

# Mahara Gallery

Kāpiti Coast District Gallery

## MAHARA GALLERY CHARITABLE TRUST BOARD

### ANNUAL REPORT 2014-15



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# Mahara Gallery

## Kāpiti Coast District Gallery

The Mahara Gallery is the district public gallery for the Kāpiti Coast. It was founded by artists and volunteers as a charitable trust in 1996.

The gallery operates out of the original Waikanae library building, provided by the Kāpiti Coast District Council. It receives some private financial support as well as funding from the Council from to cover operational costs.

The exhibition programme balances quality local and national content, works in partnership with local iwi and reflects the diversity of the Kāpiti arts community.

Currently the gallery employs two full-time equivalent staff including Museum Director-Curator, Janet Bayly. Their work is supplemented by volunteers from the Friends of Mahara organization.

Governance is provided in the form of a five-person Board chaired by Kāpiti-based businessman, John Mowbray. The Kāpiti Coast District Council is represented on the board along with local iwi. Other Board members bring a mix of business and specialist skills.

Board (as at 1 July 2014): John Mowbray (Chairman), Hilary Wooding, Ann Chapman, Queenie Rikihana-Hyland, Fiona Morris, Kevin Ramshaw.

Staff (as at 1 July 2014): Janet Bayly (Director/ Curator), Nadene Hunt (Part-time Administrator), Angelique Monaghan (Part-time Gallery Assistant-Educator), Pip Howells (Contract Redevelopment Project Manager) funded by Wellington Regional Amenities Fund.

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## CHAIRMAN'S INTRODUCTION

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The 2014-15 year was a successful and satisfying year for Mahara Gallery in terms of programme delivery and progress on fund-raising for the Gallery Redevelopment Project. But it also delivered a significant challenge in the form of the Waikanae Town Centre Revitalisation Project and its potential impact on the Gallery Redevelopment Project.

Despite its small size and limited resources, the Gallery continues to provide an impressive programme of exhibitions and events, striking an excellent balance between local and nationally-recognised artists. Its success in this respect is reflected in visitor numbers and visitor origin. Over 16,000 people visited the Gallery in the year under review, a figure that compares well with district galleries elsewhere, particularly considering Mahara Gallery's small size and stand-alone nature.

Research carried out in conjunction with Museums Aotearoa during the International Festival of the Arts in March-April 2014 provided an interesting picture of visitor origins. Visitors were almost evenly split between local Kāpiti people (38 percent) and regional Wellington visitors (around 40 percent) while the remainder were from other parts of New Zealand or overseas. Our Festival Show featured the Field Collection and provides an indication of its future potential to attract visitors once the Collection is housed within an expanded Gallery.

We also made significant progress in developing two key-stone events in the Gallery's annual programme: the Matariki celebrations in conjunction with eight galleries and museums in the wider Wellington region funded by the Wellington Regional Amenities Fund; and the Mahara-Ngā Manu Children's Art Exhibition in partnership with Ngā Manu Nature Reserve and funded by the Philipp Family Foundation.

The Matariki celebration has given us the opportunity to collaborate with, and honour our links with the neighbouring Whakarongotai Marae as well as creating an event which brings visitors into Waikanae. The Mahara Ngā Manu Children's Art Project, now in its third year, continues to grow in popularity and significance. One hundred and eighty children from four local schools participated this year. The event's success prompted an invitation to show the last four years' award-winning children's artworks at a special exhibition at the Parliamentary Gallery in early 2016.

Outside of the exhibitions and events programme, the Board's preoccupation has been with the Gallery Redevelopment Project in conjunction with the planned upgrade of Waikanae Library by Kāpiti Coast District Council. The project, formally initiated in 2010, involves increasing the Gallery's capacity by approximately two thirds to enable it to provide a permanent home, and to exhibit, the nationally significant Field Collection of 44 art works and associated documents; and to enhance its professional operation and gallery space to deliver on its district gallery function.

The year has been marked by both achievements and setbacks. The major achievements have been in attracting significant funding support for the Gallery Board's two-thirds share of the Galley component of the cost - the remaining one third being provided by Kāpiti Coast District Council. Of particular note has been a commitment by Wellington Community Trust which contributed \$250,000. We were also successful in gaining a \$55,000 grant from the Wellington Regional Amenities Fund to continue funding a project manager on the redevelopment project for a further year.

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However, uncertainty around the project resulting from plans to upgrade Waikanae Town Centre in the aftermath of the construction of the Kāpiti Expressway, has been an influencing factor in decisions by other major funders to decline or defer applications. From the Board's perspective, the two most critical have been the Ministry of Culture and Heritage's Regional Museums Fund and the Lotteries Commission.

In the course of the year, doubts emerged about the viability of the original design concept which involved building a second story above the existing Gallery building and creating a link by way of an air-bridge to the upgraded Waikanae library. In the coming year, the Board will be seeking clarity around the shape of the Town Centre Upgrade so that we can provide a clearer picture to potential funders in future.

The passage of time since the project was first conceived has also created challenges for us. The Council initiated a review of costs in the course of the year which lifted the budgeted cost by some \$600,000 to \$5.2 million, including an increase of contingency from 15 percent to 25 percent.

In recognition of the uncertainty created, Kāpiti Coast District Council extended the deadline for the Board to have raised its share of the project cost by 12 months. The new deadline, in a renewed partnership agreement, is 30 June 2016.


In the course of the year, we have been grateful for the support of Kāpiti Coast District Council and its staff. In particular, we appreciate the help and support of Mayor Ross Church, the Council's representative on our Board, Janet Holborow, Council's Arts and Museums Development Officer Catherine Scollay, Group Manager Community Services, Tamsin Evans and Chief Executive Pat Dougherty.

I also want to record the Board appreciation for the support of the Friends of Mahara Gallery and the volunteers who give their time supporting gallery staff during opening hours and for special events.

