

ASHBURTON GALLERY

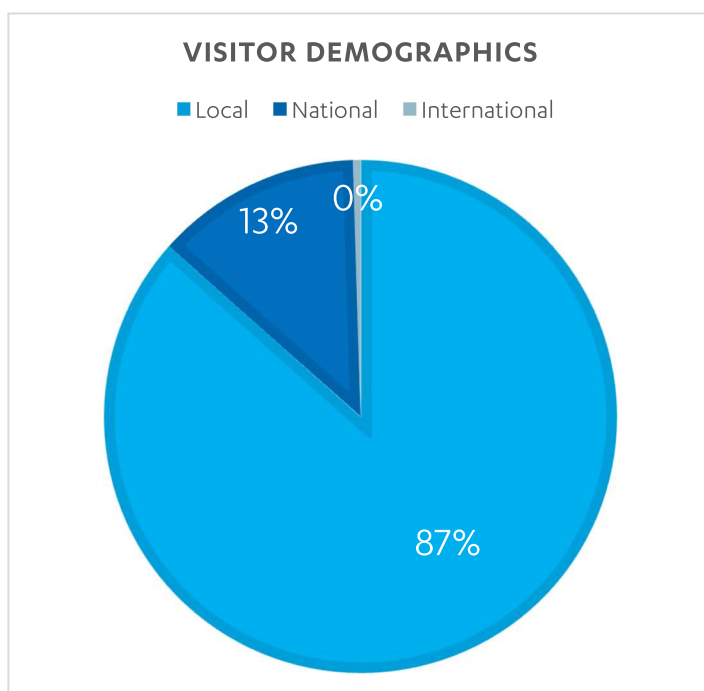
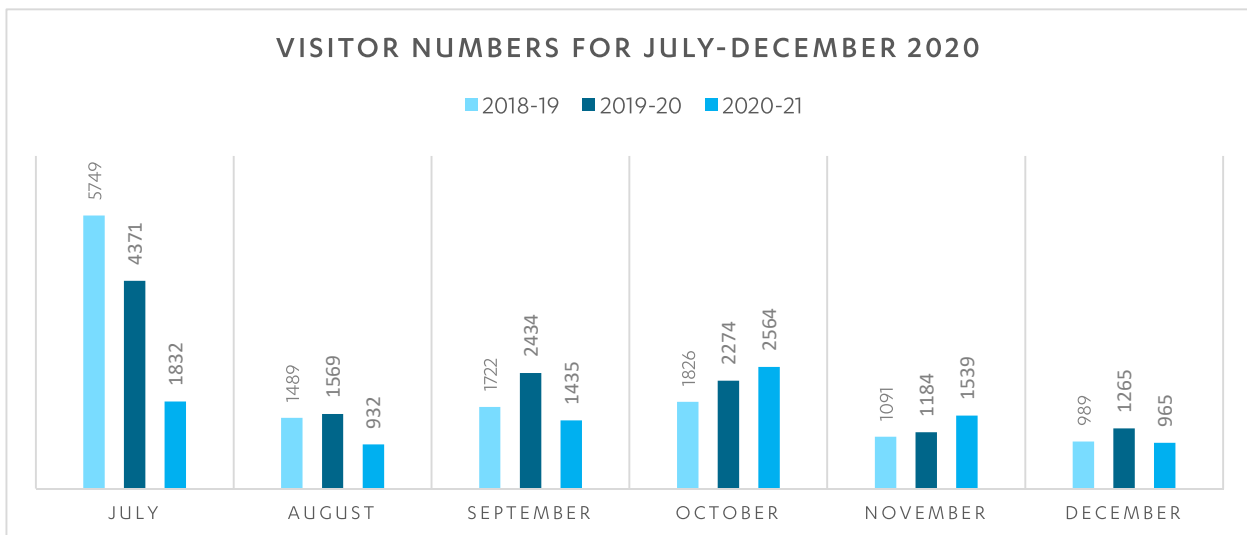
SIX MONTH REPORT
JULY-DECEMBER 2020

