

OPEN

MINUTE ITEM

ATTACHMENTS

Ordinary meeting of the
Community and Recreation Committee

Thursday 22 April 2021
Commencing at 9.00a.m.
Council Chamber

Civic House

110 Trafalgar Street, Nelson

TABLE OF CONTENTS	PAGE
9. Bishop Suter Trust - Strategic Presentation	
A. A2624107 - The Bishop Suter Trust - PowerPoint presentation	2
12 Development of Maitai Recreation Hub	
A. A2624115 - PowerPoint Presentation - Maitai Recreation Hub	38



Strategic Presentation: 2021-2022

THE SUTER ART GALLERY
TE ARATOI O WHAKATŪ

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What we deliver as a public art gallery and a Council Controlled Organisation

- Recovery from COVID-19
- Results to date
- What is going well
- Our aspirations going forward
- Challenges
- Opportunities



THE SUTER ART GALLERY
TE ARATOI O WHAKATŪ

Council's Vision statement:

Nelson is the Smart Little City
He tāone tōrire a Whakatū

Nelson is a vibrant place where we are deeply connected with, and committed to, our natural, social and cultural environment. Clever business and innovation help us to thrive. We enjoy living fulfilled lives in smart, sustainable communities

The Suter:
A visitor destination
Where
Art Matters

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Nelson | Tasman Community Outcomes:

5. Our communities have opportunities to celebrate and explore their heritage, identity and creativity
6. Our communities have access to a range of social, educational, recreational facilities and activities



The Suter
Gallery
Theatre
Store
Café

VISITORS

Pre-COVID-19 we were going to set a target of 140,000 people visiting The Suter for the 2020/2021 financial year, *however....*

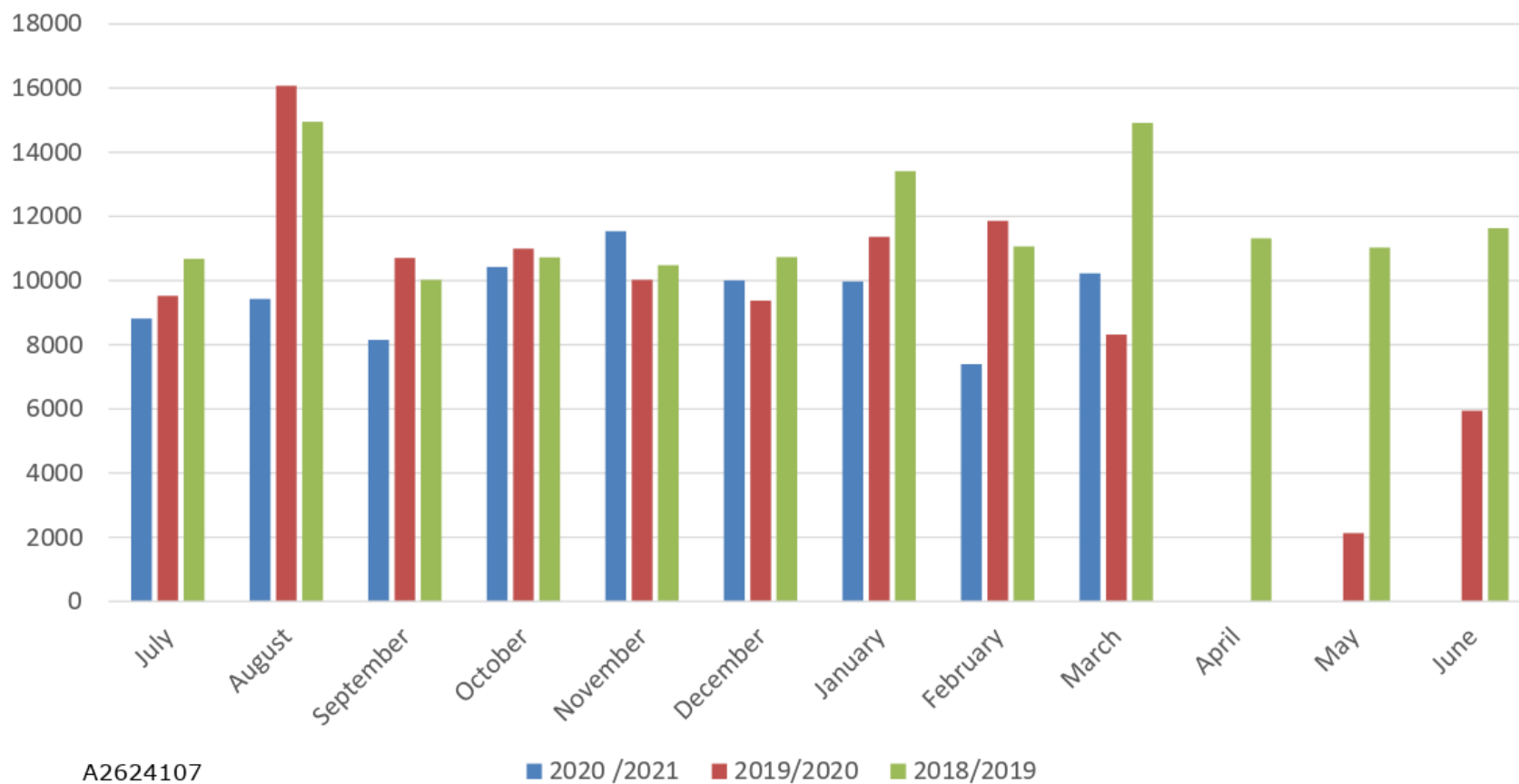
2019/2020 F/Y Result: 106,306 visitors
 Target: 140,000

