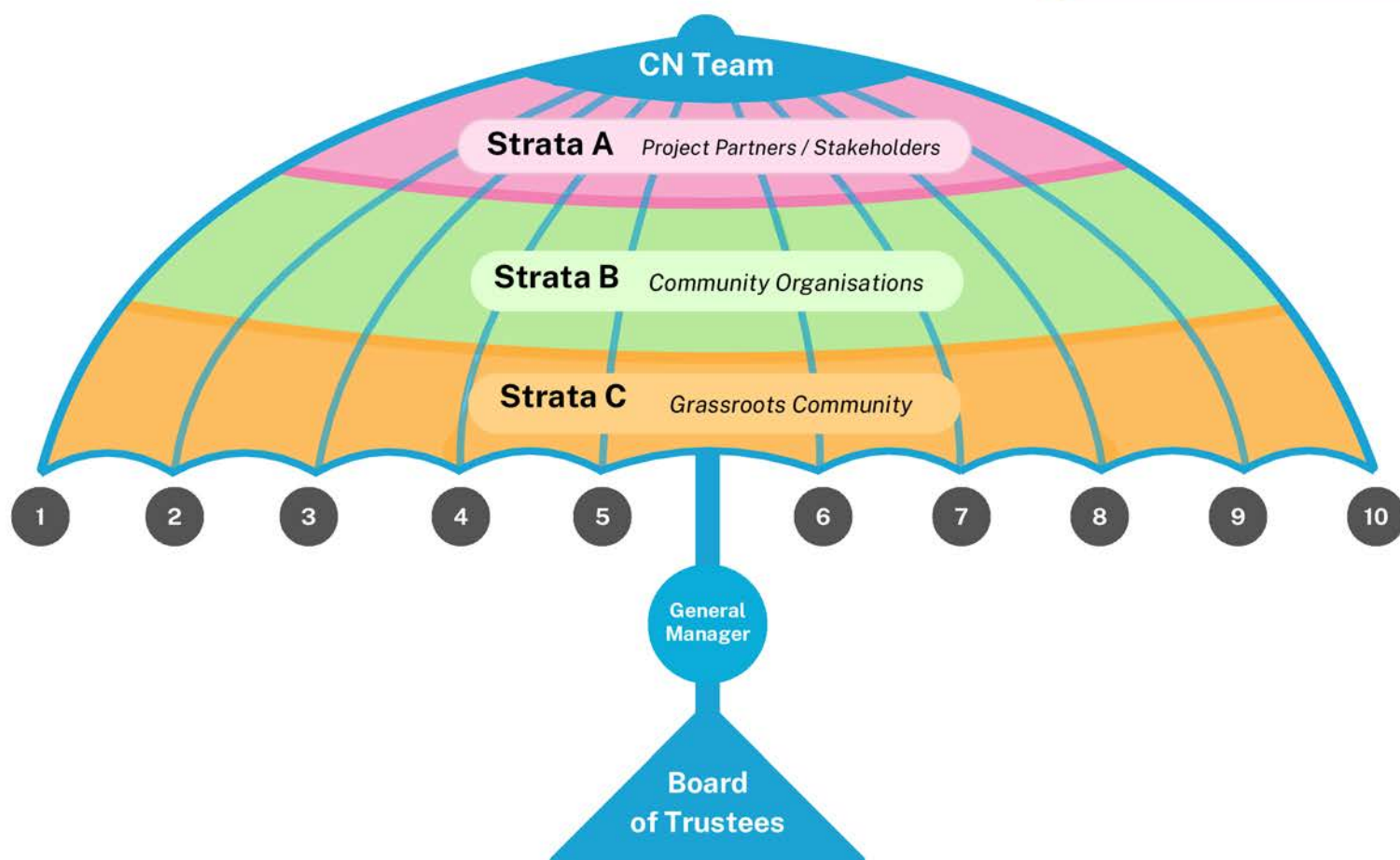
3x Regional Awards:



1x National Ceramic Award:







**1-10 = Creative Northland Service Offerings**

- |  |  |
|--|--|
| <p><b>1</b> <b>Advisory:</b> Roadmap for success</p> <p><b>2</b> <b>Funding:</b> Applications, Consultation &amp; Hosting funding workshops</p> <p><b>3</b> <b>Printing &amp; Equipment Hire:</b><br/><i>*Saving community up to 26k per year</i></p> <p><b>4</b> <b>PROMOTION:</b> Marketing outputs: Social Media posters, 2x monthly e-news letters, digital capability, 3 x carousel poster display and rotation</p> <p><b>5</b> <b>Environmental Sustainability:</b><br/>NEW Partnerships; Climate Change Northland, Waste Less, Eco Solutions etc.</p> | <p><b>6</b> <b>Industry Internships &amp; Relationships</b></p> <p><b>7</b> <b>Relationship Building:</b> Industry &amp; International opportunities</p> <p><b>8</b> <b>CN Products;</b> Creative Excursions, Community Activities, Creative Business Skills, Creative Discovery, Art/Heritage Guide, Colouring-in Competitions, ArtBeat</p> <p><b>9</b> <b>Business:</b> Strategy Development; Project Management, Consultation, Professional Development</p> <p><b>10</b> <b>Project Umbrella Management:</b> Accounting &amp; Finance Support</p> |
|--|--|

## OUR MISSION: REALISING COMMUNITY CREATIVITY

### SUMMARY

Creative Northland continues to present a **future-focused vision of what a creative community looks like** as we strive for an ongoing commitment; making sure that the creative sector in Northland is **dynamic, thriving, influential, and productive** to build a **strong local creative economy for Te Tai Tokerau**.

Over the last financial year 2022- 2023 Creative Northland's **in-kind contribution of \$195,399** to WHANGĀREI and Tai Tokerau has helped raise engagement and activation that contributed to the growth of the NZ creative sector over the last fiscal year. The sector development in WHANGĀREI alone saw **536 activations** post covid and in the same year at Cyclone Gabrielle shows a significant number increase of **82** extra engagements to note. The overall contribution supports recent data from Ministry of Culture & Heritage that recorded the highest contribution from the Creative Sector nationally to the NZ economy sitting at 4.2% GDP to date. Proving that investment in arts and culture is investment in community wellbeing.

### STRATEGIC PRIORITIES

- **Build a Strong, Sustainable Arts and Culture Hub:** Focus on making our arts and culture district vibrant and self-sustaining.
- **Expand Funding Partnerships for Programmes:** Seek out new funding partners to support a variety of cultural programs.
- **Develop Whangārei as a Creative Career Hub:** Create more career opportunities in arts and culture for our growing community.
- **Promote Cultural Diversity and Confidence:** Encourage all organisations to embrace diverse cultures and build confidence in cultural engagement.
- **Integrate Arts and Culture into Community Life:** Ensure that arts, heritage, and culture are central to how our community operates and evolves.
- **Offer Inclusive Opportunities Across the Region:** Provide diverse cultural opportunities that are accessible to everyone in our community.



### Board of Trustees

### Core Team

3 FTE funded  
\* By WDC



**Geoff Bartlett**

Chair



**Olivia Garelja**

General Manager  
Whangārei 32hr p/w



**Alanah Stigsdottir**

Marketing/ Admin \*Developed  
from an intern  
Whangārei 30h/w



**Kylee Newbold**

Kaipara Creative  
Advisor  
Kaipara 12hr p/w



**CR Carol Peters**

Trustee



**Carolyn Radford**

Trustee



**Regan Moyes**

Trustee



**Russel Mooyman**

Trustee



**Nick Andrews**

Finance Manager  
Whangārei 15hr p/w



**Lenny Murupaenga**

Nga Toi Maori Navigator &  
Community Curation Manager  
Whangārei 20hr p/w



**Melanie Chandler**

**Winters**

Far North  
Creative Advisor  
Far North 24hr p/w



**Jonah Nathan**

Trustee



**Maggie Cocco**

Creative Advisor  
til Dec 2024  
Whangārei 5hr p/w



**Gaby Thomas**

Creative Advisor  
til Dec 2024  
Whangārei 5hr p/w



**Angala Rowe**

Creative Advisor  
til Dec 2024  
Whangārei 10hr p/w



**Jo Roberts**

Events Research &  
Development  
Whangārei 20hr p/w

\*Farewelled Benjamin Pittman,  
Phil Alexander Interim Chair  
& Ataria Sharman

## CHANGES 2022-2024

1. Transitioning Leadership: After seven years, ushering in new leadership and governance changes.
2. Appointing Two New Governance Members and Chair (first-time appointment).
3. Filling Up to Two New Governance Positions
4. Managing MCH Funding Across 20+ Contracts Until July 2024.
5. Staff Changes: Two Departures and Return of Two Former Staff.
6. Prioritising Staff Retention and Value Preservation through Fiscal Increase in Year 1

## COMPLETED KEY PROJECTS

### Creative Northland – Progress & Key Initiatives (2023-2024)

Creative Northland made significant strides across Kaipara, Whangārei, and the Far North, aligning with the Regional Action Plan and newly developed strategies for KDC and FNDC.

#### **Kaipara:**

- Matariki Film Competition successfully wrapped up.
- Strengthened creative networks & iwi/hapū relationships.
- Hosted Creative After 5 gathering for Kaipara & Mangawhai.
- Supported the opening of a new art gallery in Dargaville.
- Facilitated community murals in Dargaville & Mangawhai.
- Creative Business Skill Advisory

#### **Whangārei:**

- Reviewed and refined the Whangārei Strategy with the Council.
- Strengthened marae activations & wānanga through iwi partnerships.
- Hosted two Creative After 5 events.
- Developed partnerships with Quarry Arts Centre & local heritage museums.
- Completed murals in collaboration with RSA & Bike Northland.
- Provided educational support for Hundertwasser Art Centre.
- Rolled out internships with ONEONESIX & Northland Youth Theatre.
- Key events: A&P Show, ArtBeat, & Moment of Release Sculpture handover.
- Leadership & Cultural Development workshops.
- Creative Business Skill Advisory

#### **Far North:**

- Joined Turner Centre focus groups to support arts strategy development.
- Collaborated with Little Black Box Theatre for workshops & programs.
- Expanded partnerships with Rawene Campus & Te Wheke Gallery.
- Introduced an art exhibition space at Kerikeri Proctor Library.
- Strengthened partnerships with Chorus & Top Energy for public art projects.
- Worked with Far North District Council, funding bodies & Toi Ngāpuhi to enhance arts initiatives.
- Creative Business Skill Advisory

Through these initiatives, Creative Northland has expanded opportunities for artists, strengthened community engagement, and laid the groundwork for future creative development across Tai Tokerau.

#### **Creative Economy:**

Supporting sustainable careers and enterprise in the arts.

Creative & Vibrant Communities.

Strengthening engagement and accessibility.

Innovation in Arts, Heritage & Culture :

Driving digital transformation and new approaches.

Arts for Wellbeing :

Expanding arts-based initiatives to support mental health and resilience.

#### **Key Initiatives & Impact:**

Our work is shaped by an ecological approach that integrates cultural, social, and economic development. In 2023-2024, has seen CN invest in staff, volunteers, and artistic practitioners to drive sector growth. Reintroduce internship opportunities strengthening creative pathways. Develop a digital strategy to expand reach and accessibility. Support kaupapa Māori-led initiatives in cultural capacity building and arts outreach to priority communities, aiding post-Covid recovery and wellbeing.



### Our Year in Numbers

CN's data collection shows that over 25,000 community members engaged with our diverse offerings, supported initiatives, and keynote events across the Whangārei Region.

