

# KUMEUARTS

## Annual Report

July 2020 – June 2021



Our Objectives

“To Promote and Foster a Creative Community”

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Our Aotearoa – Member's exhibition

## **Exhibitions at Kumeu Arts**

In the past year Kumeu Arts held 23 exhibitions in total – 3 less than in the previous year. Because of numerous disruptions due to Covid we made the strategic decision to make our member exhibitions longer (4 weeks instead of 3). Other exhibitions were also extended due to further lockdowns in early 2021. However, we still managed to fit in a huge amount of fantastic art displays throughout the year. They included 9 solo exhibitions, 6 group shows and 8 combined member's shows.

Along with our annual member's exhibitions such as 'Drawn In', 'Ceramics' and 'The Affordable Art Sale' we also included some new themes for our member's such as our hugely popular summer exhibition 'Our Aotearoa', for which we received 65 entries, and 'Small Works' (with an A4 maximum size limit) with 64 entries. 'Art on Record' also returned with a fun musical theme and a great opening night.

Exhibitions have also included work by many new artists and groups. In the spring, we utilized the newly finished stage behind us and hung a sculptural work by Crook Productions. The Kumeu Arts Awards in November 2020 was once again a huge success and went ahead uninterrupted. For Matariki 2020, artist Ashlee Tawhiti transformed the intimate Pod Gallery into the cultural and visual feast that was 'Hue O Matariki'. Solo exhibitions continued strongly throughout the year in the Pod with artists Lesley Alexander, Kirsten Reid, Alexander Jamieson, Marion Stutz and Marlon Hart all showing unique and brilliantly diverse collections. Marion's resulted in the second highest sales in our history. While the larger Main Gallery provided Magenta Hyde a perfect space for her oversized underwater photographs – as well as a school visit to view them. It also allowed adequate room for the incredible ceramic pieces included in 'Seeing the Unseen' to be shown effectively. In April 2021, the staff, tutors and committee put on their own exhibition. In June we were proud to host 11 female photographers in the group show 'Analogue' as part of the Festival of Photography.

## Ashlee Tawhiti – Hūe O Matariki

30<sup>th</sup> June – 18<sup>th</sup> July 2020

*Pod Gallery*



This installation explored the form and function of Hūe, through material, sound and scale in alignment with the 9 stars of Matariki (Ngā Mata o te Ariki Tāwhirimātea). Ashlee's exhibition for Matariki was purposefully designed for our Pod Gallery including custom made shelving and a soundtrack to accompany the arrangement of handmade ceramic Hūe's and gourdes. At Ashlee's opening event she demonstrated their function as instruments as well as individually beautiful forms. This was a very popular exhibition with our visitors who commented that the show was ... "evocative, delicate and simply gorgeous! A very special exhibition", "Superb work and beautifully presented, such a well-rounded experience", "Amazing!! What a beautiful show. A great way to mark Matariki thank you!!". Ashlee sold 24 of her pieces totalling \$1145.

## Drawn In - Member's Exhibition

30<sup>th</sup> June – 18<sup>th</sup> July 2020

*Main Gallery*



Drawings by Libby Patterson

Our annual drawing exhibition serves to highlight the value of drawing and includes a diverse range of subject matter. We had 35 entries from 12 member's. There was a good range of styles on show and visitors wrote ... "Wonderful, diverse and thoughtful work". "Great!", "Stunning, another quality exhibition." 4 works sold for \$460.

## **Ceramics – Member’s Exhibition**

**22<sup>nd</sup> July – 22<sup>nd</sup> August 2020**

*Main Gallery*



Work by KACI member’s

Our annual ceramics exhibition is always a highlight of our calendar. This year we had 8 artists and 30 ceramic pieces entered. This exhibition was cut a week short due to the Lockdown. One visitor wrote... “I love the different work included in this exhibition - such a variety of methods and ideas.” We sold four pieces totalling \$451.

## **Alexandra Jamieson**

**22<sup>nd</sup> July – 22<sup>nd</sup> August 2020**

*Pod Gallery*



Committee member Alexandra Jamieson makes natural objects and scenes from clay including mountains, rivers and birds. For this exhibition Alexandra also displayed a large number of her ceramic mushrooms in one corner of the Pod. This show proved hugely popular with visitors. One wrote “looks amazing”. Despite the exhibition being cut a week short due to the Lockdown Alexandra sold an astounding 21 pieces totalling \$1436.

**Simon and Yenlee Capper**  
**26<sup>th</sup> August – 12<sup>th</sup> September 2020**  
*Both Galleries*



Married couple Simon and Yenlee Capper occupied both gallery spaces. Yenlee's intricate ink pen drawings of nature were on display in the Pod Gallery, and the imagined landscape oil paintings by Simon were shown in the Main Gallery. They say... "We create very different types of artwork, but in some important way they are also the same. We both work to capture and share an idea or an emotion that is meaningful and has value in that moment." Their opening was changed to suit the level of lockdown we were in. Restricting visitors to 10 people at a time, instead of having a night event where we would have to control the traffic, the artist took small groups through which meant they still had the same opportunity to sell as they would have at an opening evening. As a result, they sold 12 works totalling \$2208.

