

KUMEU ARTS

Annual Report

July 2019 – June 2020



Jago Neal and Yvonne Abercrombie
at the opening of the third annual 'Kumeu Art Awards' November 2019

Our Objectives
"To Promote and Foster a Creative Community"

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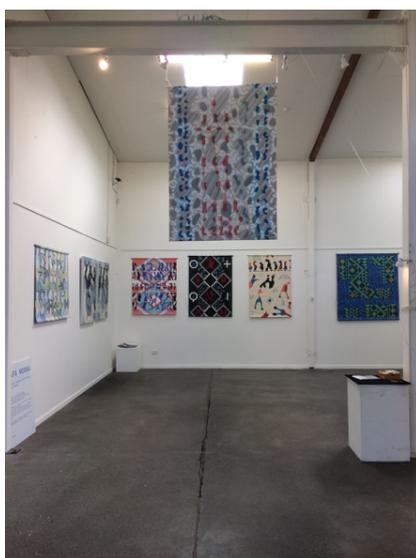
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Exhibitions at Kumeu Arts

In the past year Kumeu Arts held 25 exhibitions in total. Three more than in the previous year despite being forced to close for two months due to Covid 19. With 13 solo exhibitions, 6 group shows and 6 combined members shows (including our first ever online exhibition during Lockdown). Many of these exhibitions are now cemented into our annual calendar such as 'Drawn In', 'Ceramics', 'The Affordable Art Sale', 'The Auckland Festival of Photography' and the 'Kumeu Art Awards'. This brings good consistency and options so that local artists know when and what exhibition to prepare for based on their interests or practice.

Interspersed with these annual exhibitions we have once again hosted a range of new artists and groups. This included 'Whakahīhī' an exhibition by local photographer Carly Jade (included in the official Matariki Programme) and The Muriwai Open Studios Group along with many more exciting shows. We proudly supported four artists to exhibit for their first time ever while also hosting many professional and acclaimed artists. Kumeu Arts continues to place value in diversifying media and topics, displaying both contemporary work (such as works by Reece King) and traditional art forms (such as Carvings by Rod Mackay). We have surprised and entertained our visitors over the year by consistently changing the walls and layout in the two gallery spaces. While we still place ourselves as very much a 'community gallery' we strive to raise the standards and expectations which some may attribute to this definition. Visitors often comment on the quality of the work and curation.

The Pod gallery has been well used over the last year for smaller more intimate exhibitions. It has proved a great additional space for exhibition openings and really come into its own over summer allowing space for accompanying music and catering. We've had some wonderful Opening events over the last year notably, Gabriella Williams' and Emma Springford Gough's which were both very well attended by the local community. While over in the Main gallery we've also had some lively openings such as Derek Lind's Opening and fundraising concert with 100 people coming along. The openings for 'Bedazzle' and 'Whakahīhī' were also both buzzing.

We are very grateful to the Hallertau Brewery for providing beer for many of our openings.

Dana Dadi – Recent Works

1st – 20th July 2019

Pod Gallery



After her popular show in 2017 the prolific, Persian painter Dana Dadi returned to Kumeu Arts to exhibit in the Pod Gallery. Dana, who has a background in graphic design, photography and painting produces bold, colourful and playful imagery combining contemporary colours with traditional elements, line and motifs. Dana didn't make any sales, however visitors said: "stunning paintings", "wonderful thoughts", "how beautiful to be Persian".

Whakahīhī (Proud) - An exhibition of Photography by Carly Jade for Matariki

9th – 27th July 2019

Main Gallery



This collection of photographs by Carly Jade celebrated Maori culture and represented a personal journey of discovery. Each powerful image in this series focused on a unique custom and tradition as Carly explored her own identity and embraced her roots. Carly (of Te Arawa ancestry) produced powerful and evocative imagery, firmly placed in both classical and contemporary photographic practices highlighting Maoridom to glorious effect. Carly sold 3 works totalling \$1479. Visitors commented ... "What an amazing and inspiring journey. Thanks so much for sharing in such a beautiful way", "Tino ataahua to mahi Carly! An exhibition your whanau, tupuna and yourself should be truly proud of. You are an inspiration!".

Drawn In - Members Drawing Exhibition
July 23rd - Aug 10th 2019
Opening Night: Friday 26th July. 5-7pm
Pod Gallery



Work by KACI members

'Drawn In' exhibition was a collection of works in the field of drawing. This is now an annual exhibition and each time we've held it and asked for entries the question 'What is a drawing?' has arisen and presented us with a healthy debate - that's a good thing! Visitors left comments in our visitor's book such as; "fantastic", "Absolutely love all the entries, so much creativity", "A wonderfully diverse selection". We sold 5 drawings totaling \$290.

Derek Lind - New Works
30th July - 17th August 2019
Opening Night & Concert in conjunction with Kumeu Live Sat 3rd Aug.
Main Gallery



Derek Lind is familiar at Kumeu Arts as he has played at and helped organise many Kumeu Live concerts. However, he is also a very good artist and this exhibition was arranged as a way for Derek to raise money to visit his family in the UK. Derek, says that "I've always used words and symbols in my work (I like their flatness, their two- dimensionality), probably as a reflection of my own song wordsmithery. In fact, some of my later paintings have used my own lyrics as their starting- point." Derek sold a staggering 15 paintings totalling \$12,400, making this our highest ever selling exhibition. People said the exhibition was "Inspiring", "Great combo, art and music -better than mac and cheese".

Kirsten Reid - Coast
Exhibition Dates: 12th – 31st August 2019
Pod Gallery



Long standing committee member Kirsten has exhibited here a number of times over the years and always impresses visitors with interesting new directions and experiments in her practice.

This collection of mixed media and photographic artworks captured things that draw and connect us to the coast. Visitors commented "I love the use of different media", "fantastic and Unique". Kirsten sold 4 works totalling \$600.

Members' Ceramics with Paintings by Jessica Emily Bailey
20th August – 14th September 2019



This dynamic exhibition of ceramics by Kumeu Arts members included domestic ware as well as purely sculptural objects made from clay. These works were shown alongside paintings by Jessica Emily Bailey to celebrate the rich, historical connections between the two disciplines. Operating within the tradition of still life painting, Bailey's works reference imagined and real ceramic vessels and struck up a lively conversation with the diverse ceramic works in the exhibition. There was a wonderful range of ideas and techniques from the 6 ceramicists who entered, highlighting the versatility and experimentation possible in their chosen medium. Our visitors responded very well to the exhibition. Visitors wrote... "Love the works", "wowza! What an amazing array of work". 11 works were sold throughout the show totaling \$1230.

