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# Gareth Farry

## PROFESSIONAL PROFILE

**Full Name:** Gareth Malcolm Saba Farry  
**Date of Birth:** 2.9.71  
**Health:** Excellent  
**Ethnicity:** Lebanese Scottish Kiwi  
**Nationality:** New Zealand  
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### BIO

I bring people together across difference through arts, tech innovation and cultural production, to explore connections and the universality that binds us all.

A successful creative, qualified lawyer and entrepreneur with over 25 years' experience in creative conception & technology innovation, cultural leadership, event management & production in the arts, society and social enterprise sectors. I have also consulted at the strategic and policy level on diversity, intercultural communication, capacity building, disruptive blockchain technology, cultural diplomacy and re-imagining the city. I believe in the authentic power of the arts, culture and technology to be transformative, and I operate with innovation, social impact and inclusivity in mind.

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### EXPERIENCE

**2025**

**Kernel Web3 Fellow – BlockX Feb-April**

**RightsCon Summit Taipei session** presenter - Art in the Time of Resistance: Digitally Archiving Art in Human Rights Movements

**Blockchain4Good Virtual Summit** presenter - Reimagining Governance: Exploring DAOs in the Public Sector

**Project Catalyst** funded project Amnesty DAO and Human Rights Token research – Round 13

**2024**

**Completed RMIT (Melbourne)**  
Blockchain Strategy Credential

**Amnesty Global Skillshare** DAO and blockchain presentation – London May 2024

**Cardano Foundation** governance contributor

**2022 - 2025**

**Amnesty International Aotearoa New Zealand**

Special Projects Manager:

Development of a scoping and business case for a Blockchain DAO and Human Rights Token project.

Consultancy contract on systems change and solutions design including Theory of Change, Impact Measurement and Partnerships and Innovation in technology.

Conducted organisational audit and presented recommendations.

Recruitment of Legacy Manager

Development of Legacy strategy including collateral

Criminal Justice Coalition – building a case for a national Criminal Justice Coalition and director role. National meeting organiser and project lead, successful implementation.

**2022 May-July**

Tech Futures Lab – **Disruptive Technologies micro-credential** Recipient of Mind Lab Impact Scholarship

**2020-2022**

**Programming and curation** for Pā Nui space at CultureFest Auckland. 4 months' work annually to prepare for end of Summer festival event.

**2021–2022**

**Board member and consultant** Awhina Mai Tatau Katoa Trust

- Advocacy in the social enterprise sector
- Funding and structure assistance and mentoring
- Programme outcome identification and evaluation framework
- Strategic programme co-design

**2021 May-Dec**

**Acting Festival Director** Show Me Shorts Film Festival New Zealand. Responsible for

- Directing and delivery NZ's short film festival's 16<sup>th</sup> edition.
- Launched mixed delivery model both in cinemas where possible (during lockdowns) and with newly established online viewing platform from Shift72.

**2018-2021**

NZ programme manager for **Active Citizens**

- Established programme in New Zealand including core funding and partnerships (DIA, MYD, MSD)
- Intercultural dialogue and social leadership training modules delivered to 240 aspiring leaders over 3 years.
- Recruiting and training 10 lead facilitators

- Connecting with Active Citizens Pacific network for shared visits and joint regional project streams

**2016 - 2020**

**Splice** (Methodist Mission Northern) Charity

- Organisational audit and design of new social infrastructure impact programme for city centre Auckland
- Established annual programmes for engagement
- Produced organisational booklet for external communications
- Projects initiated including Street Wisdom, Splice Cuppa, Random Acts of Kindness
- Ongoing social action and arts for change consultancy

**2016 - 2017**

**Lifewise NZ** (National social services agency) Project management for Awhina.net.nz services and lived experience website for members of Auckland's homeless and street communities.

**2017**

Produced and co-wrote cross art form **theatre show Poropiti with Mara TK and Tola Newbery**. Presented at Basement Theatre, Christchurch Arts Festival and Hawkes Bay Arts Festival.

Completed **Active Citizens** International Facilitation training course – Fiji.

**2016-17**

**Te Ara Reo Maori language** course Te Wananga o Aotearoa. Level 1-4 completed.

Equality reporting and consultation for establishment of **Religious Diversity Centre Aotearoa New Zealand**.

**2008-2015**

**Arts and Partnerships Manager NZ at the British Council New Zealand.**

Responsible for:

- Partnership and stakeholder management (Government NZ, Private sector, non-profit organisations, arts institutions, New Zealand and international festivals, and Tertiary institutions).
- Strategic engagement, budgeting, evaluation, delivery and planning. Generation of creative and innovation projects including conception, planning, realisation, partnership generation and delivery.