During the course of the year, we farewelled two valued Board members in Ann Chapman and Fiona Morris and we appointed Professor Les Holborow to fill one Board vacancy.

On behalf of the Board, I want to acknowledge the commitment and professionalism of our Director, Janet Bayly and her small staff. Janet regularly exceeds expectation in both the quality and quantity of programme work the Gallery achieves. We also recognise that the Redevelopment Project created additional demands on Janet's time. In the latter part of the year, this load increased when our Redevelopment Project Manager Pip Howells resigned to travel overseas.

I would like to extend my thanks to my fellow Board members for the constructive way they have dealt with the issues we have considered in the course of the year. The 2015-16 year will be equally challenging but I am confident that we will make further progress in performing our role as the Kāpiti Coast District Gallery and furthering the Redevelopment Project.



John Mowbray  
Chairman

# Mahara Gallery

## REVIEW OF ACTIVITIES AND PRIORITIES

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The following review contains information relating to expectations set out in the Partnership Agreement between the Council and the Mahara Gallery Trust Board as well as key priorities established by the Board.

### DEVELOPING AND FOSTERING THE PRACTICE AND APPRECIATION OF THE ARTS IN KĀPITI AND CREATING AN ENJOYABLE, COST EFFECTIVE VISITOR EXPERIENCE

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During the past year, Mahara Gallery has delivered a strong programme of 18 exhibitions, with associated education and public programmes providing both a strong representation of local artists and community engagement alongside shows and publications with an international reach.

A feature of the year was that several shows developed by Mahara were then toured to other venues, which helped to strengthen our reputation for curatorial quality.

A second feature was the consolidation of two major projects: Matariki Wellington and the Mahara-Ngā Manu children's art project into major annual events on the Mahara calendar attracting both strong community support as well as regional support and significant outside funding.

During the 2014-15 year, Mahara Gallery delivered 18 exhibitions, three times more than the target set out in the Partnership Agreement.

Mahara Gallery joined the Wellington consortium of eight galleries to present a special June and July show for Matariki Wellington Festival featuring the work of locally, nationally and internationally known Te Atiawa artists, supported by an extra grant of \$5,000 towards events programming from the Wellington Regional Amenities Fund as part of its larger grant for the Matariki Wellington festival.

This was followed by a celebration of 35 years of the Kāpiti Embroiderers' Guild, partnered with a contemporary textile exhibition by three young artists associated with Massey University, including Paekakariki-based Vanessa Crowe, and a solo show by renowned New Zealand art historian, curator and artist Gordon H. Brown. This last show was then toured to the Adam Gallery Wellington, and another small show developed by Mahara Gallery by senior ceramic artist John Lawrence was also toured to Te Manawa Gallery.

*Wai Ora ki Tonga, Paraparaumu to Paekakariki Children's Creations* was the third children's art and environment project in partnership with Ngā Manu Nature Reserve with generous funding from the Philipp Family Foundation which featured four local schools. Each brought their own strengths, interests and needs to it, which this year included a strong poetry component which was filmed by Te Kupu. Families and children really enjoyed seeing their efforts recorded on film as well as in a

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third beautiful book, which has been widely distributed, including to Vanuatu's public library at Port Vila, as well as to Europe and around New Zealand. It proved to be part of the healing process for Paraparaumu Primary School which had a devastating fire just as we were about to start working with them. The children benefited by being able to make art and see their work displayed in the gallery a few months later.

*Young Country* was a show curated by Kerry Hines as the result of her PhD in Creative Writing from Victoria University. The launch of a book of the same name, published by Auckland University Press in November was part of Mahara's contribution to the Kāpiti Arts Trail and attracted a wide audience interested in New Zealand's social history, railway history, photography, and poetry, and was supported by a film and three popular public events. The exhibition has been developed for a national tour around six or more galleries and museums nationally, with acknowledgement to Mahara for its role in development.

Summer shows at Mahara focused on two significant local artists, painter and well known book illustrator Trevor Pye and sculptor Michelle Backhouse and also included *Summer Classics* with works by Frances Hodgkins and other artists in the Field Collection, which featured in Discover Kāpiti Heritage weekend.

*A Micronaut in the Wide World, The Imaginative Life and Times of Graham Percy*, was curated by Arts Laureate, poet, curator, artist and writer Gregory O'Brien, developed by City Gallery Wellington and toured by Exhibition Services. Mahara became the 21st venue for New Zealand's most successful touring art show. As a result of hosting this tour Mahara Gallery was gifted two artworks by the Graham Percy Estate on short-term loan for its permanent collection. Graham Percy became a significant expatriate New Zealand artist, like Frances Hodgkins, who made his reputation as an exceptionally gifted draughtsman and book illustrator in Europe and referred constantly to New Zealand in his work.

The director curated *Happy birthday Frances Hodgkins* to highlight the gallery's special relationship with Frances Hodgkins' work and life, saying, "interest continues to grow in this artist and her connection through her sister Isabel Field with the history and development of Waikanae, as well as her stature as an artist of national and international reputation".

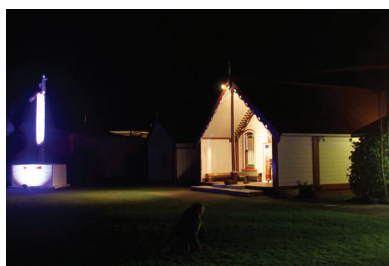
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## TREASURING MAORI ARTS AND CULTURAL EXPRESSION

The Gallery worked with Te Atiawa ki Whakarongotai and seven other Wellington regional museums and galleries to prepare special exhibitions to celebrate Matariki.

