

Briefing to Incoming Ministers

2023/2024



**Creative
Waikato
Toi Waikato**

Understanding the creative ecosystem	4
Health and Wellbeing	7
Economic Development	9
Arts in the workforce	11
Justice and Rehabilitation	13
Liveability and Regional Development	15
Tourism	17
Environmental Sustainability	19
Infrastructure	21
Technology and Innovation	22
Education	24
Community Cohesion and identity	26
Community Groups and Volunteers	28
Culture and Heritage	30
Arts, Culture, Creativity and Ngaa Toi Maaori	32
Who we are	34
Our vision	35
What does this mean?	36
What we can do for the Government, Ministers and Ministry?	37
Next steps	38
Key links	39

Arts, culture, creativity and ngaa toi Maaori helps to build resilient and diverse communities and improve our quality of life.

Great art and culture inspires learning, boosts our economy, enhances wellbeing, builds regional and national reputation, and more. The arts and creativity can also be used as ideal problem-solving tools to help us with major and ongoing challenges, aiding recovery and building resilience.

Arts and culture do not sit in isolation, and are woven through all facets of thriving societies. Collaborating with, and taking the leadership of Maaori is key to creating thriving communities. The embedding of arts, culture and creativity in all elements of government influence will add value and increase opportunity.

When arts and creativity is strong and visible, communities are strong and visible.

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

Understanding the creative ecosystem

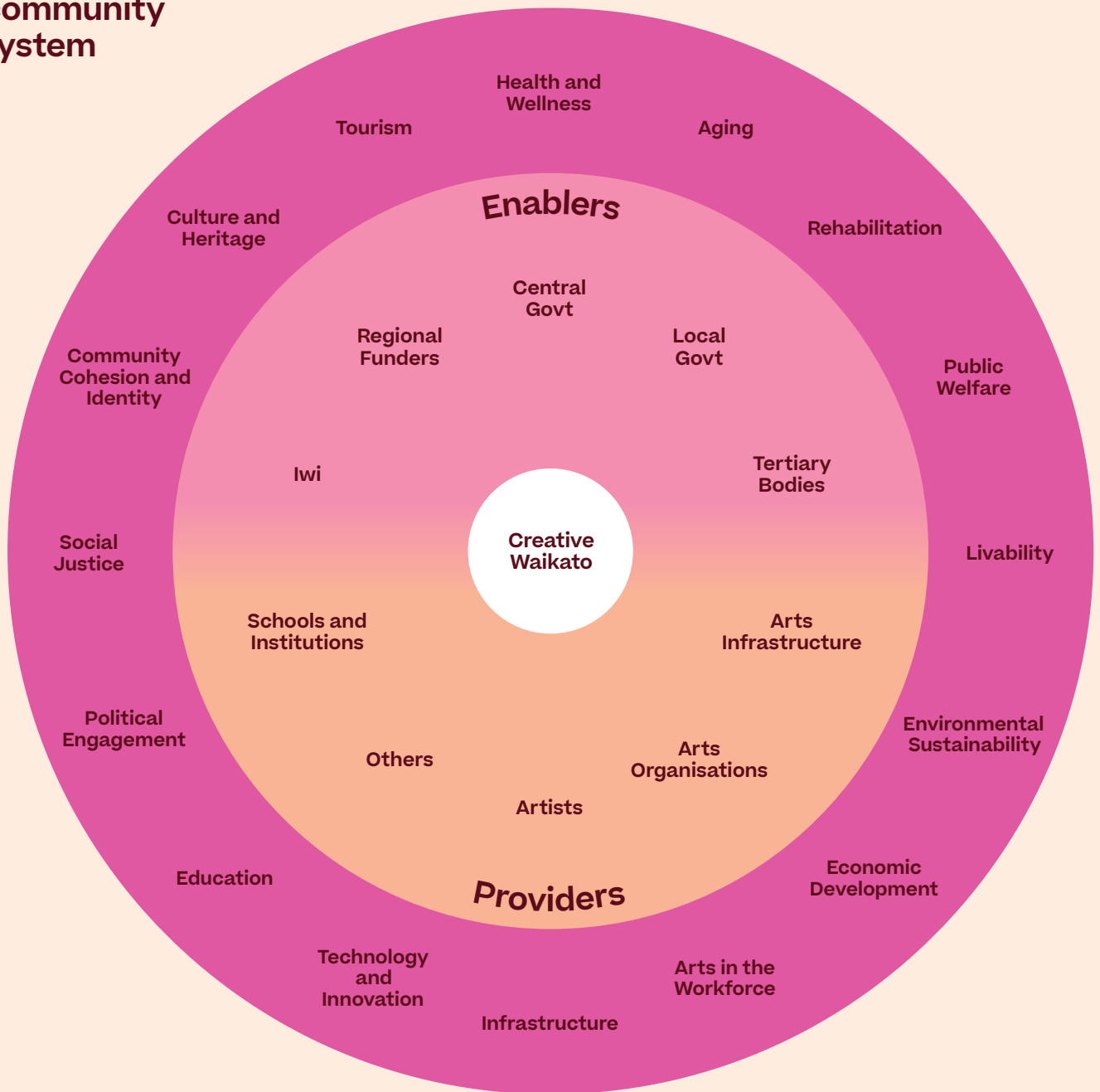
To achieve the broadest possible impact, it is beneficial to view the contribution of arts, culture and creativity as part of a system across all facets of central government activity.

