



2025





TE ATAMIRA

NGĀ IHIRANGI
CONTENTS

Vision

Our Board

Co-Chairs' Report

Our Team

Director's Report

Our Performance

Some of Our Highlights
July 2024 – June 2025

Our Supporters

This report covers the financial year ended 30 June 2025.

TE TIROHANGA ROA VISION

Our mission is to be a platform for creativity to flourish for everyone, every day.

This is brought to life through five key pillars: pathways and practice, realising the role of creativity, infrastructure that is fit-for-purpose, accessible to all and an ecosystem for partnerships.

We celebrate diversity of thought and thinking.

We support pathways into art making and creativity.

We champion quality and innovation in everything we do.

We embrace inclusivity and enrich community wellbeing.

We empower people to unlock their potential and cultivate curiosity.

TŌ MĀTOU KAPA
OUR BOARD



CARROLL JOYNES
Co-Chair, Trustee



ABBY MCCORMICK O'NEIL
Trustee



KEVIN BOUCHIER
Co-Chair, Trustee



CRAIG FERGUSON
Trustee



ERIN JACKSON
Trustee



TRACEY WRIGHT - TAWHA
Trustee



SAM NELSON
Trustee

PŪRONGO A NGĀ HEAMANA CO-CHAIRS' REPORT

KIA ORA KOUTOU GREETINGS TO YOU ALL,

Te Atamira has continued to thrive, providing a platform for creativity to flourish for everyone, every day. To continue delivering on our mission in 2024-2025, our focus has been to become more sustainable financially and to enhance our operational efficiency. We're pleased to report that our third year of operations has been a year of consolidation. Te Atamira, with its community-centred and collaborative approach, has achieved all that we set out to do initially, and more.

At the heart of this journey is a commitment to strengthening relationships and creating space for all voices. This includes our deepening connection with mana whenua, Kāi Tahu (Ngāi Tahu), which continues to shape how we listen, learn and grow. This kaupapa underpins everything we do, guiding our mahi and reminding us of the importance of reciprocity and respect. We are committed to embedding Te Ao Māori meaningfully in the life of Te Atamira.

Alongside these operational advances, our programmes and partnerships have continued to grow in scale and ambition, reflecting the depth and diversity of creativity within our community.

With this foundation in place, we launched our three-year fundraising strategy with a more targeted approach, which has helped us get substantially closer to our goal of financial stability. We launched four new initiatives:

1. **The Patrons Programme**, with a three-tier programme of benefits for Supporters, Advocates and Guardians. We currently have 27 patrons.
2. **Our Corporate Donor Programme**, which partners with businesses to power up creativity in our community.
3. **The Volunteer Programme**, to support our

team during busy periods, making it possible to welcome people as they enter Te Atamira, and provide introductions to the exhibitions. (Three of the volunteers are also in the Patrons Programme.) Our volunteers report that they enjoy connecting and interacting with members of the community, and the visitors feel the warm and inviting vibe that has characterised Te Atamira since the day it opened.

4. **The Te Atamira shop** extended online to increase sales revenue at the already very popular store.

These four initiatives will help us grow and to reach sustainability over the longer term.

We have continued to grow Te Atamira's role in our community by:

- **Completing** phase one of our community outdoor space, providing us with an outdoor performing area, outdoor raku kiln, picnic areas for the community, and expanding our usable space by 3,800 square metres.
- **Collaborating** more with resident organisations like Turn up the Music, Margaret O'Hanlon and her The Singers Workshop, Wakatipu Potters Group, Wānaka Festival of Colour, and The Arts Foundation. Strong relationships help make engaged partners and users of the space.
- **Negotiating** additional funding from the Central Lakes Trust to re-establish popular community programmes, including Community Nights, Make Space, Wriggle and Rhyme, and Saturday Arts Social.

Te Atamira also continues to serve as a vital home for two significant and high-calibre events: the Queenstown Writers Festival and At the World's Edge Festival. Hosting these festivals strengthens our reputation as a leading cultural space, attracts new audiences from across the motu and beyond, and nurtures valuable partnerships. They also contribute to the diversity of our local economy, increase our visibility, and enhance our long-term sustainability, ensuring that Te Atamira remains an essential part of Tāhuna Queenstown's cultural life.

Looking to the years ahead, we anticipate Te Atamira growing both in size and in the range of programmes it supports. As more and more families and individuals learn about what is offered, Te Atamira anticipates outgrowing its current space. What additional space would look like, we can anticipate, but the timetable is not yet established.

There are many people to thank. On behalf of the board, we would like to extend our sincere appreciation to our funders, sponsors, and partners for the ongoing financial support and advocacy. Their belief in Te Atamira, enables us to deliver on our vision and to deepen our impact across the community.

