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**Whale Song Pakake Waiata Charitable Trust
Capability Report**

November 2018

The Background

In August 2018 The Whale Song Trust commissioned Latitude Strategy & Communication to undertake an independent review of its trustees, related to their ability to successfully manage a project of the size and scale of Whale Song. Latitude used information provided by trustees, carried out interviews with them and undertook online research – including public profile/prior media coverage. This report provides a brief background to the project and details of trustees' skills, experience and achievements in a range of disciplines/areas relevant to the project.

The Whale Song project

The Whale Song project proposes a large sculptural installation, comprising a family of seven life-sized humpback whales swimming in pod formation, mounted on poles over a proposed one-acre site alongside the Wharemauku Stream in Paraparaumu on the Kapiti Coast. The landowner, Ngahina Developments Ltd has agreed to a perpetual lease of a suitable one-acre site.

The sculptures would be set within a landscaped site and would range in length from four to seventeen metres. Each would be supported on a structurally-engineered pole ranging in height from one metre above the ground to eighteen metres. It is proposed that some of the whales would periodically spout water from their blow holes and 'whale song' would be played via speakers with Aeolian harps located inside the whale structures to mimic the sound of the humpback in the wild. The proposed location adjoins the new cycle/walkway developed in conjunction with the Kapiti Expressway.

The investment

The project budget is \$5.3 million for the construction of the whales and landscaping and ground effects as well as funds for the development of stories and education programmes and construction of secure, on-site interpretation and story boards. The trust's position is that no ratepayer funds would be used for the project. Budgets are available for viewing from the trust.

Technical information

An engineering report for the proposed sculpture/installation was undertaken on the trust's behalf by Ian Connor of Sinclair Knight Merz (SKM). This is available from the trust on request. The proposed installation scheme would be similar to that of wind turbines. A site-specific feasibility assessment has yet to be undertaken as the land has only recently been obtained, but will be one of the next steps. A publicly-notified resource consent would be required from Kapiti Coast District Council. It is envisioned that the sculptures would be cast from recycled aluminium thermally coated in bronze. The community, particularly children, would be asked to collect aluminium cans for use in the project. The sculpture has been designed by trustee Michael Fuller who has produced a 1/32nd scale model of each whale. 3D scanning would create the 3D CAD drawings that would be used to scale up to full size for production.

Website

www.whalesong.kiwi

The trustees

Whale Song Pakake Waiata Charitable Trust has four trustees. All live on the Kapiti Coast. They are:

- Barry Clevely
- Murray Deans
- Michael Fuller
- Marco Zeeman as Chairman

Brief biographies (provided by the trust)

Barry Clevely (Trustee)

Barry is Managing Director of the Paraparaumu-based MC2 Group property development company and also brings decades of trust and advocacy experience to his trustee role. From 1973 to 1988 he was founding Chief Executive of the Reality Development Corporation (RDC) which developed many high rise buildings for organisations throughout New Zealand.

Murray Deans (Trustee/Trust Accountant)

Murray is a majority shareholder and Director of three Chartered Accountants firms, Accountants Plus based in Lower Hutt, Deans & Associates Ltd in Mana and Deans & Associates (Kapiti) Ltd in Paraparaumu. Murray brings many years of accounting and business management experience to the project, as well as extensive and established connections to the wider Kapiti business community.

Michael Fuller (Artist/Trustee)

Following a decades-long award-winning international career as a director and cinematographer working on films and commercials, Michael now owns and operates Prowess Trade Management, which oversees the facilities management of Paraparaumu's Pak'nSave supermarket. Michael brings his wide-ranging industry, project and business experience to his trustee role, alongside a strong understanding of the engineering process of making life-sized sculptures and a precise eye for aesthetics and composition.

Marco Zeeman (Chairman/Trustee)

Consultant and entrepreneur Marco Zeeman has a diverse portfolio of skills and knowledge, including experience in the sculptural arts world, as well as in print production, construction, facilities management, community engagement and project and event management. He was a founder and sponsor of the successful international Tareitanga Sculpture Symposium, held five times on Frank Kitts Park over 10 years, and was instigator and Chair of the SinkF69 Trust which successfully scuttled the former navy frigate HMNZS Wellington off Wellington's South Coast in 2005, creating an artificial diving reef. He was named Wellingtonian of the Year for his work leading this project.