*Matariki at Mahara* from June-July 2014, and *He Toi Reikorangi - Te Atiawa artists celebrate Matariki* starting in June 2015 were two very successful exhibitions falling within twelve months marking Matariki. Twenty-five nationally and internationally renowned Te Atiawa artists with links to Waikanae and Te Atiawa ki Whakarongotai were brought together for the special *He Toi Reikorangi - Te Atiawa artists* exhibition curated by renowned weaver and educator Tracey Morgan, with support from renowned Maori artist and curator, past director of Pataka Art + Museum, Darcy Nicholas. Mahara also showed *Te Atiawa Taa moko portraits* by London-based New Zealand photographer Heloïse Bergman who sent her portraits of Te Atiawa weavers and kuia out especially for this show.

The Gallery Board values its relationship with the Whakarongotai Marae and the contribution made to Board deliberations by Queenie Rikihana-Hyland.



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## DEVELOPING AND GROWING KĀPITI IDENTITY THROUGH REGIONAL PARTNERSHIPS

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We have continued to build partnerships with fellow cultural organisations across the greater Wellington region.

One of the successful outcomes of the Wellington regional museums group in 2013-14 was that it received a grant of \$130,000 from the Wellington Regional Amenities Fund to market Matariki Wellington, which included 100 events for Matariki Wellington across the region in June-July 2014. Mahara Gallery joined the Matariki Wellington consortium of eight galleries and museums including Te Papa, Pataka, the Dowse, Expressions Upper Hutt, City Gallery Wellington, Museum of Wellington and Carter Observatory/Space Place,

Mahara Gallery benefited through increased audiences and a higher regional profile through extensive promotion and marketing which went regionally, nationally and internationally, and through the strengthening of regional partnerships. We also became the Waikanae hub for Matariki events in partnership with Kāpiti Coast District Libraries, and cross-promoted events at Paraparaumu and Otaki Libraries through the extra channels provided by WRAF funding. These included television, radio, web, social media, Wellington bus-backs, print, and a dedicated high print-run brochure.

*Wai Ora ki Tonga* was our third major children's art and environmental project delivered in partnership with Ngā Manu Nature Reserve and generously supported by the Philipp Family Foundation.

It has developed into a significant district educational project which is seen as a flagship project for the Philipp Family Foundation and a model for future projects in other communities they are working with.

We worked with 180 children from four schools from Paraparaumu to Paekakariki through July and August, including local artists, musicians, poets and filmmakers. The director gave a presentation about the project to the Museums Aotearoa Conference in May 2015 and as a result we were invited to show all of the year's work at the Parliamentary Gallery in 2016.

In an excerpt from his foreword for the third Mahara-Ngā Manu Children's Art project, Philipp Foundation Chairman Robin Philipp commented: "As Trustees of the Philipp Family Foundation (PFF) we are delighted to support Mahara Gallery and Ngā Manu Nature Reserve with their fascinating, innovative art project work involving primary schools on the Kāpiti Coast for a third consecutive year."

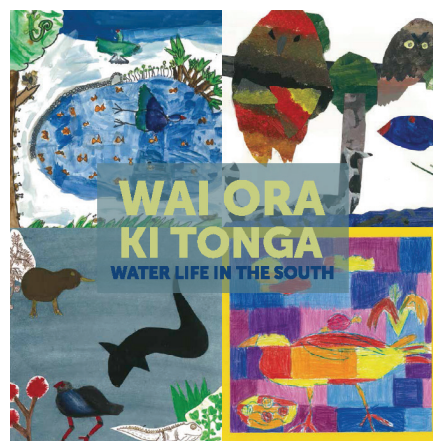
"It is particularly pleasing to find that since it was started in 2012 with Waikanae and Kapanui Primary Schools, interest in the project has extended much more widely along the coast. This interest among pupils, teachers and visiting artists and the high quality of art works, combined together with practical, hands-on experience by the children in gaining an understanding at Ngā Manu of the importance of the health and ecology of our waterways and native fauna and flora, is exciting."

"It helps to foster wider appreciation in our community of the values of our natural environment, what we can as individuals attain from them in support of our health and wellbeing, and their importance to us all for sustainable development in our ever-changing world. The NZ Local Government Act,

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2002, drew attention to these aspects in its requirement of Local Authorities to address four key components of community wellbeing, viz. economic, cultural, social and environmental.”

“We believe these areas are interdependent and that this Mahara-Ngā Manu art project is an excellent example of what can successfully be accomplished. The motto of PFF: Everything in life is connected, aims to encapsulate this interdependence.”



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## SUPPORTING THE ARTS AND PROVIDING PROFESSIONAL ADVICE ON ARTS STRATEGY

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Mahara Gallery contributes to the development of a professional arts infrastructure for Kāpiti. We have provided input into the development of Council's Arts Strategy and to The Public Art Panel. We have become part of the Regional Museums Group and attracted funding support from the Wellington Regional Amenities Fund.

Under this grant we have helped to build Kāpiti district partnerships and relationships including the Discover Kāpiti Heritage Group. Mahara worked with seven Kāpiti Museums to present a Discover Kāpiti Heritage event on January 18. Together we are strengthening the collective cultural assets of Kāpiti which will encourage greater visitation and awareness long term.

## PROMOTING AND ENCOURAGING LOCAL COMMUNITY ENGAGEMENT IN THE ARTS

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Mahara Gallery seeks to encourage local community engagement in the arts and present local artists, individually and collectively in its exhibition programme. Every second year, the Gallery stages the *Mahara Arts Review* which, within the limitations of Gallery space, showcases local artists.

In the 2014-15 year, local artists' involvement in the Matariki exhibitions, the Kāpiti Embroiderers' exhibition, the Mahara-Ngā Manu Children's Art Programme and individual exhibitions by Trevor Pye and Michelle Backhouse, all generated considerable local interest.

The Gallery distributes information on its exhibitions and activities through its website, widely viewed Facebook Page and a monthly Kāpiti Observer column.

We also distribute information to members of the Friends of Mahara through a regular newsletter and Friends functions.

