

Franklin Community Arts

June 2017



10 community and artist lead projects initiated across the Franklin area between October 2016 and June 2017, engaging with 60 artists, 360 project participants and approximately 1,000 audience members.

Diverse art forms, artists and participants from right across the geographical area, and from different ethnic backgrounds and age groups.

A new Franklin Artists Network has been developed and started meeting in March.

A successful Franklin Community Arts Facebook page with 208 likes and a reach of more than 38,000 through posts to date.

Introduction.

The Franklin local board initiated the Community Arts Broker role in response to the new Auckland Council “Community Empowerment” policy. The 2016/17 Arts Broker year consisted of two parts; firstly the series of five forum meetings that were held in communities to talk about the broker role and programme, and secondly, the programme of activities that were funded by the local board.

Sally Barnett and Bronwyn Bent were contracted to share the role of broker, and a work programme was drawn up after initial input from local artists and community members.

Broker Objectives and Alignment with Franklin Local Board and Council Strategies:

The key outcomes for the broker role were outlined by the local board and were as follows:

1. Identify and curate, programme or enable community arts activity
2. Ensure geographic spread of arts activity across the local board area
3. Ensure diverse participation
4. Develop a strong network of relationships with creative individuals and organisations in the Franklin Local Board area

These correlate most strongly with the following Franklin Local Board plan outcomes:

1. Proud, safe and healthy communities - embracing diversity, community development
2. A thriving local economy - local jobs and spending, developing tourism potential.

And in turn correlate to Toi Whītiki Auckland's Arts and Culture Strategic Action Plan goals and objectives, in particular:

1. All Aucklanders can access and participate in arts and culture
2. Auckland celebrates a unique cultural identity

3. Auckland has a robust and flourishing creative community

The arts brokers meet these objectives through:

1. A curated series of community arts projects (details below)
2. Meeting with a wide variety of artists and organisations to discuss their needs and offer mentoring support where required, for example assistance with funding applications, assistance with council processes for installation of public art work, connection with participants, organisations, venues or exhibition opportunities.
3. Developing a sense of the current gaps in arts offers and participation within the Franklin Local Board area, and targeting activities to address these.
4. Utilising social media and targeted Franklin Community Arts e-newsletter to create awareness of funding and professional arts opportunities both in and outside of the Franklin area.
5. Utilising social media to create a greater awareness of local arts events and activities within the Franklin area.

Community Engagement Process.

- Five initial forum meetings held in July 2016
- Open call out to artists to submit project proposals and subsequent discussions with those submitting proposals
- Implementation of projects from January to June 2017
- Regular face to face meetings with local artists and organisations

Other collaboration initiatives:

- Ongoing regular liaison with the local board Strategic Broker, in particular around cross-council initiatives.
- A new Franklin artist network to address the call from local artists to lessen isolation and to promote awareness of opportunities and events.

Franklin Community Arts Funded Project: Clevedon Arts Trail

Creators / Management

Maureen Conquer, Katie Blundell
and Cheryl Wright

Dates

29 – 31 January 2017 and ongoing

Project Summary

In order to showcase the diverse and talented artists, and their unique studio and workshop spaces in the Clevedon area, three local artisans Katie Blundell, Cheryl Wright and Maureen Conquer hatched a plan to create a brochure and map to be distributed at the famed local markets and tourist information centres to promote the artistic hotspots and encourage visitors to seek them out. The Art Trail intended to raise the profile of Clevedon Artists, encourage visitors to the area and direct sales. The team created branding, logos, signage, hard copy brochures, website, social media, advertising and distribution. CAT launched the trail on Auckland Anniversary weekend Jan 29-31 2017 at the Clevedon Farmers Market. That weekend all artists opened their studios for demonstrations, exhibitions and free community art experiences. This inaugural open studio weekend proved very successful with large numbers of visitors attending the event. The launch weekend saw artists meeting and conversing with many people in the village, at the farmers market and in their studios. Brochures were distributed and large numbers of people visited the studios.

