


Application for funding from Tua Whenua Provincial Growth Fund

<p><u>Project</u></p>	<p>HUNDERTWASSER ART CENTRE with Wairau Maori Art Gallery</p> 
<p>Lead agency</p>	<p>Whangarei Arts Museum Trust (WAMT) <small>Privacy of natural persons</small></p>
<p>Partnering with:</p>	<p><small>Commercial Information</small></p>
<p>Objectives</p>	<p>The HUNDERTWASSER ART CENTRE (HAC) is based on an original concept by Austrian-born artist Friedensreich Hundertwasser and is to be built on the waterfront in Whangarei's Town Basin.</p> <p>The HAC is due to start construction in <small>Commercial Information</small> and open in <small>Commercial Information</small></p> <p>Hundertasser is world-rekknowned for his art, conceptual architecture and ground-breaking work in sustainability, recycling and conservation. The artist became a New Zealand citizen and lived Northland for 30 years, until his death in 2000.</p> <p>The community-led HAC Project has already raised <small>Commercial Information</small> towards capital construction costs.</p> <p>The HAC will house two galleries, an extensively-programmed education centre, a theatre and a commercially operated museum shop and café.</p> <p>The HAC project is in the final pre-build stages, only awaiting the completion of the tender process (end February 2018) and the finalisation of the operational expenditure plan (end February 2018).</p> <p>The HAC has the support of the Hundertwasser Non Profit Foundation (Vienna).</p>

Outcomes	<p>The HUNDERTWASSER ART CENTRE combines an internationally recognised cultural brand with a unique visitor experience that will considerably broaden the traditional Northland tourism product offering.</p> <p>Beyond the obviously unique physical appearance of the building itself, the HAC includes these marketable points of differences:</p> <ul style="list-style-type: none"> - the only permanent collection of original Hundertwasser art outside of Vienna - New Zealand’s first curated gallery dedicated to contemporary Maori fine art; an international showcase of modern Maori art and a platform to build a contemporary art collection of renown for Whangarei - an accessible ‘afforested living roof’ (the largest in the Southern Hemisphere), developed in New Zealand using ground-breaking techniques - the last of the Hundertwasser’s architectural works to be built in the world - a centre for learning that encompasses art, sustainability, architecture and conservation - a building that is also an accessible and interactive work of art - an additional Northland visitor offering sizable enough to be included for consideration by international travel wholesalers alongside the current local packages (Bay of Islands, Poor Knights diving)
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Budget	Year 0	Year 1	Year 2-	Total
<u>Expenditure</u>				
Capital expenditure				
<u>Design and consenting</u>	Commercial Information			
<u>Construction - estimate</u>		Commercial Information		
TOTAL				Commercial Information
<u>Operating expenditure</u>				
Operating estimate			Commercial Information	
Start up and fit out costs		Commercial Information	Commercial Information	

TOTAL				
<u>Co-funding secured, source</u>				

Commercial Information



TOTAL (estimates)				
Capital funding required		Commercial Information		
Construction Contingency				
Operating funding required (fit out)				
Funding shortfall (if any)				

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<p>Application to PGF</p>	<p>Pre-opening operational expenditure and fit-out expenses: <small>Commercial Information</small></p>
	<p>Capital construction costs contingency <small>Commercial Information</small></p> <p>Total application <small>Commercial Information</small></p> <ul style="list-style-type: none"> - * WAMT are awaiting the finalisation of an independently commissioned business and operational expenditure plan, due to be delivered early March 2018. All start-up and ongoing operational expenditure budgets will be finalised on receipt of that report. - ** WAMT and the HAC Project Management team are awaiting the conclusion of the contractor tender process, currently underway and concluding end February 2018. At that time full construction costs will be known.

<p><u>Strategic Fit</u></p>	
<p>PGF criteria</p>	<p>Sustainable economic growth</p> <p>The 2-year construction project will create jobs for tradespeople currently living in Whangarei and has the potential to attract new expertise to the city.</p> <p>There are various estimates of overall visitor numbers who will be attracted by the HAC (currently being reviewed in the aforementioned business plan process). Previous feasibility studies have estimated the HAC will attract up to 450,000 new visitors to Whangarei per annum.</p> <p>The HAC Project has already resulted in considerable and active interest in investing in Whangarei from 5-star hotel groups, the cruise ship industry, the international tourism packaging industry and NZ-based transport (bus) operators.</p> <p>The HAC is an internationally marketable attraction capable of attracting an audience to Whangarei that will assist in the support and growth of it's existing and planned culture, arts and creative industries offerings, including the proposed <small>Commercial Information</small></p> <p>Social inclusion</p> <p>The project has been led by local enthusiasts and is very much a community-supported project.</p> <p>It achieved over 50% of the overall vote in a 3-way referendum regarding options for the building site.</p> <p>The inclusion of the Wairau Maori Art Gallery within the HAC supports the growth and aspirations of Maori.</p>

Regional priorities	This project is a priority within the Tai Tokerau Northland Economic Action Plan . It is supported by the Whangarei District Council.
<p>Benefits</p> <ul style="list-style-type: none"> - Financial - Non-financial 	<p>The feasibility study completed in March 2015* stated the following benefits:</p> <ul style="list-style-type: none"> - A unique building that people will travel to see - Income from paying visits, the museum shop and café will cover operating costs - Local visitor numbers are expected to be 29,500 as published in in April 2011 Initial Market Appraisal and Preliminary Economic Impact Assessment* - Anticipated economic benefit assessment indicates Commercial Information p.a. Direct Jobs – Co mm Co mm jobs within café/restaurant. It is anticipated further jobs created in complimentary sectors through retail/hospitality. - the HAC is being developed as a world-class visitor attraction that would draw both an audience from both New Zealand and internationally <p>* these studies are currently being appraised and updated and will be superseded by a new business plan due for completion early March 2018</p>

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