

-NGA TOI HAWKE'S BAY

ANNUAL REPORT



CONTENTS

Chair's report	2
Our vision	4
Meet our team	7
Financial performance snapshot	9
Key achievement and highlights	10
Cyclone recovery outreach programme	11
Wā Matua programme – Senior Enterprise Pilot	12
Toi-tū Regional Strategy Framework	13
Toi-tu Ngā Toi Project	14

THANKS TO OUR SUPPORTERS









Wahine Toi Book Launch Photography by Kirsten Simcox

Front Cover: Lizzie Beare Studio Photography by Florence Charvin

NGĀ TOI HAWKE'S BAY



He ao te rangi ka uhia a ma te huruhuru te manu ka rere ai It requires clouds to clothe heaven and feathers to make a bird fly.

Tama-te-Rangi

CHAIR'S REPORT

Kia ora e te whānau,

It is with great pleasure that we present the annual report of Ngā Toi Hawke's Bay, formerly known as Creative Hawke's Bay, as we mark our 15th year as the arts trust for Te Matau-a-Māui. Throughout this year, we have been dedicated to advocating for and supporting our vibrant arts, culture, and creative communities.

Despite the challenges that came our way, including the impact of Cyclone Gabrielle following closely on the heels of the ongoing COVID pandemic, we have witnessed remarkable resilience and determination within our region. This year has been a journey marked by introspection, change, and a mix of highs and lows, but, at our core - creativity.

Creativity is not only our foundation, but it also serves as a powerful catalyst for opportunity, innovation, and enterprise. Our mission is to empower the art sector, elevate its visibility, foster the growth of creative enterprises, and cultivate an enabling and sustainable ecosystem for the future.

Our dedicated team spanning across our volunteer skills-based board, administration and project teams has demonstrated unwavering commitment. They have diligently aligned their efforts with our core strategy and vision, ensuring that we remain closely connected and highly relevant to both our sector and our communities.

In the initial half of this fiscal year, our focus was on consolidating and successfully concluding the Toi-tū Ngā Toi project, which was initiated in 2021, and generously funded by Manatū Taonga (Ministry for Culture and Heritage). This endeavour yielded a multitude of tangible outcomes which are summarised further in this report.

Alongside this mahi, we were contracted by the Heretaunga Hastings District Council, with funding from Creative New Zealand, to spearhead the rewrite of the Toi-tū Regional Strategic Framework. This initiative involved close collaboration with a diverse array of sector participants over the course of the year. We are excited to see the regional strategic framework is fast approaching its release to our vibrant arts community. Ngā Toi Hawke's Bay plays a pivotal leadership role within this framework, facilitating, coordinating, and providing support for the collaborative endeavours of stakeholders invested in this collective initiative across the region. Our commitment to fostering a thriving arts, culture, and creative ecosystem in Te Matau-a-Māui Hawke's Bay remains steadfast.

Ngā Toi Hawke's Bay secured funding from the Office for Seniors to spearhead one of the five pioneering senior enterprise business startup pilot programs in Aotearoa. Our programme specifically targets Māori senior entrepreneurs aged 50 and above who are embarking on new business ventures or seeking to explore business ideas in their later years. We are thrilled to have 14 participants, each hailing from diverse backgrounds, all sharing a common sense of vitality and enthusiasm as they embark on this journey to pursue their business aspirations and objectives.

The saying 'you must be agile' and able to 'pivot' when you need to change course rings particularly true for us. At Ngā Toi Hawke's Bay, our mission revolves around supporting and uplifting our artists and creatives. However, when Cyclone Gabrielle unleashed its fury, we immediately changed our focus and joined the ranks to assist in cleaning up and supporting our communities.

From day one, our question was simple "what do you need?" The resounding answer was a need for help with cleanup, specifically in the form of water blasters. Eastern and Central Community Trust swiftly answered our call, enabling us to acquire a commercial water blaster along with other essential equipment. With additional support from Red Cross, our inventory expanded to include seven commercial water blasters, four wet vacuums, 14 humidifiers, fans and an inverter generator plus personal protective equipment (PPE) for our dedicated workers. Our asset register has certainly grown in a rather unique way!

Our dedicated crew continues to work tirelessly in the community, taking on clean up tasks and making a significant difference. We extend our heartfelt gratitude to Chris Stokes and his team for their exceptional efforts.