**Magenta Hyde – Souls of the Sea**  
**15<sup>th</sup> September – 3<sup>rd</sup> October 2020**  
*Main Gallery*



This exhibition was a fusion of blue hues and piercing light rays showcasing Magenta's most memorable underwater encounters from the South Pacific and featured some of the most magnificent creatures in the world. This exhibition was hugely popular with visitors – including with the group of 20 students from Timatanga Community School who were fascinated to hear Magenta discuss her photographs in the gallery. We held a 'mid-way exhibition opening event' once covid restrictions allowed on 25<sup>th</sup> Sep which was attended by around 35 people. Comments read "beautiful!" and "Nice photography". Magenta sold 4 pieces totalling \$930.00.

**Small Works – Member’s exhibition**  
**15th September – 10<sup>th</sup> October 2020**  
*Pod Gallery*



Miniature painting above by Michelle Grace Davis

We had a really good response to our call for entries for Small works. The only criteria being work had to be A4 or under. 25 artists entered 64 artworks. It included some ‘tiny’ pieces made especially for this exhibition. Comments read... “Such a lovely ‘little’ exhibition. Small is beautiful!” & “beautiful work”. We sold 11 artworks totalling \$1,086.50.

**Kathy Servian– Inside My Head – For Artweek**  
**6th September – 31<sup>st</sup> October 2020**  
*Main Gallery*



Photographer Kathy Servian displayed a collection of her award-winning composite photographs. Servian, who is also a fashion designer, exhibited the dresses included in her images of historical fantasy. These were shown alongside her stunning pictures. At a gala opening event and fashion show these costumes were also worn (read more in events). One visitor wrote... “Thank You for a glimpse into an infinitely beautiful mind.” Kathy sold 7 works totalling \$1100.

## Lesley Alexander – Botanical Art

13<sup>th</sup> – 31<sup>st</sup> October 2020

*Pod Gallery*



*"Botanical art is a marriage of art and science and my paintings are always the result of an amazing voyage of discovery. They can often take 100 hours from initial sketches, dissections to finished artwork as I endeavour to capture the tiny details, allowing the viewer to discover the beauty within."* Long-standing committee member Lesley's beautiful exhibition was very well attended and she received great acclaim for her incredibly skilled paintings and drawings. Her opening event was a very busy affair (made even busier with the launch of the pizza truck also on the same night). Lesley had 70 friends and family attend. Her son provided the catering. Visitors wrote "Wow what beautiful pieces" & "enchanting". Throughout her exhibition Lesley sold 6 works and 40 cards totalling \$1930.

## Crook Productions - Serenity

October and November 2020

*The Hub Stage*



This peaceful installation aims to mimic the natural beauty of seaweed dancing in the ocean's current. It brings attention to the important role that marine permaculture can play in mitigating the effects of global warming. It was made using recycled plastic, and found materials from the local community. The public enjoyed interacting with this piece while it was on display. It added much value to the newly developed Huapai Hub area behind us.



**November 2020**

*Both Galleries*

We received 140 entries for our fourth annual awards exhibition. We selected 80 to hang across both galleries. Once again there was a high standard of work and an incredible array of art on display beautifully curated. We reviewed the format and decided to split the youth categories into two different age groups. Prizes also increased with a higher valued 'third place'.

### **The Kumeu Art Awards Ceremony Saturday Nov 7th**

This year's ceremony was extremely well attended and a very pleasurable occasion for our community. Christine Rose's rousing speech was very enjoyable. Andrew Rankin judged for the second time and made a good, varied selection. The prize-winners were announced and catering and wine was provided. 7 Thanks to the committee for their assistance on the night. Once again Rollercoaster generously donated a bar for the night.

#### **Judge Andrew Rankin awarded prizes on the night as follows:**

- 1st – Tracey Coakley- 'Brothers Friememies - The Truce' - \$1,000 & 2 yr Art News subscription
- 2nd – Hannah Rose Arnold 'Keepsake' \$600 cash & 2 yr Art News Subscription
- 3rd - Magdalena Urbankova - 'Te Ngahere' \$300 Cash and a \$100 New World voucher
- Highly Commended –Mishka Patterson 'New York' \$300 Gordon Harris voucher
- Runner-up - Beverly Towns 'The Gift' \$100 New World voucher
- Runner up- Rachel Moore - 'Fractured' \$100 New World voucher
- Young Artist 16-18 yrs - Davina Wang -'Time' \$50 cash + \$50 Gordon Harris Voucher
- Young Artist 12 - 15yrs - Ani Abraham - '2020'- \$50 Gordon Harris Voucher



Visitors left comments such as: "Some really stunning work in this show! Such a diverse, interesting collection. Congratulations to all involved.

Throughout the exhibition we sold three works totalling \$1545.

**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.

### **The Kumeu Children's Art Club end of year Exhibition**

**December 3<sup>rd</sup> – 10<sup>th</sup> 2020**

*Pod Gallery*



The Kumeu Children's Art Club held an exhibition in the Pod for a week displaying work they had made throughout the year. This is a nice way to give the children a sense of belonging to the Arts Centre, promoting the Art Club and marking the end of term.