Yvonne Abercrombie & Reece King

11th – 22nd September 2018

Pod Gallery

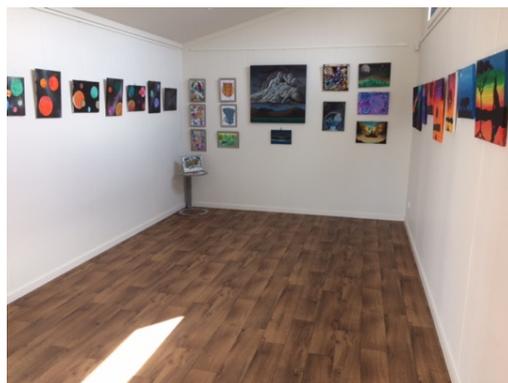


This exciting pairing of two emerging artists in New Zealand contemporary painting practice was a revelation for Kumeu Arts challenging and thrilling our visitors. "Their visually diverse practices unified contextually with the subject of 'figure'. Reece's abstractions displayed the figure in a disclosed manner, denuding the form and narrating through paint. Yvonne personifies human nature through her ambiguous portrayals of the human form, being subtle in the use of the body, but loud in the application of paint and texture." The show was packed out for the opening night. Yvonne sold 3 paintings totalling \$1020.

Ember Art Display - For Mental Health Awareness Week.

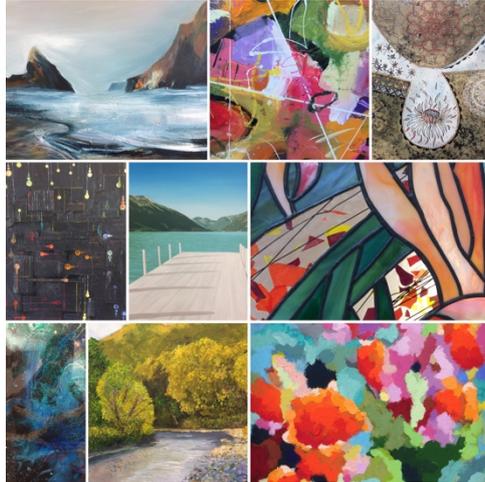
23rd Sep - 3rd Oct 2019

Pod Gallery



A collection of work made by members of Reach Out Peer Support group (who were meeting here weekly) and other services linked to Ember. The exhibition was opened with a karakia and various activities followed throughout the week such as harakeke (Flax Weaving) and rock painting in the Pod Workroom adjacent to the gallery. Visitors were invited to join these workshops for free and dialogue around mental health was encouraged.

New Works – Members Exhibition
Sep 17th - Oct 5th
Opening night Fri 20 Sep. 5-7pm.
Main Gallery



Works by our members

We had a fantastic response to our call for entries for this Members show and 48 works were entered by 17 artists (including 3 new members). The only condition of this show was that works should be recent and have not shown in our gallery before. This proved a popular new concept and ensured a diverse range of subject matter and media was on display. We sold 6 works, amount \$1800. One visitor wrote "Love the exhibition. Enjoyed the pleasant feel of Vinny M's paintings and the mixed media detail of Arwen Flowers".

Jan Huijbers – For Art Week
Oct 7 - Oct 26th 2019
Main Gallery



Jan Huijbers references traditional Pacific tapa-cloth patterns, geometric and mathematical imagery and oceanic organisms. The intentions behind his work signify the preserving of our natural recourses, specifically pertaining to aquatic life. However, Huijbers admits to needing relief from the sombre thematic concerns of this project. A second series of work gives the artist this outlet; paintings inspired by carnival. Bright colours, shapes and liveliness that sing out from the canvas create a visual balance to Jan's Carnival series. These two different bodies of work filled the main gallery to spectacular effect. Jan did not sell any work but received positive feedback "Jan, fantastic work – love the connection to the sea.", "Jan, really enjoyed seeing your work in this setting".

Jago Neal – For Art Week
Oct 7 - Oct 26
POD gallery



Although having exhibited twice at Kumeu Arts, this was the first time Jago Neal has held a solo exhibition in this space since becoming manager in 2016. This exhibition included a series of recent photographic works produced in the darkroom using rare printing techniques and hand-made or retro cameras. Neal is interested in alternative photographic processes that allow serendipitous moments to occur. "I enjoy exploring the transformative ways you can create imagery using methods of 'Liquid light', 'photo-grams' and 'Pinhole photography'. His exhibition was included in the Art Week programme and he gave an artist's talk along with Jan Huijbers on 12 Oct 2019 (see events). Jago sold 12 works valuing \$1510.00. Visitors commented "beautiful images", "Fantastic work Jago, so clever", "Mighty impressive".

KUMEU ARTS AWARDS

Exhibition 4 – 23 November
Both galleries

We had a wonderful response to our 'call for entries' for the 3rd Kumeu Arts Awards with around 160 entries (generating approx. \$1,600). It was very encouraging to see that this was inclusive of 18 "Youth" entries, where in previous years we have had fewer than 5 entrants. The standard of art was exceptional, making the selection process difficult. We selected just under 100 entries (including all the youth) to present to the judge and display in the exhibition. This year's judge was Claire Ulenberg who is a curator, consultant and arts writer.

The Kumeu Art Awards Ceremony Friday Nov 1st

There was a very good turn-out with around 150 people coming along to hear the announcements from our judge who did a fantastic job choosing the winners. The explanation of Claire's selection was well received, and Christine Rose's fun, informative speech was also a highlight of the evening. The additional gallery and Pod workspace were well utilised, including being used for superb catering and our generously donated bar by local company Rollercoaster.

Massive thanks to the committee members for their support on the night.