Nuit Blanc Photography by Kirsten Simcox 102.00

We remain active in the community, providing sustenance through 'kai and cuppa' sessions and prioritising well-being. Our Connections through Creativity programme helps foster connections whilst supporting local artists and art therapists. Through these initiatives we aim to support not only the physical clean up but also the emotional well-being of our community.

Earlier this year, our chairman, Roger King, and his wife Libby left to embark on a new chapter of their lives by purchasing a cottage on Waiheke Island where they continue to carry their passion for the arts into their new community. In response to this change, I stepped up as Board Chair, and we welcomed two new trustees, Caleb Hensman and Alistair Cromie to our board. Their inclusion brings a valuable infusion of commercial skills further enriching our Board.

We have recently welcomed five new trustees, each possessing impressive backgrounds that promise to wield significant influence in translating our strategy into action. Their collective expertise will chart a compelling course for us, guiding our journey toward a sustainable future for both the sector and our communities.

Our goal is to employ a talented team capable of executing our objectives and help realise our vision for a thriving and sustainable future. This team will encompass a Cultural Activator, and a pool of adept support professionals tasked with orchestrating projects and contributing vital skills that we currently outsource. Our aim is to secure baseline funding over a three-year time frame to support our capacity and capability objectives. This financial stability will empower us to cultivate alternative revenue streams and ensure a firm foundation for a financially sustainable future.

In early July during the season of Matariki we lost our board member, Aki Paipper. At 80 years of age she still remained an active and tireless campaigner for the environment, her beloved Kohupātiki Marae and her successful campaign to rename the Clive River to Te Awa o Mokotūāraro. Someone called her an eco wāhine toa – a warrior women for our surroundings. "Haere rā Aki. Kua whetūrangihia koe". You are now a beautiful star in our night sky.

Looking ahead, we recognise the transformative power of arts, culture, and creativity as catalysts for positive social change. In the face of our current challenges, we are compelled to chart a path that seamlessly integrates arts, culture, and creativity into the future opportunities of our Hawke's Bay ecosystem. Within this region, we are blessed with immense talent and potential, offering us the chance to collectively shape a brighter future for all.

The days ahead are riddled with uncertainties, particularly in the realm of funding and resource allocation for the arts, culture, and creativity within our region. To ensure everyone thrives, we must join forces, collaborating with artists, practitioners, educators and organisations already engaged in this vital work. In this spirit, we commit to the essential work required to set these transformative changes in motion.

Ngā mihi nui ki a koutou katoa

Te Rangi Huata

OUR COLLECTIVE EFFORTS ENABLE US TO ENVISION A FUTURE WHERE POSITIVE, INCLUSIVE, CREATIVE, AND FLOURISHING ENVIRONMENTS ABOUND, PAVING THE WAY FOR THE NEXT GENERATION TO THRIVE.

OUR VISION

Our vision is that together - in our diversity – we unite and move forward to create, support and maintain a vibrant, creative, and culturally interactive society.

OUR KAUPAPA - PURPOSE

We work with the arts community and creative industries to maintain a clear focus on the future we want to create together for artists, arts organisations, and for our communities.

OUR STRATEGY

Our strategic priorities and objectives are under pinned by four core strategic pillars:

Stakeholder perspective - Add value and strengthen relationships Tapirihia ngā wāriu me kia whakakaha ngā whanaungatanga

Learning and growth perspective - Enable organisational learning and growth Kia puawai ngā akoranga me ngā matauranga **Internal perspective** - Maximise operational efficiency Kia tutuki pai ai ngā mahi katoa

Financial perspective - Strengthen and grow financial sustainability

Kia whakapakari, kia whaka-whanake te tautinei ahumoni

OUR FOCUS FOR ORGANISATIONAL SUSTAINABILITY:

Structure – Developing strong sustainable governance and operational infrastructure.

Process – Directing the flow of outputs and outcomes through effective systems and processes.

Talent/People – Growing skills and mindsets. Capability development internally and externally.

Incentives – Motivating people as a movement for a shared vision for change.

Infrastructure – Being a leader and an activator of behaviours conducive to a flourishing creative sector.



TOI PUROTU TOI ORA – THE BEAUTY OF THE ARTS RE-ENERGISED

Art and the act of creativity in any form is magical.

No matter the challenges we are facing, exploring our lives through art, culture and creativity allows us to find new possibilities and to understand the realities of the world, of other people and of ourselves more clearly. It can reduce stress, encourage new thought and conversation, and contribute to happiness and wellbeing.

