

2021 Local Government Submissions

Councils:

1. Hamilton City Council
2. Hauraki District Council
3. Matamata-Piako
4. Ōtorohanga
5. Ruapehu
6. South Waikato
7. Thames-Coromandel
8. Waikato
9. Waipā
10. Waitomo

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Submission to Hamilton City Council
Long Term Plan 2021

Creative Waikato:

Thank you for the opportunity to submit to the HCC 10 Year Plan.

Key points – Creative Waikato -

- Supports creative sector funding trial of \$100,000 for three years
- Supports initiatives that provide significant opportunities for communities to thrive, engage with the city and improve the wellbeing of all Hamiltonians
- Seeks endorsement of the Waikato Arts Navigator strategy (strategy attached) and a commitment to work with Creative Waikato on developing an Arts Action Plan for Hamilton

Introduction

Art is intrinsic to who we are as people - from the moment you wake, scrolling and reading the news to listening to the radio or playing your favourite music in your car or on whilst on your scooter, moving past a mural - even before you get to work – the realisation that art is everywhere, subliminal as it is, it has shaped our experiences and creates our memories, and is essential for our wellbeing. Art is all around us, it contributes to every aspect of society.

Creative Waikato supports Hamilton City Councils 2021-31 Long Term plan and its particular focus on making progress in key areas including embracing the Waikato River, revitalising our central city and aspirations to improve the wellbeing of all Hamiltonians.

Creative sector funding trial of \$100,000 for three years

Creative Waikato congratulates Council for its decision to allocate this money specifically for creative initiatives. It puts a firm stake in the ground, making a statement that investing in the arts is important. Creative Waikato hopes that this will plant a seed for what we hope will grow into further investment.

We know Hamilton is growing and the demands on funding for roads, water pipes and infrastructure is important. We also know that funding the cities current tourist attractions such as the Hamilton Zoo and Hamilton Gardens is also important.

However, there is also an opportunity to imagine something different, such as opening up some of the city's buildings for artists to live and work, or an empty space for arts installations. An investor in the artist collective in Meow Wolf, Santa Fe did just this. Meow Wolf opened a 30,000-square-foot art installation in Santa Fe in 2016 and has become the biggest tourist attraction in town, bringing in \$500,000 visitors and employing 450 artists.¹

¹ Investing in the Creative economy is a boon to artists and communities - <https://www.barrons.com/articles/investing-in-the-creative-economy-is-a-boon-to-artists-and-communities-51585418400> (28 March 2020)

Social impact

The impact of the arts in community development and its intersection with so many critical issues, may not be a natural association.² However, there is much evidence locally and globally that the arts do have a significant social impact on communities.

Creative New Zealand collates and publishes arts impact reports and studies³ undertaken locally and internationally. These show the arts –

- Contributes to the economy
- Improves educational outcomes
- Creates a more highly skilled workforce
- Improves health outcomes
- Improves personal well-being

In Australia, Culture Counts in collaboration with the Municipal Association of Victoria, has created the Victorian Local Government Cultural Dashboard⁴. This interactive dashboard brings together cultural investment, infrastructure and activities data from Victoria's 79 local governments, to generate a snapshot of Victoria's creative sector and the impact of local government cultural investment.

This evidence can assist Councils to understand how they can support their arts in their community and enable actionable insights to enable Councils to make evidence based-decisions, that benefit Councils individually and the sector as a whole.

The Cultural Development Network's Outcomes Schema (Australia), provides measurable outcomes that have been developed to facilitate measurement of outcomes of cultural engagement, including arts participation.

The Measurable Outcomes enable the contributions of cultural engagement to be assessed using a systemised approach. This enables organisations to understand how effective they are being in achieving their objectives, thus contributing to evidence-based practice, which is increasingly required by funders and decision-makers.

Outcomes of cultural engagement in the cultural domain are informed by United Cities and Local Government's *Agenda 21 for Culture* (2004) and *Policy Statement on Culture* (2010), that include heritage, memory, knowledge, diversity, beauty and creativity as significant cultural elements. The outcomes therefore have relevance for use by local governments around the world.⁵

These have been created to be used consistently in cultural planning and evaluation, providing the opportunity for the arts sector to have a standard set of core data by which it can aggregate, analyse and understand the impacts of our work. The whole schema that covers five domains of public policy is the first to name the cultural outcomes that can lead to social, economic, environmental and governance outcomes of cultural activities.

² Demonstrating the social impact of the arts -The Andrew Mellon Foundation - <https://mellon.org/shared-experiences-blog/demonstrating-social-impact-arts/> (April 2019)

³ Creative New Zealand, 'The evidence to support your advocacy' - <https://www.creativenz.govt.nz/development-and-resources/advocacy-toolkit/the-evidence-for-advocacy>

⁴ Culture Counts 'The Victoria Local Government Cultural Dashboard' <https://culturecounts.cc/blog/victorian-local-government-cultural-dashboard/>

⁵ Cultural Development Network - <https://culturaldevelopment.net.au/outcomes/>

The five outcomes are:

1. Creativity stimulated
2. Aesthetic enrichment experienced
3. Knowledge, ideas and insight gained
4. Diversity of cultural expression appreciated
5. Sense of belonging to a shared cultural heritage deepened

If ever there was a need to stimulate creative imagination and initiative on the part of individuals, communities and whole societies the time is now. The notion of creativity can no longer be restricted to the arts. It must be applied across the full spectrum of human problem-solving.⁶

Creative Waikato is currently working with Huber Social, who works across the private and social sector globally. They hold 'Wellbeing' as the measure of success for humanity and work with organisations to measure and create social value. It applies a universally applicable Wellbeing standard to determine the social value that an organisation has created and to identify how to maximise it.⁷

This project has commenced and Creative Waikato would be happy to share the data upon completion.

Impact investment funding

Investing in the arts is a no-brainer – the arts is a sector that can build the economy and revitalise communities.

With Council leading the way, there are real opportunities for other partners to deploy capital for creativity. Partners that value the arts, storytelling, creativity, art lovers, art collectors, and artists themselves are looking for opportunities to align their capital with their priorities.⁸

For businesses it is commercially beneficial; it can help reach new customers, enhance their brand and give them a competitive edge – but also provide a valuable source of creativity, inspiration and innovation.⁹

Pathways to support the arts through investments aren't always obvious. Yet the positive effects are profound. Investing in the creative economy isn't just about benefiting artists. A thriving arts scene often breathes life into communities by attracting new businesses, creating jobs, and drawing traffic.

Creative Waikato encourages Hamilton City Council to build on this initiative and invest more - it's not only an investment in art, it's an investment in people.

⁶ The Cultural Development Network – 'Measurable outcomes of engagement in the cultural domain'
<https://culturaldevelopment.net.au/outcomes/creativity-stimulated-stimulation/>

⁷ Huber Social - <https://hubersocial.com.au/mission>

⁸ UpStart Co-Lab – Creativity, investment, impact - <https://www.upstartco-lab.org/research/>

⁹ 'Why invest in the arts' Creative Partnerships Australia - <https://creativepartnerships.gov.au/for-supporters-and-investors/why-invest-in-the-arts/>

Council priorities

Priority one - "A city that's easy to live in"

Creative Waikato is very encouraged that investment in our libraries and the Rototuna village community facility is planned. Spaces to connect and discover art through reading is a powerful mechanism for people to learn our stories our history, particularly mātauranga Maori.

Priority two – "A city where our people thrive"

Creative Waikato sees the creative sector funding trial, as a starting point for further investment in the arts. We encourage Council to support brokerage with other partners who are looking to deploy capital for creativity. The return on investment and social capital, not only for businesses and partners, but for communities is immense.

Inclusion of \$15.4 million to review the District Planning, and how planning development can happen in our city can be enhanced with the use of a creative lens. It is crucial that the city tells our stories, provides spaces for communities to connect and finds ways to integrate art into infrastructure. Utilisation of artists problem solving skills and creativity is an essential way to ensure that these opportunities are realised.

Priority three – "A central city where people love to be"

Embassy Park is iconic to Hamilton and as an attraction, holds its own. Creative Waikato supports an upgrade to strengthen the connection to the Waikato River and new Waikato Regional theatre. Council's 'River Plan' includes 'celebrating arts and culture along the river' as one of its six themes. Celebrating Waikato-Tainui history, communicating information about historic Maaori pa sites along the river and telling our stories through public artwork – are all ideas put forward in the plan, and we encourage Council to pursue these further.

Wayfinding and telling people's stories is a fundamental element to encourage tourism. We note there are some wayfinding projects which are listed as unfunded (futurehamilton.co.nz/unfundedprojects3).

For example, The Riverplan – wayfinding to gardens item, indicates the current standard of signage does not reflect the importance of the river or support our commitment to our treaty partners. We would encourage Council not to abandon these important wayfinders, which can communicate our stories to locals and visitors alike as well as foster a sense of place.

This priority also aligns strongly with 'Hamilton's Central City Transformation Plan' which states Transformation success factors' include cultural activities such as galleries, museums and entertainment and that high value should be given to streetscape, beautification, building fascades and public art. We support and endorse this approach and look forward to seeing it come to fruition.

Priority four – "A fun city with lots to do"

Playgrounds, community parks, sports and open spaces are important to encourage play, connection and activity. Council's 'Play Strategy' has a vision that 'Hamilton is a great place for everyone to play'. Arts and culture have an important role in facilitating connection and reimagining an urban landscape

through play, for instance initiatives such as 'play streets', a way of encouraging neighbourhoods to play together or a 'play trailer' school based project that encourages kids to build the play items with recyclable items i.e., wood, tubes, bottles and tyres.

We acknowledge \$6 million funding which has been allocated for the Play spaces programme. However, like sport, the arts strengthens communities by uniting them; by bringing huge audiences together. The arts is imperative for every Hamiltonian, and a platform to connect with all Hamiltonians: Just like sport. We are not suggesting that sport is not important. Art has the same public benefit, there should be more equity in how it is funded.

Creative Waikato acknowledges \$4 million to fund Council's preferred option to demolish the Founders Theatre building and create a new vibrant park space (in line with the West Town Belt Masterplan). However, we also recommend the addition of an outdoor stage and repurposing part of the old building (the newer dressing room wing) to be used as arts space and rehearsal space. We welcome any opportunity to integrate arts within the plans for development.

We support \$4 million to improve the Victoria Street entrance to the Waikato Museum and \$8 million to create an entrance from the Waikato River to the Museum. We would also support the inclusion of a Museum Kiingitanga exhibition, a long-term large-scale exhibition, that tells the history of the Kiingitanga and the regionally significant events of the New Zealand Land Wars, developed in conjunction with Waikato-Tainui (currently unfunded).

We seek Council endorsement of the following:

Waikato Arts Navigator – Regional Arts Strategy

Background

Creative Waikato knows that the work we do has an impact in our region and beyond. This knowledge has been developed through the past 8 years, and is informed by our stakeholders, and our engagement in the community.

Creative Waikato has established connections with the 10 territorial authorities in the Waikato Region. This is further strengthened through the establishment of the Waikato Arts Navigator (WAN) – a regional arts strategy that is strength-based and provides an understanding of the service provision within the arts and creative sector throughout the region.

Since the COVID pandemic, Creative Waikato has been talking to Councils about opportunities to utilise arts solutions for post-covid recovery. This has been informed by our community-led research that has been developed over the past 8 years, but with a focus on the WAN framework that has been in development with the community since 2018.

Waikato Arts Navigator – Regional Arts Strategy

The Waikato Arts Navigator (WAN) creates a shared framework, including a vision and strategy, for supporting and strengthening our arts and culture in the region. It serves to guide planning and decision making.

There is real potential in having a shared regional approach for national advocacy and attracting additional support. The Waikato Arts Navigator is being shared with all councils in the area, but also with funders, community organisations and other regional enablers to seek alignment and find ways that we can all track in the same direction with cross-regional efforts that will support, complement and strengthen one another, as well as bringing more potential for national funding opportunities.

The vision

The Waikato prospers with diverse and transformative creativity activity

Arts and creativity are integral to who we are as a dynamic, inclusive and transformative region. When arts and creativity is strong and visible, communities are strong and visible.

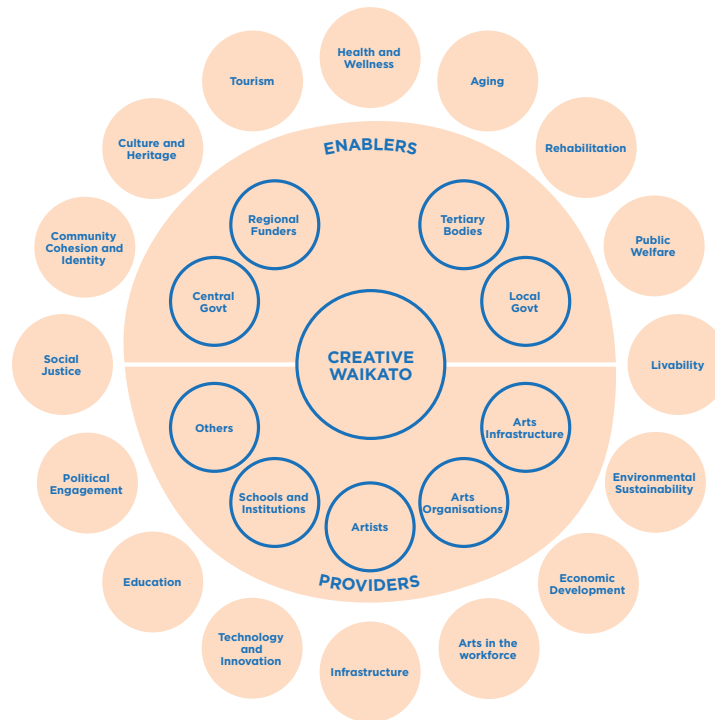
Five threads of the Waikato Arts Navigator

The ultimate objective of WAN is to have all Councils in the region making decisions with the following outcomes in mind. The effect of this would be transformational for the Waikato.

CREATIVE WELLBEING	CREATIVE PROSPERITY	CREATIVE EXPERIENCES	CREATIVE EDUCATION	CREATIVE INNOVATION
Mental, physical & spiritual wellbeing	Creative economies	People experience local, national, international arts	Participatory art projects	Business partnerships
Positive collective & individual identities	Attract & retain residents	Community & cultural expression	Upskilling creative professionals	Informing local government decision making
Create, grow & strengthen communities	Tourism opportunities	Recreation & interaction	Community art classes & projects	Local problem solving
Inspired responses to challenges such as Covid-19	Positive national perceptions	Community engagement & connection	Youth development	Distinct local expression
Strengthened connection to place	Increased investment from regional & national funders	Local pride	Audience development	Creative export opportunities

Arts as part of our community ecosystem

The arts can be, and should be, embedded in all facets of our community. They feed into a broader understanding of the ecosystem in our community and place. When we collectively use arts-based approaches we move forward in an inclusive and engaging way.



It is important for local government, industry and sector leaders to see artists as a more embedded component within the rest of society. This encourages a collaborative space where the value of the artists in society can be better recognised and utilised. As part of this, it would include a diverse but interconnected ecosystem of arts infrastructure (both hard and soft) that would provide clear pathways for artists and community members at any stage of the journey.

Arts and culture – where are we now

By investing in the creative sector to deliver creative and cultural activities, local government can deliver long-term value to communities. We already know that the arts help improve New Zealand society, make us feel more confident and contribute positively to our economy.

As a region, we value the arts

- 78% engaged with the arts by attending or participating in at least one art form in the past 12 months, similar to the national average of 80%
- 67% attended at least one arts event or location in the past 12 months, compared to 73% nationally
- 1 in 5 people have attended a Ngā toi Māori (Māori arts) even in the Waikato region in the past 12 months
- 56% agree the arts help create connection between different people in the community

- 47% agree the arts activities available in the Waikato give young people an opportunity to express themselves
- 38% agree that the arts and culture are very or extremely important to the region's identity.

There is no doubt that Covid-19 has had a significant impact on the arts and cultural sector. There was an increase in creative activity throughout the lockdown, but in-person participation (as audience, as performers, as members of groups, societies and classes) ceased, causing major challenges for arts organisations in the Waikato region.

Nationally, in the arts and creative sector, for the 12 month period to March 2021 –

- Sector employment is forecast to decline by 11.7% versus 9.8% across the New Zealand economy
- Sector GDP is forecast to decline by 16.4% versus 8% across the New Zealand economy. This decline is driven by decreased household incomes and tourism spending, and changes in audience behaviours
- About 1/3 of workers are self-employed and many work part-time. Two key sources of secondary employment for creatives – hospitality and construction – will be the hardest hit sectors.

The benefits of investing in arts and culture – wellbeing outcomes

Cultural

- Enabling diverse communities to express and celebrate their cultural identity
- Helping communities to understand and accept cultural differences
- Supporting the revitalisation of Te Reo Māori and Te Ao Māori
- Growing knowledge and value of the stories, values and places of importance of to mana whenua
- Increasing understanding of Pasifika communities and Aotearoa's place in the Pacific

Environmental

- Creating spaces and places that people value and want to care for
- Addressing and growing understanding of complex environmental issues
- Building communities' connection to the whenua
- Creating a sense of place, belonging and civic pride

Social

- Creating a sense of belonging, connectedness and greater understanding between communities
- Supporting good physical and mental health outcomes
- Enhancing a community's ability to deal with social challenges
- Growing people's knowledge and providing opportunities to learn

Economic

- Creating jobs and opportunities for local businesses – artists and arts organisations, and the aligned sectors of hospitality, tourism, education and manufacturing – and providing valuable work skills
- Creating vibrant towns and cities people want to live, work and plan in
- Supporting a stronger sense of connection to place for both residents and visitors by providing and promoting distinctive stories and experiences unique to a rohe

- Supporting recovery from unexpected shocks or disasters through supporting social cohesion and opportunities for people to share experiences
- Making your town or city an attractive place for tourists.

A 10-year outlook

WAN provides an aspirational vision to see our region become a place with a vibrant arts and cultural sector that thrives with diverse and transformative creative activity. This means that there is the ongoing sustainable development of a wide range of artistic and cultural activities. The arts are valued and celebrated in our communities with robust and flourishing pathways from participation and audience engagement, training and capability development through a range of practical activities culminating in having a sector of creative professionals whose careers are able to live and thrive.

'The most defining aspect of the next age is that it is a creative age – the world will be shaped by creatively minded citizens developing creative processes and ideas'¹⁰

A strategic framework with a long-term view point, recognises that transformational change takes time. There are many elements that must coincide to enable such transformation – hard and soft infrastructure, arts activity, regeneration, supporting artists and arts organisations, valuing creativity and creative thinking. Proactive collaboration and strong advocacy from Councils and other leadership organisations such as philanthropic funders, tertiary organisations, regional leadership organisations, Iwi and other regional networks will inevitably empower the broader community to work towards a common vision.

There is an opportunity to continue to make this change with a strategy that is forward in its intent but localised in its action.

