



AM Strategic Framework report:

Purpose of the report

The purpose of this report is to provide an overview of the Pathways Project undertaken by Arts Murihiku with funding from Manatū Taonga Ministry for Culture and Heritage from Jan 2023 until 30 June 2024. This report will also provide a framework for Arts Murihiku into the future by showing how AM can best serve the arts community in Southland into the future.

Background - why applied, rationale, objectives and scope of the project.

Arts Murihiku is Southland's regional arts body. Our purpose is to support, connect, grow, promote and advocate for the arts. Our focus is doing this through capability building activities for and with the arts sector across Murihiku/Southland. In 2021 using the Murihiku Regional Arts Strategy vision of being a thriving arts and creativity region with the sector being visible, valued and vibrant we developed a programme called Pathways for the Arts in Murihiku. We then applied to the Regeneration Fund through Manatū Taonga Ministry for Culture and Heritage to fund this programme. This application was successful and Arts Murihiku was granted \$448,800 to be used over 18 months until 30 June 204.

Pathways for the Arts in Murihiku Proposal Overview

A key message highlighted in the Arts Strategy was people want 'to grow our pride in our identity as a thriving arts and creativity mecca that is envied and admired.' To do that the arts need to be visible, valued and vibrant. Capability building, building on our strengths, creating an environment where the arts can thrive and that there needs to be action were other key messages highlighted in the strategy. These things formed the basis of our proposal.

The Pathways For the Arts in Murihiku project included three interlinked components to build the capability of the arts sector in Southland/Murihiku. The overall outcome was to develop a framework and pathway to support the long-term development of the capability of the arts sector.

The three components of the Project were:

1. Arts incubator programme
2. Resourcing and activating the new community arts space in Invercargill
3. Record the journey to show the impact of these actions

In developing this infrastructure and framework we also wanted to build on the good work already happening, create an environment where the arts could thrive, build capability and support the long-term development of the arts sector in Southland/Murihiku. It was also clear that supporting the promotion of the arts was a role Arts Murihiku should play.

Why this project was developed

There were a range of reasons Arts Murihiku developed this project.

- To identify how Arts Murihiku could best serve the arts community in Murihiku.
- A wide range of barriers to enabling development of the arts had been talked about anecdotally (See the Baseline report for further information).
- There had been a lot of talk and strategies developed over the years for the arts sector but very little action.
- A difficulty in bringing the arts sector together for collaboration and connection.
- A perceived and in some cases actual, lack of visibility, vibrancy and value in the arts sector.

Arts Murihiku also identified they were best placed as the regional arts organization, to address these issues.

What did we actually do?

To undertake this project Arts Murihiku:

- Employed staff - staffing level of 115 hours per week (across 4 people) plus 8 hours allocated to managing the project.
- Operated Whare Taupua, a community arts space in Invercargill
- Promoted the arts in a range of ways including revamping the AM website and a monthly print calendar
- Hosted a wide range of events at Whare Taupua
- Provided or supported a range of capability building programmes for creatives across the arts sector in Murihiku.
- Co-ordinated 2 signature events – Southland Arts Trail and Night of the Arts
- Commissioned the Baseline Report
- Ensured creatives we have engaged have been remunerated for their contribution

This has given Arts Murihiku a lot of flexibility to understand how we, as a regional arts organization, can best support the arts community in Murihiku.

Employing staff

The original intention of the Project was to employ an Arts Activator full time for 40 hours per week, another for 15 hours per (or split the 55 total hours by two in some other way); a full time administrator (and front of house) for 40 hours per week and retain our existing staff member for 15 hours per week to do social media and promotions.

Following interviews in March 2023 the project comprised of two people at 30 hours per week as Arts Activator, one at 30 hours Arts Liaison and our existing staff member increasing to 25 hours per week – 10hrs as board administration and 15 hours social media and promotions.

A number of changes occurred throughout the 18 months however from Nov 2023 until the end of the project comprised of: 30 hours Arts Activator; 30 hours Public Programmer; 30 hours Admin and Front of house and 25 hours board admin and social media and promotions.

The team and project were managed via a Project Manager for 8 hours per week. This role was contracted to the chair who had initiated the funding proposal and project. The project manager met weekly with staff to oversee the project. The work of the staff was largely self-directed but the PM ensured activity aligned with achieving the outcomes of the MCH contract. The PM was contacted for an additional 4 hours per week from August 2023 to oversee the strategic planning for AM once the Baseline report was complete. This work includes writing this report.


AM had purposely not included a full time manager as part of this project because of the desire to ensure funding primarily went to action on the ground for the arts community. This had its advantages and disadvantages.

As having staffing resource for the arts sector was new for everyone involved and there was scope in the Project for activity to be done in different ways, AM sought to maximise the experience of the people employed. A lack of experience in other areas also had an impact. This included:

- A stronger focus on promotion and social media with a number of staff having passion and expertise in this area
- Wellbeing becoming a key component of the activity of Whare Taupua
- A lack of experience in event management and staff changes requiring some activities to be done by the PM or contracted out eg NoTA 2024
- Expertise in visual arts and curation resulted in a high quality of exhibitions at Whare Taupua
- The strong connection to the visual arts sector resulting in a high level of engagement with that community, less connection to other parts of the arts sector making engagement more difficult.
- A high volume of activity resulting in limitations on the number of regional visits

Baseline Report:

The Baseline Report was commissioned in early 2023 to create a snapshot of the aspirations and challenges for the arts sector. One of the key purposes was to validate assumptions about the arts sector and help identify what role Arts Murihiku could play to support it. The report was informed through 2 online surveys receiving nearly 300 responses across both and 50 one on one interviews with creatives in the region. The report confirmed that the needs we had identified in the Pathways Project were the needs of the creative community.

<p>A SUMMARY OF THE ASPIRATIONS, CHALLENGES, AND INSIGHTS GATHERED FROM ART PRACTITIONERS AND ORGANISATIONS THROUGHOUT SOUTHLAND.</p> 		<p>FOUNDATIONAL PILLARS</p>		ASPIRATIONS	CHALLENGES
				VISIBILITY AND ACCESSIBILITY	<ul style="list-style-type: none"> Increasing awareness Education and involvement of children Enhancing accessibility Collaboration and integration
VALUE	<ul style="list-style-type: none"> Positive economic contribution Changing perceptions Integration with everyday life Valuing art Fair compensation Transform artistic endeavours in Southland into viable income streams 	<ul style="list-style-type: none"> Valuation of arts Lack of support Closure of arts facilities Income levels Ensuring fair financial compensation 			
EDUCATION	<ul style="list-style-type: none"> Art education in schools Inclusivity for lower socio-economic households Tertiary pathways and qualifications Focus on business and marketing Qualifications Workshops and critique sessions 	<ul style="list-style-type: none"> Limited availability of fine art qualification Balancing regional opportunities and nearby options Youth migration Resource allocation Balancing practical and creative education 			
SUSTAINABILITY	<ul style="list-style-type: none"> Connection to community Funding and council support Enjoyment and self-expression Understanding different perspectives Migrant influence Health and well-being Contribution to society 	<ul style="list-style-type: none"> Funding and succession planning Marketing and finances Adapting to evolving attitudes Pathways for local creatives Migrant influence Encourage participation Financial sustainability Funding application expertise 			
COLLABORATION	<ul style="list-style-type: none"> Increased networking opportunities Cross-promotion of events Better communication between groups Engagement with rural communities Efficient resource utilisation Enhanced visibility and inclusivity 	<ul style="list-style-type: none"> Silos and selectivity Unclear benefits of collaboration Competition for funding Lack of business support Inadequate promotion and outreach COVID-19 impact Need for diverse forms of support Geographical disparities Lack of comprehensive framework 			

This table is a summary of the aspirations and challenges for the arts sector in Southland as at May 2023. Further information about these can be found in the Baseline Report.