*\*Including key event: ArtBeat*



536

Community Projects & Activities Supported



36

Workshops Supported



27

Projects Given Financial Assistance



5

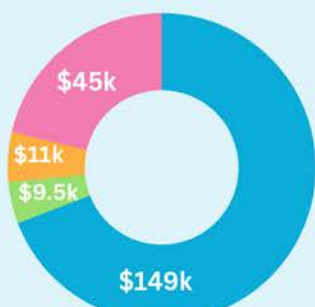
Youth Programmes Funded



292

Events Promoted via Print Distribution

### Total In-Kind Contribution Value: \$195,399.00



30% increase YOY

- Creative Business Advisory Services
- Printing and Photocopying
- Free Designed & Printed Publications
- Equipment Hire

### Whangārei Specific: Advisory hours

1800

No. of Creatives Advised

410

Local Groups & Organisations & 5 diverse groups

55

Local Artists Exhibited at Quest Art Space

150

Art Sales YOY

130% increase

### Umbrella Projects Managed \$43,382.49 across 4 projects



Whangārei Regional

### CN Gear Hire in Whangārei

80

Total People & Groups Engaged + 244% YOY

COMMUNITY SAVING

45k

Gazebos 6x3  
Gazebos 3x3  
Tables/Chairs  
PA System  
Projector  
Bean Bags  
Data Projector  
CN Flag  
TV Screens  
Mats  
Pigtails  
Cable Covers

### Creative Products Distributed



### 471 Events Supported

Whangārei

363

Far North

66

Kaipara

19

Regional

9

Online

14

Dance - 24  
Film - 17  
Visual Art - 189  
Music - 98  
Theatre - 27  
Literature - 17  
Wearable Art - 2  
Festival - 23  
Digital Tech - 5  
Poetry - 3  
Workshop - 3  
Comedy - 8  
Other - 54

# INKIND CONTRIBUTION



Creative Northland continues to support capacity, capability and education of using various equipment to build confidence and skill development for the community reach through our in-kind support initiative.



**\$9,450**

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



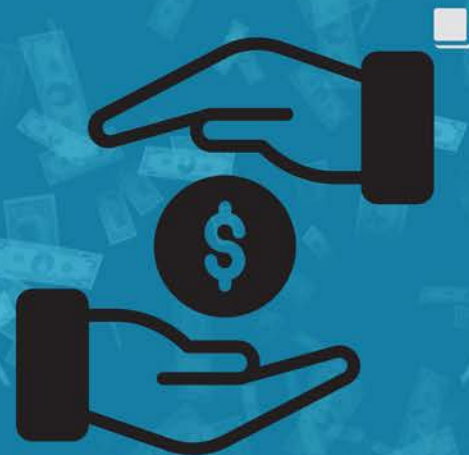
**\$11,188.83**

Printing & Photocopying  
Just over 251 Events



**\$45,829.34**

Equipment Hire  
80 events



**\$149,000**

Business/Advisory  
Services  
1986 Interactions,  
1.5 hours each



**\$215,468.17**

Total value of Creative  
Northland's In-kind Contribution



## RECORD PRICING ESTIMATION

### Equipment Hire Record & Pricing Guide

This is an estimated amount of what the community has saved by Creative Northland loaning them equipment for their events the pricing has been sourced from local hire businesses and online to help us estimate the cost it would have been if they were to hire these items elsewhere.

PA System @ \$450 x 26 = \$11,700  
Tables @ \$14 x 139 = \$1,946  
Chairs @ \$4 x 712 = \$2,848  
Bean Bags @ \$25 x 157 = \$3,925  
3x3 Gazebos @ \$150 x 83 = \$12,450  
3x6 Gazebos @ \$250 x 42 = \$10,500  
Projector @ \$150 x 12 = \$1,800  
Mats @ \$4 x 232  
Pig tails @ \$3.63 x 118 = \$428,34  
**= \$45,829.34**

### Free Printing & Pricing Estimation

A3 @ \$1.89 x 1,117 = \$2,111.13  
A4 @ \$0.99 x 4,200 = \$4,158  
A5 @ \$0.69 x 7,130 = \$4,919.70  
**\$11,188.83**

## DIGITAL CAPABILITY: 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 past year, we've seen a significant increase in the number of events and creative opportunities being promoted through our e-newsletters. As a result, we are planning to review how we deliver this content in 2025. Our goal is to streamline our approach and reduce the frequency to one e-newsletter per month instead of two. We aim to find the right balance between sharing valuable information and avoiding content overload.

We are also excited to report a 40% increase in the open rate of our e-newsletters, largely due to the improved design, layout, and the wide variety of content we now offer. As we move forward, we are eager to continue evolving this service to best meet the needs of our creative community.



**2,400 NEW**  
**Subscribers & Contacts**



**40%**  
**Increase in**  
**open rate**

### Social Media

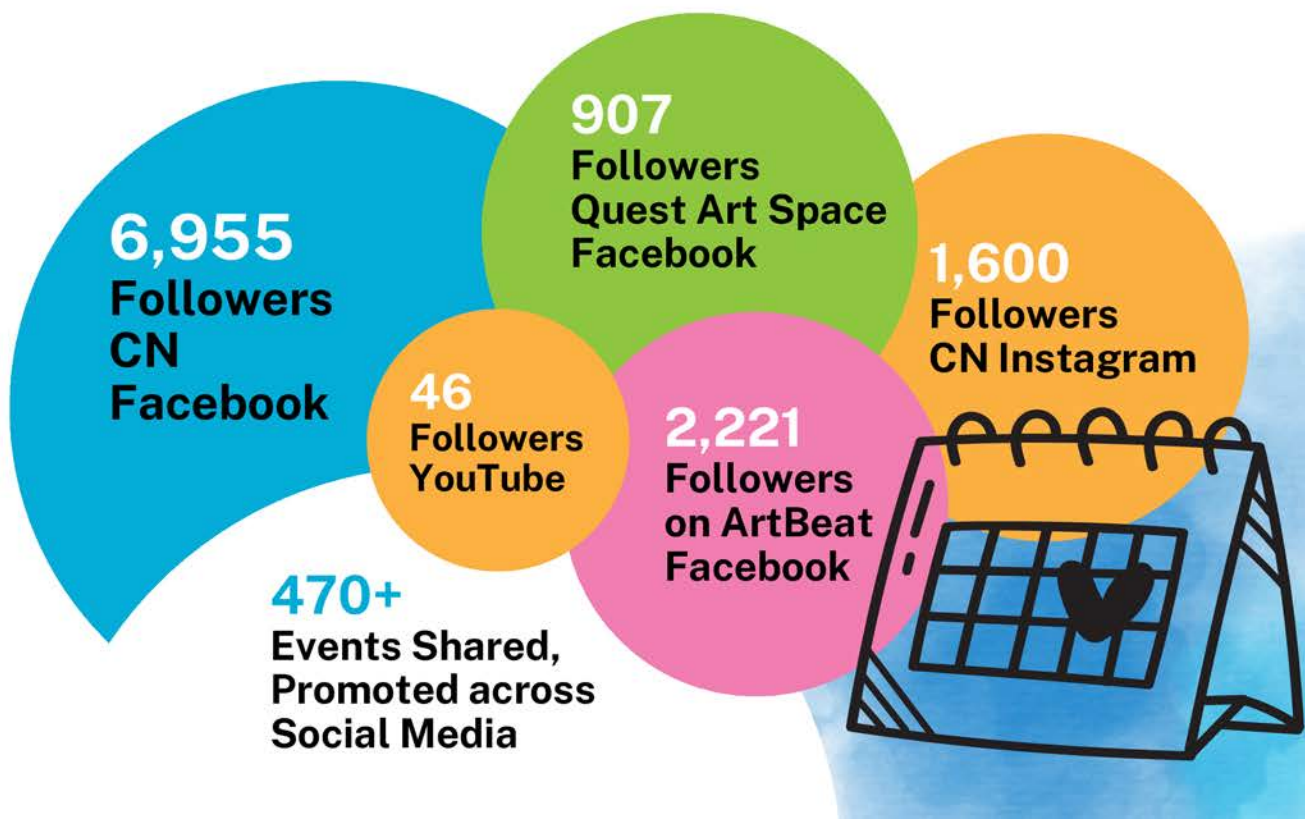
We have an established social media presence with a growing audience of followers and fans across four Facebook pages (Creative Northland, Quest Art Space, ArtBeat), and one Instagram account (@creative.northland). CN is working on Live streaming more events its present at to extend reach and focus on social inclusion.



**11,729**  
**Combined Social  
Media Followers**

### Poster Printing & Distribution

Creative Northland provides a complimentary printing service to the creative community. (3 prints of A3, 20 prints of A4, and 50 prints of A5). We also offer a reduced rate printing package to profit-making community events (\$30.30 for the same amount of prints as above). We ask for our branding to be added to any printing, which is usually done by the marketing and administration team. Additionally, we assist in distributing posters through three carousels located in various areas of the Whangārei CBD on behalf of the Whangārei District Council.





The Creative Northland website has acted as a resource for our creatives in the Northland region.

We highlight Creative Northland's capabilities as an organisation, along with sharing key projects, events, funding opportunities, 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.

### Future Feature Goals for the Creative Northland Website

1. DIY "What's On" Page: We aim to develop a feature that will allow the creative community to directly input their own events and activities. This goal is to reduce reliance on lengthy e-newsletters and create a more efficient way for local creatives to share their events and updates.
2. Updated Layout and Design: A goal is to continue refining the website's layout and design for improved usability. This will ensure that the Creative Northland team can easily update the site with the latest information, keeping it relevant and accessible.
3. Creative Directory: We plan to develop a directory of regional creatives, providing a valuable resource for networking, collaboration, and visibility. This will help connect local artists and creative organizations across Northland.
4. Updated Imagery: Another goal is to refresh the website's imagery with more personalized visuals. This would highlight local art, events, and the unique vibrancy of the Northland creative community, making the website feel more connected to its audience.

These feature goals are part of our ongoing efforts to improve the Creative Northland website, making it a more dynamic and user-friendly platform for the local creative community.



**25 %**  
**increase on**  
**Visitor Traffic**  
**year on year**



### Review of Legacy Events

Having funding relief supporting ArtBeat in 2024 was key to its success and changes. Having moved from Cafler park due to the cyclone damage and elected landscape works being undertaken by council.

ArtBeat was focused on as being the most sustainable event to carry forward. This event has the largest impact and through the right management support had the ability to morph with planning 2025 for the event to be month long and pivot to being where focus can be on CN building capability and capacity with arts, heritage and cultural organisations in Whangarei with the focus on better and more consistent public programme offering across Whangarei.

This transition of focus will directly increase foot traffic and raise the profile of many organisations and offerings to be more accessible for longer. The engagement will also focus the organisations on new strategies of engagement and doing things differently.

- However this being said- Covid has still repeatedly affected the community and general health causing activities to have a higher cancellation rate than normal and the general wellbeing for our people and organisations will be key to work with and help build stronger cases of investment for backup.
- Due current economic climate- CN envisages alot more community spirit of working better together and more sharing of resources where possible or utilisation of new spaces come 2025 onward.
- The focus on packing ArtBeat is still high on the agenda with focus to take it to the Far North and the Kaipara.
- With the restraints growing on funding and higher demands with whanau staying at home to help and support - Events such as Northland Youth Summit won't be feasible.
- The Whangārei Sculpture Symposium has many side effects of dust to make this event no longer viable due to the level of H&S now required the management and budget for this event would take more time to find than budget available to find adequate funding. So a model of professional development has been adheared to to support our makers through new ventures.





## OUR EVENTS - ARTBEAT 2024

ArtBeat 2024 was held on Saturday 24th February in the new location of Whangārei Town Basin. The event spanned over 1km, with a large number of interactive arts activities and performances, free for the public to attend.