### **The Affordable Arts Sale – Member's Exhibition**

**December 2<sup>nd</sup> – 19<sup>th</sup> 2020**

*Main Gallery*



This annual exhibition is always popular with our member's and this year was no exception with 91 artworks entered by 33 artists. On display was a huge range of styles and disciplines. The opening event was attended by around 40 people. We sold 16 works totalling \$1400 throughout the exhibition. People wrote... "Congratulations, it all looks wonderful." & "beautiful collections".

## **Our Aotearoa – Member’s Exhibition**

**January 22<sup>nd</sup> – February 20<sup>th</sup> 2021**

*Main Gallery*



There was a fantastic response from our Call for Entries for the first exhibition of the year with 65 artworks entered from 23 artists. A lively opening event was attended by approx 50 people and provided a nice opportunity for some new members to meet other artists. We sold seven artworks totalling \$2360 and received very positive feedback from visitors who said "another great show from Kumeu Arts", "Lovely Stuff!". The People's Choice award went to a new member Emilija Rakich for Piwakawaka in her first ever exhibition. Emilija won a \$50 framing voucher donated by 'The Picture Framing Company'.

## **Kirsten Reid – Below the Surface**

**January 26<sup>th</sup> – February 20<sup>th</sup> 2021**

*Pod Gallery*



Committee Member Kirsten Reid has exhibited here regularly over the years but never fails to impress with her constant experimentation and exploration of media. Sadly this beautiful exhibition of new abstract paintings was cut a week short due to Covid. Nonetheless, Kirsten sold three works totaling \$1030. Visitors said.... "lovely work Kirsten. Great textures and atmosphere" & "It's all fantastic and unique"

## **Margie Phillips and Madeliane Abey-Koch – Seeing the Unseen**

**February 20<sup>th</sup> – March 20<sup>th</sup> 2021**

*Main Gallery*



Artists Margie and Madelaine joined forces for this stunning display. They stated... *“In our Homo Sapien centered world we often neglect to recognise the web of life surrounding and sustaining us. Concealed beneath the waves or hidden in leaf litter a multitude of creatures exist with complex lives and extraordinary abilities.”* This was an exceptionally well-conceived exhibition by two thoughtful and skilled ceramicists and there was a huge turnout for the opening of this highly anticipated exhibition on Saturday the 27<sup>th</sup>. Around 70 people attended and there were a good number of sales which totaled \$2,130. The exhibition was extended due to a Covid lockdown. Comments read *“Amazing”*, *“Fascinating”*, *“Sensual”* and *“Beautiful work”*.

## **Marion Stutz – This Must Be the Place’ (Naïve Melody)**

**February 23<sup>rd</sup> – April 3<sup>rd</sup> 2021**

*Pod Gallery*



*“While Marion is not ‘naive’ to the art world visually or intellectually, her works however inhabit the beautiful traits of the naive or ‘outsider’ artist. Humble and homely narratives, simplistic yet consciously considered painting techniques and familiarly quaint subject matter.”* Marion Stutz’s first solo exhibition was warmly received and she found huge support from her local community with a large number of visitors coming to see her work consistently for the duration of her show. Her total sales were \$4045.00 making it our second highest ever selling exhibition. Her opening attendance was around 60 people on the 26<sup>th</sup> Feb. People commented ... *“What an amazing creator of creativity we have!”* & *“How absolutely amazing! Well done - What an achievement. So honoured to be here.”*

## Kumeu Arts - WHO WE ARE

March 24<sup>th</sup> – May 1<sup>st</sup> 2021

*Main Gallery*

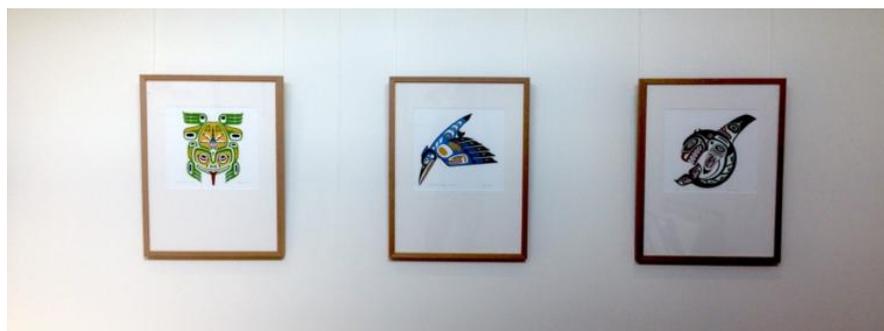


This group exhibition by Kumeu Arts staff, tutors and committee member's aimed to give our community more insight into our not-for-profit organisation. Alongside the artworks on display were accompanying interviews which explained the roles of the people involved here (many voluntarily) and highlighted the experience and skills they each bring us. Visitors were also able to read a short background on the organisation and its history. Who are we? We hope people found the answer in this exhibition. We also held an 'Info Evening and Exhibition Opening' (read Events)

## **Marlon Hart - Pacific Crossing**

7th April - 1st May 2021

*Pod Gallery*



"His early years spent in the forests and by the sea around Vancouver instilled in him a deep love of nature, and culturally left a lasting impression." These influences are evident in this series, aptly named Pacific Crossing which were beautifully displayed in the Pod. Marlon Hart had a very busy opening event in the Pod with around 60 people attending (many from Muriwai). His work was well received and he sold 3 works totalling \$850. One visitor wrote... "Thank you for sharing such a wonderful series of works with us Marlon - Love it!"