TARGETS AND PROGRESS ON LEVELS OF SERVICE

1. ATTENDANCE

SERVICE	STANDARD TARGETS	MEASURE
Providing art exhibitions which seek to engage both the residents of the district and visitors.	Ashburton Art Gallery is well patronised by residents and visitors (target 15,000 per year)	Number of visits per year

Gallery visitation for this period totalled 9,267, a decrease of 29.14% from the previous year (13,097). The decline is predominantly attributed to changes in visitation behaviour following the COVID 19 Alert Level changes. Exhibition openings and events were impacted by low visitation in August and September as the majority of New Zealand were moved to Level 2. Gallery school visits and group events were heavily reduced or cancelled on a case by case basis to ensure the safety of staff and the public. Another contributing factor was the rescheduling of the annual Ashburton Society of Arts exhibition from July to October. The exhibition was reduced in scale and limits were placed on the number of entries. Visitation for the exhibition was significantly lower than previous years.



In this reporting period the Gallery began collecting additional data on the demographics of visitors. Information is now collected on whether visitors are local, from elsewhere in New Zealand, or from overseas.

Data captured confirms that visitation is high amongst local visitors (from the Ashburton District). It is hoped that targeted exhibitions in the forthcoming programme may attract more national visitors.

Gallery staff have noticed an increase in new visitors to the facility - mainly those travelling through Ashburton or visiting the town for the first time. Visitation during public holidays shows a trend towards national visitors.

Local: 8,024
National: 1,199
International: 44

2. EXHIBITIONS

SERVICE	STANDARD TARGETS	MEASURE
Providing art exhibitions which seek to engage both the residents of the district and visitors.	Ashburton Art Gallery provides a variety of exhibitions each year (target 5 exhibitions of local art works and 5 exhibitions of national art works)	Number of exhibitions of local art works per year Number of exhibitions of national art works per year

The past six months have been filled with a changing programme of exhibitions and events in line with the Gallery's vision to remain exciting, accessible and innovative. The rapid pace of activity has been at times challenging for staff and volunteers but has remained manageable. In this period the Gallery hosted:

- 4 exhibitions of local art, and
- 7 by nationally recognised artists

The exhibition programme is developed with a widest possible audience in mind. Artists from emerging to senior levels were invited to deliver shows which have delighted, engaged and from time to time surprised our visitors. Of particular mention was *The Wading Birds of Drybread*, a generous offering of new works by renowned painter and poet Gregory O'Brien MNZM. The exhibition brought together 22 works from a year-long residency in Alexandra and celebrated the lyrical spirit of an outstanding New Zealand artist. A further highlight was the large-scale photographic works of Dr Mizuho Nishioka in *North by Northwest* whose images explored ground-breaking new techniques in digital photography and the documentation of landscapes.



Image: Fibre Farm made by the Ashburton Creative Fibre Group, 2020

List of Exhibitions

The Wading Birds of Drybread- Gregory O'Brien
13 August – 9 October 2020

Celebrating Fibrecrafts – Ashburton Creative Fibre
13 August – 27 September 2020

Seismic Shift – Adrian Hall
27 June – 24 November 2020

North by Northwest - Dr Mizuho Nishioka
10 September- 8 November 2020

Echo of Memories– Michael Holland
26 July – 30 August 2020

Elements– Hakatere Ceramics and Pottery
8 October – 8 November 2020

Ashburton Society Arts 56th Annual Exhibition
20 October – 13 November 2020

Lost & found/ Flotsam & Jetsam – Blue Black
18 November 2020 – 16 January 2021

Te Pakeketanga O Te Whakaaao – Mt Hutt College
1 December 2020 – 8 April 2021

Fafetu – Lakiloko Keakea
21 November 2020 – 12 February 2021

Thinking Unfolding – Print Council Aotearoa NZ
Foyer Exhibition
9 December 2020- 21 February 2021

EDUCATION AND PUBLIC PROGRAMMES

Gallery staff continue to develop creative and fun-filled education opportunities for both young and mature visitors. These programmes are predominantly free of charge and provide platforms where people from all walks of life can gather together, learn and be inspired. The Gallery's term-based school programme is highly sought after and continues to add value to school learning through the practice of lateral thinking, hands-on making and joyful learning.

