

*Hātea Art Precinct Trust*  
*Statement of Intent*

***For the year 1 July 2022 to 30 June 2023***

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## **1 Introduction from the Chair and Chief Executive**

**Hātea Art Precinct Trust (HAPT) has embarked on an exciting new journey, with responsibility for running the Hundertwasser Art Centre with Wairau Māori Art Gallery, which finally opened in February 2022 and has since attracted nearly 40,000 visitors. The Trust also governs Whangārei Art Museum which has welcomed around 25,000 visitors in the last financial year. Together these attractions represent the Hātea Art Precinct, located beside the popular Hātea loop walk and the marina in Whangārei’s Town Basin locale.**

Some 27 years in the making, the Hundertwasser Art Centre is an authentic Hundertwasser architectural project. It celebrates art and ecological sustainability in a remarkable building dedicated to the legacy of artist Friedensreich Hundertwasser. It contains the Hundertwasser exhibition, the Wairau Gallery with changing exhibits, a museum shop, an activity centre and a restaurant with a terrace overlooking the waterfront. In keeping with Hundertwasser’s philosophy, the building restores nature with ‘tree tenants’ and a forest of plants on the roof including fruit trees and rare native species.

HAPT also oversees and manages Whangārei Art Museum, Northland’s public art gallery, which is dedicated to exhibitions of works of national standing, including by Northland artists.

HAPT seeks to enable a vibrant and connected arts community, while removing barriers for people to access and participate in the creative arts sector. HAPT aims to deliver an art precinct that revitalises the Whangārei region. The goal is to enrich people’s lives through the experience of art and nature.

In February 2022, Hātea Art Precinct was awarded a Qualmark Silver Sustainable Business Tourism Award across Hundertwasser Art Centre, Wairau Māori Art Gallery and Whangārei Art Museum – in recognition of the quality of our visitor experience, operations, marketing, culture, communications and leadership. That success has opened the door to international exposure in collaboration with Tourism NZ and established Hātea Art Precinct as a significant entity, helping drive cultural, economic and social regrowth while delivering a world-class tourism offering.

The biggest challenge we face in the year ahead is the successful operation of the Hundertwasser Art Centre in a world-wide environment of upheaval due to the ongoing impact of Covid, the war in Ukraine and rising inflation. While these factors create complexity and uncertainty, New Zealand’s borders are soon to open to international tourists, offering a significant opportunity after two years of isolation.

We have been open just a few months, so income from the Hundertwasser Art Centre is still uncertain. Our experience to date shows pleasing results, with both visitation numbers and revenue ahead of projections. We will keep a close eye on income and expenditure, continuously reviewing our operations regarding customer needs and our financial sustainability. Revenue from admissions, the museum shop, venue hire and school programming activities as well as philanthropic, government and corporate donations will be critical to our survival.

HAPT faces other challenges. Whangārei Art Museum is the lowest funded regional art gallery in New Zealand - on both a per capita basis and a gross funding basis. This makes our ongoing sustainability problematic. In addition, WAM has suffered from failing facilities including air conditioning and humidity control. These needs must be addressed if WAM is to remain viable.

With good policies in place and a highly skilled, diverse and capable staff, we are ready to meet these challenges and look forward to the year ahead with optimism.

Thomas Biss  
**Chair of the Hātea Art Precinct Trust**

Kathleen Drumm  
**Chief Executive**

## **2 Purpose of the Statement of Intent**

In accordance with section 64 of the Local Government Act 2002, this annual Statement of Intent publicly states the activities and intentions of the Hātea Art Precinct Trust (HAPT) for the next three financial years, and the objectives to which those activities will contribute. This Statement of Intent has been created through liaison with Whangārei District Council (WDC) and includes performance measures and targets as the basis of organisational accountability.

## **3 Purpose of the Organisation**

**Hātea Art Precinct Trust (HAPT)** was established 24 years ago to collect, display, conserve, and promote art in Northland.

The purpose of HAPT is to operate and manage two art facilities in Whangārei; Whangārei Art Museum, which is the public art gallery of the Whangārei District, and the Hundertwasser Art Centre with Wairau Māori Art Gallery, which opened to the public on February 20th 2022.

## **4 Approach to Governance**

The governance of the Whangārei Art Museum is the responsibility of a Trust board of seven Trustees, four approved by the Whangārei District Council with the Trust able to appoint a further three Trustees.

Hātea Art Precinct Trust (HAPT) actions and direction are determined by the Trust Deed, which details the objectives of the Trust. These include both the operation of the Art Museum and the requirement to support, stimulate and enhance the artistic and cultural life of the Whangārei District. The Trust's activities will recognise the interests of Tangata Whenua constituents, and actively engage with their relevant arts sector representative bodies.

## **5 Structure of the Hātea Art Precinct Trust's Operations**

The Trust operates two art facilities in Whangārei - Whangārei Art Museum and the Hundertwasser Art Centre. The Chief Executive manages the operations of both facilities and many staff have responsibilities across both galleries. Revenue and expenses for each facility are tracked separately for internal business purposes, although the Trust remains a single financial entity.