Judge Claire Ulenberg awarded prizes as on the night as follows:

- 1st – Sonja Drake 'Ferric Coruscation' \$1,000 & 2-yr. subscription to Art News
- 2nd – Julie Freeman 'Flamboyance' \$500 prize
- Highly Commended- Carly Jade Anderson 'Hinengaro (jade)' \$250 voucher
- Highly Commended –Gavin Chai 'Interior #6 (Hotel Room in Greymouth)' \$250 voucher
- Runner-up - Marina de Wit 'Madeleine' \$100 voucher
- Runner up- Keith Victor Ancog 'The Cottage' \$100 voucher
- Young Artist – Joint 1st- Meiya Julian Takahashi 'Mother Nature' \$100 cash
- Young Artist – Joint 1st- Rebecca Kneale 'Dad' \$100 cash
- Young Artist – Highly Commended - Jonathan Khoo 'Expressionists' \$40 cash
- People's Choice award - Meiya Julian Takahashi 'Mother Nature' \$100 Hallertau Voucher



Sonja Drake



Claire Ulenberg & Christine Rose



Rebecca Kneale with Mandy Jakich

Visitors left comments such as: "Just Wow!", "Such a lot of talent", "terrific display of extremely diverse works.", "Amazing curating! How well this eclectic mix looks together".

6 works sold valuing \$3270.00.

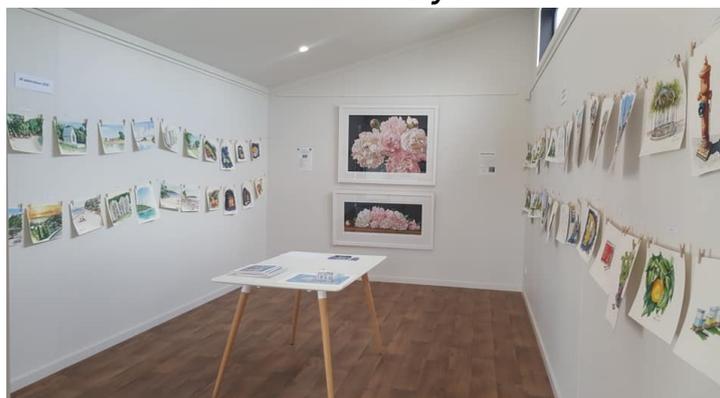
Thank you to all our sponsors of this event; Gordon Harris, The Picture Framers NZ, Art News, New World, Hallertau, Rollercoaster, Hunting Lodge and Creative Matters, as well as our funders; The Rodney Local Board, Foundation North, and The Lotteries Grants Board.

Affordable Art Exhibition 2019
26 November – 18 December
Main Gallery



The annual Affordable Art sale was a wonderful show by our members. We had 100 entries and sold works totalling \$2,385 (a slight increase from last year \$2,294.60). We received very positive feedback from our visitors who left comments such as; "So much talent in the room", "Amazing Art", "Wonderful variety". The people's choice award went to Margie Phillips for her 'Guardian' bird. Margie won a \$50 framing voucher for 'The Picture Framers NZ' who sponsors the prize.

Amber Emm's Strada Challenge
26 November – 18 December
Pod Gallery



Long-standing Kumeu Arts tutor and acclaimed painter Amber Emm held an exhibition of watercolours produced during Amber's daily 'Strada Easel' challenge. Also exhibited were Amber's large floral paintings which she is well known for. The rows of watercolour paintings were pegged along wire which was an effective use of the space with the quantity of work. The show provided people with an opportunity to own a work by a respected painter at a very affordable price. Amber sold \$550 worth of work. A visitor's comment was "exquisite, a real joy to see".

Felicity Swan
Pop up show in Main Gallery
Jan 20 - Feb 1 2020
Main Gallery



Our first exhibition of the year saw contemporary artist Felicity Swan return to our gallery after her involvement in a very successful group show in March 2018. This year Swan, who is originally from New Zealand and primarily resides in London, displayed her series 'Those whom Gods Wreak Vengeance' which she says is "concerned with conflict within or between individuals, frequently expressed via mythological stories; i.e. struggle as part of the human condition, and in dealing with forces or will of the gods." The exhibition was well received by many of our visitors who recognized the quality of Swan's application; they were intrigued by the themes evoked in the work. Felicity sold one painting at \$400.

Emma Springford Gough– Sailing Away
Jan 28 - Feb 15
POD Gallery



We knew we'd be in for some fun when we booked local artist and long-standing member Emma in for an exhibition this summer. Her recent collection of paintings and drawings ... "was born out of a love of the seascape – the romantic imagery of boats moored in the marinas of the Waitemata, boats sitting aground along the mudflats of the Kaipara and yachts gliding out on the Hauraki Gulf." Emma was hugely supported by her community who came out in force for a buzzing opening with catering, beer provided by local brewery Hallertau and a D.J out on the deck. People commented that it was... "Such an awesome exhibition and beautiful evening!" and many friends and family continued to come and see and buy Emma's work for the duration of her exhibition. She sold an impressive 8 works \$1380

Laureen Pipkin and Di Morritt - *Bedazzle*

Feb 4 - Feb 22

Main Gallery

Local artists Di Morritt and Laureen Pipkin adore bold colours and the happy energised emotions they evoke in us. As we moved through summer they joined forces for this exhibition, to celebrate their love of colour and to remind us of how positively it impacts on our emotions and lives. This was a joyful exhibition and delighted many of our visitors including the 50 or so who attended a very happy and vibrant opening. The artists themselves said they "We had a blast!". They sold 2 works totalling \$575



Rod Mackay

25 Feb – 14 March 2020

Main Gallery

One day as Rod Mackay waited for his wife to finish her painting class he decided to show the Kumeu Arts manager the work he'd been making in his garage for over twenty years. In that time he'd produced 114 heraldry shields representing family names as well as wood carvings incorporating folk tales, animals and religious iconography. It was agreed these must be shown and they went on display in the main gallery. Visitors marveled at the hours spent on Rod's chosen craft and the rows upon rows of shields displayed en masse. The public noted the dramatic change over from previous shows and the media and themes raised much conversation in the gallery. Rod sold 2 pieces at a total of \$220. He had a fantastic response from the public with comments such as; "Striking display, love the shields 'en masse,' lovely workmanship.", "Wonderful carving, what workmanship and time spent on each piece. I will definitely tell my friends to call in for a look.", "fantastic show, I'm lucky to have been able to see it. Thank you!"



Gabriella Williams
18 February – 14 March 2020
POD gallery



"Her love of the sea (and nature), in particular Muriwai Beach, inspired this series which continues to grow."
Local kindergarten teacher and resident Gabriella has been heavily involved here for some time. Whether attending exhibition openings, teaching children at Arts In Action or entering our members shows she has always been supportive and active. This was her first ever solo exhibition and not surprisingly her opening was another real community event, with around 60 people coming out for what was another fantastic, lively evening at the POD. One visitor said... "What a wonderful opening Gabriella! Thank you for sharing your talent. It was such a privilege to see your stunning work. Arohanui x". Support continued throughout the exhibition by way of sales and she sold a staggering 16 works totalling \$2565.