WHARE TAUPUA COMMUNITY ARTS SPACE

WHO ARE THE PARTIES THAT WILL GAIN A
DIRECT BENEFIT FROM THIS INITIATIVE?

191

PRACTITIONERS

1532

AUDIENCE/ATTENDEES

129

NO. OF
EVENTS/ACTIVITIES
ORGANISED BY AM &
HELD AT
WARE TAUPUA

52

NO. OF
EVENTS/ACTIVITIES
HELD BY OTHERS AT
WHARE TAUPUA

Over 5,000 people
visited Whare Taupua in total



Whare Taupua - Community Arts Space

Whare Taupua is located at 34 Forth St, Invercargill. This has developed into a key asset for the arts community as well as being a base of operations for the Arts Murihiku staff. A wide range of activities have been driven by the Arts Murihiku team at the space over the last 18 months, including community exhibitions, workshops and events. Whare Taupua has developed into a place where a range of organisations hold their regular meetings, where new activities such as Improv classes have grown from and where arts organisations can exhibit their work. It has been exciting to see more and more people coming to the space wanting to use it for their own activities, which is something the board hopes to see develop in the future.

ISOLATION NUMBERS

MEETING NEEDS AND EXPECTATIONS

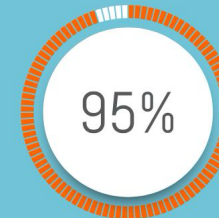
ARTS MURIHIKU



OF PEOPLE WHO
HAVE ATTENDED
OUR WORKSHOPS
HAVE SAID THEY
LEARNT A NEW SKILL



HAVE BEEN
SATISFIED OR
MORE THAN
SATISFIED WITH
THE ACTIVITY THEY
HAVE ATTENDED



HAVE SAID THEY
ACTIVITY MET OR
EXCEEDED THEIR
EXPECTATIONS

13

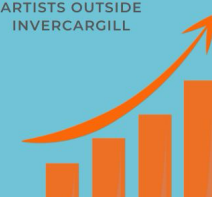
NO. OF NIGHT OF
THE ARTS -NOTA
ARTISTS THAT
WERE OUTSIDE
INVERCARGILL

29

EXHIBITING
ARTISTS OUTSIDE
INVERCARGILL

35

NO. OF
SOUTHLAND ARTS
TRAIL -SAT(2023)
ACTIVITIES/
STUDIOS OUTSIDE
INVERCARGILL



MARKETING WORKSHOPS & TRAINING IMPACT

INCUBATOR PROGRAMME – CREATIVE PATHWAYS
PROVIDING OPPORTUNITIES OF AN ONGOING NATURE THAT
CREATIVES CAN USE TO GROW AND DEVELOP THEIR SKILLS



ELM Marketing
6 Workshops Conducted
3 Online
3 In-Person
64 Total Participants

Rocket Fuel Sessions

- 11 Sessions Conducted (Online)
- 140 Total Participants



Project Activator
3 Sessions Conducted (In-Person)
10 Total Participants

Success Example 1.
2 people involved in the creative fibre sector attended with the goal of running their own Creative Fibre Festival. They were successful in receiving funding and running a successful event.



Success Example 2.
Charmin Dahl who runs the weekly Improv drop attended the last workshop and following this applied for and received funding to support doing improv classes in South Invercargill for young people.

Incubator Programme - Creative Pathways

The arts incubator programme was renamed creative pathways early on. The goal with this work was to provide opportunities of an ongoing nature that creatives could use to grow and develop their skills. This was done in a range of ways, including through collaborating with other organisations such as StageAntics and the Upstage Cabaret Festival. These ongoing workshop opportunities gave attendees the chance to learn and practice their new skills while being supported by industry professionals. We also worked with ELM Marketing to develop a series of marketing workshops that supported practitioners seeking to understand and develop their marketing and social media skills. These sessions were held both in person and online, providing the opportunity for people across the region to be involved.

Project Activator was another pilot programme that was tested in 2023 to support creatives in developing their creative projects and then applying for funding with a focus on Creative Communities. Feedback from this has shown a significant increase in applications to the fund as a result.

Most recently the pathways work has focused on the Rocket Fuel series. These recorded sessions have been a chance for people to be inspired and to learn from creatives around the country. The insights included in these sessions will be developed into a useful tool for creatives that has ongoing value for our arts sector. In addition to this, Arts Activator Lisa has provided numerous mentoring sessions for artists across the region.

Rocket Fuel is a regular online session with creatives from all over the country as presenters. They speak for 2 hours including Q&A about their practice, experience, drive and creativity. The purpose of these sessions is both inspiration and learning what can be achieved and how different people approach things in different ways. The sessions are online and recorded. This is to provide accessibility for the wider region. Approx 110 people have signed up for Rocket Fuel with up to 20 regularly attending the sessions and more watching the recordings. Now that we have this bank of inspirational talks we plan to create a hand out with key information and tips etc in it so the material has an ongoing relevance.

