



Ceramics New Zealand Annual Report 2022

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Dear Members and Supporters,

I am pleased to present the 2022 Annual Report for Ceramics New Zealand. It has been an eventful year filled with growth, creativity, and community engagement. As Acting President, I am proud of the progress we've made and the impact we've had on the ceramic arts sector in New Zealand.

Ceramics New Zealand remains committed to its mission of fostering creativity, supporting artists, and promoting ceramics as an art form. In this report, you will find a detailed overview of our activities for 2022.

I want to express my gratitude to our dedicated members, volunteers, staff, and sponsors who have made our achievements possible. Together, we look forward to a promising future for Ceramics New Zealand.

Warm regards,

Dr. Nicole Gaston, Acting President, Ceramics New Zealand

Executive Summary

In 2022, Ceramics New Zealand continued to build upon its legacy as a leading organization in the ceramic arts community. Here are some key highlights:

- **Membership:** Due to administrative issues, we have been unable to ascertain membership numbers for 2021 - 2022. We believe we had a decrease in memberships, however the new pro-rata membership period and transition to a new membership system has made it difficult to determine exact numbers.
- **Touring Potter Programme:** Ceramics New Zealand hosted a series of workshops across the country with artist Carla Ruka, providing valuable learning opportunities for both beginners and experienced ceramic artists. The programme also included Artists in Schools activities where Carla visited local primary and secondary schools around the country to talk about her practice.
- **Ceramics New Zealand Magazine:** We continued the publication of our highly successful and respected publication, Ceramics New Zealand.
- **Financial Stability:** Ceramics New Zealand made a substantial loss in 2021, however we have had a small profit in 2022.

Financial Highlights

Ceramics New Zealand's financial performance in 2022 was better than 2021, thanks to the support of our members, a Touring Potter grant and magazine publishing subsidies from Ceramics New Zealand. Here are some key financial highlights:

- Total Revenue: \$78,970 (FY21 \$69,099)
- Total Expenses: \$73,385
- Net Surplus: \$5,587
- Term deposit Reserves: \$32,764

Membership Growth

Due to administrative issues, we have been unable to ascertain membership numbers for 2021 - 2022. We believe we had a decrease in memberships, however the new pro-rata membership period and transition to a new membership system has made it difficult to determine exact numbers.

Our members represent a diverse community of ceramic artists, educators, students, and enthusiasts, contributing to the vibrancy of the ceramic arts scene in the country.

Programs and Initiatives

Ceramics New Zealand continued to offer a range of programs and initiatives to support and promote the ceramic arts. Here are some highlights:

Educational Workshops

Touring Potter Report – 5 Dec 2022

Meagan Blake

The Touring Potter Programme with Carla Ruka ended on 26th with one final artist talk as part of Te Uru's line up of events to celebrate the opening of the Portage. The full tour ran from 22 April – 30 November with only one postponement due to Covid (New Plymouth moved from March to September). During this time Carla visited five regions, (with two bonus workshops in Auckland to help balance the budget) and gave 11 three-part workshops (beginner and intermediate) and 17 public artist talks and school/community visits. The evaluations for all aspects of the programme have been overwhelmingly positive and I have attached the full feedback here.

List of events by region:

Northland

- Hihiaua Cultural Centre - Beginner workshop and public artist talk •
- Reyburn House Whangarei – Intermediate workshop
- ĀKAU Studio, Kaikohe – Beginner workshop
- Kaikohe Intermediate, Pakiri Beach School –

community outreach programme **Nelson**

- Craft Potters Nelson – Beginner workshop

- The Suter Art Gallery – Public artist talk

Gisborne

- Gisborne Pottery Group – 2 x beginner workshops
- Tairāwhiti Museum – public artist talk
- Whangara School, Te Kura Kaupapa Māori o Hawaiki Hou, Te Kura O Horouta Wananga, Lytton High School – community outreach programme

Aotea Great Barrier

- Shoal Bay Pottery Studio – Beginner workshop (reduced from 2 and made up in Auckland)
- Kawa Marae, Mulberry Grove School, Kura Okiwi, Kaitoke School – community outreach programme
- Great Barrier Island Community Art Gallery – public artist talk

Taranaki

- New Plymouth Potters – 2 x beginner workshops (half full)
- Govett Brewster Art Gallery – public artist talk
- The Green School, Puketapu School –

community outreach programme **Tamaki**

Makaurau

- Auckland Studio Potters and Ngāti Whātua partnership – Beginner workshop
- Te Uru Waitākere Contemporary Gallery – Intermediate workshop and artist talk

This has been a huge project, much bigger than our usual tours. Mainly due to the three-part classes to allow for drying time and large-scale building to 2 metres. It has taken some careful monitoring to keep the budget on track and although we had to

deal with a few surprises (hard clay, over estimated registrations in Aotea, drop in registrations last minute Taranaki, Waikato pulling out) we have been able to find solutions and cover our costs in other ways (as discussed in previous reports). Gisborne was a fantastic region to take up the available workshops and were huge supporters of the tour with so much in-kind support. They were also happy to buy up all the registrations in advance, so we were never short and made sure any gaps were filled. I'm very grateful to all those in each region that were able to offer in-kind support which was a huge help for the project, especially in recovering some of those surprise costs. We completed the full tour with a small loss of \$371.09 but overall the project did well to cover costs considering all the moving parts and possible interruptions with a travel heavy tour during Covid.