Community Engagement

17 artists were part of the trail, approximately 300 people visited a number of studios during the initial weekend. 100 of these people had direct engagement with the art by trying their hand at weaving, spinning, pottery or photography.

"What a fun way to spend a Sunday afternoon" (Participant)

"Didn't know you were here, this is amazing, I can't wait to tell my friends"
(Arts Trail visitor)

"The Clevedon Art Trail would never have happened without the inspiration and support from our Franklin Community Arts Broker Sally Barnett... from the very first initial meeting through the funding application process, liaison with council and collaborative support through planning meetings... We are most grateful." Maureen Conquer



Franklin Community Arts Funded Project: Creative Wahine

Creator

Tania Pomana

Dates

3 May – 7 June 2017

Project Summary

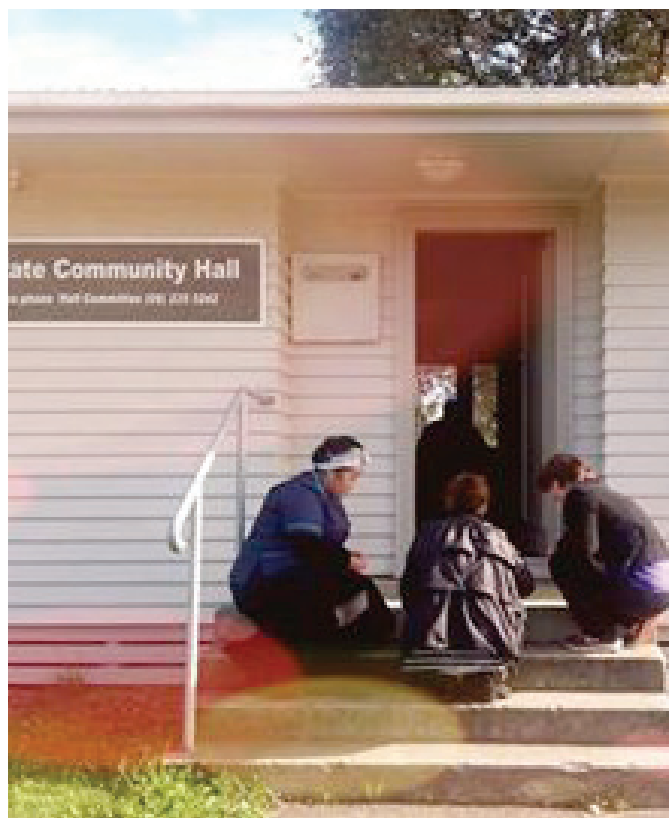
Creative Wahine was a community group designed to empower women by engaging the participants in creative projects. The aim was to offer our women artistic tools which enabled personal growth, creative confidence and strengthened relationships. The first series of workshops focussed on creative journaling. The workshops ran for 6 weeks, every Wednesday 10am - 12 noon at the Hamilton Estate Community Centre.

Community Engagement

8 regular participants.

"Thank you so much for this morning's session!!! It was really awesome to share creativity and kōrero with some fabulous wāhine." (Participant)

"It was really helpful to know that if I had a question regarding any process along the way that I could call or email the arts broker team." Tania Pomana



Franklin Community Arts Funded Project: Under Pressure

Reduction printmaking art course and event

Creator

Katie Blundell

Dates

11 May – 15 June 2017

Exhibition on 18 June 2017

Project Summary

Katie Blundell created a free community art project in her Gallery+Studio in Clevedon for parents and caregivers. Chosen with the help of Clevedon Plunket, participants learnt the process of reduction woodblock printing utilising Katie's newly restored mangle press and showcased their work in a group exhibition event. The art was for sale, with all profits from participants works going to Clevedon Plunket, who supported this community project in several ways, including looking after participants' young children during the course so they could focus on art making.

Community Engagement

6 participants engaged directly through the classes. 40 attended exhibition, 1000 people through social media updates and 250 through Plunket.