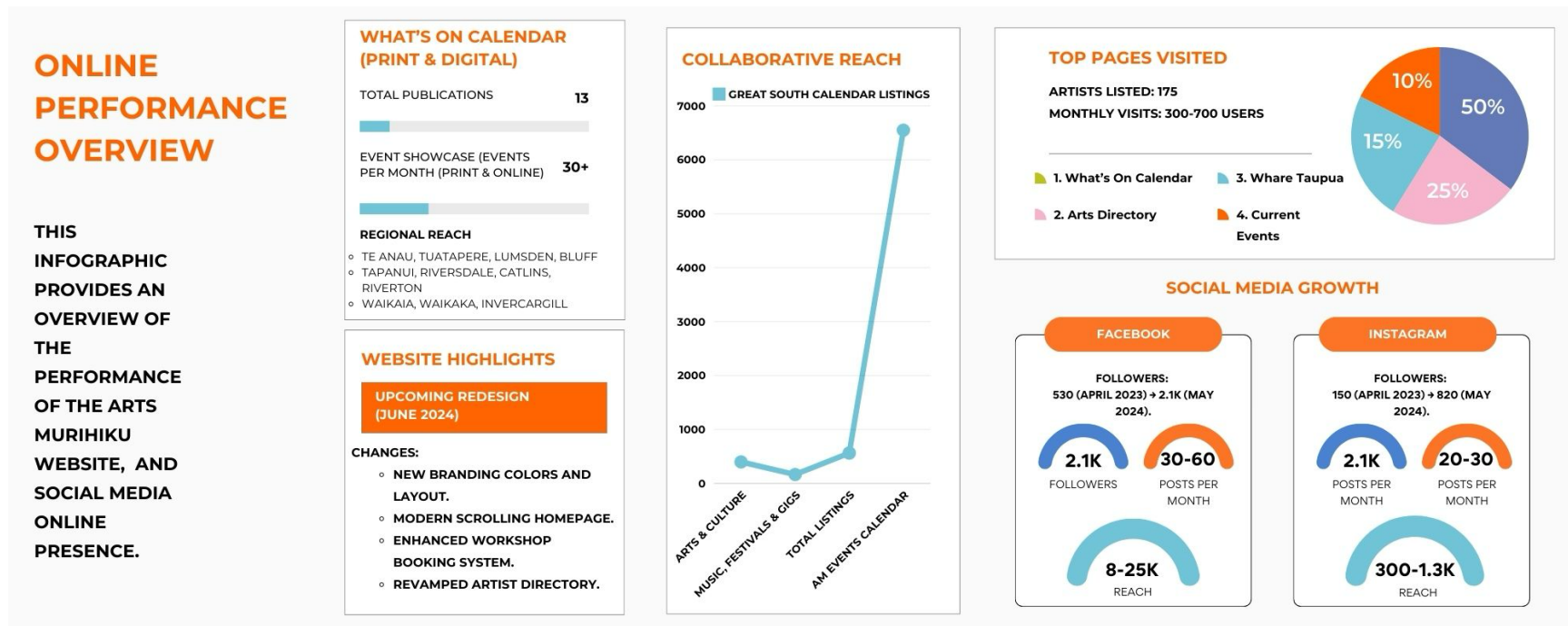
The Marketing series was 3 sessions but delivered both online and in person. The focus was on Marketing 101, Social Media and Chat GPT. Again the online sessions were recorded with a similar number of people attending. As with the Rocket Fuel sessions the information in them will be developed into a hand out. We also hope to provide additional sessions in the future to build on this work.

We have also been able to support some other local initiatives. This included funding a second two day drawing workshop with Southland Education as part of their Southerly Arts School. We supported several young people to attend StageAntics this year. These students were not in a position to fund themselves. We supported a workshop hosted by Invercargill Public Art Gallery on cultural appropriation in order to make it free to attend.

We also tried to do a couple of things that did not work out. We wanted to support the Cabaret Festival by providing an opportunity for locals to develop their own cabaret. We had some interest in being involved in this programme but the resulting uptake did not occur. We also tried to develop a Festival with the Wanda Foundation but due to time commitments this did not happen. We did however engage them as part of Rocket Fuel.

Promotion

Arts Murihiku also focused on the visibility of the arts through increased promotion. Every month a calendar of arts events is included in the publication Southern Outlook. (Previously this was done through the Southland Express). We have also partnered with Great South to use their online events calendar to promote arts events across the region. In 2024, staff initiated the Mailbox programme with support of The Southland Times where a locally produced artwork is printed in the paper. Arts Murihiku has continued to build its social media and online presence and has recently launched a redeveloped website.

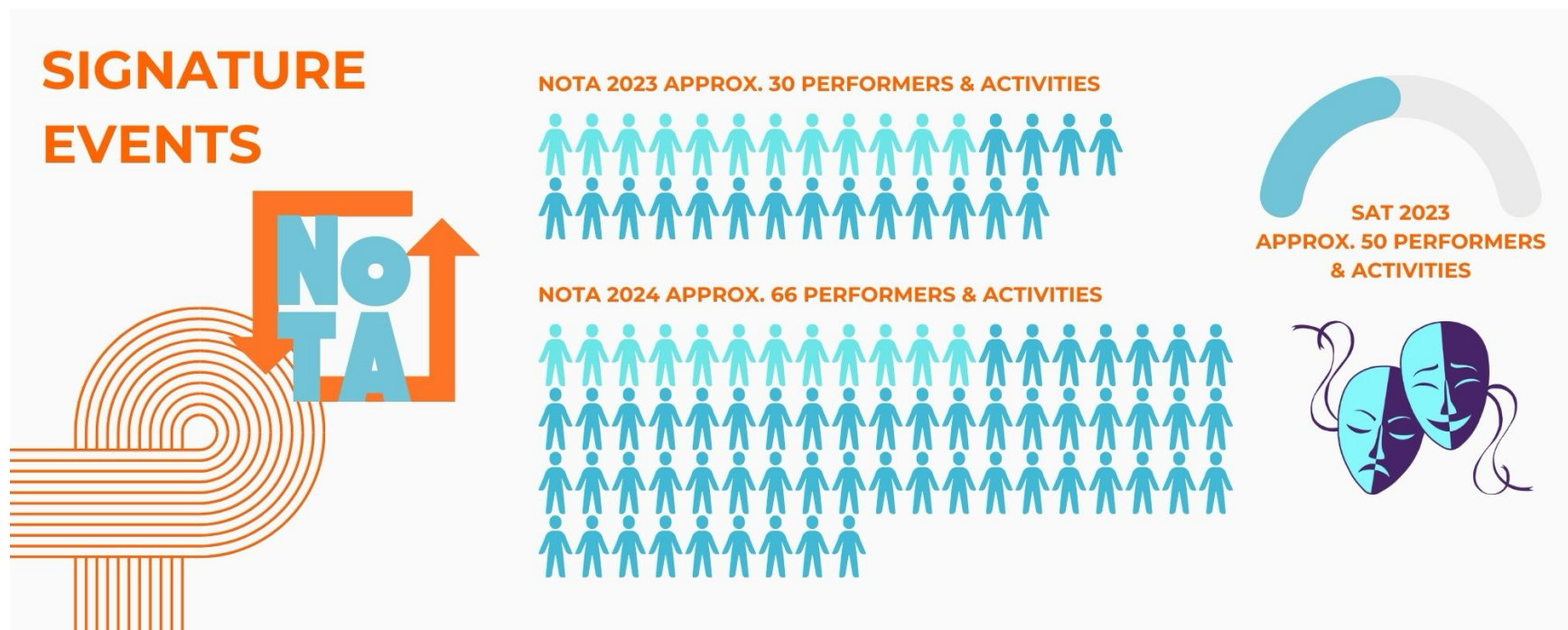


Signature Events

Two signature events have also been developed with a purpose of providing opportunities for local creatives to showcase their craft. Night of the Arts (NoTA), most recently held on 17 May 2024, is a night of creative activities held in the Invercargill CBD. One of our regular supporters gave this feedback about this year's event which resonated:

Congratulations to everybody involved in this year's NoTA. It was a wonderful afternoon and evening, with so much to see and do, it was impossible to get to everything that I wanted to ... The vibe was great, everybody seemed happy to be out and enjoying themselves, the musical and drama performances were top notch and the various artists were all very happy to talk to everyone – and also seemed to be thoroughly enjoying themselves.

