

Tauranga Art Gallery Trust

Chair's Report

2017/18 Financial Year

Another outstanding year of exceptional art experiences

Over the past 10 years since its opening, Tauranga Art Gallery Toi Tauranga has become a well-respected and increasingly popular regional public art gallery.

To the year ending 30 June 2018, The Gallery delivered art experiences and events which resulted in:

- 98,659 total visitations to our programmes – in The Gallery (81,211) and to our touring programmes (17,448)
- 13,419 students and adult attendances were the greatest number to have ever participated in our art education programmes
- 103,379 accumulative online digital visitors
- 4,606 visitor surveys told us about our visitors and their experience with us, and evidenced gallery satisfaction and success in implementing our strategy to attract greater visitor diversity
 - 97% Satisfied or Very Satisfied visitors
 - Under 15 age group doubled to 16% of total visitations
 - 16 -35 age group increased to 45%
 - 36-55 age group reached 18%
 - 56 + age group reached 19%(2% of respondents declined to quote age group cohort)
- As an attractor in the Tauranga CBD:
 - Local community visitors were up on the previous year to 56%
 - 21% were Domestic visitors
 - Overseas visitors increased from 16% to 22%
- Our Statement of Intent Objectives Scorecard shows 96% achievement of required goals
- Our target of generating 20% non-Tauranga City Council contributing revenue resulted in a 34% positive increase in revenue raised by Gallery staff

The Trust Board, The Gallery Director and his staff have continued to work collaboratively to explore ways to build capability and provide new opportunities to achieve The Gallery's Purpose which is: "To create exceptional art experiences that engage, inspire, challenge and educate".

10th Anniversary

Our 10th Anniversary Year was celebrated in 2017, as The Gallery opened on October 2007. As part of celebrations we had a 10th Anniversary launch with over 180 attendees and our birthday on 16 October 2017 had over 200 attendees. This was an opportunity to engage with and recognise the

many stakeholders who were part of the initiation of The Gallery and who have been supporters throughout those 10 years and indeed, for many years prior to The Gallery opening.

Other 10th Anniversary Year initiatives included:

- *Waves of your Breath*: Korean artist Jae Kang created Tansaekhwa or monochromatic painting, which was focused on repetition and a pursuit of perfection
- *Generosity: Gifts for Galley*: An exhibition from our art collection curated by the previous Gallery Director Penelope Jackson
- *Toi Mauri* by Tauranga artist Todd Cooper featured a large selection of beautifully intricate whakairo rākau (wood carving), alongside cast bronze and drawings. Not often viewed in public, the works were sourced from private collections in New Zealand and from overseas
- A publication celebrating the past 10 years
- A Friends of Tauranga Art Gallery 10th Anniversary celebration
- The commissioning of a limited edition artwork for the event

Art Experiences and Events

Each year The Gallery undertakes a Signature Event. This year it was titled *Art Loves You* and included 3 exhibitions: *Art That Needs You*, *Light Touch* and *Whose Water Are You?*. The Gallery's Signature Event featured 14 different art projects by over 30 artists and designers from Boston, London, Singapore, Shanghai, Sweden and with contributions by artists from Wellington, Auckland and Papamoa. One of the key drivers of the project was to encourage local residents to come to The Gallery as a family with morning mother's groups, fathers with their children on the weekends and the whole family throughout the entire programme.

One of the standout shows was *Light Touch*, a series of interactive light based works including Squid Soup's *Submergence*, a large walkthrough experience that used hundreds of sequenced lights to create feelings of presence and movement. Brian Knep's project titled *Healing Pool* also marked a new partnership with the United States Embassy and Consulate. *Light Touch* featured works from the UK, USA and NZ, and was one of our most Instagrammed exhibitions.

The *Art Loves You* programme attracted 34,000 visitors within the financial year (compared to a target of 15,000).

The 2017/2018 year also included the ever popular *Miles Art Awards* with an increased number of entries from Bay of Plenty artists and a larger prize pool than previous years. This was the fifth installment of our much-anticipated biennial awards and exhibition at The Gallery. The finalists and award winners' exhibition featured 39 diverse works from Bay of Plenty artists. The Supreme Award winner was Tawhai Rickard for his work titled *Victorian Waka of Social Curiosities*. Rickard took away the \$10,000 cash prize thanks to the generous support of the Venetta Miles Trust. This is the largest financial accolade that has been presented at the awards since it began in 2010.

The Tauranga Art Gallery has objectives to encourage and undertake collaborations with various arts and related entities. It has a goal to undertake at least one exhibition which can tour to other galleries around the country. This year 2 touring programmes were undertaken. *Whenua Hou – New*

Māori Ceramics showed at 7 venues in total outside of Tauranga including Manukau, Pukekohe, Palmerston North, Wanganui. The Gallery also curated the exhibition *White Rainbow* for the RAMP gallery at Wintec's School of Media Art in Hamilton.

In partnership with the Tauranga Arts Festival, The Gallery conceived the exhibition titled *The Future Machine* to explore ideas of city and place which showed in The Gallery, Baycourt Theatre, Masonic Park and The Elms. It featured works by 7 artists including local architects Stufken & Chambers who were awarded a prize for the best small project at the regional New Zealand Institute of Architects awards for their project in the exhibition. Also shown as part of the Tauranga Arts Festival was an exhibition *Theatre of the Mind* by South African photographer Roger Ballen which was presented in collaboration with the Sydney College of Art and Te Uru Contemporary Art Gallery in Auckland.

Financial and Governance

The Tauranga Art Gallery Trust owns the site, The Gallery building, a collection of art works and other Gallery assets. For the period under review:

- Total revenue was \$1,464,619
- Total expenses were \$1,363,317
- Operating surplus (EBITDA) was \$101,302

However, allowing for depreciation and amortization expense provisions of \$147,911, the net bottom line result was a \$46,610 deficit. The Board was able to fund costs from its own reserves. The Gallery has no debt. Total equity at 30 June 2018 was \$10,731,267.

The Tauranga Art Gallery Trust Board of volunteers continue to draw on their collective experience, commercial expertise and their knowledge and passion for the arts; to ensure our regional community and visitors can enjoy and become engaged with exceptional world class art experiences. The Board strives to investigate and determine its best strategic options to future proof The Gallery so that long term fiscal and operational capability is assured.

Appreciation

Special thanks to our Director Karl Chitham and to all Gallery staff who worked so professionally and diligently to deliver great art and visitor experiences throughout the year. Thanks to my fellow trustees for their contributions and efforts during the 2017/2018 year.

The Friends of Tauranga Art Gallery are enthusiastic and wonderful supporters and volunteers. Their help, financial contributions, involvement in, and support of all Gallery activities and functions is most sincerely appreciated.

The Trust Board is delighted to see established the independent Tauranga Art Gallery Foundation Trust, which seeks collaboration with and contributions from individuals and businesses, so the Foundation can support the Tauranga Art Gallery into the future.

The Trust greatly appreciates the continued support from its various funders, annual strategic partners, exhibition sponsors and supporters including our artists. Without their support we could have not provided the wonderful exhibitions and programmes that were part of the year in review. Your support means The Gallery team can continue to reach out and engage with our different communities and share with them the wonders of the creative world.

Peter Anderson

Chairman, Tauranga Art Gallery Trust

Principal Funder



Annual Strategic Partners