"I was wondering if I should send you another reminder email about the course start dates" They said "are you kidding we have been counting down the days till it started" Katie Blundell

"I have found working with such a wise professional [as Sally] exceptional learning. She has acted as a mentor as I continue to learn about managing myself and others as an artist and how to navigate the art world." Katie Blundell



Franklin Community Arts Funded Project: The Maker's Markets

Creators / Management

Amanda Chapman

Dates

Every month from 1 April 2017

Project Summary

The Makers' Market is a boutique Craft Market for local makers of fine handmade goodness, exquisite creations and delightfully scrumptious crafts. The idea behind the markets is the belief in locals supporting locals. The markets run on the first Saturday of every month, surrounding Alyssum Cafe. Visitors are invited to shop and support local artists and crafters, and enjoy the food & coffee at Alyssum Cafe.

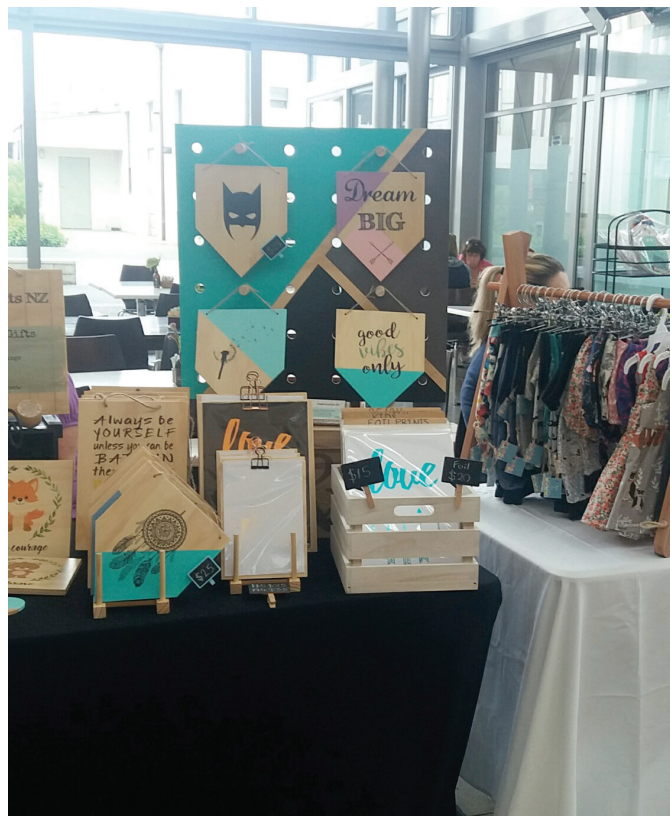
Stalls include: designer prints on wood & paper, scented soy candles, hand stitched fabric designs, delightful baby accessories, delicious bath bombs & body scrubs, heirloom bears, original art and more.

Community Engagement

Approx 10 craft stallholders, 100-200 directly engaged through visiting the markets. Between 200-3000 via social media and media coverage.

"Thank you Amanda for all the hard work you put in putting together our gorgeous little market. It's much appreciated" (Stall holder)

"Thank you so much for facilitating our access to this funding, it has been a huge benefit to our wee boutique craft market, and has supported small independent creatives by giving them a space to sell their work. We cannot say enough how grateful we are to have received this funding, and have used it well!" Amanda Chapman



Franklin Community Arts Funded Project: Beachlands Chartered Club Mural

Creators / Management

Karyn Fisher, Sandra Russell and Graham Strachan

Dates

1 March 2017 onwards

Project Summary

A hand painted mural is currently coming to life on the wall of the Beachlands Chartered Club under the title, "Community Recognition for the Volunteer Services." The mural will be displayed for many years to come and the amount of detail has drawn people's attention and encourages people to stop and enjoy. The mural is not only a thank you to the volunteer services it also is a poignant reminder of the past depicted by the black and white section, the colour depicting the present. Beachlands Maraetai is experiencing massive growth and change at present and the position of this mural brings attention and vibrancy to the older area of Beachlands. The artists feel it is a reminder of community spirit and something we need to hold onto.