Wairau Māori Art Gallery Board (WMAGB) is an independent Charitable Trust, responsible for funding and curating art exhibitions for the Wairau Māori Art Gallery, which is located within the Hundertwasser Art Centre. The collaborative relationship between the HAPT and WMAGB is governed by a Memorandum of Understanding and an Operational Agreement, which enables daily functioning and support for the Wairau Gallery by HAPT.

### **5.1 Hundertwasser Art Centre**

An important new building is set to redefine Whangārei as a centre for art and creativity, fostering a new identity for the city. The Hundertwasser Art Centre (HAC) is based on a design by renowned Austrian artist Friedensreich Hundertwasser, who moved to Northland in the 1970s and became a New Zealander. The Hundertwasser project has been driven by thousands of volunteer hours spanning two decades.

### **5.2 Wairau Māori Art Gallery Board**

HAC hosts the Wairau Māori Art Gallery, exhibiting works of prominent Māori artists of national standing. In 2012, a special Māori advisory panel, which became the Wairau Māori Art Gallery Board, was established as a requirement of the Vienna-based Hundertwasser Non-Profit Foundation to honour the artist's wishes to a dedicated Māori gallery in the HAC building. The WMAG Board advises on the curatorship of art and exhibitions in keeping with the harmony, spirit and philosophy of Māori culture.

## 6 Nature and Scope of Activities

HAPT was established in 1996 as a Council Controlled Organisation (CCO) and incorporated as a Board under the Charitable Trusts Act 1957. The Trust's name was changed from Whangārei Art Museum Trust to Hātea Art Precinct Trust in June 2021.

HAPT's Management has established four strategic pillars of engagement which form the lens through which all activities are set and delivered. The pillars are:

- Artistic Excellence (*kaupapa*): art as craft, art as industry, art as technology, art as inspiration, art as a change agent
- Visitor Experience (*manaakitanga*): delivering audience impact
- People (*tangata*): motivate, support and empower
- Sustainability (*kawanatanga*): generating funding and operating efficiently

### 6.1 Activities

#### Managing the Whangārei Art Museum

HAPT is responsible for managing the Whangārei Art Museum (WAM), including maintaining, cataloguing, conserving and displaying works of art. WAM organises and holds exhibitions, including both internally curated exhibitions and touring exhibitions, designed to showcase the full diversity of creative art practice in Northland, New Zealand, and beyond.

#### Learning

HAPT has allocated space within the Gallery for public programs, education, and events. With specific aims to increase and diversify visitor and community engagement.

HAPT designs a creative, learning, and interactive element for each exhibition. These elements are designed specifically for our youngest demographic.

HAPT has developed an ELC Programme, (Enriching Local Curriculum, formally known as LEOTC), and is awaiting the outcome of the bid for contestable ELC funding. An Educator has been employed to deliver the programme, which will begin offering workshops to school children in March 2022.

#### Managing the Hundertwasser Art Centre

In 2016, HAPT began an exciting, but challenging, new journey following a binding public Referendum on use of the Old Harbour Board building, with the community choosing the Hundertwasser Art Centre with Wairau Māori Art Gallery (HAC-WMAG) project. It was agreed that the HAC-WMAG would be operated by HAPT. WDC allocated funding in the 2018-2028 Long Term Plan, for the development of the building.

Following its opening on 20 February 2022, HAPT is the operator and owner of the Hundertwasser Art Centre (HAC), with the land portion leased from WDC.

The HAC is the last authentic Hundertwasser building in the world and the only museum outside of Vienna hosting Hundertwasser's art on permanent display.

The HAC hosts the Wairau Māori Art Gallery, exhibiting works of prominent Māori artists of national standing. It is New Zealand's only dedicated public space for contemporary Māori art.

The HAC will provide Northland with an iconic drawcard as a nationally and internationally recognised cultural facility and tourist attraction. When borders reopen, it will be marketed abroad as a new national tourism asset, helping attract international visitors back to our country. The HAC will contribute to economic and tourism growth for the region, while expanding New Zealand's Arts and Cultural community internationally. Having already employed more than 550 people (in its construction) now that it is underway, the HAC will act as a cluster and spark employment growth, an enhanced sense of place and pride in establishing a truly multicultural attraction.

The HAC consists of the following attractions:

- An iconic Hundertwasser-designed building which in itself is a work of art.

- A collection of Hundertwasser artworks valued at approximately \$6m, supplied on a rotation basis, by the Hundertwasser Foundation in Vienna.
- Wairau Māori Art Gallery, containing contemporary Māori art on a rotation basis.
- An afforested roof with thousands of plants including rare native species.
- Aqua Bar & Restaurant Café-with a terrace overlooking the waterfront.
- A museum shop.
- An activity centre and theatre.

