

11 Nov 2024
Te-Whanganui-A-Tara, Aotearoa

2023 activities

Activity	Details	Key outcomes
Website overhaul	<ul style="list-style-type: none"> • Change from previous web hosting and admin from contractor to in-house management • Development of several sub domains (openstudios,ceramicsnz.org, directory.ceramicsnz.org) • Re-development of entire website to use open-source tools rather than paid subscription tools • Fulfillment of website backorders for magazine 	New website functionality meaning we are much better able to keep on track of magazine orders, publish responsive and regular blog posts and news articles, and reduce costs.
Change of membership	<ul style="list-style-type: none"> • Separate magazine subscription and membership • Communicate with financial members re: changes • advertise & promote fees-free membership 	Membership has grown from less than 100 people to over 650
Change of admin	<ul style="list-style-type: none"> • Move over admin access for email, bank accounts, Xero etc 	We are able to email people and pay people!
Strategic plan	<ul style="list-style-type: none"> • Develop & publish strategic plan 	Strategic plan published with goals for 2024 and

	<ul style="list-style-type: none"> ● extensive consultation with stakeholders 	beyond
Newsletter publishing	<ul style="list-style-type: none"> ● re-confirm regular publishing schedule ● change of platform to accommodate increase in subscribers ● continually publication bi-monthly 	Newsletter regularly published Readership & contributions continue to grow
Wellington open studios	<ul style="list-style-type: none"> ● pilot event for national open studios in 2024 ● new website built ● relationships developed and advertising & sponsorship sought 	Successful event with over 30 registered artists and hundreds of visitors Website built fit for purpose and able to be re-used for 2024
Studio potter directory	<ul style="list-style-type: none"> ● new website & directory platform built ● new directory launched 	Studio Potter Directory launched and over 80 studio potter's details included Able to promote NZ pottery and share details of potters