The Muriwai Open Studios Group
March 16 - April 8 (Cut short)
Both Galleries



Artists were: Tanya Blong, Joss Hong, Judy Stokes, Pat Henley, Liz Smith, Lesley Dixon, Suzanne Way, Laird McKechnie, Gaylene Earl, and Karuna Douglas

We had been greatly anticipating this exciting collaboration with the MOSG and were very happy to show work by these 11 artists. The concept being that each artist was limited to a 200 x 200 x 200 format, with fantastic results. There was a wonderful turnout (around 50) for their opening night and 11 works amounting to \$2140 were sold despite the Covid pandemic looming. Sadly, this show cut short due to the Lockdown starting the week after it opened but we have already begun planning their return next year.

Landscape Members' Exhibition Online 20 April – 20 May

This exhibition was planned for our main gallery in April and we were determined not to let a pandemic stop us highlighting the artwork of our exceptionally talented community. So, we adapted the conditions for entry (making it free to members) and we presented works in a virtual gallery @ Exhibit.com in our first online exhibition. The theme 'Landscape' was interpreted loosely, in various mediums including 3.D works, photography and painting. The 15 works included were a good reflection of the consistent quality and range shown in our members' exhibitions throughout the year. The exhibition was viewed by 632 people from 9 different countries. Comments left read "What a great idea. The software works perfectly", Well done, love the way that works, the art is great!".



Hūe Te Pō – by Ashlee Tawhiti

Yvonne Abercrombie Pop-up Exhibition 19 - 23 May *Main Gallery*

We reopened at Alert Level 2 with a display of new paintings by our own administrator Yvonne Abercrombie. Yvonne had kept herself very busy during lockdown and these sumptuous, richly textured canvases looked wonderful in the main gallery and provided our visitors a welcome return to viewing art up close and personal.



Coinciding the reopening of Kumeu Arts after lockdown, we worked with our local café 'The Food Vault' to come to a mutual and beneficial arrangement. This was aimed to encourage people to return during the restrictions at level 2. We displayed one work from the artist (exhibiting in the gallery) at the cafe to show their customers what is happening at the Art Centre and encouraging them to come to us. In return we ordered hot drinks for our class participants (as are kitchens were closed) to bring the cafe additional business. We aim to maintain this agreement.

Lockdown Art – Members' Exhibition

May 27 – June 27

Main Gallery



'The Virus' by Ted Scott

During the period of Covid 19 Lockdown, Kumeu Arts set up a new group on Facebook for our members (or anyone wanting to participate) called 'Kumeu Arts Community – tips and advice for creativity during hard times'. On the page, many people shared the work they were doing and supported one another. It became clear that many artists were keeping themselves busy making art during the crisis and many were reflecting on life. Our committee felt it was important that when we reopened we could capture some of the mood, thought and creation that was occurring. So, once we were at level 2 we put a call for entries for 'Lockdown Art'. We had 43 entries for this show and pleasingly 9 new members joined us. It was an interesting, diverse collection with many pieces a direct response examining Covid such as Jago Neal's 'Covid Warriors series' or Ted Scott's piece 'The Virus'. We also set up a 'reflection booth' - a space for visitors to share their thoughts and feelings relating to the pandemic. This included some moving reflections sent to us by some young people Glendowie College. We sold 18 works valued at \$1113. One person commented "great to be supporting local talent."

Marina De Wit – The Essence of Flowers

June 3 - 27

Pod Gallery



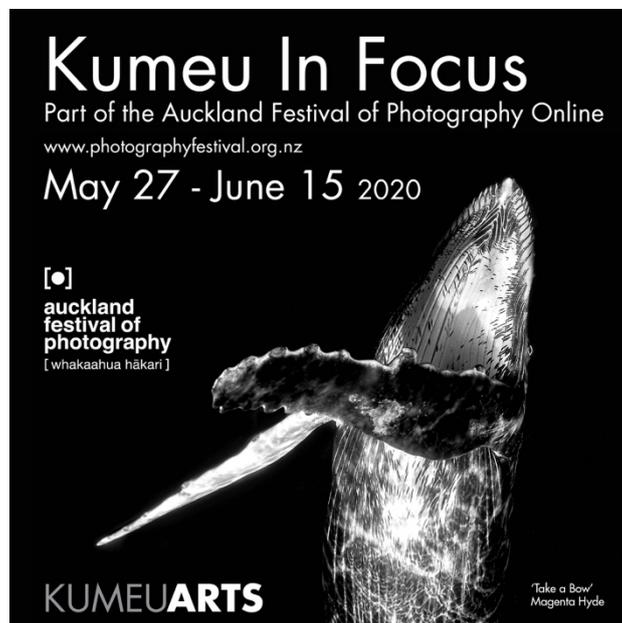
"De Wit's award-winning series conjures up a sense of nostalgia and tradition while capturing the ephemeral beauty of flowers - each one named after the women who inspire her". Last year

Marina won a runner up prize in our awards and we got talking about the prospect of her exhibiting here. Then we weren't sure if we'd be able to go ahead as planned due to closure because of Covid. But happily, we were able to go ahead and her stunning photographs were displayed in our Pod gallery for the Auckland Festival of Photography. She sold 1 work at \$550, visitors said "Love Marina De Wit's work, exhibition looks fantastic."

Kumeu In Focus – The Auckland Festival of Photography

May 27- 15 June

Online



Unfortunately, we had to cancel this exhibition in our main gallery due to Covid and the uncertainty around when we would be able to open again. During the lockdown, we were approached by the Festival organizers and invited to submit a slideshow of our images to be included in the festival online. 15 photographers entered one image each and Kumeu In Focus was screened on air on Freeview CH200 and [Youtube](#) Kumeu Arts were pleased to be represented in the festival and the still be able to showcase the work of our talented photographic community.

Events

Matariki festival 2019

WHAKAHĪHĪ - P R O U D- An exhibition of photography by Carly Jade

Opening Event: Weds 10 July. 6-8pm

We invited the community to celebrate Matariki for the opening night of Whakahihī. Carly's intention through her photography was the sharing of knowledge – in order to learn, reflect, strengthen bonds and celebrate diversity. The exhibition was blessed by Carly's father before a wonderful opening event was held. There was a large turnout of around 80 people? And pleasingly, amongst others many of our local Maori community came to the event and to Kumeu Arts for the first time.



