



Community Services Bulletin

November 2023

1. REPORT OF THE DISTRICT ARTS & HERITAGE CURATOR (Jim Geddes)

VISUAL ARTS INITIATIVES

Exhibition programme

Our major Gallery exhibition for September and October was **Anthony Davies: *Observer & Printmaker***. A graduate of the Royal College of Art London, Davies was also in town to conduct a floor-talk and work with local artists. On November 10 we opened two new exhibitions featuring artists with strong local connections: **Edward Bullmore: *The London Years*** and **Bev Moon *Fortune***. These presentations have been well received by both our local audience and our many out-of-town visitors. Both will run through until the end of January.

November also saw an exhibition of sculptures by **Suzanne Emslie** at Mandeville, and concerts by **Whirimako Black** and **Jon Saunders** at the Gallery (14 and 21 respectively).

MĀRUAWAI PROJECT

Stage One – Hokonui Moonshine Museum Redevelopment

Final display fit-out continues within the museum as key components come to hand. Running concurrent to our display development is a fundraising momentum which has successfully garnered more than **\$100,000** from community agencies and individuals. This has helped replenish our original display budget that was exhausted by Covid related increases in building and material costs. Exterior development of the building is progressing, with some external graphics recently applied.

Stage Two – Māruawai Centre development

Progress is pleasing with the redevelopment of premises at **7 Norfolk Street**. Contractors have largely left the site and we are obviously pleased with the completed interior lining and structural fit-out. All electrical, plumbing and HVAC service installation is also complete. The main toilet block has been successfully lined, painted, and fitted out and floor-covering is in place. Planning for display development within the eastern wing of the building is continuing and this process has been assisted greatly by the availability of the neighbouring Win Hamilton Wing and former library building to house back-up working space, auxiliary archive, and research facilities. Exterior work is progressing and the space adjacent to the Hokonui Moonshine Museum carpark is being made ready for paving, planting and outdoor furnishing. Structural provision is now in place for the installation of sculptural gates (ex-Observation Point) by Ralph Hotere.

PRECINCT PROGRAMMES

Community engagement and education programmes

We have enjoyed a good number of tours, special interest groups, school parties and community organisations over the spring months. Given the requirement for local schools to factor mana whenua history and other local content into the new curriculum, there has been considerable engagement with local educators. To this end there has also been a significant call on the outcomes of our 16-year joint venture local research project with Hokonui Runanga. Key information from this source and the on-

going research of Gore District Historical Society have combined to give significant strength to precinct holdings, and will help resource our Stage Two display scenarios, and our many forthcoming education programmes, studio projects and community interactions.

Sample of Community talks, tours and engagements (November- December):

Gallery Floor-Talk (x 2), Gore High School, Dunedin Public Art Gallery, Great South, Gore District Historical Society, Maa Tours (x 3), Kirra Tours (x 2), PPG Event Tours (x 3), Pounamu Tours (x 2), Creative Tours, Armstrong Tours, Southland Dahlia Group and PowerNet Staff.

Meetings and representations:

Hokonui Runanga, Southland Regional Heritage Committee, Great South, Southland Museum Art Gallery,

2. REPORT FROM THE LIBRARY MANAGER (Emma Sherie)

Community engagement at the Gore Libraries

This month we have focused on getting events and activities up and running for the community. This wouldn't have been possible without our Community Engagement staff member who is with us on a fixed-term contract. We have introduced a new monthly activity called "Crafternoon Tea" where members of the community can come along to complete their own crafts and be surrounded by like minded people. Improving wellbeing and connection. Our Community Engagement staff member is also looking at how this can be rolled out for the Matura community.



We were also lucky to secure the author Ruth Shaw who has written the very popular book, *The Book Seller at the End of the World*. She has also just released *Bookshop Dogs*. Gore Libraries has partnered with Paper Plus for this event, and we look forward to collaborating on further author talks with them. Her talk was held on Monday 4 December at the Gore Library.