***“Art Beat is going from strength to strength. 2024 was a triumph!”***

### Highlights

This year a dedicated event organiser was appointed (MCH funded) which allowed for significant research and development of the event. Moving the event to the Whangārei Town Basin allowed for integration of many local Arts organisations to contribute to the event and offer their space for event activities (i.e Whangārei Art Museum, Hundertwasser Art Centre, Reyburn House) who all generously offered a large amount of in kind support and diversity to the event. Gaining external funding allowed for the elevation of the event, attracting many new attendees to the event, with close to 50% of survey respondents noting this was their first time at ArtBeat. The event has been given a fresh look and new structure, with many template administrative & marketing documents created to make future iterations easier to organise, market and evaluate. The event continues to enhance Northland as a creative hub and an attractive destination for Arts Tourism and there is clear benefit of this event for local arts organisations; to connect with public, grow their reach and impact.



<b>MUSIC</b> 1. Main Stage 2. Instrument Petting Zoo 3. Big Bands 4. Acoustic Stage 5. Silent Disco Zone ⓘ Information Station ✕ Eateries	<b>DANCE &amp; THEATRE</b> 6. Dance Workshops 7. Octagon Theatre <b>CIRCUS</b> 8. Circus Kumaran 9. Phoenix Fire, Flow & Circus 10. The Wild Untamed	<b>ART &amp; CRAFT</b> 11. Arts and Crafts Market 12. Hundertwasser Art Centre 13. Whangārei Art Museum Gallery 14. Glow In The Dark Chalk Box 15. Reyburn House Gallery 16. Jenga Interactive Art Zone 17. Toi Māori Zone 18. Whangārei Library Bus 19. Hihiaua Cultural Centre	<b>WELLBEING</b> 20. Wellbeing Zone 21. Yoga On by Jac 22. NZ Sign Language 23. NorthAble 24. Wellbeing Craft Market 25. InnoNative Economy Store ⓘ Accessible Toilets ⓘ Portaloos
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## OUR EVENTS - ARTBEAT 2024

### Financial Summary

Total event expenditure was ~\$40k

Funds raised from, WDC, local funding pools and inhouse fundraising was ~\$26.4k

In Kind sponsorship from local businesses and organisations totalled ~\$28.7k

Creative Northland offered a monetary contribution of ~\$14.6k

10+  
Cultures  
Represented

25+  
Interactive  
Art Forms



\$26.4k  
Funds raised

\$28.7k  
Inkind support  
Value



### Challenges

The event was quite spread out leading to most feedback stating that people were unable to see everything and/or cover the length of the event - it is suggested in future to hold multiple smaller events to increase accessibility and impact. From an organisational perspective, the size of the event meant that the CN team were understaffed, and it was tricky to find voluntary support on this particular weekend - it is suggested that the event be downscaled and held later in the season when more people are back from holiday.

*"Artbeat brings the public and Northlands artists together to celebrate all kinds of art from music to dance to craft! Events like Artbeat are vital to Northland"*



*"Art beat festivals play a vital role in fostering community engagement and providing local artists with platforms to showcase their talents. These events offer a unique opportunity for artists to demonstrate how their work can positively impact local communities. By bringing people together in a collaborative spirit, ArtBeat creates a space for creativity and connection. For many, stepping out of their homes to attend such events can be a significant step, underscoring the importance of opening doors and welcoming arms to all members of the community. Through these festivals, we can celebrate diversity, creativity, and the power of art to unite us all"*





## MCH FUNDING

Over the past year, Creative Northland has successfully expanded its capability and outreach across Tai Tokerau, thanks to MCH and FN funding. The organisation delivered numerous initiatives in the arts, heritage, and cultural sectors, impacting an estimated 12,500 individuals.

### Key Achievements:

- Creative Business Skills: Supported 70+ creatives with workshops in business development and well-being.
- Digital Learning: Partnered with AwhiWorld to deliver creative technology clinics, engaging 60+ participants in AI, VR, and 3D printing over the last 2 years.
- Creative Wellbeing: Provided tailored workshops on breathwork, art therapy, and song-based well-being initiatives, with up to 30 participants per session impacting over 120 creatives.
- Toi Pakihi Internships: Enabled 25 individuals to gain 4,005 hours of industry experience, helping build sector capability under leadership with our our Ngā Toi Maori advisor and experienced team .
- Quest Curation Programme: Showcased 100+ artists, supporting Māori creatives and emerging curators.
- Auckland Art Fair Participation: Elevated Northland's presence, resulting in sales and new partnerships.
- Research & Development: Enhanced community engagement through frameworks for cultural events and volunteer management.
- Economic Impact: Over \$294,697 spent on initiatives, with new funding secured from Foundation North and Lotteries for future programs.

### Challenges & Future Focus:

Despite the success, challenges such as COVID-19, severe weather disruptions, and economic pressures impacted attendance and delivery. Moving forward, Creative Northland aims to refine digital accessibility, expand rural outreach, and strengthen internship programs to sustain creative talent.

This partnership with MCH has been transformative, fostering growth and resilience in the region's arts and cultural landscape.

***Creative Northland offers a diverse range of free workshops to the community. This year, with support from the Ministry for Culture and Heritage Fund, we successfully expanded our offerings, bringing a variety of enriching opportunities to the region with over 20 workshops to the region there sure was something for everyone.***





## FN OPERATIONS & WORKSHOPS

Through our operational reach as Creative Northland Foundation North's partnership supports the work we do in the Far North and the Kaipara and a small portion of Whangārei. 2024 brought a busy year of engagement and overlap of funds and programmes providing an oversaturated region petering on risk of burnout as covid impacting the organisation twice in 1 year and also causing a few workshops to be rescheduled. The work covered these areas -having put on activations and workshops supporting Creative Business Skill development, Wellbeing, Cultural Capability, Digital Capability and Cultural Equity and localised leadership development.

This also led to the development of a new Art & Craft Maker Space an open space filled with donated free resources from the community to engage and develop with new processes and materials.

Creative Business Skills saw less overall impact due to lower investment allowing Angela time to focus on one to one engagements on nuanced frameworks where detailed analysis was required around sustainable practices with our creatives from October through to the end of march. A key project was being able to work with creatives exhibiting within the region who needed support developing their concepts and business development to travel curated shows.

Creative Wellbeing for our local leaders and creative practitioners proved to be of much support and often over subscribed. A series of practitioners curated sessions to support a series of focus areas such as creative blocks, leadership, anxiety, project management, creative wellness sessions all held within the Creative Northland offices creating a intimate and safe space for difficult topics to be explored and shared. This series has generated purposeful engagement and greater awareness around burnout and community networking opportunities to connect. Further support was offered to local managers and creatives to have three one to one sessions with practitioners who may have needed extra support with one of the practitioners.





Under our Digital Capability Kaupapa, we've seen over 20 creatives engage with digital development, gaining a deeper understanding of how to safely navigate opportunities and platforms while receiving vital support in protecting cultural and artistic IP.

Although this space has required a lot of kōrero and convincing, the outcomes speak for themselves — there's a growing respect and awareness of AI within the sector. Those who have engaged, from sculptors to traditional and multimedia practitioners, have found real value in these learnings. The reality is that all artists should explore and understand AI before it distances our creative community.

To consolidate this learning, a community-led creative showcase will highlight the evolution of these practices, offering artists the opportunity to better understand themselves through curated sessions with Awhi World — encouraging a collective approach to navigating the unknown. This exhibition will take place during the month of April under the ArtBeat umbrella, celebrating the intersection of creativity, technology, and cultural identity.

- This initiative has been moved to April to consider other activations that were also happening in March.

Given the creative community is one of great diversity and sensitivity, the digital platforms have opened up a new world for many and proficiency and confidence is developing well within our traditional practitioners. AwhiWorld has enjoyed this partnership that is developing with strength every year exploring new formats to best educate and elevate the creative sector. This year's exhibition will showcase great diversity of skill and talent and many conversations about open source access for local creatives to explore new avenues of greater self sustainability.

Cultural Capability has been an important topic that has united key emerging kaumatua and Tane within the region who are also active creative practitioners working in the sector. This emerging tane group are united and taking action around developing an engagement strategy with local kaupapa that will help build their confidence. This group had to be established to create and discuss the potential growth and exchange of cultural knowledge through creative workshops that were facilitated by the practitioners in this group to help shape the resource that would be then available to the community. This also dovetailed into Lenny Murupaenga and his professional development within the rohe and with local kaupapa. The outcomes of this mahi has provided local organisations with policy and cultural framework that supports best use of te reo and tikanga appropriate within the community supporting the next generation of Kaumātua: the group is called: Te Whakatupuranga Toi Tane.





2024 - Cultural capability building has been important to the community and has been involved with the creation of this significant document coming into fruition in partnership with local Kaumatua and Kuia.

The Cultural Framework Strategy and support document outlines processes and protocols when working with our local organisations and leaders around events but also hold considerable value of best ways to work in with Māori. As a resource for our community this is a positive, extremely valuable and strong transition for any organisation or leader we are engaging with.

The community now have greater understanding and connection with cultural equity and protocols and are now prepared to engage with greater focus on Māori enterprise and engagements. The next 6 months to 2 years should see significant impact made through the creation of this document and the uplift of Māori engaging within the community for events alone and the development of capability and capacity.

The resource also provides a series of local waiata, frameworks for koha and key contacts to local kaumatua after e-introductions have been made within the community.

A macro events strategy ensures:

- Cultural Integrity & Inclusivity – Embeds Māori values and protocols in event planning.
- Sustainable Growth – Long-term vision aligning with community and economic goals.
- Strategic Funding & Partnerships – Directs resources effectively for greater impact.
- Capability & Capacity Building – Strengthens skills, leadership, and enterprise within Māori communities.
- Consistency & Best Practice – Provides clear processes for event delivery and collaboration.
- Community Engagement & Legacy – Creates lasting connections and meaningful outcomes.



### Events Cultural Framework 2024

Guidelines for engagement with Māori



## Te Ara Tapuwae ki Te Taitokerau

"Te Ara Tapuwae ki Te Taitokerau" facilitated collaboration between Ngā Kaihanga Uku (NKU) artists and Fijian clay practitioners, focusing on Māori and Pasifika cultural exchange. The project aligned with three key goals: creating from a Māori perspective, sharing knowledge, and connecting with other indigenous clay artists.

Deliverables:

- Whangarei: Workshops and presentations with Fijian artists and NKU members.

The project aimed to strengthen Māori-Pasifika relationships, promote indigenous clay knowledge, and foster future cultural exchanges with our local creative practitioners and emerging leaders. Key outcomes included collaborative studio work and expanded opportunities for cultural sharing.

"Power of Collective – Mana ki Manaaki"

Despite unexpected challenges, including visa delays, the collective effort of NKU members and partners ensured successful workshops. Participants learned about Lapita pottery while forming deeper connections with Pasifika communities. The project was supported by funding partners and workshop participants, highlighting the strength of collective action.

## Cultural Workshops: Embracing Māori Traditions

Creative Northland successfully hosted a series Taonga Puoro workshops, which proved to be incredibly popular within the community. Each workshop reached full capacity immediately, with multiple participants placed on waiting lists — demonstrating the strong demand for learning and engaging with Māori traditions.