## Still Life – Member’s Exhibition

5<sup>th</sup> – 29<sup>th</sup> May 2021

*Main Gallery*



Twenty different member artists entered this exhibition. Some works were traditional in their approach to the theme whereas others challenged the conventions. This was an engaging and diverse collection including paintings, collage, sculpture and clay. Sales were low with one piece totalling \$170. Visitors wrote... “Brilliant! So good to see all the different approaches, range of media and style.” & “Too many favourites to choose from...”

## Art On Record – Member’s Exhibition – For NZ Music Month

5<sup>th</sup> – 29<sup>th</sup> May 2021

*Pod Gallery*



Nine artists entered this music themed exhibition. Art on Record was back by popular demand after we ran the same exhibition in 2019 and had so much fun doing so. This year it included eight artworks for imagined album covers along with one that had actually been used. Also, two large canvases were on display by Nelson based artist Paula Fitzgerald who we invited to join the show. The opening event of course included lots of music (read more in events). Visitors wrote... “So inspiring, it brought me to tears.” & “Such fun! Rock on”. We sold two works at \$245.

## **Analogue – Part of the Auckland Festival of Photography**

**3<sup>rd</sup> – 19<sup>th</sup> June 2021**

*Main Gallery*



This exciting exhibition for the Auckland Festival Of Photography 2021 brought together 15 female photographers using analogue techniques. Some of the photographers involved are highly regarded in photographic circles such as Jenny Tomlin and Kate Rampling. The concept for this exhibition was conceived by local photographer Abbie Cosley who runs the Little Darkroom in Huapai. Abbie said "It's often said that women (and those who identify as women) tend to feel the process rather than focus on the technical aspects. This exhibition is to explore the feeling, the experimentation and the process of shooting, developing and printing film by women." The opening event was hugely successful with approx 80-100 people coming along. We sold \$2915 worth of photographs. One visitor wrote "what a glorious night" and Kate Ramling said on Instagram "Thanks to Kumeu Arts and the Little Darkroom for having me in the Analogue Female Photographers show. Such a lovely night, so warm and inviting. More openings like this please."

## **Kumeu In Focus – Part of the Auckland Festival of Photography**

**3<sup>rd</sup> – 19<sup>th</sup> June 2021**

*Pod Gallery*



Kumeu In focus included a fabulous display of 24 images from the Kumeu Photography Group. Alongside them was work by Judy Stokes, Jago Neal and Jeff Norman. We did not sell any work in this exhibition but people left positive feedback such as... "beautiful authentic kiwi moments captured, an amazing display of work" and "a gentle reflection of all NZ's beauty".

## Events

### Matariki festival 2020

#### Hūe O Matariki - An exhibition by Ashlee Tawhiti

Opening Event: Friday 3rd July. 5-7pm



At Ashlee's opening event she demonstrated the function of her Hūe as instruments and gave an artist's talk on their connection to Matariki. This was an informative and culturally educational experience for many of our visitors. The event also served as Tangi for Ashlee's great uncle as she explained "Matariki is a time to traditionally honour your dead and release them to the heavens where they become stars. During level 4 my great uncle Teirau Tawhiti Pakaru passed away. Constraints at that time did not allow a tangi for him. The golden Hue in the centre of the room fell off its stand and cracked. I was guided to paint it in 2 days, freehand. Adorned by the Kowhaiwhai symbol that connects me to my whakapapa on Rangiwea Island, Tauranga Moana. This series is a continuum of my learning into Te Ao Maori."

### Give a Kid a Blanket

June-August 2020



Kumeu Arts was proud to support the cause 'Give a Kid a Blanket' once again in 2020 as an official drop-off point. In 2020 (during Covid) disadvantaged families were even more in need of their services. After visiting us Give a Kid a Blanket organisers wrote... "You can be sure of a warm welcome here, and it's worth planning to stay a little while to check out the exhibitions too. An extra bonus today was a donation from Jago of copies of his book 'The Magic Campsite'. Many children will enjoy sharing this story as they are snuggled up in their new bedding."

## Kumeu Live Concerts



Our not-for-profit music night Kumeu Live, which brings quality local and international acts to Kumeu struggled in 2020 and early 2021 due to many cancellations caused by Covid lockdowns or restrictions. Its organizers Guy and Michelle Wishart decided to wait until things had settled. Pleasingly, concerts started up again in April 2021 and are now back in full swing. Recently they sold out (98 attending) for Paul Ubana Jones. Other concerts over the last year have included Mema Wilda, Miho Wada, Caitlin Smith, Dave Khan, The Carnivorous Plant Society and others. Kumeu Arts wish to take this opportunity to acknowledge Guy and his wife Michelle, who have organized these events along with all the people who help make it possible.