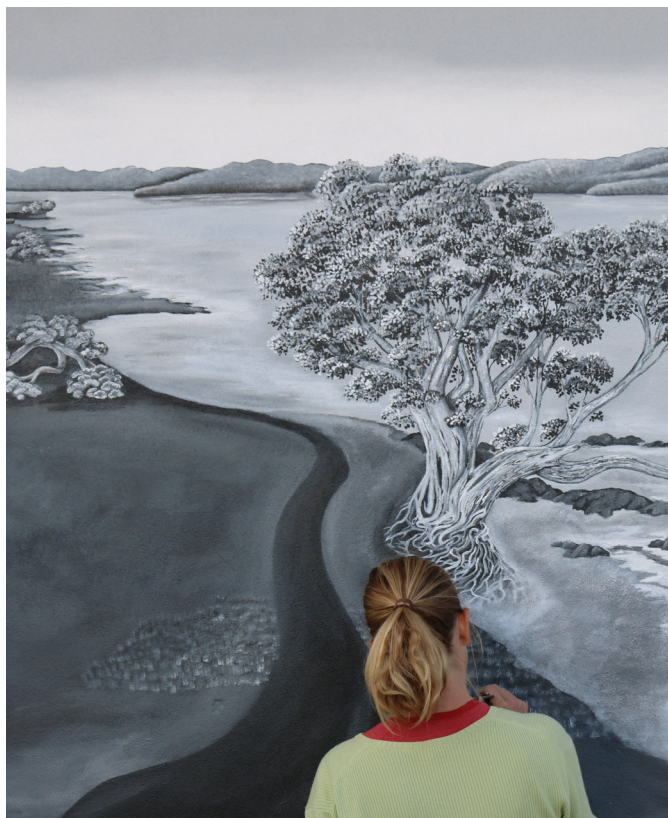
Community Engagement

Numerous people walking by, stopping, stopping their cars to talk. (50ish)

"We have had so many people stopping to watch us paint and talk to us - feedback has been 100% positive"

Karyn Fisher

"Sally has given us encouragement and support." Karyn Fisher



Franklin Community Arts Funded Project: You Might be Surprised to Know

Creators / Management

Linda Grigg

Dates

March - June 2017

Exhibition June 16 - 18 2017

Project Summary

'You Might Be Surprised to Know...' was a life story/photography project designed to break down stereotypes of what it means to be an older person. As we get to know the participants through their stories and images, we will be reminded of the uniqueness of all individuals, and of their rich value to our communities, regardless of age.

The project reached its target of interviewing and photographing 20 older people in the Franklin Local Board area and some real characters emerged, like 88-year-old Albie, a painter and wood-turner active in the Franklin arts community.

"You Might Be Surprised to Know" seemed to have touched a felt need, with several people commenting how important it was to collect these stories "before they are lost". The stories and photos were progressively released to the project's Facebook page and exhibited from 16th-18th June at the Old Op Shop in Waiuku.

Community Engagement

24 people through direct participation, 100's or 1000's via social media and media coverage. (exhibition - 190)

"What a wonderful resource that will become for the historians, genealogists and families of the area."

"[The broker provided]...Encouragement and advice re: applying for funding. Suggestions for contacts and promotion once project underway... I'm thankful for the opportunity." Linda Grigg



Franklin Community Arts Funded Project:

Franklin Theatre Masterclass Series

Creators / Management

Franklin Community Arts, Waiuku Theatre Group, Pukekohe Performing Arts, Onewhero Society of Performing Arts, Beachlands Hall, Hunua Theatre club

Dates

25 March – 10 June 2017

Project Summary

Following consultation with five local theatre groups, a theatre masterclass series was created to run across four months linking leading theatre practitioners with interested participants from each local group. Classes included Costume Design, Health and Safety, and Directing and were enjoyed by a diverse group of participants gaining knowledge and insight which they then took back to their respective theatre companies.

Community Engagement

Approximately 40 people were directly engaged with the project across the five masterclasses.