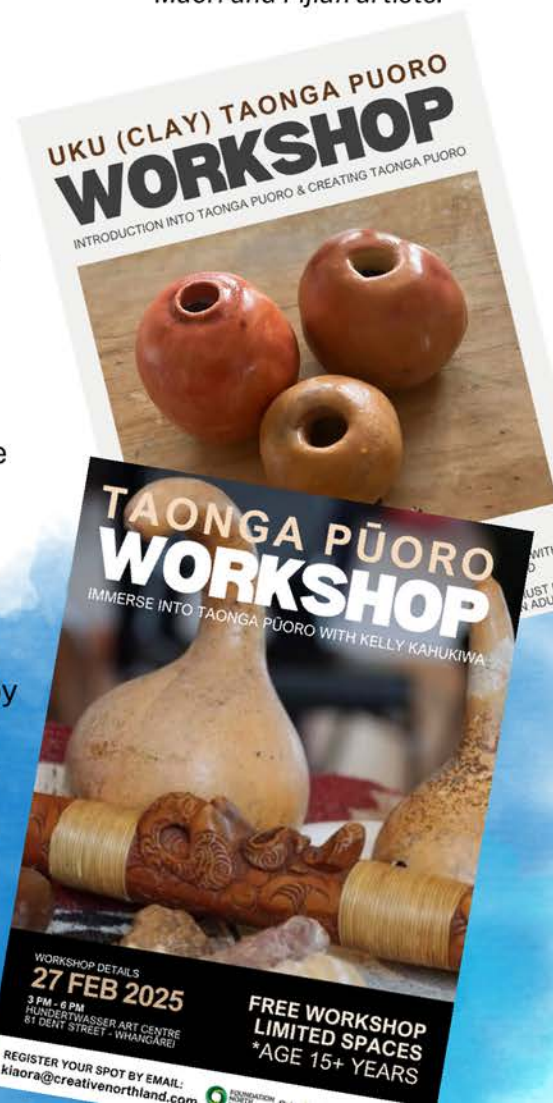
The Uku (Clay) Taonga Puoro Workshop, held on July 18 at Hikurangi Hall, provided participants with hands-on experience in traditional Māori clay and musical instrument crafting. with both morning (9 AM - 12 PM) and afternoon (1 PM - 4 PM) sessions fully booked. Led by expert tutor Maudena Wood,

Additionally, due to overwhelming interest, two Taonga Puoro workshops were scheduled for February 27, 3pm - 6pm at the Hundertwasser Art Centre, the session was fully booked. Led by expert tutor, Kelly Kahukiwa who also provided the space for Lenny to build his leadership skills by being acting Kaumātua.

These free and workshops offered participants an opportunity to explore the sounds and significance of traditional Māori instruments.



"Te Ara Tapuwae ki Te Taitokerau" fostered meaningful cultural exchange, reinforced relationships, and supported the resurgence of traditional clay knowledge between Māori and Fijian artists.





## CULTURAL CAPABILITY & LEADERSHIP DEVELOPMENT

### Te Whakatupuranga Toi Tane

Te Whakatupuranga Toi Tane is a development initiative for our next generation of localised Māori leadership development programme that further supports the cultural framework and is working to then mentor young Tane in the future.

This initiative derived out of community need to develop cultural protocol to also build capability within the next generation of kaumātua by connecting them and allowing them to build relationships together to collectively be of support to the community when cultural kaupapa and educational opportunity is required for our pakeha organisations. The need for more kaumātua was recognised due to the rising increase of localised activity and the willingness of our organisations who are keen to adapt tikanga processes.

The main impact and outcomes of this initiative supports 10 local Tane through a series of workshops that support discussions of cultural capability, tikanga processes, wellbeing initiatives to connect, awhi and support our next level of kaumātua that are also creative practitioners.

Te Whakatupuranga Toi Tane has successfully delivered a localised Māori leadership development programme, further strengthening the cultural framework of our cultural capability and wellbeing initiative. This programme provided a platform for cultural leaders and practitioners to engage in meaningful discussions, share knowledge, and foster a deeper understanding of Te Reo and cultural protocols within our regions and communities. Through a series of practical workshops, participants connected on a deepened level, addressing challenges and processes necessary for normalising cultural frameworks in leadership. This leadership also expanded to Art Beat and the Māori Business Awards, where one of our emerging kaumātua created the tohu for the Te Hiringa Māori Business Awards. The programme has fostered a robust foundation for ongoing leadership development within the arts community, ensuring that cultural knowledge, well-being, and creative leadership continue to thrive across the region.

### Programme Highlights featured below:

December 19th:

A foundational hui was held with Piki Te Ora Netana, Tane Matiu, and Kelly Kahukiwa to shape the Toi Tane programme. The central theme was uplifting Tane within our arts community, identifying potential facilitators, and setting a trajectory for personal development as emerging kaumātua for the next generation.







## AwhiWorld

International Transdisciplinary Lab based in Te Taitokerau | Northland, NZ  
Coaching, Workshops, Labs, Publications, Installations Portals, parallel worlds and alternative realities.

Awhi World recently hosted another successful Creative Tech/AI workshop, continuing its efforts to support Te Taitokerau creatives in navigating the rapidly evolving world of artificial intelligence. The event, delivered in partnership with Creative Northland, provided valuable insights and learning opportunities for artists and creatives exploring AI technology. As a follow-up, drop-in clinics will be available for participants, along with an exciting exhibition scheduled for April. Additional AI-focused workshops are planned for March and April, offering further learning opportunities.

An AI seminar was delivered to Northland Arts Leaders in collaboration with Creative Northland, with Angela Rowe co-hosting the session. The seminar covered the background and context of AI, explored various use cases, and addressed the risks and challenges associated with the technology. Key takeaways were shared with organisational leaders, and several attendees stayed afterward for a more in-depth discussion. Based on interest, the seminar may be re-delivered in the New Year, along with a more detailed workshop focused on Funding and AI.

- 14 emerging creatives were engaged across 2 x 2-hour workshops followed by 4 small clinics to create an exhibition opening on 8 April.
- 9 creatives attending an open clinic to gain coaching with general creative technology and business development-related questions
- AI In Creative Leadership Workshop Online: 15
- AI and Funding Workshop followed by Open Day for ArtBeat in April.

The delivery and outcomes have been responsive to needs and have evolved and changed as we better understand the different groups that require support. The turn towards AI based material has reflected a need in the community and supports strengthening also our leadership with the right knowledge and support about the digital space.



## AI IN THE CREATIVE COMMUNITY

CRITICAL AWARENESS FOR LEADERS





### AwhiWorld

In 2024, Creative Northland, in partnership with AwhiWorld, successfully delivered three creative technology clinics across Northland, supporting local artists and creatives in adopting new technologies.

#### Key Initiatives & Impact:

- Rawene Workshop: 12 participants engaged in hands-on learning on AI, AR, VR, coding, and 3D printing.
- Dargaville Coaching Clinic: 20 attendees received one-on-one coaching, including youth seeking career guidance and local teachers pursuing professional development.
- Whangārei Workshop/Clinic: 30 participants attended, with smaller groups engaging in intensive projection mapping training.
- High-Quality Support: Tailored workshops ensured meaningful learning and skill-building for artists and community members.

#### Key Learnings & Challenges:

- Local Collaboration: Partnering with Ako Hokianga and Dargaville Arts Society ensured deeper engagement and community-driven learning.
- Flexible Delivery: Sessions adapted to each location, catering to specific community needs.
- Empowering Isolated Creatives: Provided access to emerging technologies for economically disadvantaged artists, fostering innovation and resilience.
- Health & Safety: Comprehensive risk assessments and event safety plans were implemented at all workshops.

The initiative strengthened regional creative capacity while reinforcing Northland's arts and culture sector. Creative Northland remains committed to expanding digital skills, supporting rural creatives, and fostering sustainable creative ecosystems in Tai Tokerau.





### Matakohe Architecture + Urbanism

#### Digital Learning - Creative Technology Workshops (2024)

Creative Northland partnered with Matakohe Architecture + Urbanism to deliver a series of Digital Learning workshops aimed at engaging youth in visual communication, design, and creative technology. These workshops are significant to engage with active career pathways.

These workshops encouraged students to integrate cultural narratives into their design work, fostering creativity and critical thinking.

Two of the three planned workshops were successfully completed at Whangārei Girls' High School and Te Kura Kaupapa Māori o Rāwhitiroa in August and September 2024.

Students explored site recording, concept design, and the application of kaupapa Māori in creative technology. They developed skills in problem-solving, teamwork, and research while integrating Te Ao Māori into their work.

The third workshop, initially planned as a public session at Hīhīaua Cultural Centre, was deferred due to funding delays by government around focus areas for housing changing.

**Reflections & Learnings:** Schools valued industry exposure, though some students required additional support in articulating design concepts. Access to technology was inconsistent across schools.

**Future Opportunities:** Expand workshops within Te Tai Tokerau. Collaborate with schools on shared technology resources. Develop STEAM-based learning projects over multiple sessions. Explore digital and hands-on design approaches tailored to student skill levels. This initiative highlights the value of interdisciplinary creative learning in fostering youth engagement with design, technology, and cultural identity.





## LOCAL LEADERSHIP & WELLBEING CAPABILITY

### Creative Wellbeing Workshops Empower Artists in Northland

Creative Northland recently hosted a series of Creative Wellbeing Workshops designed to support creative practitioners in enhancing their personal and professional well-being. These workshops, delivered in collaboration with industry experts, aimed to help artists navigate creative blocks, build emotional resilience, and incorporate mindfulness techniques into their practice. This initiative also focused on uniting our community leaders creating nuanced networking opportunities to promote local collaboration and exchange between practices within the sector. The workshops featured Jaki GT, Deb Prince, Anneke Muijlwijk and Amanda Wright, each bringing their unique expertise to the sessions:

- Jaki GT led online and in-person workshops exploring the relationship between creativity and well-being. Participants were encouraged to reflect on how prioritizing well-being can enhance their creative process.
- Deb Prince hosted in-person sessions at the Whangārei Central Library, focusing on strategies for overcoming creative blocks and developing emotional resilience.
- Amanda Wright facilitated breathing and mindfulness workshops, providing practical tools for stress reduction and enhancing creative flow through breathwork and meditation.
- Anneke Muijlwijk an experienced art therapist facilitated smaller more intimate workshops up to 10 and also provided one to one sessions for those experiencing barriers and needing a different environment to help them realise their potential

These workshops offered a supportive space for creatives to connect, reflect, and develop skills essential for maintaining a healthy and sustainable creative practice. Due to their success, further well-being workshops may be planned in the future.

