

Annual Report
Year Ending March 31st 2018

Building to grow



42,490

Total people through this year

What's happened in our year?

We've been working closely with Christchurch City Council and are preparing to move into *Tūranga*, Christchurch's new Central Library, in late 2018.

This will be an immense shift for us as we prepare for changes in our business model as we expect to cater for 10x more foot traffic and significantly more exposure. We are looking forward to working with new partners to maximise the space and potential of a new brand. 📌

Partner Rocket Cruise ship

We worked with Development Christchurch Limited (DCL) to test a pop-up Imagination Station in the New Brighton Community. The pop-up ran from June — December 2017. While it was thoroughly enjoyed by those who came, we unfortunately didn't bring enough people through to justify continuing.

We have successfully put together a Volunteer Advisory Group for Imagination Station to learn from skilled school principals, a technology solutions CEO, a marketing director and a designer thoroughly involved in the community.

As we began our goal to partner with aligned companies, we signed on *Strategy Creative* as our first corporate partner. We're excited to be able to work with them and bring creativity to more Christchurch families in a sustainable way. 🚀

We worked with the Christchurch City Council to test pop-up LEGO play spaces in Libraries during weekends, an initiative which will be further developed in 2019.

*Building
creative,
lifelong
learners.*



2017-18 financial overview

Year Ending March 31st 2018

Income

Public donations	\$22,929.50
Corporate/trust donations	\$189,815.20
Education income	\$48,071.63
Parties	\$14,758.48
Other income	\$4,991.13
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Total income	\$280,565.93

Expenses

Wages	\$168,431.99
OPEX	\$24,289.75
Rent	\$17,042.03
Stationery/general expenses	\$7,816.21
Phone/internet	\$1,198.62
Advertising/marketing	\$2,748.52
Utilities	\$4,698.59
Accounting	\$687.50
Eftpos	\$578.53
Booking software/web costs	\$925.42
Volunteer/staff costs	\$2,064.94
Consulting	\$1,500.00
New equipment/capital costs	\$27,010.85
Other overheads	\$706.96
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Total expenses	\$259,699.91

Exploration

By providing opportunity for enjoyable education, we encourage people to be explorative learners and thinkers, a necessary part of developing a creative community.

Accessibility

We're passionate about ensuring that our space that is accessible to everyone in the community, empowering community to break down social barriers, leading to a more well-rounded community.

Our principles:

Creativity

Creative play is essential to developing creative minds, which result in the critical skills of innovation and empathy being developed.

Engagement

Developing any skill requires time and practice. We use LEGO bricks as a trusted tool to encourage people of all ages to engage with both their own imaginations, and the world around them.

Imagination Station's mission is to build creative, lifelong learners. We do this by providing an environment aligning with our four key values: Creativity, Engagement, Accessibility, and Exploration. 🏰

**Imagination
Station**

Proudly supported by:

**STRATEGY
CREATIVE** 

**Christchurch
City Council** 

 **THE LION
FOUNDATION**

 **Rātā
Foundation**

 **Christchurch
City Holdings
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Open 7 days — 9am till 5pm
Tūranga (New Central Library)

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