He is currently Project Lead on the Wellington Sculptural Highway, Chair of the Whale Song Trust, Trustee on the Sculpture Symposium Trust and owns and operates Fairview Nursery in Kapiti. He is also a founding member of the newly established Kapiti Economic Development Agency.

Evidence of trustee and capability experience

Barry Clevely's trust and advocacy experience includes being a trustee of the New Zealand Pharmaceutical Educations & Research Foundation for more than 40 years. He also spent several years as Deputy Chair of Massey University's Property Foundation. He was a member of the committee, which worked to establish Waikanae's public swimming pool and was advisor to the Palmerston North Boys' High School educational trust for College House. Mr Clevely is also Chair of Ngahina Developments Limited, a long-time significant landowner on the Kapiti Coast.

Marco Zeeman owned and operated several companies in the late 1980s and through the 1990s, including pre-press innovator The Bromide Express, and Imagine Ltd which became MagnumMac, the largest NZ Apple Computer reseller at the time.

Whilst at the helm of The Bromide Express he became a founding trustee and sponsor of the successful international Tareitanga Sculpture Symposium, held biennially in Wellington, over ten years from 1992 to 2002.

He was also instigator and Chair of the SinkF69 Trust which successfully scuttled the former navy frigate HMNZS Wellington off Wellington's South Coast in 2005, creating an artificial diving reef. These projects included extensive end-to-end experience of working with councils, government, funders and corporate and business partners.

Murray Deans has extensive experience of managing trusts through his Chartered Accountants practices. Murray is the majority shareholder in three Chartered Accountants practices, situated in Lower Hutt, Mana and Kapiti. On a voluntary basis, he has been on the committee of the Porirua Club for about 20 years, including serving as Vice President. This large mixed membership club distributes funds to a number of community organisations. Murray is also a trustee of Connected For Life Charitable Trust. This trust provides immediate financial support, where needed, to families of children diagnosed with serious illnesses including cancer, who may have

been referred to hospitals away from their locality. Further, prior to commencing his own Chartered Accountants practice, Murray was Chief Financial Officer and Company Secretary for a public listed company, Williams Property Holdings Ltd.

Evidence of financial and business management experience

Barry Clevely has extensive business experience. He is Managing Director of the Paraparaumu-based MC2 Group property development company. As CEO of the RDC development company from 1973-1988 he oversaw \$750m worth of developments including Auckland's iconic Twin Towers, the late Sir Ian Athfield's first high rise in Wellington, NZI House and Wellington's only high rise with an external glass lift. He is a former adviser to Wellington City Art Gallery.

Murray Deans is a majority shareholder and Director of three Chartered Accountants firms, Accountants Plus based in Lower Hutt, Deans & Associates Ltd in Mana and Deans & Associates (Kapiti) Ltd in Paraparaumu. Murray brings many years of accounting and business management experience to the project, as well as extensive and established connections to the wider Kapiti business community.

Mr Deans' business specialisations include taxation and accountancy services, business advice, business structure, start-ups, Inland Revenue compliance and working with strategic alliances to enhance clients' business growth. His businesses are sponsors of the Kapiti Horowhenua Business of the Year competition.

Michael Fuller ran his own directing and cinematography businesses in Asia and the US for almost 20 years. As a co-director of the Shoot Los Angeles and Shoot Miami companies, he operated across Los Angeles, Miami and New York, managing projects from the highly competitive tendering stage through to completion. Clients ranged from the US Navy, to General Motors and Ford. On returning to New Zealand, he set up a New Zealand production company, Wonderful, which produced commercials

and TV series including the 24-series Business is Booming, a \$3m project for the Inland Revenue Department. As owner and operator of Prowess Trade Management he leads a team which meets all facilities management requirements for a large supermarket. This includes managing engineering projects, building and repairs in metal, glass and wood.

Marco Zeeman ran a busy pre-press company and an Apple computer dealership in Wellington for a number of years before moving into project and facilities management. This included working closely with the Fletcher Construction team responsible for the 18-month project to build the multi-million dollar visitor centre at Wellington's Zealandia wildlife sanctuary. Marco was Zealandia's Facilities & Safety Manager during that time.