Give a Kid a Blanket June-August 2019



Kumeu Arts Centre was proud to support the brilliant cause 'Give a Kid a Blanket' once again in 2019 as an official drop-off point. We received a large number of blankets from our local community that we were able to pass on to be distributed to those in need. This photo shows, local community member Glenis Ambrose dropping off her donation.

National Poetry Day 2018 Saturday 24th of August

Kumeu Arts in conjunction with Kumeu Live and Phantom Billstickers presented AJ Bell in Concert with Poets Gillian Roche, Arthur Amon and Sandra Fraser. This dynamic event saw poetry and music come together in front of a Kumeu Live audience. After readings by poets during the first hour of this diverse evening A J Bell performed a set of songs which combined with the poets in a theatrical manner. His band provided a musical interlude linking songs together with poems through mood and ideas. Around 80 people attended the event.

Kumeu Live & Kumeu Arts
In conjunction with Phantom Billstickers
Present
POETRY NIGHT
with
AJ BELL
Live in concert
and readings by
Special Guest Poets



August 24th 2019. 8 -10pm

www.poetryday.co.nz #NZPoetryDay

Thank you to Phantom Billstickers for helping to fund this event.

Arts in Action Saturday 19th of October 2019



At Kumeu Arts we always look forward to this free family event. It has become one of the showcase events in our annual calendar, affirming to our community our core values and operations. **We could not have done this without invaluable support over many years from Pub Charity** who once again funded the event meaning we were able to employ 27 staff for the day and offer 15 different activities. This year around 450 people came along and tried their hands Raranga Flax Weaving, badge making, Assemblage art, Botanical art and much more.



For the first time, we were able to utilize the pods by spreading the activities over both buildings and the covered deck. We also used the 'Hub' outside space (although the weather wasn't kind to us) and we saw the real potential of the area. We booked 'Pop's games' to run games on the lawn (see image above) and had two food trucks parked in the gravel area (see image above). However, we discovered that more work is needed to make the space fully fit for purpose and we look forward to being able to hold more events outside in future when it's completed.

Each year Arts in Action continues to go from strength to strength bringing our community together in joy and creativity. We always receive wonderful feedback from the community who relish the chance to enjoy arts, crafts and Maori cultural activities. One wrote... "Loved being part of this again, thank you to all who made it happen. love being part of our great community and the Kumeu Arts events."

Thank you to Pub Charity for funding totaling \$8742.10 for this event.

Kumeu Live Concerts

KACI vice-chair Guy Wishart has continued to run the not-for-profit music night Kumeu Live, which continues to bring quality local and international acts to Kumeu Arts. It has helped to build our profile with a wider audience and Kumeu Arts is now regarded as a great venue to hear fantastic music at a reasonable cost. Audiences, which regularly reach capacity at 80-100 people, view the Main gallery as they arrive which has meant more sales and exposure for exhibiting artists. They have had many wonderful concerts over the last year including; Jamie McDell and Miller Yule, Caitlin Smith, Derek Lind amongst others.

Kumeu Arts wish to take this opportunity to acknowledge Guy and his wife Michelle, who have organized these events for over four years, along with all the people who help make it possible.



Miller Yule at Kumeu Live

ARTWEEK 12-20 OCT.

Free Artists Talks

Saturday 12th October

11 am – 1 pm

Although their processes and outcomes differ greatly, their motivation can be viewed jointly as an exploration into natural forms, patterns and experimentation of their chosen media.

For Artweek 2019 Jago and Jan offered free artists' talks. This was a nice informal way to discuss the work in the two exhibitions and share some of the techniques and motivations involved. Jago did live demonstrations and explained about his homemade cameras and use of pinhole photography and Liquid Light. Jan discussed how he finds patterns in nature to inspire his canvases. 9 people participated.

The Kumeu Christmas Parade 2019

December 6



Our first ever participation in the Kumeu Christmas Parade went very well for us with our float winning the 'Supreme Winner' prize. It was also a very good form of promotion with a strong presence of our new brand included on badges & flyers (handed out to the crowd) and the colours of our flags. The different user groups were represented with words along the float as well as by tutors, members of the knitting group, and children who participated as well as music from Kumeu Live. Huge thanks to everyone involved especially Justine Smith who did a wonderful job organizing it and Burnett's transport for loaning us their trailer.

About

Progress

We can measure our progress against the four main objectives outlined in our Strategic Plan as follows:

1. PEOPLE- Increase participation and diversify audience

Data suggests that we have continued to grow our audience and participation again this year. Despite our actual figures being slightly less due to two month's closure for Covid we can see in the graph on page (31) that we would have more visitors and participants in programmes than last year. Even with the closure and impacts either side of Lockdown we can see that our numbers still reflect the high demand for our services and that over 10,000 people have come through the Centre over the last year. (see synopsis on page 30)

Up until Covid hit us Kumeu Arts has been buzzing with activity over the last year. The new classes which started the previous year continued to run successfully, such as our clay group with Pauline McCoy. This is now a well-established course running each term with an extensive waiting list. Bookings come through us directly generating a small profit (outside our usual operational model but one we may develop further). In fact, the demand for clay is so high that since the start of the year we have offered a second daytime course with another tutor, Louise Wild and this too is fully booked. It has been wonderful to have the kiln running hot and ceramics back as one of our core areas. Other user groups such as ABC languages have been with us for well over a year now and become key stakeholders along with Creative Matters (who run children's holiday programmes) and long standing groups - photography, knitting, Art Club and tutors like Lesley Alexander and Amber Emm are all well attended. Amber's classes have been fully booked for the entire year to date, meaning we are investigating starting more painting classes soon to fill the void highlighting the demand on our services. With increased funding we could potentially offer even more to fulfill this demand unfortunately, our ability to do this is always limited by time and money.

Other 'non-arts based' groups such as writing, mantra space meditation and yoga diversify our audience and also help generate revenue. This continued increase and demand for our space is reflected in the graph showing income from venue hire. The Kia Tīmata Anō Trust "enables many people to start a new life without violence", and now run weekly men's support groups as well as women's groups (further enabled by the use of the POD as a crèche for their participants' children to attend while their sessions take place). Sadly, at the end of 2019 we lost mental health support group Ember due to operational changes in their organization. However, we now have The Goodwood Park Health Care group here once a week running activities for their clients in the Pod workroom. We are pleased we continue to facilitate these crucial community health and well-being services because we can offer rooms at affordable costs and accommodate their needs. Our ability to reach and support these other groups likewise helps increase our visitor numbers and reiterates our value within our community.