Our second major event is the Southland Arts Trail, which we host in October. This open studio event is accessible to creatives across the region and is continuing to evolve as a valuable tool for artists to showcase and sell their work. In 2023 there were 50 studios open across the event and we are now planning for the 2024 event, which will be held over two weekends in October.





Remuneration:

As part of this Project we endeavoured to remunerate everyone we engaged to undertake activity for us. This included where we asked people to run workshops or provide events at Whare Taupua, through the Incubator/Creative Pathways work and for our signature event Night of the Arts (NoTA) where a wide range of creatives participated.

Other activity

Through having staff to work in the arts a wide range of other benefits came to the arts sector.

- Mentoring and encouragement both formal and informal
- Networking events such as creative lunches
- Providing printing and design support to people and organisations
- Space for creatives in residence including hosting William Hodges Fellow for 4 months

Feedback from our activity

We gathered feedback from participants throughout the period. This was done formally through a feedback survey and recording verbal feedback and social media comments etc. The following is a summary and is grouped under the outcomes required for the Manatū Taonga Ministry for Culture & Heritage.

Improved sustainability and resilience of the arts, culture, and heritage sectors.

We have improved the sustainability and resilience of the arts in Southland by increasing the visibility of the arts in a way that has made people excited about the opportunity to grow and develop their craft. For the creatives in our community this has been much needed.

On a practical level we have provided a range of opportunities and activities that have helped practitioners learn, grow and develop and be inspired. We have shown the value of a community arts space, and the wider community, including council, have seen value in the work we have done and the impact it has had. The work we have been able to do to promote the arts and bring visibility to the sector also contributes to sustainability and resilience as a barrier identified was a lack of awareness meaning an inability to participate.

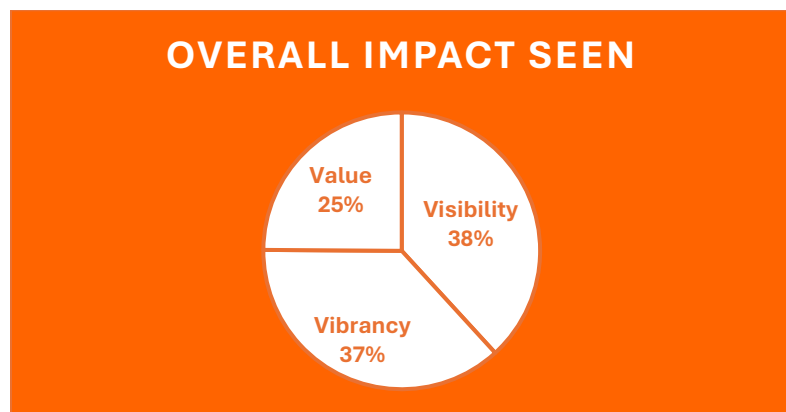
In a recent survey we asked the following questions:

Since the beginning of 2023 the following have improved as a result of the work of Arts Murihiku. Please tick one or more if you agree.

Visibility – 89%

Vibrancy – 86%

Value – 58%



What do you think is most valuable about the work Arts Murihiku is doing for the Arts community?

1. Making people aware of all the wonderful arts opportunities on offer in our wider community.
2. Most valuable: promotion.
3. Their dedication to promoting and uplifting local artists has created a thriving arts community.
4. So many things. Promotion and reaching more people than before. Visibility of arts in the community. Encouraging emerging artists. Supporting existing artists
5. The community is able to see lots of local artists that they otherwise wouldn't know about.
6. Accessibility. Quality. Great advertising and communication.
7. Creating community, support and raising arts visibility and value. Can't say enough how much this support for the arts adds to the community of Murihiku.

Improved access and participation in arts, culture and heritage sectors.

The specific focus within this outcome is isolation and in Southland that comes through the distance between Invercargill and communities in the wider region. Taking things to the people in the physical sense is not always practical as they are small populations.

However through the Arts Activator we did have some visits to art groups in the wider region including a day in Gore visiting creatives and groups and a creative lunch there. They also made some studio visits outside of Invercargill.

Through our community exhibitions at Whare Taupua creatives were able to exhibit their work in Invercargill. This again comes back to promotion as they were made aware of the opportunities and therefore able to participate.

As mentioned above Rocket Fuel sessions were all online allowing people to attend without having to travel. This was an attempt to overcome the barrier of distance and isolation. They have also been recorded so people can watch at their leisure. About a third of the participants who watched Rocket Fuel live were from outside of Invercargill.

Having the arts space in Invercargill did mean that when people from outside the main centre visited Invercargill they often dropped by and chatted with staff. The calibre of the staff we have means this was always a learning experience for them and feedback has been that people largely feel supported as a result of this.