The board also wants to give thanks to the Tāhuna Queenstown community for their support, and involvement. To the Queenstown Lakes District Council which supports our lease and contributes to operations, and, of course, we are indebted to the many individuals and groups who call Te Atamira home. We are also deeply grateful to the incredibly hardworking Te Atamira team, and to all of our volunteers. All of you have been instrumental in making Te Atamira the valued community hub it has become.

And finally, Olivia Egerton. Olivia is a force of nature, who from the outset, had a vision for what Te Atamira could become and a strategy for getting it done. As Olivia closes out her four-year tenure, we want to acknowledge her many sacrifices to make sure Te Atamira's doors would open on time and that the facility would be able to deliver all that had been promised. We thank both Olivia and her family for navigating the countless demands that are inevitable when an ambitious project like Te Atamira is being created. We wish Olivia and her family the very best as they move on to the next chapter of their lives.

Ngā mihi mahana | Warm wishes,

Kevin Bouchier, and Carroll Joynes
on behalf of our very grateful board

TŌ MĀTOU KAPA
OUR TEAM



KATIE BOLES DE BOER
General Manager



TRISCH INDER
Front of House / Shop



CHARLOTTE GREEN
Front of House



BREDA MCCARTHY
Programmes Lead



MICHELLE SOMERS
Education Manager



EMMA THEYERS
Registrar



MONICA PARKER
Bookings & Events Coordinator



KATHLEEN OEI
Communications &
Marketing Manager



ERIC CRIEMIL
Arts Facilitator

TŌ MĀTOU KAPA OUR TEAM

CONTINUED



CLAIRE STEWART
Volunteer Coordinator



TONY O'KEEFE
Technician



EMILY CHIRNSIDE
Mātauranga
Māori Advisor



OLIVIA EGERTON
Director

TE PŪRONGO A TE TUMUAKI DIRECTOR'S SUMMARY OF FY24/25

"Queenstown's natural landscapes have long been a muse for artists, and Te Atamira arts and cultural centre provides a space where creativity can flourish. Supporting emerging artists and creating an inclusive, welcoming environment, Te Atamira is shaping the creative identity of Queenstown and inspiring a deeper sense of belonging within the community."

Destination Queenstown's *From the Ground Up* video series.
Te Atamira: A Home for Creativity and Connection



Since opening our doors three years ago, Te Atamira has sought to do the arts differently. Our mission is simple yet powerful: to be a platform where creativity flourishes for everyone, every day. Step by step, we've built a place of opportunity and connection, intentionally advocating for and amplifying the central role creativity plays in daily life.

We're proud to be fostering and shaping Tāhuna Queenstown's increasingly collaborative and dynamic arts scene. From co-designing our space with the community, to curating inclusive, accessible programming, our kaupapa has remained constant: people first, art everywhere. Every month, more than 570 people take part in our Central Lakes Trust-funded community programmes - learning new skills, building friendships, and experiencing the joy of making. We're not just offering arts activities; we're nurturing a sense of belonging.

Establishing Te Atamira has required vision, grit, and resilience. Four years since conception - and three years open, this has been a milestone year.

The 2023/24 financial year was tough. The funding landscape shifted significantly with severe weather events across the country and a prolonged economic recession. As a new organisation in a regional area we were still earning our reputation. We made bold decisions, including scaling back our curatorial programme to ensure long-term sustainability. In navigating this, we refined our programming approach to ensure diverse opportunities for artists across disciplines would be achieved in the next 18 months. We were also powered up by several major donors through new multi-year partnerships – thank you for believing in the vision.

Despite the challenges, our visitor numbers have increased by 27% year-on-year. Our community of resident artists continues to grow, along with the collaborations and opportunities that come from having a fit-for-purpose creative hub to work in.

Our dynamic programming is engaging new and existing audiences, and showcasing both local and national creativity. Highlights this year include:

Te Whare Pora: House of Learning, curated by Dr Awhina Tamarapa, featuring the unique kākahu (cloaks), taonga puoro (musical instruments) and student work from the collection of Roka Hurihia Ngarimu-Cameron, MNZM, an internationally recognised tohunga in Māori Arts.

A fire that blackened the rocks, presented by Te Waipounamu contemporary art spaces, The Physics Room and Blue Oyster. Conor Clarke, Eleanor Cooper and Kate Te Ao presented an exhibition that considered what can be imperceptible or unknowable about our experiences of the world around us.

Lyrics and Lines, celebrated 50 years of the Chartwell Trust with multidisciplinary works including a site-specific mural by John Reynolds and performances by local and national artists, supported by The Arts Foundation Garden Party community.