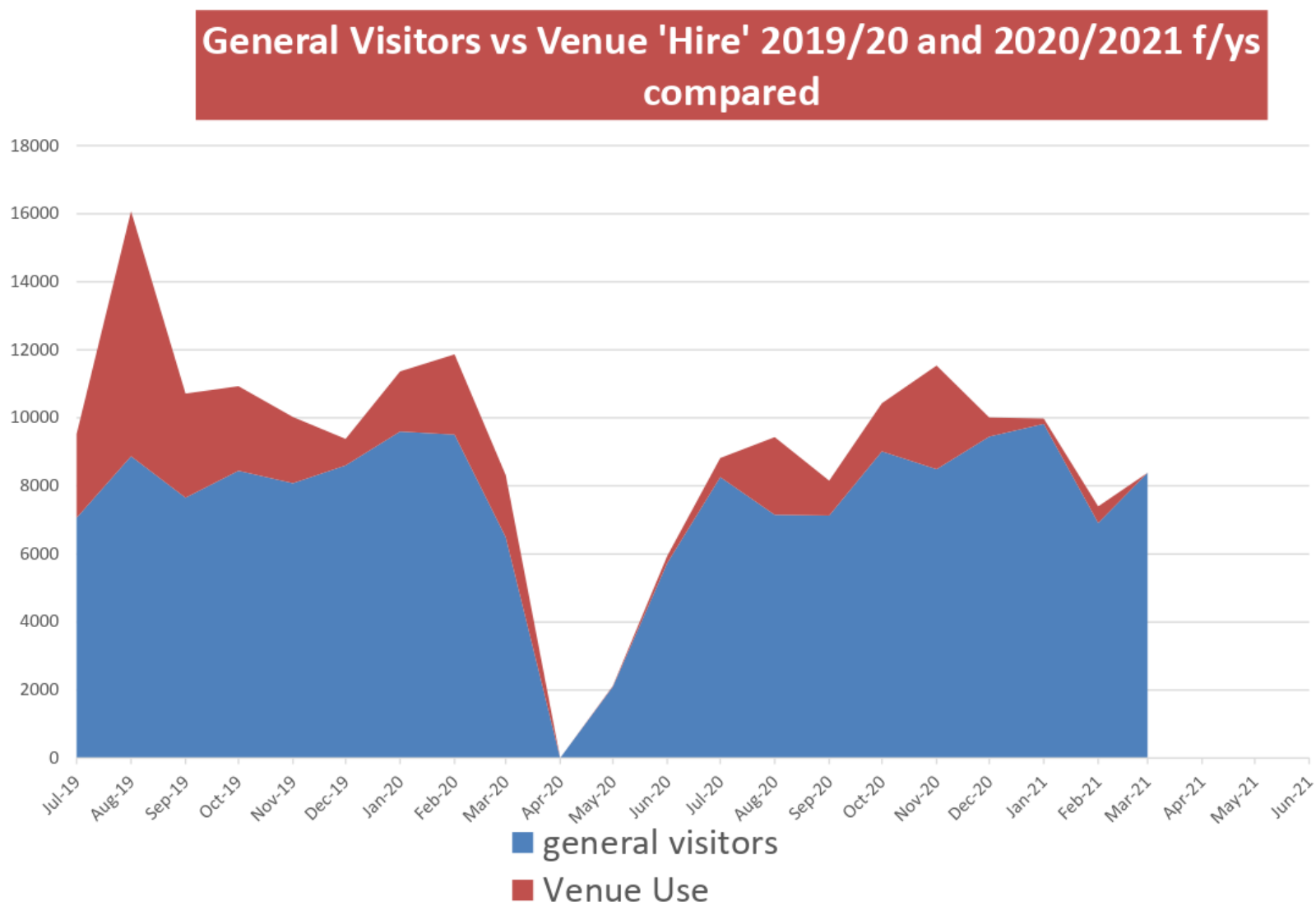
Adjusted S.o.I. target for 2020/2021: 100,000 visitors

2020/21 result YTD: 85,978 (*9 mth target:75,000*)

VISITORS

Visitor Comparison 3 financial years July 2018-March 2021





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Tourism

What we have noticed:

- Domestic tourism picked up much earlier than previous years
- People that would have travelled overseas are travelling around NZ / taking holiday breaks instead
- Nation wide and local campaigns e.g. “See what’s new New Zealand” and “We’ve Got this” are working very well