As we face difficult times, we turn to art, culture, and creativity to make sense of things. Artists and creatives serve as guides to look at the world in different ways. To find different connections between people and places. To encourage us to be kind. To celebrate the things that make us unique and to move beyond our own limitations into new possibilities. At the core, creative experiences are an act of kindness. They help us to find space, to find connection, and to experience some muchneeded magic.

Throughout the extended COVID situation and then the impacts of Cyclone Gabrielle, we continued to advocate for the importance of the role that arts, culture and creativity play in community wellbeing. This situation has strengthened our focus in this area, knowing that there is an important opportunity to develop the understanding around wellbeing and how it can be measured and enhanced. We know that the arts are a vital aspect of the lives of individuals and their communities. Arts and culture can help us to define and express ourselves, as well as engage with each other in our communities. We are looking at challenges in our sector as opportunities to be addressed as we embrace our role as advocates and champions for the arts in the Hawke's Bay region.

Ngā Toi Hawke's Bay has a growing regional reputation and, through our ability to engage in continued development and research through the Toi-tu Regional Strategic Framework, we will be able to have an in-depth exploration of the impact of arts, culture, and creativity within the wellbeing context. There are some substantial opportunities for engagement with local and central government bodies where arts can be engaged with as a solution provider. The potential for sustained impact will be supported by research-informed storytelling and continued advocacy and impact.

Placemaking is an important part of the development of local communities. It inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Humans are storytellers. We share through story. We understand through story. We inspire and make change through story. Urban spaces have the potential to be the canvas for those stories - through painting, murals, sculpture, light, music, dance, words and more Our cities, towns, villages, and communities where we dwell are spaces for us to share local stories and to inspire conversations and reflections. Also, by creating beautiful, vibrant, colourful spaces, we can allow space for moments of awe - which is vital for our mental health and wellbeing. This is an important role for the connection between local government and our artists and creatives. Bringing them into the process early and embedding an arts-informed understanding into the initial discussions and designs is integral to our mahi.

NO MATTER THE CHALLENGES WE ARE FACING, EXPLORING OUR LIVES THROUGH ART, CULTURE AND CREATIVITY ALLOWS US TO FIND NEW POSSIBILITIES



The Creative Ecosystem

Ngā Toi Hawke's Bay operates with the understanding and vision that the arts can be, and should be, embedded in all facets of our community. When we collectively use arts-based approaches, we move forward in an inclusive and engaging way.

It is important for local government, business, and sector leaders to see the arts as valuable and inherent in people, and embedded in our cultures. It is important to examine the whole creative eco system and look at the potential levers of change. To understand the system at a macro level but enable activation at a local community level. The Toi-tū Regional Strategic Framework empowers activity, provides access, and encourages creativity.

Our Board of Trustees are a group of amazing individuals passionate about arts, culture and creativity and seeing the Hawke's Bay region thrive. The Board is responsible for the future wellbeing of the organisation with a vision to elevate a Hawke's Bay Region that prospers on diverse and transformative creative activity. They hold the strategic vision for the organisation working to ensure we utilise and value creative thinking in everything we do. They care deeply about the people we work with and the sector we work and advocate for.

The board strives to be mindful of all communities - including but not limited to Māori, Pasifika, LGBTQAI+, ethnic and disability communities, including regional representation - and all various arts, culture, and creative sectors, from flax-roots communities to the professional sector.

The Board also ensures it has combined expertise in governance experience, thorough knowledge of the arts sector, strong networks, and robust financial skills. Our volunteer board operates to proficient governance standards and is well supported by the wider Ngā Toi Hawke's Bay team and supporters.

MEET THE TEAM

Our Board of Trustees are a group of amazing individuals passionate about arts, culture and creativity and seeing the Hawke's Bay region thrive.



Te Rangi Huata - Board Chair

Te Rangi has 20 years Indigenous arts management experience in Asia, Australia, and North America. He is responsible for coordinating events that promote Ngāti Kahungunu Iwi Inc, he started the Hastings Fiesta of Lights in 1998, and manages atmospherics for the Hastings Blossom Parade and IRONMĀORI. He is a committee member on Heretaunga Arts Inc and sits on Kahurangi NZ Māori Dance Company board.



Jeremy Smith – Trustee - (Finance & Risk Committee)

Jeremy is the Heritage Manager / General Manager of Art Deco Trust, Napier. His experience spans several management and governance roles in the arts and as a performing artist working in various musical theatre, opera and dance companies in Europe and the US. He has been a Board member for the Arts Access Aotearoa and Blue Oyster Gallery.