"(We) thought the lighting workshop went very well and was worthwhile attending"

"Today's marketing workshop was so worthwhile! The small group led to a lot of cross-pollination of ideas and left us with loads of things to think about and work on. Thanks for coordinating it."

"I just wanted to say a big thank you for the theatre workshop on Saturday. I really enjoyed it and met some cool people, also Margaret-Mary who took the course was brilliant."



Franklin Community Arts Funded Project: Rhythmical

Creators / Management

Helen Pullman

Dates

February – April 2017

Project Summary

The Pukekohe Youth Centre working in partnership with Te Ara Poutama Alternative Education Centre provided a select group of young people with the opportunity to participate in a music programme across the first term of 2017.

The programme comprised of song writing, beats making, singing and creativity. It also included other aspects of song production and working in the music industry. The workshops were led by tutor Tiueli Papau, who also runs the Beats N Pieces group at Te Oro in Glen Innes.

Community Engagement

Twelve young people directly engaged through the programme.

"We had wonderful support from the Arts Brokers - help with the contract, funding, and general mentoring and support was most helpful, thank you."

Helen Pullman



Franklin Community Arts Funded Project:

A Time to Dance An ANZAC Day Story

Creators / Management

Jay Pressnell

Dates

25 April 2017

Project Summary

'A Time to Dance - An ANZAC day story', was a student film created for ANZAC day commemorations this year. The film followed the lives of two childhood sweethearts separated by the outbreak of World War Two. The film screening was part of an audio visual experience combining live theatre performance, a live orchestral soundtrack and cultural dance, all set to a fluid and multi-layered animated film. It screened on April 25th at the Pukekohe Town Hall.

Community Engagement

170 students directly engaged via participation in the performance and 300 audience members at the performance.

"The Pukekohe community was treated to a stunning short film premiere... outstanding contribution Jay and Pukekohe High School." RSA Franklin

"The initial positivity and support through Sally was very important. I was able to present it through a Franklin Creatives Network meeting at school and generally the arts brokers were very supportive of the project." Jay Pressnell



Franklin Community Arts Funded Project:

Franklin Artists Network

Creators / Management

Franklin Community Arts Brokers,
Franklin Artists

Dates

Every two months, first meeting was in March 2017 at Pukekohe High School, second meeting was at Forgotten Arts in Clevedon, July meeting will be held at Waiuku Theatre.

Project Summary

In response to strong feedback from local artists, the Arts Brokers initiated a new artist network for all artists across the Franklin area. The main objectives of the network are: to provide an opportunity for artists who often work in isolation to come together and discuss projects and their own work; to provide opportunities for artists to meet who may wish to collaborate on future projects; to update on Arts Broker activities.

Community Engagement

Approx 30 artists have attended across the first two meetings.

"Just wanted to say I really enjoyed the meeting last night and think it is really great to have such a friendly network of people in our Franklin area."

Melanie Arnold, local creative.



Audience Development and Awareness.

- Development of the Franklin Arts quarterly e-newsletter, with the first edition sent in December, and the latest April edition with 261 subscribers with a 59.9% open rate (almost three times the arts industry general open rate on Mailchimp of 21.2%)
- Consistent growth on dedicated Facebook page, now at 208 page likes, with increasing community interaction. Information shared included industry opportunities, funding rounds, local shows and events, as well as project updates from Franklin Arts programme activities.

Building up awareness of the community arts programme is a long term project, but this initial period has demonstrated that people have an interest and are keen to be a part of arts events and projects in their local area.

Franklin Community Arts Media coverage

‘You might be surprised to know’

Franklin County News

<http://www.stuff.co.nz/waikato-times/news/franklin-county-news/90521091/franklin-seniors-surprising-stories-sought-for-photography-project>

Clevedon Art Trail

Weekend Herald - long weekend listing

Articles in: Pohutakawa Coast times, Valley Voice, Clevedon Roundup, Papakura Courier

Community Arts Broker Artist Call out: Pohutakawa Coast times January edition