Long-term focus areas

Embedding arts and creativity

The extent to which our communities can see the arts in their places and spaces, in the activity around them and in the interactions with others, is a reflection of how embedded the arts and creativity is in their community.

The arts can have a transformative effect in how people see themselves and the world. It contributes hugely to overall wellbeing as well as creating employment. By embedding the arts in our soft infrastructure (people and services) and hard infrastructure (physical assets) we will really start to see transformation.

¹⁰ Gardiner, R 'The Future of New Zealand is creative', <https://brownbread.co.nz/the-good-stuff/issue-1/rob-sue-gardiner>

Ongoing sustainable investment

Investment in the arts is an investment in communities. Investment over an extended period of time allows for a more strategic consideration of how this can be used – to have broader visions for activity because there is more time to plan, opportunity to collaborate with both the arts and cultural sector and wider communities because there is more time and scope to create meaningful relationships.

Collaboration to foster and grow creative activity

To strengthen and grow creative activity, a collaborative approach recognises that all sectors make an important contribution to the cultural wellbeing of our region. These partners form part of an interconnected eco-system that can support a regeneration of ideas, cultivate new connections and realise transformative ideas.

Supporting artistic pathways through capability building

Supporting artists and arts organisations, with capability building, ensures the arts are valued and celebrated in our communities.

With robust and flourishing pathways - from participation and audience engagement, to training and capability development through to a range of practical activities, we will have a sector of creative professionals whose careers are able to thrive.

Recent initiatives

Elevate programme

Previously known as the PACE (Pathways to Arts and Cultural Employment) Scheme, Creative Waikato secured a two-year pilot programme, now known as 'Elevate', from the Ministry of Social Development. This programme is to support people in the creative arts sector to find or retain creative careers. Participants will be supported to develop business skills and knowledge that will help them to sustain a career in the creative sector. The initial target will be 120 participants (Waikato region) per year for two years.

Huber Social

Creative Waikato is currently working with Huber Social, a social impact agency, to conduct a social impact investigation into the Impact of Arts, Culture and Creativity on our region's wellbeing. The project consists to two distinct parts -

- Regional measurement – a collective, data-driven approach to demonstrate the impact of the arts, providing evidence of impact of arts, culture and creativity on the wellbeing of Waikato people
- Community toolkit – production of an arts-focused community toolkit to build capability in the sector regionally, empowering and enabling community organisations to understand and articulate the impact of the work they do from a wellbeing perspective.

Working with Hamilton City Council – next steps

We present the Waikato Arts Navigator as a shared framework, including a vision and strategy, for supporting and strengthening our arts and culture in the region.

Our aspirational vision to see our region become a place with a vibrant arts and cultural sector that thrives with diverse and transformative creative activity. This change has been emerging through the actions that already occur in our cities and communities, but we also acknowledge that there is an opportunity to make some collective impact with a strategy that is forward in its intent but localised in its action.

We know that the Waikato Arts Navigator aligns with Hamilton City Council priorities of *a city where our people thrive*, and *a city that has fun things to do*. It also aligns with many of the wellbeing pillars that are presented in He Pou Manawa Ora. The core WAN framework seeks to align practical responses that increase the wellbeing of all our people.

For Creative Waikato, we present this document, and the sector-informed research that has gone into it, to raise awareness of this resource, and to ask that Hamilton City Council aligns their own policy, strategy and process with the Waikato Arts Navigator. As a key strategic partner, Creative Waikato also offers to formally be a collaborative partner to work out city actions to align with this framework, whilst also acknowledging the other HCC initiatives such as the LTP vision, He Pou Manawa Ora, and the Play strategy, that have some clear alignment with the Waikato Arts Navigator.

We know that arts, culture and creativity are powerful levers for positive social change. They show us that we make the world rather than simply inherit it. This is why the vision is for arts, culture and creativity to be imbedded more broadly in future opportunities throughout the Hamilton ecosystem. There is tremendous talent and value here and there is so much potential to have positive collective impact in this space.

Arts Action Plan

We know that HCC has a number of strategies and policies in development, and there is a workplan for this. We offer the WAN as a tool to be utilized in this, and a potential first step is to develop a specific HCC Arts Action Plan – highlighting the core components of the work you are doing and how they align.

The purpose of developing an Arts Action Plan, is to help focus Councils' efforts, using the five threads in the WAN to create a common language and purpose that can be used across many areas to align direction and decision-making. It will also be useful for communities to see themselves in the plan and how the outcomes will affect them.

The Action Plan will help prioritise goals and measurements for **how** the outcomes in the strategy will be achieved pertinent to what is deemed important within each community.

Creative Waikato looks forward to working with Hamilton City Council to develop your own Arts Action Plan.

Creative Waikato:

Thank you for the opportunity to submit to the Hauraki District 10 Year Plan.

Key points – Creative Waikato

- Supports opportunities that enable communities to thrive, engage with the district and improve wellbeing.
- Seeks endorsement of the Waikato Arts Navigator strategy (strategy attached) and a commitment to work with Creative Waikato on developing an Arts Action Plan for the Hauraki district
- Seeks commitment of \$10,000 per annum (for the next 3 years) to develop an Arts Action Plan and ongoing engagement in the implementation of the Waikato Arts Navigator.

Introduction

We acknowledge the work Council has undertaken to seek feedback from your community and important issues facing the district over the next 10 years.

We also acknowledge that you want your 'place' to have –

- Healthy environments
- Vibrant and safe communities
- Strong economy
- Jobs and training

We commend Council for recognising that it is important to keep investing in projects that help stimulate your local economy and make your public spaces attractive, particularly as your communities recover from pandemic restrictions. Acknowledging also that Council has a balancing act of complying with central government requirements, meeting the needs of their community whilst keeping rates affordable.

We acknowledge investment into ongoing projects for 'community recreation' i.e., Hauraki Rail Trail - \$810,000 and new books for libraries - \$1.5 m.

More detailed responses on specific projects are outlined below.

Information centres

We support Option 2 – provide information centres in all wards. We agree that information services provide a single location for visitor information and this supports your principle of connected people/tūhono, looking after each other and being proud of your place. In addition to supporting your principle of having a strong economy/ōhanga and helping businesses by providing information to visitors and making them feel welcome.

We note that there is \$1.3m tagged for Ngatea Library and service centre development (2021-22) and suggest that a new i-site could be part of this planned development, if this is not already being considered.

There has been a shift toward integration of community hubs as a logical and most effective way of investing and delivering robust community facilities and services. It is also becoming a worldwide trend.¹

¹ 'Integrated Hubs' Hutt City Council 30-year plan.

Often hubs are centred around libraries. Libraries are seen to be neutral and safe places that already attract high foot traffic and are often located in the centre of a suburb or community. They are a key vehicle through which Councils can support the social, cultural, economic, and environmental wellbeing of their diverse communities.² Inclusion of an i-site would enhance coordination across services and improve access to them, build community and improve interaction, and strengthen relationships and collaboration with other agencies.

Hauraki Rail Trail

We support Option 1 – Develop a scenic route alongside the Ōhinemuri River. It is ideal to have a clearer and safer route into town, to clearly mark the route and make it safer for cyclists to find their way to boutique shopping, cafes and bakeries on offer in the CBD, but developing a second route into Waihi would also provide a more scenic outlook along Ōhinemuri River also linking streetscape work.

The Hauraki Rail Trail is one of the most scenic cycle trails in New Zealand. Biking encourages us to slow down the pace, visit iconic attractions and discover hidden gems often missed by car.³ The two routes would also support your 'place' in having vibrant and safe communities, healthy environments and a strong economy. There should also be consideration in the planning of this to include arts and cultural elements to strengthen the experience and communication more local stories.

Waihi town centre revitalisation

We support Option 1 – revitalise Waihi Town Centre, which supports Council's vision for vibrant and safe communities/Te Oranga pai o te Hapori, by making public spaces fun and exciting, as well as your vision that 'we're proud to say we live here'. It also supports local business and the economy by providing town centres that people want to visit and where locals want to shop.

Upgrading Mackey and Wharf Streets in Paeroa

We also support Option 1 – complete the streetscape (upgrading Mackey and Wharf Streets).

Local authorities can take a leading role or be important partners in sustaining communities through town centre revitalisation.⁴ Councils' roles combine statutory functions such as planning, housing, buildings conservation, public transport and parking with strategic coordination and innovative intervention and economic development with partners. There is great potential here to have the arts featured in the revitalisation of town centres through various means.

Town centres post-covid

One of the biggest lessons post-Covid is an acknowledgement that we have a human desire for connectivity, for culture and meaning – because having a strong sense of place really resonates with people. Town centres have a personality and a pulse. Social contact is a vital part of our wellbeing, so the connectivity that town centres can offer is irreplaceable. It's critical to retain that sense of place, because it matters now, more so than ever before.

Moving forward town centres will need to be create environments where innovating, creative-thinking start-ups and businesses can grow and thrive. A long-term, coordinated approach to town centre revitalisation will be required.⁵ Artists and creative practitioners are particularly skilled in designing and

² Ibid

³ Rail Trail inspiration - <https://haurakirailtrail.co.nz/blog/rides-for-art-lovers>

⁴ 'Revitalising town centres – a handbook for Council leadership'
http://www.ngdp.org.uk/sites/default/files/documents/5.33%20Town%20Centre_04_web.pdf

⁵ 'Reviving and sustaining our town centres in a post-covid 19 world'
<https://www.stuff.co.nz/business/prosper/advice/122498999/reviving-and-sustaining-our-town-centres-in-a-postcovid19-world>

delivering innovative, strategic and cost-effective solutions, and we encourage the Council to look at ways to involve the arts community in your streetscape work and township revitalisation plans.

The benefits of investing in arts and culture – wellbeing outcomes

The arts community are uniquely positioned to deliver outcomes across social, cultural, economic and environmental wellbeing. Providing residents and visitors can benefit many aspects of their wellbeing.

Cultural

- Enabling diverse communities to express and celebrate their cultural identity
- Helping communities to understand and accept cultural differences
- Supporting the revitalisation of Te Reo Māori and Te Ao Māori
- Growing knowledge and value of the stories, values and places of importance to mana whenua
- Increasing understanding of Pasifika communities and Aotearoa's place in the Pacific

Environmental

- Creating spaces and places that people value and want to care for
- Addressing and growing understanding of complex environmental issues
- Building communities' connection to the whenua
- Creating a sense of place, belonging and civic pride

Social

- Creating a sense of belonging, connectedness and greater understanding between communities
- Supporting good physical and mental health outcomes
- Enhancing a community's ability to deal with social challenges
- Growing people's knowledge and providing opportunities to learn

Economic

- Creating jobs and opportunities for local businesses – artists and arts organisations, and the aligned sectors of hospitality, tourism, education and manufacturing – and providing valuable work skills
- Creating vibrant towns and cities people want to live, work and plan in
- Supporting a stronger sense of connection to place for both residents and visitors by providing and promoting distinctive stories and experiences unique to a rohe
- Supporting recovery from unexpect shocks or disasters through supporting social cohesion and opportunities for people to share experiences
- Making your town or city an attractive place for tourists.⁶

⁶ Creative New Zealand 'Arts and culture, part of your communities future'

Impact investment funding

The arts are a sector that can build the economy and revitalise communities.

With Council leading the way, there are real opportunities for other partners to use capital for creativity. Partners that value the arts, storytelling, creativity, art lovers, art collectors, and artists themselves are looking for opportunities to align their capital with their priorities.⁷

For businesses it is commercially beneficial; it can help reach new customers, enhance their brand and give them a competitive edge – but also provide a valuable source of creativity, inspiration and innovation.⁸

Pathways to support the arts through investments aren't always obvious. Yet the positive effects are profound. Investing in the creative economy isn't just about benefiting artists. A thriving arts scene often breathes life into communities by attracting new businesses, creating jobs, and drawing traffic. Creative Waikato encourages Council to build on this initiative and invest more - it's not only an investment in art, it's an investment in people.

⁷ UpStart Co-Lab – Creativity, investment, impact - <https://www.upstartco-lab.org/research/>

⁸ 'Why invest in the arts' Creative Partnerships Australia - <https://creativepartnerships.gov.au/for-supporters-and-investors/why-invest-in-the-arts/>

We seek Council endorsement of the following:

Waikato Arts Navigator – Regional Arts Strategy

Background

Creative Waikato knows that the work we do has an impact in our region and beyond. This knowledge has been developed through the past 8 years, and is informed by our stakeholders, and our engagement in the community.

Creative Waikato has established connections with the 10 territorial authorities in the Waikato Region. This is further strengthened through the establishment of the Waikato Arts Navigator – a regional arts strategy that is strength-based and provides an understanding of the service provision within the arts and creative sector throughout the region.

Since 2020, Creative Waikato has been talking to Councils about opportunities to utilise arts solutions for post-covid recovery.

Waikato Arts Navigator – Regional Arts Strategy

The Waikato Arts Navigator (WAN) creates a shared framework, including a vision and strategy, for supporting and strengthening our arts and culture in the region. It guides planning and decision making.

In using WAN as our common strategy, we can all track in the same direction and cross-regional efforts will support, complement and strengthen one another.

The vision

The Waikato prospers with diverse and transformative creativity activity

Arts and creativity are integral to who we are as a dynamic, inclusive and transformative region. When arts and creativity is strong and visible, communities are strong and visible.

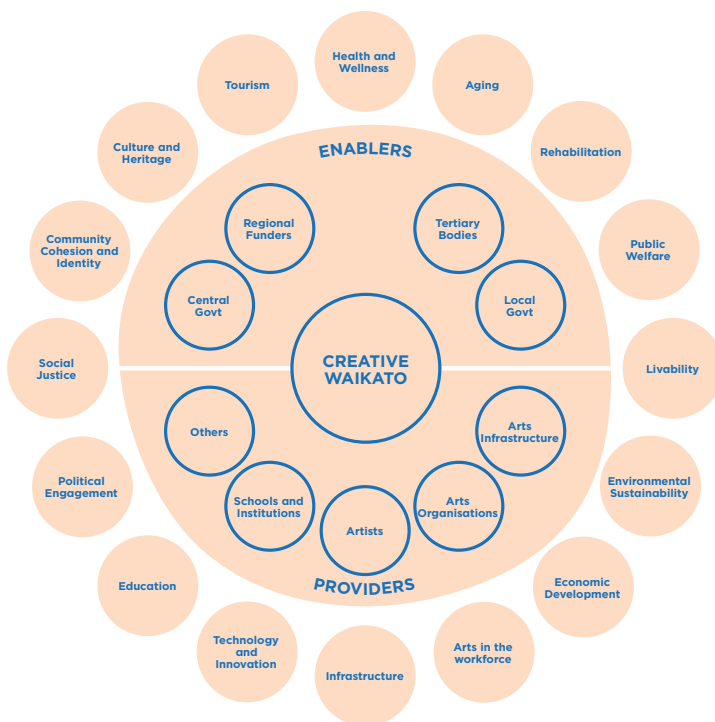
Five threads of the Waikato Arts Navigator

The ultimate objective of WAN is to have all Councils in the region making decisions with the following outcomes in mind. The effect of this would be transformational for the Waikato.

CREATIVE WELLBEING	CREATIVE PROSPERITY	CREATIVE EXPERIENCES	CREATIVE EDUCATION	CREATIVE INNOVATION
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Positive collective & individual identities	Attract & retain residents	Community & cultural expression	Upskilling creative professionals	Informing local government decision making
Create, grow & strengthen communities	Tourism opportunities	Recreation & interaction	Community art classes & projects	Local problem solving
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Strengthened connection to place	Increased investment from regional & national funders	Local pride	Audience development	Creative export opportunities

Arts as part of our community ecosystem

The arts can be, and should be, embedded in all facets of our community. They feed into a broader understanding of the ecosystem in our community and place. When we collectively use arts-based approaches we move forward in an inclusive and engaging way.



It is important for local government, industry and sector leaders to see artists as a more embedded component within the rest of society. This encourages a collaborative space where the value of the artists in society can be better recognised and utilised. As part of this, it would include a diverse but interconnected ecosystem of arts infrastructure (both hard and soft) that would provide clear pathways for artists and community members at any stage of the journey.

Arts and culture – where are we now

By investing in the creative sector to deliver creative and cultural activities, local government can deliver long-term value to communities. We already know that the arts help improve New Zealand society, make us feel more confident and contribute positively to our economy.

As a region, we value the arts –

- 78% engaged with the arts by attending or participating in at least one art form in the past 12 months, similar to the national average of 80%
- 67% attended at least one arts event or location in the past 12 months, compared to 73% nationally
- 1 in 5 people have attended a Ngā toi Māori (Māori arts) even in the Waikato region in the past 12 months
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- 38% agree that the arts and culture are very or extremely important to the region's identity.⁹

There is no doubt that Covid-19 has had a significant impact on the arts and cultural sector. There was an increase in creative activity throughout the lockdown, but in-person participation (as audience, as performers, as members of groups, societies and classes) ceased, causing major challenges for arts organisations in the Waikato region.

Nationally, in the arts and creative sector, for the 12 month period to March 2021 –

- Sector employment is forecast to decline by 11.7% versus 9.8% across the New Zealand economy
- Sector GDP is forecast to decline by 16.4% versus 8% across the New Zealand economy. This decline is driven by decreased household incomes and tourism spending, and changes in audience behaviours
- About 1/3 of workers are self-employed and many work part-time. Two key sources of secondary employment for creatives – hospitality and construction – will be the hardest hit sectors.

A 10-year outlook

WAN provides an aspirational vision to see our region become a place with a vibrant arts and cultural sector that thrives with diverse and transformative creative activity. This means that there is the ongoing sustainable development of a wide range of artistic and cultural activities. The arts are valued and celebrated in our communities with robust and flourishing pathways from participation and audience engagement, training and capability development through a range of practical activities culminating in having a sector of creative professionals whose careers are able to live and thrive.

'The most defining aspect of the next age is that it is a creative age – the world will be shaped by creatively minded citizens developing creative processes and ideas'¹⁰

A strategic framework with a long-term view point, recognises that transformational change takes time. There are many elements that must coincide to enable such transformation – hard and soft infrastructure, arts activity, regeneration, supporting artists and arts organisations, valuing creativity and creative thinking. Proactive collaboration and strong advocacy from Councils and other leadership

⁹ Momentum Waikato—Waikato Vital Signs 2020 'Culture and Arts' report (other ref Creative New Zealand, 'New Zealanders and the Arts 2017')

¹⁰ Gardiner, R 'The Future of New Zealand is creative', <https://brownbread.co.nz/the-good-stuff/issue-1/rob-sue-gardiner>

organisations such as philanthropic funders, tertiary organisations, regional leadership organisations, Iwi and other regional networks will inevitably empower the broader community to work towards a common vision.

There is an opportunity to continue to make this change with a strategy that is forward in its intent but localised in its action.