## Kathy Servian – Inside My Head Gala Opening for Art Week

Opening Event: **Friday 9 Oct. 6 – 8 pm**



50 people attended a 'Gala' opening event for Kathy's exhibition. Many were paying guests while others were invited (including some of our sponsors, the committee, the models and Kathy's family). It was good to host so many people again after many disturbances and cancellations throughout the year due to Covid. The process of asking people to pre-register was helpful for the planning. We provided catering and wine at this entertaining and unique event that included a fashion show of the amazing 'historical fantasy' costumes which the artist and photographer creates and uses in her award-winning composite imagery. People enjoyed hearing Kathy talk about her process and inspiration. Thanks to the committee for their help on the night.

**Pop-Up Christmas Art Markets in the Pod**  
**Saturday 12th & 19th Dec. 6 – 8 pm**



This was a new initiative for Kumeu Arts. A booking system was created via a google form so people could book time slots and tables. We had 12 artists on the first Saturday and 13 on the second. Although the markets were a bit too quiet and sales weren't great for stall holders we've learnt how we can improve on this event next year. Other positive outcomes were the new member's that joined us as well as more people to the galleries and increased sales in the main retail area. It was also great having live music (Stephen Rose) and we'd like to extend the markets in future to the Hub area – possibly crossing over with the council's own Christmas event.

**Who We Are – Art Talks & Info Evening**  
**Friday 26th March. 5 – 7 pm**



This wonderful occasion gave us the chance to come together and celebrate all the amazing creatives who help Kumeu Arts thrive. 'Who We Are,' an exhibition by our staff, tutors and committee demonstrated the range of skill and experience of our team. At this event the exhibiting artists spoke about their work and answered questions from our visitors. It was fascinating to hear about each of their inspirations and approaches. Approx. 60 people attended.

## Art on Record Party for NZ Music Month Friday 7<sup>th</sup> May. 5pm – late



To celebrate NZ Music Month and our themed music exhibition we arranged for DJ's to play records in the Pod. We also invited In Crust We Trust food truck along as well as live painting artist Corry Vander Gest. The Hallertau brewery came to the party as sponsors and provided the beer. We also had an incredible bus 'The Holy Roller NZ' parked up outside, projecting lights onto the deck area much to the amusement of all. This was a really fun family event with great art, music, food and atmosphere.

## About

### Progress

We can measure our progress against the four main objectives outlined in our 2017 – 2022 Strategic Plan as follows:

#### 1. **PEOPLE- Increase participation and diversify audience**

Data suggests that attendance in general has been very high despite forced closures for Covid. Annual statistics show that even with approx. 5 weeks of forced closures since last July we've had 11,658 visitors through our doors. That is only 1000 less than our total in the 2018-2019 year - pre-Covid. If we estimated our numbers to include our usual averages - without closures, we see that we would far exceed previous years. See Synopsis below for Graphs and data.



Macrame Workshop – September 2020



Last year we wrote that one goal was to appeal to younger audiences – in particular ‘youth’. There is still much work to do in this area and we still aim to set up classes specifically for teenagers, possibly a ‘youth arts club’. Pleasingly, though, we are seeing more young people attending our regular classes. This includes high school students who come to learn painting skills with Amber Emm and home-schooled children who attend our daytime clay course with Louise Wild.

Our new part-time staff member, Izzy Osborne (pictured), who works ten hours a week provides youthful energy and dynamism. Izzy brings enthusiasm for her role as ‘Retail assistant’ and we are enjoying a sense that our ‘team’ is expanding and our audience is growing.

Opening events have been consistently well attended again this year and have been fun and vibrant. Sponsorship from the Hallertau brewery gives them an added appeal for some of our member’s and we see lots of regular faces. Some of these openings have been big community gatherings – particularly for Muriwai residents Marion Stutz and Marlon Hart who each had around 60-80 people attending. Also, committee member Lesley Alexander who also had at least 60 people here last October. The Pod especially, provides an excellent space for these gatherings and has been full of life on many occasions over the last year. We are grateful to the Rodney Local Board for providing the additional building.



**Lesley Alexander’s opening in October (left) and Marion Stutz’s opening (right)**

Other key events such as our party for music month and our awards ceremony have also seen big crowds. More recently we had a fantastic opening night for the Auckland Festival of Photography which saw many new people come to visit us from a wider area. There were some prominent female photographers in the exhibition such as Kate Rampling, Jenny Tomlin and Vanessa Green all with big followings on social media helping to increase our reach. Our followers on Instagram have increased by 30% in a year and by 22% on Facebook. Classes too have seen great participation. Lots have been fully booked including painting with Amber Emm, our two clay courses, and more recently The Kumeu Children’s Art Club. Art Club and Ceramics are two programmes now being managed directly by Kumeu Arts, enrollments come in through our booking system ‘Enrolmy’. This has generated additional revenue for us but increased admin. Clay classes alone have generated \$6,647 income for us over the last year.