#### Feedback:

*I wanted to share my appreciation for the two workshops with Jaki – "NLP" and "Believing & Achieving as an Artist."*

*Both sessions were a joy to attend. Jaki's enthusiasm and coaching style made the experience engaging and insightful. As an artist, I often struggle with self-confidence and my inner critic, but Jaki provided practical tools to quiet the "negative committee" in my mind.*

*The second workshop on goal-setting was equally valuable, offering structured strategies to plan for the future. I left feeling energized and motivated to pursue my artistic goals.*

*There was also discussion about potential future mini-workshops with Jaki, and I believe there is a real need for more sessions covering similar topics. Thank you for organizing such inspiring workshops!*

**CREATIVE WELLBEING WORKSHOPS**  
BROUGHT TO YOU BY CREATIVE NORTHLAND FOR CREATIVE PRACTITIONERS

26th March 5.30 - 7.30pm & 7th April 11-1pm

*With Jaki GT*  
Creativity thrives when wellbeing is prioritised - let's explore how!  
Sit back, listen & be inspired with an online Workshop

Email now to secure your free spot  
[creatives@creativenorthland.com](mailto:creatives@creativenorthland.com)

FOUNDATION NORTH  
Creative Northland  
CREATING CHANGE  
HELP LEARNING SKILLS

**CREATIVE WELLBEING WORKSHOPS**  
BROUGHT TO YOU BY CREATIVE NORTHLAND FOR CREATIVE PRACTITIONERS

Reach your potential faster  
Learn NEW skills to tackle creative blocks

*With Deb Prince*

Date: 4th & 25th July  
Time: 10.30 am - 11.30 am  
Place: May Bain Room  
Whangarei Central Library  
5 Rust Avenue, Whangarei

1 How to be your best creative self

2 How to build emotional resilience

REGISTER NOW BY EMAILING:  
[klaora@creativenorthland.com](mailto:klaora@creativenorthland.com)

FOUNDATION NORTH  
CREATIVE NORTHLAND

**CREATIVE WELLBEING WORKSHOPS**  
BROUGHT TO YOU BY CREATIVE NORTHLAND FOR CREATIVE PRACTITIONERS

*With Amanda Wright*

Date: 6th & 13th June  
Time: 10.30 am - 12.00 pm  
Place: May Bain Room  
Whangarei Central Library  
5 Rust Avenue Whangarei

1 Amplify your creative practice & overall wellbeing with the power of your breath

2 The Art of Breathing, Mindfulness & Meditation

REGISTER NOW BY EMAILING:  
[klaora@creativenorthland.com](mailto:klaora@creativenorthland.com)

FOUNDATION NORTH  
CREATIVE NORTHLAND

**CREATIVE WELLBEING WORKSHOPS**  
BROUGHT TO YOU BY CREATIVE NORTHLAND FOR CREATIVE PRACTITIONERS

*With Amanda Wright*

Date: 22nd August  
Time: 10.30 am - 12.00 pm  
Place: May Bain Room  
Whangarei Central Library  
5 Rust Avenue Whangarei

The Art of Breathing, Mindfulness & Meditation

REGISTER NOW BY EMAILING:  
[klaora@creativenorthland.com](mailto:klaora@creativenorthland.com)

FOUNDATION NORTH  
CREATIVE NORTHLAND

**CREATIVE WELLBEING WORKSHOPS**  
BROUGHT TO YOU BY CREATIVE NORTHLAND FOR CREATIVE PRACTITIONERS

Transactional Analysis 1 & 2 *With Anneke Muijlwijk*

Learn about Transactional Analysis, a resilience building in this immersive Workshop. Learn processes & epic skills that can transfer to life outside of your creative practice.

Date: 8th & 15th May  
Time: 10.30 am - 12.30 pm  
Place: Creative Northland Hub  
Whangarei Railway Station Building, Railway Road

1 Authentically, Confidently You: Living Your Values as an Artist

2 The Tools for Believing & Achieving as an Artist

REGISTER NOW BY EMAILING:  
[klaora@creativenorthland.com](mailto:klaora@creativenorthland.com)

FOUNDATION NORTH  
CREATIVE NORTHLAND



### Creative Northland Celebrates Excellence in the Creative Industry

Creative Northland reflects proudly sponsors the Northland Excellence Business Awards. This annual event celebrates the achievements of Te Tai Tokerau businesses, recognizing innovation, resilience, and excellence across various industries. At the 2024 awards night, PDC Creative Ltd was honoured with the Creative Northland Excellence in Creative Industries Award.

PDC Creative Ltd a New Zealand-based Marketing agency that predominantly operates in Northland. The company was recognized for its innovative approach, strong entrepreneurial spirit, and dedication to community and sustainability.

A key tradition of the awards is the commissioning of a local artist to design the trophies. This year, Jason Povey — a Northland-based designer and artist known as ajasoncreation was selected. His unique trophy design, crafted from acrylic and wood, reflects the vibrant colors, innovation, and diversity of the region. The intricate Tukutuku pattern within the design symbolizes the interplay of light and nature, reminiscent of the layered light in New Zealand's native bush. Beyond this project, Jason collaborates with his brother through their business, Laser Bros, where they create laser-cut artworks inspired by New Zealand's wildlife. His contribution to the Northland Excellence Business Awards exemplifies the power of local artistry in celebrating and elevating business success.





## PROFESSIONAL DEVELOPMENT & CAPACITY BUILDING:

Creative Northland's Impact Programmes are specialised initiatives designed to reach our rural communities and service our local government districts. These programmes encompass three streams, engaging youth, adult learners, creative practitioners, and organisations to enhance their creative practice and skills.



### Internship Program: Northland Youth Theatre

Rose McKenzie's internship with Northland Youth Theatre (NYT), supported by Creative Northland, was a valuable experience that strengthened community ties and enhanced NYT's online presence. Her work in social media and communications brought fresh energy to the team, and as a result of her growth, Rose has transitioned into a part-time role with NYT. Throughout the internship, she developed skills in website management, social media, teaching, leadership, and theatre production, contributing significantly to NYT's success and community engagement.

### Empowering Creativity & Inclusion Through Professional Development

In May 2024, Creative Northland supported Vincent Nathan in attending the Arts Access Aotearoa Wānanga ki Pōneke, a professional development event focused on arts, inclusivity, and social impact. This experience provided valuable insights into creative program development, funding strategies, and the role of the arts in rehabilitation and community reintegration.

Vincent engaged with artists working in correctional facilities, learning how creative expression can support reintegration and personal growth. He also strengthened connections with a national network of creatives advocating for diversity and accessibility in the arts.

The wānanga was a catalyst for self-reflection, inspiring him to expand arts accessibility in Te Tai Tokerau, particularly for underrepresented communities. Looking ahead, Vincent aims to bring new performing arts initiatives to the Whangārei Fringe Festival and explore opportunities for regional touring. He hopes to collaborate with Creative Northland to develop arts-based youth programs and create inclusive spaces for artistic expression. This experience has reinforced the power of the arts to drive social change, and Creative Northland remains committed to supporting emerging artists and cultural leaders in the region.





### Hundertwasser Art Centre with Wairau Māori Art Gallery

The partnership between Creative Northland and the Hundertwasser Art Centre with Wairau Māori Art Gallery (HAC) has been invaluable in increasing access to arts education for schools facing financial and geographic barriers. Since September 2022, Creative Northland provided \$3,150 in funding, enabling 183 students from low-decile and isolated schools to participate in guided explorations and arts workshops at HAC.

This initiative has had a profound impact on students who might not have otherwise experienced an art gallery. For many, it was their first visit to an urban centre like Whangārei. The programme not only enhanced their understanding of Hundertwasser's work but also connected them to Māori cultural narratives through exhibitions like Shane Cotton's "Kei Muri Ngā Mea i te Rā", which featured landmarks and stories deeply tied to Te Tai Tokerau.

Feedback from schools highlighted the transformative nature of this experience. Teachers, some initially skeptical about the relevance of Hundertwasser's work, were moved to see local Māori history and identity reflected in the gallery. Students were engaged, inspired, and eager to learn — proving the power of arts education in fostering cultural pride and creative exploration.

While the funding successfully reached high-needs students, challenges remain, particularly for rural schools where long travel times impact participation. Future opportunities could include overnight or multi-day experiences in Whangārei to maximize learning time and exposure to the arts.

The Creative Northland–Hundertwasser partnership has been instrumental in breaking down barriers to arts accessibility. It has provided meaningful cultural and educational experiences that strengthen community connections, inspire young minds, local leaders, and affirm the importance of the arts in shaping identity and opportunity.





# FAR NORTH

Creative Northland has made notable progress in the Far North region, strengthening partnerships and supporting local art communities. Key achievements include:

## Program & Partnership Development

- Creative Adviser Placement: Enhanced branding, community partnerships, and art initiatives. Promoted resources like the Northland Art and Heritage Guides.
- Tailored Community Support: Delivered art business workshops, artist mentoring, and promoted Northland Film.
- Exhibition Opportunities: Facilitated artist exhibitions and business promotion.
- Collaborations: Supported events such as KOAST Arts Trail and Upsurge Festival. Partnered with Chorus to beautify the region with art on telecommunication boxes — 8 out of 20 selected designs were created by local artists. A second project for 2025 is planned.

## Workshops & Community Support

- Conducted workshops across communities to bring creatives together.
- Partnered with Te Pou Te Wheke to deliver youth-focused Creative Well-being workshops.
- Established exhibition opportunities in local libraries and public spaces.

## Economic & Strategic Impact

- Collaborated with the Far North District Council on their Arts, Cultural Heritage Strategy to foster cultural and economic growth.
- Contributed to the Northland Destination Plan, aligning creative industries with tourism.

## Key Metrics

- Community Projects Supported: 68
- Visits Throughout the Far North: 230
- Events Supported: 28
- Beautification Projects: Partnered with Chorus for artist-painted telecommunication boxes and murals in Kerikeri.

## Partnerships & Collaborations

- Worked with key stakeholders including Far North District Council, Northland Inc, Tourism NZ, and more.
- Collaborated with organizations like KOAST Arts Trail, Upsurge Festival, and Te Pou Te Wheke.
- Supported art and cultural organizations such as Te Wheke Gallery Trust, ArtsXL Trust, and Waitangi Museum.

## Notable Projects & Events

- Upsurge Festival
- KOAST Arts Trail
- Te Pou Te Wheke Art and Well-being Outreach
- Heritage NZ collaborations with Far North Museums
- Te Raki TV, Waitangi Museum Māori Art Celebration
- Film Workshops (Calgary Creatives)
- Business Art Workshops (Lynn Lawton)
- Business Mentoring Programs by Creative Northland

These initiatives have helped nurture the region's creative sector, engage local communities, and support the ongoing growth of the arts in the Far North.





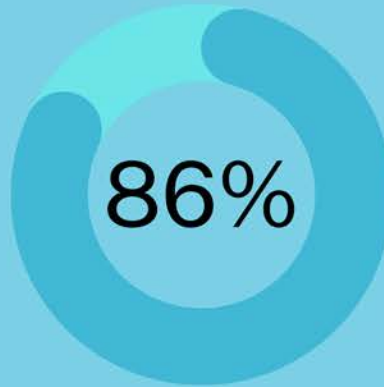
# FAR NORTH COMMUNITY ENGAGEMENT

Creative Northland successfully engaged with a range of individuals and organisations within the Far North.



**45**

**Individual Artists  
engaged with- excluding events**

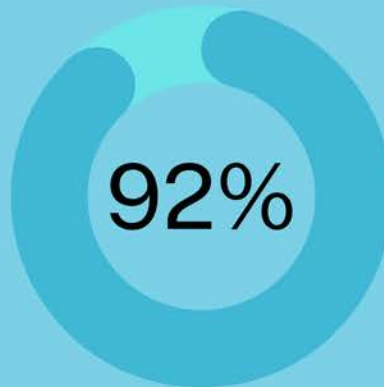


**Promotion of  
Creative  
Northland's  
services**

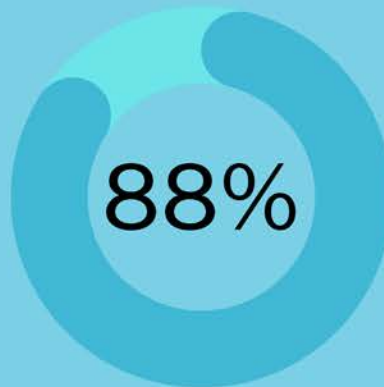


**230**

**In-Person Visits  
to Artists & Organisations**

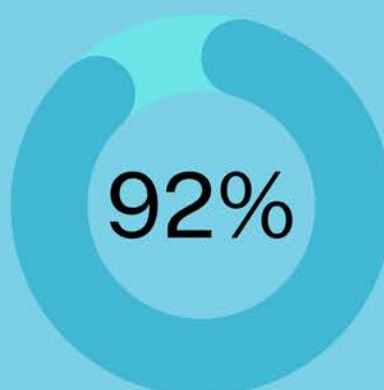
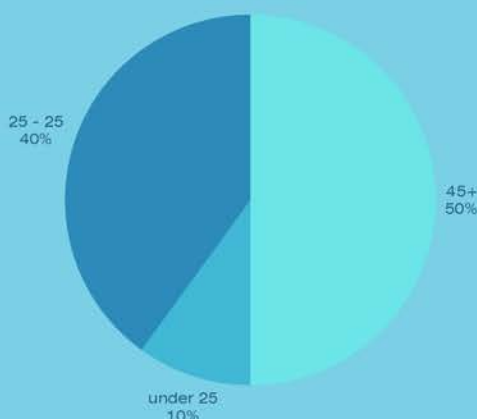