## **7 Whangārei District Council Vision**

HAPT will operate in support of the WDC vision and community outcomes. Council’s vision is to be “*an inclusive, resilient, and sustainable District*”. This is achieved through the following community outcomes:

- Efficient and resilient core services
- Positive about the future
- Caring for the environment
- Proud to be local

HAPT plays a key role in creating a vibrant, attractive, and thriving District through art. It particularly supports the values of being proud to be local and being positive about the future.

Whangārei Art Museum provides a great opportunity for people of all ages, visitors and residents to experience art. HAC is going to be a significant drawcard for the future of Whangārei.

### **7.1 He Rautaki Toi ā Rohe o Whangārei, a strategy for arts, culture and heritage in the Whangārei District 2019-2029**

HAPT is well positioned to be a key partner to WDC and Creative Northland in carrying out He Rautaki Toi ā Rohe o Whangārei strategy, which aims to support the vitality of the arts in the Whangārei District and further afield.

### **7.2 Whangārei Art Museum Vision**

*To tell the story of our district through art and artists, for the benefit of our community.*

Whangārei Art Museum is a place of community and unharnessed potential to reach local and visiting audiences with concepts developed through art in all forms including performance arts, dance, music, film, poetry, digital media, and design. As home to the city’s art collection, we are dedicated to its conservation by operating to Museums of Aotearoa standards. We are committed to showing fresh exhibitions promoting local arts, as well as touring artwork from New Zealand and beyond.

### **7.3 Hundertwasser Art Centre Vision**

*To fuel conversations around humanity’s profound relationship with art and nature.*

The HAC is a unique “living building” and gallery experience that celebrates, explores, and promotes the art, architecture, ideas and philosophy of Hundertwasser in a contemporary context.

### **7.4 Wairau Māori Art Gallery**

*To celebrate the contribution and influence of Māori art, which is central to New Zealand’s emerging and future identity.*

The Wairau Māori Art Gallery showcases the best of contemporary Māori art. It sets a precedent for a new kind of gallery - one that empowers outstanding Māori artists, and enables them to exhibit their work in an expertly curated setting, guided by principles of tikanga.

## **8 Hātea Art Precinct Trust – Internal Monitoring**

HAPT’s strategic objectives outline the Trust’s emerging thinking and will evolve as the journey progresses. The strategic objectives, and their action areas, are for internal monitoring purposes and will not be reported

on in detail under the Local Government Act 2002 requirements. However, a summary of performance against the key objectives, and any major deviations to plan, will be covered in the six-monthly reports to Whangārei District Council under this Statement of Intent.

HAPT has embarked on an exciting, but challenging new journey, with responsibility for the operation of the HAC-WMAG. This necessitated a refresh of the Trust’s vision and strategic objectives. Appointment of the Chief Executive to provide operational leadership and management, is a key milestone in supporting achievement of these objectives.

## 8.1 Strategic Objectives

### 2. Creating brand identity

- Transition to ‘one organisation’.
- More visible leadership role in the creative arts sector.
- Positioning as a creative hub of Northland.
- Initiate implementation of an energetic and inspiring Public Art Policy, highlighting the environmental, economic, social, cultural, and spiritual benefits of a healthy arts policy.

### 3. Partnering with others for the benefit of our community.

- HAPT as an enabler of a vibrant and connected arts community in Whangārei district, to enable Whangārei to become the cultural destination of the North.
- Remove barriers to access and participation in the creative arts sector.
- Strengthen relationship with WDC, partnering on agreed outcomes.
- Amplification of educational role in the community, as a pathway for Rangatahi into arts and culture.
- Recognising and responding to the rapidly changing demographic of Northland.

### 4. Achieving sustainability

- Securing funding.
- Good governance.
- Financial sustainability.
- Operational efficiency and effectiveness.

#### Action Areas:

Hātea Art Precinct Trust Strategic Objectives	Action areas	Contribution to Council’s vision
<b>1. Artistic Excellence</b>	<p>HAPT will</p> <ul style="list-style-type: none"> <li>● Be recognised by national and regional audiences as an arts leader in Northland through engaging and powerful exhibitions</li> <li>● Present shows and events that attract people to Whangārei, as a vibrant creative hub.</li> <li>● Deliver exhibitions at Whangārei Art Museum which demonstrate a high level of curatorial excellence.</li> <li>● Deliver inspirational public programming, including for children,</li> </ul>	<p><i>Positive about the future</i></p> <p><i>Proud to be local</i></p>