Final figures:

Expenses \$45,784.84

Income \$45,413.75 (Includes Grant \$16,829.35)

TOTAL Profit/(Loss): (371.09)

There have been a lot of enquiries during the year and requests to bring the tour to other regions, including clubs and venues who had previously turned the programme down. I can pass on these contacts and requests in case a second tour is an option. It seems like a great time to put the call out to affiliated clubs for their requests on techniques and artists for a next tour and to promote club memberships as many have seen the benefit through the publicity the tour gained over the year.

Community outreach

I recommend including a community outreach component in future tours. This has extended the impact of a visiting artist so much further than makers or our membership and the attached spread sheet of note show what far reaching effects it has had. Through the community outreach programme Carla has taught primary, intermediate, and high school level students, community groups, maraes, and a young mother's group at a high school. Some of these experiences have resulted in a term long focus on clay at a school, reinvigorated an arts programme at a local marae, assisted schools who are getting into clay and have new kilns, created connections

between pottery clubs and community groups/schools to assist their programmes with firing and created professional development opportunities for teachers through the workshops, to list a few.

Lessons

If we did this kind of tour again, I would order direct to Walkers in Australia. However, Nelson Pottery Supplies is excellent to work with and have now started stocking this clay. If it wasn't for the shipping I would use them more.

It worked well running the registrations direct, but it might be good to have some commitment from the clubs or venues booking. I'm not sure if it would work for every club to pay for the 12 workshop registrations up front but perhaps a deposit. Having said that, only a couple of workshops had the issue of not filling to the minimum number.

Giving the option for people to get in touch if the registration cost was a barrier is a good thing to include. Only a small number of people used this option, and it was great to be able to offer discounts where possible or a part payment option that worked for each individual.

I would have included a bigger admin fee, had I realised how involved it would be. It was great to have the experience though and Carla and I have both ironed out a lot of issues along the way so future tours would avoid many of the pitfalls.

I highly recommend working with Carla again! She was so professional and was dedicated to making sure this tour was a total success. Great fun too. There would be enough demand for a second tour, I'm sure. A lot of the clubs and venues are already trying to book her again and the regions that missed out want to be kept in the loop.

Yes. Early-career makers featured in our 'Emerging Practitioner' section in Volume 5, Issues 1 & 2 of Ceramics New Zealand Magazine have utilised digitised PDF's of their published coverage in exhibition proposals, and grant / award applications. One example being Sung Hwan Bobby Park's Art's Foundation Springboard Award nomination, which was supported by Don Bassett's short essay on Park's practice, a text that was commissioned by Ceramics NZ Magazine and produced for Volume 5, Issue 2. Beyond the more nebulous benefits of getting emerging makers' work viewer by a wider audience, this direct utilisation of our content demonstrates a practical value in our coverage of early-career craft and object practitioners who demonstrate innovative potential, evidencing our publication's efficacy towards the support and cultivation of their individual practices.

Volume 5, Issues 1 & 2 saw us grow our stable of skilled art writers – adding James Hope, Don Bassett, Jack Tilson, Jemma Giorza and Emelia French to our pool of regular contributors. Long-form articles published in Volume 5 issues demonstrated an increase in depth and quality of research, and additional coverage was provided to emerging practitioners, supporting a wider cast of early-career makers.

A higher degree of initial organisation and planning towards securing a larger scale of advertising revenue, and towards optimising our distribution to book-sellers. Our practical packaging and delivery systems will benefit from the same increase in planning and attention.

Set clear dates and aims for promotional call-outs regarding advertising and wholesale orders, giving ample time for communications prior to the release of each issue, as detailed in the timeline we have presented for Volume 6, Issues 1 & 2. Address packaging and delivery details with an approach that is eco-friendly, and cost-effective.

As our reputation as a critically engaged arts publication has strengthened, 2022 saw a marked increase in interest from skilled writers looking to contribute their voices to the magazine.

In this section, we shine a spotlight on some of the talented ceramic artists who have thrived with the support of Ceramics New Zealand. Their stories and achievements serve as inspiration to our community.

Ceramics New Zealand is governed by a dedicated board of directors and supported by a passionate team of staff and volunteers. We are committed to transparency and accountability in our operations, ensuring that our organization thrives while adhering to best practices in governance.

[Budget is available to view here.](#)

Financial Overview

[See financial statements.](#)

Future Outlook

Looking ahead, Ceramics New Zealand remains committed to its mission of fostering creativity, supporting artists, and promoting ceramics as an art form. We will continue to expand our educational offerings, host exciting exhibitions and events, and engage with communities across New Zealand. We look forward to growing membership under our new strategic plan and \$0 membership fees offer in 2024.

We are exploring partnerships and collaborations that will further elevate the ceramic arts in our country and enhance the opportunities available to our members.

Acknowledgments

We extend our heartfelt thanks to our members, volunteers, staff, sponsors, and all those who have supported Ceramics New Zealand in 2022. Your dedication and passion have allowed us to make significant strides in promoting and celebrating the ceramic arts.

We look forward to another year of growth, creativity, and community engagement as we continue our journey to make ceramics a cherished and respected art form in New Zealand.