

General Manager's Annual Report

January – December 2015

Personnel

Lena Kovac – General Manager (June-Dec)

Christine Currey – Acting General Manager (Jan-June), Administrator (June-Dec)

Gail Stent – Administrator (Jan-June)

Michelle Male – Arts Facilitator

Gina Rich – Graphic Designer

Lesley Hale – Contractor – Financial Services

Our Education Programme

As usual, Mairangi Arts Centre's education programme covered four 9 week terms offering weekly classes and weekend workshops for adults as well as after school, school holiday and weekend classes for children aged 5-17 years. In 2014 we had 2156 enrolments and have continued to build on the positive growth with 2592 enrolments in 2015 (increase of 20%). Especially the children's classes are constantly growing in popularity with most of them booked out well before the start of term. Due to this demand the Trust Board has decided to open the Arthouse next door as an arts studio as well. We will be offering predominantly children's classes from term 2, 2016.

We continued to distribute our printed education programme through a number of channels, including our own members and students, art retailers, libraries, community centres and a variety of other community outlets throughout the region. Online bookings through our website continue to be the preference for most students, and we look forward to an upgraded website and booking system in place in a few months.

Student satisfaction remains high and is constantly monitored through survey forms collated and analysed at the end of each term and, wherever possible, any suggestions for additions to the programme or improvements are acted upon.

Our Exhibition Programme

Overall 2015 was a great year with 17 different exhibitions in both galleries with emphasis on encouraging artists of all levels of ability, ethnicities and ages. The well-established exhibitions such as InsideOut 6, our Members & Students exhibition and Artspace continued to gain in popularity. We showcased the talents of our multicultural society with the Oriental Brush Calligraphers and the Korean Photography Association returning to the centre and also the North Shore Photography Salon chose to celebrate their members' talents with us. Continuing to build on the success of First Impressions National Printmaking exhibition in 2013 we held First Impressions II last year. There is a strong interest in holding another First Impressions exhibition in 2017 both from the printmakers and also a sponsor indicating willingness to offer a substantial prize.

The talented artists from Spark Centre for Creative Development (now Mapoura Studios) exhibited their recent works and Secondary School students from around the Shore showcased their efforts as part of Artrageous. The end of 2015 brought two special highlights, first with Creative Directions Art Fair and also the successful Hibiscus and Bays Art Awards which alternates between MAC and Estuary Arts Centre.

Our Students/Our Community

Mairangi Arts Centre gratefully acknowledges the continuing support and loyalty of the many hundreds of students who each year attend our art classes and/or display work in our many exhibition programmes. We counted 37,493 visitors to the facility and had 5,088 participants in all our programmes which is a very pleasing result.

Staff/Volunteers

MAC operates with five staff but due to the General Manager being away on maternity leave until May we had a certain degree of shuffling. This transition went very smoothly and by the end of June we were all back in our usual roles. Our part time Graphic Designer position continues to be funded by Foundation North (former ASB Community Trust) which we are very grateful for.

Volunteers continue to be vital to the centre's operation. We are extremely grateful for the contribution made by all our volunteers, however small or large it may be who generously give their time to help in the office, on the gallery team, in the garden, on working bees and in a variety of ways during exhibition openings. Quite simply, we would not be able to offer the same level of service to our students and members without their help. We owe them our heartfelt thanks.

Publicity/Promotion

We continue to advertise our activities via various media including local newspapers and magazines. We have also expanded our online advertising by posting events to a range of free websites and social media platforms. Our Facebook page is very active and counts over 700 followers and our monthly e-newsletter is subscribed by over 1,500 readers.

Art Walkway

We are grateful for the financial support of the Hibiscus & Bays Local Board that enabled us to produce an Art Walkway connecting the centre with the Mairangi Bay Village in an artistic and unique way. At the time of writing the mosaic artist, Sue Clark, is finishing the last ceramic tiles that had been produced in a collaborative fashion by various community groups and students of MAC and will be inserted into the ground in early March. Furthermore two carved pou produced in the Northern Region Corrections Facility in Kaikohe will be erected close to the village marking the start of the Walkway. We are hoping for an official opening and blessing of this fantastic community project in March 2016.

Website/Online Booking System

With the increase in online bookings the need for our website and database booking systems to be integrated was a key undertaking for us. We appreciated the Hibiscus & Bays Local Board and Auckland Council again supporting us and funding a new website including booking system which will be in place before the end of May 2016. This will be a key asset to the centre and will make the whole enrolment process a lot easier for everyone involved.

Administration/Financial

We continue to remain financially stable due to prudent management however without the funding from the Local Board and other key funders listed below we would not be able to operate in the extent we do. Our

class income continues to be our main revenue stream and we are constantly building on this success to become more financially independent from outside funders.

Funding & Sponsorship

MAC is grateful for the ongoing support from the following organisations:

- Hibiscus & Bays Local Board, Auckland Council
- Strengthening Communities, Auckland Council
- Foundation North (former ASB Community Trust)
- Pub Charity
- Lion Foundation
- Creative Communities
- NZ Community Post

We have also received sponsorship in kind from our fabulous supporters Gordon Harris, Takapuna Art Supplies, Factory Frames, French Art Shop, OKI, Bayleys Mairangi Bay, Mairangi Bay Business Association, CCG, New World Browns Bay, Babich Wines, Frames by Daniel, Ike's Emporium and Browns Bay Picture Framers.

Position Performance Measures

- Visitor and participant numbers continue their upward trend
- Relationships have been maintained with relevant council officers
- Reports for the Auckland Council were compiled and submitted as per contractual expectations
- Improved and extended community awareness, partnerships and relationships

Objectives under Consideration for 2016

- Celebrate MAC's 25th birthday this May with a special participatory installation by Tiffany Singh
- Build on an exciting and varied exhibition schedule with upcoming highlights like InsideOut7, our annual Members & Students exhibition and a performance by Touch Compass Dance Groups as well as Pacifica Arts Centre late this year
- Continue to source new tutors and offer a variety of classes
- Aim to attract 20-40 year olds for evening and weekend classes
- Grow intergenerational links
- Ongoing student and membership drive
- Continue marketing of MAC image and profile
- Integrate performing arts into our activities
- Continue to take part in community events
- Improve community awareness, relationships and partnerships

It has been another very successful year for Mairangi Arts Centre, building on the foundations laid in previous years. As we look forward, we are in a positive position with many exciting opportunities ahead and are hoping for our members to continue supporting us as they have been in the past.

Lena Kovac

General Manager MAC

February 2016