

We work for a bold and ambitious creative sector that makes our region stronger

SUPPORT	CONNECT	PROMOTE	ADVOCATE
Help artists and groups succeed by providing advice, training & support	Build connections & collaborate for stronger, more expansive outcomes	Share the stories of our regions creativity and expand audiences	Champion the contribution that the arts make to our regions wellbeing
Build Skills	Facilitate	Promote Activity	Leadership
ArtReach delivery	Vacant space brokerage	CW e-news and website	Waikato Arts Navigator
Creative development services	Arts Mentoring programme	Bristle/Music Matters/Theatre Alert	BOON Festival
Waikato New Works Incubator	Artists in Residence project	Arts publications	Arts writing project
	Jazz Club - Arts Social Club		Ethic and migrant arts support
Support toi Māori	Utilise our Space/Place	Grow Audience's	Advocacy
Toi Pakahi	Community Gallery	The Portal	Waikato Regional Theatre
Toi Rangatahi	Tasty Tunes	Social Media campaigns	Local government
Toi online and hub research	Hosting in our space	Creative Journey Regional Guides	Central government / CNZ
Events (Whiti, Matariki)	Buskers Festival/Dance Battle		Funders
Effective Funding	Connect our Region	Celebrate Excellence	Sustained Organisation
Creative Communities fund	Creative Waikato Caravan	Waikato Arts Awards	Measuring impact project
Support regional CCS funds	Waikato art hub	Art review service	CRM system

Glossary

Project	Description	Measurement/Outcomes
ArtReach	8 capability building training modules designed for artists and groups	Participants build skills and become more effective. 90% participants rate as useful+
Creative development services	4 team members dedicated to working with artists and groups to support development	Creative output in the region increases 400+ clients per annum
Waikato New Works Incubator	7 new Waikato performing arts works are nurtured through a mentoring process	Capability of performing arts organisations are grown. 7 new works developed. 2 new works receive CNZ funding to production.
Toi Pakahi	Training program for Māori artists wanting to develop an arts business model	25+ participants/users in year 1 250+ unique user hits
Toi Rangatahi	CNZ funding for Māori youth engagement and participation. Aps close March 1, 2019	Creative Waikato funded to deliver toi rangatahi project \$50,000+
Toi online and hub research	Assessment of how to support Māori artists in the Waikato in hubs and online	Recommendation and feasibility assessment for implementation 2020
Events (Whiti, Matariki)	Supporting or leading key toi Māori events	The profile of toi Māori is built and measured by number of attendees (yet to be determined)
Creative Communities fund	Distribution of \$105,000 fund in two rounds	Comply with administration requirements, high quality applications received
Support regional CCS funds	9 other CCS funds distributed by other LGAs, supported by CW through mentoring and networking opportunities	Quality and number of applications to other Waikato funds increase
Vacant space brokerage	Broker the utilisation of vacant shop and office space for pop up galleries	X number of spaces are utilised by artists
Arts Mentoring programme	Artists are paired with mentors for professional development	X number of successful mentorships are secured
Artists in Residence project	Feasibility study for increasing artist in residence opportunities in the Waikato	Plan in place to initiate programme in 2020
Jazz Club (arts meetings)	Quarterly (seasonal) social and networking sessions hosted at Creative Waikato for arts community and its supporters	X number of attendees
Community Gallery	Programming and curation of our gallery space	X number of event and regional representation
Tasty Tunes	Live music in Garden Place weekly in Summer	X number of events, x number of attendees
Hosting in our space	Use of our downstairs space	X number of annual bookings
Buskers Festival/Dance Battle	Events in Garden Place as part of activation fund from HBA	Events successfully delivered
Creative Waikato Caravan	Mobile office for engaging regional towns and serving as a 'mobile billboard'	X engagements/meetings in caravan regionally
Waikato art hub	Feasibility study for developing an arts hub (artists working and exhibition space)	Plan in place to initiate programme in 2020/21
CW e-news and website	Ongoing digital arts news service	26 publications per annum
Bristle/Music Matters Theatre Alert	Ongoing genre specialized news services	12 publications per annum
Arts publication	Printed annual or quarterly magazine of arts new in Waikato	Publication

The Portal	Ongoing management of portal and engagement of consortium	15 publications per annum
Social Media campaigns	Ongoing management of facebook, Instagram and twitter	15% growth in followers per annum
Creative Journey Regional Guides	Regional Arts Guides – printed and or online	Local and tourist arts visitation increases
Waikato Arts Awards	Prestigious new annual arts event to celebrate and profile significant contributions to the creative sector	Event supported and funded by philanthropic sector, and a sustainable model is developed
Art review service	Quality arts reviews are produced and publicized	X% increase in arts reviews
Waikato Arts Navigator	A framework to help local government value their local arts sector and provide incentive and pathways to support and investment	Local government bodies increase arts investment and adapt robust arts planning processes
BOON	Hamilton street art festival supported by Creative Waikato in association with Boon Trust	Boon festival moves to independent management
Arts writing project	Publication of high quality & informed arts writing, digital and in print	X number of articles published per annum
Ethic and migrant arts support	Investigation into the needs and aspirations of arts for these communities	Report publication
Waikato Regional Theatre	CW supports the progress of the WRT	The new Theatre is well informed by local & regional community and user input
Advocacy Govt/CNZ/funders	Working with key stakeholders to help them understand arts impact	Arts are valued and investment increased
Measuring impact project	Identifying how to measure impact of organisation	Metrics identified and put in place
CRM system	Database that effectively manages all of our contacts and relationship data	System purchased and in place