This system-based approach acknowledges cross-sector opportunities to enable effective outcomes and deliver better public services. This ecosystem approach is fundamental to our regional arts strategy. We present this briefing by examining a range of discrete but interconnected elements which can be combined to create more significant impacts than the individual parts. We believe this approach, in partnership with

sector-informed regionalised delivery, can enable greater outcomes and efficiencies to better enable robust change in local communities.

Here we present a systems map that creates opportunities for positive government influence when working with regional partners. This provides a high-level scope for change, with an indication of intersections, and connections into other government systems and structures.

Arts as part of our community ecosystem



Health and Wellness
 Wellbeing for individuals
 Better care for each other
 Increased quality of life

Aging
 Physical and mental stimulation
 Entertainment
 Social interaction

Rehabilitation
 Purpose
 Self-care
 Social interaction
 Capability development

Public Welfare
 Community pride
 Mutual trust
 Safer and healthier communities

Livability
 Arts create vibrant cities
 Environmental impact
 Quality of life

Environmental Sustainability
 Education and innovation
 Advocating and driving awareness
 Communication

Economic Development
 Economic wellbeing
 Support services and impact
 Sustainable funding
 Workforce development

Arts in the Workforce
 Well-rounded workers who drive innovation
 Creative thinkers
 Effective communicators

Infrastructure
 Advocacy, communication, design, breaking down barriers
 Agriculture, food, transport, housing, planning and community development

Technology and Innovation
 Symbiotic relationship for creation and development
 Technology can be used to create and disseminate art

Education
 Arts are part of a well-rounded education
 Curiosity and exploration
 Important at all levels of education

Political Engagement
 Can encourage political engagement, voting, and activation

Social Justice
 Civic dialogue to discuss issues and policies
 Arts facilitate dialogue

Community Cohesion and Identity
 Binds people together through shared experience
 Creates common vision for the future
 Arts bring people together

Culture and Heritage
 Art activity
 Diversity/access/identity
 History and tradition

Tourism
 Economic impact
 Empathy between communities
 Arts for travel

Arts, culture and creativity is a public good. It is an enabler and indicator of a thriving society. Arts, culture and creativity is best understood not as discrete or siloed activity, but as something which is essential and intrinsic to all aspects of public life.

A cross-ministry, cross-sector approach will be of best benefit for achieving the goals of this government and the people it serves. The following sections explore some high-level themes throughout the system map with a brief discussion of the key opportunities for positive impact and innovative change.

This is matched with ministerial connections and example initiatives that could be supported through regionalised investment and activation.

Please note: This will outline a range of portfolios connected to our sector, and concludes with a specific arts, culture and creativity focus in summary.

Health and Wellbeing

Creativity is essential to community and individual wellbeing, and can be deployed in health treatments and settings.

There is a wealth of global evidence that reinforces the opportunity to shape better long-term outcomes through the inclusion of arts and creativity as a component of health treatment and recovery plans – this includes mental health.