Following the ease of Alert Levels, the Gallery continued with its monthly Jub Jub Club and weekly Art Addicts sessions. During August and September, strict number caps were placed on these sessions to maintain health and safety protocols. In this reporting period the Gallery held 21 Art Addicts sessions and 6 Jub Jub Club sessions.



Image: Iona Rogers learning Lino Printing at Jub Jub Club, 2020

Jub Jub Club Sessions:

Lino Printing – 19 July
Exhibition: Disrupted Space, Anthony Davies

Painting Takes Flight – 23 August
Exhibition: Wading Birds of DryBread,
Gregory O'Brien

Creating with Fibre – 20 September
Exhibition: Celebrating Fibre Crafts
Guest artists: Sue Allen, Shona Schofield, Pam
Whiteford, Margaret Williamson and Heather
Williams

Fun with Clay – 18 October
Exhibition: Hakatere Ceramics and Pottery
Guest Artist: Jane Rant

Photographic Collage – 8 November
Exhibition: North by Northwest, Dr Mizuho Nishioka
Special Guest: Shirin Khosraviani

Star Weaving – 6 December
Exhibition: Fafetu, Lakiloko Keakea



Image: Visitors enjoying the Hakatere Ceramics Exhibition, 2020

Artist Talks and Lectures

Anthony Davies artist talk – 26 July

Ben Lysaght artist talk – 26 July

Michael Holland artist talk – 26 July

Gregory O’Brien and Jenny Bornholdt opening and artist talk – 12 August

Hakatere Ceramics and Pottery opening – 7 October

Ashburton Society of Arts opening – 19 October

Adrian Hall artist talk- 30 October

The Arts Foundation, “Arts on Tour” Breakfast Talks – 3 November

Dr Mizuho Nishioka artist talk – 7 November

Joseph Michael artist talk and AR (Augmented Reality) experience – 9 December

Mt Hutt College Te Pakeketanga o te whakaao opening – 5 December



Other Programmes

Miniature Glasshouse, July School holiday programme

Jack Ross Colouring in Competition – Throughout July holidays

Creating a Winter Wilderness 11-13 July

Matariki star making – 29 June-22 July

Time banking Photography 10-16 August

Māori Language Week, flashcards – 14-20 September

NZ Sign Language Week, celebrating with our collection – 21-25 September

Learn to Spin – 27 September

Timebanking Get Creative workshop – 1 November

Wild Clay Beads Workshop – 8 November

Come Fly with Me, Wooden plane decorating – throughout October school holidays
 District Art Competition – throughout October school holidays
 Make a photo like Mizuho – 1 October-8 November
 MUKA, Youth Prints one-day exhibition – 11 November
 In colour Colouring Competition – December
 Blue Black Sculptures– 1 December 2020-16 January 2021
 Fafetu in Action– 19 December-12 February 2021
 Recreating Clairmont– 19 December- 8 April 2021
 In Colour, Adult Colouring Sessions – held monthly
 Art Addicts – held weekly
 Molly's Masterpiece – ongoing

Outreach

Ashburton District Council Night of Lights, Festive Walk

Group visits

Red Hat Ladies tour – 6 July
 Longbeach Garden Club tour and activity – 5 August
 Mid/South Canterbury Floral Designers group tour – 9 September
 Welcoming Week tour– 15 September
 House of Travel Arts tour – 19 September
 Hitplay Holiday group activity/tour – 9 October
 Ashburton Lawyers Group tour- 15 October
 Cavendish Club -23 October
 Coldstream Village – 29 October
 Pippins tour and activity – 3 November
 Princes Court Lifecare – 4 November
 Forsyth Barr tour -18 November



