

MOSEC / PopUp South 2017/2018 - Work programme

Initiative name	Project coordinator	MOSEC/PS Lead																
Date prepared		MOSEC/PS Support	Dave Fearon															
Description	Provide administrative and logistical support to MOSEC/PS																	
Benefits	<p>Support MOSEC/PS to achieve their goals of developing and managing opportunities for Māngere and Otāhuhu based performing and visual artists access opportunities to raise their profiles locally and regionally, and develop economic sustainability into the future.</p> <p>Social enterprise invests any profit into resolving community issues – in this case retention, preservation and intergenerational learning of Maori and Pacific arts.</p>																	
Deliverables	<ul style="list-style-type: none"> • Pop UP Market logistics • Marketing • Office & financial systems • Evaluation • Communications • Strategic Planning • Including <ul style="list-style-type: none"> ○ Calendar of activities <ul style="list-style-type: none"> ▪ 2-3 activities in MO before Christmas (Mangere East November Night Market, Miami Park Family Fun Day Event, Toia Summer Festival) ▪ 1 week at Wynyard Quarter before Christmas ▪ 2-3 weeks at Wynyard Quarter in February ▪ MOSEC/PS meetings ○ Permanent POS units (work with artists to prepare and deliver packs to chosen locations; calendar to replenish packs regularly) ○ Provide opportunities for local board members every quarter to MOSEC/PS to meet artists. ○ Report to MOLB, MTC and MOSEC/PS on <ul style="list-style-type: none"> ▪ Profits to artists ▪ Number of artists that each MOSEC/PS member organisation brings ▪ What wares are sold ▪ How much was sold ▪ Other artisan/social enterprise community groups that have joined ▪ For example: <table border="1" data-bbox="644 1301 1501 1709"> <thead> <tr> <th>MOSEC Member org</th> <th>Artists</th> <th>Products</th> </tr> </thead> <tbody> <tr> <td>CIDANZ</td> <td>20</td> <td>Jewellery, pareu, tivaevae, bags, hats, oils, necklaces, mats, dresses, cushions, recycled and restored furniture, paintings, quilts, Pacific food, cards, pillows</td> </tr> <tr> <td>Mangere East Community Centre</td> <td>2</td> <td>Ethnic crafts, korowai, taaniko</td> </tr> <tr> <td>Rep RM</td> <td>8</td> <td>Music and sound</td> </tr> <tr> <td>Vaka Manukau Niue</td> <td>tbc</td> <td>tbc</td> </tr> </tbody> </table> ○ Under Strategic Planning: TOR for MOSEC/PS, definition of Social Enterprise, sustainability of artists, sustainability of MOSEC/PS, investigate feasibility of legal entity or set up legal entity 			MOSEC Member org	Artists	Products	CIDANZ	20	Jewellery, pareu, tivaevae, bags, hats, oils, necklaces, mats, dresses, cushions, recycled and restored furniture, paintings, quilts, Pacific food, cards, pillows	Mangere East Community Centre	2	Ethnic crafts, korowai, taaniko	Rep RM	8	Music and sound	Vaka Manukau Niue	tbc	tbc
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Timeframe	<p>20 November 2017 to 30 June 2018</p> <p>Quarter two: Night Market Mangere East, Night Market Toia, Miami Park Fun Day, Wynyard Quarter. Identification of points of sale / showcase pods.</p> <p>Quarter three: Wynyard Quarter, strategic planning, TOR for MOSEC</p> <p>Quarter four: Strategic planning, reporting</p>																	
Cost / Resources	Total \$16,500																	

Initiative name	Project mentor	MOSEC/PS Lead	Dave Fearon
Date prepared		MOSEC/PS Support	
Description	Employ, manage and mentor the project coordinator. Administer the funding.		
Benefits	Support MOSEC/PS to achieve their goals of developing and managing opportunities for Māngere and Otāhuhu based performing and visual artists access opportunities to raise their profiles locally and regionally, and develop economic sustainability into the future. Social enterprise invests any profit into resolving community issues – in this case retention, preservation and intergenerational learning of Maori and Pacific arts.		
Deliverables	<ul style="list-style-type: none"> In collaboration with MOSEC/PS collective, appoint project coordinator. Employ, manage and mentor the project coordinator Ensure targets are met, appropriate systems developed and key tasks completed. Make payments on behalf of MOSEC/PS upon receipt of minuted authorisation 		
Timeframe	Ongoing until 30 June 2018		
Cost / Resources	Total \$2,500		

Initiative name	Waterfront container popup shop and other point-of-sale opportunities	MOSEC/PS Lead				
Date prepared		MOSEC/PS Support				
Description	Pop up shop at Wynyard Quarter					
Benefits	Māngere and Otāhuhu based performing and visual artists access opportunities to raise their profiles locally and regionally, and develop economic sustainability into the future. Social enterprise invests any profit into resolving community issues – in this case retention, preservation and intergenerational learning of Maori and Pacific arts.					
Deliverables	<ul style="list-style-type: none"> Work in partnership with Pānuku to present a third and fourth Auckland Waterfront market for Māngere-Otāhuhu crafts people to sell their products to regional and international visitors, capitalising on the success of this location in 2016/17. Arranging partnerships at other strategic locations for points of sale 					
Timeframe	Quarter two: Pop Up at Wynyard Quarter before Christmas Quarter three: Pop Up at Wynyard Quarter in summer 2018 Quarter four: reporting					
Cost / Resources	Item	FTE	Hourly rate	Days	Weeks	TOTAL
	1 x FTE	6	18.5	6	4	2664
	2 x PTE	6	18.5	6	4	2664
	Transport/trailer hire					275
	table/chairs hire					280
	Shelving/other					160
	TOTAL					6,043

Initiative name	Customer development	MOSEC/PS Lead	
Date prepared		MOSEC/PS Support	
Description	<ul style="list-style-type: none"> A marketing strategy for the collective including targeted social media, advertising and point-of-sale print collateral. Capacity build individual artists to increase standard of performance 		
Benefits	Māngere and Otāhuhu based performing and visual artists raise their profiles locally and regionally, and develop economic sustainability into the future.		

	Social enterprise invests any profit into resolving community issues – in this case retention, preservation and intergenerational learning of Maori and Pacific arts.
Deliverables	<ul style="list-style-type: none"> • Investigate enabling community organisations and spaces to undertake social enterprises including creating social enterprise hubs around Mangere-Otahuhu. • Provision of materials and equipment to fledgling enterprises • Develop and implement a marketing strategy for the collective including targeted social media, advertising and point-of-sale print collateral. • Artists' standard of performance is increased through capacity building
Timeframe	Ongoing until 30 June 2018
Cost / Resources	Total \$5,000