Long-term focus areas

Embedding arts and creativity

The extent to which our communities can see the arts in their places and spaces, in the activity around them and in the interactions with others, is a reflection of how embedded the arts and creativity is in their community.

The arts can have a transformative effect in how people see themselves and the world. It contributes hugely to overall wellbeing as well as creating employment. By embedding the arts in our soft infrastructure (people and services) and hard infrastructure (physical assets) we will really start to see transformation.

Ongoing sustainable investment

Investment in the arts is an investment in communities. Investment over an extended period of time allows for a more strategic consideration of how this can be used – to have broader visions for activity because there is more time to plan, opportunity to collaborate with both the arts and cultural sector and wider communities because there is more time and scope to create meaningful relationships.

Collaboration to foster and grow creative activity

To strengthen and grow creative activity, a collaborative approach recognises that all sectors make an important contribution to the cultural wellbeing of our region. These partners form part of an interconnected eco-system that can support a regeneration of ideas, cultivate new connections and realise transformative ideas.

Supporting artistic pathways through capability building

Supporting artists and arts organisations, with capability building, ensures the arts are valued and celebrated in our communities.

With robust and flourishing pathways - from participation and audience engagement, to training and capability development through to a range of practical activities, we will have a sector of creative professionals whose careers are able to thrive.

Recent Creative Waikato initiatives

Elevate programme

Previously known as the PACE (Pathways to Arts and Cultural Employment) Scheme, Creative Waikato secured a two-year pilot programme, now known as 'Elevate', from the Ministry of Social Development. This programme is to support people in the creative arts sector to find or retain creative careers. Participants will be supported to develop business skills and knowledge that will help them to sustain a career in the creative sector. The initial target will be 120 participants (Waikato region) per year for two years.

Huber Social

Creative Waikato is currently working with Huber Social, a social impact agency, to conduct a social impact investigation into the Impact of Arts, Culture and Creativity on our region's wellbeing. The project consists of two distinct parts -

- Regional measurement – a collective, data-driven approach to demonstrate the impact of the arts, providing evidence of impact of arts, culture and creativity on the wellbeing of Waikato people
- Community toolkit – production of an arts-focused community toolkit to build capability in the sector regionally, empowering and enabling community organisations to understand and articulate the impact of the work they do from a wellbeing perspective.

Engagement with Hauraki District Council

In August 2020, Creative Waikato gave a presentation to Council which introduced the Waikato Arts Navigator framework. We also discussed how Council could provide 'arts solutions for post-covid recovery'.

Having now developed a vision and strategy to support that framework, we look forward to working with Council to develop a localised response in the form of an Arts Action Plan for the Hauraki District.

Working with Council – next steps

WAN investment

Creative Waikato requests commitment through the next LTP cycle of \$10,000 per annum investment for development of an Arts Action Plan and further engagement and connection with the Hauraki Council and community with regards to the implementation of the Waikato Arts Navigator.

Arts Action Plan

The purpose of developing an Arts Action Plan, is to help focus Councils' efforts, using the five threads in the WAN to create a common language and purpose that can be used across many areas to align direction and decision-making.

It will also be useful for communities to see themselves in the plan and how the outcomes will affect them.

The Action Plan will help prioritise goals and measurements for how the outcomes in the strategy will be achieved pertinent to what is deemed important within each community. Creative Waikato looks forward to working with Hauraki District Council to develop your own Arts Action Plan.

Submission to Matamata-Piako District Council Long Term Plan 2021

Creative Waikato:

Thank you for the opportunity to submit to the MPDC 10 Year Plan.

Key points – Creative Waikato -

- Supports opportunities that enable communities to thrive, engage with the district and improve wellbeing.
- Request Council consider outcomes outlined in follow-up brief regarding post-recovery arts solutions (attached) sent to Councillors on 11 December 2020, as part of its decision-making process.
- Seeks endorsement of the Waikato Arts Navigator strategy (strategy attached) and a commitment to work with Creative Waikato on developing an Arts Action Plan for the Matamata-Piako district.
- Seeks commitment of \$10,000 per annum as ongoing engagement in the implementation of the Waikato Arts Navigator.

Introduction

We commend Council in its vision, to be ‘the place of choice – for lifestyle, opportunity, home’ and support projects that enable your community to become a more vibrant, thriving place. More detailed responses on specific projects are outlined below.

LTP Focus areas Years 1-3

Te Aroha Spa

Turning Te Aroha Spa into a health and wellness hub will provide a key asset for both residents and visitors. As indicated, proposed investment in surrounding areas is also important, as this will extend the overall experience. There are opportunities to incorporate arts and cultural activity, which also contribute to health and wellbeing. It can play a major role in placemaking, providing an understanding of cultural identity and promoting social cohesion.

Revitalising town centres

We support the proposal to revitalise your town centres, including immediate measures, such as bins and lighting as well as long-term initiatives such as developing master plans, which will provide an overall design and vision for town centres.

Councils’ roles combine statutory functions such as planning, housing, buildings conservation, public transport and parking with strategic coordination and innovative intervention and economic development with partners.¹ Local authorities can take a leading role or be important partners in sustaining communities through town centre revitalisation.

¹ ‘Revitalising town centres – a handbook for Council leadership’
http://www.ngdp.org.uk/sites/default/files/documents/5.33%20Town%20Centre_04_web.pdf

Town centres post-covid

One of the biggest lessons post-Covid is an acknowledgement that we have a human desire for connectivity, for culture and meaning – because having a strong sense of place really resonates with people. Town centres have a personality and a pulse. Social contact is a vital part of our wellbeing, so the connectivity that town centres can offer is irreplaceable. It's critical to retain that sense of place, because it matters now, more so than ever before.

Moving forward town centres will need to be create environments where innovating, creative-thinking start-ups and businesses can grow and thrive. A long-term, coordinated approach to town centre revitalisation will be required.²

Artists and creative practitioners are particularly skilled in designing and delivering innovative, strategic and cost-effective solutions, and we encourage the Council to look at ways to involve the arts community in the redevelopment of town centre master plan(s).

Years 4-10

Destination playgrounds

Destination playgrounds are unique in that they are designed with a community in mind. It can be a gathering place for community events, engage civic dialogue, attract attention and provide economic benefit.

Arts can have an integral role in the design of these playgrounds. Incorporating local history or other elements that represent your community, they can become an asset that is truly unique. They can also enhance public appreciation of arts and connect artists with communities.

We would encourage Council to involve artists and creative practitioners in the design phase of this planned playground. This will provide an interactive and engaging experience for the community.

Things to investigate further

Te Aroha civic facilities (library, i-site, museum)

Libraries and Museums are integral assets for communities, they act as community catalysts. Both institutions promote continuing education and lifelong learning. Libraries and Museums can revitalise communities, act as a safe haven for community members, and also as a resource for individuals of all backgrounds and ethnicities.³

As part of its investigation, we would encourage Council to consider -

- how to ensure these facilities include spaces that are accessible to artists and community-based arts groups, where they can make and show their work to audiences
- if there's opportunity to work with mana whenua to identify how these facilities can grow the broader public's understanding of and engagement with local stories and histories, mātauranga Māori and te reo Māori
- how to work with local artists and practitioners to create a strong sense of cultural identity

² 'Reviving and sustaining our town centres in a post-covid 19 world'

<https://www.stuff.co.nz/business/prosper/advice/122498999/reviving-and-sustaining-our-town-centres-in-a-postcovid19-world>

³ Rosales, R 'Museums and libraries work hand in hand' <http://publiclibrariesonline.org/2017/02/museums-and-libraries-work-hand-in-hand/>

A stage for the Matamata-Piako Civic and Memorial Centre

The Civic and Memorial Centre is a key asset for the district and would be further enhanced with the addition of a stage. A stage could be a focal point for community events and festivals.

Community events and festivals have direct and indirect impacts on communities. They provide opportunities for participation, skills development, volunteering and social, cultural, economic and environmental developments. Community events and festivals can attract tourists and visitors at regional, national and international level.

Events could involve local people and suppliers in provision of services, food, beverages, and attractions, increasing the economic benefit to the district. Local vendors, artisans, artists, restaurateurs and hoteliers may make a large portion of their annual income during the course of an event.⁴

A stage would provide opportunities for community connection and participation, that have impacts that go well beyond what can be measured in economic terms. It would help contribute to the quality of life across the district by strengthening communities, providing unique activities and events, building awareness of diverse cultures and identities and acting as a source of community pride.

The benefits of investing in arts and culture – wellbeing outcomes

The arts community are uniquely positioned to deliver outcomes across social, cultural, economic and environmental wellbeing. Providing residents and visitors can benefit many aspects of their wellbeing.

Cultural

- Enabling diverse communities to express and celebrate their cultural identity
- Helping communities to understand and accept cultural differences
- Supporting the revitalisation of Te Reo Māori and Te Ao Māori
- Growing knowledge and value of the stories, values and places of importance to mana whenua
- Increasing understanding of Pasifika communities and Aotearoa's place in the Pacific

Environmental

- Creating spaces and places that people value and want to care for
- Addressing and growing understanding of complex environmental issues
- Building communities' connection to the whenua
- Creating a sense of place, belonging and civic pride

Social

- Creating a sense of belonging, connectedness and greater understanding between communities
- Supporting good physical and mental health outcomes
- Enhancing a community's ability to deal with social challenges
- Growing people's knowledge and providing opportunities to learn

⁴ Impacts of community events and festivals on rural places'

[https://www1.agric.gov.ab.ca/\\$Department/deptdocs.nsf/all/csi13702/\\$FILE/Community-events-and-festivals.pdf](https://www1.agric.gov.ab.ca/$Department/deptdocs.nsf/all/csi13702/$FILE/Community-events-and-festivals.pdf)

Economic

- Creating jobs and opportunities for local businesses – artists and arts organisations, and the aligned sectors of hospitality, tourism, education and manufacturing – and providing valuable work skills
- Creating vibrant towns and cities people want to live, work and plan in
- Supporting a stronger sense of connection to place for both residents and visitors by providing and promoting distinctive stories and experiences unique to a rohe
- Supporting recovery from unexpected shocks or disasters through supporting social cohesion and opportunities for people to share experiences
- Making your town or city an attractive place for tourists.⁵

Impact investment funding

The arts is a sector that can build the economy and revitalise communities.

With Council leading the way, there are real opportunities for other partners to deploy capital for creativity. Partners that value the arts, storytelling, creativity, art lovers, art collectors, and artists themselves are looking for opportunities to align their capital with their priorities.⁶

For businesses it is commercially beneficial; it can help reach new customers, enhance their brand and give them a competitive edge – but also provide a valuable source of creativity, inspiration and innovation.⁷

Pathways to support the arts through investments aren't always obvious. Yet the positive effects are profound. Investing in the creative economy isn't just about benefiting artists. A thriving arts scene often breathes life into communities by attracting new businesses, creating jobs, and drawing traffic. Creative Waikato encourages Council to build on this initiative and invest more - it's not only an investment in art, it's an investment in people.

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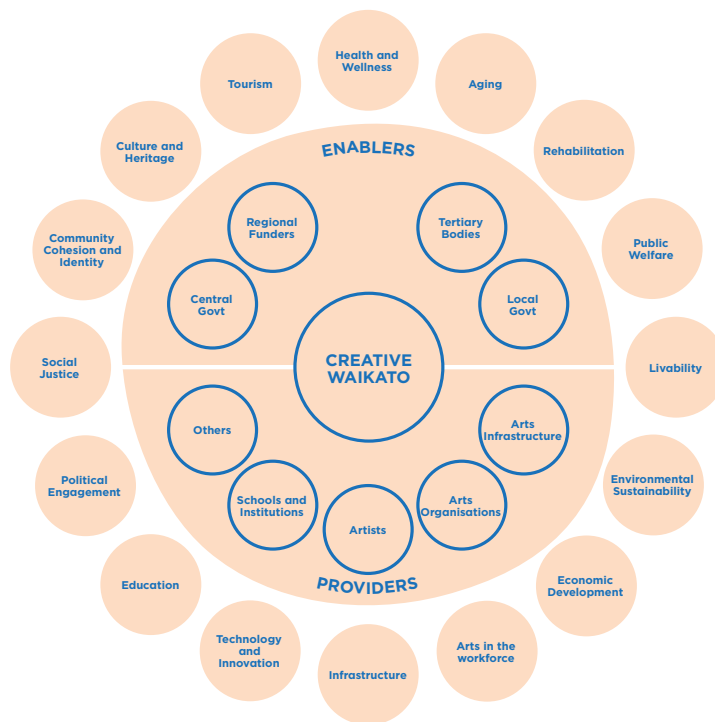
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A strategic framework with a long-term view point, recognises that transformational change takes time. There are many elements that must coincide to enable such transformation – hard and soft infrastructure, arts activity, regeneration, supporting artists and arts organisations, valuing creativity and creative thinking. Proactive collaboration and strong advocacy from Councils and other leadership organisations such as philanthropic funders, tertiary organisations, regional leadership organisations, Iwi and other regional networks will inevitably empower the broader community to work towards a common vision.

There is an opportunity to continue to make this change with a strategy that is forward in its intent but localised in its action.

Long-term focus areas

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The extent to which our communities can see the arts in their places and spaces, in the activity around them and in the interactions with others, is a reflection of how embedded the arts and creativity is in their community.

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Recent initiatives

Elevate programme

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- Regional measurement – a collective, data-driven approach to demonstrate the impact of the arts, providing evidence of impact of arts, culture and creativity on the wellbeing of Waikato people
- Community toolkit – production of an arts-focused community toolkit to build capability in the sector regionally, empowering and enabling community organisations to understand and articulate the impact of the work they do from a wellbeing perspective.

Creative Waikato engagement with Matamata-Piako

Creative Waikato has been working with Matamata-Piako District Council since mid-2020, to look at ways the arts can be used as solutions to post-recovery issues facing the district.

Subsequent to our presentation to Council on 22 July 2020 and hosting Councillors in Hamilton in early August on an 'art tour'. A proposal was submitted to Councillors in late August, which outlined potential opportunities within each town (Te Aroha, Matamata and Morrinsville) and associated costs. The purpose of this was to provide a conceptual picture as to how these could be implemented as well as the overall benefits.

At Council's request, a workshop was held with the Te Aroha arts community, on 17 November, to get their perspective on how Te Aroha's creative community has been affected during Covid-19 and whether the arts can help embed a sense of community belonging and shape how Te Aroha looks.

A Council workshop was held on 2 December 2020, to discuss feedback from the Te Aroha arts community consultation and to look at next steps.

A visioning exercise was conducted with Councillors which focused on what big creative project for Te Aroha they are most excited by, what impact this would have for local people as well as the benefits and outcomes this would encourage.

We would encourage Council to revisit the follow-up brief that was provided (attached) and consider ideas that were put forward, based on community and Councillor feedback.

Local government fund

Creative New Zealand has recently opened the Local Government Arts Fund to assist Councils to support the resilience and recovery of local arts organisations affected by Covid-19. Councils can apply for support for arts activities or for the development of a post-covid arts strategy. We would encourage

Council to work together with their arts community to explore this as a potential avenue for funding. Creative Waikato would be happy to support this application. *This fund closes on 14 May 2021.*

Working with Council – next steps

Continuation of WAN investment

In the past three years Matamata-Piako District Council has financially committed each year to the development of the Waikato Arts Navigator. We ask that this commitment is continued through the next LTP cycle with \$10,000 per annum investment in Creative Waikato for ongoing engagement and connection with the MPDC Council and community with regards to the implementation of the Waikato Arts Navigator.

Arts Action Plan

The purpose of developing an Arts Action Plan, is to help focus Councils' efforts, using the five threads in the WAN to create a common language and purpose that can be used across many areas to align direction and decision-making.

It will also be useful for communities to see themselves in the plan and how the outcomes will affect them.

The Action Plan will help prioritise goals and measurements for *how* the outcomes in the strategy will be achieved pertinent to what is deemed important within each community.

Creative Waikato looks forward to working with Matamata-Piako District Council to develop your own Arts Action Plan.

Submission to Ōtorohanga District Council Long Term Plan 2021

Creative Waikato:

Thank you for the opportunity to submit to the Ōtorohanga 10 Year Plan.

Key points – Creative Waikato

- Supports opportunities that enable communities to thrive, engage with the district and improve wellbeing.
- Seeks endorsement of the Waikato Arts Navigator strategy (strategy attached) and a commitment to work with Creative Waikato on developing an Arts Action Plan for the Ōtorohanga district
- Seeks commitment of \$10,000 per annum (for the next 3 years) to develop an Arts Action Plan and ongoing engagement in the implementation of the Waikato Arts Navigator.

Introduction

We acknowledge Council in its vision, 'Ōtorohanga – 'Where Kiwi can fly' and that Ōtorohanga is a Dynamic, Inclusive and Unique District'.

We also commend Council on Ōtorohanga 2050, an engagement tool which sought community feedback for the Long-Term Plan. There is a clear indication from the community that it is time for Council to invest for the future, and move from an austerity focus to one of vibrancy.

More detailed responses on specific projects are outlined in this submission, including the –

- Urban Centre Plans for Kāwhia and Ōtorohanga, and;
- Other planned projects in the Long-Term Plan that relate to the Waikato Arts Navigator Strategy, mentioned further in this submission (p, 9)

Urban Centre Plans for Kāwhia and Ōtorohanga

We support the proposal to establish a clear, coordinated plan to identify areas for future development and/or investment in community spaces in Kāwhia and Ōtorohanga.

Councils' roles combine statutory functions such as planning, housing, buildings conservation, public transport and parking with strategic coordination and innovative intervention and economic development with partners.¹ Local authorities can take a leading role or be important partners in sustaining communities through town centre revitalisation.

We support feedback from the consultation to -

- Build on the community plans already in place
- Identify areas for future residential and commercial/industrial development
- Reinvigorate/beautify main streets/town centres
- Celebrate/promote the unique history of the District and attracting visitors
- Develop local parks/reserves, and promote cycling and walking connections
- Invest in community spaces/places/facilities, such as a new community meeting space in Ōtorohanga and developing the Kāwhia heritage story

¹ 'Revitalising town centres – a handbook for Council leadership'

http://www.ngdp.org.uk/sites/default/files/documents/5.33%20Town%20Centre_04_web.pdf

- Have the right resourcing and infrastructure in place to progress/support these opportunities

Towns post-covid

One of the biggest lessons post-Covid is an acknowledgement that we have a human desire for connectivity, for culture and meaning – because having a strong sense of place really resonates with people. Social contact is a vital part of our wellbeing, so the connectivity that town centres can offer is irreplaceable. It's critical to retain that sense of place, because it matters now, more so than ever before.

Moving forward town centres will need to be create environments where innovating, creative-thinking start-ups and businesses can grow and thrive. A long-term, coordinated approach to town centre revitalisation will be required.²

Artists and creative practitioners are particularly skilled in designing and delivering innovative, strategic and cost-effective solutions, and we encourage the Council to look at ways to involve the arts community in the establishment of a coordinated plan to further develop Kāwhia and Ōtorohanga .