	<p>drawing on the works and philosophy of Hundertwasser.</p> <ul style="list-style-type: none"> <li>● Via effective project management, logistics and installation, support the production and maintenance of Wairau Māori Art Gallery’s exhibition programme.</li> <li>● Maintain the Hundertwasser exhibition of works on loan from Vienna.</li> <li>● Carefully maintain the WAM collection of artworks on behalf of the region</li> </ul>	
<p><b>2. Visitor Experience</b></p>	<p>HAPT will</p> <ul style="list-style-type: none"> <li>● Ensure the art precinct is visible, virtually and physically, boosting brand awareness and visitation.</li> <li>● Provide a brand experience at HAC which is known for excellence, is authentic and which supports ecological sustainability</li> <li>● Strengthen HAPT brand and grow a strong public presence.</li> <li>● Consider its positioning in the wider NZ context, to provide HAPT with a more visible leadership role in the creative arts sector.</li> <li>● Develop an arts precinct which is a vibrant hub for art lovers and experience-seekers</li> <li>● Promote Hundertwasser Art Centre and Wairau Māori Art Gallery to become a cultural destination of regional and national significance.</li> <li>● Increase visibility and visitor engagement by improving the entrance to WAM.</li> <li>● Develop initiatives which welcome and engage Māori and diverse communities, to foster their participation in our programs.</li> </ul>	<p><i>Positive about the future</i></p> <p><i>Proud to be local</i></p>
<p><b>3. People – Collaborations for the benefit of our community</b></p>	<p>HAPT will</p> <ul style="list-style-type: none"> <li>● Ensure our purpose, beliefs, values and expectations are clear and relevant to the Board and staff.</li> <li>● Build a diverse team which both supports organisational needs and is reflective of the community.</li> </ul>	<p><i>Positive about the future</i></p> <p><i>Proud to be local</i></p>



	<ul style="list-style-type: none"> <li>● Build a volunteer cohort of local people who are loyal and highly engaged with our activity.</li> <li>● Ensure our policies, plans, procedures and training programs are implemented to ensure our people feel a strong sense of accountability, satisfaction and engagement.</li> <li>● Ensure the CE has the tools, resources and authority to enable our vision to be implemented.</li> <li>● Strengthen relationships with WDC, including agreement of our mutual objectives, and how we work together to achieve these.</li> <li>● Build constructive relationships with the creative sector in Whangārei to support the district to become a cultural destination of the North.</li> <li>● Develop wider relationships with Tangata Whenua representatives, including Te Parawhau and the Hihiaua Cultural Centre.</li> <li>● Nurture a positive working relationship with the Wairau Māori Art Gallery Trust to support gallery operations.</li> </ul>	
<p><b>4. Sustainability</b></p>	<p><b>Good governance</b></p> <p>HAPT will</p> <ul style="list-style-type: none"> <li>● Follow the NZ IOD “Four Pillars of Governance”</li> <li>● Develop a Trustee skills matrix to identify skills required to support strategic direction.</li> <li>● Hold at least 6 monthly documented Board meetings as required by the Deed.</li> </ul> <p><b>Long term and annual planning</b></p> <p>HAPT will</p> <ul style="list-style-type: none"> <li>● Apply its long-term strategy.</li> <li>● Ensure annual planning supports the long-term strategy.</li> <li>● Monitor progress and KPIs.</li> <li>● Complete the annual report at the end of the financial year.</li> </ul>	<p><i>Efficient and resilient core services</i></p> <p><i>Positive about the future</i></p> <p><i>Proud to be local</i></p>