The Gallery's opportunity to house and exhibit works from the Field Collection in the near future provides a natural platform for engaging Kāpiti people in the Gallery and the arts.

During the year we presented two focused exhibitions profiling several works from the Field Collection, to help grow and maintain awareness of the collection. We are very fortunate to have the ongoing support of the Field Collection Trust who make these exhibitions possible.

A special lecture given by art historian Pamela Gerrish Nunn in April, and a floor-talk by director Janet Bayly gave further context to the Field Collection. *Summer Classics* was developed as a result of a further generous loan of nine works from the private collection of curator Avenal McKinnon which relate strongly to the Field Collection.

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Avenal McKinnon wrote that this loan was “in support of the Mahara Gallery becoming a centre of Frances Hodgkins studies, with a resource for scholars, based upon the Field Collection”.

“This idea has been uppermost in my decision to loan to the Mahara Gallery several of the works by Frances Hodgkins held within my collection, together with some of the work of her contemporaries William Matthew Hodgkins, Petrus van der Velden and D K Richmond. By making this loan I wish to highlight the importance of Mahara Gallery as a valuable resource and to illustrate the sort of magnet it will become for future loans of material associated with Frances Hodgkins.”

“I am delighted that some of the paintings placed on loan have immediately been placed within an exhibition to illustrate another facet of the work of Frances Hodgkins. This demonstrates the Mahara Gallery’s skillful use of its resources and its commitment to ensuring good access for the public to all Frances Hodgkins’ material held by the Gallery”. (December 2014)

## PROGRESSING THE MAHARA GALLERY REDEVELOPMENT PROJECT

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Progressing the Redevelopment Project has been the Board’s top strategic priority. The major task since 2012 has been raising the Board’s two-thirds share of the project cost.

We have been conscious of the need to raise a significant amount of money within the tight timeframes set by the terms of the MOU on the Mahara Gallery upgrade.

Professional advice received was that we should secure keystone grants from major funders before turning to individual donors and public fund-raising. In this respect, we had targeted the Lotteries Commission and Ministry of Culture and Heritage as the most likely means of funding the Board’s \$3.6 million funding share, a figure which increased by \$600,000 during the year as a result of a Council re-costing and decision to lift the contingency sum to 25 percent of the project cost.

We had also sought funding from gaming trusts which derive revenue from the Kāpiti district. We were fortunate in securing a grant of \$250,000 from the Wellington Community Trust. This, with a \$50,000 donation from a local trust, brought the amount raised by the end of the 2014-15 year to approximately \$993,000 dollars.

In granting the application, the Trust’s Acting Chair, Dawn Sanders said: “Wellington Community Trust is committed to enhancing the Wellington region’s reputation as the arts and cultural heart of New Zealand and supports projects which develop our arts infrastructure and retain and grow New Zealand’s iconic arts institutions in the region. The Mahara Gallery project ticked many of our boxes.”

We also received a second year of funding (\$55,000) from the Wellington Regional Amenities Fund to support the fundraising project, support operational capacity building and further develop partnerships and relationships across Kāpiti and greater Wellington in the cultural sector, education sector and local business and museums sector.

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That enabled us to retain our Redevelopment Project Manager, Pip Howells who was with us until embarking on international travel in March 2015. Apart from working on a fund-raising strategy, Pip assisted with the renewal of our Partnership Agreement with Council and a new Agreement for the Mahara Gallery Redevelopment with a re-costing of the project budget.

The new agreement extended the deadline for the Board to secure its share of funding by a year, to 30 June 2016. While the Board was grateful for the extension, it was conscious of the magnitude of the task, particularly in view of the revised budget.

During the course of the year, we submitted applications to both Ministry of Culture and Heritage and the Lotteries Board. Both applications were made in the context of the development of a plan by Council to upgrade Waikanae Town Centre in the aftermath of the Kāpiti Expressway completion.

The Waikanae Town Centre Transformation project was launched in May 2014. The notion of a cultural thread linking Mahara Gallery and Waikanae Library and Whakarongotai marae has been identified as a clear vision for future cultural and economic development around Mahara Place.

Unfortunately the project created doubts about the future viability of the existing redevelopment design that were the subject of questions from those assessing our applications.

In both cases, our applications were unsuccessful although we were given to understand that we could apply again in the future. In the case of Ministry of Culture and Heritage, material considerations were the extent to which the relatively small sized Field Collection could be considered to be of national significance, the lack of sufficient space to expand as the collection was added to, as well as lack of resource consents and the possibility that the Waikanae Town Centre Project could compromise Council support.

The Lotteries Grants Board indicated that although our application aligned well with its outcomes and the Committee's cultural priorities and funding criteria, its available budget precluded funding this request. The Board also noted that the extended time-frame for a construction start date counted against the project.

As we enter the 2015-16 financial year, our objective will be to increase engagement with Council through the forum of the Project Steering Group in order to gain greater clarity around the impact of the Town Centre Project on the Gallery Redevelopment Project.

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## GOVERNANCE AND KEY RELATIONSHIPS

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During the year, the Board lost two trustees: long serving member Ann Chapman to family and work commitments and Fiona Morris to work overseas with Volunteer Service Abroad. Both trustees were appropriately thanked for their service.

Professor Les Holborow, a former Vice Chancellor of Victoria University and Chairman of the Lilburn Residence Trust, was appointed to the Board. There is currently a vacancy which the Board is seeking to fill.

We were joined by our new patron, Gillian, Lady Deane, in June 2014. As Patron of the Arts Award in 2009 with her husband Sir Roderick Deane, she will prove a powerful advocate for the gallery's future.

We extend our thanks to the Friends of Mahara for their support and the essential work they do for the Gallery as volunteers. Without them, the Gallery would not be able to provide the service it does.

We are grateful for the support and encouragement of the Waikanae Community Board and its Chair Michael Scott as well as the support of the business community in Waikanae.