The benefits of investing in arts and culture – wellbeing outcomes

The arts community are uniquely positioned to deliver outcomes across social, cultural, economic and environmental wellbeing. Providing residents and visitors can benefit many aspects of their wellbeing.

Cultural

- Enabling diverse communities to express and celebrate their cultural identity
- Helping communities to understand and accept cultural differences
- Supporting the revitalisation of Te Reo Māori and Te Ao Māori
- Growing knowledge and value of the stories, values and places of importance to mana whenua
- Increasing understanding of Pasifika communities and Aotearoa's place in the Pacific

Environmental

- Creating spaces and places that people value and want to care for
- Addressing and growing understanding of complex environmental issues
- Building communities' connection to the whenua
- Creating a sense of place, belonging and civic pride

Social

- Creating a sense of belonging, connectedness and greater understanding between communities
- Supporting good physical and mental health outcomes
- Enhancing a community's ability to deal with social challenges
- Growing people's knowledge and providing opportunities to learn

Economic

- Creating jobs and opportunities for local businesses – artists and arts organisations, and the aligned sectors of hospitality, tourism, education and manufacturing – and providing valuable work skills

² 'Reviving and sustaining our town centres in a post-covid 19 world'

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- Creating vibrant towns and cities people want to live, work and plan in
- Supporting a stronger sense of connection to place for both residents and visitors by providing and promoting distinctive stories and experiences unique to a rohe
- Supporting recovery from unexpected shocks or disasters through supporting social cohesion and opportunities for people to share experiences
- Making your town or city an attractive place for tourists.³

Impact investment funding

The arts are a sector that can build the economy and revitalise communities.

With Council leading the way, there are real opportunities for other partners to use capital for creativity. Partners that value the arts, storytelling, creativity, art lovers, art collectors, and artists themselves are looking for opportunities to align their capital with their priorities.⁴

For businesses it is commercially beneficial; it can help reach new customers, enhance their brand and give them a competitive edge – but also provide a valuable source of creativity, inspiration and innovation.⁵

Pathways to support the arts through investments aren't always obvious. Yet the positive effects are profound. Investing in the creative economy isn't just about benefiting artists. A thriving arts scene often breathes life into communities by attracting new businesses, creating jobs, and drawing traffic. Creative Waikato encourages Council to build on this initiative and invest more - it's not only an investment in art, it's an investment in people.

³ Creative New Zealand 'Arts and culture, part of your communities future'

⁴ UpStart Co-Lab – Creativity, investment, impact - <https://www.upstartco-lab.org/research/>

⁵ 'Why invest in the arts' Creative Partnerships Australia - <https://creativepartnerships.gov.au/for-supporters-and-investors/why-invest-in-the-arts/>

We seek Council endorsement of the following:

Waikato Arts Navigator – Regional Arts Strategy

Background

Creative Waikato knows that the work we do has an impact in our region and beyond. This knowledge has been developed through the past 8 years, and is informed by our stakeholders, and our engagement in the community.

Creative Waikato has established connections with the 10 territorial authorities in the Waikato Region. This is further strengthened through the establishment of the Waikato Arts Navigator – a regional arts strategy that is strength-based and provides an understanding of the service provision within the arts and creative sector throughout the region.

Since 2020, Creative Waikato has been talking to Councils about opportunities to utilise arts solutions for post-covid recovery.

Waikato Arts Navigator – Regional Arts Strategy

The Waikato Arts Navigator (WAN) creates a shared framework, including a vision and strategy, for supporting and strengthening our arts and culture in the region. It guides planning and decision making.

In using WAN as our common strategy, we can all track in the same direction and cross-regional efforts will support, complement and strengthen one another.

The vision

The Waikato prospers with diverse and transformative creativity activity

Arts and creativity are integral to who we are as a dynamic, inclusive and transformative region. When arts and creativity is strong and visible, communities are strong and visible.

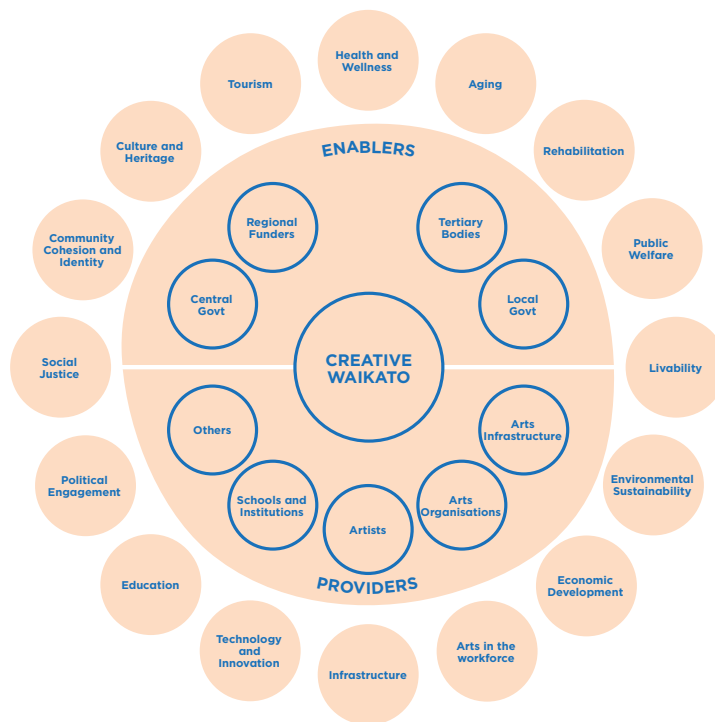
Five threads of the Waikato Arts Navigator

The ultimate objective of WAN is to have all Councils in the region making decisions with the following outcomes in mind. The effect of this would be transformational for the Waikato.

CREATIVE WELLBEING	CREATIVE PROSPERITY	CREATIVE EXPERIENCES	CREATIVE EDUCATION	CREATIVE INNOVATION
Mental, physical & spiritual wellbeing	Creative economies	People experience local, national, international arts	Participatory art projects	Business partnerships
Positive collective & individual identities	Attract & retain residents	Community & cultural expression	Upskilling creative professionals	Informing local government decision making
Create, grow & strengthen communities	Tourism opportunities	Recreation & interaction	Community art classes & projects	Local problem solving
Inspired responses to challenges such as Covid-19	Positive national perceptions	Community engagement & connection	Youth development	Distinct local expression
Strengthened connection to place	Increased investment from regional & national funders	Local pride	Audience development	Creative export opportunities

Arts as part of our community ecosystem

The arts can be, and should be, embedded in all facets of our community. They feed into a broader understanding of the ecosystem in our community and place. When we collectively use arts-based approaches we move forward in an inclusive and engaging way.



It is important for local government, industry and sector leaders to see artists as a more embedded component within the rest of society. This encourages a collaborative space where the value of the artists in society can be better recognised and utilised. As part of this, it would include a diverse but interconnected ecosystem of arts infrastructure (both hard and soft) that would provide clear pathways for artists and community members at any stage of the journey.

Arts and culture – where are we now

By investing in the creative sector to deliver creative and cultural activities, local government can deliver long-term value to communities. We already know that the arts help improve New Zealand society, make us feel more confident and contribute positively to our economy.

As a region, we value the arts –

- 78% engaged with the arts by attending or participating in at least one art form in the past 12 months, similar to the national average of 80%
- 67% attended at least one arts event or location in the past 12 months, compared to 73% nationally
- 1 in 5 people have attended a Ngā toi Māori (Māori arts) even in the Waikato region in the past 12 months
- 56% agree the arts help create connection between different people in the community
- 47% agree the arts activities available in the Waikato give young people an opportunity to express themselves
- 38% agree that the arts and culture are very or extremely important to the region's identity.⁶

There is no doubt that Covid-19 has had a significant impact on the arts and cultural sector. There was an increase in creative activity throughout the lockdown, but in-person participation (as audience, as performers, as members of groups, societies and classes) ceased, causing major challenges for arts organisations in the Waikato region.

Nationally, in the arts and creative sector, for the 12 month period to March 2021 –

- Sector employment is forecast to decline by 11.7% versus 9.8% across the New Zealand economy
- Sector GDP is forecast to decline by 16.4% versus 8% across the New Zealand economy. This decline is driven by decreased household incomes and tourism spending, and changes in audience behaviours
- About 1/3 of workers are self-employed and many work part-time. Two key sources of secondary employment for creatives – hospitality and construction – will be the hardest hit sectors.

A 10-year outlook

WAN provides an aspirational vision to see our region become a place with a vibrant arts and cultural sector that thrives with diverse and transformative creative activity. This means that there is the ongoing sustainable development of a wide range of artistic and cultural activities. The arts are valued and celebrated in our communities with robust and flourishing pathways from participation and audience engagement, training and capability development through a range of practical activities culminating in having a sector of creative professionals whose careers are able to live and thrive.

'The most defining aspect of the next age is that it is a creative age – the world will be shaped by creatively minded citizens developing creative processes and ideas'⁷

⁶ Momentum Waikato—Waikato Vital Signs 2020 'Culture and Arts' report (other ref Creative New Zealand, 'New Zealanders and the Arts 2017)

⁷ Gardiner, R 'The Future of New Zealand is creative', <https://brownbread.co.nz/the-good-stuff/issue-1/rob-sue-gardiner>

A strategic framework with a long-term view point, recognises that transformational change takes time. There are many elements that must coincide to enable such transformation – hard and soft infrastructure, arts activity, regeneration, supporting artists and arts organisations, valuing creativity and creative thinking. Proactive collaboration and strong advocacy from Councils and other leadership organisations such as philanthropic funders, tertiary organisations, regional leadership organisations, Iwi and other regional networks will inevitably empower the broader community to work towards a common vision.

There is an opportunity to continue to make this change with a strategy that is forward in its intent but localised in its action.

Long-term focus areas

Embedding arts and creativity

The extent to which our communities can see the arts in their places and spaces, in the activity around them and in the interactions with others, is a reflection of how embedded the arts and creativity is in their community.

The arts can have a transformative effect in how people see themselves and the world. It contributes hugely to overall wellbeing as well as creating employment. By embedding the arts in our soft infrastructure (people and services) and hard infrastructure (physical assets) we will really start to see transformation.

Ongoing sustainable investment

Investment in the arts is an investment in communities. Investment over an extended period of time allows for a more strategic consideration of how this can be used – to have broader visions for activity because there is more time to plan, opportunity to collaborate with both the arts and cultural sector and wider communities because there is more time and scope to create meaningful relationships.

Collaboration to foster and grow creative activity

To strengthen and grow creative activity, a collaborative approach recognises that all sectors make an important contribution to the cultural wellbeing of our region. These partners form part of an interconnected eco-system that can support a regeneration of ideas, cultivate new connections and realise transformative ideas.

Supporting artistic pathways through capability building

Supporting artists and arts organisations, with capability building, ensures the arts are valued and celebrated in our communities.

With robust and flourishing pathways - from participation and audience engagement, to training and capability development through to a range of practical activities, we will have a sector of creative professionals whose careers are able to thrive.

Recent initiatives

Elevate programme

Previously known as the PACE (Pathways to Arts and Cultural Employment) Scheme, Creative Waikato secured a two-year pilot programme, now known as 'Elevate', from the Ministry of Social Development. This programme is to support people in the creative arts sector to find or retain creative careers. Participants will be supported to develop business skills and knowledge that will help them to sustain a career in the creative sector. The initial target will be 120 participants (Waikato region) per year for two years.

Huber Social

Creative Waikato is currently working with Huber Social, a social impact agency, to conduct a social impact investigation into the Impact of Arts, Culture and Creativity on our region's wellbeing. The project consists to two distinct parts -

- Regional measurement – a collective, data-driven approach to demonstrate the impact of the arts, providing evidence of impact of arts, culture and creativity on the wellbeing of Waikato people
- Community toolkit – production of an arts-focused community toolkit to build capability in the sector regionally, empowering and enabling community organisations to understand and articulate the impact of the work they do from a wellbeing perspective.

Engagement with Ōtorohanga District Council

In August 2020, Creative Waikato gave a presentation to Council which introduced the Waikato Arts Navigator framework. We also discussed how Council could provide 'arts solutions for post-covid recovery'.

Having now developed a vision and strategy to support that framework, we look forward to working with Council to develop a localised response in the form of an Arts Action Plan for the Ōtorohanga District.

Planned future projects for Ōtorohanga District Council

Ōtorohanga's planned future projects align well with the Waikato Arts Navigator Strategy. These include -

- Partnership with Iwi – we support Council working with Iwi to investigate ways to increase cultural competency of Council, at both the governance and operational levels, to ensure these relationships flourish. A Te Ao Māori (the Māori world-view) lens provides a unique opportunity for us to think and act in a distinctive way. A way that sees creativity as a core part of life and existence.
- District promotion and local events – The Waikato Arts Navigator Strategy would provide a framework for promotion of the districts unique history and special places. Specific initiatives could be further explored through the establishment of an Arts Action Plan.
- Community partnerships – Creative Waikato offers to be a collaborative partner to work strategically with Council in aligning policy, strategy and process with the Waikato Arts Navigator.
- Arts, culture and heritage – the Waikato Arts Navigator provides a shared framework, including a vision and strategy, for supporting and encouraging arts and culture. It can be used to guide planning and decision making to capture, preserve, develop and showcase arts, culture and heritage in your district.

- Community grants – we encourage Council to ensure investment in the arts is sustainable, enabling communities to mobilise efforts that can continue in the long-term. This investment is crucial in the district becoming a vibrant, thriving place.
- Lifting Council capacity and performance – for the Ōtorohanga district to become a dynamic, inclusive and unique place, there must be a commitment from Council to support staff in enabling them to work alongside the community on key initiatives. We support dedicated provision of staff who can support the community with implementation of an Arts Action Plan, informed by the Waikato Arts Navigator Strategy.

Working with Council – next steps

WAN investment

Creative Waikato requests commitment through the next LTP cycle of \$10,000 per annum investment for development of an Arts Action Plan and further engagement and connection with the Ōtorohanga Council and community with regards to the implementation of the Waikato Arts Navigator.

Arts Action Plan

The purpose of developing an Arts Action Plan, is to help focus Councils' efforts, using the five threads in the WAN to create a common language and purpose that can be used across many areas to align direction and decision-making.

It will also be useful for communities to see themselves in the plan and how the outcomes will affect them.

The Action Plan will help prioritise goals and measurements for *how* the outcomes in the strategy will be achieved pertinent to what is deemed important within each community. Creative Waikato looks forward to working with Ōtorohanga District Council to develop your own Arts Action Plan.

Submission to Ruapehu District Council
Long Term Plan 2021

Creative Waikato:

Thank you for the opportunity to submit to the RDC 10 Year Plan.

Key points – Creative Waikato

- Supports opportunities that enable communities to thrive, engage with the district and improve wellbeing.
- Seeks endorsement of the Waikato Arts Navigator strategy (strategy attached) and a commitment to work with Creative Waikato on developing an Arts Action Plan for the Ruapehu district.
- Seeks commitment of \$10,000 per annum to develop an Arts Action Plan and ongoing engagement in the implementation of the Waikato Arts Navigator.

Introduction

We acknowledge Council recognising their role in promoting social, economic, environmental and cultural wellbeing. We also appreciate the need to maintain current levels of service, plan for growth in addition to maintaining rate affordability.

More detailed responses on specific projects are outlined below.

Township revitalisation

Local authorities can take a leading role or be important partners in sustaining communities through town centre revitalisation.¹ Councils' roles combine statutory functions such as planning, housing, buildings conservation, public transport and parking with strategic coordination and innovative intervention and economic development with partners.

We support the proposal to revitalise your town centres (Option 1). We also commend Council on the addition of the new 'Pride of Place Fund' to support smaller communities with enhancement projects. It aligns with Council's economic and community development strategy, with people wanting vibrant attractive townships for the quality of life benefits they provide. We also acknowledge the importance of creating an environment that attracts and retains talented people. This option also enables townships with projects underway to continue to see progress, while townships with projects in the planning stages can have certainty of the projects getting underway.

Shop Verandah Replacement

We support the option for a new opt-in targeted rate, which would provide financial assistance to building owners to bring shop verandahs up to earthquake code and beautify them at the same time.

Town centres post-covid

One of the biggest lessons post-Covid is an acknowledgement that we have a human desire for connectivity, for culture and meaning – because having a strong sense of place really resonates with people. Town centres have a personality and a pulse. Social contact is a vital part of our wellbeing, so

¹ 'Revitalising town centres – a handbook for Council leadership'
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the connectivity that town centres can offer is irreplaceable. It's critical to retain that sense of place, because it matters now, more so than ever before.

Moving forward town centres will need to be create environments where innovating, creative-thinking start-ups and businesses can grow and thrive. A long-term, coordinated approach to town centre revitalisation will be required.²

Artists and creative practitioners are particularly skilled in designing and delivering innovative, strategic and cost-effective solutions, and we encourage the Council to look at ways to involve the arts community in their township revitalisation plans.

Council Māori engagement

Creative Waikato acknowledges commitment from the Council to work constructively with iwi, hapu and Māori stakeholder groups to establish and maintain opportunities and processes for their participation in our decision-making.

However, the options of 'funding Māori capacity to engage with Council via relationships agreements with contribution government', or 'developing a special rate to fund the development of Māori capacity' should not be the only considerations in engaging with Māori.

There are legislative requirements to consult with Māori. However, the driving force for participation and collaboration should be the desire of parties to respect, consult, learn, and understand each other. These are crucial and fundamental and should be the reasons people of different cultures and backgrounds work together.

There are other processes and mechanisms that can support this relationship. Good practice guidelines³, such as -

- Keeping communication open, honest and on going
- Continuing or increasing cultural awareness among all staff and councillors
- Educating Māori on the Council processes
- The quality of consultation depends on the quality of the relationship
- There is a need to develop protocols on a number of issues that affect the consultation process
- Memoranda of understanding between Rūnanga and Councils have been beneficial
- Clearer direction is needed to ensure Councils consult with appropriate groups
- Goodwill on the part of all parties is important to the process
- There is a need to establish regular contact or dialogue at an iwi/hapū level

We encourage Council to continue to work with iwi/Maori because it is important that we all remain committed to protecting and preserving the unique aspects of New Zealand's natural and cultural

² 'Reviving and sustaining our town centres in a post-covid 19 world'

<https://www.stuff.co.nz/business/prosper/advice/122498999/reviving-and-sustaining-our-town-centres-in-a-postcovid19-world>

³ Harmsworth, G 'Good practice guidelines for working with tangata whenua and Maori organisations: Consolidating our learning'

https://www.landcareresearch.co.nz/uploads/public/researchpubs/harmsworth_good_practice_tanagata_whenua.pdf

environment. Māori therefore offer a unique indigenous perspective for planning, policy, decision-making and other activities such as projects.⁴

The benefits of investing in arts and culture – wellbeing outcomes

The arts community are uniquely positioned to deliver outcomes across social, cultural, economic and environmental wellbeing. Providing residents and visitors can benefit many aspects of their wellbeing.