	<p><b>Health and safety</b></p> <p>HAPT will</p> <ul style="list-style-type: none"> <li>● Follow the NZ IOD Health and Safety Guide.</li> <li>● Ensure that the Trustees have knowledge of and commitment to health and safety.</li> <li>● Ensure that the CEO exercises due diligence in relation to health and safety.</li> </ul> <p><b>Being a good employer</b></p> <p>HAPT will</p> <ul style="list-style-type: none"> <li>● Conduct regular performance reviews with employees that form part of their Professional Development and Training Programme.</li> </ul> <p><b>Risk management</b></p> <p>HAPT will</p> <ul style="list-style-type: none"> <li>● Ensure there is an annual update of Strategic Risk and scoring in accordance with AS/NZS ISO 31000:2009.</li> <li>● Ensure there is appropriate insurance, which will be independently assessed.</li> <li>● Ensure the areas for internal audit and review are identified annually.</li> </ul> <p><b>Legislative and Trust Deed compliance</b></p> <p>HAPT will</p> <ul style="list-style-type: none"> <li>● Ensure legislative requirements are met.</li> <li>● Uphold the principles of the HAPT Trust Deed.</li> <li>● Receive a clear opinion on legal compliance as part of the annual audit by Audit NZ.</li> <li>● LGOIMA requests are answered within statutory timeframes.</li> </ul> <p><b>Effective financial management</b></p> <p>HAPT will</p> <ul style="list-style-type: none"> <li>● Receive monthly accounts prepared by WDC and have the HAPT Board approve these monthly accounts.</li> <li>● Comply with full GAAP accounting reporting.</li> <li>● Have accounts audited annually.</li> <li>● Conduct a monthly forecast review of the exhibitions budget.</li> </ul>	
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	<p><b>Financial sustainability</b></p> <p>HAPT will</p> <ul style="list-style-type: none"> <li>● Ensure that sufficient revenue is gifted, granted or earned to meet annual expenditure and that membership and other strategies are implemented to generate funds.</li> <li>● Work with the Chief Executive to review operations to align with a single entity, and available funding.</li> <li>● Seek new funds in accordance with the Trust’s broader governance and responsibilities.</li> <li>● Review the organisational structure.</li> </ul> <p><b>Operational efficiency and effectiveness</b></p> <p>HAPT will</p> <ul style="list-style-type: none"> <li>● Comply with LGA SOI preparation and reporting requirements.</li> <li>● Work with WDC to bring greater visibility to the Museum entrance, including a dedicated lobby and outdoor signage.</li> <li>● Work with WDC to make vital improvements to Whangārei Art Museum, particularly in relation to humidity and air conditioning</li> <li>● Work with WDC to bring certainty and stability to Art Museum and HAC staff accommodation at the Museum location in the town basin, and for the benefit of the broad remit HAPT is tasked with fulfilling on behalf of the people of Whangārei</li> <li>● Review and update the marketing and communications plan.</li> <li>● Monitor visitor numbers</li> <li>● Identify fundraising opportunities, in particular corporate sponsorships, donations and memberships.</li> <li>● Develop business cases as required, targeted at specific funders and sponsors.</li> <li>● Undertake collections management – apply collections management policy.</li> <li>● Review storage of works – look at options to improve storage, including the controlled environment, and areas to accommodate touring shows.</li> </ul>	<p><i>Positive about the future</i></p> <p><i>Efficient and resilient core services</i></p>
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	<ul style="list-style-type: none"> <li>● Promote exhibitions – work with Council to promote and run quality events, reach out to new audiences, and grow visitor numbers.</li> </ul> <p><b>Environmental Sustainability</b></p> <p>HAPT will :</p> <ul style="list-style-type: none"> <li>● Seek expert advice on the HAC footprint and opportunities for improvement.</li> <li>● Develop measures for future reporting on environmental sustainability of the business.</li> <li>● Source shop stock locally wherever possible to reduce carbon footprint.</li> </ul>	
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### Further Explanation

- GAAP – generally accepted accounting practice.
- HAC – Hundertwasser Art Centre building.
- HAC-WMAG – Hundertwasser Art Centre/Wairau Māori Art Centre.
- KPIs – key performance indicators.
- LGA – Local Government Act 2002.
- MOU – memorandum of understanding.
- NZ IOD – New Zealand Institute of Directors.
- SOI – Statement of Intent.
- WAM – Whangārei Art Museum.
- HAPT – Hātea Art Precinct Trust.
- WDC – Whangārei District Council.

## 9 Local Government Act – Accountability Measures

HAPT has agreed to a set of performance measures and targets which form the basis for accountability to deliver on Council’s strategic direction, priorities and targets. These are reported in accordance with Local Government Act 2002 requirements.

HAPT will continue to work internally, and with Council, on the development of performance measures, as it continues to refine the long-term strategic direction.

### 9.1 Objectives

#### 1. Financial Management

There is effective financial management, aligned with best practice.

#### 2. Reporting

Quality reporting documents are produced in accordance with LGA requirements and this Statement of Intent.

#### 3. Effective operation

The Trust operates effectively for the benefit of the community.

#### 4. Audience/Amenity development

HAPT contributes to the wellbeing and economic growth of the district.

## 5. Community engagement

Community engagement is encouraged and strengthened.

## 6. Growth

There is an increase in awareness of, and attendance at, Whangārei Art Museum and Hundertwasser Art Centre.

### 9.2 Performance Measures and Targets

Objective	Performance Measures or Targets for HAPT 2022/23	Performance Measures or Targets	
		2023/24	2024/25
1. Financial management	HAPT will operate within agreed financial budgets. Actual spend ≤ Budget (reported on in the half-yearly report and annual report).	Actual spend ≤ Budget (reported on in the half-yearly report and annual report).	Actual spend ≤ Budget (reported on in the half-yearly report and annual report).
2. Reporting	HAPT will report on its achievement against the strategic objectives and action areas (as outlined in this SOI) in the half-yearly report and annual report.	Strategic objectives and action areas reported in half-yearly report and annual report.	Strategic objectives and action areas reported in half-yearly report and annual report.
3. Effective operation	HAPT will annually assess operation hours and exhibition quality to meet agreed funding. Target: Exhibitions delivered to schedule and within total programme budget.	Annually assess operation hours and exhibition quality to meet agreed funding. Target: Exhibitions delivered to schedule and within total programme budget.	Annually assess operation hours and exhibition quality to meet agreed funding. Target: Exhibitions delivered to schedule and within total programme budget.
4. Effective operation	HAPT art management: HAPT will acquire and document all new items in accordance with HAPT collection management policy and procedure. HAPT will ensure the safety and preservation of works in its care: less than 1% of art work handled by staff or the public will suffer irreparable losses or damage, evidenced by incident reports.	Acquire and document all new items in accordance with HAPT collection management policy and procedure. Ensure the safety and preservation of works in its care: less than 1% of art work handled by staff or the public	Acquire and document all new items in accordance with HAPT collection management policy and procedure. Ensure the safety and preservation of works in its care: less than 1% of art work handled by staff or the public