Participation in the exhibitions and opening events has also been excellent. As mentioned previously we've held many busy events over the last year with particular highlights. Along with the usual high attendance at our 'signature' events – Arts In Action, Kumeu Live and The Kumeu Arts Awards which appeal to people outside we've also had events which have felt important at a local level. It appears that engagement is best when exhibiting artists themselves are known within our community (such as Gabriella Williams and Emma Springford-Gough) and that people will come out in droves to support them. This is a lesson learnt in terms of our Strategic Planning – that while we strive to diversify our audience our values remain essentially at a local, grass roots level and the public respond well to this.

As well as more consistent engagement from our existing members and regular visitors we've also welcomed many new faces to the Centre. It appears that we are finally becoming more 'known' and possibly easier to locate due to rebranding and increasing social engagement. Initiatives such as our entry in the Kumeu Christmas Parade and connecting to our local café (as discussed earlier) may also have helped local people find us – although this is still a challenge and more roadside signage from NZTA would help our cause. Assistance from our Local Board to help us get a better roadside presence would also benefit us a great deal.

In last year's Annual Report, we stated that... "our users are predominantly pakeha and NZ European, and we want to encourage more ethnic groups in particular Maori, Pasifika and Asian people to participate here." Although this is certainly still an area for improvement we were very happy to have held Carly Jade's important exhibition 'Whakahihī' for Matariki 2019 which signalled our intent and connected many local Maori to us at the opening event. Carly's involvement here continues as a regular contributor to exhibitions and she won a 'runner up' award at the Kumeu Art Awards. Another important figure and advocate of Maori cultural values is our Art Club tutor (pictured below). Ashlee is also a creative facilitator at Corban Estate (amongst other places) and a visual artist who will create an installation for Matariki 2020. Ashlee has also begun to regularly exhibit her art in our members shows and shop and is somebody we want to encourage to become more involved over time.



Another area where we'd still like more participation is 'youth and young adults'. Creative Matters have managed to run some great workshops for teenagers such as the Creative Thread' for 10 –16-year-olds - A 9-week course which explored the art of creative and contemporary darning, embroidery, decorative stitching, appliqué, smocking, beading and more. We also had many more 'youth entries' into the Kumeu Arts Awards and enjoyed seeing the young prize winners attend the ceremony. However, this is still an area for more Strategic Planning and attention.

2. PLACE- Improve and expand on building and facilities



This year we have made many further changes to the building both inside and out. These have improved both the look and functionality of the Arts Centre for staff and visitors. Most noticeably is the new signage on and around the building displaying our new branding installed last August. This has dramatically improved visibility and way-finding around the Centre and given us a 'lift'. We have received very good public feedback on the new look. Comments read ... "looks fantastic", "fabulous – very fresh and vibrant", "looks great and so needed", "Wow!".

We have also revamped the reception and shop area to what we believe is a friendly more welcoming layout. The reception desk (also displaying the brand) is now prominent - facing our customers as they arrive so we can greet them. The gift shop now goes into the 'cubby hole' recess where our staff used to sit (which was never pleasant for them) and the space is utilized well with new glass cabinets and a shelving unit made by local artist and member Shane Simpson using reclaimed pallets. We have also acquired a new sofa for visitors to sit on in the gallery (something a customer noted in a recent survey) enhancing the overall comfort and modern feel to the front of house.

At the back of the building we have new seating generously donated to us by the Huapai – Kumeu Lions club. The seats were commissioned by the Lions for their 50th Jubilee project and made by local builder Steve Reid (pictured). Steve, who is confined to a wheelchair, amazingly made these 6 solid macrocarpa picnic tables which now proudly sit behind the centre and add huge value to us and the Hub development. We are hugely grateful to the Lions, Steve, Guy Wishart and everyone involved in this project.



Another project which is helping to brighten up Kumeu Arts and beautify our environment is currently in progress. A large mural is being painted on the back and park side of the building. The mural is a collaboration with our friends at Creative Matters who have

managed to recruit many local artists to help. It features an abstract organic design and the colour pallet has been taken directly from our new branding. This, along with the use of same colour of the exterior of the Pods in the background of the mural, is helping to create a more unified aesthetic to the overall outside area. It also gives a much-needed improvement to what has previously been a neglected, dark and unattractive part of the Centre giving a much nicer approach from the park and outlook from the library. Special thanks to Mandy Jakich, Izzie, Marion and the team who helped paint it.



A new mural in progress at the back of the centre

The addition of air conditioning units in both the Pod workroom and the Upstairs workroom is another investment which improves functionality and conditions for our venue hire users. These were deemed necessary after an exceptionally hot summer but will prove useful both in winter and summer months to make the rooms more comfortable for tutors and class participants. We were able to pay for these units through the sale of a stage we had owned and had in storage for many years but which proved too cumbersome to use.

2. PERCEPTION- Improve our image brand.

encouraging a creative community



KUMEU
ARTS CENTRE

Old Logo

KUMEU ARTS

New 'Primary' Logo

Our new brand identity was launched at the end of August 2019. A project that involved much thought and work by our committee to achieve but has given Kumeu Arts (previously Kumeu Arts Centre) a fresh, look and feel. We are very fortunate to have Rod Upchurch on our committee who runs the branding company 'Brando'. Rod, working voluntarily, guided the committee through a process of 'Branding workshops' to identify our values and vision for the future. With his help, we determined where we wanted to place ourselves in the market and how we wanted to communicate with our audience.



We believe the effects of this branding exercise has been felt internally throughout the organization, its committee and staff – giving us a new-found sense of enthusiasm. It has also been seen and felt by the public in many forms. New logos have been proudly displayed on signage (mentioned above), flyers and promotional material, tee-shirts worn by staff during Arts In Action and printed on badges given out during the Christmas Parade. The colour pallet has been used in the new mural (mentioned above) and on flags.



Not only did the workshops provide Rod with the information needed to develop the visual aspect of the Brand - it also helped to clarify our direction as we extracted the 'Essence' of KACI to "Be Open, Inspire, Engage". The brand Identity can help us in almost all our operational tasks and help guide us in decision making, correspondence, promotion and planning. For example, when we write copy for a publication we can use the appropriate tone or when our committee decides whether to approve something they can refer to the platform above. We are hugely thankful to Rod Upchurch for his dedication and generosity in doing this work for us.