Cultural

- Enabling diverse communities to express and celebrate their cultural identity
- Helping communities to understand and accept cultural differences
- Supporting the revitalisation of Te Reo Māori and Te Ao Māori
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- Creating spaces and places that people value and want to care for
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- Creating a sense of belonging, connectedness and greater understanding between communities
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- Creating jobs and opportunities for local businesses – artists and arts organisations, and the aligned sectors of hospitality, tourism, education and manufacturing – and providing valuable work skills
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With Council leading the way, there are real opportunities for other partners to use capital for creativity. Partners that value the arts, storytelling, creativity, art lovers, art collectors, and artists themselves are looking for opportunities to align their capital with their priorities.⁶

⁴ Ibid, p 7.

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For businesses it is commercially beneficial; it can help reach new customers, enhance their brand and give them a competitive edge – but also provide a valuable source of creativity, inspiration and innovation.⁷

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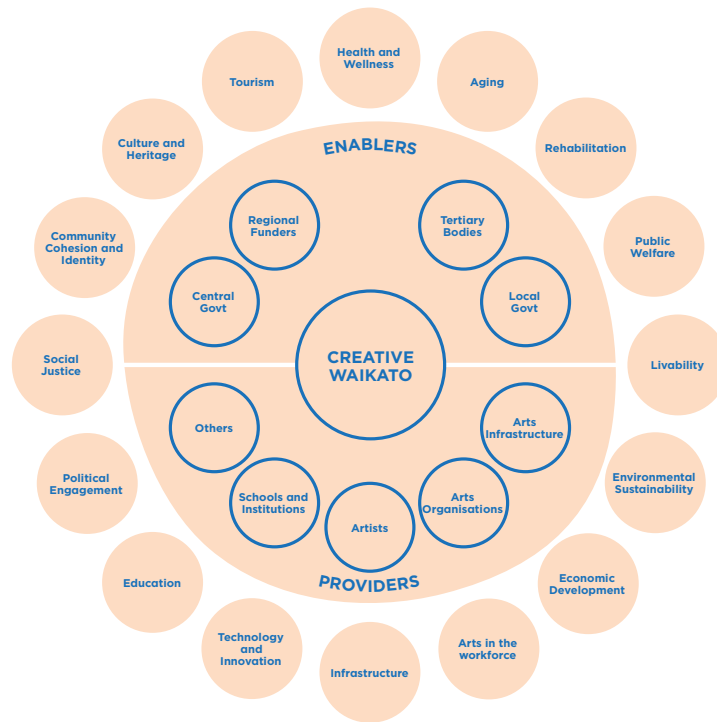
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Huber Social

Creative Waikato is currently working with Huber Social, a social impact agency, to conduct a social impact investigation into the Impact of Arts, Culture and Creativity on our region's wellbeing. The project consists of two distinct parts -

- Regional measurement – a collective, data-driven approach to demonstrate the impact of the arts, providing evidence of impact of arts, culture and creativity on the wellbeing of Waikato people
- Community toolkit – production of an arts-focused community toolkit to build capability in the sector regionally, empowering and enabling community organisations to understand and articulate the impact of the work they do from a wellbeing perspective.

Engagement with Ruapehu District Council

In September 2020, Creative Waikato gave a presentation to Council which introduced the Waikato Arts Navigator framework. We also discussed how Council could provide 'arts solutions for post-covid recovery'.

Having now developed a vision and strategy to support that framework, we look forward to working with Council to develop a localised response in the form of an Arts Action Plan for the Ruapehu District.

Working with Council – next steps

WAN investment

Creative Waikato requests commitment through the next LTP cycle of \$10,000 per annum investment for development of an Arts Action Plan and further engagement and connection with the Ruapehu District Council and community with regards to the implementation of the Waikato Arts Navigator.

Arts Action Plan

The purpose of developing an Arts Action Plan, is to help focus Councils' efforts, using the five threads in the WAN to create a common language and purpose that can be used across many areas to align direction and decision-making.

It will also be useful for communities to see themselves in the plan and how the outcomes will affect them.

The Action Plan will help prioritise goals and measurements for how the outcomes in the strategy will be achieved pertinent to what is deemed important within each community. Creative Waikato looks forward to working with Ruapehu District Council to develop your own Arts Action Plan.

Submission to South-Waikato District Council Long Term Plan 2021

Creative Waikato:

Thank you for the opportunity to submit to the SWDC 10 Year Plan.

Key points – Creative Waikato

- Supports opportunities that enable communities to thrive, engage with the district and improve wellbeing.
- Seeks endorsement of the Waikato Arts Navigator strategy (strategy attached) and a commitment to work with Creative Waikato on developing an Arts Action Plan for the South Waikato district
- Seeks commitment of \$10,000 per annum (for the next 3 years) to develop an Arts Action Plan and ongoing engagement in the implementation of the Waikato Arts Navigator.

Introduction

We commend Council in its vision, that the South Waikato District has 'healthy people thriving in a safe, vibrant and sustainable community' and support your community outcomes of 'resilience', 'growth' and 'relationships', which are strong foundations moving forward into the future.

More detailed responses on specific projects are outlined below.

Integrated community hub – pool and library

Council has already signalled that a shift to integrated community hubs is the logical and most effective way of investing in and delivering robust community facilities and services. As Council has acknowledged, this is supported by a worldwide trend.

A community hub is one convenient place from which community services can be delivered, and social, educational, recreational and cultural activities can occur. The purpose and value extends to include:

- Enhancing coordination across services and improving access to them
- Placemaking, or using urban design and arts solutions to create a focal point – enhancing the physical quality and appearance of a public place that helps create an attractive environment for people to gather and interact
- Building community – enhancing connections and relationships in order to strengthen common values and promote collective goals; these goals may include safer neighbourhoods, support for isolated or disadvantaged people, healthier children and families, more local employment opportunities, greater cultural recognition
- Collaboration with community, government and non-government agencies, recreation and leisure providers and health services
- Enabling partnerships
- Providing better opportunities for individuals in the community to learn, participate and excel in a range of activities¹

¹ 'Integrated Hubs' Hutt City Council 30-year plan.

Pool

The pool has been a key asset for the district since it was established. A place for the community to gather, connect and enjoy physical and mental health benefits. Additional upgrades will enable future-proofing of this facility. Integrating the pool with a library, youth park, skatepark and Council support services will ensure that Council can update and modernise its facilities more efficiently and at less cost, as well as broaden the range, and increase the standard, of services.

Library

Often hubs are centred around libraries. Libraries are seen to be neutral and safe places that already attract high foot traffic and are often located in the centre of a suburb or community. They are a key vehicle through which Councils can support the social, cultural, economic, and environmental wellbeing of their diverse communities.

We support Council's thinking in combining facilities into hubs.

We would encourage Council to consider:

- How to ensure these facilities include spaces that are accessible to artists and community-based arts groups, where they can make and show their work to audiences
- If there's opportunity to work with mana whenua to identify how libraries can grow the broader public's understanding of and engagement with local stories and histories, mātauranga Māori and te reo Māori
- How to work with local artists and practitioners to create a strong sense of cultural identity integrating history and Māori, Pasifika and other communities into the design.

The point of difference for the Tokoroa is it has always had a strong sense of community, bringing different cultures together and celebrating this. There is a great opportunity enhance community spirit in working with artists and creative practitioners to create something very special and unique that will have pride of place within the town.

Artists and creative practitioners are particularly skilled in designing and delivering innovative and strategic solutions, and we encourage Council to look at ways to involve the arts community.

Skatepark in Putaruru

As the skatepark in Tokoroa has shown, there are many benefits to creating such a facility for the community, including -

- Providing a safe environment: – opportunities for youth to engage in a healthy pastime, is likely to encourage more social cohesion and connection and discourage antisocial behaviour.
- Physical and mental health benefits: - Skateparks are an engaging outdoor environment where youth can interact with one another and build vital social and interpersonal skills.²
- Enables social cohesion and connectedness – a professionally-designed and well maintained skatepark can bring new life into your community. When you take the time and effort to create a unique facility, there are economic spinoffs in that the skatepark and surrounding utilities become a destination.

² Benefits to the community - <https://dsmskatepark.com/about/benefits-to-the-community/>

Similar to other assets such as the pool and library, involving artists and creative practitioners in the design of the skatepark, incorporating local history or other elements that represent your community, will provide an iconic, interactive and engaging experience for the residents and visitors.

Other planned infrastructure projects

Creative Waikato also acknowledges other projects planned over the next ten years including -

- Tokoroa CBD stage upgrade – Stages are a focal point for community events and festivals. Community events and festivals have direct and indirect impacts on communities. They provide opportunities for participation, skills development, volunteering and social, cultural, economic and environmental developments. Community events and festivals can attract tourists and visitors at regional, national and international level as well as support local people and suppliers in provision of services, food, beverages, and attractions, increasing the economic benefit to the district.
- Vaka village investigation – Tokoroa is home to a large Pacific and Māori population. Engaging with local Pacific Island communities is essential to plan for sustainable enhancement of language, arts economic development and other activities.³
- Town brand and entrance signs – these signs do more than tell vehicles and pedestrians ‘You are here’. They enhance a town’s brand by improving the navigation, understanding and accessibility of the environment, and serve to reinforce the history, architecture and landmarks that define it.
- District cultural trail plan – cultural trails deepen awareness and knowledge of local history and resources that can be enjoyed by locals and visitors.

It’s positive to see investment proposed for upgrades to the Putāruru Plaza and skatepark amenities. These are important venues for arts, culture and community connectedness. These investments will help to ensure they enhance the wellbeing of residents and visitors.

The benefits of investing in arts and culture – wellbeing outcomes

The arts community are uniquely positioned to deliver outcomes across social, cultural, economic and environmental wellbeing. Providing residents and visitors can benefit many aspects of their wellbeing.

Cultural

- Enabling diverse communities to express and celebrate their cultural identity
- Helping communities to understand and accept cultural differences
- Supporting the revitalisation of Te Reo Māori and Te Ao Māori
- Growing knowledge and value of the stories, values and places of importance to mana whenua
- Increasing understanding of Pasifika communities and Aotearoa’s place in the Pacific

Environmental

- Creating spaces and places that people value and want to care for
- Addressing and growing understanding of complex environmental issues
- Building communities’ connection to the whenua
- Creating a sense of place, belonging and civic pride

³ Tokoroa concept plan 2008 – p, 16

Social

- Creating a sense of belonging, connectedness and greater understanding between communities
- Supporting good physical and mental health outcomes
- Enhancing a community's ability to deal with social challenges
- Growing people's knowledge and providing opportunities to learn

Economic

- Creating jobs and opportunities for local businesses – artists and arts organisations, and the aligned sectors of hospitality, tourism, education and manufacturing – and providing valuable work skills
- Creating vibrant towns and cities people want to live, work and plan in
- Supporting a stronger sense of connection to place for both residents and visitors by providing and promoting distinctive stories and experiences unique to a rohe
- Supporting recovery from unexpected shocks or disasters through supporting social cohesion and opportunities for people to share experiences
- Making your town or city an attractive place for tourists.⁴

Impact investment funding

The arts are a sector that can build the economy and revitalise communities.

With Council leading the way, there are real opportunities for other partners to use capital for creativity. Partners that value the arts, storytelling, creativity, art lovers, art collectors, and artists themselves are looking for opportunities to align their capital with their priorities.⁵

For businesses it is commercially beneficial; it can help reach new customers, enhance their brand and give them a competitive edge – but also provide a valuable source of creativity, inspiration and innovation.⁶

Pathways to support the arts through investments aren't always obvious. Yet the positive effects are profound. Investing in the creative economy isn't just about benefiting artists. A thriving arts scene often breathes life into communities by attracting new businesses, creating jobs, and drawing traffic. Creative Waikato encourages Council to build on this initiative and invest more - it's not only an investment in art, it's an investment in people.

⁴ Creative New Zealand 'Arts and culture, part of your communities future'

⁵ UpStart Co-Lab – Creativity, investment, impact - <https://www.upstartco-lab.org/research/>

⁶ 'Why invest in the arts' Creative Partnerships Australia - <https://creativepartnerships.gov.au/for-supporters-and-investors/why-invest-in-the-arts/>

We seek Council endorsement of the following:

Waikato Arts Navigator – Regional Arts Strategy

Background

Creative Waikato knows that the work we do has an impact in our region and beyond. This knowledge has been developed through the past 8 years, and is informed by our stakeholders, and our engagement in the community.

Creative Waikato has established connections with the 10 territorial authorities in the Waikato Region. This is further strengthened through the establishment of the Waikato Arts Navigator – a regional arts strategy that is strength-based and provides an understanding of the service provision within the arts and creative sector throughout the region.

Since 2020, Creative Waikato has been talking to Councils about opportunities to utilise arts solutions for post-covid recovery.

Waikato Arts Navigator – Regional Arts Strategy

The Waikato Arts Navigator (WAN) creates a shared framework, including a vision and strategy, for supporting and strengthening our arts and culture in the region. It guides planning and decision making.

In using WAN as our common strategy, we can all track in the same direction and cross-regional efforts will support, complement and strengthen one another.

The vision

The Waikato prospers with diverse and transformative creativity activity

Arts and creativity are integral to who we are as a dynamic, inclusive and transformative region. When arts and creativity is strong and visible, communities are strong and visible.

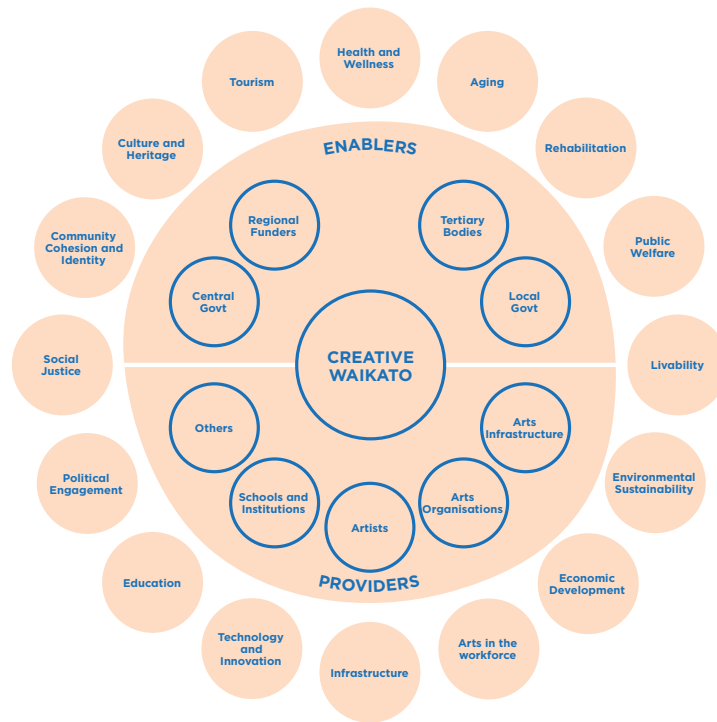
Five threads of the Waikato Arts Navigator

The ultimate objective of WAN is to have all Councils in the region making decisions with the following outcomes in mind. The effect of this would be transformational for the Waikato.

CREATIVE WELLBEING	CREATIVE PROSPERITY	CREATIVE EXPERIENCES	CREATIVE EDUCATION	CREATIVE INNOVATION
Mental, physical & spiritual wellbeing	Creative economies	People experience local, national, international arts	Participatory art projects	Business partnerships
Positive collective & individual identities	Attract & retain residents	Community & cultural expression	Upskilling creative professionals	Informing local government decision making
Create, grow & strengthen communities	Tourism opportunities	Recreation & interaction	Community art classes & projects	Local problem solving
Inspired responses to challenges such as Covid-19	Positive national perceptions	Community engagement & connection	Youth development	Distinct local expression
Strengthened connection to place	Increased investment from regional & national funders	Local pride	Audience development	Creative export opportunities

Arts as part of our community ecosystem

The arts can be, and should be, embedded in all facets of our community. They feed into a broader understanding of the ecosystem in our community and place. When we collectively use arts-based approaches we move forward in an inclusive and engaging way.



It is important for local government, industry and sector leaders to see artists as a more embedded component within the rest of society. This encourages a collaborative space where the value of the artists in society can be better recognised and utilised. As part of this, it would include a diverse but interconnected ecosystem of arts infrastructure (both hard and soft) that would provide clear pathways for artists and community members at any stage of the journey.

Arts and culture – where are we now

By investing in the creative sector to deliver creative and cultural activities, local government can deliver long-term value to communities. We already know that the arts help improve New Zealand society, make us feel more confident and contribute positively to our economy.

As a region, we value the arts –

- 78% engaged with the arts by attending or participating in at least one art form in the past 12 months, similar to the national average of 80%
- 67% attended at least one arts event or location in the past 12 months, compared to 73% nationally
- 1 in 5 people have attended a Ngā toi Māori (Māori arts) even in the Waikato region in the past 12 months
- 56% agree the arts help create connection between different people in the community
- 47% agree the arts activities available in the Waikato give young people an opportunity to express themselves
- 38% agree that the arts and culture are very or extremely important to the region's identity.⁷

There is no doubt that Covid-19 has had a significant impact on the arts and cultural sector. There was an increase in creative activity throughout the lockdown, but in-person participation (as audience, as performers, as members of groups, societies and classes) ceased, causing major challenges for arts organisations in the Waikato region.

Nationally, in the arts and creative sector, for the 12 month period to March 2021 –

- Sector employment is forecast to decline by 11.7% versus 9.8% across the New Zealand economy
- Sector GDP is forecast to decline by 16.4% versus 8% across the New Zealand economy. This decline is driven by decreased household incomes and tourism spending, and changes in audience behaviours
- About 1/3 of workers are self-employed and many work part-time. Two key sources of secondary employment for creatives – hospitality and construction – will be the hardest hit sectors.

A 10-year outlook

WAN provides an aspirational vision to see our region become a place with a vibrant arts and cultural sector that thrives with diverse and transformative creative activity. This means that there is the ongoing sustainable development of a wide range of artistic and cultural activities. The arts are valued and celebrated in our communities with robust and flourishing pathways from participation and audience engagement, training and capability development through a range of practical activities culminating in having a sector of creative professionals whose careers are able to live and thrive.

'The most defining aspect of the next age is that it is a creative age – the world will be shaped by creatively minded citizens developing creative processes and ideas'⁸

⁷ Momentum Waikato—Waikato Vital Signs 2020 'Culture and Arts' report (other ref Creative New Zealand, 'New Zealanders and the Arts 2017)

⁸ Gardiner, R 'The Future of New Zealand is creative', <https://brownbread.co.nz/the-good-stuff/issue-1/rob-sue-gardiner>

A strategic framework with a long-term view point, recognises that transformational change takes time. There are many elements that must coincide to enable such transformation – hard and soft infrastructure, arts activity, regeneration, supporting artists and arts organisations, valuing creativity and creative thinking. Proactive collaboration and strong advocacy from Councils and other leadership organisations such as philanthropic funders, tertiary organisations, regional leadership organisations, Iwi and other regional networks will inevitably empower the broader community to work towards a common vision.