**Building New  
Connections**



**The connections  
are centered on  
project planning  
and ideation,  
with a focus on  
sustainability.**

## Age Groups



**Followed up on  
ongoing support**



36

## COMMUNITY PARTNERS FAR NORTH

### ***Community Partners:***

BAY OF ISLANDS CREATIVES; KOAST ARTS TRAIL; TURNER CENTRE PERFORMING ARTS THEATRE AND VISUAL ARTS; TE WHEKE GALLERY; NO 1 GALLERY RAWENE; FAR NORTH DISTRICT COUNCIL; HOKIANGA EDUCATIONAL COMMUNITY TRUST; TOI NGAPUHI; CREATIVE COMMUNITIES; AKO HOKIANGA; AKO KAIKOHE; OUR KERIKERI; COMMUNITY CHARITABLE TRUST; HERITAGE NEW ZEALAND; STONE STORE MUSEUM; TE WAIMATE NORTH MUSEUM; TE RAKI TV NORTHLAND; TE RUNANGA O NGTI REHIAT; KETE WEAVERS KAE0; M MUSIC AND LAUNCH PAD; ARTS AND CRAFTS MANGONUI; KERIKERI THEATRE COMPANY; TE AHU CENTRE KAITAIA; CALVARY CREATIVES FILM; PROCTOR LIBRARY KERIKERI; EXHIBIT ARTS MANGONUI; VILLAGE ARTS KOHUKOHU; CHERRY PARK HOUSE; FLAGSTAFF GALLERY; FAR NORTH ARTS AND CRAFTS; STAGE DOOR THEATRE COMPANY; ARTSXL; AROHA SOCIETY MUSIC; YOUTH THEATRE KERIKERI; KAIKOHE LIBRARY; MANEA OPONONUI

25

## COMMUNITY PARTNERS KAIPARA

### ***Community Partners:***

KAIPARA DISTRICT COUNCIL; MANGAWHAI ARTISTS INCORPORATED; DARGAVILLE COMMUNITY DEVELOPMENT BOARD; TIKA PONO TOI GALLERY AND STUDIO; TE WHAI COMMUNITY TRUST; SONG CONVERSATIONS; TE MANU TIORIORI TRUST; SOS KAIPARA; COOPERATIVE LEARNING POTTERY STUDIO; GENEVA HEALTH EMPLOYMENT SERVICES; OTAMATEA HIGH SCHOOL; KAURI MUSEUM; MANGAWHAI MUSEUM; DARGAVILLE MUSEUM; SUSTAINABLE KAIPARA; SOILS OF CULTURE; FRIENDS OF MANGAWHAI COMMUNITY PARK; TE URI O HAU; NGĀTI MANUHIRI; THE DARING TRUST; KAIPARA CENTRE FOR THE ARTS TRUST; NORTHLAND COMMUNITY FOUNDATION; PROGRESSIVE PAPAROA INCORPORATED (PPI); MANGAWHAI BEACH SCHOOL; OTAMATEA KAPA HAKA FESTIVAL.



# KAIPARA

In July 2023, Kylee Newbold was appointed as Creative Northland's Kaipara Creative Advisor. Working 11 hrs a week, Kylee has been able to build connections and capacity for the arts, culture and heritage sector within the Kaipara region.

Each month Creative Kōrero clinics are held in Dargaville and Mangawhai to provide support and guidance for creatives within the region. These clinics have led to a number of activations, support towards successful funding applications, guidance for larger projects plus collaboration and connection for creatives. Support for creatives based in more rural areas of the region is also provided online or in person where possible.

Building an understanding of organisations and artists across the region has been a key component of Kylee's first year with Creative Northland and has seen her engage with 75 creatives and organisations. Of these 75 interactions, 23 different Kaipara organisations were represented.

## Key Highlights:

The launch of Kaipara District Council's Arts, Culture and Heritage Strategy document in November 2023 celebrated the vision crafted by Creative Northland and Kaipara District Council. Relationship development with key members of KDC staff means that this vision will come to life.

Through Ministry of Culture and Heritage funding, Creative Northland was able to fund two workshops for rangatahi within Kaipara. Song Conversations held a series of weekly music workshops in Mangawhai. These workshops were well attended by local youth and saw participants engage in a range of musical approaches, culminating in public performances for many of the attendees. Luke Di Somma from Te Manu Tioriori Trust also held a 3 day Musical Theatre workshop in Dargaville sharing his knowledge and experience with participants, building their confidence and skills.

32 people attended our first 'Creatives After 5' events in Dargaville and Mangawhai. This was a great turn out and provided opportunities for community engagement and connection.

Relationship building with the three major Museums across Kaipara has also seen Creative Northland build an understanding with their needs, plus provide support for sustainable funding and internships.

Work on the Creative Discovery for the Kaipara will be ready for distribution by August 2024



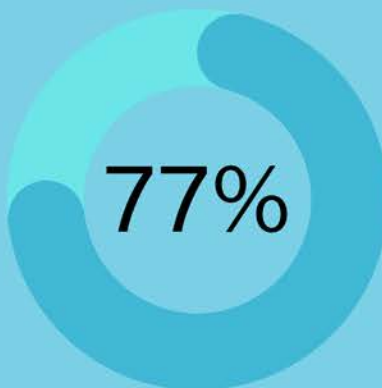


# KAIPARA COMMUNITY ENGAGEMENT

Creative Northland successfully engaged with a range of individuals and organisations across Kaipara.



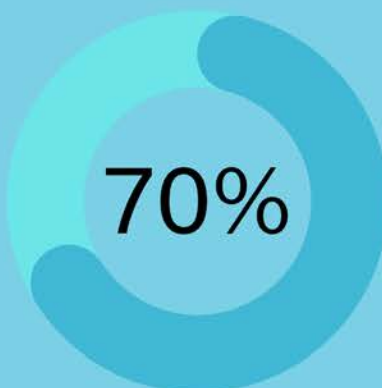
**55**  
Individual Artists  
engaged with



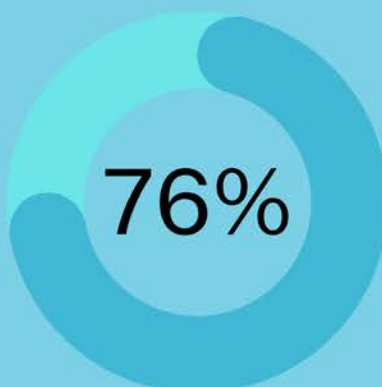
Promotion of  
Creative  
Northland's  
services



**20**  
In-Person Visits  
to Artists & Organisations

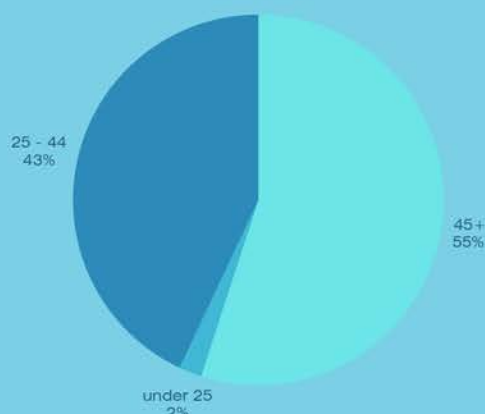


Building New  
Connections



The connections  
are centered on  
project planning  
and ideation,  
with a focus on  
sustainability.

## Age Groups



Followed up on  
ongoing support



## KAIPARA - HIGHLIGHTS



The Kaipara Youth Music Collective was a six-month project (Dec 2023 – May 2024) led by Tipene Matthews, supporting rangatahi in the Upper Kaipara and Mangawhai districts. It involved outreach, workshops, tutorials, and drop-in sessions, culminating in a public showcase at the Youth Vibes Festival.

Twenty-three rangatahi (ages 12–18) participated — double the previous year's number — engaging in songwriting, music production, instrumental skills, spoken word, and freestyle rap. The project was promoted through schools, social media, and local media, with collaborations from Ōtamatea High School, Kaipara Youth Group, and Action Education.

Participants explored music composition, performance, and digital audio workstations like BandLab, working with various instruments. The program fostered collaboration among a diverse group of young musicians, creating a safe, inclusive space through tikanga practices like karakia and whakawhānaungatanga.

A shift in focus for 2024 included more frequent sessions, beginner-friendly skills, and cover songs, attracting a larger and more diverse cohort. Six professional tutors, three local musicians, and a youth worker provided mentorship, with sessions held at Te Whai Community Trust.

The project highlighted a need for a dedicated music space with proper rehearsal and recording facilities, as well as better access to instruments and production tools. Despite this, feedback was overwhelmingly positive — rangatahi felt inspired, confident, and eager for future workshops. The project met its goals, stayed within budget, and demonstrated the importance of continued youth music initiatives.





# WHANGAREI

Lenny's initial role as Toi Manager for the Quest Artspace developed into an effective position as the Nga Toi Navigator, Creative Advisor and Curator for Creative Northland.

With a constant flow of inquiries from the Creative Community. Individuals, groups and organisations received the support that was needed. With each engagement providing the opportunity to share knowledge about how Creative Northland can help assist our people.

- Marketing Packages
- Cultural Support
- Project Support
- Curatorial Support
- Funding Advice
- Event Coordination

Throughout this period a number of partnerships were nurtured and established. Awareness about Creative Northland was more apparent especially after the affects of Covid 19 still being prevalent within the community. A great example of this was due to the Ministry of Culture and Heritage fund community being more engaged due to the level of activity.

Below is a list of workshops, programmes, projects and initiatives generated from Creative Northland.

Ministry of Culture and Heritage.

- Artist Development Program
- Music Workshop with Kenape Saupese
- How to write a artist bio, artist profile or artist statement with Megan Squire
- Music Workshop with Lee Morunga
- Taonga Pūoro Workshop for Children & Adults with Maudena Wood
- Cultural Capacity Building in the Hokianga / Kohukohu
- Photography Workshop with Ellie Smith / The Shutter Room

Whangarei District Council

- Matariki Events
- Silver Festival - Taonga Puoro Workshop with Keil Caskey.
- Art on Boxes Project.

Northland Chamber of Commerce

- Northland Business Awards (Seeking the artist to create and produce trophies)

RSA

- Elevate Crew to create a mural to commemorate ANZAC day 2023.

Local organisations

- Te Kowhai Print Trust - Print your own money (Assist with Whakatau)
- Te Kowhai Print Trust - Printapolooza Event (Assist with Karakia)
- Hunderwasser Sculpture Committee (Select new Sculptures)
- Arataki Ministries - Explore opportunities for their Creative Clients



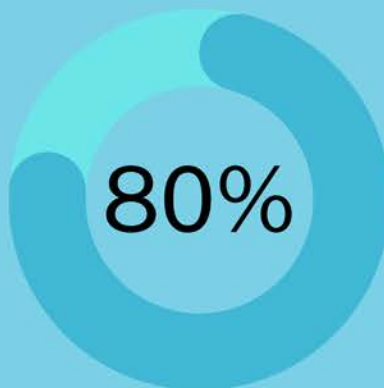


# COMMUNITY ENGAGEMENT IN WHANGĀREI

Creative Northland effectively connected with various people and groups in Whangārei.