		will suffer irreparable losses or damage, evidenced by incident reports.	will suffer irreparable losses or damage, evidenced by incident reports.
5. Audience development	HAPT will continue to improve the WAM visitor experience, thereby promoting the arts and contributing to the wellbeing and economic growth of the district.  Annual survey results demonstrate 85% satisfaction in visitor experience.	Annual survey results demonstrate 85% satisfaction in visitor experience.  Reported on in the half-yearly report.	Annual survey results demonstrate 85% satisfaction in visitor experience.  Reported on in the half-yearly report.
6. Community engagement	HAPT will strengthen community engagement through programmes, events and collaborative initiatives including an educational component.  Evidence of 10 programmes, events or initiatives developed or in development annually, covered in the half-yearly report.	10 programmes, events or initiatives developed or in development, covered in the half-yearly report.	10 programmes, events or initiatives developed or in development, covered in the half-yearly report.
7. Growth	HAPT will improve both awareness and attendance of WAM and HAC.  Targets: 10% annual increase in online engagement. 5% annual increase in visitor numbers to WAM.  70,000 visitors to HAC for the year. Covered in the half-yearly report.	10% annual increase in online engagement. 5% annual increase in visitor numbers to WAM. 80,000 visitors to HAC for the year. Covered in the half-yearly report.	10% annual increase in online engagement. 5% annual increase in visitor numbers to WAM. 90,000 visitors to HAC for the year. Covered in the half-yearly report.

Any abbreviations and technical terms used are defined below:

- AOG refers to the Whangārei District Council Annual Operating Grant.
- HAPT refers to Hātea Art Precinct Trust.
- WAM refers to the Whangārei Art Museum.
- WDC refers to Whangārei District Council.
- HAC refers to the Hundertwasser Art Centre.

## **10 Information to be Provided Throughout the Financial Year**

### **10.1 Half-yearly Report**

The half-yearly report will be provided to Council within 2 months of the first half of the financial year ending (28 February 2023). It will include:

- Commentary on operations for the relevant six-month period, including commentary on both the financial and non-financial results.
- A comparison of performance against the objectives and performance targets set out in the statement of intent, such as:
  - a comparison of actual spending against the budget
  - achievement against the strategic objectives and action areas

- a comparison of operation hours and exhibition numbers to funding
- annual survey results on visitor experience
- evidence of 10 programmes, events or initiatives developed or in development
- changes in visitor numbers.
- Un-audited financial statements including a statement of financial performance, statement of financial position, cash flow statement, and notes to the financial statements.

## **10.2 Annual Report**

The annual report will be provided to Council within 3 months of the financial year ending (30 September 2023). The annual report will include all the information necessary to enable an informed assessment of operations, including:

- A comparison of the performance targets and measures outlined in this statement of intent, and the actual performance of HAPT for the financial year, such as:
  - a comparison of actual spending against the budget
  - a comparison of operation hours and exhibition numbers to funding
  - discussion on the collection management undertaken.
- Any material variances from the expected performance of HAPT, and explanations for those variances.
- The amount of any compensation HAPT has undertaken to obtain, or has obtained, from Council.
- Audited consolidated financial statements for the financial year including a statement of financial performance, statement of financial position, cash flow statement, and notes to the financial statements.
- An independent auditor's report on the financial statements and the performance targets and other measures by which HAPT's performance against its objectives may be judged.

## **10.3 No Surprises Approach**

To ensure there is timely notification of any major issues, HAPT commits to a no surprises approach beyond the formal reporting requirements. This means that HAPT will inform Council via email or phone as soon as possible of any major issues that arise in the course of operations. HAPT will proactively inform Council when their operations could; create a major issue for HAPT or Council, trigger significant public interest, have political implications, or gain significant media attention.

# **11 Compensation Sought or Obtained**

## **Council Funding**

HAPT receives funding from WDC, and through community donations and grants. The Trust also receives funding specifically for establishment of the HAC-WMAG. The financial statements show the split between funding from WDC, and other sources of revenue.

In 2021/22 HAPT received \$408,944 via a grant from WDC for WAM, \$186,100 as a rent concession for WAM, \$46,000 as a rent concession for the Kauri Room, and a rates remission of \$43,245.31 (\$41,747.94 from Whangārei District Council and \$1,497.37) from Northland Regional Council). A further one off LTP grant of \$200,000 was received in the 2021/22 year.