Caleb Hensman - Trustee

Caleb is a commercial property and construction law specialist, including development and construction projects. He was named as 2021 Rising Star in the NZ Law Magazine which recognises lawyers demonstrating leadership and achievement within the profession.

He is on the Advisory Board of the Island Base Trust, an Auckland based charitable organisation with the purpose of empowering the island community (both in Auckland and South Pacific) through music.



Alastair Cromie – Trustee/ Chair of Finance & Risk Committee

Alastair is a Director and Audit Partner at Oldershaws & Co Chartered Accountants. He has a specialist knowledge in IT.

Alastair is a self-confessed sci-fi and Marvel movie buff who is mad on all things Dr Who, but equally comfortable in his dapper Art Deco Attire or avid supporter on the rugby sidelines.

His extensive knowledge in Māori trusts and post settlement operations is accompanied by management and advisory expertise.



Sharleen Bailey - Trustee

Sharleen is a creative mindset coach with a passion for connecting people with their innate creativity. With has a background in PR and communications, she has recently returned home to Hawke's Bay after 20 years overseas.

Sharleen works with government and corporate clients, and runs community workshops out of the Heretaunga Women's Centre. In August 2023, Sharleen organised RECREATE, a free public event designed to spark creativity and enhance wellbeing in our community.



Daniel Betty - Trustee

Daniel has worked as an actor, director and musician throughout NZ and Australia, and has experience working with Government and curriculum bodies in arts strategy and policy.

He has championed community and education with Hawke's Bay Arts Festival and ToiToi Hawke's Bay Arts and Events Centre. He assisted in the establishment of the Eastern Screen Alliance and has sat on several boards to grow events, funding opportunities and national/international connections, and he is the creative director of Dream Big, a production company which champions creativity as a vehicle for social change.



Phil Lascelles - Trustee

Phil has an extensive IT career as developer, project manager, consultant, and business unit and sales management for major US companies including IBM, Computer Science Corporation and Oracle.

In recent years, he was responsible for supporting Oracle's Public Sector customers in Australia and New Zealand as well as major commercial customers in New Zealand and Queensland.

He returned to Hawke's Bay during the pandemic, when a planned retirement transformed into a part-time collection role at MTG Hawke's Bay.



Emma Buchanan - Trustee

With experience in the public sector and project management and qualifications in Resource and Environmental Planning, Emma's journey led her to establish her own business, Soter. She's dedicated the past nine years to delivering environmental and greenhouse gas planning services to farms.

Additionally, alongside her mother, Emma enjoys helping authors with their digital publishing endeavours through Range Road Press.



Siobhan Waterhouse – Trustee

Siobhan is a senior PR practitioner and freelance communications consultant with over two decades of experience working for clients across Aotearoa New Zealand and Australia. She runs one of the country's busiest arts publicity agencies with clients that include the Royal New Zealand Ballet, World of WearableArt, Te Ahurei Toi o Tāmaki - Auckland Arts Festival, Whānau Mārama - New Zealand International Film Festival, Creative Waikato, World Choir Games 2024, Taki Rua's upcoming tour of *Hatupatu | Kurungaituku: a forbidden love*, and Strut & Fret NZ (Bread & Circus World Buskers Festival).



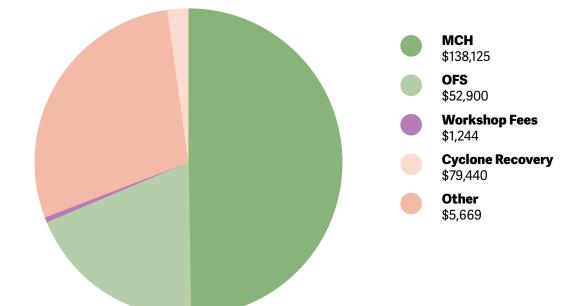
Leonie Wallwork – Acting Secretary/ Project Coordinator/ Administrator

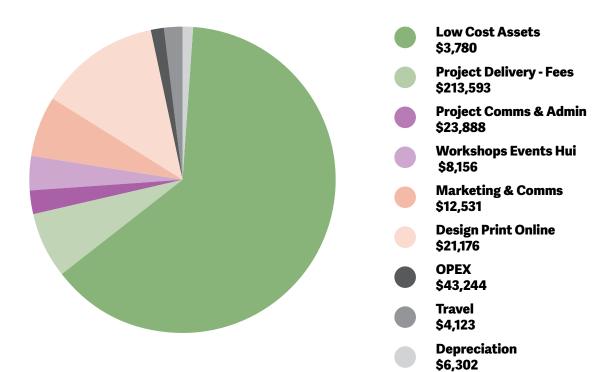
Leonie has extensive experience as a Director, Trustee, and Board Chair both in the private sector and not-for-profit/ social enterprise sectors. She assists not-for-profit boards to implement good governance practices within a sustainable framework. Leonie coordinates projects undertaken by Ngā Toi Hawke's Bay to ensure they are

resourced adequately and that project leads are well supported.