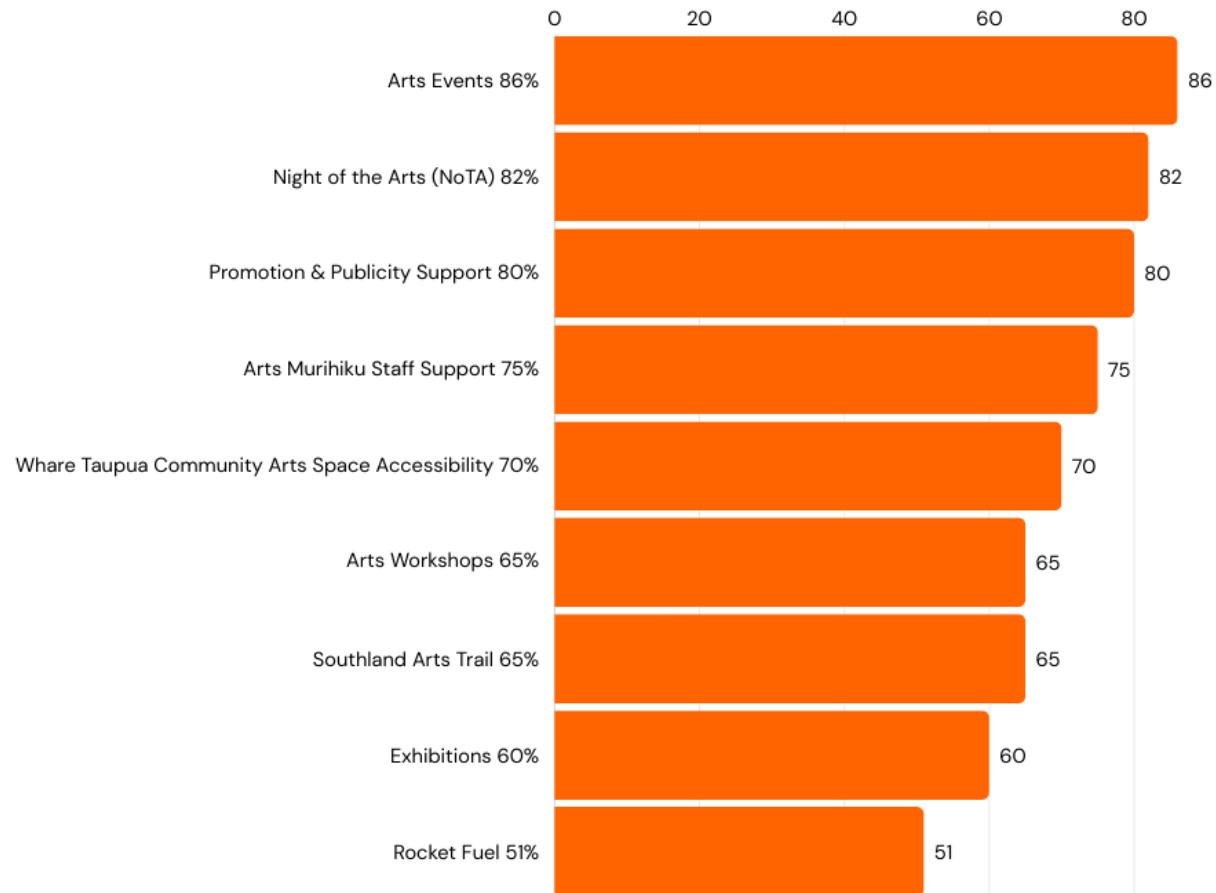
The assets collected as part of Rocket Fuel will be of great value to the arts community into the future especially as we develop them into tools and information that can continue to be utilized to inspire.

The dilemma for us was always the amount of resource required to go out to the region and reach only small numbers of people. For the visual arts community this is where the Southland Arts Trail has been a huge asset as it does bring the community to them.

We did also have an unexpected impact on one particular family who have 3 homeschooled daughters who are all passionate about visual arts and another family with 2 sons. They became regular attendees at a range of events we hosted including the Drop in Draw. Our work provided high quality outlets for them to grow in their skills and passion and we thought this was a great use of what we provided.

In our survey we also asked, rate from 1-5 how important the following Arts Murihiku facilitated activities have been to people or organisations. The following is responses of 4 or 5

RANKING OF IMPORTANCE FOR ACTIVITIES LEAD BY ARTS MURIHIKU



When asked what is the most valuable about the work Arts Murihiku is doing for the Arts community the following words were frequently used:



Who benefitted from our activities and how?

The benefits of this project have been far reaching and will continue to ripple through the community.

Through the raising of the visibility of the arts the general public has benefited as they have been able to see the arts more and therefore participate. Retailers have benefited through the arts activities we have supported in the CBD.

The creatives themselves have benefited in a range of ways. They have learnt more skills and been inspired. They have had opportunities to try new things, be challenged in their thinking and get feedback and insights to grow their practice and craft. They have also had opportunities to have a go at running workshops, performing small gigs and shows, all things that have moved them to the next level.

They have also benefited from having people to support and encourage them through our staffing and a place that they know is dedicated to supporting them through Whare Taupua.

This is a summary from our Arts Activator on the work she has done which is worth including on the role she has played in supporting the arts in Murihiku and who has benefitted from this mahi:

Supporting Artists in Southland: April 2023 - Present

Since April 2023, I have worked alongside audiences and artists throughout Southland.

I have conducted hundreds of meaningful conversations, or "creative interventions" with artists and audiences throughout my tenure at Whare Tuapua. These interactions vary in depth and subject, and I have facilitated engagement, communication and participation in the arts. I skillfully challenge preconceived notions and inspire both emerging and established artists, dabblers and professionals to explore new dimensions in their creative journeys.

I have successfully facilitated 30+ scheduled mentoring sessions to support artists throughout Southland, both in-person and online. These sessions cover practical skills, research methodologies, nurturing conceptual and project development, articulating artistic ideas (written and spoken), understanding contextual relevance, proposal writing and funding applications, exhibition planning and installation processes, overcomes creative blocks alongside strengthening the understanding of the role and importance of creatives within community. This includes valuing personal well-being alongside economic value.

I have delivered 40+ tailored presentations and teaching sessions to diverse community groups, SIT and school students, theatre groups, creative clubs and conducted weekly drop-in creative writing and drawing sessions, all focused on strengthening and extending creative capabilities and understanding.

It is an honour to serve Southland's creative community through these activations, fostering the celebration and visibility of arts, culture, and creativity as vital forces for sustainable and thriving communities. I am dedicated to nurturing an environment where creative strengths are recognized, confidence in artistic practice is built, and the continuation of supportive relationships build an environment where creativity is visible, vibrant and valued.

Lisa Benson, Arts Activator

Baseline Feedback

We redeveloped the questions used in the phone interviews for the Baseline report and provided a survey to those who participated in the Baseline report. We wanted to gauge if there had been any change from their point of view since the first survey in early 2023. The following is an overview of some notable points.

In 2023 69% said the arts in Southland were not accessible. Following the MCH project 83% responded the arts were more easily accessible.

Some comments on what has made the arts more accessible included:

There has been an increase in arts related programmes and activities open to a range of interests in the wider community. I have been particularly grateful for Arts Murihiku's role in bring (SIC) the whole arts community together to better co-ordinate our activities and share knowledge. The presence of the arts in the community has noticeably increased.

The compilation of the arts calendar published in the Express and online has meant the public can keep an eye on what is happening around the region and make plans to attend. Having events in the CBD in Esk and Don, during the evenings and weekends means art is in your face and helps to create vibrancy.

When asked why people find access difficult some of the responses were:

People often consider “the Arts” to only apply to an elite few so are intimidated by the thought of it.

People need direct support and advice, which requires staffing hours by the Arts Murihiku team members.

Growing awareness of Arts Murihiku marketing their service support to the community directed at local talent, including supporting artists to develop the skill set to share their abilities.

I am aware that many people struggle to find information about the arts to know what is available and accessible. Having one entity as a go to for information is a game changer in this regard.

They often don't have confidence to access opportunities. Or they think that it won't be for them.

In 2023 when asked about the long term sustainability of the arts in Southland there was an even spread with a third saying yes, a third saying no and a third saying unsure. In 2024 when asked if the arts sector is better placed for long term sustainability now than it was 18 months ago, this was 55% yes, 22% no and 22% unsure.

Some of the comments on this included:

The arts sector still struggles to get a critical mass of people to consume their arts practices. Therefore support is still necessary for practitioners to be fully sustainable. Grassroots arts, in which many people engage, definitely still need to be supported.