Tourism & Enterprise

- Mutually beneficial collaborations with NRDA, Uniquely Nelson etc. are 'paying dividends'
- Suter is now being promoted as an as important part of Nelson | Tasman tourism infrastructure
- Marketing: social media influencers, VR walk-throughs, corporates and tour operators etc.
- Keen to be involved in campaigns to modify 'seasonality'; carbon zero | neutral itineraries

Tourism & Enterprise

- Working on how we can all work smarter and get more bang from the 'central' buck
- Boutique conference package deals is a 'space' The Suter can support and contribute to
- We want to support businesses that are suffering, to regenerate | don't want to head butt against others' revenue streams
- And want to encourage people to spend more of disposable income on culture & heritage

Philanthropy

- Previously overseas tourists have tended to be most generous in donation box; NZers are picking up on Tap & Go to make donations as well as donation box
- We had lowered our expectations for Legacy 10x10 5x40 given economic forecasts, but have been receiving donations and significant gifts of artworks
- Major fundraiser, P2P 2021 was a sell-out and netted over \$65k + other supporter benefits



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Revenue

Currently:

- Retail up significantly
- NSAS exhibition sales holding well
- Venue hire: Rebounding:- performances in the theatre, Nelson Film Society and other regular hirers
- Boardroom gaining in use through Venue Hire
- Finding new ways to run lectures (Zoom + onstage panels/compere)
- Plans underway to refocus our event business and target M.I.C.E. markets
- Education classes for children and adults increasing in popularity
- Lessees recovering
- Sponsorships for Suter projects

2020-2021: first 6 months Suter Generated Revenue:

- Retail & Venue Hire.....43%
 - Education Classes18%
 - Leases.....25%
 - Friends of The Suter3%
 - Fundraising Events...11%
- 100%



Our capacity

- Open 362 days of the year; Core hours 9.30am-4.30pm
- Equivalent 8.5 FTEs staff i.e. 3 F.T. and 9 P.T. staff
- Bishop Suter Trust: 6 trustees & ex officio President of NSAS
- Volunteers: Visitor hosts, archives & library, fundraising, Friends of The Suter and Legacy
- Volunteer contribution: between 87 and 160 hours per month



Visitor Experience: Exhibitions

Annually 15-20 exhibitions across 4 galleries,
Majority will be curated by The Suter: local,
national & international artists and will:

- Showcase aspects of the collection: by theme, artist, media
- Feature Nelson | Tasman artists
- Includes Touring shows
- + 2 NSAS *Spring* and *Autumn* exhibitions
- Link to significant events



Christine Boswijk Thinking Through My hands



Exhibitions: COVID-19 Impact

- Programme rescheduling
- International exhibitions delayed 1-2 years
- Some exhibitions have had longer seasons
- Domino effect with touring exhibitions, or exhibits we want

Exhibitions: Looking Ahead

- *Suter Contemporary Art Project a.k.a Suter Biennale*
- *Fire & earth Top of The South ceramics*
- Exhibitions linked to events: e.g. *Nelson Jewellery Week; Te Ramaroa 2021; Nelson Arts Festival; Kapa Haka*



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Exhibitions: Next 5 years

- Series of Toi Māori exhibitions to coincide with significant Te Tau Ihu hosted events leading up to *Te Matatini*, 2025
- Gallery space devoted to Collection exhibitions
- Exhibitions that link to special events, festivals etc. of Nelson | Tasman
- Future International Cultural exchange(s) &
- Major sculpture project

Life Long Learning



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Life Long Learning: Public programmes

- **Activities:** openings & previews, curator/ artist tours, workshops, talks & lectures, classes....
- **Events:** Openings , previews, *Art Before Dark*, *Night Vision*
- **Off-site:** trips, tours, talks including *How to Look at Art* at Richmond Library
- **Holiday programmes**
- Established an Education Endowment Fund: Invested Tagged donations



Life Long learning: Education

LEOTC: Learning Experiences Outside The Classroom

- Ministry of Education supported: Contract ends 31.12.2021
- Enables .5 FTE Educator
- MoE Target: 3,100 students from 25 schools from Nelson | Tasman region, in structured learning programmes



Life Long learning: Hands On Art

- After school students' programmes: 5-6 per week, per school term
- 2-3 adult art classes per week, per term
- + Outside provider classes



Collection

The Collection develops through:

- Gifts;
- Purchases: using funds from
 - benefaction,
 - e.g. Legacy Group, 5x40
 - bequests,
 - interest from investments,
 - fundraising

And for next 4 years \$ for \$ grant from Blumhardt Foundation Fund, up to \$5000 for acquiring contemporary craft

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Collection; What we collect

- Regionally relevant, nationally significant art works
Collecting today so we can tell our stories tomorrow
-Currently reviewing our Collection Policy
- Collection is now On Line



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Partnerships

Nelson City Centre Art Walk

Make/Shift Spaces & The Suter collaboration

- Over 20 art works from The Suter's collection on walls in the CBD
- Celebrating local stories of people and places

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W.H. Allen *Nelson Hills* cnr. New & Halstead St.s

Our big Project ahead

To embark on fundraising and commissioning major outdoor public art works:

- That 'speak' of the uniqueness of this place
- That attract visitors to Nelson
- That encourage people to journey through the region

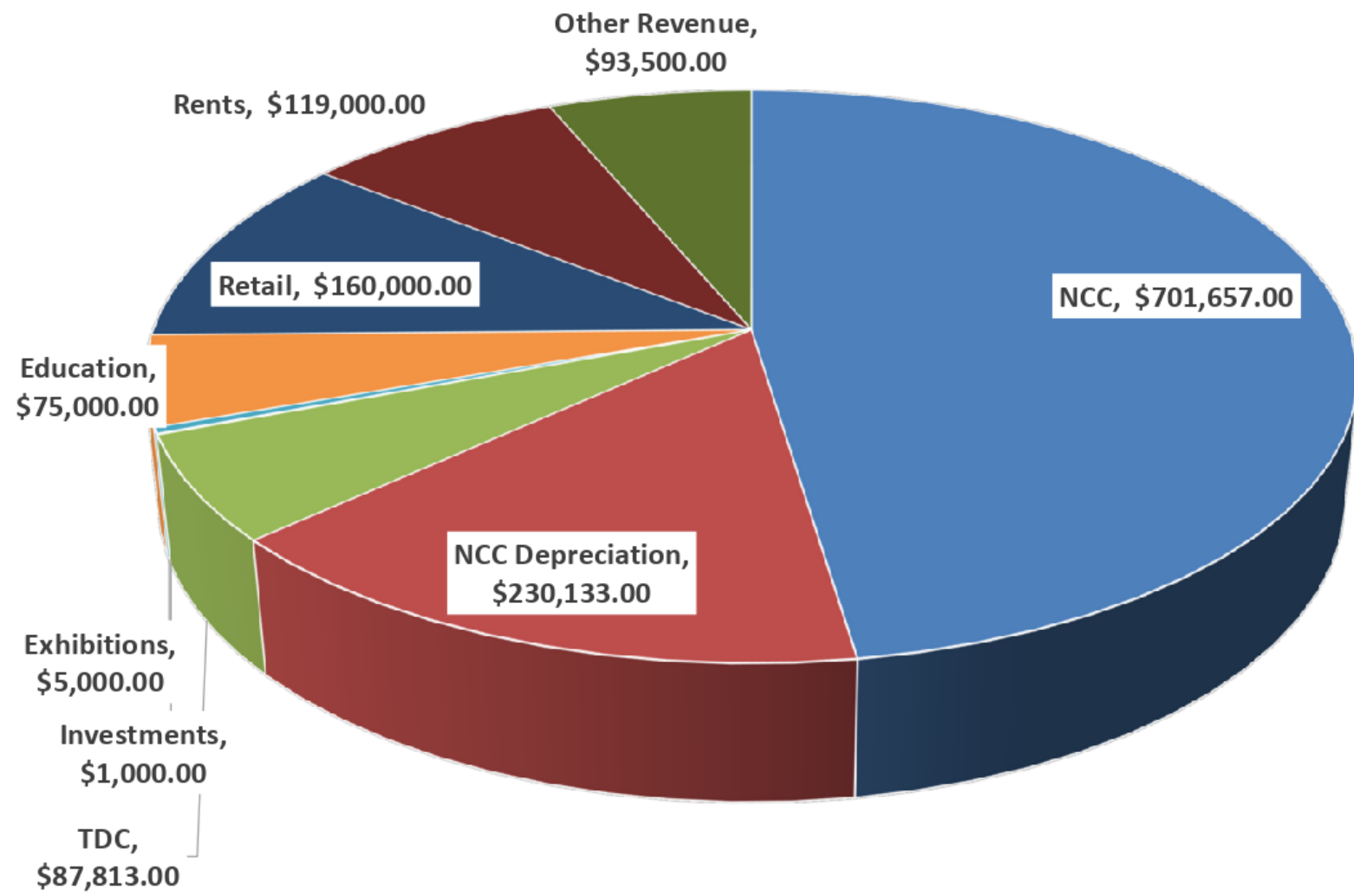
Fundraising, Marketing, Supporters

- Develop audience segments
- Re think our Friends of The Suter programme
- Grow the Legacy Group / 5x40
- Develop sponsorship/ partnership relationships to support our activities

Aims:

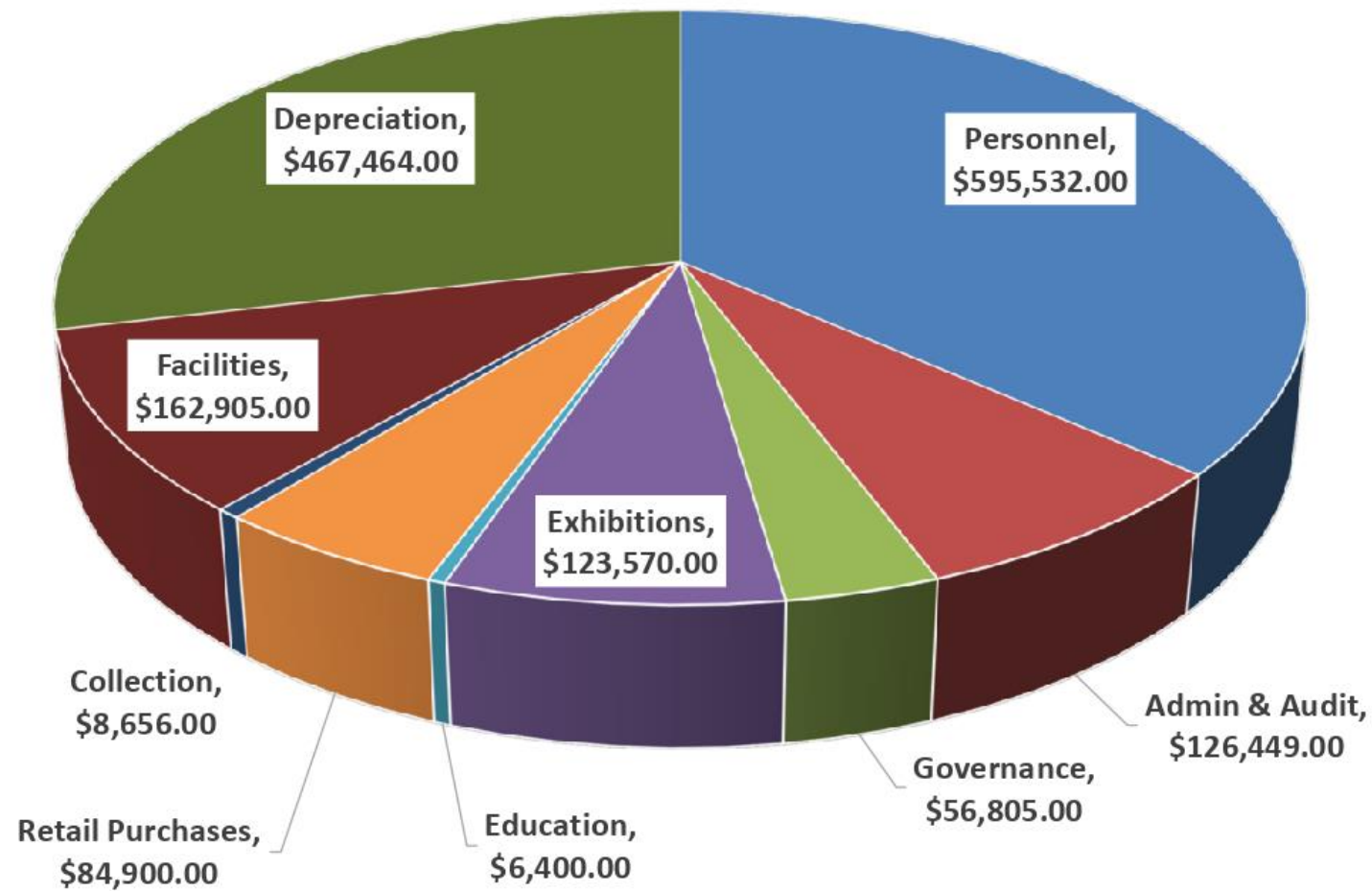
- To develop Suter Gallery's profile and reputation
- Attract more visitors; convert them into loyal supporters
- Develop win-win business partnerships
- Grow our on-line presence
- Establish an e-Commerce platform