Creative Wellbeing is a facet of holistic wellbeing, which embraces Maaori understandings of Hauora, as expressed in the Te Whare Tapa Whā model.¹ It can be a lens through which to address physical, mental and emotional, family and social and spiritual wellbeing, as well as the need to connect with the whenua.²

‘On average, Waikato residents who self-report having a high level of engagement with arts, culture and creativity have higher wellbeing than those who have little or no engagement. For all Waikato

residents, engagement with arts, culture and creativity has a positive relationship with overall wellbeing. The more often they attend, create or participate in artistic and cultural events, the higher their wellbeing is likely to be. This holds true regardless of engagement level or relationship with the creative sector.³

In Waikato, those who report being highly engaged with arts, culture and creativity have 5% higher overall wellbeing as compared to those with little or no engagement.⁴

Research has shown that recreational arts can support mental wellbeing. ‘Those who engaged in 100 or more hours/year of arts engagement (i.e. two or more hours/week) reported significantly better mental well-being than other levels of engagement.’⁵

1 Sir Mason Durie, ‘Te Whare Tapa Whā’, Mental Health Foundation <https://mentalhealth.org.nz/te-whare-tapa-wha>.

2 *ibid.*

3 Huber Social, ‘Wellbeing and Arts, Culture and Creativity in Waikato’ (Sydney: Huber Social, 2022), p.3, <https://creativewaikato.co.nz/advocacy/researchandreports>.

4 Huber Social, Wellbeing and Arts, Culture and Creativity in Waikato, p.22.

5 Christina Davies, Matthew Knuiman & Michael Rosenberg, ‘The art of being mentally healthy: a study to quantify the relationship between recreational arts engagement and mental well-being in the general population, BMC Public Health, vol.16, <https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-015-2672-7>.

40%

of New Zealanders say that the arts are important to their wellbeing.⁶

26%

shared that the arts have become more important to their personal wellbeing since Covid-19 arrived in Aotearoa.⁷

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Health

Minister of Mental Health

Minister of Māori Development

Minister for Social Investment

SUGGESTED ACTIVITY FOR 2024-2025

Support the inclusion of diverse art, culture and creativity in therapeutic settings. For example, by implementing an 'Arts-on-prescription' trial programme.⁸

Invest in creativity-informed mental health programmes in local communities

Invest in locally-based creative spaces to support access and engagement

Community-based artist-in-residence initiatives to encourage positive community outcomes through creative activity (see Whiria Te Tāngata).⁹

6 Creative New Zealand, 'New Zealanders and the Arts 2020', <https://creativenz.govt.nz/development-and-resources/new-zealanders-and-the-arts----ko-aotearoa-me-ona-toi>, p.10.

7 <https://creativenz.govt.nz/development-and-resources/new-zealanders-and-the-arts----ko-aotearoa-me-ona-toi>, p.10.

8 Michelle Langstone, Arts and Minds: the case for art as prescription medicine', <https://www.ensemblemagazine.co.nz/articles/art-and-minds-the-case-for-art-as-prescription-medicine>

9 Creative Waikato, 'You're going to want to hear about Whiria te Tangata', <https://creativewaikato.co.nz/news/youre-going-to-want-to-hear-about-whiria-te-tangata>

Economic Development

The arts, culture and creative ecosystem makes positive contributions to the prosperity of the region, and the country.

As well as generating income for people working in the arts, the creative sector creates tourism opportunities, supports innovation and collaboration, and can be engaged to promote towns and the region.

A thriving creative sector also contributes to hospitality industries, information economies and digital export. Supporting regions to develop strong arts, culture and creative presentations can become growth opportunities in the emerging 'experience economy'.¹⁰ An emergent experience economy in local communities has the potential to

transform opportunities as tourism flourishes both from national and international engagement. The number of people employed in the arts is growing. Nationally, there are more than 115,000 people whose primary employment is in the arts and creativity.¹¹ New Zealand's arts and creative sector contributes \$14.9 billion to New Zealand's GDP.¹²

¹⁰ B. Joseph Pine II and James H. Gilmore, 'Welcome to the Experience Economy', Harvard Business Review (1998) <https://hbr.org/1998/07/welcome-to-the-experience-economy>.

¹¹ Ministry for Culture and Heritage, Manatū Taonga, 'Arts and creative sector economic profiles 2022', <https://mch.govt.nz/arts-and-creative-sector-economic-profiles-2022>.

¹² Ibid.