The major change within the arts community is the level of collaboration that is occurring. This has allowed events to be timed better to reduce clashes and allow for combined events that benefit all. We see far more events that feature more than one sector, music and poetry performances in an art gallery as one example. There has been a change in the siloed thinking within different sectors and an enthusiasm to innovate and experiment with different ways of engaging the community. The sharing of knowledge and cross-pollination between arts groups has lifted the capability and enthusiasm of all.

The arts sector itself seems to have more confidence and be picking up speed, it's the lack of funding that worries me, both locally and nationally.

I think Arts Murihiku has helped with providing professional development so artists are better placed to continue their practice with more insight into things like funding etc. The sharing of skills to support each other in the sector has been a highlight also.

In 2023 the suggested support Arts Murihiku could provide was promotion, workshops and funding. Some opportunities that were identified were collaboration and partnership, children and youth, and going to the people.

Some comments from the 2024 relevant to these areas are:

Do you think Whare Taupua Community Arts Space in Invercargill has added any value to the arts community? 83% yes, 17% no

Please provide any thoughts you have about Whare Taupua Community Arts Space?

- I think it is definitely a needed space, but I feel it needs to be run as more of an art society space, in line with the arts incubator concept. A space where local artists can exhibit, sell their works and learn the art of curating an exhibition from start to finish. Similar to what City Gallery was in Don Street.
- A community Art space/home is essential to show the mahi of local artisans. Apart from exhibiting the art it brings the sector together which has benefitted Southland greatly.
- I can't stress enough that this space is essential for our studio because there simply is no other available and accessible space for our artists to display their artwork in Waihopai.

Do you think the promotion of the arts has improved over the last 18 months? 88% yes, 6% maybe, 6% no

Please provide any thoughts you have about the promotion of the arts Arts Murihiku has been doing?

- This has been another huge strength of Arts Murihiku. They have been inclusive of the wide variety of Arts on offer -many of which were not well known in the community.
- It is now possible to regularly find out what events are happening across the arts sector in print and online.
Arts organisations have appreciated having another venue available and having some expertise to tap into for support.
The facilitation of creating a collaborative culture has lifted overall capability in the arts and increased its presence.
- Love the monthly arts calendars, and use of southlandnz.com
Would be good to get others sharing things to the community pages on social media and generally seeing art installations in a different way i.e. when out and (SIC) about, not just in a gallery.
- This has been great. From handouts to online presence, promotion has been great. I think it's really important for this to continue. Sometimes when you're very busy it's great to get reminders, emails, handouts etc. We would have easily missed amazing events if it wasn't for this.

Do you think the arts community has become better connected over the last 18 months? 77% yes, 11% maybe, 6% no

Do you have any thoughts on why or why not?

- Definitely better connected due to the work of Arts Murihiku.
- We're all in this together and AM has made this clear and easy.
- I have definitely noticed a great desire within the sector for institutions to collaborate with other institutions that have commonalities. I think personalities still very much get in the way of full collaborations across the board.
- It just feels like the sector is better connected. People are more willing to share and collaborate and are respectful about each others strengths.

What do you think is most valuable about the work Arts Murihiku has been doing for the Arts community?

- Bringing the Arts sector together through events and exhibitions
- Communication with the public and artist is way better now it feels like artists have a voice and can contribute in a meaningful way
- Connected like-minded souls with each other and the tools required to go further in their field.
- Being a place for artists to go for advice or with ideas. So good.
- I think the passion Arts Murihiku has shown for the arts has been the most valuable. This has been evident through the opportunities that have been provided particularly professional development.
- Events like NoTA provide any thoughts on what has changed or stayed the same.

Finally some good insights were provided about what role and activity Arts Murihiku should do in future. Some of the most common responses included:

- More of the same would be great!
- We would love for Whare Taupua to remain in place so that it can continue providing a hub for community arts groups in Murihiku. There is no other space to exhibit which has wheelchair access that is available to our artists.
- Continue strengthening the community through arts opportunities' capability and capacity building along with promotion of arts sector.
- I believe that if they continue to be a conduit between arts organisations and the artists themselves accessing the support that they need, this would be a win for all.
- Capability building. Not practice building.
- An advocate for artists - someone writing consistently about the arts sector (not just what's coming up); someone connecting businesses with the arts to help support both.

Key findings

What we learnt:

- Promotion support is greatly appreciated
- Some of what we set out to do didn't happen the way we expected as we provided the opportunity for staff strengths and skills to influence what we did
- Playing an active role in making arts activity happen especially at Whare Taupua was important to building momentum.
- Having people whose job it is to support the arts sector makes a massive difference.
- Limited Project Management hours and not having an onsite manager did result in some frustrations for both staff and board from time to time. One disadvantage of this model is that now AM is transitioning to a model where multiple funding applications are required, we need to identify where this work sits.
- There was a range of activity we could have done if we had more staffing resource – there was no shortage of desire or ideas but we were limited by time (despite having 115 hours per week available to us).
- Having the opportunity to try lots of different things has been useful to develop an understanding of what Arts Murihiku's future role should be.
- There has always been a wide range of activity happening in the arts across the region but the focus is often on the gaps and needs.
- We now have the opportunity to build on the momentum we have created.
- We are confident that the momentum started through this work will continue to have a positive effect on the arts in Southland into the future even if the work we do is at a reduced level of service.
- Arts Murihiku needs to take a more strategic approach going forward, that focuses on the role a regional arts organization needs to have.

Beyond June 2024 - Arts Murihiku's Role

Vision & purpose:

We support the Arts in Southland through connecting, upskilling, hosting and promoting. Our vision is for Arts and creativity to be visible, valued and vibrant in Murihiku/Southland

Arts Murihiku does this through advocacy, supporting activation & facilitation, promotion and capability building.

Arts Murihiku is region wide and arts sector wide in its focus.

With the MCH funding we have been able to undertake a range of activities to understand where Arts Murihiku, as a regional arts organisation, can best support the arts community in Murihiku into the future. As a regional arts organisation, and based on this experience, we have identified the following areas of focus for us to best support the arts community across the region. This is to continue the momentum developed through the MCH Project. We believe we are well placed to:

- Support the promotion of the arts as the feedback we have had to date is clear this is making a difference.
- Play a role in capability building through having a community arts space where the arts can grow from
- Provide the pathways programmes to help grow the capability of creatives in our region
- Facilitate key events such as Night of the Arts, Southland Arts Trail, AMplify and the Southland Creative Arts Awards which are also vital for networking, upskilling, connection and profile raising for the arts.

These things contribute to overcoming the barriers and challenges identified in the Baseline report which Arts Murihiku commissioned as part of the MCH funding. Using this report and our experience over the last 18 months we have been able to develop a programme of activity for Arts Murihiku that best supports the Southland arts community and its audience.

