

**Date:** Wednesday 25 May 2016  
**Time:** 6.00pm  
**Meeting Room:** Kaipātiki Local Board Office  
**Venue:** 90 Bentley Avenue  
Glenfield

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## **Kaipātiki Local Board Community Forum OPEN MINUTE ITEM ATTACHMENTS**

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27/05/2016

Item 8.1

**NORTHART**  
KAIPATAKI COMMUNITY'S GALLERY



**Report on Outreach & Communications Project  
for Kaipātiki Local Board  
May 2016**

Attachment A

**PHASE 1:**

- Established gallery's existing initiatives.
- Consulted with cross-section of local community, creative networks and membership.
- Identified challenges and weaknesses.
- Submitted strategy document.

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Attachment A

Strategy document identified need to:

- Heighten **presence** in local neighbourhood.
- Strengthen **connection** with community.
- Cultivate stronger voice in **communications**.

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### **PRESENCE**

- Visibility / accessibility / awareness
  - Locational signage
  - Portable banners
  - Visual enhancement of amphitheatre
  - Promotional tools, e.g. door hangers / car window stickers
  - Printed marketing collateral

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Attachment A



## PRESENCE

Progress to date:

- Costing promotional signage options.
- Producing gallery brochure for membership drive.
- Local residents using Studio Space.

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Attachment A



### CONNECTION

- Identify audiences/communities.
- Establish support networks.
- Education programmes.
- Events on- and off-site.

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Attachment A



## CONNECTION

Proposed actions:

- Appoint Outreach co-ordinator.
- Develop programme of events and classes, e.g:
  - Art Day Out
  - Pop-up Art Shows
  - Window Art
  - Art Expeditions
  - Discover Art Sundays

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Attachment A

**CONNECTION**

Proposed actions:

- Schools/youth initiatives, e.g.
  - Youth Art Festival
  - Gallery Time for Schools
  - Art after School classes

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Attachment A

## CONNECTION

Achievements to date:

- Secured part-funding for Outreach co-ordinator.
- Increased classes and workshops in Studio Space.
- More regular communications with schools and community groups.

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Attachment A

## COMMUNICATIONS

Identified need to:

- Establish or improve systems.
- Target most effective channels.
- Use consistent voice.
- Maintain regular presence.

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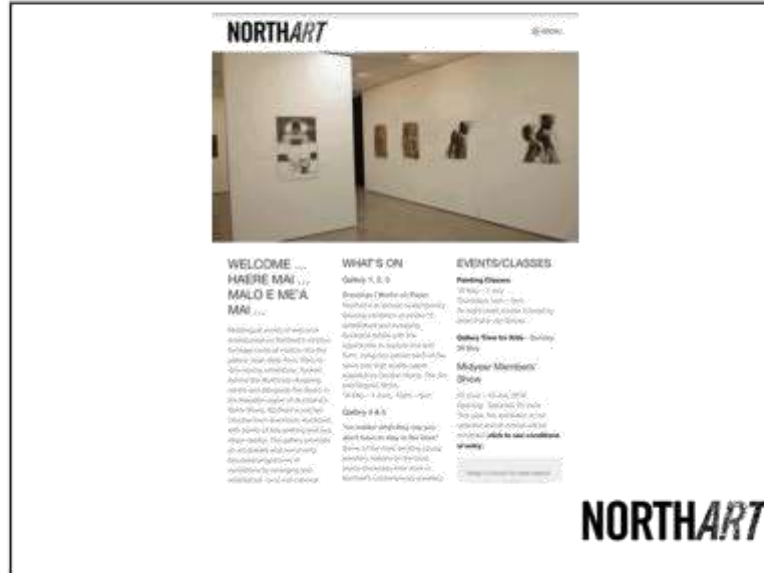
## COMMUNICATIONS

- Online & Electronic:
  - Website
  - Event Sites, e.g. OurAuckland, Eventfinda
  - E-newsletter
- Social Media:
  - Facebook
  - Twitter
  - Instagram

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## COMMUNICATIONS

- **Publicity**
  - Establish key media relationships.
  - Communicate regularly.
  - Identify interview opportunities.

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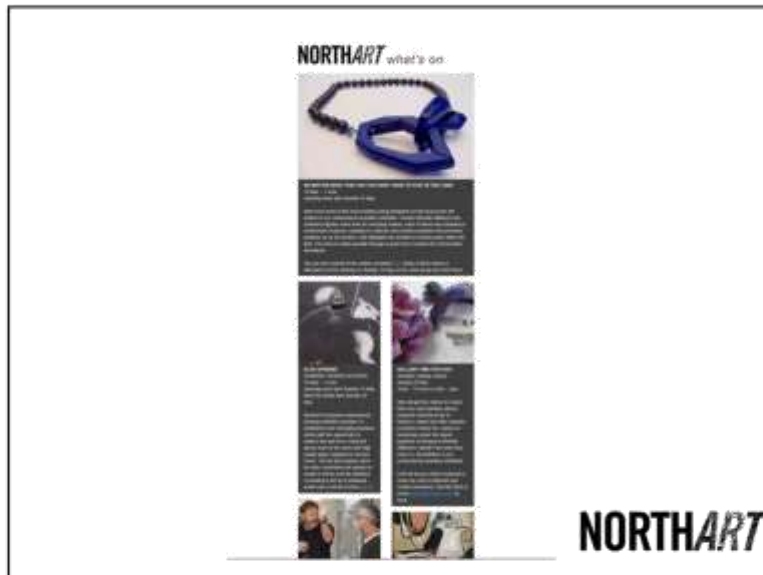
Item 8.1  
Attachment A

## COMMUNICATIONS

Achievements to date:

- New website live and regularly updated.
- Three e-newsletters circulated.
- Facebook likes increased by 40%.
- Established Twitter account.

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Attachment A

## COMMUNICATIONS

Achievements to date:

- Publicity on/in -
  - TV3 Story
  - Maori TV Te Kāea
  - RNZ National
  - Viva NZ Herald
  - North Shore Times & other community papers
  - Art News New Zealand

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### Exposing men's hidden side in Bare Truth

**LAINE RIDGER**


Colin Reid's film *Whitening* is exposing the softer side of our blue men in his new exhibition *Bare Truth*.

The award-winning collector of portraits offers a new perspective of the real people hidden beneath their suits.

"It's fascinating to see how quickly we turn our opinion-based ability on physical appearance," *Whitening* says.

Being muscular and going into the limelight to expose their anatomy was one of the goals for the project. Muscular men, and a plain face portrait was chosen to highlight their facial expressions and body language.

"Many cultures see by skin as being physically and emotionally healthy."



Facing men to their hidden, the world is not out of their control, they are so vulnerable. "The project simply reminds us of how fragile we all are."

*Whitening* was awarded the Auckland Photographer of the Year in 2015.

A high achievement for a man that worked as IT just a few years before.

He says his success in both a career and in a film turned reality.

*Bare Truth* is showing at Auckland Gallery until June 22, from 10am to 5pm.

The opening event is June 5 from 4pm to 8pm.

The exhibition will also feature in the 2016 Auckland Festival of Photography.

That festival is in the city's arts.

"This stereotypical perception leads to bad outcomes when considering how poorly people with mental health symptoms, depression, stress and anxiety."

The film has educated a variety of citizens, ages and levels, but the biggest challenge was

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Attachment A

### PROJECT LEGACY

- Provide communications handbook for ongoing publicity efforts.
- Offer ongoing services for media publicity and copy-writing.

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