We also greatly value the relationship we enjoy with Te Atiawa ki Whakarongotai and their encouragement for our plans.

We thank Council for its ongoing support and commitments to Mahara Gallery's operational funding through the Long Term Plan 2012-2032, and to funding one third of the Redevelopment Project Cost.

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## APPENDIX

The following information is aligned to the Council objectives, services, and performance targets as set out in the Partnership Agreement 2014/2017.

- 1. To develop and foster the practice and appreciation of creative arts in the Kāpiti Coast community and to create an enjoyable and cost-effective visitor experience that enriches the understanding and the meaning of art, especially the visual arts.**

*Service: Present an annual exhibition programme that engages with the Kāpiti arts and wider community.*

*Target: At least six exhibitions per year. Maintenance or increase of annual visitor numbers.*

The following exhibitions have been staged during the report period:

- 1. Matariki at Mahara**  
13 June - 27 July
- 2. Seven Kāpiti Artists**  
14 June - 27 July  
1,635 = Visitor total 1 and 2.
- 3. Pearls of Embroidery, Kāpiti Embroiderer's Guild 30th Anniversary exhibition**  
3 August - 14 September 2014
- 4. Gordon H. Brown Works from the Fifties Plus**  
3 August - 14 September 2014
- 5. Settling: Vanessa Crowe, Cathy Tuato'o Ross, Caroline McQuarrie**  
3 August - 14 September 2014  
2,209 = Visitor total 3, 4 & 5.
- 6. Wai Ora ki Tonga, Water Life in the South: Paekakariki to Paraparaumu Children's Creations**  
20 September - 26 October 2014
- 7. Melanie Mills, Nature Study**  
20 September - 26 October 2014  
1,826 = Visitor total 6 & 7.
- 8. Young Country, Kerry Hines**  
1 November - 14 December 2014
- 9. Foundlings, Liz Cathie**  
1 November - 14 December 2014  
1,539 = Visitor total 8 & 9.
- 10. Lightness of Being, Michelle Backhouse**  
20 December 2014 - 1 February 2015

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11. *Summer Classics: Frances Hodgkins, Petrus Van der Velden, D.K. Richmond, Girolamo P. Nerli*

December 20, 2014 - 1 February 2015

12. *[Somewhere] Between Heaven and Earth - Organic Abstraction, Trevor Pye*

20 December 2014 - 1 February 2015

1,641 = Visitor total 10, 11 & 12.

13. *Requiem, John Foster*

14. *Kotahitanga, Adrienne Spratt*

15. *Tararua Landscapes, Peter Healy*

1,754 = Visitor total 13, 14 & 15.

16. *A Micronaut in the Wide World; The Imaginative Life and Times of Graham Percy*

17. *Happy birthday Frances Hodgkins, Five works loaned from the Field Collection Trust and Avenal McKinnon*

2,412 = Visitor total 16 & 17.

18. *He Toi Reikorangi - Te Atiawa artists celebrate Matariki*

13 June - 12 July

19. *Te Atiawa Taa Moko Portraits - Heloise Bergman*

13 June - 12 July

## 14,068 Total Exhibition Visitors

Public Programme events and attendance numbers are listed under Council Objective 5. at the end of this document. 2,200 visitors to the Wai Ora exhibition outreach to Otaki have been added to this figure, to create the following total annual visitor numbers.

## 16,268 Annual Visitor numbers

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## **2. Maori arts and cultural expression should be visible and treasured as integral to the life of the District.**

*Service: Support Maori arts and work with groups to help the whole community see and treasure these.*

*Target: Engage with tangata whenua and matawaka on artbased projects.*

*Enhance the relationship between Mahara, tangata whenua and matawaka with reference to the Council's Strategy for Supporting the Arts (2012)*

Matariki at Mahara provided a new focus to mid-year exhibitions and events in 2014 and included working with local iwi as well as other artists. The opening event on June 13 with 40 children from Kapanui School doing kapahaka in Mahara Place for a delighted lunchtime audience. Public feedback and response to the show has been excellent.

The Matariki Wellington festival returned again the following June 2015, with *He Toi Reikorangi - Te Atiawa artists celebrate Matariki*, and *Te Atiawa Taa Moko Portraits*, with related events in the first two weeks, including taa moko workshops, kapahaka, singers and writers in the gallery.

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### 3. Develop and grow Kāpiti's identity through regional partnerships in the arts.

**Service:** Promote the District's Public Gallery as a high-quality visitor destination.

**Target:** Engage with regional initiatives to promote the arts. Market Mahara Gallery's programme effectively locally, regionally and nationally.

Mahara Gallery features regularly in the *Dominion Post's* bi-weekly Arts column, which gives free editorial, and advertise in the new *Capital* (monthly) and *Fishhead* magazine (quarterly).

Director does regular interviews with Coast Access Radio and Kāpiti's Beach FM 106.3.

Mahara advertises and runs listings in the national magazine *Art News*.

**Target:** Be an active participant in the NZ International Festival of the Arts Official programme.

- *Frances Hodgkins in Kāpiti, The Field Collection* was developed for the NZ Festival of the Arts 2014 programme, which is the premiere arts event in New Zealand, and enables Mahara to reach wide audiences of over 350,000 through extensive marketing and promotion.
- Further advertisements appeared in *Art News*, Autumn 2014, with 1,000 run-on flyers, and an editorial feature on the show, p123
- We featured in *Capital* Issue 8, February 2014, under 'Locals at Writers Week' for our New Zealand Festival event with Jill Trevelyan, and ran an ad.
- We advertised *Frances Hodgkins in Kāpiti* in *Art New Zealand*, No 149, Autumn 2014.
- A two page article by Riemke Ensing on the exhibition appeared in *Art New Zealand*, No 150, Winter 2014.
- We placed a special Festival ad in *ArtZone*, No 53, 2014.
- We featured in the *Dominion Post's* Capital Day column, February 28, 2014.