Strategic Approach:

Pillar	Focus Area	Actions	Barriers Addressing	Focus aspiration	Community benefit/impact	Measures
Visible - The arts are seen.	Strategic Promotion	Promotion of our activities. Promotion of arts sector events across the region: <ul style="list-style-type: none"> ● Monthly calendar ● Online calendar with Great South ● Social media ● Website 	Lack of awareness. Lack of support. Arts not given recognition it deserves. Having to be in the know.	<ul style="list-style-type: none"> ● Enhanced Visibility and Accessibility ● Artistic Growth, Sustainable Income, and Enduring Arts Sector ● Recognition, Support, and Integration 	Creatives: People tell us about their events. People feel confident their events will be seen. Audience: People know what is happening and can attend and participate. More people become exposed to the arts.	<ul style="list-style-type: none"> ● Number of events promoted ● Visits to social media, website & calendar ● Increase attendance at events ● Increase in awareness of events and activities

					Audience numbers increase. Visibility of the arts improves.	including in the region
Vibrant – People are excited about the arts.	Facilitation & Supporting Activation	<ul style="list-style-type: none"> • Whare Taupua – facilitate and support activity • Night of the Arts (NoTA) – May • Arts Awards (fundraiser, every 2 years) • AMplify (fundraiser, every 2 years) – Aug • Southland Arts Trail - October 	Exclusivity perception. Silos and selectivity. Geographical disparities. Lack of Inclusivity and diversity. Business support.	<ul style="list-style-type: none"> • Enhanced Visibility and Accessibility • Comprehensive Art Education Pathways • Comprehensive Council Support 	The arts are everywhere and seen as available for everyone. Significant events in the calendar grow. Increasing demand for arts spaces and opportunities.	<ul style="list-style-type: none"> • Number of activities • Number of participants in major events (practitioners & audience) • Increasing use of Space • Income from Whare Taupua use
Value – People understand the value of the arts.	Capability building	<ul style="list-style-type: none"> • Whare Taupua – for meetings & networking • Regional focus – online and in person where practical • Creative pathways programme – focus on business of the arts * • Networking and Collaboration opportunities 	Lack of funding and space. Lack of awareness and accessibility. Value of the arts. Resource allocation (wider region). Lack of pathways for creatives. Funding and financial sustainability. Unclear benefits of collaboration. Succession planning. Arts not fairly paid. Business of the arts.	<ul style="list-style-type: none"> • Collaboration, Inclusivity & Community Involvement • Artistic Growth, Sustainable Income, and Enduring Arts Sector • Recognition, Support, and Integration 	The arts community is well connected. Arts Murihiku reach into the region and participation. Creatives are empowered to grow and develop. Opportunities provided for creatives to build capability.	<ul style="list-style-type: none"> • Participation in events • Growth in creatives in business • Growth in creatives participation in the arts • Possible mentoring development • Regional knowledge &

						participation grows <ul style="list-style-type: none"> ● Opportunities for collaboration
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*Focus on the business of the arts eg funding, strategic planning and project planning, governance, audience development, marketing, business eg money making, running a business, collaboration, facilitating relationships eg networking events.

Outcomes

Increase the capability of creatives across the arts sector in Murihiku.

We plan to continue the work we have started in building the capability of the creatives in Murihiku. We will do this by continuing to operate a community arts space and through refining the Pathways Programmes we have undertaken previously to best meet the needs of our creative community. We believe that providing ongoing support in this space increases creative's skills and confidence in their practice. This is vital in a region where tertiary opportunities are limited. The Arts Space provides opportunities for connection, experimentation and activation. The Pathways Programmes provide ongoing learning opportunities and inspiration and mentoring-type support for creatives. We also have a bank of useful resources from the last 18 months which can be used to contribute to this outcome. The level of focus on the Pathways Programme will be determined by funding availability.

Increase the profile of the arts in Southland.

We will continue to raise the profile of the arts in Southland. The Baseline report identifies some key challenges for the arts sector including a lack of awareness, a lack of support and that the arts are not given the recognition they deserve. As a regional arts organization Arts Murihiku plays a vital role in raising the profile of the arts in order to overcome these barriers. This has been demonstrated over the last 18 months. By bringing more attention to the arts, creatives in the sector will feel more supported and the wider community will benefit from the activities and experiences this creates.

Conclusion

Overall the funding from MCH has provided Arts Murihiku an opportunity to try a range of activities over the last 18 months. This has helped Arts Murihiku understand where its strengths lie and from a strategic perspective where it should focus into the future. Arts Murihiku will not be in a position to undertake all the activity it would like to undertake due to funding restrictions but the momentum gained over the last 18 months will be able to be supported. Arts Murihiku now needs to take a strategic approach in developing its role as a regional arts organization. This change will be significant for the arts community who have become reliant on Arts Murihiku however it is vital for the benefit of the wider arts sector for AM to take this strategic approach.

Activity undertaken by Arts Murihiku between Jan 2023-June 2024:

Incubator/Creative Pathways:

Janet de Wagt teacher workshop

Airini Beautrais 6 week writing workshop series

ELM Marketing workshop series

Project Activator

Artist support workshop pre SAT 2023.

Rocket Fuel webinar series

Fortnightly Drop in and Draw and Rock up and Write sessions

Supported:

Kim Lowe Cultural Appropriation session at HWT

Swiftmantis workshop as part of Southerly Art School

Cabaret workshops as part of Upstage

StageAntics and Progressive Pathways

Whare Taupua:

Hosted Exhibitions:

Southland Art Society

CS Art

Southland Education

Kapow – He Waka Tuia

AM Lead exhibitions:

Reciprocity

Flowers

Rest

Love

James Hargest Student

Whare Taupua Regular use:

Improv Southland

Belly dancing

Laughing Yoga

Linzi – workshops for people who have had a stroke

Afterschool art classes

Arts in residence – 4 months

Art Attic – printer use

Meetings – Southland Art Society, Southland Art Foundation

AM Initiated Activity:

10 regional visits July 2023

Regular Creative Soiree including one in Gore

Invercargill based programmer meetings

Hosting Arts on Tour NZ shows in Invercargill

Monthly Mailbox Print Programme

Supporting Art Attic Gallery

Promotional Activity:

Monthly print calendar in the Southern Outlook (also available via e-newsletter and hard copy

Social media

Regular stories in the newspaper and online news

Videos and gathering of video content

Professional photographer at NoTA to capture images for future use

Monthly podcast on Access radio

Collaborating with Great South on their events calendar

2023 Event Statistics

Events	Date / Duration	# of Attendees	Where Facilitator/Artist Was From	Organised Externally/Internally
KAPOW! Opening	4-May	71	N/A	Externally
KAPOW! Workshop with Michel Mulipola: 5 - 11 year olds	7-May	36	Tāmaki Makarau	Externally
KAPOW! Workshop with Michel Mulipola: 12 - 18 year olds	7-May	20	Tāmaki Makarau	Externally
KAPOW! Workshop with Michel Mulipola: 18+ year olds	7-May	10	Tāmaki Makarau	Externally
KAPOW! Floor Talk	3-Jun	12	Waihōpai	Externally
Reciprocity: The Tamatea Project Opening	17-Jun	63	N/A	Internally