A celebration of design showcasing *TDC69: The World's Best Typography*, followed by the first exhibition of the finalists of *Type Here: An Aotearoa Typography Poster Competition,* showcasing contemporary typography design from around the country.

Our 2024 call for proposals exhibitions began to be delivered with our first Latin American show, *Pueblo de Tambores,* followed by local artist Marc Blake's, *Alta (2016 – 2024)* and Mothermother Collective's, *Unifying Threads*.

We were also proud to complete Phase One of our Outdoor Space, made possible through the generosity of donors and the 60 volunteers who joined the Mitre 10 Mega Helping Hands crew for the community planting day.

We pay tribute to Whaea Roka Hurihia Ngarimu-Cameron MNZM (27 July 1948 – 10 June 2025) for her generous sharing of mātauranga toi and a lifetime of wisdom with our community in Tāhuna. We will forever cherish the Pā Harakeke which she planted with harekeke from her personal and The Rene Orchiston collections.

This year, Queenstown was named New Zealand's second most creative city by Infometrics. We're proud to contribute to that reputation and to have played a key role in the development, authorship and delivery of Te Muka Toi, Te Muka Tāngata - the Creativity, Culture and Heritage Strategy for Queenstown Lakes.

On a personal note, the last four years have taught me a lot, in particular the need for empathy and grit in equal measure. I took on this role as I fundamentally believe in the power of art to expand thinking and shape a more imaginative, connected future. Te Atamira is doing just that. I am proud that Te Atamira is a community-led and responsive organisation that plays a vital role in shaping Tāhuna Queenstown's cultural future.

Huge gratitude and thanks to the committed Te Atamira team for going above and beyond to bring our shared vision to life - often wearing multiple hats, stepping up when needed, and doing it all with care and purpose.

As Queenstown looks to its future, the creative sector must not be seen as a 'nice to have' - it is a critical driver of our region's prosperity, liveability, and identity. The arts remind us of our shared humanity. They foster empathy, connection, and imagination - the very foundations of resilient communities.

Te Atamira is a work in progress. Support it. Buy a ticket. Take a class. Shop local. Become a Patron (even the equivalent of one coffee a week makes a difference). Tell someone new. Because creativity lives in all of us, every single day.

It has been a privilege to lead the first chapter of this journey.

With heartfelt thanks,
Olivia Egerton
Director, 1 July 2021 - 27 July 2025

Ā MĀTOU MAHI OUR PERFORMANCE

15

Exhibitions showcasing local and national talent

25

Patrons growing creativity in our community

3,800

Square metres of outdoor space developed

570 ▲ 27%

Attendees at free community programmes monthly

over **5,886** ▲ 80%

Bookings across all our spaces throughout the year

94 ▲ 109%

Resident artists and organisations with regular bookings

3,350 ▲ 20%

Tamariki inspired through our holiday programmes

10

Revenue streams supporting long-term sustainability

NGĀ TINO KAUPAPA O TE TAU SOME OF THE HIGHLIGHTS

1 JULY 2024 - 30 JUNE 2025


Community Draw with Kasia Hebda


Le Satauro | The Cross. Supported by Mīharo Murihiku Trust.


International pottery master, Kwak Kyungtae presented by Ceramics NZ, hosted by Wakatipu Potters Group


A fire that blackened the rocks. A partnership exhibition with Blue Oyster and The Physics Room. Image: *David Oakley*.


The Te Atamira team at the Spirit of the Wakatipu Awards 2024

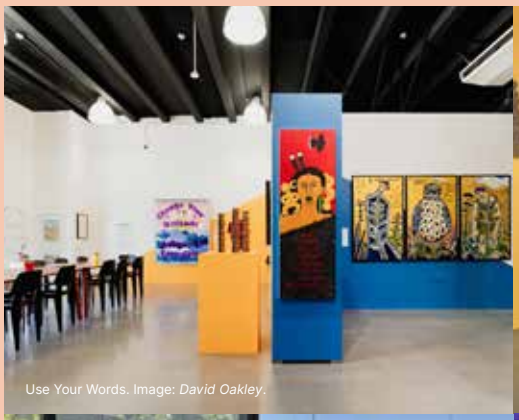

Queenstown Arts Society - Lost in Hue



Emily Perkins in conversation with Debbie Jamieson at the launch of the 2024 Queenstown Writers Festival. Image: *Kristel Maroszek*.


At the Worlds Edge Festival 2024. Image: *Nat Symonds*.


Verses and Voices



Use Your Words. Image: *David Oakley*.