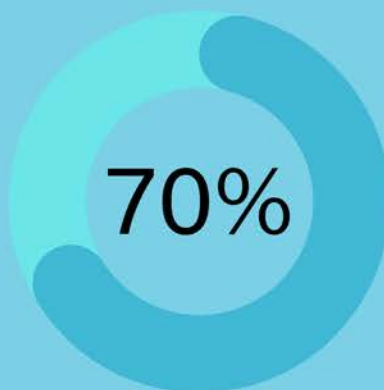
**120**  
Individual Artists  
engaged with



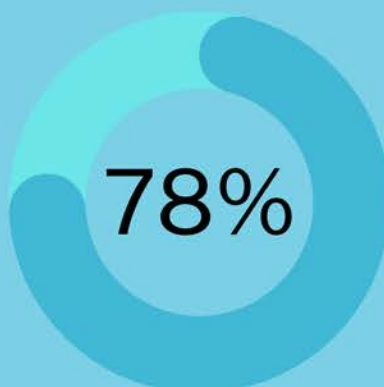
Promotion of  
Creative  
Northland's  
services



**265**  
In-Person Visits  
to Artists & Organisations

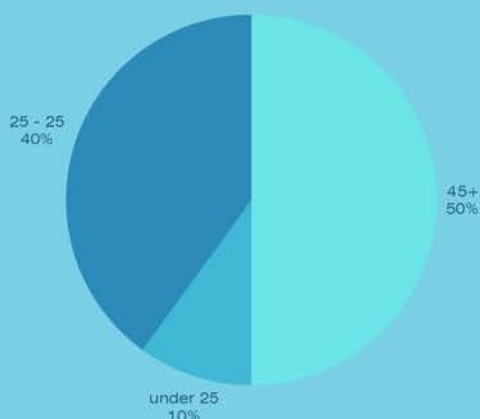


Building New  
Connections



The connections  
are centered on  
project planning  
and ideation,  
with a focus on  
sustainability.

## Age Groups



Followed up on  
ongoing support



## COMMUNITY PARTNERS WHANGĀREI

HIHIAUA - TE HIRINGA TRUST - ONEONESIX - AWHI WORLD - TOI NGAPUHI - FRINGE - PRIDE FESTIVAL  
 WHANGĀREI ART MUSEUM - HUNDERTWASSER- WAIRAU GALLERY - NORTHLAND YOUTH THEATRE  
 FALE PASIFIKA- QUARRY GARDENS- QUARRY ARTS CENTRE - REYBURN HOUSE  
 WHANGĀREI HEADS ARTS TRAIL - CREATIVE TECHNOLOGY NORTHLAND - FILM NORTHLAND  
 NORTHLAND FILM SOCIETY - FACEBOX - MD GALLERY - HANGAR GALLERY - HIKURANGI MUSEUM  
 JACK MORGAN MUSEUM - KIWI NORTH - TE KOWHAI PRINT TRUST - ROTARY SOUTH - RERENGĀTAHI  
 THE BACH - INNONATIVE - THE QUEST HOTEL - THE OCTAGON THEATRE- WHANGĀREI LIBRARY  
 WAIPU MUSEUM -RED DOOR GALLERY - NORTHLAND INC - VOLUNTEER NORTHLAND - NORTH CHAMBER  
 THE SHUTTER ROOM -SISTEMA - BERNINA FASHION TRUST - BREM BAY COMBINED ARTS GROUP  
 THE PAPER MILL - JESSIE ROSE - NORTHLAND POETS - WHANGĀREI THEATRE COMPANY  
 GLASS CEILING ARTS COLLECTIVE - NORTHERN JAZZ SOCIETY - WHANGĀREI MUSIC SOCIETY -  
 BIKE NORTHLAND NZME - MEDIA WORKS - THE LEADER - NORTHABLE - VITAL SIGNS

*\*With an increase to 65 in 2023-2024 to date*

*Testimonials:*

*“Creative Northland provides opportunities for the creative sector to connect with businesses and the public, fostering a vibrant local culture and place to be. The Quarry Arts Centre has benefited from the connectivity Creative Northland offers, and we see the benefits to artists in our community also.”*

Quarry Arts Centre

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*“AwhiWorld wholeheartedly endorses Creative Northland for its pivotal role in fostering the success of creative technology, digital creative practice and cross-disciplinary arts in Whangārei and rural regions. Their partnership on capacity-building projects has been instrumental in driving innovation and creating opportunities for our community.*

AwhiWorld

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*“Creative Northland's commitment to elevating the arts with the region is evident. We appreciate Creative Northland's ArtBeat and its emphasis on the significance of expressing cultural identity, and the promotion of healing and whakapapa through art. Both Creative Northland and ArtBeat play a pivotal role in fostering a sense of culture and belonging amongst the people of Whangārei. The engagement with the wider community and the sense of cultural connectedness fostered by Creative Northland and ArtBeat resonate strongly with us and our goals.*

Hihiaua Cultural Centre



## Quest Artspace / Local Galleries

The Quest Art Space is a not-for-profit community art space managed by Creative Northland in partnership with Quest Hotel Whangarei. Located in a publicly accessible entrance to the hotel on Bank Street, Whangarei. The space offers local emerging artists the opportunity to showcase their work for free, where they are then able to offer their works for sale. There is no fee for use of space, however Creative Northland does take a 20% commission on the sale of artworks to cover curation costs, tuition, hanging and exhibiting works. Any other revenue earned, through sponsorship, donors or funding goes back into the community to support professional development. Quest Hotel supports the maintenance of walls.

### Exhibitions @ The Quest

- Spring Time Exhibition
- The Unshackled Image Exhibition (Curated by Sonja van kerkhoff)
- Summer Exhibition 2023
- Themes of Nature Solo Exhibition
- Artbeat Exhibition 2024
- Consent to Create Exhibition (Collaboration with Whangarei Rape Crisis)
- Resolution II Exhibition

As part of a development project for emerging artists Lenny Murupaenga (Curator for Creative Northland) was approached by local galleries with the hope of providing the Quest Artspace emerging artists with the opportunity to expand their horizons by exhibiting their work in other galleries within the Northland region. The collaboration between Creative Northland, and the local galleries created a great platform for these artists to gain exposure, build their reputations, and ultimately increase sales.

### Exhibitions @The Quarry Arts Centre, Hangar Gallery, The Reyburn House, Tui Gallery (Pop-up gallery Far North)

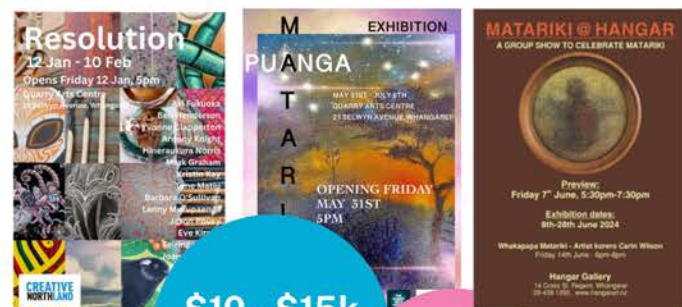
- Resolution Exhibition (The Quarry Arts Centre)
- The Paper Mill
- Te Puanga Exhibition (Tui Gallery, Ahipara)
- Matariki Puanga Exhibition (The Quarry Arts Centre)
- Matariki @ Hangar Exhibition (Hangar Gallery)

## Internship Program

During 2023 Ariki Murupaenga was selected to be an Intern for the Quest Art Space and assisting with the exhibitions at other local galleries. He carried out a number of duties. Ariki is a student from the Te Kura correspondence school.

- Preparing the walls.
- Labels.
- Curatorial assistance. Hanging artworks etc.
- Pack in, set up and pack out.

We had the opportunity to bring on another student from Te Kura, Jamie. Having both Ariki and Jamie work together we were able to complete curatorial tasks faster.





## WHANGAREI HIGHLIGHTS

### Moment of Release – Robert Webb & the Albatross

Creative Northland played a key role in organizing the Bronze Sculpture Release of Robert Webb & the Albatross, created by artists Susan Dinkelacker & Dell Pryer. Now standing permanently in Tutukaka, the sculpture was unveiled in a grand reveal event, drawing a large public turnout. Attendees had the unique opportunity to meet both the artists and Robert Webb himself, making it a truly special community celebration.



### All in for Arts: He Waka Toi e Eke Noa Nei Tātou

Creative Northland proudly supported All in for Arts in Whangārei, providing guidance, advocacy, and assistance in curating the lineup. This initiative played a vital role in uplifting our rangatahi, fostering creativity, and strengthening youth engagement in the arts.



### Whangārei A&P Show 2023

Creative Northland celebrated the arts at the Whangārei A&P Show, offering free craft activities, a local art exhibition, and live drawings by Aki Art. We also held a fundraising raffle and a volunteer sign-up for ArtBeat. Joined by Whangārei Spinners & Weavers Inc. and the Whangārei District Libraries mobile library, the event was a fantastic showcase of creativity and community spirit.





## COMMUNITY CREATIVE OPPORTUNITIES

Creative Northland collaborates with the community to foster creativity, offering a wide range of exciting opportunities throughout the year.



- Printing Maker - Space at Whangarei Art Museum
- The Tamariki Tree at the Whangarei District Library
- Poetry Tree Competition with Whangarei District Library and Phantom Billstickers Poetry Day
- Poetry Book Cover - Competition and Lets Talk Poetry with local Poets
- Matariki Competition with local artist Jason Povey the Hits Radio Station
- Bus trip to Motion Capture Workshop with Toi Hourua

### Highlighted event:

The 'Wish Upon a Star' Glow-in-the-Dark Mural by artist Josie Selkirk was part of the Puanga Matariki Festival 2024, held at Whangarei Central Library from May 31 to June 30. The community created wishing stars to reflect their aspirations for Matariki. Five craft workshops were held in June, engaging 152 participants, with most joining through library visits or festival promotions.

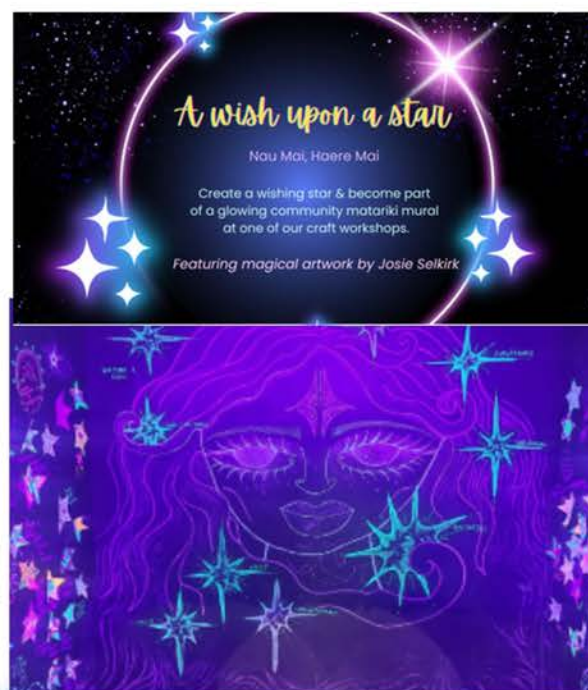
### Feedback:

Library staff reported great community interest. Additional workshops were suggested for future events.

The mural successfully united the community, and Creative Northland looks forward to expanding the project next year.