Reciprocity: The Tamatea Project Floor Talk	24-Jun	2	N/A	Internally
Play with Clay	15-Jul	53	Waihōpai	Internally
Poetry & Illustration Workshop with Māori Mermaid	22-Jul	17	Ōtepoti	Internally
Open Mic Poetry Night with Māori Mermaid	22-Jul	12	Ōtepoti	Internally
ILT Art Awards Judges Talk	3-Aug	27	Gore, Ōtepoti	Externally
C.S. Art Opening	4-Aug	50	N/A	Externally
Cabaret Fest: Ali Harper	12-Aug	8	Ōtautahi	Externally
Improv Drop-In	16-Aug	5	Waihōpai	Internally
Improv Drop-In	23-Aug	10	Waihōpai	Internally
Make a Mark led by Louise Carre	2-Sep	7	Aparima	Internally
Improv Drop-In	6-Sep	6	Waihōpai	Externally
Visions Exhibition Opening	9-Sep	24	Waihōpai	Internally

Improv Drop-In	13-Sep	7	Waihōpai	Externally
Improv Drop-In	20-Sep	5	Waihōpai	Externally
Southland Competitions Society	23-Sep	79	Murihiku-Wide	Externally
Crafting Sunshine with Sam's Crochet Room	30-Sep	15	Waihōpai	Internally
SAT Launch Party + Exhibition Opening	6-Oct	72	Murihiku-Wide	Internally
Cacao + Somatic Dance with Sarah Menlove	10-Oct	6	Aparima	Externally
SAT Artist Talk w/ Daegan Wells, Caitlin Donnelly, Paul McLachlan	12-Oct	18	Colac Bay, Gore, Mataura	Internally
Project Activator Art Lab	17-Oct	11	N/A	Internally
SAT Artist Lunch	19-Oct	25	Murihiku-Wide	Internally
Make a Mark led by Louise Carre	21-Oct	18	Aparima	Internally

Project Activator Art Lab	24-Oct	7	N/A	Internally
Garden to Gallery 1	28-Oct	18	Tāmaki Makarau	Internally
Garden to Gallery 2	29-Oct	19	Tāmaki Makarau	Internally
Florist Capability Workshop	30-Oct	17	Tāmaki Makarau	Internally
Flower Power with Sarah Templer	4-Nov	12	Waihōpai	Internally
Project Activator Art Lab	7-Nov	8	N/A	Internally
Flower Hour 1	8-Nov	10	N/A	Internally
Flora + Feathered Friends with Andrea Sexton	11-Nov	19	Ōrepuki	Internally
Make a Mark led by Louise Carre	12-Nov	17	Aparima	Internally
Flower Hour 2	16-Nov	13	N/A	Internally
Ei Katu with Mama Tere	17-Nov	22	Waihōpai	Internally
Vocal Workshop with Anna Van Riel	18-Nov	15	Wānaka	Internally

Anna Van Riel House Concert	18-Nov	12	Wānaka	Internally
Improv Drop-In	22-Nov	6	Waihōpai	Externally
Arts Murihiku AGM	23-Nov	19	N/A	Internally
Flowers Arts Lunch / Flower Hour	25-Nov	15	N/A	Internally
Improv Southland Showcase	29-Nov	35	Waihōpai	Externally
WEA Classy Opening	1-Dec	42	Waihōpai	Externally
Artist Talk - Tony McNeight	7-Dec	23	Tāmaki Makarau	Internally
Xmas Arts Lunch	16-Dec	33	N/A	Internally

# of Events May-Dec	# of Participants
48	1051

2024 Event Statistics

Events in 2024	Date / Duration	# of Attendees	Where Facilitator/Artist Was From	Organised Externally/Internally
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Creative Soirée in Gore (Arts Lunch)	9-Feb	18	N/A	Internally (Off-Site)
Belly Dancing with Elaine Booker	10-Feb	7	Mataura	Internally
Creative Fibre Meeting	12-Feb	14	Gore, Waihōpai, Winton	Internally
Belly Dancing with Elaine Booker	15-Feb	4	Mataura	Externally
Patrick Gillies Screening + Presentation	17-Feb	19	Waihōpai	Internally
Harakeke Have-a-Go with Rangimaria	20-Feb	9	Waihōpai	Internally
Rest // Ōtepunī Anarchive Opening	29-Feb	26	N/A	Internally
Drop-In + Draw: Anarchiving in Plein Air #1	7-Mar	15	N/A	Internally (Off-Site)

Katy Buess Printmaking Workshop	9-Mar	20	Waihōpai	Internally
Southland Geological Society Meeting	14-Mar	19	Waihōpai	Externally
Drop-In + Draw: Anarchiving in Plein Air #2	21-Mar	10	N/A	Internally (Off-Site)
Active Anarchive: A Guided Tour Along Ōtepunī	22-Mar	12	Waihōpai	Internally (Off-Site)
REST // ōtepunī anarchive Arts Lunch	23-Mar	21	Waihōpai	Internally
Rock Up + Write: Colleen Brown Writers Round Table	28-Mar	15	Tāmaki Makarau	Internally
ROCKET FUEL: ELM in-Person Workshop #1	4-Apr	15	Waihōpai	Internally

Southland Art Society: SQUARE Opening	4-Apr	40	N/A	Externally
Street Performance with Daniel McClymont	6-Apr	7	Ōtepoti	Internally
SQUARE Arts Lunch	12-Apr	10	N/A	Externally
Drop-In + Draw: SQUARE with Andrea Sexton	18-Apr	8	Ōrepuki	Collaboratively
Harakeke Have-a-Go with Rangimaria	20-Apr	7	Waihōpai	Internally
Kim Lowe: Is It Appropriate?	23-Apr	25	Ōtepoti	Externally (Off Site)
Folk Infusion House Concert	27-Apr	34	Waihōpai	Internally
Drop-In + Draw: Lisa Benson at the Attic (Led by	2-May	8	Waihōpai	Externally (Off Site)

Campbell Trewin)				
ROCKET FUEL: ELM in-Person Workshop #2	9-May	7	Waihōpai	Internally
LOVE Artist Talk + Light Lunch	24-May	41	Waihōpai, Aparima, Ōrepuki, Gore, Ōtepoti	Internally
No Capes, No Masks, No Service! : Comic Book Workshop	25-May	9	Waihōpai	Internally
C.S. Art Opening	14-Jun	40	N/A	Externally
Caroline Wilkinson: 2-	15+16-Jun	10	Waihōpai	Internally

Day Clay Workshop				
Harakeke Rāranga for Art Teachers in Murihiku	15-Jun	6	Waihōpai	Internally
Directing for the Theatre with Angela Newell	23-Jun	5	Waihōpai	Internally
Return to Paradise with Ana Teofilo	29-Jun	19	Waihōpai	Internally

# of Events Jan-Jun 2024	# of Participants in 2024
31	481