We believe that along with the Brand, the perception of Kumeu Arts has, noticeably improved and that we are being increasingly recognized, locally and further afield as a fun, vibrant, active and professional arts organization. Danielle Hart, a multi-disciplined communications whizz with decades of experience within the advertising and marketing fields who lives in nearby Muriwai gave us this feedback.

"I loved it, back in the day, as The Tin Shed (such a great little community facility), however today it feels as though the whole organisation has 'grown up' somewhat, with a far more organised, cohesive, sophisticated and progressive edge. Great for local artists to have a platform whereby their work can be showcased professionally, taken seriously and be so widely appreciated. Also, amazing that you have still managed to maintain an atmosphere of inclusivity and that spirit of Norwest 'grass roots'. Well done, to you and your team." - Danielle Hart

This sort of feedback is regularly received and it is pleasing that some of our long-term goals are gradually being realized. There are many reasons for this gradual shift in opinion - whether in the small details such as posts on social media or the big ones such as new signage – they all appear to be adding up to the continued development of Kumeu Arts.

4. PROFIT- Generate a larger profit.

Data shows that while retail sales are significantly less, exhibition sales have increased substantially despite two month's closure, Venue Hire is slightly less but would have been similar without two month's closure.

Below we can see that exhibition sales have been excellent. However, stats reflect that one particularly exceptional exhibition, in terms of sales, added this spike in sales - 'Derek Lind' who sold \$12,400 worth of Art. The increase in exhibition sales was helped by having two galleries with simultaneous shows, some at record peaking sales for Kumeu Arts such as; Emma Springford Gough, Gabriella Williams, The affordable Art show and the Kumeu Arts Awards.



Below we can see that Retail sales are down by \$4,653.00 compared to previous year. However, if we added in another \$2274.00 to account for 2 months closure and one month at restricted alert levels (3month \$ average), it would appear less significant. However, we could attribute this decline to losing a couple of significant members who sold a lot of work through us.



Note both graphs above show the full income from sales. KACI received 30% of these totals.

Venue hire is also less than the previous year's. However, if we added in the loss of two month's closure due to Covid, and one month due to cancellations and slow getting back into classes, it would be much closer to last year's amount. Another factor this year was Amber Emm, who is one of our main venue hire users, being away overseas for a period of time. Venue Hire is certainly an area for us to focus new strategic planning around as we should be making more of the potential to hire out our three workrooms.



User Groups/Classes at Kumeu Arts Centre



Kumeu Arts is the home for many artistic and community groups. These include both unstructured groups and tutored classes. We are very proud of the range of classes and workshops we offer. From July 2019 to June 2020 these groups included:

Ongoing Classes:

Adult's Clay:	Weekly Classes (two sessions per week)
Kumeu Children's Art Club:	Weekly Classes (two sessions per week)
Amber Emm Painting:	Weekly Classes (five sessions per week)
Botanical Art:	Weekly Classes
Meditation Evenings:	Weekly Classes
Connect Recovery:	Weekly Classes (ended in Dec 2019)
Spanish Classes:	Weekly Classes (two sessions per week)
French Classes:	Weekly Classes (two sessions per week)
Hearts and Minds Art Therapy:	Weekly Classes
Kia Tīmata Anō Trust:	Weekly Sessions (two sessions per week)
Yoga for Over 50's	Weekly sessions
Goodwood Park Health Care Group	Weekly sessions
Mantra Space Meditation	Weekly Sessions

School Holiday Classes:

Creative Matters: 8-10 new workshops for each school holiday period.

Ongoing User Groups:

Kumeu Photography Group:	Monthly sessions
KumeuKnitty:	Weekly sessions
Life Drawing Group:	Monthly Sessions
Creative Writing:	Monthly Sessions

Periodic and one off classes/workshops/User Groups:

Amber Emm Painting Workshops	Periodically through 2019 - 2020
Amber Emm Pastel Workshop	Periodically through 2019 - 2020
Julie Freeman Pastel Workshop	Periodically through 2019 - 2020
Lesley Alexander Botanical Art Workshops	Periodically through 2019 - 2020
Auckland Council Events:	Periodically through 2019 - 2020
Volunteer Events:	Periodically through 2019 - 2020
Craft Workshops:	Periodically through 2019 - 2020
Creative Matters Tutors workshops:	Periodically through 2019 - 2020
ABC Language School Tutors workshops:	Periodically through 2019 - 2020
Acting Workshops with Edward Newborn:	Periodically through 2019
Labour Party Meetings	Periodically through 2019 – 2020
Kumeu Live	Periodically through 2019 – 2020
Megan Smith & Co self-directed practice	Periodically through 2019
Play Centre Visits	Periodically through 2019
Co-Creative Space for Women	Feb/March 2020
Creative Thread for Teens	Feb/March 2020
Friday Night Music Club	Started June 2020
Solstice Wreath Making Workshops	June 2020
Seeds For Good Life Workshops	Periodically through 2019 – 2020
Silver Clay Workshops	June 2020
Abstract Painting workshops with Julie Moselen	Periodically through 2019
Cold Wax workshops with Janet Mazenier	Periodically through 2019
Encaustic Workshops with Niki Stewart	Periodically through 2019 – 2020