Image: Senior lecturer Tane Moleta, Dr Mizuho Nishioka and Professor Marc Schnabel from Victoria University, 2020

3. THE GALLERY COLLECTION

SERVICE	STANDARD TARGETS	MEASURE
Maintaining an appropriate permanent art collection on behalf of the residents of Ashburton District in line with sound collection management policies.	Residents who use arts, culture and heritage facilities are satisfied with the level of Council's involvement in the Art, Culture and Heritage activity (target 80%)	User satisfaction amongst residents (as measured in Annual Residents' Satisfaction Survey) Update on the status of ADC's Art Collection.

The management of the collection, which pertains to storage, safety and full documentation of the objects in the Gallery's care has continued at a manageable pace. In this period, the Gallery processed a loan of one object to Aigantighe Art Gallery in Timaru for the purpose of an exhibition, and acquired three new artworks into the permanent collection.

The framing of a large work by Fiona van Oyen, *The Anthropomorphic Garden*, was undertaken in consultation with a framing specialist and the artist. Further to this, an additional four works on paper by Mark Braunias were framed so that they could be more readily displayed and handled.

The three new works gifted to the Gallery's collection are as follows:

- AAG/2020/3 Ben Lysaght, *Henderson*, 2020, oil on linen
- AAG/2020/4 Yvonne Salter, *Nikau*, date unknown, embroidery
- AAG/2020/5 Yvonne Salter, *Embroidered Slippers*, c.1940, felt, leather and cotton



Images: Ben Lysaght, *Henderson*, 2020, oil on linen and Iain Cheesman, *Strike*, 2016, recycled wooden bowls, felt, threaded rod, wire, loaned to Aigantighe Art Gallery, 2020

Civic Art Collection – ADC

Gallery staff continue to monitor and partially store some of the more vulnerable works of the ADC art collection. There have been no significant changes, alterations or additions to the collection to report on in this period. The full documentation of the collection is on a cloud database (e-Hive) and can be accessed by Gallery and ADC staff.

4. COMMUNICATION AND PROMOTION

SERVICE	STANDARD TARGETS	MEASURE
Promoting exhibitions and services offered by the Gallery.	Exhibitions and services are advertised locally, regionally and nationally. (Target at least 12 adverts per year – 1/month with at least a third of these at a regional level)	Number and location of advertisements placed locally Number and location of advertisements placed regionally Number and location of advertisements placed nationally

On the whole, advertising for the Gallery has remained steady, but slightly lower than the previous year. In this period, Gallery staff created five Facebook adverts for specific events and targeted audiences. Results from this type of advertising have been varied, but do raise the profile of the Gallery more prominently on this social media platform. The Gallery's followers have increase by 6% in the past six months and engagement with posts remains stable.

In this period the Gallery also updated its footpath sign for better visibility and versatility. The new sign allows for changeable posters to be inserted into the sign so that branding can remain fresh and clean. The sign also addresses the need to promote current exhibitions which has been a constant request made by visitors to the facility.

Adverts placed locally (16)

Taste Café	Sushi Time	Emmily Harmer
Somerset Grocer	Subway	The Ashburton Courier
Mr Man's Café	Ashburton District Council	Regent Cinema
Green Sushi	Ashburton Library	Ashburton Society of Arts
The Mill House Café	RuralCo	
Robert Harris Café	Farm Source	

Adverts placed regionally (19)

Spirit Magazine	Susan Badcock Gallery	Mt Somers Store
Classic Hits/Hokonui	Verde Café	Staveley Store
Primo Café	Barkers Foodstore and Eatery	Udder Dairy Café
Topp Country Café	Geraldine Orchard Café	The Overflow
Methven I-Site	The Tin Shed	Noticeboards in town centres
Cinema Paradiso	Rakaia News	
Geraldine Library	Geraldine News	