The creative sector includes many different kinds of work, including: visual arts, architecture, advertising, design, fashion, games, media, music, performing arts, photography, publishing, screen, and software.¹³

There are 35,955 businesses in the arts and creative sector.¹⁴ There are 6,974 creatives employed in the Waikato region.¹⁵

Nationally, the Arts Sector has 11,641 self-employed workers – accounting for 42% of the sector’s workforce and more than double the total NZ self-employment rate (16.2%).¹⁶

In the Waikato region, 94% of creative professionals participating in the gig economy find it difficult to secure loans for things like mortgages.¹⁷

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Social Development and Employment

Minister of Local Government

Minister of Tourism and Hospitality

Minister of Economic Development

Minister of Regional Development

Minister of Māori Development

Minister of Science, Innovation and Technology

SUGGESTED ACTIVITY FOR 2024-2025

Support further development and delivery of the Creative Careers Service Programmes¹⁸ (MSD/MCH) and providers which build business capability for creatives (For Creative Waikato this is our ‘Elevate’ initiative).¹⁹

Invest in local events and organisations that will encourage tourism and local spending (Create a Regional Arts Event Fund).

Engage artists and creatives in the design of civic spaces and new developments, in order to contribute to a unique sense of place, increase liveability, and attract and retain residents. (Provincial Growth Fund contributions).²⁰

Target funding and development support to start-up creative businesses (A targeted fund with Callaghan Innovation).²¹

Support public education and accessibility to local and national arts experiences.

Support arts and creativity training programmes that support people to move into the industry and develop workforce pathways.

¹³ See <https://wecreate.org.nz/> for more information.

¹⁴ Ibid.

¹⁵ Ministry for Culture and Heritage, Manatū Taonga, ‘Arts and Creative Sector Profile 2022 Infometrics report summary’, <https://mch.govt.nz/sites/default/files/infometrics-report-summary-2022.pdf>.

¹⁶ The Big Idea, ‘EXCLUSIVE: Arts & Creativity \$14.9 Billion Sector’, (2023) <https://thebigidea.nz/stories/exclusive-new-data-shows-arts-creative-sector-economic-impact#:~:text=There%20are%20more%20than%20115%2C000,the%20Arts%20and%20Creative%20Sector>

¹⁷ Kantar Public, ‘Creative New Zealand on Air, A Profile of Creative Professionals’ (2022), p. 7.

¹⁸ Work and Income | Te Hiranga Tangata, ‘Creative Careers’ (2023) <https://www.workandincome.govt.nz/work/training-and-work-experience/creative-careers.html>.

¹⁹ Creative Waikato, ‘Elevate Creative Careers Programme’, <https://creativewaikato.co.nz/workshop/elevate-programme>.

²⁰ Regional Economic Development and Investment Unit | Kānoa, ‘The Provincial Growth Fund’, <https://www.growregions.govt.nz/established-funds/what-we-have-funded/the-provincial-growth-fund/>.

²¹ Callaghan Innovation | Te Pokapū Auaha, ‘Transform Your Inspiration into Impact’, <https://www.callaghaninnovation.govt.nz/>.

Arts in the workforce

Arts, culture and creativity is essential to a thriving wider workforce. Creativity is a driver for innovation, is a feature of emerging business research and is a vital skill set for many future-focussed employers.

Creativity is embedded in modern technology, it is a way we invent new opportunities, ideas and possibilities. It is also a key tool for sharing stories, solving problems, and expressing ideas.

When creativity is woven into workplaces, employees are happier and more productive. Workplace creativity contributes to employees who are more engaged, which contributes to satisfaction, quality of work, and deliverable outcomes.

Waikato residents who have jobs that require creative thinking or problem solving are more likely to have a higher level of satisfaction with their work.²²

Increasingly, organisations are needing to report on Environmental, Social and Governance measures (ESG's) within their work. Arts, Culture and Creativity can contribute to social wellbeing, by enabling cultural wellbeing.

Art activities in the workplace can have notable positive effects on the wellbeing of the staff. The effects exist over a wide range of measures, from brief moments of refreshment to longer-term impact.²³

And the worlds of creativity in the workplace is being explored by researchers in the field of business, innovation, wellbeing, education, neuroscience, psychology, leadership, and more. It is also being talked about by business sources like Forbes, Harvard Business Review, Deloitte, McKinsey and Entrepreneur.