**Target:** Market Mahara Gallery's programme effectively in the greater Wellington area.

Mahara's new book, *Frances Hodgkins in Kāpiti, The Field Collection*, with 48 pp and full-colour reproductions of all work in the Field Collection, was launched in February, supported by the Deane Endowment Trust and Mowbray Collectables. It joins our previous publications on Robyn Kahukiwa, Mirek Smisek, earlier Frances Hodgkins' catalogues and *The Art of the Garden* book in marketing the Mahara Gallery and Council brand across the greater Wellington region, nationally and internationally. *Native Habitats*, *Waikanae Children's Creations* (2012) and *Wai Ora, Water Life* (2013) have reached U.K. and Europe. Orders continue for our books through library suppliers and bookshops.

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- More regional visitors come here by train, and spend time exploring in the area after their visit to Mahara.
- Our Facebook and Twitter presence has grown gradually throughout the year, but is erratic depending on staff time and volunteer input.
- Council-sponsored 6 weekly column continues in the *Kāpiti Observer*.
- *ArtZone*, listing 4 times a year, and half page advertising, twice a year.
- *ArtNews*, 1/3 page colour ad twice a year with 1000 run-ons supplied (DL colour card).
- We advertised in *North & South*, January 2014, for a Kāpiti focus.
- Janet does regular interviews with Coast Access Radio and Kāpiti's Beach FM 106.3.
- We sponsored a two-weekly ad in local arts paper thread, and provided occasional short articles in it. Editor and designer Ceira Hopley volunteered at Mahara and updated our website and facebook.
- *ArtZone* ran an editorial feature with an architect's image of the new concept, titled 'Half-Way There', on progress with Mahara's redevelopment, No 51, 2013, pg. 44.
- We feature regularly in the *Dominion Post's* bi-weekly Arts column.
- *Capital* magazine ran a free editorial on our new *Reikorangi Potteries* book in their September issue.

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## 4. Implementation of the Council's Strategy for Supporting the Arts (2012).

*Service: Provide professional advice to Council on arts strategy and policies, including Public Art.*

*Target: Participate in the Council's Public Art Panel. Engage with the Council and the Kāpiti community on the Council's priorities for supporting the arts.*

- Council's Strategy for supporting the Arts (2012) includes its commitment to ongoing support of Mahara Gallery, specified in Section 3 under 'Partner and Supporter'; Section 4.4 under Challenges and Opportunities, 'Finding space for a nationally significant collection'; and Section 5.5, 'Arts and economic development'.
- Janet has joined Council's first Public Art Panel, and had input into the Public Arts Policy.
- Pip attended Kāpiti Museums Discover Heritage Group meetings and supported strategic planning.
- Janet and Pip attended meetings with the Wellington Regional Museums group, and Matariki Wellington consortium.
- Janet attended Educators' Hui organised by the Dowse Art Museum on 30 September, and promoted our *Native Habitats* and *Wai Ora* projects.
- Pip and Janet attended forums and meetings on the Waikanae Town Centre Transformation project.
- Janet acted as an adviser to the Palmerston North Public Sculpture Trust on their 8th project.
- Janet visited shows at Dunedin Public Art Gallery, Auckland Art Gallery, the Physics Room and temporary Christchurch Gallery in High Street.
- Networked with staff of National Library, Te Papa Tongarewa, National Services Te Paerangi, Whitireia Polytechnic, The New Dowse, Pataka Museum of Arts and Cultures, Sarjeant Gallery, Otaki Museum, New Zealand Portrait Gallery, Ministry of Foreign Affairs & Trade, Te Manawa, The Suter Gallery, Nelson, Dunedin Public Gallery, Hocken Library, Victoria University, Massey University, Ministry of Culture and Heritage, and other public and dealer galleries.

# Mahara Gallery

## 5. Promote and encourage local community engagement with and access to, the arts, and lifelong learning about the arts.

*Service: Provide and promote a District focus for cultural expression and learning.*

*Target: Develop and implement an arts educational programme with special focus on youth (18 years and under).*

*Support achievement and excellence for local artists through exhibitions and events throughout the year.*

Our third youth-focused exhibition *Wai Ora ki Tonga, Water Life* in the south was developed for September-October 2014 and supported by the Philipp Family Foundation in partnership with Ngā Manu Nature Reserve. It offered a rich experience of gallery visits and environmental workshops for 140 children from four Kāpiti schools including Paekakariki Primary School, Paraparaumu Primary School, Kāpiti Primary School and St Patricks Primary School. Artist Michelle Backhouse, film-maker te Kupu, poet Lindsay Rabbitt and musicians The Beatroots worked with children in their classrooms. The project spanned several months and culminated in a book, film and exhibition of all the children's work in the gallery.

- *Mahara Arts Review*, which has run for five years, is being refreshed and will run biennially from this year onwards. Our annual local artist's group show this year shifted to a more concentrated focus on seven local artists who each showed a larger group of work which they enjoyed. This supported the further development of their ideas and artistic practice, and allowed audiences to gain a deeper experience of their work. Good feedback and visitor numbers were received.
- New SPACE shows during the year featured local artists Vanessa Crowe, Elizabeth Cathie, Trevor Pye and Adrienne Spratt, and also Gordon H. Brown and John Lawrence.