Bishop Suter Trust - Income 2020.2021



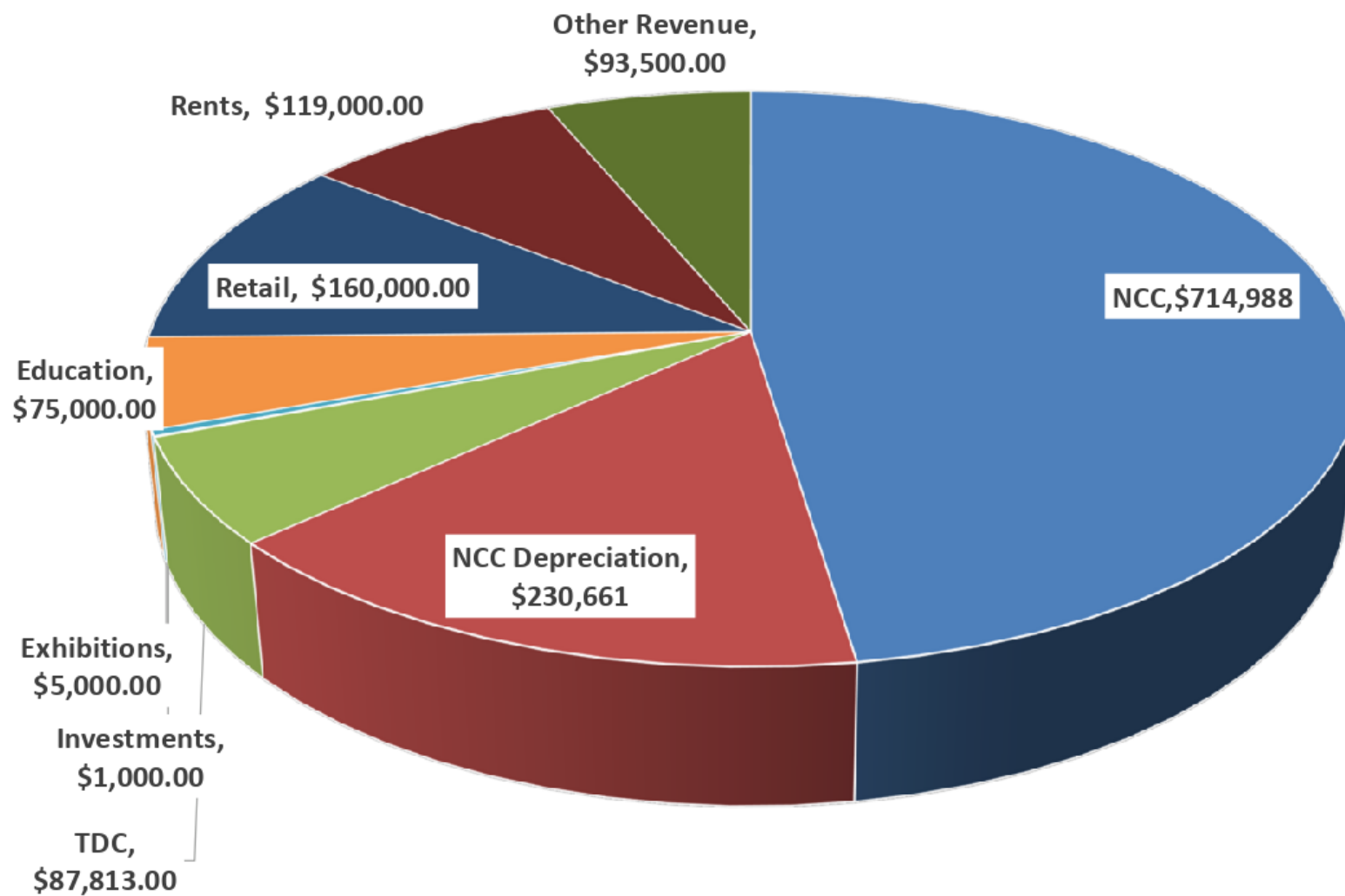
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Bishop Suter Trust - Expenses 2020.2021



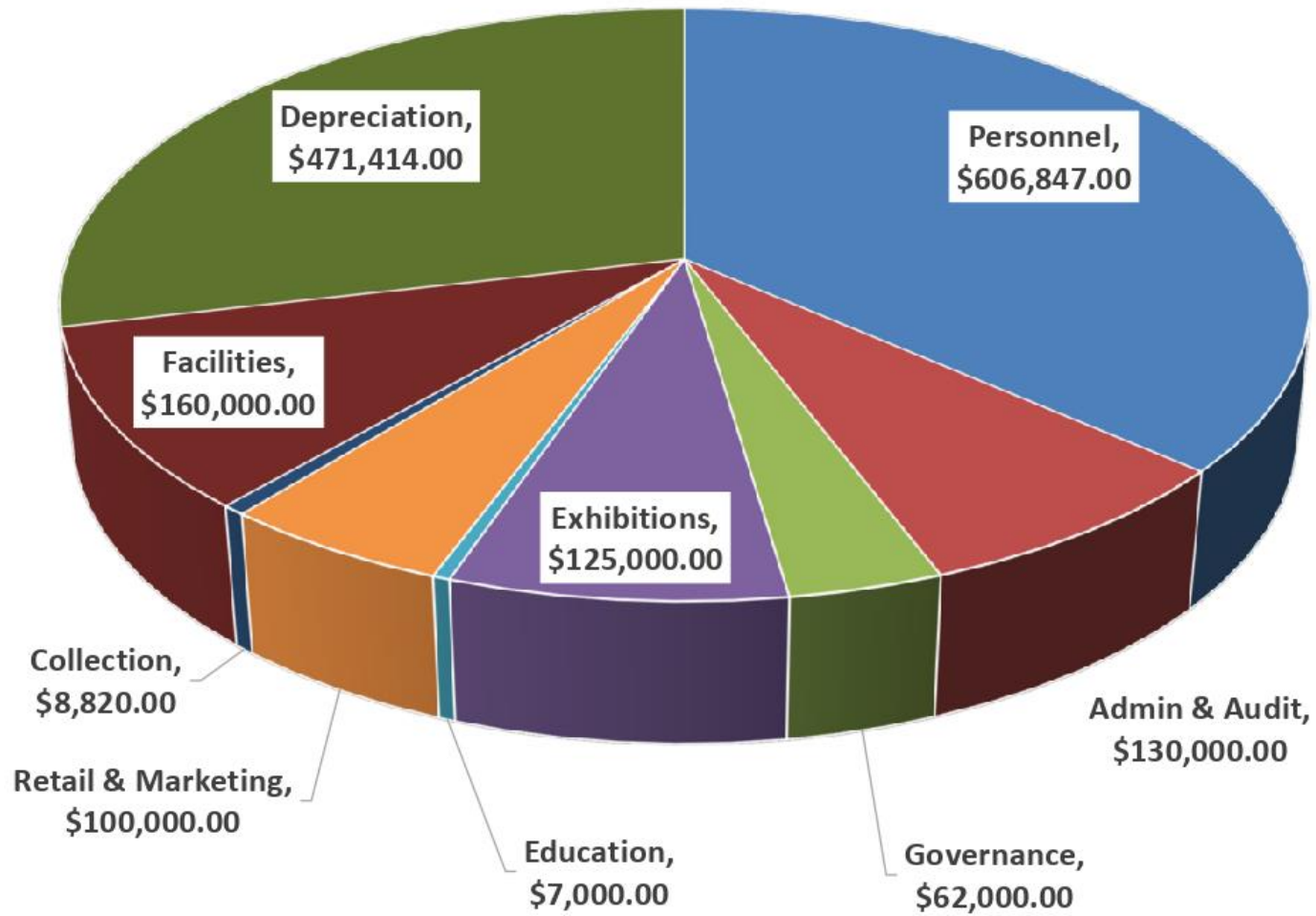
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Bishop Suter Trust - Income 2021.2022