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Economic Development

Minister of Finance

Minister of Social Development and Employment

Minister of Regional Development

Minister of Māori Development

Minister of Science, Innovation and Technology

SUGGESTED ACTIVITY FOR 2024-2025

See creativity as part of Corporate Social Responsibility (CSR) and Health & Safety (H&S) plans. This will nurture the wellbeing of employees, and generate innovative output for businesses.

Support the development and delivery of creative workplace wellbeing initiatives such as **Creativity Everyday**, which support creative problem solving, innovation and wellbeing.²⁴

Include focus around creativity in workforce and population research (explore benefits of workplace creativity in a long-term productivity and innovation shift).

Support the creation of workplace artist-in-residence programmes where a non-arts business includes an artist (in-residence) as part of their wider team.

22 Huber Social, Wellbeing and Arts, Culture and Creativity in Waikato (Sydney: Huber Social, 2022), p.41, <https://creativewaikato.co.nz/advocacy/researchandreports>.

23 Heli Ansio, Pia Houni, Piia Seppälä and Jarno Turunen, 'Arts Enhances Well-being at Work', (Finland: Arts Equal, 2017), https://sites.uniarts.fi/documents/14230/0/PB_Arts+enhances+well-being+at+work/51fc5258-4ca6-4866-bd21-ccca5c3946a5/.

24 Creative Waikato, 'Creativity Everyday', <https://creativewaikato.co.nz/creativityeveryday>.

Justice and Rehabilitation

‘The arts and creative expression can be a powerful tool in supporting the rehabilitation process of prisoners and their re-integration back into the community on release.’²⁵

Arts, culture and creativity can be engaged to help to build community belonging, and offer purpose and alternative pathways for at-risk people. Inclusion of arts, culture and creativity based initiatives into preventative spaces (particularly with children and young people) can potentially help to reduce instances of future need and help to encourage positive social engagement.

²⁵ Arts Access Aotearoa, ‘About Arts in Corrections’, <https://artsaccess.org.nz/arts%20in%20corrections>; for more information, see Arts Access Aotearoa, ‘The Benefits of Arts in Corrections: Literature Review’, (2021) https://cdn.fld.nz/uploads/sites/artsaccess/files/images/1_2021/Files/AiC_Literature_Review_August_2021_FINAL.pdf.

International research shows a correlation between arts experiences and increased academic achievement for youth from lower socioeconomic backgrounds. ‘Teenagers and young adults of low socio-economic status (SES) who have a history of in-depth arts involvement show better academic outcomes than do low-SES youth who have less arts involvement. They earn better grades and demonstrate higher rates of college enrollment and attainment.’²⁶

Music programmes can enhance the quality of life for those in prison, reduce the rate of recidivism and help with transition back to the community.²⁷

Community art places can help improve public safety by offering safe, constructive activities for at-risk youth.²⁸

The Department of Corrections’ Hōkai Rangi Strategy identifies that “safety, containment and risk management are prioritised at the expense of kaupapa Māori, tikanga Māori and oranga”, and that “not all people in our care and management receive the rehabilitation they require prior to release”.²⁹ Creative interventions can include tikanga and kaupapa Māori, and so increase a sense of identity and community belonging.³⁰

In evaluation of an Aotearoa arts intervention in 2016, The Looking Glass Prison Theatre Project, prisoners shared ‘about connecting with everyone in the circle; stepping out of their comfort zone; gaining confidence and a sense of achievement; and seeing creative possibilities both within and outside the prison.’³¹

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Local Government

Minister of Social Development and Employment

Minister of Corrections

Minister of Justice

Minister for Youth

SUGGESTED ACTIVITY FOR 2024-2025

Invest in locally run community-based arts/music programmes for NEET youth, offering positive pathways, building community cohesion and purpose for at-risk youth.

Support arts programmes and the inclusion and sustainable funding of arts, culture and creativity in the national corrections strategy, Hōkai Rangi.

Invest in a sustainably funded programme of arts initiatives in youth justice residences³²

²⁶ National Endowment for the Arts, ‘The Arts and Achievement in at-risk youth: Findings from Four Longitudinal Studies’ (2012), <https://www.arts.gov/sites/default/files/Arts-At-Risk-Youth.pdf>.