Adverts placed nationally (11)

Art Zone
Art New Zealand
Arts Canterbury booklet
Arts Canterbury website
The Big Idea
Art Beat newspaper
Art Beat website
Experience Mid Canterbury website
AA Traveller Canterbury
AAG Instagram and Facebook accounts
Targeted and paid Facebook advertising



5. GALLERY SECTOR

SERVICE	STANDARD TARGETS	MEASURE
Developing and maintaining effective relationships with local, regional and national arts organisations such as are required to promote the enjoyment and valuing of the arts by residents and visitors.	Ashburton Art Gallery meets regularly with other art associations and organisations (target at least 4 professional development course by AAG staff, and 2 networking meetings, and 1 significant joint initiative or partnership per year).	Number and type of professional development courses attended Number and type of Art Community Networking meetings and/or events attended Number of joint initiatives or partnerships with other Art associations or organisations

Active participation in professional development has been lower than expected in this period. This is predominantly due to the cancellations of many in-person events due to the current COVID climate. Gallery staff have continued to network through online means and zoom workshops.

Professional Development/Courses (3)

Service IQ Certificate in Museum practice, 18months (one staff member)
Latitude one-day Social Media Content Course (one staff member)
Volunteer Manager Seminar Series (one staff member)

Networking Meetings/Events (3)

TENNZ Group meeting x3 (on Zoom)
MEANZ Network meeting x2 (on Zoom)
Art Gallery Educators meeting (on Zoom)

Joint Initiatives and Partnerships (0)

The Gallery's significant partnership with the Zonta Club of Ashburton remains in place, however falls outside of this reporting period. There have been no other partnership agreements entered into at this time.



Image: Young visitors adding their new piece to Molly's Masterpiece, 2020

SIX MONTH FINANCIAL REPORT

Ashburton Art Gallery Inc. For the 6 months ended 31 December 2020

	YTD Actual	YTD Budget
Income		
ADC OPEX Grant	192,800.00	192,800.00
Art Sales Commission	1,417.39	-
ADC Grant (Consultancy Costs)	2,500.00	2,500.00
Creative Communities Grant	-	2,000.00
Donations	1,536.80	1,080.00
Friends of the Gallery	2,552.41	2,000.00
Fundraising Income	2,126.05	7,800.00
Gallery Hire	4,250.00	4,250.00
Interest - ANZ	67.72	72.00
Interest - Heartland	9.86	-
Lion Foundation	-	3,000.00
Merchandise Sales	15,438.44	11,600.00
Total Income	222,698.67	227,102.00
Less Operating Expenses		
ACC Levies	876.18	690.00
Accounting Fees	1,410.00	1,560.00
Advertising	5,170.23	7,200.00
Art Collection Framing and Repairs	1,119.83	2,000.00
Audit Fees	2,604.00	2,600.00
Bank Fees	170.02	120.00
Cleaning	-	1,900.00
Cost of Sales	10,943.61	7,004.00
Education and Outreach	3,989.10	3,000.00
Exhibition Expenses	10,039.00	15,996.00
Exhibition Fees	5,000.00	8,000.00
Freight and Postage	3,260.67	2,800.00
Fundraising Expenses	1,765.97	-
General Expenses	2,185.45	1,400.00
iPayroll Fees	424.98	360.00
Merchant Fees	347.76	276.00
Packaging	683.68	2,000.00
Printing and Stationery	5,038.77	3,600.00
Repairs and Maintenance	1,399.88	1,200.00
Staff Expenses	494.21	960.00
Staff Training	128.65	1,000.00
Storage	626.10	720.00
Subscriptions	2,362.98	2,250.00
Sundry Equipment	858.35	1,200.00
Telephone and IT Costs	2,307.56	2,550.00
Travel	1,164.27	1,200.00
Wages and Salaries	146,475.57	133,000.00
Total Operating Expenses	210,846.82	204,586.00
Net Profit/(Loss)	11,851.85	22,516.00