Included in this:

a) **People In Your Neighbourhood project (PIYN)**: A national diversity project which won the **Supreme Governor General's Award for Diversity and Inclusion nationally in 2009**, and engaged with non-English first language speakers in Auckland creating a stage show and developing cultural leadership skills. PIYN featured UK's Urban Soul Orchestra alongside NZ ethnically

diverse musicians, poets and dancers. This show was invited to perform at WOMAD Taranaki NZ, 2009.

b) **Social Enterprise projects:** Working with non-profit sector on mapping and models for engagement and delivery. Including: **Edible Gardens project**, capacity building in the arts sector and social enterprise delivery. Also, involved in the **Stages Of Change Pacific Islands** social change and governance project, and an international disability inclusion project – **Unlimited**. International education projects including **Connecting Classrooms** and **Young Education/Social Entrepreneur programmes** (Indonesia/Malaysia)

c) Creation, delivery and evaluation of New Zealand international country in focus delegation for **Celtic Connections Showcase 2015**, and **Dunedin meets Scotland** cultural diplomacy project 2011-15; and consulting on Dunedin's **Unesco City Of Literature** successful bid.

d) Local market design, budgeting and delivery of British Council **Arts Programme** annually - also working with economies of scale and regional products with East Asia team.

e) **Edinburgh Festivals** – 2013-15 support for the New Zealand seasons in Edinburgh including managing the Momentum delegate programme, and supporting international delegations from India, Pakistan, Brazil and East Asia. Produced two UK works in New Zealand as a result of Edinburgh connections (HeLa 2014, and Hiraeth 2015).

**2000-2017**

### **Director Sugarlicks Records and Agency**

Established in 2000, Sugarlicks records has achieved considerable success as a multicultural independent NZ electronic soul label, which has been distributed in 23 countries worldwide.

Responsible for

- Label management, legal services and artist A&R
- Released 17 albums and 7 vinyl releases NZ and internationally
- Managed NZ Govt sponsored tours of Europe and Asia.

**Tour & Event management internationally** for IMNZ / CNZ funded NZ artist showcase tours through Europe (as part of Outward Sound scheme) Including organising interviews, events, embassy & museum showcases for a range of NZ touring performing artists in Berlin, London, Barcelona, Hamburg, Dublin, Los Angeles and Tokyo for NZ performers of Maori, Pacific Islander & African descent.

**2008**

### **Stage management and cultural artist liaison:**

Auckland International Cultural Festival, & Pasifika Festival, 2008.

- 2004-2005**                    **Waitakere City Council – Music City proposal / Event Management**
- Responsible for development of initial stages of an overall music strategy for Waitakere City Council including event management, project conception, initial logo design, timelines, budgets and research initiatives.
- 2002-2005**                    **Weekly radio show** to 24000 listeners. George fm. 96.8 fm Auckland city.
- Production Manager Heineken International Thirst Event NZ**
- Annual event management including promotion and budgets
  - Conceived event judging criteria that has since been adopted Worldwide by Heineken International for the Thirst Tour, which annually takes in 33 countries around the globe.
  - Coaching and tour management of NZ champion to the Asia semi- final and finals in Bangkok and Tokyo in 2005.
  - Connecting with Active Citizens Pacific network for shared visits and joint regional project streams
- 2004-2006**  
**IMNZ. Elected member of the Board of IMNZ (Independent Music NZ)** - association of independent labels and distributors in NZ
- 1997-2002**                    **Co-Creator, Owner and Manager** of iconic Auckland venue Khuja Lounge
- Responsible for general management including all aspects of staff and payroll management, stock control, taxation, cash-flows, entertainment booking and promotion. Founding director
- Business successfully sold in 2002.
- 1996-2001**                    **Director Saama Productions** (NZ's first multi-cultural talent agency)
- Talent booking
  - Legal and accounts management
  - Promotion of diverse artists from Auckland's media and entertainment sector
  - Founding director

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**EDUCATION / OTHER**

**Otago University, Dunedin, New Zealand:**

**LLB – Bachelor of Laws** / Bar exam (admittance to the bar as barrister & solicitor of High Court of NZ). Final paper received A+ grade and involved research at the American University of Beirut Lebanon.

**BA – Bachelor of Arts** (sociology / anthropology major)

Tech Futures Lab **Disruptive Technologies**  
 RMIT (Melbourne) Blockchain Strategy credential

Te Wananga O Aotearoa Level 4 **Te Ara Reo** proficiency

**Languages: English (first), Maori / Arabic (proficiency)**

**Sport:** Selected member of NZ under19 Youth volleyball team 1990.

**Miscellaneous:** Reading, Travelling, Music Production, Meditation (30 years' experience and initiation into Transcendental Meditation, Kriya, Vipassana and Kundalini traditions).