Synopsis

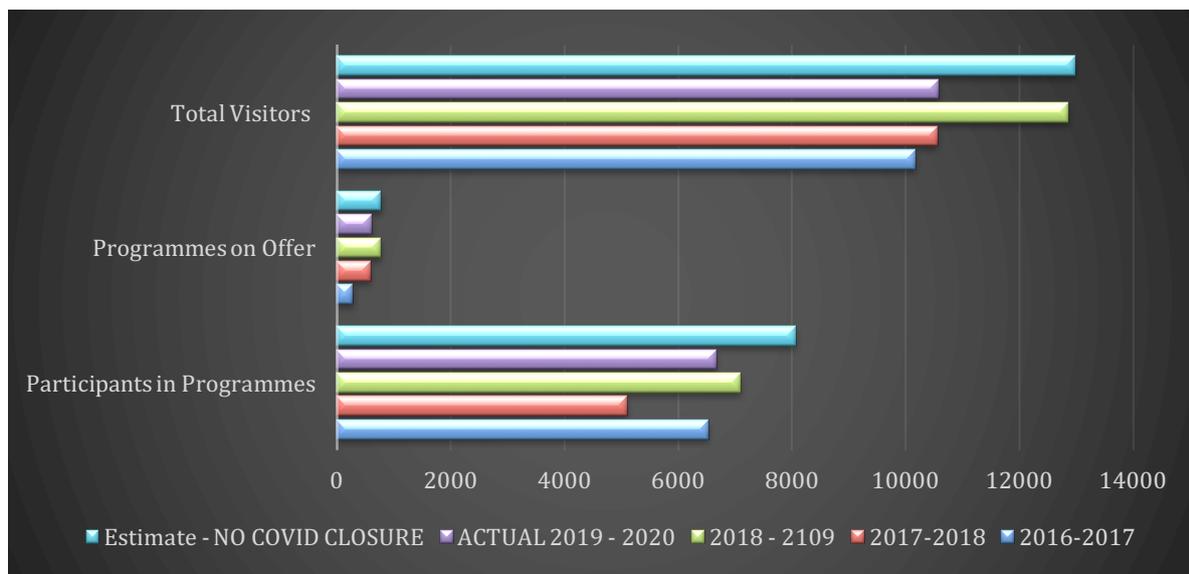
Between July 2019 and June 2020 Kumeu Arts Centre had:

- 619 Programmes on Offer
- 6673 Participants in Programmes
- 10575 Visitors to our Centre

The Graph below includes an estimate of numbers without a 2- month closure (top bar – light blue). Using the average numbers per month. This indicates that we have just exceeded last year's figures in each of the three areas.

Compared with July 2018 and June 2019 Kumeu Arts Centre had:

- 768 Programmes on Offer
- 7094 Participants in Programmes
- 12854 Visitors to our Centre



As of June 30th 2020 KACI have:

- 126 paid (active) members
- 788 people in our database receiving direct information from us regarding our events and activities via email
- 1355 page followers on Facebook
- 695 Instagram followers

A year in review - From the Manager

This year has been a mixed for Kumeu Arts –with many highs and one big unforeseen low. Until Covid things were going exceptionally well. We were having a fun year – with highlights such as our winning parade float, the launch of the new brand, lots of great exhibition openings and the Pod really coming into its own over summer. Many of the pieces of the puzzle and the work we’ve been doing seemed to be coming together. Then everything changed suddenly overnight and things looked much more uncertain. We are of course concerned for our future as much as most others are. The fact that we depend on funding to operate with no guarantee on when and where that will now come from is a real worry. However, we are fortunate that over the last two years we have managed to accumulate better reserves and shrewdly made investments – precisely for this reason - to act as a safety blanket. And actually, there never has been much certainty for our organization. Historically, we’ve managed on a shoestring. Therefore, it’s in our nature to be prudent with spending and we’re in a better position financially than at any other time. The government’s subsidy was extremely helpful to maintain confidence as well as the other significant grants we received from Lotteries over the last two years – without their help we wouldn’t be in the same position now. Proving that relatively small small grants (in the bigger scheme of things) can help to maintain organisations like ours. Looking ahead we remain hopeful and willing to adapt.

We also have a great committee, who, I'm confident will help plan strategically how to survive 'post Covid' – In many ways Covid helped bring the current committee closer together and that also makes us even stronger. Just by checking in with each other online over Lockdown we perhaps encouraged more openness. I also connected with other Toi Tamaki North Arts Partners over Lockdown and this also helped strengthen existing bonds.

During the Lockdown period we continued to send out Newsletters as I wanted to reach out to people and still attempt to meet our objective 'To Foster A Creative Community'. It seemed that many members of our community appreciated the content we shared online over Lockdown and the ways we adapted by holding online exhibitions and even resources and information on health and well-being. A real highlight for me was the positive feedback and personal responses to my April newsletter. People wrote to me and said: *"Thank you Jago for your interesting and informative newsletter. Great to see Kumeu Arts being so proactive and I for one will be keeping up with all that is happening on the suggested sites."*, *"Very many thanks for sharing your feelings during these extraordinary times. It's reassuring to know that many of us are running this gamut of emotions as we try to process what is occurring."*, *"Hi Jago - just wanted to commend you on the wonderful newsletter you sent out, and say how lovely it is to be part of such a vibrant creative community, and look forward to participating in the online events!"*

Since reopening, people have flooded back to us - with a good response to our Call For Entries to the Lockdown Art Show. The high demand for classes and workshops also quickly resumed. As we saw during lockdown there appears to be an even greater need and desire for creative outlets – such as the ones we offer. Hopefully the benefits of art and has also been more widely recognized as people at home found comfort in it. Covid has caused myself and the committee much time to reflect on our personal values as well as what we Kumeu Arts can offer our community. We feel, now more than ever with both the emotional and economic fall-out from Covid - Kumeu Arts is extremely well placed to assist people in many ways. We know we provide a place for people to come together and feel better mentally and spiritually. But this is also a limited viewpoint ... *"Not only do the arts contribute to the physical and mental wellbeing of communities, they stimulate economic growth."* If we look at our annual figures we have directly provided over \$30K of income local to artists through exhibition and retail sales. Not to mention the earnings made by tutors and others using the Centre to generate an income. While next year is sure to be interesting and it may present new challenges - I personally remain committed and confident – assured by the huge value I see in Kumeu Arts.
JN



Thanks to....

Kumeu Arts is also hugely grateful to our dedicated volunteer base who have support the Centre in many ways. This includes regular gallery minders as well as more permanent volunteers such as Virginia Were who was with us for around three months. Throughout the year we've been supported as always by our committee. This year the committee was instrumental in helpful in clarifying our objectives as we work towards targets outlined in our Strategic Plan. Heartfelt thanks to the KACI committee and members, who volunteer their time, energy and skills.

Our thanks also to the following funders and their financial support of our organisation:

August 2019	Foundation North	\$25,000.00	Operational costs
August 2019	Pub charity	\$8,742.10	Arts in Action 2019
August 2019	Rodney Local Board	\$40,000.00	Operational Costs
October 2019	NZ Lotteries Board	\$60,000.00	Operational Costs: Multi Year (year 3 of 3)
June 2020	Creative Communities	\$3,960.00	Weaving workshop

These funds are gratefully received. They are a continual support and recognition of our services to the community and are much appreciated. Without this funding, we would no longer manage to sustain our services and continue them in the future. We rely on these grants to provide our services and to cover the significant ongoing costs of administration, maintenance and coordination.