### Message from the artist:

'It was a pleasure to be a part of this community-built art installation! When creating the piece I thought about the different meanings for each of the stars and thought about them while I created. As the weeks went by I loved popping my head in and seeing what our community had added with their own stars and wishes. Some really heartwarming and sweet wishes!' - Josie Selkirk





# THE NEXT 6 MONTHS

Beyond this yearly overview, the region has cultivated a distinctive creative identity that needs ongoing support and nurturing. It's crucial to acknowledge the planned initiatives post-June 30, 2024. Creative Northland is eager to enhance our capabilities alongside the community to further promote economic growth and recognition of the creative sector in Te Tai Tokerau. Extending our focus by another six months aligns us with potential funding opportunities from MCH, for which we aim to finalise outputs between June 2023 and July 2024. The next 6 months holds interest in transforming community and tackling well-being head on through the vehicle of creativity and culture. However burn-out is on high alert across the region with extra layered stress upon the cost of living increasing and engagement also being high. Well-being will still be a strong focus for Creative Northland in the future.

Key Concerns- Continued focus on increased Equity with change of government and new developments in alignment with Te Taiao are emerging. 2024/2025 should see an increased focus on cultural uplift.

Strategy Review for Whangārei to be completed and the adoption of the Far North Strategy by the Far North District Council.

The local need for a AI\_ Digital Technology adoption Policy / resource that can support our communities and most importantly protect cultural IP.

Far North: Investment Discussion with Far North District Council

Kaipara:

- Investment discussions continue with Mayor and CE of Kaipara District Council
- Work on Partnerships with local iwi and the heritage spaces in Dargaville to help build greater community engagement opportunities.





Isolated areas of interest that require activation and investment in the future that are key areas of deprivation our creatives live in:

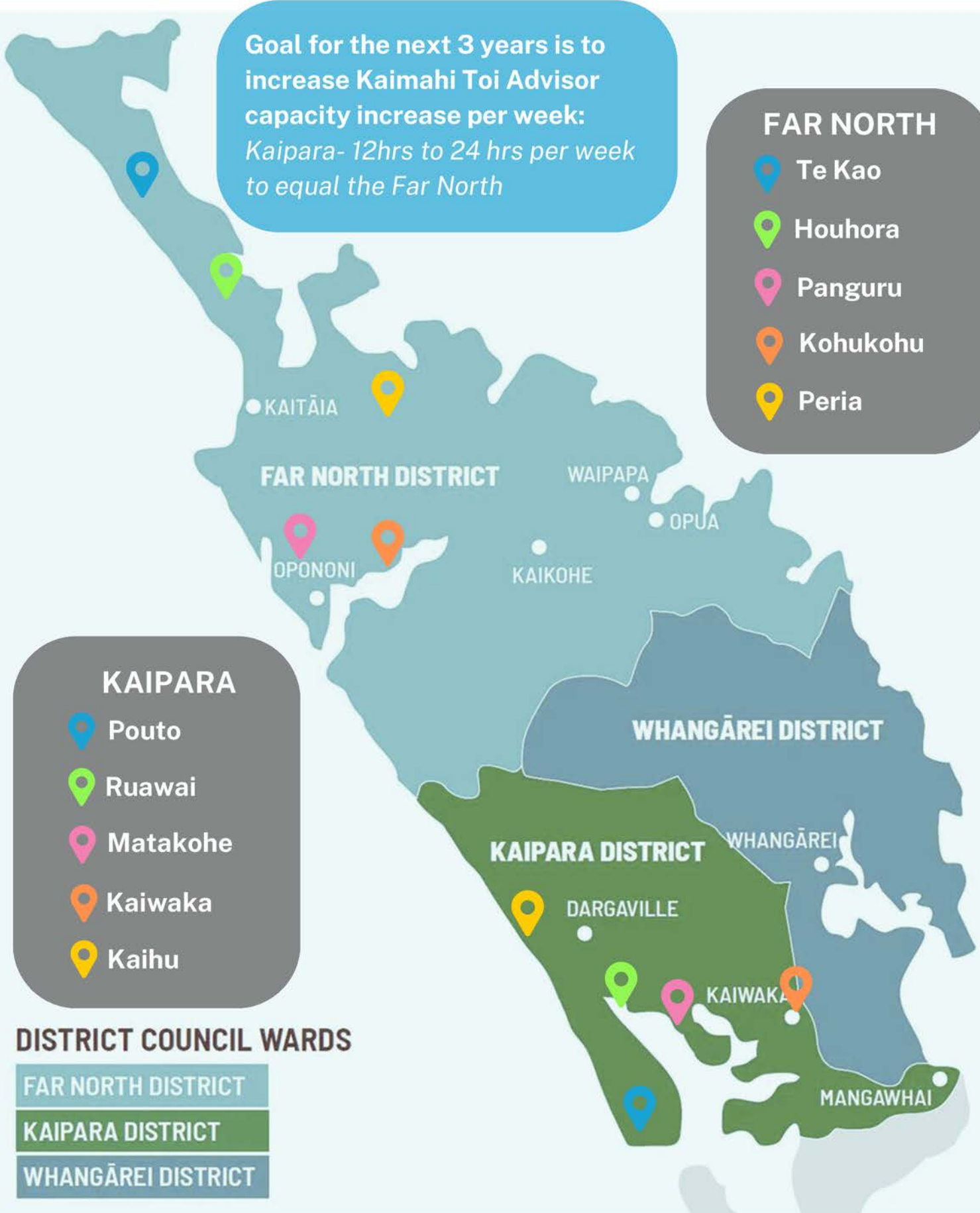
Goal for the next 3 years is to increase Kaimahi Toi Advisor capacity increase per week:  
*Kaipara- 12hrs to 24 hrs per week to equal the Far North*

- FAR NORTH**
- Te Kao
  - Houhora
  - Panguru
  - Kohukohu
  - Peria

- KAIPARA**
- Pouto
  - Ruawai
  - Matakohe
  - Kaiwaka
  - Kaihu

**DISTRICT COUNCIL WARDS**

- FAR NORTH DISTRICT
- KAIPARA DISTRICT
- WHANGĀREI DISTRICT



\*Identified areas of interest, however not limited to and may include close surrounding areas.



## 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 2024, Creative Northland was in deficit to the value of a little under \$60K. This deficit, however, does not paint an accurate picture as it is as a result of a change in Accounting Standards whereby grant revenue can now be deferred. In previous years, the Foundation North Grant which arrived in April, had to be reflected as revenue in the Financial year it arrived. Now a portion can be deferred into the next year.

Due to this now deferred revenue, comparing financial years 30 June 2024 and 30 June 2023 becomes a little more difficult. The expectation would be that revenues would decrease but this isn't the case. This is entirely due to the significant one-off funding received from the Ministry of Culture and Heritage.

The significant increase in expenses is entirely due to the implementation of the extensive Ministry of Culture and Heritage funded programmes and initiatives. This can be seen through the significant increase in both employee remuneration (additional staff and hours) and expenses related to service delivery.

Perhaps, the other areas worthy of note are the differences in Other Revenue and Other Expense figures from the June 2023 period. This almost entirely relates to the decrease in value of the projects we Umbrella-ed.

The Statement of Financial Position shows an organisation in a healthy position though it does include a significant portion of unspent MCH funds. Even though no additions were made to reserves this year, 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 2024

#### 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	41	36
Stakeholders and partners feel engaged, connected and informed: Recipients of our fortnightly newsletter	1,655	1,474
Hosting of stakeholder functions	6	5
Applying for funding from other sources and are successful	14	10
Regular governance meetings (1 per month) Key festival events delivered within the region	9 1	10 2
Community projects and activities supported: Building audience through social media	1,121 11,729	653 13,919



# STATEMENT OF FINANCIAL PERFORMANCE

## Creative Northland For the year ended 30 June 2024

Description and Qualification (to the extent practicable) of the Entity's Outputs:	Note	Actual This Year \$	Actual Last Year \$
<b>Revenue</b>			
Donations, koha, and other general fundraising activities	1	2,861	635
General Grants	1	36,455	21,504
Capital grants and donations	1	4,879	-
Government Service delivery grants/contracts	1	475,157	285,677
Non-government service delivery grants/contracts	1	43,291	180,000
Revenue from commercial activities	1	6,243	11,376
Interest, dividends and other investment revenue	1	11,309	3,751
Other revenue	1	33,405	87,424
<b>Total Revenue</b>		<b>613,600</b>	<b>590,367</b>
<b>Expenses</b>			
Employee remuneration and other related expenses	2	332,091	231,732
Other expenses related to services delivery	2	305,006	227,209
Other expenses	2	36,322	88,280
<b>Total Expenses</b>		<b>673,419</b>	<b>574,221</b>
<b>Surplus/(Deficit) of the Year</b>		<b>(59,819)</b>	<b>43,146</b>



## STATEMENT OF FINANCIAL POSITION

### Creative Northland For the year ended 30 June 2024

	Note	Actual This Year \$	Actual Last Year \$
<b>Assets</b>			
Cash and Short-Term Deposits	3	512,538	286,919
Debtors and prepayments	3	7,835	9,084
Other current assets	3		
<b>Total Current Assets</b>		<b>520,373</b>	<b>296,003</b>
<b>Non-Current Assets</b>			
Property, plant and equipment	4	14,373	9,834
Other non-current assets	3		
<b>Total Non-Current Assets</b>		<b>14,373</b>	<b>9,834</b>
<b>Total Assets</b>		<b>534,746</b>	<b>305,837</b>



# STATEMENT OF FINANCIAL POSITION (CONTINUED)

## Creative Northland For the year ended 30 June 2024

	Note	Actual This Year \$	Actual Last Year \$
<b>Liabilities</b>			
Credit Card	3	2,708	1,941
Creditors and accrued expenses	3	30,917	13,600
Employee costs payable	3	43,133	28,854
Deferred Revenue	3	256,130	13,000
Other current liabilities	3	43,396	30,161
<b>Total Current Liabilities</b>		<b>376,284</b>	<b>87,556</b>
<b>Total Assets less Total Liabilities (Net Asset)</b>	-	<b>158,462</b>	<b>218,281</b>
<b>Accumulated Funds</b>			
Accumulated surpluses or (deficits)	5	118,462	178,281
Other Reserves	5	40,000	40,000
<b>Total Accumulated Funds</b>		<b>158,462</b>	<b>218,281</b>



## STATEMENT OF CASH FLOW

### Creative Northland For the year ended 30 June 2024

	Actual This Year \$	Actual Last Year \$
<b>Cash Flows from Operating Activities</b>		
<b>Operating receipts (money deposited into the bank account)</b>		
Donations, koha, and other general fundraising activities	3,259	635
General Grants	39,644	16,811
Capital grants and donations	5,611	
Government Service delivery grants/contracts	659,374	280,741
Non-government service delivery grants/contracts	218,965	180,000
Revenue from commercial activities	5,004	24,496
Interest, dividends and other investment revenue	11,309	3,751
Other revenue	17,390	86,674
<b>Less operating payments (money withdrawn from the bank account)</b>		
Employee remuneration and other related expenses	318,204	231,832
Other expenses related to services delivery	355,126	270,856
Other expenses	54,151	98,954
<b>Net Cash Flows from Operating Activities</b>	<b>233,075</b>	<b>(8,534)</b>



## STATEMENT OF CASH FLOW (CONTINUED)

### Creative Northland For the year ended 30 June 2024

	Actual This Year \$	Actual Last Year \$
Cash Flows from Investing and Financing Activities		
Cash was received from: Receipts from the sale of property, plant and equipment		
Cash was applied to: Acquisition of property, plant and equipment	7, 456	4,535
Net Cash Flows from Other Activities	(7,456)	(4,535)
Net Increase / (Decrease) in Cash	225,619	(13,069)
Opening Cash	286,919	299,988
Closing Cash	512,538	286,919

# ANNUAL REPORT

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***We grow, strengthen & empower Northland's creative, cultural, & heritage sector***