This Statement of Intent is prepared based on the assumption that the level of community grant funding received from WDC will be similar to the base funding for 2021/22. If there is any significant variance in funding Council may request modification of the Statement of Intent under the Local Government Act 2002, and any variance will be noted in the annual report.

## **Fundraising**

The Trust is responsible for fundraising for the HAC in accordance with the community referendum requirements. This is a significant undertaking for the Trust, given that few art museums in New Zealand operate without local government support. Notwithstanding, HAPT is committed to continued delivery

against the principles of the founding Trust Deed, delivery of the actions relating to the Museum in this Statement of Intent, and preservation of the Museum identity through branding.

WAM also relies on continued support from the community through fundraising, to ensure the sustainability of art acquisition, restoration, and conservation of the collection. The collection is something for Whangārei to treasure and HAPT is committed to its ongoing preservation.

Friends of the Art Museum was established to celebrate and support the work of WAM. HAPT will seek to reactivate Friends Membership subscriptions via a database and direct marketing activities. To this end, recruitment of a Membership, Events and Fundraising Coordinator was initiated in June 2021. This role is bringing resources and focus to the task of increasing revenue for both WAM and HAC, with several corporate and private sponsors already signed.



## **Appendix 1: Accounting Policies**

### **1 Statement of accounting policies for the year ended 30 June 2023**

#### **1.1 Reporting entity**

The Hātea Art Precinct Trust (HAPT) is incorporated as a trust under the Charitable Trusts Act 1957, is domiciled in New Zealand and registered under the Charities Act 2005, registration number CC28917. It is a Council controlled organisation as defined under Section 6 of the Local Government Act 2002.

### **2 Summary of significant accounting policies**

#### **2.1 Basis of preparation**

All transactions in the financial statements are reported using the accrual basis of accounting. The financial statements are prepared on the assumption that HAPT will continue to operate in the foreseeable future.

The financial statements have been prepared on a going concern basis. HAPT is reliant on Council's continued support of its operations. Council has included funding for HAPT in its 2018-2028 Long – Term Plan. The level of funding for the 2019/2020 financial year is expected to assume the same level of funding. Funding is reviewed on an annual basis. HAPT has also received a letter of support from Council to ensure its going concern basis for a period of one year from the date of the approval of the 2017/18 financial statements.

The Board has elected to apply PBE SFR-A (PS) Public Benefit Entity Simple Format Reporting – Accrual (Public Sector) on the basis that HAPT does not have public accountability (as defined) and has total annual expenses of less than \$2 million.

#### **Goods and services tax**

HAPT is registered for GST. All amounts in the financial statements are recorded exclusive of GST, except for debtors and creditors, which are stated inclusive of GST.

#### **Functional and presentation currency**

The financial statements are presented in New Zealand dollars.

#### **Revenue and expenses**

Revenue comprises the fair value of the consideration received or receivable for the sale of goods and services, excluding Goods and Services Tax, rebates and discounts. Revenue is recognised as follows:

##### **(i) Grants and donations**

Grants and donations are recognised as revenue when they become receivable unless there is an obligation in substance to return the funds if conditions of the grant are not met. If there is such an obligation, the grant is initially recorded as grants received in advance and recognised as revenue when conditions of the grant are satisfied.

##### **(ii) Pledges**

Pledges are not recognised as revenue as HAPT is unable to control the access to the funds. Pledges are disclosed as a contingent asset when the money is pledged and recognised as revenue when the pledged money is received.

##### **(iii) Donated assets**

Revenue from donated assets is recognised upon receipt of the asset if the asset has a useful life of 12 months or more, and the value of the asset is readily obtainable and significant.

##### **(iv) Interest income**

Interest revenue is recorded as it is earned during the year.

##### **v) Sale of goods**

Revenue from the sale of goods is recognised when the goods are sold to the customer.

##### **(vi) Volunteer services**

Volunteer services received are not recognised as revenue or expenditure as HAPT is unable to reliably measure the fair value of the services received.

##### **(vii) Advertising, marketing, administration, overhead, and fundraising costs**

These are expensed when the related service has been received.

## 2.2 Bank accounts and cash

Bank accounts and cash include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

## 2.3 Debtors

Debtors are initially recorded at the amount owed. When it is likely the amount owed (or some portion) will not

be collected, a provision for impairment is recognised and the loss is recorded as a bad debt expense.

## 2.4 Property, plant and equipment

Property, plant, and equipment (excluding donated assets) are recorded at cost, less accumulated depreciation and impairment losses. HAPT does not revalue its property, plant and equipment. HAPT undertakes periodic impairment assessments of its property, plant and equipment.

### (i) Artworks and donated assets

Purchased artworks are recognised at cost. Donated assets are recognised upon receipt of the asset if the asset has a useful life of 12 months or more, and the current value of the asset is readily obtainable and significant. Significant donated assets for which current values are not readily obtainable are not recognised. Artworks have an indefinite useful life and are not depreciated. Impairment is recognised if identified as below.