She is a co-founder of Workplace Wellness which specialises in wellbeing and resilience programmes that enable organisations to be sustainable, healthy, and inclusive spaces in which people can do their best work.

FINANCIAL PERFORMANCE SNAPSHOT







KEY ACHIEVEMENTS AND HIGHLIGHTS



Capability Development workshops - 51 participants



5

Wānanga – Wā Matua pilot programme (Māori Senior Entrepreneurs) - 14 participants



32 Events/ Presentations/

Hui/Wananga

6



178.6% Increase in Facebook followers



15 Newsletters distributed. Open rate 50.17%



325.53%

Increase in Instagram followers



GOING ONLINE

Phase one of the Nga Toi Hawke's Bay website for creatives by creatives has been launched along with fresh new branding. **Explore www.ngatoihawkesbay.co.nz**

Over 40 resources for creatives available on website

Co-design and development of the Te Matau-a-Maui online platform (pending launch in 2024)

Tautoko -

Advocacy

- Purpose Team
- Support

Whakamana -Enable Resources Mentoring Workshops Programmes Kōrero -Conversations

Share your projects News

CYCLONE RECOVERY OUTREACH PROGRAMME



Funders and donors generously provided \$84,782 which contributed to the below.

Supporters



80 HOURS korero in the communit



ai and kawhe sessions



6

Connections through Creativity - Wellbeing sessions Over 70 participants

Cyclone clean-up activities – Helping out at grassroots



ter

7

4

Dehumidifiers rs and fans

14

1 Inverter

genera





PPE

7

Purchase or donation of equipment and PPE

200 HOURS

Napier, Hastings, Porangahau, Awatoto, Omahu, Waiohiki, Esk Valley, Wairoa



ANNUAL REPORT 2023



50+ BUSINESS START-UP PROGRAMME

The Senior Enterprise Pilot Programme was launched in March 2023 by Hon. Ginny Anderson, Minister of Seniors and Small Business. Ngā Toi Hawke's Bay is one of the five pioneering senior enterprise business start-up pilot programmes in Aotearoa.

Our programme specifically targets Māori senior entrepreneurs aged 50 and above who are embarking on new business ventures or seeking to explore business ideas in their later years.

Ngā Toi Hawkes Bay has taken a collaborative approach, supported by Ngāti Kahungunu iwi and other advisors to tailor this programme specifically for this cohort of entrepreneurs.

There are 14 Māori senior entrepreneurs in the

10-month programme. The initial hui provided an opportunity for whanaungatanga, agreeing on a Te Ao Māori approach that would work for participants. Since then, there have been five wānanga to work together to progress their pakihi, followed by coaching and mentoring with wraparound hauora support.

The programme draws on academic work in senior entrepreneurship, including the Massey University report on Senior Entrepreneurship in Aotearoa New Zealand released in September 2022, as well as the research team's website, Better Work in Later Life, which contains a range of useful resources for prospective older entrepreneurs.



TOI-TŪ REGIONAL STRATEGY FRAMEWORK

The journey of the Toi-tū Regional Strategic Framework commenced in 2017.

Following extensive sector engagement, it became evident that a sector-led regional approach, one that facilitated coordination and collaboration across disciplines, entities, and territorial boundaries was necessary. At the heart of this framework lay the creative community.

In 2022, Ngā Toi Hawke's Bay entered into a service agreement with HDC, supported by funding from Creative NZ, to rewrite the strategic document. This involved a series of hui aimed at gathering input on priorities, gaps, and outlining actionable steps within the creative sector. Participants included those involved in concept creation, production, aggregation, distribution, and consumption of creativity, culture, and the arts. The result of this collaborative effort is a regionalised version of the Toi-tū Regional Strategic Framework. It articulates focus areas and priorities that resonate with individuals, organisations, and communities throughout Hawke's Bay empowering them to embrace and embody these principles in their creative endeavours.

Kaupapa / Shared cause

Uplift our creativity to uplift our people.