# Office of the Mayor



24 September 2015 Dear Sir/Madam

## **SUPPORT AND RECOMMENDATION FOR GARETH FARRY, AOTEAROA NEW ZEALAND ARTS MANAGER**

I am writing to offer my support and recommendation for employment opportunities for Gareth Farry.

The Dunedin City Council has been working with Gareth in his role as the British Council's Aotearoa New Zealand Arts Manager for the last three years.

Gareth's engagement and support enabled a number of opportunities for our Council. Our cultural staff participated in the Momentum Programme - a partnership between the British Council Scotland, Festivals Edinburgh and Creative Scotland. Momentum offered the opportunity to visit Edinburgh and build relationships with arts and cultural organisations and individuals in our Sister City and throughout the United Kingdom.

This directly contributed to the reinvigoration of our city's relationships with our Sister City Edinburgh. As a result, Dunedin has seen a number of new collaborative projects emerge. These include a curating role in the Commonwealth fine arts exhibition *Where Do I End and You Begin* at the 2015 Edinburgh Arts Festival. Dunedin Public Art Gallery has since gone on to present *Private Utopia — Contemporary Art from the British Council Collection*, the only New Zealand venue to host this show.

Dunedin artists and producers were invited to perform at Celtic Connections (the largest annual winter music festival of its kind) in Glasgow in 2014 and 2015. This musical exchange has forged stronger creative ties between Dunedin and Scotland, as seen in our shared St Andrew's Day celebrations.

Finally, Dunedin is one of four newly designated UNESCO Creative Cities of Literature – with Granada, Heidelberg and Prague. Dunedin was particularly grateful for the ongoing support of Gareth and the British Council. In recognition of this special relationship, Dunedin artists were represented at the Edinburgh City of Literature Initiative Neu! Reekie! Burns on Fire! event in Edinburgh.

Dunedin City has greatly appreciated Gareth's enthusiasm, support and engagement, and I know he would contribute fulsomely in any role entrusted to him.

Yours

sincerely

Dave Cull

**Mayor of Dunedin**

A handwritten signature in black ink, appearing to read "Dave Cull". The signature is written in a cursive style and is enclosed in a thin black rectangular border.



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July 17 2015

To Whom It May Concern

I have worked with Gareth Farry at the British Council (NZ) for the past seven years, line managing him in his role first as Business Manager and then as Arts Manager. The British Council is a quasi-autonomous body funded partly by a UK Government grant, and mainly through business activities around teaching of English, and cultural relations and arts. Our mandate is to create trust for the UK, working with people from different cultures on global issues and concerns.

Gareth is one of the most creative people I have had the privilege of working with. He pitched a brilliant idea at his initial job interview, a project called *People in Your Neighbourhood* which focused on celebrating second generation New Zealanders of different ethnic backgrounds, through music and dance. The project performed at Womad 2009 and went on to win the Supreme Award for the Human Rights Commission *Diversity in Action* programme. The Race Relations office branded its race relations campaign for 2009 as *People in Your Neighbourhood*, allowing British Council shared visibility through brand alignment including placement of our logo on all its PIYN race relations materials for that year. The project was successful due to the inherent creativity in the concept, Gareth's relationship management bringing key partners on board including Ethnic Affairs, the artists and their supporting communities, the acclaimed and much-sought-after *Urban Soul Orchestra* from the UK, and others.... Gareth's project management skills including his ability to bring everyone on board to share his creative vision, his flexibility in adapting plans when necessary, and his specialist music skills which gave him credibility with both the musicians and the artistic director of Womad, who took a risk in programming the project.

When PIYN wound down, Gareth accurately identified lack of international opportunity for artists as a key need in NZ which British Council would be able to respond to. Through various small projects, and many meetings with key players, he positioned the British Council as the go-to organisation for Creative NZ's international team, culminating in an ongoing Memorandum of

Understanding between CNZ and British Council for a ground-breaking programme called Momentum. This programme supports the UK ambition of continuing to host the world's most important arts/culture events at Edinburgh through the Edinburgh Festivals, and CNZ's ambition to have top NZ works showcased at Edinburgh and picked up for international touring. As a result of Momentum and the close working relationship between CNZ and the British Council, the NZ Government has committed funds to two consecutive showcase seasons at Edinburgh. The first NZ season is regarded by the Festivals Director Faith Liddell as an example of best practice in terms of delivering on this type of opportunity. Gareth showed strategic thinking in the way he identified the gap/need in the NZ market, positioned the British Council to be able to have a strong and credible value-added offer for Creative NZ, fostered the key relationships, managed partnerships between ourselves, CNZ, British Council Scotland and London colleagues, and Creative Scotland, influenced the selection of NZ participants (he was on the selection panel) and provided bespoke support for the participants at Momentum to ensure maximum value for them. The fact that CNZ has committed to a second showcase season at Edinburgh is testimony to Gareth's contribution to this trajectory.