Another example of recent engagement is our new 'Stein making' workshops (pictured) in conjunction with our friends at local brewery Hallertau. Participants came to make traditional clay beer mugs. After we fired and glazed them, participants collected them from the bar at the Hallertau and their first pint was 'on the house'. A whopping 28 people took part in our first one and we now have people on a waiting list for the next workshop. This includes couples and younger adults.



Our 'Raranga Flax Weaving' course, funded by Creative Communities NZ, is another example of how our audience has diversified. We ran three separate subsidised 8-week courses for different targeted audiences between September - October 2020. In last year's Annual Report we recognised the need to offer more programmes with Maori outcomes. These courses appealed to Maori as well people from a variety of backgrounds including Japanese and Samoan. Being able to offer the course to local people at an affordable rate meant that it was accessible and the spaces were filled fast. Around half of the attendees do not attend other classes here, meaning the course also encouraged new people to use our facility. All of those we surveyed said the course met their expectations. When asked what they most enjoyed about the course their comments read... "When and how to cut flax" "The Karakia before cutting" and "learning to weave and the protocols around this". The way the course was structured was to teach both skills and an understanding of Raranga Flax Weaving's cultural significance. Mother and daughter Carly Jade Anderson and Angie Poi (pictured here) took the course together and this allowed them to have some bonding time while learning more about their Maori culture. Another highlight was the sense of companionship within the class. This could be seen as a valuable aspect to people's well-being over the timeframe of the course due to the challenges of Covid.19. The course was postponed for 2 weeks when the second Auckland lockdown came into effect but resumed at level 2 with guidelines in place. At level 2 our Pod workroom provided enough room for the eight participants to work safely and allowed for social distancing. The course was a welcome respite from Covid for participants. One commented that it was "such a great way to relax".





Essentially Kumeu Arts is all about people – we exist to serve those in our community. We firmly believe that our community is growing around our organization both in size and in support. We are proud of how we have provided solace to people over the course of Covid 19 and given them a place to come together after each lockdown. Groups such as; ‘The KumeuKnitty Group’ (pictured here installing their work on ‘International Yarn Bombing Day’), ‘Meditation Group’, ‘The Kumeu Photography Group’ and others have continued to keep coming back to us after each forced closure. This sense of companionship and belonging cannot be underestimated in terms of people’s well-being and mental health in this unprecedented time.

## 2. PLACE- Improve and expand on building and facilities

This year we have continued to make further improvements to the building both inside and out.

The exterior space has more value added from three new artworks adorning the outside of the building. This includes two on the exterior of the Pod. One painted ‘live’ during our party for music month and installed where it was made. A second piece (pictured right) by manager Jago Neal reads...

“Society grows great when old men plant trees who’s shade they shall never sit in”.



Another large mural was completed last year at the back of the building facing the park. Painted by Creative Matters, Kumeu Arts manager Jago Neal, Izzy Osborne and other supporting local artists. Part of our rationale for developing and beautifying the exterior was decided during Covid lockdowns when our committee agreed it was important that local people could still benefit from viewing art despite our closure during lockdowns. We have also seen an increased presence around the time of lockdowns with more people out walking near the Centre.



Detail from the new mural now completed at the back of the Centre

Inside the building we have added a new doorway to increase security. It enables venue hire users upstairs to lock off the downstairs area when it is unattended. CCTV has also been added for security and safety. Other small investments have been made to enhance the comfort for venue hire users and attendees including new chairs, a new fridge and lights.

### **3. PERCEPTION- Improve our image brand.**

Since launching our new brand identity at the end of 2019 we believe that the perception of Kumeu Arts has noticeably continued to improve. We are being increasingly recognized, locally and further afield as a fun, vibrant, active and professional arts organization.

We continue to promote the organization through new initiatives such as regular attendance at the Kumeu Market at the showgrounds. At these events our committee and member artists are able to display and sell art as well as discuss what we have on offer and share information with the public.