There is an opportunity to continue to make this change with a strategy that is forward in its intent but localised in its action.

Long-term focus areas

Embedding arts and creativity

The extent to which our communities can see the arts in their places and spaces, in the activity around them and in the interactions with others, is a reflection of how embedded the arts and creativity is in their community.

The arts can have a transformative effect in how people see themselves and the world. It contributes hugely to overall wellbeing as well as creating employment. By embedding the arts in our soft infrastructure (people and services) and hard infrastructure (physical assets) we will really start to see transformation.

Ongoing sustainable investment

Investment in the arts is an investment in communities. Investment over an extended period of time allows for a more strategic consideration of how this can be used – to have broader visions for activity because there is more time to plan, opportunity to collaborate with both the arts and cultural sector and wider communities because there is more time and scope to create meaningful relationships.

Collaboration to foster and grow creative activity

To strengthen and grow creative activity, a collaborative approach recognises that all sectors make an important contribution to the cultural wellbeing of our region. These partners form part of an interconnected eco-system that can support a regeneration of ideas, cultivate new connections and realise transformative ideas.

Supporting artistic pathways through capability building

Supporting artists and arts organisations, with capability building, ensures the arts are valued and celebrated in our communities.

With robust and flourishing pathways - from participation and audience engagement, to training and capability development through to a range of practical activities, we will have a sector of creative professionals whose careers are able to thrive.

Recent initiatives

Elevate programme

Previously known as the PACE (Pathways to Arts and Cultural Employment) Scheme, Creative Waikato secured a two-year pilot programme, now known as 'Elevate', from the Ministry of Social Development. This programme is to support people in the creative arts sector to find or retain creative careers. Participants will be supported to develop business skills and knowledge that will help them to sustain a career in the creative sector. The initial target will be 120 participants (Waikato region) per year for two years.

Huber Social

Creative Waikato is currently working with Huber Social, a social impact agency, to conduct a social impact investigation into the Impact of Arts, Culture and Creativity on our region's wellbeing. The project consists of two distinct parts -

- Regional measurement – a collective, data-driven approach to demonstrate the impact of the arts, providing evidence of impact of arts, culture and creativity on the wellbeing of Waikato people
- Community toolkit – production of an arts-focused community toolkit to build capability in the sector regionally, empowering and enabling community organisations to understand and articulate the impact of the work they do from a wellbeing perspective.

Engagement with South Waikato District Council

In November 2020, Creative Waikato gave a presentation to Council which introduced the Waikato Arts Navigator framework. We also discussed how Council could provide 'arts solutions for post-covid recovery'.

Having now developed a vision and strategy to support that framework, we look forward to working with Council to develop a localised response in the form of an Arts Action Plan for the South Waikato District.

Working with Council – next steps

WAN investment

Creative Waikato requests commitment through the next LTP cycle of \$10,000 per annum investment for development of an Arts Action Plan and further engagement and connection with the SWDC Council and community with regards to the implementation of the Waikato Arts Navigator.

Arts Action Plan

The purpose of developing an Arts Action Plan, is to help focus Councils' efforts, using the five threads in the WAN to create a common language and purpose that can be used across many areas to align direction and decision-making.

It will also be useful for communities to see themselves in the plan and how the outcomes will affect them.

The Action Plan will help prioritise goals and measurements for **how** the outcomes in the strategy will be achieved pertinent to what is deemed important within each community. Creative Waikato looks forward to working with South Waikato District Council to develop your own Arts Action Plan.

Submission to Thames-Coromandel District Council Long Term Plan 2021

Creative Waikato:

Thank you for the opportunity to submit to the TCDC 10 Year Plan.

Key points – Creative Waikato -

- Supports Option 2 of the 'No Frills' budget plus some of the 'Nice to Have' projects
- Supports opportunities that enable communities to thrive, engage with the district and improve wellbeing.
- Seeks endorsement of the Waikato Arts Navigator strategy (strategy attached) and a commitment to work with Creative Waikato on developing an Arts Action Plan for the Thames-Coromandel district.

A 'No Frills' budget, plus some 'Nice to Haves'

Creative Waikato acknowledges that there are many demands on Council to provide water, wastewater, rubbish, recycling and other essential services for residents and visitors. We also know that the wellbeing of your residents is also paramount. Communities want to live in places they love to be, places that provide a sense of belonging and enrichment.

Creative Waikato believes that as well as the hard infrastructure considerations towns and cities must have, the soft infrastructure –looking after people and services are also imperative.

There are numerous benefits in recognising the importance of arts and culture.

The benefits of investing in arts and culture – wellbeing outcomes

The arts community are uniquely positioned to deliver outcomes across social, cultural, economic and environmental wellbeing. Providing residents and visitors can benefit many aspects of their wellbeing.

Cultural

- Enabling diverse communities to express and celebrate their cultural identity
- Helping communities to understand and accept cultural differences
- Supporting the revitalisation of Te Reo Māori and Te Ao Māori
- Growing knowledge and value of the stories, values and places of importance of to mana whenua
- Increasing understanding of Pasifika communities and Aotearoa's place in the Pacific

Environmental

- Creating spaces and places that people value and want to care for
- Addressing and growing understanding of complex environmental issues
- Building communities' connection to the whenua
- Creating a sense of place, belonging and civic pride

Social

- Creating a sense of belonging, connectedness and greater understanding between communities
- Supporting good physical and mental health outcomes

- Enhancing a community's ability to deal with social challenges
- Growing people's knowledge and providing opportunities to learn

Economic

- Creating jobs and opportunities for local businesses – artists and arts organisations, and the aligned sectors of hospitality, tourism, education and manufacturing – and providing valuable work skills
- Creating vibrant towns and cities people want to live, work and plan in
- Supporting a stronger sense of connection to place for both residents and visitors by providing and promoting distinctive stories and experiences unique to a rohe
- Supporting recovery from unexpected shocks or disasters through supporting social cohesion and opportunities for people to share experiences
- Making your town or city an attractive place for tourists.¹

Creative Waikato supports spaces and places that enable communities to connect, play and express themselves such as the Pauanui skate bowl renewal, Waiomu Domain and Reserve Playground, and the Whangamata Fire Station Reserve Playground ('No Frills' projects) as well as the Whangamata Boardwalk extensions, Coromandel Skatepark and Manaia Road Hub (library extension) ('Nice to Have projects).

We encourage Council to explore ways to incorporate arts and cultural elements into playgrounds and community spaces. Public art and toi Māori design can encourage a sense of ownership and community pride, create landmarks in the urban landscape and increase the use of public spaces.

Impact investment funding

The arts is a sector that can build the economy and revitalise communities.

With Council leading the way, there are real opportunities for other partners to deploy capital for creativity. Partners that value the arts, storytelling, creativity, art lovers, art collectors, and artists themselves are looking for opportunities to align their capital with their priorities.²

For businesses it is commercially beneficial; it can help reach new customers, enhance their brand and give them a competitive edge – but also provide a valuable source of creativity, inspiration and innovation.³

Pathways to support the arts through investments aren't always obvious. Yet the positive effects are profound. Investing in the creative economy isn't just about benefiting artists. A thriving arts scene often breathes life into communities by attracting new businesses, creating jobs, and drawing traffic.

Creative Waikato encourages Council to build on this initiative and invest more - it's not only an investment in art, it's an investment in people.

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Creative Coromandel – He Mana Toi Moehau Trust

Creative Waikato acknowledges He Mana Toi Moehau Trust for the work they have done in the district since 2016. They have tirelessly advocated for the arts, connected with artists and their communities, promoted arts events and collaborated with other organisations to ensure the arts is supported and celebrated.

Creative Waikato has worked with this Trust over the years, specifically to assist them with their strategic planning and goals for the future. We look forward to continuing to work with them to help foster and enable a robust and thriving creative sector.

We seek Council endorsement of the following:

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Background

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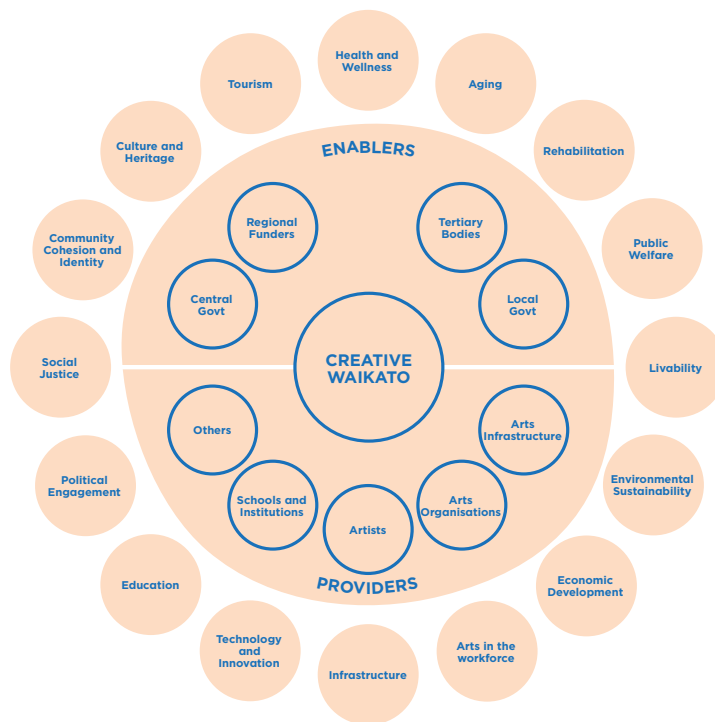
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Arts as part of our community ecosystem

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It is important for local government, industry and sector leaders to see artists as a more embedded component within the rest of society. This encourages a collaborative space where the value of the artists in society can be better recognised and utilised. As part of this, it would include a diverse but interconnected ecosystem of arts infrastructure (both hard and soft) that would provide clear pathways for artists and community members at any stage of the journey.

Arts and culture – where are we now

By investing in the creative sector to deliver creative and cultural activities, local government can deliver long-term value to communities. We already know that the arts help improve New Zealand society, make us feel more confident and contribute positively to our economy.

As a region, we value the arts

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- About 1/3 of workers are self-employed and many work part-time. Two key sources of secondary employment for creatives – hospitality and construction – will be the hardest hit sectors.

A 10-year outlook

WAN provides an aspirational vision to see our region become a place with a vibrant arts and cultural sector that thrives with diverse and transformative creative activity. This means that there is the ongoing sustainable development of a wide range of artistic and cultural activities. The arts are valued and celebrated in our communities with robust and flourishing pathways from participation and audience engagement, training and capability development through a range of practical activities culminating in having a sector of creative professionals whose careers are able to live and thrive.

'The most defining aspect of the next age is that it is a creative age – the world will be shaped by creatively minded citizens developing creative processes and ideas'⁴

A strategic framework with a long-term view point, recognises that transformational change takes time. There are many elements that must coincide to enable such transformation – hard and soft

⁴ Gardiner, R 'The Future of New Zealand is creative', <https://brownbread.co.nz/the-good-stuff/issue-1/rob-sue-gardiner>

infrastructure, arts activity, regeneration, supporting artists and arts organisations, valuing creativity and creative thinking. Proactive collaboration and strong advocacy from Councils and other leadership organisations such as philanthropic funders, tertiary organisations, regional leadership organisations, Iwi and other regional networks will inevitably empower the broader community to work towards a common vision.

There is an opportunity to continue to make this change with a strategy that is forward in its intent but localised in its action.

Long-term focus areas

Embedding arts and creativity

The extent to which our communities can see the arts in their places and spaces, in the activity around them and in the interactions with others, is a reflection of how embedded the arts and creativity is in their community.

The arts can have a transformative effect in how people see themselves and the world. It contributes hugely to overall wellbeing as well as creating employment. By embedding the arts in our soft infrastructure (people and services) and hard infrastructure (physical assets) we will really start to see transformation.

Ongoing sustainable investment

Investment in the arts is an investment in communities. Investment over an extended period of time allows for a more strategic consideration of how this can be used – to have broader visions for activity because there is more time to plan, opportunity to collaborate with both the arts and cultural sector and wider communities because there is more time and scope to create meaningful relationships.

Collaboration to foster and grow creative activity

To strengthen and grow creative activity, a collaborative approach recognises that all sectors make an important contribution to the cultural wellbeing of our region. These partners form part of an interconnected eco-system that can support a regeneration of ideas, cultivate new connections and realise transformative ideas.

Supporting artistic pathways through capability building

Supporting artists and arts organisations, with capability building, ensures the arts are valued and celebrated in our communities.

With robust and flourishing pathways - from participation and audience engagement, to training and capability development through to a range of practical activities, we will have a sector of creative professionals whose careers are able to thrive.

Recent initiatives

Elevate programme

Previously known as the PACE (Pathways to Arts and Cultural Employment) Scheme, Creative Waikato secured a two-year pilot programme, now known as 'Elevate', from the Ministry of Social Development. This programme is to support people in the creative arts sector to find or retain creative careers. Participants will be supported to develop business skills and knowledge that will help them to sustain a career in the creative sector. The initial target will be 120 participants (Waikato region) per year for two years.

Huber Social

Creative Waikato is currently working with Huber Social, a social impact agency, to conduct a social impact investigation into the Impact of Arts, Culture and Creativity on our region's wellbeing. The project consists to two distinct parts -

- Regional measurement – a collective, data-driven approach to demonstrate the impact of the arts, providing evidence of impact of arts, culture and creativity on the wellbeing of Waikato people
- Community toolkit – production of an arts-focused community toolkit to build capability in the sector regionally, empowering and enabling community organisations to understand and articulate the impact of the work they do from a wellbeing perspective.

Local government fund

In October 2020, Creative Waikato gave a presentation to Thames-Coromandel District Council which looked at how Council could provide 'arts solutions for post-covid recovery'.

Creative New Zealand has recently opened the Local Government Arts Fund to assist Councils to support the resilience and recovery of local arts organisations affected by Covid-19. Councils can apply for support for arts activities or for the development of a post-covid arts strategy. We would encourage Council to work together with He Mana Toi Moehau Trust to explore this as a potential avenue for funding. This fund closes on 14 May 2021.

Working with Council – next steps

Arts Action Plan

The purpose of developing an Arts Action Plan, is to help focus Councils' efforts, using the five threads in the WAN to create a common language and purpose that can be used across many areas to align direction and decision-making.

It will also be useful for communities to see themselves in the plan and how the outcomes will affect them.

The Action Plan will help prioritise goals and measurements for *how* the outcomes in the strategy will be achieved pertinent to what is deemed important within each community.

Creative Waikato looks forward to working with Thames-Coromandel District Council to develop your own Arts Action Plan.

Creative Waikato:

Thank you for the opportunity to submit to the Waikato District 10 Year Plan.

Key points – Creative Waikato

- Supports opportunities that enable communities to thrive, engage with the district and improve wellbeing.
- Seeks endorsement of the Waikato Arts Navigator strategy (strategy attached) and a commitment to work with Creative Waikato on developing an Arts Action Plan for the Waikato district.
- Seeks commitment of \$10,000 per annum (for the next 3 years) to develop an Arts Action Plan and ongoing engagement in the implementation of the Waikato Arts Navigator.

Introduction

We commend Council in its vision, 'Liveable, thriving and connected communities'.

We also acknowledge your community outcomes –

- Supporting our communities/Kia tautoko ki a taatou Haapori
- Building our economy/Ka hanga a tatou Oohanga
- Sustaining our environment/Kia toituu ta taatou Taiao
- Working together with you/Kia mahi tahi taatou
- Providing value for money/Ka whai painga mo te puutea

More detailed responses on specific areas of the plan are outlined below.

Waikato Blueprints

We commend Council on the work you have done on the Blueprint project, which provides a high-level 'spatial picture' of how the district could progress over the next 30 years.

Your communities, amongst other ideas, expressed ideas that have arts and culture as a fundamental theme, including -

- Vibrant and bustling towns and villages that form a network and are complementary
- Be a tourism destination
- A healthy environment with recreation and cycling opportunities

Acknowledging that each community will require a different mix of responses to achieve that vision, Creative Waikato agrees that investment in 'strengthening or development of a 'heart' with facilities and services' and 'provision or improvement of community facilities and/or social services' will be essential in creating liveable, thriving and connected communities'.¹

The Waikato Blueprint themes also align with outcomes in the Waikato Arts Navigator Strategy, which will be elaborating on further in this submission

¹ Ibid, p 8

Supporting Blueprints and Community Projects

Creative Waikato acknowledges that Council is reviewing how it supports local initiatives and the move away from grant giving to targeting Blueprint and other initiatives that your communities indicate are their priority projects.

- We support the ability for Council to seek match-funding to increase the budget allocated to each community
- We support Council staff in working directly with their Community Boards, Committees and community groups to deliver their community and Blueprint aspirations
- We support budgets remaining with Community Boards and groups

We hope that in the longer term, a move toward sustainable investment in initiatives will be considered, which will allow for a more strategic consideration as to how these funds can be used over a longer period of time.

The benefits of investing in arts and culture – wellbeing outcomes

The arts community are uniquely positioned to deliver outcomes across social, cultural, economic and environmental wellbeing. Providing residents and visitors can benefit many aspects of their wellbeing.

Cultural

- Enabling diverse communities to express and celebrate their cultural identity
- Helping communities to understand and accept cultural differences
- Supporting the revitalisation of Te Reo Māori and Te Ao Māori
- Growing knowledge and value of the stories, values and places of importance to mana whenua
- Increasing understanding of Pasifika communities and Aotearoa's place in the Pacific

Environmental

- Creating spaces and places that people value and want to care for
- Addressing and growing understanding of complex environmental issues
- Building communities' connection to the whenua
- Creating a sense of place, belonging and civic pride

Social

- Creating a sense of belonging, connectedness and greater understanding between communities
- Supporting good physical and mental health outcomes
- Enhancing a community's ability to deal with social challenges
- Growing people's knowledge and providing opportunities to learn

Economic

- Creating jobs and opportunities for local businesses – artists and arts organisations, and the aligned sectors of hospitality, tourism, education and manufacturing – and providing valuable work skills
- Creating vibrant towns and cities people want to live, work and plan in
- Supporting a stronger sense of connection to place for both residents and visitors by providing and promoting distinctive stories and experiences unique to a rohe
- Supporting recovery from unexpected shocks or disasters through supporting social cohesion and opportunities for people to share experiences
- Making your town or city an attractive place for tourists.²

² Creative New Zealand 'Arts and culture, part of your communities future'

Impact investment funding

The arts are a sector that can build the economy and revitalise communities.

