

To whom it may concern

RE: Application to represent Tairua Pauanui Ward on Coromandel Arts and Creative Industries Advisory Board

I write in application as co-representative of Tairua Pauanui ward on the Coromandel Arts and Creative Industries Advisory Board (CACIAB). In 2016, in my former role as Tairua's Community Librarian, I attended several Arts Strategy working group meetings and have since followed this initiative with interest.

I have an extensive personal and professional interest and commitment to the arts sector, particularly through creative writing and creative community initiatives involving marginalised and/or vulnerable members of our community. An initiative I developed and facilitated in 2012 fueled my interest in the benefits of creativity for social and individual wellbeing. The Tairua Residential Care Creative Writing Group had significant impact on its members, giving them a sense of purpose, a sense of achievement and reported increase in physical energy and mental wellbeing. Through designing and facilitating creative writing groups across the Thames Coromandel region over many years, I have seen similar impact on the lives of children, teenagers and social-support services groups. Simply put, creativity improves lives. I want to see infrastructure developed on the Coromandel to incubate and nourish these kind of initiatives and I understand the CACIA Board has an opportunity to show leadership in this area.

In 2016 I co-founded CoLab Collective, a boutique Marketing and Communications business specialising in raising the profile of businesses and organisations on the Coromandel. I am particularly focused on assisting Coromandel-based artists, craftspeople and community groups in the creative sector, as I believe these industries need professional support in order to thrive and survive on the Coromandel. Since June 2016, I have written feature profiles and articles about many Coromandel artists and craftspeople. These have been published both in print and online media, raising local, national and international awareness of the skill and talent emerging from the arts and creative industries sector on the Coromandel. Through CoLab Collective, I intend to expand this awareness further still.

I believe the Coromandel Peninsula has potential to lead the way as an arts destination and as a healthy, creative community. My communication, PR and marketing skills may be a useful contribution to the CACIA board, as will my experience as a public servant in local government and my passion for creativity. I have lived in Tairua since 2003, serving the community in a professional and voluntary capacity for much of that time. I believe I have the ability to

understand and represent the Tairua Pauanui Ward because I am familiar with the communities I am representing and am a well known, respected advocate for the arts and creative industries on the Coromandel.

I am a positive person who thrives on learning, growth and challenge. I get a great deal of satisfaction by using my writing and communications skills in creative ways for positive community benefit. Please consider my application as your advisory board representative.

I look forward to hearing from you.

Yours faithfully

Emma Darragh