# Mahara Gallery

## PUBLIC PROGRAMMES HELD IN OR DEVELOPED BY MAHARA GALLERY SINCE 1 JULY:

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- 1. Tu Meke performance.**  
Tuesday 1st July, 11.15am  
Attendance: 60+
- 2. Ta Moko presentation by Rhonda Paku, Senior Curator Maturanga Maori, Te Papa Tongarewa.**  
Tuesday 1 July, 12.30pm  
Attendance: 48+
- 3. School visit: Helen Forrest decollage workshop with Kapanui School.**  
Wednesday 2 July, 10am  
Attendance: 40
- 4. Waikanae Town Centre Meeting in Mahara Gallery.**  
Wednesday 2 July, 5-8pm  
Attendance: 45
- 5. School visit: Helen Forrest decollage workshop with Kapanui School.**  
Thursday 3 July, 10am  
Attendance: 33
- 6. School visit: Helen Forrest decollage workshop with Kapanui School.**  
Thursday 3 July, 11.15am  
Attendance: 51
- 7. Kāpiti Wellcome Trust visit with artist Rita Shrieken.**  
Thursday 3 July, 11am  
Attendance: 6
- 8. Mr Miniscule and the Whale Children's art workshop with Book Island publisher Greet Paulijewjn.**  
Tuesday 8 July, 10.30am - 12 pm  
Attendance: 15
- 9. The Night Sky / Ngā Manu Art Workshop with artist Michelle Backhouse.**  
Wednesday 9 July, 10 am  
Attendance: 9
- 10. Box Fun Children's workshop with Helen Forrest.**  
Thursday 10 July, 10.30am  
Attendance: 3
- 11. Cloak of Protection with game designer Jil Hemming.**  
Friday 11 July, 10am  
Attendance: 3
- 12. The Night Sky / Ngā Manu Art Workshop with Michelle Backhouse.**  
Wednesday 16 July, 10 am  
Attendance: 7
- 13. Box Fun Children's workshop with Helen Forrest.**  
Thursday 17 July, 10.30am  
Attendance: 35
- 14. Wai Ora ki Tonga School visit, Kāpiti School.**  
Thursday 24 July, 1pm  
Attendance: 67
- 15. Wai Ora ki Tonga School visit, St. Patrick's School.**  
Friday 25 July, 1pm  
Attendance: 31
- 16. Opening: Pearls of Embroidery, Settling, Gordon H. Brown.**  
Saturday 2 August, 5pm  
Attendance: 94
- 17. Wai Ora ki Tonga School visit, Paekakariki School.**  
Wednesday 6 August, 1pm  
Attendance: 48
- 18. Pearls of Embroidery floor talk with President of Kāpiti Embroider's Guild Helen Marshall.**  
Wednesday 6 August, 11 am  
Attendance in gallery: 22
- 19. Embroiderers working in the Gallery.**  
Wednesday 6 August, 10 am - 3pm  
Attendance: 6
- 20. Embroiderers working in the Gallery.**  
Friday 8 August, 10 am - 3pm  
Attendance: 4
- 21. Embroiderers working in the Gallery.**  
Wednesday 13 August, 10 am - 3pm  
Attendance: 5
- 22. Embroiderers working in the Gallery.**  
Friday 15 August, 10 am - 3pm  
Attendance: 6
- 23. Friends of Mahara Event. 'The Rehearsal' play written by Peter Trim.**  
Sunday 17 August, 4pm  
Attendance: 32

# Mahara Gallery

24. *Wai Ora ki Tonga School visit, Paraparaumu School.*  
Thursday 21 August, 1pm  
Attendance: 46
25. *NZ Poetry Day in Mahara Gallery. Open Mic poetry reading.*  
Friday 22 August, 12pm  
Attendance: 8
26. *Parkwood Lodge group visit for 'Pearls of Embroidery'.*  
Tuesday August 26, 2pm  
Attendance: 9
27. *Artist floor talk for 'Settling' with Vanessa Crowe and Caroline McQuarrie*  
Wednesday 27 August, 11 am  
Attendance: 7
28. *Mana U3A group visit and guided tour for Pearls of Embroidery*  
Tuesday 2 September  
Attendance: 13
29. *Elsdon Residential Care group visit for 'Pearls of Embroidery'*  
Tuesday 2 September  
Attendance: 6
30. *Elsdon Residential Care group visit for Pearls of Embroidery*  
Tuesday 9 September  
Attendance: 9
31. *Kāpiti Welcome Trust group visit*  
Thursday 11 September  
Attendance: 7
32. *800 Years: A Short History of Botanical Art with Peter Ireland. Waikanae Horticultural Society Event with Mahara Friends*  
Friday 12 September, 7pm  
Attendance: 35
33. *Opening: 'Wai Ora ki Tonga, Water Life in the South'*  
Friday 19 September, 4pm  
Attendance: 168
34. *Fly By Night, Art workshop*  
Thursday 2 October, 10.30 am  
Attendance: 2
35. *'The Sea and Me', art workshop with writer Bianca Begovich*  
Tuesday 7 October, 10am  
Attendance: 27
36. *Fly By Night, Art workshop*  
Thursday 2 October 10.30 am  
Attendance: 5
37. *Human Fruit Bowl, New York-sourced theatre with Three Bridges theatre coy*  
Tuesday 14 October, 7pm  
Attendance: 65
38. *Human Fruit Bowl, New York-sourced theatre with Three Bridges theatre coy*  
Tuesday 14 October, 7pm  
Attendance: 65
39. *'Wai Ora ki Tonga' Book Launch*  
Friday 17 October, 4pm  
Attendance: 37
40. *Once in a Full Moon, Anna Bailey puppet show*  
Saturday 25 October, 10.30 am  
Attendance: 75
41. *Labour Day Market Stall*  
Saturday 25 October, 10am - 1 pm  
Attendance: 168
42. *Floor talk with poet and curator, Kerry Hines in association with 'Young Country'*  
Wednesday 5 November, 11am  
Attendance: 12
43. *Kāpiti Arts Trail weekend*  
Saturday 15 and Sunday 16 November 2014  
Attendance: 311
44. *Opening, 'Young Country' and 'Foundlings' and book launch of 'Young Country'*  
Saturday 15 November, 4pm  
Attendance: 60
45. *Poetry Reading with Kerry Hines*  
Sunday 16 November, 2pm  
Attendance: 18
46. *Friends of Mahara event: Artist's talk with Liz Cathie discussing 'Foundlings'*  
Sunday 23 November, 4pm  
Attendance: 26
47. *Robin Fleming, 'You're Telling Me' book launch*  
Saturday 22 November, 4.30pm  
Attendance: 38
48. *Wayne Barrar, Demonstration and talk on albumen printing as part of 'Young Country'.*  
Sunday 30 November, 2pm  
Attendance: 30