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BST Budget - Expenses 2021.2022



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Sustainability & the Environment

- Resourcing
- Our practises, impact of our activities
- Getting our systems to run efficiently
- How sustainable are our suppliers; sustainable products and services
- Looking at what we source for retail
- Collection/ preservation
- Our role as a public facility: ideas and debate promulgated through exhibitions, public programmes, collection...role modelling



Our People: Bishop Suter Trustees:

Chair: Craig Potton

Gay Hervey

Jane du Feu (Iwi appointee)

Jude Finn

Rebecca Mason

Margaret Soderberg

Philippa Eberlain
(NSAS President,
Ex-officio trustee)



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The Suter Art Gallery Te Aratoi o Whakatū



Thank you for your ongoing cornerstone support and interest
in The Suter
Serving Nelson/Tasman to make this region a great arts destination



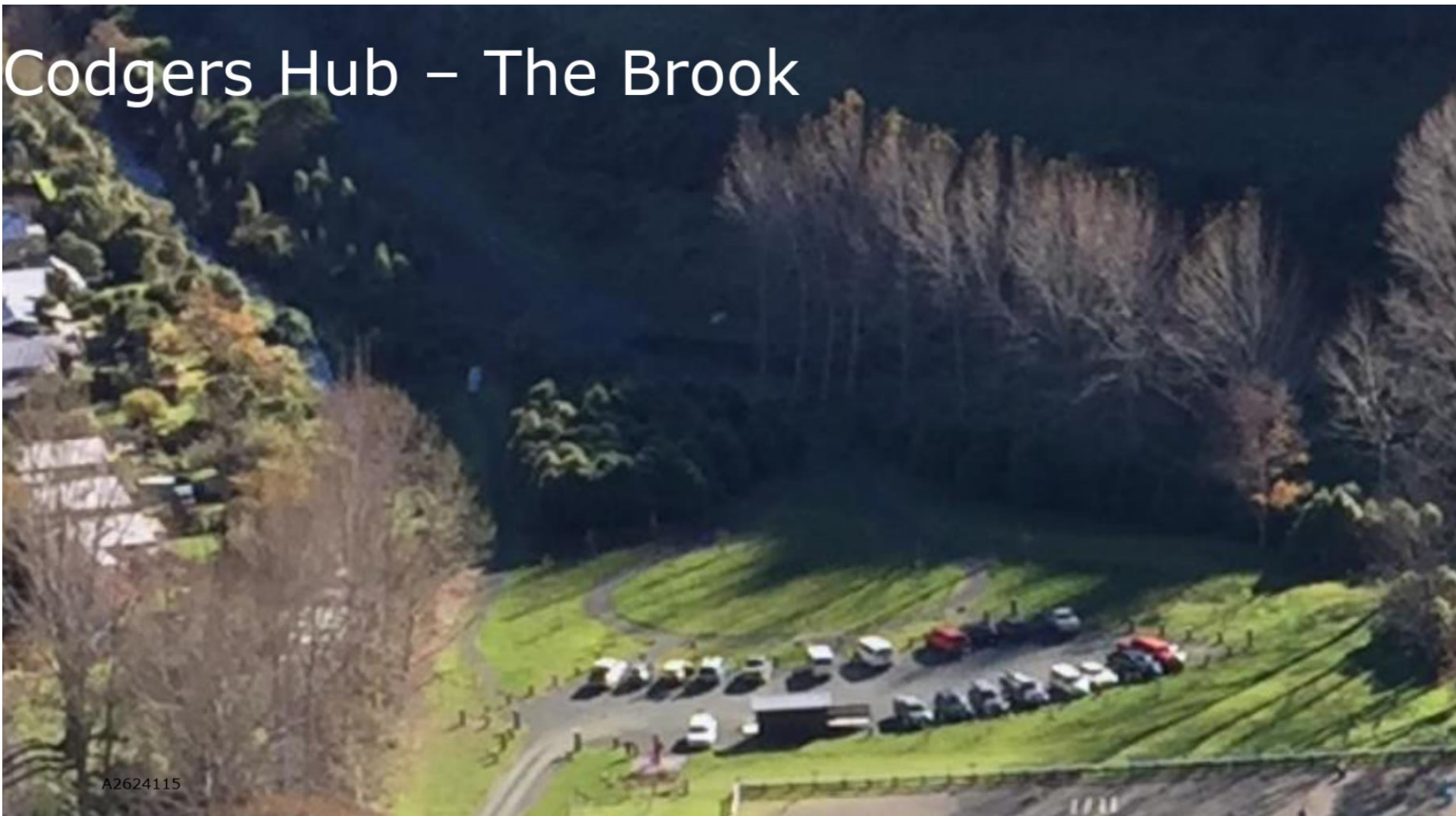
Maitai Recreation Hub

22 April 2021

Nelson The Smart Little City
He tāone tōrire a Whakatū
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 **Nelson City Council**
te kaunihera o whakatū

Codgers Hub – The Brook





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Codgers Hub – The Brook



Item 12: Development of Maitai Recreation Hub: Attachment 1

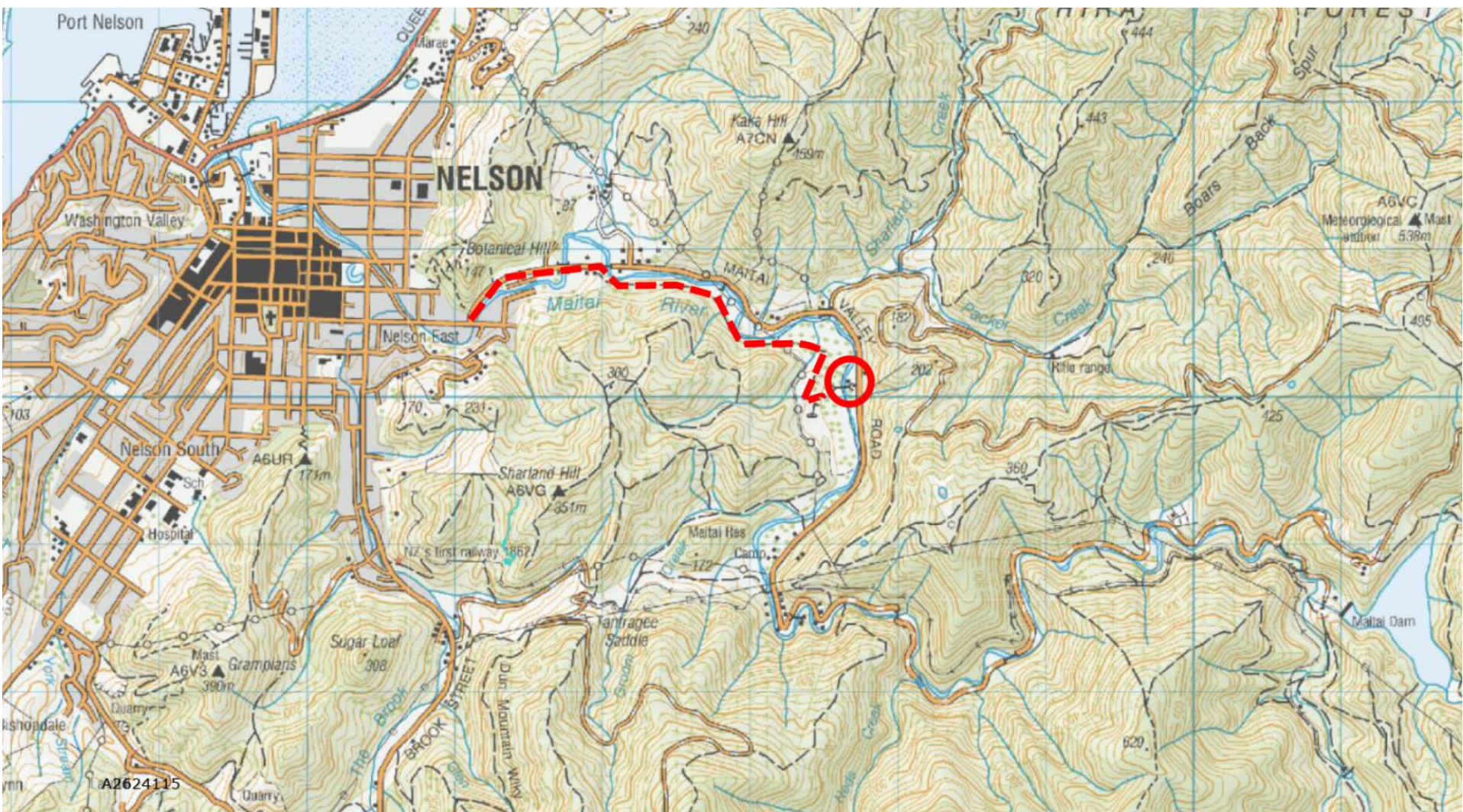




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