With Council leading the way, there are real opportunities for other partners to use capital for creativity. Partners that value the arts, storytelling, creativity, art lovers, art collectors, and artists themselves are looking for opportunities to align their capital with their priorities.³

For businesses it is commercially beneficial; it can help reach new customers, enhance their brand and give them a competitive edge – but also provide a valuable source of creativity, inspiration and innovation.⁴

Pathways to support the arts through investments aren't always obvious. Yet the positive effects are profound. Investing in the creative economy isn't just about benefiting artists. A thriving arts scene often breathes life into communities by attracting new businesses, creating jobs, and drawing traffic. Creative Waikato encourages Council to build on this initiative and invest more - it's not only an investment in art, it's an investment in people.

We seek Council endorsement of the following:

Waikato Arts Navigator – Regional Arts Strategy

Background

Creative Waikato knows that the work we do has an impact in our region and beyond. This knowledge has been developed through the past 8 years, and is informed by our stakeholders, and our engagement in the community.

Creative Waikato has established connections with the 10 territorial authorities in the Waikato Region. This is further strengthened through the establishment of the Waikato Arts Navigator – a regional arts strategy that is strength-based and provides an understanding of the service provision within the arts and creative sector throughout the region.

Since 2020, Creative Waikato has been talking to Councils about opportunities to utilise arts solutions for post-covid recovery.

Waikato Arts Navigator – Regional Arts Strategy

The Waikato Arts Navigator (WAN) creates a shared framework, including a vision and strategy, for supporting and strengthening our arts and culture in the region. It guides planning and decision making.

In using WAN as our common strategy, we can all track in the same direction and cross-regional efforts will support, complement and strengthen one another.

The vision

The Waikato prospers with diverse and transformative creativity activity

Arts and creativity are integral to who we are as a dynamic, inclusive and transformative region. When arts and creativity is strong and visible, communities are strong and visible.

³ UpStart Co-Lab – Creativity, investment, impact - <https://www.upstartco-lab.org/research/>

⁴ 'Why invest in the arts' Creative Partnerships Australia - <https://creativepartnerships.gov.au/for-supporters-and-investors/why-invest-in-the-arts/>

Five threads of the Waikato Arts Navigator

The ultimate objective of WAN is to have all Councils in the region making decisions with the following outcomes in mind. The effect of this would be transformational for the Waikato.

CREATIVE WELLBEING	CREATIVE PROSPERITY	CREATIVE EXPERIENCES	CREATIVE EDUCATION	CREATIVE INNOVATION
Mental, physical & spiritual wellbeing	Creative economies	People experience local, national, international arts	Participatory art projects	Business partnerships
Positive collective & individual identities	Attract & retain residents	Community & cultural expression	Upskilling creative professionals	Informing local government decision making
Create, grow & strengthen communities	Tourism opportunities	Recreation & interaction	Community art classes & projects	Local problem solving
Inspired responses to challenges such as Covid-19	Positive national perceptions	Community engagement & connection	Youth development	Distinct local expression
Strengthened connection to place	Increased investment from regional & national funders	Local pride	Audience development	Creative export opportunities

Waikato Blueprint Themes alignment with Waikato Arts Navigator outcomes

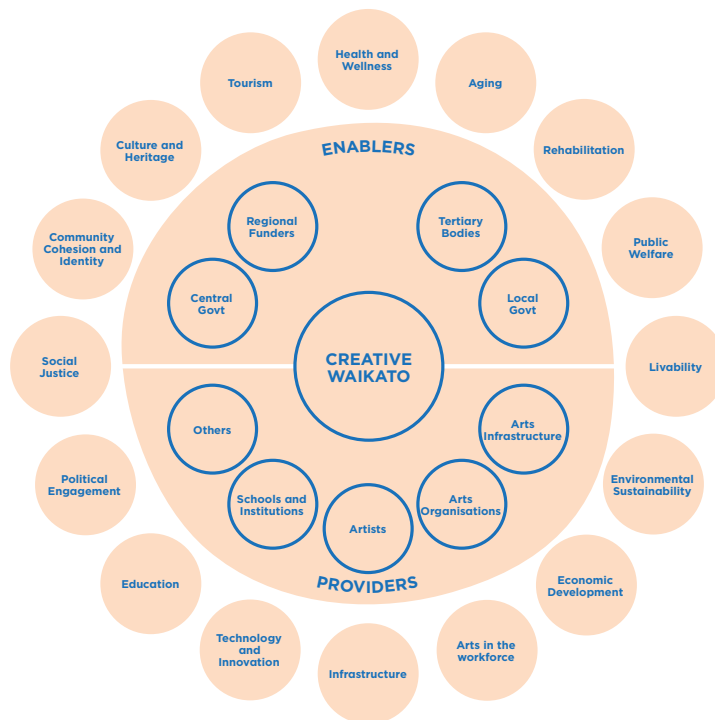
Waikato Blueprint themes		Waikato Arts Navigator outcomes
Identity	Create a world class Waikato River corridor identity and strengthen Raglan's local character.	Strengthened connection to place Tourism opportunities People experience local, national, international arts Community & cultural expression Community engagement and connection Local pride Business partnerships Distinct local expression
Nature	Protect and support enhancement of the natural environment with revegetated biodiversity links and clean waterways	Mental, physical & spiritual wellbeing Create, grow & strengthen communities Strengthened connection to place Recreation and interaction Local pride Local problem solving
Iwi	Build on the Joint Management Agreements and other agreements, celebrate Maaori culture, and promote the use of Te Reo	Mental, physical & spiritual wellbeing Positive collective and individual identities Create, grow & strengthen communities Strengthened connection to place

Waikato Blueprint themes	Waikato Arts Navigator outcomes	
		Positive national perceptions Community & cultural expression Community engagement & connection Local pride Informing local government decision-making Local problem solving Distinct local expression
Communities	Strengthen, enable and connect local communities and citizens, and support those most in need	Positive collective and individual identities Create, grow & strengthen communities Inspired responses to challenges such as Covid-19 Strengthened connection to place Creative economies Attract & retain residents People experience local, national, international arts Community & cultural expression Community engagement & connection Local pride Community art classes & projects Youth development Business partnerships Informing local government decision making Local problem solving Distinct local expression
Growth	Direct cohesive growth outcomes which support all community needs	Create, grow & strengthen communities Strengthened connection to place Creative economies Attract & retain residents Increased investment from regional & national funders Recreation & interaction Community engagement and connection Business partnerships Informing local decision making Local problem solving Distinct local expression
Economy	Support the rural and urban economy, and attract more visitors, entrepreneurs, and employment uses	Create, grow & strengthen communities Inspired responses to challenges such as Covid-19 Strengthened connection to place Creative economies Attract & retain residents Tourism opportunities Positive national perceptions Increased investment from regional & national funders Local pride Participatory art projects Business partnerships Local problem solving

Waikato Blueprint themes		Waikato Arts Navigator outcomes
		Creative export opportunities
Transport	Leverage value off accessibility, help those disadvantaged by a lack of transport options, prepare for future passenger rail	Create, grow & strengthen communities Increased investment from regional & national funders Recreation & interaction Community engagement and connection Business partnerships Informing local government decision making Local problem solving
Infrastructure	Develop and maintain efficient infrastructure that is environmentally clean and will serve the community well into the future	Positive collective & individual identities Create, grow & strengthen communities Strengthened connection to place Attract & retain residents Positive national perceptions Increased investment from regional & national funders Recreation and engagement Community engagement & connection Business partnerships Informing local government decision making Distinct local expression
Governance	Devolve some decision making, and engage more effectively at community and Hapuu level	Create, grow & strengthen communities Community & cultural expression Community engagement & connection Local pride Informing local government decision making Local problem solving Distinct local expression

Arts as part of our community ecosystem

The arts can be, and should be, embedded in all facets of our community. They feed into a broader understanding of the ecosystem in our community and place. When we collectively use arts-based approaches we move forward in an inclusive and engaging way.



It is important for local government, industry and sector leaders to see artists as a more embedded component within the rest of society. This encourages a collaborative space where the value of the artists in society can be better recognised and utilised. As part of this, it would include a diverse but interconnected ecosystem of arts infrastructure (both hard and soft) that would provide clear pathways for artists and community members at any stage of the journey.

Arts and culture – where are we now

By investing in the creative sector to deliver creative and cultural activities, local government can deliver long-term value to communities. We already know that the arts help improve New Zealand society, make us feel more confident and contribute positively to our economy.

As a region, we value the arts –

- 78% engaged with the arts by attending or participating in at least one art form in the past 12 months, similar to the national average of 80%
- 67% attended at least one arts event or location in the past 12 months, compared to 73% nationally
- 1 in 5 people have attended a Ngā toi Māori (Māori arts) even in the Waikato region in the past 12 months
- 56% agree the arts help create connection between different people in the community
- 47% agree the arts activities available in the Waikato give young people an opportunity to express themselves
- 38% agree that the arts and culture are very or extremely important to the region's identity.⁵

There is no doubt that Covid-19 has had a significant impact on the arts and cultural sector. There was an increase in creative activity throughout the lockdown, but in-person participation (as audience, as performers, as members of groups, societies and classes) ceased, causing major challenges for arts organisations in the Waikato region.

Nationally, in the arts and creative sector, for the 12 month period to March 2021 –

- Sector employment is forecast to decline by 11.7% versus 9.8% across the New Zealand economy
- Sector GDP is forecast to decline by 16.4% versus 8% across the New Zealand economy. This decline is driven by decreased household incomes and tourism spending, and changes in audience behaviours
- About 1/3 of workers are self-employed and many work part-time. Two key sources of secondary employment for creatives – hospitality and construction – will be the hardest hit sectors.

A 10-year outlook

WAN provides an aspirational vision to see our region become a place with a vibrant arts and cultural sector that thrives with diverse and transformative creative activity. This means that there is the ongoing sustainable development of a wide range of artistic and cultural activities. The arts are valued and celebrated in our communities with robust and flourishing pathways from participation and audience engagement, training and capability development through a range of practical activities culminating in having a sector of creative professionals whose careers are able to live and thrive.

'The most defining aspect of the next age is that it is a creative age – the world will be shaped by creatively minded citizens developing creative processes and ideas'⁶

A strategic framework with a long-term view point, recognises that transformational change takes time. There are many elements that must coincide to enable such transformation – hard and soft infrastructure, arts activity, regeneration, supporting artists and arts organisations, valuing creativity and creative thinking. Proactive collaboration and strong advocacy from Councils and other leadership

⁵ Momentum Waikato—Waikato Vital Signs 2020 'Culture and Arts' report (other ref Creative New Zealand, 'New Zealanders and the Arts 2017')

⁶ Gardiner, R 'The Future of New Zealand is creative', <https://brownbread.co.nz/the-good-stuff/issue-1/rob-sue-gardiner>

organisations such as philanthropic funders, tertiary organisations, regional leadership organisations, Iwi and other regional networks will inevitably empower the broader community to work towards a common vision.

There is an opportunity to continue to make this change with a strategy that is forward in its intent but localised in its action.

Long-term focus areas

Embedding arts and creativity

The extent to which our communities can see the arts in their places and spaces, in the activity around them and in the interactions with others, is a reflection of how embedded the arts and creativity is in their community.

The arts can have a transformative effect in how people see themselves and the world. It contributes hugely to overall wellbeing as well as creating employment. By embedding the arts in our soft infrastructure (people and services) and hard infrastructure (physical assets) we will really start to see transformation.

Ongoing sustainable investment

Investment in the arts is an investment in communities. Investment over an extended period of time allows for a more strategic consideration of how this can be used – to have broader visions for activity because there is more time to plan, opportunity to collaborate with both the arts and cultural sector and wider communities because there is more time and scope to create meaningful relationships.

Collaboration to foster and grow creative activity

To strengthen and grow creative activity, a collaborative approach recognises that all sectors make an important contribution to the cultural wellbeing of our region. These partners form part of an interconnected eco-system that can support a regeneration of ideas, cultivate new connections and realise transformative ideas.

Supporting artistic pathways through capability building

Supporting artists and arts organisations, with capability building, ensures the arts are valued and celebrated in our communities.

With robust and flourishing pathways - from participation and audience engagement, to training and capability development through to a range of practical activities, we will have a sector of creative professionals whose careers are able to thrive.

Recent Creative Waikato initiatives

Elevate programme

Previously known as the PACE (Pathways to Arts and Cultural Employment) Scheme, Creative Waikato secured a two-year pilot programme, now known as 'Elevate', from the Ministry of Social Development. This programme is to support people in the creative arts sector to find or retain creative careers. Participants will be supported to develop business skills and knowledge that will help them to sustain a career in the creative sector. The initial target will be 120 participants (Waikato region) per year for two years.

Huber Social

Creative Waikato is currently working with Huber Social, a social impact agency, to conduct a social impact investigation into the Impact of Arts, Culture and Creativity on our region's wellbeing. The project consists of two distinct parts -

- Regional measurement – a collective, data-driven approach to demonstrate the impact of the arts, providing evidence of impact of arts, culture and creativity on the wellbeing of Waikato people
- Community toolkit – production of an arts-focused community toolkit to build capability in the sector regionally, empowering and enabling community organisations to understand and articulate the impact of the work they do from a wellbeing perspective.

Engagement with Waikato District Council

In August 2020, Creative Waikato gave a presentation to Council which shared the Waikato Arts Navigator framework. We also discussed how Council could provide 'arts solutions for post-covid recovery'.

Having now developed a vision and strategy to support that framework, we look forward to working with Council to develop a localised response in the form of an Arts Action Plan for the Waikato District.

Working with Council – next steps

WAN investment

Creative Waikato requests commitment through the next LTP cycle of \$10,000 per annum investment for development of an Arts Action Plan and further engagement and connection with the Waikato District Council and community with regards to the implementation of the Waikato Arts Navigator.

Arts Action Plan

The purpose of developing an Arts Action Plan, is to help focus Councils' efforts, using the five threads in the WAN to create a common language and purpose that can be used across many areas to align direction and decision-making.

It will also be useful for communities to see themselves in the plan and how the outcomes will affect them.

The Action Plan will help prioritise goals and measurements for how the outcomes in the strategy will be achieved pertinent to what is deemed important within each community. Creative Waikato looks forward to working with Waikato District Council to develop your own Arts Action Plan.

**Submission to Waipā District Council
Long Term Plan 2021**

Creative Waikato:

Thank you for the opportunity to submit to the Waipā District 10 Year Plan.

Key points – Creative Waikato

- Supports opportunities that enable communities to thrive, engage with the district and improve wellbeing.
- Seeks endorsement of the Waikato Arts Navigator strategy (strategy attached) and a commitment to work with Creative Waikato on developing an Arts Action Plan for the Waipā district
- Seeks commitment of \$10,000 per annum (for the next 3 years) to develop an Arts Action Plan and ongoing engagement in the implementation of the Waikato Arts Navigator.

Introduction

We commend Council in its vision, 'Waipā: Home of Champions: Building Connected Communities' and support your community outcomes of 'socially resilient', 'cultural champions' 'environmental champions' and 'economically progressive', which are strong foundations moving forward into the future.

We also acknowledge your external strategy priorities and focus for the next three years –

- Creating vibrant communities
- Nurturing and respecting our unique culture and heritage
- Effectively planning and providing for growing communities
- Preparing for climate change
- Leading the recovery of Waipā

More detailed responses on specific projects are outlined below.

Pirongia - Ngā Roto - Te Awamutu cycling connection

We support Option 2: Off road alignment, via Macky Access. We agree that the wellbeing aspects of option two far outweigh options one and three. We also think it's important that cyclists can enjoy the environment and experience cultural and heritage sites.

Lake Te Koo Utu

We support Option 2: Full implementation of the Lake Te Koo Utu concept plan. We commend Council on partnering with mana whenua to acknowledge and share their connection to Lake Te Koo Utu. We also support improving the water quality of the lake and enhancing the biodiversity of the lake and its surrounds.

Memorial Park

We support Option 2: Full implementation of the Memorial Park concept plan, which would improve the overall experience for visitors to the park, enable heritage maintenance and vegetation management and acknowledge the significance of the park to mana whenua.

Parks and recreation spaces can –

- Be a gathering place for community events
- Celebrate and create connections with sites of significance
- Enable or support storytelling and interpretation of place and communities
- Engage civic dialogue
- Attract attention, and;
- Provide economic benefit.

We commend Council on its vision, in particular inclusion of cultural and heritage sites, acknowledging mana whenua and taking a strategic approach to your infrastructural and community projects for the years ahead.

Artists and creative practitioners are particularly skilled in designing and delivering innovative and strategic solutions, and we would encourage Council to look at ways to involve the arts community in the implementation of its recreation spaces.

Other planned infrastructure projects

Creative Waikato also acknowledges other projects planned over the next ten years including –

- Playgrounds – arts can have an integral role in the design of these playgrounds. By incorporating local history or other elements that represent your community, they can become an asset that is truly unique. They can also enhance public appreciation of arts and connect artists with communities
- Community facilities - Libraries and Museums are integral assets for communities, they act as community catalysts. Both institutions promote continuing education and lifelong learning. Libraries and Museums can revitalise communities, act as a safe haven for community members, and also as a resource for individuals of all backgrounds and ethnicities.¹ We commend Council for spending funds to support construction of the Cambridge Museum, designating funds towards the design and build of Te Ara Wai and for streetscape improvements in the surrounding area. We also commend the recent move towards the Cambridge Town Hall as being activated and strengthened through a community trust, but also want to remind of the importance of continued investment in this space, and activities within it, as a contribution to the sustainability and success of this community asset.

It's positive to see investments in these areas. These are important amenities for arts, culture and community connectedness. These investments will also help to ensure they enhance the wellbeing of residents and visitors.

In planning for these community amenities we would encourage Council to consider -

- How to ensure these community facilities include spaces that are accessible to artists and community-based arts groups, and where they can make and show their work to audiences
- Continuing to work with mana whenua to identify how these facilities can grow the broader public's understanding of and engagement with local stories and histories, mātauranga Māori and te reo Māori
- How to work with local artists and practitioners to create a strong sense of cultural identity

¹ Rosales, R 'Museums and libraries work hand in hand' <http://publiclibrariesonline.org/2017/02/museums-and-libraries-work-hand-in-hand/>

Te Ara Wai Museum

Although this project has been delayed a few years, we believe it will be a hugely significant asset for the district and region. Providing for -

- exhibition spaces and interactive zones that tell unique Waipā stories
- spaces to showcase your community's precious and unique collection of taonga
- stories which connect to actual sites of significance in your district
- more research services for the community, and;
- a hub for school and education programmes.²

We commend Council for appointing Mātauranga Maori experts to the governance panel of this project, who will provide crucial input into the planning stages. We also commend Council on the establishment of Te Ara Wai journeys, a beautiful and interactive way to tell stories of the district.

The benefits of investing in arts and culture – wellbeing outcomes

The arts community are uniquely positioned to deliver outcomes across social, cultural, economic and environmental wellbeing. Providing residents and visitors can benefit many aspects of their wellbeing.