### **4. PROFIT- Generate a larger profit.**

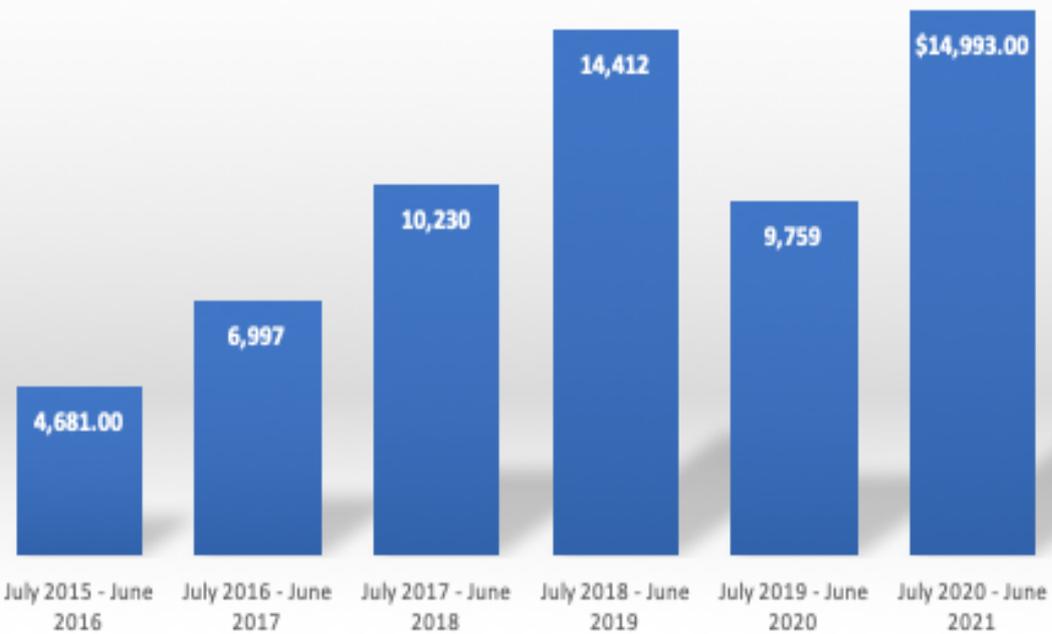
Data shows we've had another successful year in terms of sales with the highest ever amount in retail sales and very high exhibition sales. One exhibition in the Year 2019-2020 had sales of \$10K which was exceptional and affected the total for that year significantly, yet this year exhibitions have been more consistent. This year despite Covid lockdowns we've seen excellent results.

The Graphs below show the full income from sales. KACI received 30% of these totals which equaled \$13,512.30. Meaning we paid out \$31,528.70 commission to artists.

### Exhibition Sales over 6 Years



### Retail Sales Over 6 Years





# The graph above shows income from venue hire over a six period. In year 2020 – 2021 we have also included income generated from our own class enrolments. Kumeu Arts now runs the Kumeu Children’s Art Club, 2-clay courses and Life Drawing.

### **Strategic Plan 2021 – 2026**

Because of the huge progress we have made in many of the areas identified in our 2017 Strategic Plan (referred to above) - particularly with regards to rebranding and public perception we have now formulated a new 5-year plan. This can be found on our [website here](#)

The new plan aims to guide Kumeu Arts through to 2026. In it we identify five priority areas which will be referred to and used to support us in our decision making as follows:



The new plan sets out annual tasks as well as longer term goals. It incorporates much of the thinking done by our committee throughout the ongoing period of Covid 19 – when we readdressed our priorities and reflected on our core values. It also takes into account the results of the rebranding exercises done with marketing consultant Brando in 2019. The plan includes some exciting aspirations such as a sculpture trail linking us to the wider area of Kumeu, further improvements to the building and investments into core areas such as clay so we can meet the demands we are seeing from our community. We believe the plan is a well-considered document that clearly outlines our intentions, allowing for growth and ingenuity while strengthening our core business.

### 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. July 2020 to June 2021 these groups included:

#### Ongoing Classes:

|                            |   |
|----------------------------|---|
| Clay Classes:              | Weekly Classes (two sessions per week)  |
| Kumeu Children’s Art Club: | Weekly Classes (one sessions per week)  |
| Amber Emm Painting:        | Weekly Classes (five sessions per week) |
| Botanical Art:             | Weekly Classes                          |
| Meditation Evenings:       | Weekly Classes                          |
| Spanish Classes:           | Weekly Classes (two sessions per week)  |
| French Classes:            | Weekly Classes (two sessions per week)  |
| Italian Classes            | Weekly Classes (two sessions per week)  |

### **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                  |
| Clay Club:                        | Weekly sessions                   |
| Goodwood Park Health Care Group:  | Weekly sessions                   |
| AA Defensive Driving School:      | Weekly sessions                   |
| Kia Timata Anō Trust -Men's group | Weekly sessions ended in Dec 2020 |

### **Periodic and one off classes/workshops/User Groups:**

|  |                                  |
|--|----------------------------------|
| Amber Emm Painting Workshops             | Periodically through 2019 - 2020 |
| Amber Emm 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 |
| Labour Party Meetings                    | Periodically through 2019 – 2020 |
| Rates Payers Association                 | Periodically through 2019 – 2020 |
| Kumeu Live                               | Periodically through 2019 – 2020 |
| Play Centre Visits                       | Periodically through 2020        |
| Seeds For Good Life Workshops            | Periodically through 2019 – 2020 |
| Silver Clay Workshops                    | Periodically through 2020-2021   |
| Cold Wax workshops with Janet Mazenier   | Periodically through 2020-2021   |
| Encaustic Workshops with Niki Stewart    | Periodically through 2020 – 2021 |
| Stein Workshop:                          | May 2021                         |
| Goodwood Park Staff Day                  | Periodically through 2020 – 2021 |
| Corrections Facilities NZ Staff day      | May 2021                         |
| Wreath Workshops                         | Periodically through 2020        |
| Kokedama Workshops                       | Periodically through 2020 – 2021 |
| Macrame Workshops                        | Periodically through 2020 – 2021 |
| Alcohol Ink Workshop                     | October 2020                     |
| Creative Writing Workshop                | March 2021                       |
| Free Painting Workshop with Nemesh       | May 2021                         |
| Raranga – Flax Weaving                   | Sep - Oct 2020                   |