Alongside the internationalisation strategy, Gareth spotted an opportunity for greater engagement between Edinburgh and Dunedin City – and Scotland in general with NZ. Through perseverance, he was able to reinvigorate the city sister relationship between Dunedin and Scotland which resulted in a mayoral team visit, a highly visible song-writing competition, the Queen's Baton relay in Dunedin being broadcast simultaneously in Edinburgh, new connections between universities in the two cities, and Dunedin being announced as a City of Literature alongside its sister city Edinburgh which already had that status. He also managed the Celtic Connections project, which involved NZ being the focus country at the world's largest winter music festival in Glasgow. Gareth singlehandedly raised NZD76,000 worth of flights to support the NZ artist involvement; he produced a showcase CD, worked closely with the Scottish based artistic director to ensure the best of NZ indigenous and folk talent was selected and represented in Glasgow; managed some difficult individuals; ensured the key music organisations in NZ attended the showcase and were enthusiastic to support touring opportunities which arose out of it; and produced and delivered a two-hour showcase which, by all accounts, "stole the show" at Celtic Connections in a way that other countries have not achieved.

These are just some examples of highlights that Gareth has produced during his seven years with the British Council. There are many other examples which demonstrate his absolute commitment to the arts, lateral and visionary thinking, ability to make things happen, and his unique take on the world. Gareth is by nature not a conformist; therefore it is to his credit he was able to survive and work within the inevitable bureaucratic processes of a large international organisation like ours. In my view, he is always honest and sincere, working with huge integrity behind the scenes to give talent the spot light. He is a "producer's producer" in that he doesn't seek the limelight himself, has a keen eye and an ear for talent, and can work easily alongside

sometimes difficult and egotistical artistic temperaments. This makes him enormously popular amongst artists; he has huge credibility in the arts world and most especially in the music industry. What I appreciate most about him, and among the many reasons he was selected for the job with us in 2008, is his appreciation and celebration of diversity, his commitment to creating social inclusion, and his respect for all human beings – values that I hold most dear and that have driven my own career.

Gareth has chosen to leave the British Council to pursue new challenges; we have already subcontracted him to manage an upcoming international theatre project, and I have no doubt we will continue to seek his services for specific projects until he is no longer available to us.

I have no doubt that Gareth's career will continue to be characterised by success, outside-the-box thinking, and contribution and impact for those lucky enough to work with him. He has my highest recommendation.

Please feel free to contact me if you wish to discuss anything further.

Best wishes



BRITISH COUNCIL  
New Zealand

Ingrid Leary

COUNTRY DIRECTOR, BRITISH COUNCIL

NZSSM (Bravery) Masters Sociology (with Distinction) LLB (Hons) Dip Journ (with Distinction)

## Letter of Recommendation

Momoko  
Burgess AMTK  
Trustee  
[momoko.burgess@gmail.com](mailto:momoko.burgess@gmail.com)  
[om 0211610683](tel:0211610683)



### For Gareth Farry

To whom it may concern,

Gareth has been an integral component in the initiation of Āwhina Mai Tatou Katoa Trust, not only through providing us with his skills and knowledge around project creation in social development and community initiatives, but also supporting our team through his gentle and genuine nature.

Āwhina Mai Tatou Katoa Trust is a collective providing a range of positive opportunities and empowerment for homeless and ex-incarcerated people through te ao Māori worldviews. We run a variety of different projects, such as public street art and education programmes, and work stakeholders such as Auckland City Mission, Lifewise, Housing First, and Auckland City Council.

Gareth helped set up Āwhina Mai Tatou Katoa Trust through an administrative and marketing lense, creating digital resources to help us apply for funding and pitch projects to stakeholders. We are very grateful for his support and time spent volunteering in this capacity.

However, the core work that Gareth did for us, was by providing our homeless whānau with leadership and social enterprise opportunities through his Active Citizens leadership course at Splice. This course offers leadership and social skills at a professional level, and by providing our whānau with an opportunity that is usually only provided to higher socio-economic groups has been absolutely life changing for these people.

Gareth's kindness, tolerance, and constant willingness to help and create change without any negative attachment is a truly beautiful and rare thing to see in a person. We are immensely grateful and proud to have had Gareth supporting us, and can state with conviction that whoever will have him next is very lucky indeed.

Someone with a heart of gold for everyone, and with such adept professionalism in the field of social and community services is difficult to come by, and we only wish Gareth the absolute best.

Yours sincerely,  
Momoko Burgess & The AMTK Trust team