Cultural

- Enabling diverse communities to express and celebrate their cultural identity
- Helping communities to understand and accept cultural differences
- Supporting the revitalisation of Te Reo Māori and Te Ao Māori
- Growing knowledge and value of the stories, values and places of importance to mana whenua
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- Creating spaces and places that people value and want to care for
- Addressing and growing understanding of complex environmental issues
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² Te Ara Wai - <https://www.waipadc.govt.nz/your-waipā/enjoy-waipā/te-ara-wai>

- Supporting recovery from unexpected shocks or disasters through supporting social cohesion and opportunities for people to share experiences
- Making your town or city an attractive place for tourists.³

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Since 2020, Creative Waikato has been talking to Councils about opportunities to utilise arts solutions for post-covid recovery.

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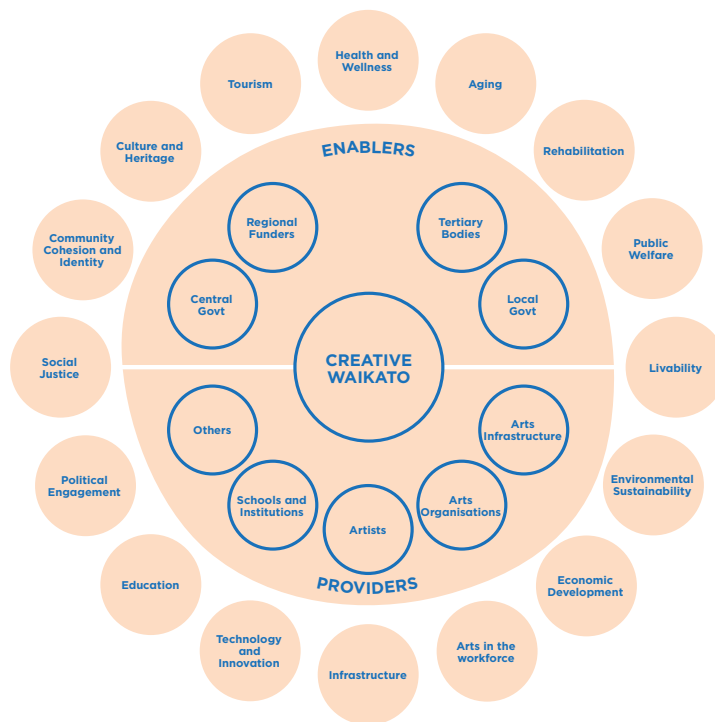
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Create, grow & strengthen communities	Tourism opportunities	Recreation & interaction	Community art classes & projects	Local problem solving
Inspired responses to challenges such as Covid-19	Positive national perceptions	Community engagement & connection	Youth development	Distinct local expression
Strengthened connection to place	Increased investment from regional & national funders	Local pride	Audience development	Creative export opportunities

Arts as part of our community ecosystem

The arts can be, and should be, embedded in all facets of our community. They feed into a broader understanding of the ecosystem in our community and place. When we collectively use arts-based approaches we move forward in an inclusive and engaging way.



It is important for local government, industry and sector leaders to see artists as a more embedded component within the rest of society. This encourages a collaborative space where the value of the artists in society can be better recognised and utilised. As part of this, it would include a diverse but interconnected ecosystem of arts infrastructure (both hard and soft) that would provide clear pathways for artists and community members at any stage of the journey.

Arts and culture – where are we now

By investing in the creative sector to deliver creative and cultural activities, local government can deliver long-term value to communities. We already know that the arts help improve New Zealand society, make us feel more confident and contribute positively to our economy.

As a region, we value the arts –

- 78% engaged with the arts by attending or participating in at least one art form in the past 12 months, similar to the national average of 80%
- 67% attended at least one arts event or location in the past 12 months, compared to 73% nationally
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A 10-year outlook

WAN provides an aspirational vision to see our region become a place with a vibrant arts and cultural sector that thrives with diverse and transformative creative activity. This means that there is the ongoing sustainable development of a wide range of artistic and cultural activities. The arts are valued and celebrated in our communities with robust and flourishing pathways from participation and audience engagement, training and capability development through a range of practical activities culminating in having a sector of creative professionals whose careers are able to live and thrive.

'The most defining aspect of the next age is that it is a creative age – the world will be shaped by creatively minded citizens developing creative processes and ideas'⁷

A strategic framework with a long-term view point, recognises that transformational change takes time. There are many elements that must coincide to enable such transformation – hard and soft

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infrastructure, arts activity, regeneration, supporting artists and arts organisations, valuing creativity and creative thinking. Proactive collaboration and strong advocacy from Councils and other leadership organisations such as philanthropic funders, tertiary organisations, regional leadership organisations, Iwi and other regional networks will inevitably empower the broader community to work towards a common vision.

There is an opportunity to continue to make this change with a strategy that is forward in its intent but localised in its action.

Long-term focus areas

Embedding arts and creativity

The extent to which our communities can see the arts in their places and spaces, in the activity around them and in the interactions with others, is a reflection of how embedded the arts and creativity is in their community.

The arts can have a transformative effect in how people see themselves and the world. It contributes hugely to overall wellbeing as well as creating employment. By embedding the arts in our soft infrastructure (people and services) and hard infrastructure (physical assets) we will really start to see transformation.

Ongoing sustainable investment

Investment in the arts is an investment in communities. Investment over an extended period of time allows for a more strategic consideration of how this can be used – to have broader visions for activity because there is more time to plan, opportunity to collaborate with both the arts and cultural sector and wider communities because there is more time and scope to create meaningful relationships.

Collaboration to foster and grow creative activity

To strengthen and grow creative activity, a collaborative approach recognises that all sectors make an important contribution to the cultural wellbeing of our region. These partners form part of an interconnected eco-system that can support a regeneration of ideas, cultivate new connections and realise transformative ideas.

Supporting artistic pathways through capability building

Supporting artists and arts organisations, with capability building, ensures the arts are valued and celebrated in our communities.

With robust and flourishing pathways - from participation and audience engagement, to training and capability development through to a range of practical activities, we will have a sector of creative professionals whose careers are able to thrive.

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Creative Waikato is currently working with Huber Social, a social impact agency, to conduct a social impact investigation into the Impact of Arts, Culture and Creativity on our region's wellbeing. The project consists to two distinct parts -

- Regional measurement – a collective, data-driven approach to demonstrate the impact of the arts, providing evidence of impact of arts, culture and creativity on the wellbeing of Waikato people
- Community toolkit – production of an arts-focused community toolkit to build capability in the sector regionally, empowering and enabling community organisations to understand and articulate the impact of the work they do from a wellbeing perspective.

Engagement with Waipā District Council

In September 2020, Creative Waikato gave a presentation to Council (via Zoom) which introduced the Waikato Arts Navigator framework. We also discussed how Council could provide 'arts solutions for post-covid recovery'.

Having now developed a vision and strategy to support that framework, we look forward to working with Council to develop a localised response in the form of an Arts Action Plan for the Waipā District.

Working with Council – next steps

WAN investment

Creative Waikato requests commitment through the next LTP cycle of \$10,000 per annum investment for development of an Arts Action Plan and further engagement and connection with the Waipā Council and community with regards to the implementation of the Waikato Arts Navigator.

Arts Action Plan

The purpose of developing an Arts Action Plan, is to help focus Councils' efforts, using the five threads in the WAN to create a common language and purpose that can be used across many areas to align direction and decision-making.

It will also be useful for communities to see themselves in the plan and how the outcomes will affect them.

The Action Plan will help prioritise goals and measurements for how the outcomes in the strategy will be achieved pertinent to what is deemed important within each community. Creative Waikato looks forward to working with Waipā District Council to develop your own Arts Action Plan.

Creative Waikato:

Thank you for the opportunity to submit to the Waitomo District 10 Year Plan.

Key points – Creative Waikato

- Supports opportunities that enable communities to thrive, engage with the district and improve wellbeing.
- Seeks endorsement of the Waikato Arts Navigator strategy (strategy attached) and a commitment to work with Creative Waikato on developing an Arts Action Plan for the Waitomo district.
- Seeks commitment of \$10,000 per annum (for the next 3 years) to develop an Arts Action Plan and ongoing engagement in the implementation of the Waikato Arts Navigator.

Introduction

We commend Council in its vision, 'Waitomo – a vibrant district'

We also acknowledge your priorities for the next three years –

- Provide value for money
- Support our communities
- Enabling a thriving community

Which are underpinned by your community outcomes of – a prosperous district, a district for people, a district that cares for its environment and a district that works with you.

More detailed responses on specific areas are outlined below.

District Plan Review

We agree that a District Plan is a fundamental document for place making and place shaping as well as enabling sustainable economic development and achieving the vision for your district. Promoting the sustainable management of natural and physical resources as well as protecting cultural and historic heritage, landscapes and natural features are also core features of a District Plan.

Reserve Management Planning and Town Concept Plans are integral for developing an overall design and vision for development. Artists and creative practitioners are particularly skilled in designing and delivering innovative, strategic and cost-effective solutions, and we encourage the Council to look at ways to involve the arts community in the developing these strategic projects.

Other projects planned over the next 10 years

- Parks and Recreation: establish a Motakiora/Brook Park Development Plan in Year 3 [\$50,000]
- Investigate options for the Marokopa Holiday Park
- Improve playgrounds with \$33,000 included for Year 4 for the Mokau Playground
- Ongoing minor renewals at the Waitomo District Library building

Arts can have an integral role, particularly in the planning and design of playgrounds. By incorporating local history or other elements that represent your community, they can become an asset that is truly unique. They can also enhance public appreciation of arts and connect artists with communities.

We would encourage Council to involve artists and creative practitioners in any improvements where appropriate and in the design phase of any future playgrounds. This will provide an interactive and engaging experience for the community.

Waitomo District Library

Libraries are seen to be neutral and safe places that already attract high foot traffic and are often located in the centre of a suburb or community. They are a key vehicle through which Councils can support the social, cultural, economic, and environmental wellbeing of their diverse communities.

In looking at any minor renewals or future improvements for the library, we would encourage Council to consider:

- How the library can include spaces that are accessible to artists and community- based arts groups, where they can make and show their work to audiences
- If there's an opportunity to work with mana whenua to identify how the library can grow the broader public's understanding of and engagement with local stories and histories, mātauranga Māori and te reo Māori
- How to work with local artists and practitioners to create a strong sense of cultural identity integrating history and Māori, Pasifika and other communities into the design.

Links to other initiatives

Vibrant Safe Waitomo

We acknowledge the Vibrant Safe Waitomo Strategy in being a community led collaboration that provides leadership and direction, with everyone working in partnership to create a safer community for all.

In alignment with the Kotahitanga/Connected Leadership theme, Creative Waikato looks forward to working together with Council and offers to become a partner to help enable arts and cultural outcomes in the Waitomo District.

We commend Council on the success of the inaugural Maniapoto Arts Festival, a collaborative exhibition which involved local artists, youth and other key community groups and stakeholders. A successful initiative which demonstrated strong cultural, social and economic outcomes for the community and visitors.

Te Ara Tika

The new pedestrian bridge 'Te Ara Tika' will provide historical stories and connections to Te Kuiti's waterways, coastal relationships and kaitiakitanga. We commend Council for recognising the role art has in being embedded in its key infrastructure projects. The distinctive weaving patterns will provide an increased knowledge of the rich history of Te Kuiti, its people, landscape and its contributing area.

The benefits of investing in arts and culture – wellbeing outcomes

The arts community are uniquely positioned to deliver outcomes across social, cultural, economic and environmental wellbeing. Providing residents and visitors can benefit many aspects of their wellbeing.

Cultural

- Enabling diverse communities to express and celebrate their cultural identity
- Helping communities to understand and accept cultural differences
- Supporting the revitalisation of Te Reo Māori and Te Ao Māori
- Growing knowledge and value of the stories, values and places of importance to mana whenua
- Increasing understanding of Pasifika communities and Aotearoa's place in the Pacific

Environmental

- Creating spaces and places that people value and want to care for
- Addressing and growing understanding of complex environmental issues
- Building communities' connection to the whenua
- Creating a sense of place, belonging and civic pride

Social

- Creating a sense of belonging, connectedness and greater understanding between communities
- Supporting good physical and mental health outcomes
- Enhancing a community's ability to deal with social challenges
- Growing people's knowledge and providing opportunities to learn

Economic

- Creating jobs and opportunities for local businesses – artists and arts organisations, and the aligned sectors of hospitality, tourism, education and manufacturing – and providing valuable work skills
- Creating vibrant towns and cities people want to live, work and plan in
- Supporting a stronger sense of connection to place for both residents and visitors by providing and promoting distinctive stories and experiences unique to a rohe
- Supporting recovery from unexpected shocks or disasters through supporting social cohesion and opportunities for people to share experiences
- Making your town or city an attractive place for tourists.¹

Impact investment funding

The arts are a sector that can build the economy and revitalise communities.

With Council leading the way, there are real opportunities for other partners to use capital for creativity. Partners that value the arts, storytelling, creativity, art lovers, art collectors, and artists themselves are looking for opportunities to align their capital with their priorities.²

For businesses it is commercially beneficial; it can help reach new customers, enhance their brand and give them a competitive edge – but also provide a valuable source of creativity, inspiration and innovation.³

Pathways to support the arts through investments aren't always obvious. Yet the positive effects are profound. Investing in the creative economy isn't just about benefiting artists. A thriving arts scene often breathes life into communities by attracting new businesses, creating jobs, and drawing traffic. Creative Waikato encourages Council to build on this initiative and invest more - it's not only an investment in art, it's an investment in people.

¹ Creative New Zealand 'Arts and culture, part of your communities future'

² UpStart Co-Lab – Creativity, investment, impact - <https://www.upstartco-lab.org/research/>

³ 'Why invest in the arts' Creative Partnerships Australia - <https://creativepartnerships.gov.au/for-supporters-and-investors/why-invest-in-the-arts/>

We seek Council endorsement of the following:

Waikato Arts Navigator – Regional Arts Strategy

Background

Creative Waikato knows that the work we do has an impact in our region and beyond. This knowledge has been developed through the past 8 years, and is informed by our stakeholders, and our engagement in the community.

Creative Waikato has established connections with the 10 territorial authorities in the Waikato Region. This is further strengthened through the establishment of the Waikato Arts Navigator – a regional arts strategy that is strength-based and provides an understanding of the service provision within the arts and creative sector throughout the region.

Since 2020, Creative Waikato has been talking to Councils about opportunities to utilise arts solutions for post-covid recovery.

Waikato Arts Navigator – Regional Arts Strategy

The Waikato Arts Navigator (WAN) creates a shared framework, including a vision and strategy, for supporting and strengthening our arts and culture in the region. It guides planning and decision making.

In using WAN as our common strategy, we can all track in the same direction and cross-regional efforts will support, complement and strengthen one another.

The vision

The Waikato prospers with diverse and transformative creativity activity

Arts and creativity are integral to who we are as a dynamic, inclusive and transformative region. When arts and creativity is strong and visible, communities are strong and visible.

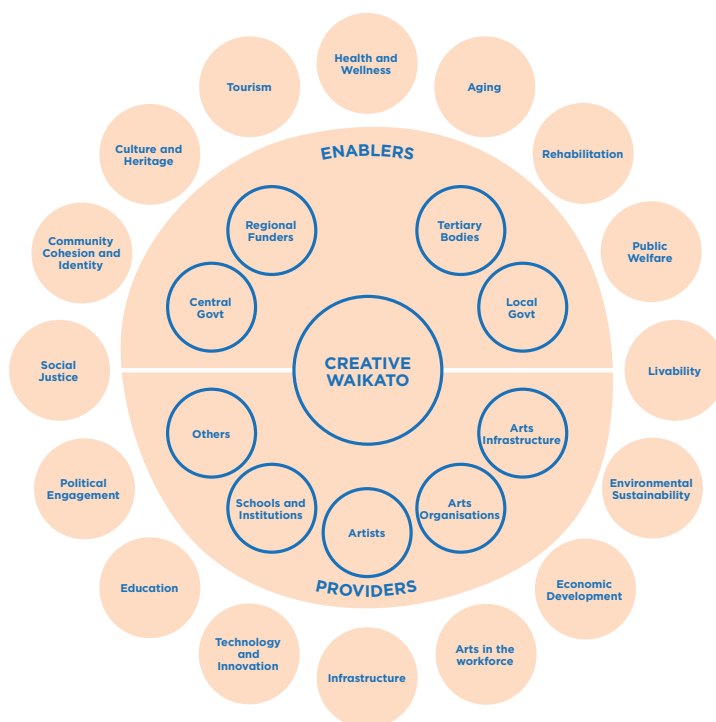
Five threads of the Waikato Arts Navigator

The ultimate objective of WAN is to have all Councils in the region making decisions with the following outcomes in mind. The effect of this would be transformational for the Waikato.

CREATIVE WELLBEING	CREATIVE PROSPERITY	CREATIVE EXPERIENCES	CREATIVE EDUCATION	CREATIVE INNOVATION
Mental, physical & spiritual wellbeing	Creative economies	People experience local, national, international arts	Participatory art projects	Business partnerships
Positive collective & individual identities	Attract & retain residents	Community & cultural expression	Upskilling creative professionals	Informing local government decision making
Create, grow & strengthen communities	Tourism opportunities	Recreation & interaction	Community art classes & projects	Local problem solving
Inspired responses to challenges such as Covid-19	Positive national perceptions	Community engagement & connection	Youth development	Distinct local expression
Strengthened connection to place	Increased investment from regional & national funders	Local pride	Audience development	Creative export opportunities

Arts as part of our community ecosystem

The arts can be, and should be, embedded in all facets of our community. They feed into a broader understanding of the ecosystem in our community and place. When we collectively use arts-based approaches we move forward in an inclusive and engaging way.



It is important for local government, industry and sector leaders to see artists as a more embedded component within the rest of society. This encourages a collaborative space where the value of the artists in society can be better recognised and utilised. As part of this, it would include a diverse but interconnected ecosystem of arts infrastructure (both hard and soft) that would provide clear pathways for artists and community members at any stage of the journey.

Arts and culture – where are we now

By investing in the creative sector to deliver creative and cultural activities, local government can deliver long-term value to communities. We already know that the arts help improve New Zealand society, make us feel more confident and contribute positively to our economy.

As a region, we value the arts –

- 78% engaged with the arts by attending or participating in at least one art form in the past 12 months, similar to the national average of 80%
- 67% attended at least one arts event or location in the past 12 months, compared to 73% nationally
- 1 in 5 people have attended a Ngā toi Māori (Māori arts) even in the Waikato region in the past 12 months
- 56% agree the arts help create connection between different people in the community
- 47% agree the arts activities available in the Waikato give young people an opportunity to express themselves
- 38% agree that the arts and culture are very or extremely important to the region's identity.⁴

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