## Synopsis

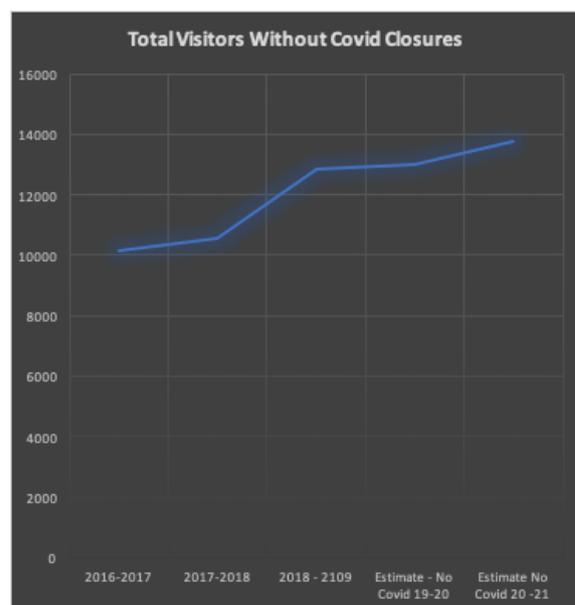
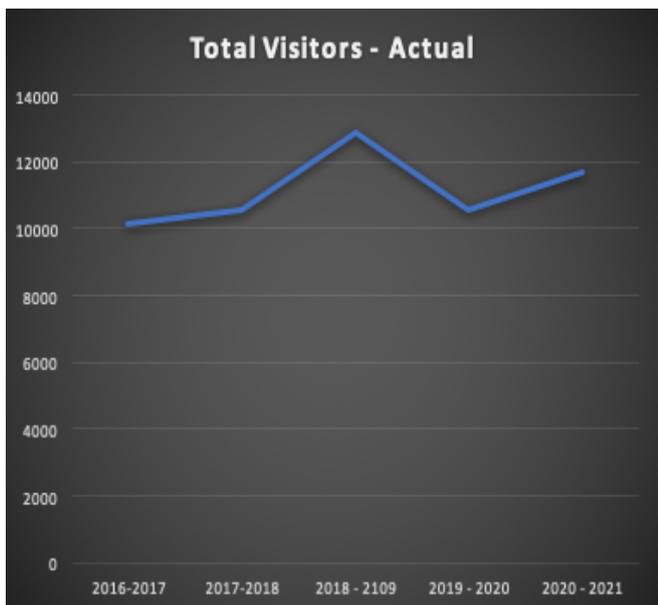
Between July 2020 and June 2021 Kumeu Arts Centre had:

- 705 Programmes on Offer
- 6602 Participants in Programmes
- 11658 Visitors to our Centre

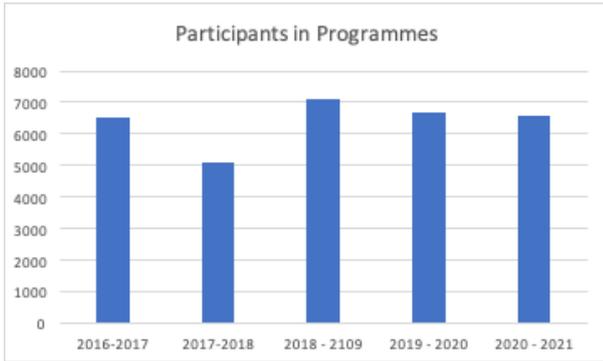
Compared with July 2019 and June 2020 Kumeu Arts Centre had:

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

The graphs below show that our trajectory was showing a clear upward trend until Covid hit us. Because of Covid numbers last year fell to what they were in 2018. But pleasingly we can see that they are now rising up again. If we estimate our numbers without Covid (see second graph 2 below) we would have had approx. 13,800 visitors. That's a 30.5% increase in 3 years.



# The Second graph above includes an estimate of visitor numbers allowing an average over 5 weeks without closure, plus our usual attendance for our annual event Arts In Action and additional Kumeu Live concerts (both cancelled last year).



**As of June 30<sup>th</sup> 2020 KACI have:**

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

**Thanks to....**

Kumeu Arts is also hugely grateful to our dedicated volunteer base who have supported the Centre in many ways. This includes regular gallery minders as well as more permanent volunteers. Throughout the year we've been supported as always by our committee. 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:**

|               |                    |             |   |
|---------------|--------------------|-------------|---|
| November 2020 | Foundation North   | \$25,000.00 | Operational costs                           |
| October 2020  | Rodney Local Board | \$40,000.00 | Operational Costs                           |
| October 2020  | NZ Lotteries Board | \$60,000.00 | Operational Costs: Multi Year (year 3 of 3) |

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.

**Thank you to our Sponsors...**

