

# Memo

4 August 2017

To: Mangere-Ōtāhuhu Local Board Members

cc: Rina Tagore, Senior Advisor, Daniel Poe, Advisor, Local Board Services

From: Sarah Edwards – Arts and Culture Advisor

---

## **Subject: Provide options for programmes at Mangere Arts Centre**

### **Purpose**

1. To provide the board with programme options at Mangere Arts Centre for the approved Work Programme #494 Mangere Arts Centre- Business Plan Initiatives (Resolution MO/2017/118).

### **Background**

2. The business plan for MAC was developed to set out the strategic context in which MAC operates and clearly communicates MAC's vision, mission, objectives, and priorities, as well as the actions that will be taken to achieve them.
3. The FY16/17 the Mangere Arts Centre- Business Plan Initiatives work programme achieved the following objectives within the \$70,000 LDI budget;
  - To increase local communities' access to, and participation in the arts (\$4K)
  - To support and mentor local artists and to connect them to broader audiences and opportunities (\$30K)
  - To ensure all spaces in the centre are utilised to their full potential (\$16K)
  - Develop and implement the Mangere Arts Centre Marketing-Comms Plan (\$20K)
4. There were two initiatives that were not able to be fully completed during FY16/17;
  - To provide interpretation to exhibitions, to be tailored to the needs of the local community (\$2,800)
  - To utilise the centre as a hosting venue for local, regional, national and international events and programmes (\$16,000)
5. A budget of \$18,800 has been carried over, and the programmes will be delivered in FY17/18.
6. On 21<sup>st</sup> June 2017, the Māngere-Ōtāhuhu Local Board passed the resolution MO/2017/118 to approve the Arts, Community and Events Work Programme which included the allocation of \$40,000 LDI budget to Mangere Arts Centre- Business Plan Initiatives.

### **Programme Options**

7. The programme options listed below are a continuation of the work completed in FY16/17;
  - To support and mentor local artists and to connect them to broader audiences and opportunities (\$25K). This programme will continue to build on the momentum of the

last 3 years performing arts programme to stage performing arts content that is written, performed and produced by local practitioners with a strong focus on advancing the skills of community artists.

- To ensure all spaces in the centre are utilised to their full potential, specifically the courtyard with music performances (\$5K). A programme will be built that will unlock the use of the courtyard space for local musicians during warmer months. This will enable staff at MAC to more effectively integrate the space in the proposed 360 programming model wherein spaces within the centre will be linked via relevant, cross-discipline activities (i.e. Gallery exhibitions and Theatre shows share elements and resources).
- The continuation of the Marketing-Comms Plan and Promotion (\$10K). The strong online presence and publications in ArtNews and Theatrereview were extremely successful in FY16/17. The programme will continue to promote activities through a strong online presence and by signing up to email newsletter design and distribution service Campaign Monitor to distribute high quality content more effectively.

## **Recommendations**

8. That the Mangere-Ōtāhuhu Local Board;
  - a) approve the programme options presented in the memo.