




## What We Do

We help artists and groups succeed by providing advice, training and support.

We build connections and work collaboratively for stronger and more expansive outcomes.

We share the stories of our regions creativity and expand audiences.

We champion the contribution that the arts make to our collective and individual wellbeing.



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

## How We Do It

### Optimists

We work from strengths, we see connections, possibilities, solutions and shared values

### Passionate

We believe deeply in value of the arts. We are enthusiastic leaders who grasp opportunities and are comfortable with the unexpected. We love what we do and have fun doing it.

### No waffle, all beef

We know our stuff. We set a high bar, work hard and deliver. We are approachable, relatable and informal. We get it because we are artists too.

### Learners

We continually seek to better understand and respond to the diverse needs and aspirations of our communities.



**Creative Waikato**  
Toi Waikato