Sharlene from Neighbourhood Support (which used to be Neighbourhood Watch) will begin her fortnightly drop-in sessions at the Gore Library and Mataura Library this month. This will give the community an opportunity to connect with her and discuss any concerns or issues they may have. Neighbourhood Support have advertised these sessions in the Ensign to make the most of Sharlene's time. We want to encourage more community services to use our space to connect with community members.



Summer Reading programmes

Our summer reading programmes are now in place to kick off from the first of December. We have reading challenges to suit all ages. Right from the little ones to adults. The programmes are rolled out in both libraries. Libraries play an important role of encouraging young people to read over the summer holidays. Doing so helps reduce the dip in reading progress students make over the academic year.



Telling our stories

Recently the staff at Gore Libraries undertook a training session with Kaitlyn from the Communications team. This was an opportunity to highlight how important it is to tell our stories to the community through the marketing channels available to us. This is to ensure we are letting our communities know what is happening in our libraries and to encourage everyone to come and use our space and resources.



Library statistics

Door count

Total door count	2022-23	2023-24
July	7039	8231
Aug	7140	7680
Sept	6492	7141
Oct	6719	7287

Issues – (this does not include renewals)

Issues	2022-23	2023-24
July	7534	10801
Aug	7112	10012
Sept	6752	9404
Oct	6891	8589

Computer usage

Wi-Fi connections	2022-23	2023-24
July	1266	2138
August	1636	2325
September	1455	2251
October	1489	2380

Our computers

Month	2022-23	2023-24
July	339	600
Aug	373	580
Sept	348	582
Oct	380	615

Signups

Month	2022-23	2023-24
July	41	141
August	32	106
September	39	72
October	28	84

October statistics show that staff are still busy with customers needing support to issue books, use computers and access the resources that we have. It is great to see there is still a healthy increase in signups and those new library users will go on to make use of the services we have to offer.

3. REPORT FOR NOVEMBER FROM THE EVENTS COORDINATOR (Jessica Swan)

Christmas carnival and parade

The Christmas Carnival and Parade was held on Sunday 10 December, with nearly 1,500 responses on the Facebook event page showing great interest from the local community in attending.

At the event there was:

- 20 food trucks
- Three stage performances
- Six amusement rides/devices
- Games
- Stallholders
- Face painting
- Photobooth
- 34 parade participants

Best decorated business and residence competitions

This is the third year for the Best Decorated Competitions, with 13 residences and 14 businesses registered. People's choice decides the competition and the winners would be drawn on 18 December.

The event is almost entirely funded by sponsorship, thanks to Eastern Canvas, Hokonui, Great South and Crispin Design.

Southern Field Days

The theme for the Gore District Council site at next year's Southern Field Days will be around why the District is such a great place to live, by highlighting three parks: Bannerman, Dolamore and Hamilton.

A vintage tourism style logo was designed for each park, with each represented by specific colours and iconography. These were then incorporated into seed packet designs, so visitors to the Council stand can have a 'piece of the park' to take home with them.



4. REPORT FROM THE DIGITAL COMMUNICATIONS SPECIALIST

Purpose

The purpose of this report is to outline our digital communications engagement and projects and the reach the Council is having across its online channels.

Digital statistics – corporate

Website

Total www.goredc.govt.nz website users during November:



The top three most popular pages:

1. Cemetery records search
2. Property search
3. Agendas and minutes

What our audience used to access our website:

- 41.9% mobile
- 55.9% desktop
- 2.2% tablet

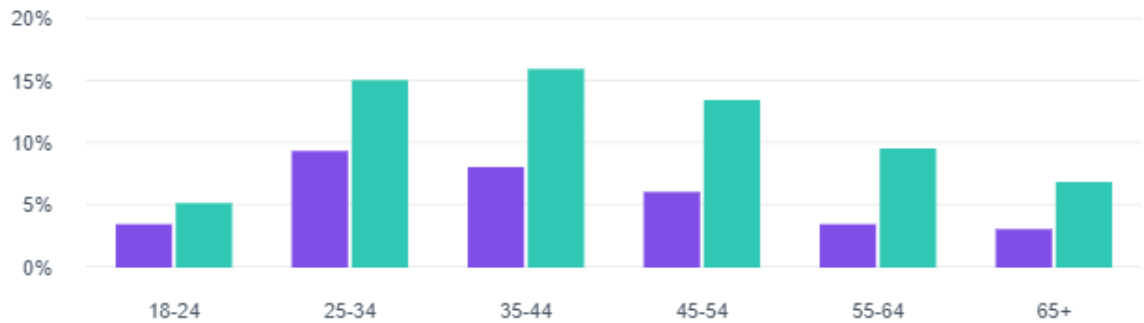
MyGore accounts: **895**

Antenno - Subscribers – **2,650**, which is 40% of our rating database.

Facebook - GoreDC currently has **10,470** followers. A breakdown of the demographics of these followers as attached:

Age and gender

Men 33.70%
Women 66.30%



Below are the top three organic social posts from GoreDC in November:

	#FridayFlashback to 1889 along the Mataura River 📷📷 The foreground shows the Mataura Paper Mill. Across the river is what was the Mataura Flour Mill, which was demolished in 1892 to make way for the Mataura Freezing Works. The Mataura Museum has an amazing collection of Mataura's rich social and industrial heritage. Click here to find ou...	Post reach 18,435	Engagement 1,106
	🎄 It's beginning to look a lot like Christmas... 🎄 Asplundh NZ has arrived to put up Christmas lights on our iconic 40-metre-tall Wellingtonia at the Gore Gardens 🌲	Post reach 11,122	Engagement 653
	WOW! What a spectacular show the Southern Lights (aka Aurora Australis) put on last night over Southland. Did you see it? 📷📷 While the winter months - between March to September - are usually the best time to see them, aurora sightings can happen anytime of the year, especially when there's high solar activity. Here's a couple of amazing...	Post reach 7,221	Engagement 1,488

Instagram - @goredistrictcouncil has 429 followers.

We've been able to grow this following using the ability to post content cross social under Meta's Business Suite which helps with economising time when monitoring multiple platforms.

YouTube - @GoreDC has 538 subscribers.

Digital statistics – tourism Website







The top three most popular pages in November on www.gorenz.com were:

1. Gore's famous trout statue (an impressive 570 views of this page on 14 November alone)
2. Events calendar
3. Beyond the Gate self-drive garden tour event listing

It is great to see our community using our tourism website to find exciting local events and recreational activities to do in our patch as opposed to going elsewhere.

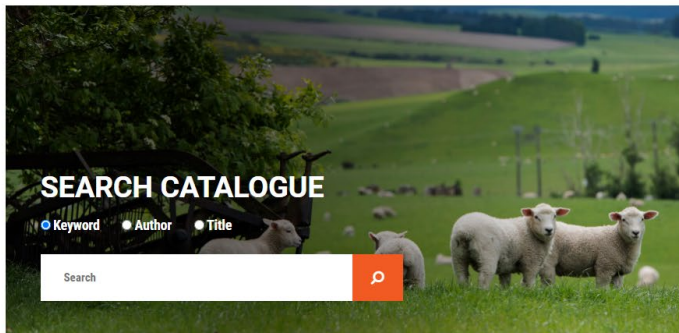
Facebook - GoreNZ currently has **4,432** followers.

Here is some of our top performing content from November:

	Perhaps one of Southland's most recognisable caravans - long before the food trucks we enjoy today 🍷 We'd love to hear your stories about Gore's famous Pie Cart - an icon many will remember. This caravan went into service in 1970, replacing the original, which was destroyed by fire. The photo was taken at the depot in Richmond Street.	Post reach 38,325	Engagement 3,489
	Have you visited the Eastern Southland Gallery yet? 🎨🖼️ Nicknamed the 'Goreggenheim' by Saatchi & Saatchi boss Kevin Roberts, our public art museum is internationally renowned. Formerly a Carnegie Library building and Gore's public library for many years, it's unique circular shape houses some of New Zealand's most extraordinary...	Post reach 2,559	Engagement 307
	Our resident Bannerman Park stag, Romeo, looking as impressive as ever! 🦌 Have you been up to visit him? 🍌 Bannerman Park is a wonderful park to explore during spring. Cherry blossoms in full bloom, golden daffodils on display, and magnolias blooming in a range of colours along with the park's magnificent collection of rhododendron...	Post reach 2,784	Engagement 296
	Who's got their hands on the famous Southland Monopoly so far? What are your thoughts? 🎲 If you haven't yet - the Gore Visitor Centre is the exclusive Gore stockist 📍 It's selling out quickly, so make sure you nab one in-store or online at www.gorevisitorcentre.co.nz .	Post reach 3,072	Engagement 335

Instagram - GoreNZ currently has **1,409** followers.

Digital statistics – Gore District Libraries



Using our libraries >

Find out more about borrowing and services

Join the Library >

Join the library, our friendly team will help you find your next read

Digital library >

eBook, eAudiobooks, activities, research and more...

Adults >

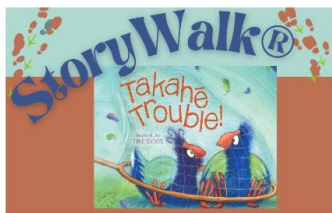
What's on, collections and reading inspiration

Teens >

Find out what's happening, get study help or search out your next best read!

Kids Zone >

Programmes, homework help, visits, craft, activities and more!



New StoryWalk

Read & listen online

The top three most popular pages in November on www.goredistrictlibraries.nz were:

1. About The Library
2. Digital Library
3. Contact Us

Over the past 6 weeks the Communications team has been providing the Library team support with its online presence so we can continue to grow our customer base and showcase our fantastic new library build.

So far, we have seen some really promising progress with an increase of 3.7% followers (about 40) and increased community engagement on Facebook.

	The weather in Gore is always perfect... sometimes it's perfectly warm and sometimes it's perfectly wet 🌧️ Rainy days like today make for the best excuse to curl up with a good book, watch a movie, or solve a jigsaw puzzle 🧩 All of these (and more!) can be found at the Gore Library. Who knows what you'll discover - call in and see our friendly team toda... Mon, 13 Nov	Post reach 878	Engagement 151
	Next Monday, international best-selling author Ruth Shaw will be giving a reading from her latest novel, 'Bookshop Dogs,' at the Gore Library 🐕 The Manapouri bookseller writes Bookshop Dogs about the extraordinary animals she has owned and met throughout her inspiring life, including her German shepherd, Hunza. Come along at 12 noon Monday... Wed, 29 Nov	Post reach 826	Engagement 23
	Pssst... did you know? Our Summer Reading Challenge starts soon 🥳 Our awesome youth librarian Julie has been working hard behind the scenes to get it ready for you all 📚 We can't wait to show you what we've organised, watch this space! 📺 Tues, 21 Nov	Post reach 806	Engagement 79
	What's inside the boxes? 📦 NEW books, books, and more books! 📚 Our libraries at Gore and Mataura are constantly expanding its book collections. Why not pop by and visit our friendly teams to discover something new. You can also browse our online catalogue by visiting our website 📖 www.gorelibraries.govt.nz Mon, 27 Nov	Post reach 525	Engagement 61
	Hot off the press... our annual book sale is back! 📖 Come along to the Gore and Mataura libraries from 9:30am today (Monday) to find bargain books, fiction favourites, and rare reads just in time for the holiday season 🎁 Mon, 4 Dec	Post reach 469	Engagement 53

Digital screens

The Communications and IT teams have been working hard to establish a fresh and creative way to display information and continue reaching our community – new digital screens which have a content playlist looping to advertise what’s on in our patch.

The new screens, at our admin building reception and the Gore Library, are showcasing our projects, important info, upcoming events, and more to customers visiting our places and spaces.

We plan to include the Gore Multisports Complex and Gore Visitor Centre as digital screen locations in the new year when we have new software set up at both locations.