### (ii) Asset sales

For an asset to be sold, the asset is impaired if the market price for an equivalent asset falls below its carrying amount.

### (iii) Use of assets

For an asset to be used by the Trust, the asset is impaired if the value to the Trust in using the asset falls below the carrying amount of the asset.

## Depreciation

Depreciation is provided on a straight-line basis at rates that will write off the cost of the assets over their useful lives. The useful lives and associated depreciation rates of major classes of assets have been estimated as follows:

Class of PP&E Leasehold	Estimated useful life	Depreciation rates
improvements Office equipment	10-100 years	1%-10%
Plant and equipment Computer equipment	2-10 years	20%-50%
Artworks	6-60 years	1.6%-17%
	2-5 years	20%-50%
	Indefinite	-

## 2.5 Investments

Investments comprise investments in term deposits with banks, listed bonds, and listed shares.

Deposits with banks are initially recorded at the amount paid. If it appears that the carrying amount of the investment will not be recovered, it is written down to the expected recoverable amount.

## 2.6 Creditors and accrued expenses

Creditors and accrued expenses are measured at the amount owed.

## 2.7 Lease expenses

Lease payments are recognised as an expense on a straight-line basis over the lease term.

## 2.8 Tier 2 PBE Accounting Standards applied

HAPT has not applied any Tier 2 Accounting Standards in preparing its financial statements.

## Appendix 2: Forecast Financial Information

### PROSPECTIVE STATEMENT OF COMPREHENSIVE INCOME

	BUDGET 30 June 2023	BUDGET 30 June 2024	BUDGET 30 June 2025
<b>Income</b>			
Sales	722,004	722,104	722,209
Admission Revenue	1,448,598	1,790,234	1,995,770
Other Revenue	384,281	433,118	473,451
Council Funding	715,491	661,958	659,501
Interest revenue	11,048	6,050	6,053
Donations	205,004	305,254	305,517
<b>Total Income</b>	<b>3,486,426</b>	<b>3,918,718</b>	<b>4,162,500</b>
<b>Less Expenses</b>			
Employee Related Costs	1,848,858	1,835,544	1,928,642
Other expenses	1,536,725	1,747,180	1,794,975
<b>Total Expenses before depreciation</b>	<b>3,385,582</b>	<b>3,582,725</b>	<b>3,723,617</b>
<b>Net Surplus (Loss) before depreciation</b>	<b>100,844</b>	<b>335,994</b>	<b>438,883</b>
Depreciation	876,971	890,971	893,471
<b>Net Surplus (Loss) before tax</b>	<b>(776,127)</b>	<b>(554,977)</b>	<b>(454,587)</b>
Tax Expense	-	-	-
<b>Net Surplus / (Deficit)</b>	<b>(776,127)</b>	<b>(554,977)</b>	<b>(454,587)</b>
	<b>30 June 2023</b>	<b>30 June 2024</b>	<b>30 June 2025</b>
<b>Capital Expenditure</b>			
HAC and WAM construction and fitout	115,000	25,000	25,000
<b>Total capital expenditure</b>	<b>115,000</b>	<b>25,000</b>	<b>25,000</b>

## PROSPECTIVE STATEMENT OF MOVEMENTS IN EQUITY

	30 June 2023	30 June 2024	30 June 2025
<b>Opening Equity as at 1 July</b>	34,136,128	33,360,002	32,805,025
Plus Profit (Loss) for the year	<u>(776,127)</u>	<u>(554,977)</u>	<u>(454,587)</u>
Total increase/(decrease) in equity	<u>(776,127)</u>	<u>(554,977)</u>	<u>(454,587)</u>
<b>Closing Equity as at 30 June</b>	<b><u>33,360,002</u></b>	<b><u>32,805,025</u></b>	<b><u>32,350,437</u></b>

## PROSPECTIVE STATEMENT OF FINANCIAL POSITION

	30 June 2023	30 June 2024	30 June 2025
Equity	33,360,002	32,805,025	32,350,437
<b>Total Equity</b>	<b><u>33,360,002</u></b>	<b><u>32,805,025</u></b>	<b><u>32,350,437</u></b>
<b>Current Assets</b>			
Cash and Cash equivalents	1,915,106	2,226,100	2,639,983
Stock on Hand	300,000	300,000	300,000
Trade and other receivables	<u>54,004</u>	<u>54,004</u>	<u>54,004</u>
	2,269,110	2,580,104	2,993,987
<b>Current Liabilities</b>			
Trade and other payables and accruals	150,000	150,000	150,000
Working Capital	<u>2,119,110</u>	<u>2,430,104</u>	<u>2,843,987</u>
<b>Non Current Assets</b>			
Property plant and equipment	31,240,892	30,374,921	29,506,451
<b>Long Term Liability</b>			
Deferred income tax liability	-	-	-
<b>Total Net Assets</b>	<b><u>33,360,002</u></b>	<b><u>32,805,025</u></b>	<b><u>32,350,437</u></b>