One Million Names In Braille



Canvas to Composition



Tamariki January Holiday Programme



Washi Tape and Drawing Workshop with Veronica Herber.
Image: *David Oakley*.



Pueblo de Tambores. Image: *David Oakley*.



Drawing, Diagrams, Dance Workshop with Jake Walker.
Image: *David Oakley*.



Community Dance with Erica Hastie



Southland MP Joseph Mooney visits Te Atamira



Marc Blake's Alta (2016-2024). Image: *David Oakley*.



Community Planting Day for Te Atamira's Outdoor Space



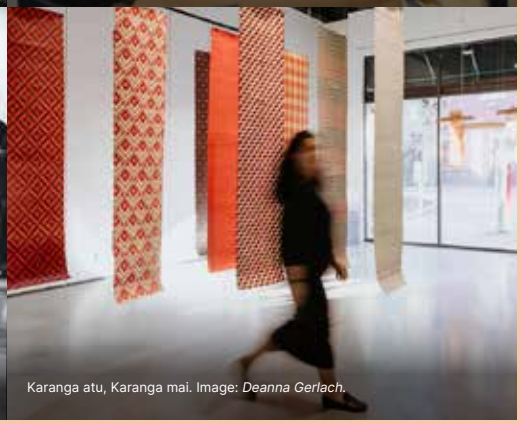
Designers Dinner set in Type Here exhibition. Image: *David Oakley*.



Te Atamira turns three!



Unifying Threads presented by the mothermother collective.
Image: *David Oakley*.



Karanga atu, Karanga mai. Image: *Deanna Gerlach*.

NGĀ KAITAUTOKO 2024/2025 SUPPORTERS

Ngā mihi nui to our generous patrons, faithful supporters and hard-working volunteers

Major Donors: Abby O'Neil and Carroll Joynes, The Chauncey and Marion D McCormick Family Foundation, The Edgar Family Foundation and Rod Drury

Principal Funders: Queenstown Lakes District Council and Central Lakes Trust

Programme Funders: The Arts Foundation Garden Party Donors, Julian and Lizanne Knights, Lottery Community, Inner Wheel, QLDC Creative Communities, Stout Trust, British Council New Zealand and Mīharo Murihiku Trust

Corporate Partners: Shipleys, Sign It Signs, Dave Oakley Photography, Tony O'Keefe

Hospitality Partners: Valli, Holiday Inn Remarkables Park, Arctic Kitchen, Mora, Almighty

With deep and grateful thanks to our Patrons who joined the inaugural programme in 2024/25.

Outdoor Space Major Donors: Remarkables Park Town Centre, Reset Urban, Remarkables Park Limited, Central Lakes Trust, Abby O'Neil and Carroll Joynes



Queenstown Garden Party held in March 2025 to raise funds for Te Atamira. (Image courtesy of The Arts Foundation).

Key Supporters: Julian and Lizanne Knights, Katherine and John Schuitemaker, Wakatipu Potters Group, Jonathan Gurnsey, Julie Arnold, Colleen Law, Jill Egerton, Kevin and Roni Bouchier

Corporate Supporters: Mitre 10 MEGA Queenstown, Whitestone Contracting, TSA Riley, Queenstown Landscaping, Te Hau Toka Southern Lakes, KCL Build, Sign it Signs, R&R Hiab Services Ltd, S&S Hydroseeding, Southern Land, Shade Plus, NZ Tree Care and Easy Big Trees

Volunteers: Fiona Bersani, Bronwyn Cruickshank, Natasha Cusiel, Janette Doyle, George Dwyer, Nadia El Kastawi, Janelle Grant, Sola Hammick, Lizanne Knights, Emma Lange, Jen Matiu, Cindy Miao, Sandy Nguyen, Ella Peacock, Adele Robbins, Kelly Roos, Luche Rumbines

2025

OPEN SEVEN DAYS
Mane - Hātarei | Monday - Saturday 9am – 5pm
Rātapu | Sundays 10am - 4pm
www.teatamira.nz

Te Atamira is Tāhuna Queenstown's arts and cultural centre located in the heart of the Whakatipu region with a wide-ranging programme of exhibitions, workshops, classes, performances and events designed for everyone to be creative, every day.

Te Atamira
Dart House, 12 Hawthorne Drive
Frankton 9300
Tāhuna Queenstown
hello@teatamira.nz
027 1800 2868

Cover Images (Clockwise from top left):

John Reynolds in front of his site-specific mural *What the Mountain Said*

Roka Hurihia Ngarimu-Cameron MNZM

Turn Up The Music
(image courtesy of Turn Up The Music)

Drawing, Diagrams, Dance workshop
with Jake Walker

Images: David Oakley

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