'Toi' is a Māori word used for creative arts, but also refers to notions of excellence and attainment.

'Tū' can mean to uplift, elevate, rise, stand or sustain.

'Toi-tū' then refers to uplifting and sustaining our arts, culture and creativity to the highest level. This is our shared cause and will focus our endeavours.

Moemoeā / Vision

Hawke's Bay is recognised for creativity, creatives and distinct regional identity.

Creativity gives voice and presence to all members of Hawke's Bay's community.

Creativity creates opportunity, and drives innovation and enterprise.

Purpose

The actions, aspirations and aims of the Toi-tū regional strategic framework require support in terms of local and regional infrastructure and resourcing. The focus areas of the framework can help inform and reinforce local authorities and support agencies' ways of working, strategy setting and policy making.

Cultural wellbeing

Whakanuia te tuakiritanga Celebrate identity

Environmental wellbeing

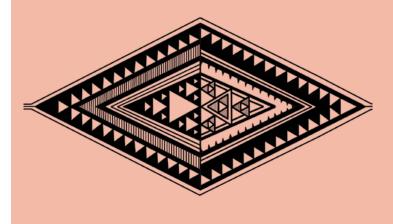
Whakangakohia te taiao Enhance the environment

Social wellbeing

Whakaūngia te tomonga Ensure access Whakapakarihia te taukaea tāngata Build connections

Economic wellbeing

Me kite te wāriu Recognise value Āraihia te rāngai mō te anamata Future-proof the sector



TOI-TŪ NGĀ TOI PROGRAMME OF WORK

Funded by Manatū Taonga/Ministry of Culture and Heritage (Te Tahua Whakakaha Capability Fund). Completed December 2022

Critical to the successful outcomes of this programme were the enduring partnerships, strategic alliances, connections, and engagement secured with Ngāti Kahungunu lwi Inc, local councils, and the creative sector.

This mahi focused on:

- **Tuakiritanga** Gathering, crafting, sharing cultural, creative and heritage narratives. Strand Lead Karl Wixon
- Auahatanga Supporting creative enterprise growth through deep sector engagement at all levels to gain knowledge and understanding. Strand Lead - Anne Rodda
- **Toitūtanga** Imbedding regional identity, culture and creativity in the systems and practices of local government and key sector entities. Strand Lead – Jacob Scott
- Organisational sustainability developing a sustainable governance and operating model for Ngā Toi Hawke's Bay. Strand Lead – Leonie Wallwork

Learnings, insights, and outcomes from this mahi form part of our strategy implementation plan going forward. It also supports the Toi-tū Regional Strategic Framework and Ngā Toi's deliverables within that

Outcomes include:

In partnership with Hawke's Bay Tourism and Ngāti Kahungunu Iwi Inc., elevated and strengthened the visibility of 'Te Matau-a-Māui' as a regional identity narrative. This included the co-design and development of an online platform and regional identity collateral and guides that will provide scope for further future projects.

Secured Ngahiwi Tomoana as cultural and creative lead and master storyteller for the Te Matau-a-Māui story.

Analysed and started implementation of priorities highlighted in the regional pulse check conducted mid-year. This involved one-on-one interviews; wananga; and a full sector-wide survey to identify needs, issues, opportunities, and emerging themes. Delivered six capability development workshops in November 2022 based on sector priorities identified including leadership development, employment and business skills, opportunities for connection/reconnection, and wellbeing and mental health support.

Developed new Ngā Toi website designed for creatives by creatives. Website resource bank houses over 40 free resources. The website offers an opportunity for creatives to share their story or any projects they are working on. Phase Two, of the website, which is funding dependent, will advance the resource bank, online learning opportunities, and storytelling

Rebranded Ngā Toi Hawke's Bay to provide consistency in look, feel and enhance recognition of Ngā Toi Hawke's Bay and what we stand for.

Reviewed and implemented robust governance structure, operating models, planning and reporting systems and processes to support organisational growth and sustainability.

> "These are excellent workshops and I have sent your email to the team. I would be happy to support any of our staff that would like to attend these workshops. Hoping we can help boost help boost numbers in future workshops."

"On topic and generous amount of useful information learned in short period"

"Feel better equipped as a result of attendance with skills learned and/or developed pertinent to competency expansion

"Thank you! (a lot of these!); Very accessible; Will there be more?"

Godwits Sculpture, Ahuriri Photography by Kirsten Simcox

NGA TOI HAWKE'S BAY

www.ngatoihawkesbay.co.nz