Evidence of arts project experience

Michael Fuller spent ten years as a cameraman for New Zealand's National Film Unit, followed by nine years in Asia and a further ten in Hollywood, working as a cinematographer and director. His experience ranges from tourist commercials to TV programmes. He directed commercials for the US Navy, General Motors, Ford and many others.

Mr Fuller has a long-standing passion for the visual arts. His father John Fuller was a successful sculptor, responsible for life size statues including Feilding's landmark Drover and Dog, and pioneer wine maker David Herd, at Blenheim Airport. He worked extensively with his father on his life-size bronzes, gaining a strong understanding of the engineering process, aesthetics and composition of making life-sized sculptures.

Marco Zeeman was a founder and sponsor of the international Tareitanga Sculpture Symposium, held five times on Frank Kitts Park over between 1992 and 2002. This event produced over 400 sculptures, engaged with hundreds of thousands of spectators and brought together sculptors from around the world. The sculptures

were available for sale and now feature in many public and private collections. They include the landmark marble fish, on the corner of Taranaki Street and Courtenay Place, Wellington, and further large statues in Wellington Botanic Gardens and Karori Cemetery.

Marco Zeeman is also lead on the Wellington Sculptural Highway Project, which he formed in 2016. The aim is to add sculptural works along the new motorway constructions in the Wellington region, as opposed to large blank concrete structures.

Through his successful lobbying to the Transmission Gully project lead, the Wellington Gateway Partnership and NZTA, 250m of 3D sculptural retaining walls at Linden are now in progress.

He is currently working closely with Porirua City Council and Kapiti Coast District Council on 'gateway' features on the boundary to the two districts on the Transmission Gully route, situated at the Wainui Saddle.

Marco has also been advising on the Otaki 'gateway' features on the Peka Peka to Otaki Expressway, which is also in progress.

Barry Clevely was formerly an adviser to Wellington City Art Gallery.

Evidence of existing community/business support and ability to harness future support

Michael Fuller has, since 2010, built a public profile for Whale Song throughout the Kapiti Coast and greater Wellington region, including a number of media interviews. This is evidenced by the number of organisations which already support the project including: The Arts Foundation, Kapiti Coast District Council, Kapiti Island Nature Tours and Landlink. Letters of support have also been received from organisations and individuals including Greater Wellington Regional Council Chair Chris Laidlaw,

MPs Kris Faafoi, and Nathan Guy, Coastlands Shoppingtown, Wellington Regional and Kapiti economic development agencies, Kapiti Coast Chamber of Commerce, Lions Club and Maoriland Charitable Trust. These letters of support can be viewed on the trust's website. The project has also won support from all 14 principals of primary and secondary schools on the Kapiti Coast, who are setting up a working group to help develop educational material for the project.

For examples of media coverage of the project see:

- <http://www.stuff.co.nz/entertainment/arts/3641241/Whale-Song-sculpture-plan-world-class>
- <http://www.stuff.co.nz/dominion-post/news/local-papers/kapiti-observer/3731587/Whale-Song-calls-Kiwi-cinematographer-home>
- <http://www.stuff.co.nz/dominion-post/news/local-papers/kapiti-observer/3650863/Grand-Kapiti-sculptural-trail-will-get-world-wide-attention>

Marco Zeeman's role as chairman of the six-year SinkF69 Trust project and the five Tareitanga Sculpture Symposiums required him to engage and harness talent communities and businesses, nationally and internationally, to support projects which were completed successfully. An example was inviting National Geographic to document the preparation and scuttling of the former HMNZS Wellington (SinkF69). A media team from Canada produced the Shipsinkers documentary which has aired globally on the National Geographic Channel since.

He has an established public profile, having frequently featured in the media as spokesperson for these events and through being named Wellington of the Year in 2005 in recognition of his work on the SinkF69 project. Mr Zeeman has extensive knowledge of the marine environment and marine conservation. His first career was as a commercial diver and he also worked as facilities manager for the Marine Education Centre in Island Bay, Wellington, during which time he took on a marine educator role for the regions children.

Examples of media coverage include:

- <http://tvnz.co.nz/content/629493/2556418.xhtml>
- <https://www.stuff.co.nz/dominion-post/news/67914889/Navy-frigate-blown-up-to-create-Island-Bay-dive-site>
- https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10337421
- <https://divenewzealand.co.nz/article-436/>