# Mahara Gallery

49. Bianca Begovich, Book Launch of 'The Trees and Me'  
Saturday December 7, 2pm  
Attendance: 36
50. Peter Trim, *The Rehearsal*, play  
Saturday 20 December, 4pm  
Attendance: 57
51. Opening 'Lightness of Being, [Somewhere] Between Heaven and Earth - Organic Abstraction', and 'Summer Classics'  
Saturday 20 December, 5pm  
Attendance: 97
52. Discover Kāpiti Heritage Day  
Sunday 18 January, 10am-4pm  
Attendance: 110
53. A Meeting over Books with NZ writer Pip Adam and American writer Jordon Hartt  
Friday 23 January, 7-9pm  
Attendance: 25
54. Opening, Adrienne Spratt, 'Kotahitanga'  
Thursday 5 February, 5pm  
Attendance: 30
55. Opening, John Foster 'Requiem' and Peter Healy, 'Tararua Landscapes'  
Saturday 7 February, 5pm  
Attendance: 65
56. 'Speaking Truth to Power' forum #1 with Gaylene Preston, Councillor K. Gurunathan, Dr Jeff Sluka, Dr Sapna Samant  
Saturday 21st February, 1-2pm  
Attendance: 68
57. 'Speaking Truth to Power' forum #2 with Ani Parata, Giovanni Tiso, Amanda Vickers and Alister Barry  
Saturday 28th February, 1-2pm  
Attendance: 40
58. VUW - Architecture student tours of Mahara  
6-7th March  
Attendance: 25
59. 'Speaking Truth to Power' forum #3 with Dr Mike Joy, Mandy Hager, Nigel Wilson and Tina Makereti  
Saturday 7th March, 1-2pm  
Attendance: 44
60. 'Speaking Truth to Power' forum # 4: Speaking Truth to Power. Dr. Huhana Smith, Artist and academic, Generation Zero Jimmy Green, Academic and activist Dr Marian Evans, Investigative journalist Nicky Hager  
Saturday 14 March, 1-2pm  
Attendance: 80
61. FRIENDS OF MAHARA event, featuring Kāpiti jeweller Diane Connal  
Sunday March 22nd, 4pm  
Attendance: 12
62. WAIKANA EASTER MARKET: Saturday 4 April, Mahara book sale and live music in the gallery from 11am - 12 noon with The Beatroots: Ali Richards and Nigel Patterson  
Children's craft workshops ran 10am - 11am  
Attendance: 147
63. Workshops for children. Angélique Monaghan's Easter Holiday workshops  
Wednesday 8th April  
Attendance: 30
64. Workshops for children. Angélique Monaghan's Easter Holiday workshops  
Thursday 9th April  
Attendance: 28
65. LIVE THEATRE: Gloria's Handbag, a modern magical mystery with music from The Magic Flute, starring Helen Moulder  
Thursday April 9 at 6.30pm  
Attendance: 47
66. Opening, Graham Percy, 'A Micronaut in the wide world: The imaginative life and times of Graham Percy'  
Saturday 11th April, 5pm  
Attendance: 50
67. LIVE THEATRE: Gloria's Handbag, a modern magical mystery with music from The Magic Flute, starring Helen Moulder  
Sunday April 12 at 4pm  
Attendance: 47
68. "Vatican in 3D" film fundraiser at Shoreline Cinema  
Monday 13th April at 6pm  
Attendance: 40

# Mahara Gallery

69. *Workshops for children. Angélique Monaghan's Easter Holiday workshops*  
15th April  
Attendance: 12
70. *Workshops for children. Angélique Monaghan's Easter Holiday workshops*  
16th April  
Attendance: 11
71. *Floor talk with Gregory O'Brien, curator 'A Micronaut in the wide world: The imaginative life and times of Graham Percy'*  
Sunday 19 April, 2pm  
Attendance: 20
72. *Artist Talk with Trevor Pye*  
Sunday 26 April, 2pm  
Attendance: 9
73. *Frances Hodgkins Birthday Celebration, talk with Dr. Pamela Gerrish Nunn*  
Tuesday 28 April, 10.30 am  
Attendance: 26
74. *Drawing Class with artist Kimbra Taylor*  
Wednesday 6 May, 10 am  
Attendance: 4
75. *Friends of Mahara event with Professor Les Holborow*  
Sunday 10 May, 4pm  
Attendance: 25
76. *Drawing Class with artist Kimbra Taylor*  
Wednesday 13 May, 10 am  
Attendance: 4
77. *Anna Bailey Puppet Show*  
Saturday 23 May, 11am  
Attendance: 43
78. *Opening: 'He Toi Reikorangi - Te Atiawa artists celebrate Matariki'*  
Friday 12 June, 4pm  
Attendance: 155
79. *Taa Moko Artists in the gallery, Rangi Kipa, Mitchell Hughes, Taryn Beri*  
Saturday 13 June, 10am - 4pm  
Attendance: 186
80. *Singer Aja Waiarere Ropata*  
Saturday 13 June, 12.30pm  
Attendance: 40
81. *Taa Moko Artists in the gallery, Rangi Kipa, Mitchell Hughes, Taryn Beri*  
Sunday 14 June, 10am - 4pm  
Attendance: 73
82. *Korero with writers Queenie Rikihana-Hyland & Tina Makereti*  
Sunday 14 June, 3pm  
Attendance: 46
83. *Tu Meke Kapahaka*  
Tuesday 30 June, 11am  
Attendance: 88

Total attendance: 3707