²⁷ Christchurch Symphony Orchestra (NZ) and British Journal of Music Therapy (UK), ‘Evaluation of Platform Programme: Music as a bridge to wellbeing’ (2020), p.11. <https://www.ihl.co.nz/what-we-do/christchurch-symphony-orchestra-platform-programme>.

²⁸ National Opinion Research Centre (USA), ‘The Outcomes of Arts Engagement for Individuals and Communities’ (2021), p.96.

²⁹ Ara Poutama Aotearoa| Department of Corrections, ‘Hōkai Rangi 2018-2024’, p.11.

³⁰ Andre Chumko, ‘The transformative power of the arts within prison’, <https://www.stuff.co.nz/entertainment/arts/124278289/the-transformative-power-of-the-arts-within-prison> (2021).

³¹ Jacqui Moyes, Arts in Corrections Advisor, Arts Access Aotearoa, ‘Arts in Corrections: a report on project outcomes’ (2016) https://cdn.fld.nz/uploads/sites/artsaccess/files/images/2016_arts_in_corrections/FINAL_Arts_in_Corrections_2016_Arts_Access_Aotearoa_.pdf.

³² Arts Access Aotearoa, ‘About’, <https://artsaccess.org.nz/about>.

Liveability and Regional Development

Liveability is an important concern in planning for population growth and housing intensification. It is key that our towns and cities contain accessible spaces where communities can connect, and that public spaces are welcoming to ensure that they are fully utilised.

‘Placemaking’ is a powerful governmental tool for engaging communities in the planning, design and management of their shared public goods. Given that arts and culture increase connection to community and place, the creative sector and their interests should be represented in placemaking discussions.

There is a growing public agreement for support for the arts. Agreement with local councils giving money to support the arts has grown significantly from 2017-2020. In Waikato, this has increased 13%.³³

‘Around six in ten Waikato residents feel the arts is important in

creating a vibrant place to live, and in their community’s future. They also want their community to be recognised as a place that supports the arts. [...]Fifty seven percent also feel that the arts benefit communities by contributing to resilience and wellbeing while 50% feel their community would be a poorer place without the arts.’³⁴

Arts, culture and creativity provide a useful basis for the creation, development and expression of regional identity and local stories which provide a sense of identity and community pride, as well as contributing to communities being a vibrant and safe place to live.

³³ Creative New Zealand, *New Zealand and the Arts: Ko Aotearoa me ōna Toi* (2020), p. 47.

³⁴ Creative New Zealand, ‘Survey Findings for Waikato Residents’, (2020), p.21 https://creativenz.govt.nz/-/media/project/creative-nz/creativenz/legacy-images/ckeditor/attachments/nzarts_waikato_final.pdf.

67%

of New Zealanders agree it is important that where they live is recognised as a place that supports excellence in the arts

66%

believe that major arts facilities are important to create a vibrant place to live³⁵

‘Being highly engaged with arts, culture and creativity means that residents are also more likely to have stronger connections to community and to land and place’³⁶

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Regional Development

Minister of Local Government

Minister of Tourism and Hospitality

Minister of Māori Development

Minister for Social Investment

Minister of Sport and Recreation

SUGGESTED ACTIVITY FOR 2024-2025

Invest in the establishment of Regional Arts Organisations throughout New Zealand as outlined in the Regional Arts Network Aotearoa (RANA) Business Case (a similar model of strategic regionally-based capability building organisations as found in the Regional Sports Trust approach).³⁷

Activate public spaces with arts-based play activities, and the creation of playable spaces that tell stories (invest in regional strategies for local activation – partnership with local government).

Embed artistic expression and cultural narratives in large-scale infrastructure projects to create unique regional identities

Work with community partners and local government to support the provision of accessible creative spaces and local storytelling.

Combine elements of active recreation with creativity, arts and culture. Potential funded partnerships with regional sports and arts organisations.

Contribute to the creation and expression of local identities through the development of a Provincial Arts Fund (similar to Provincial Growth Fund).³⁸

Explore and articulate the contribution made by arts activity, festivals and public art to the value of space, place and community.

³⁵ Creative New Zealand, New Zealand and the Arts: Ko Aotearoa me ōna Toi (2020), <https://creativenz.govt.nz/development-and-resources/new-zealanders-and-the-arts---ko-aotearoa-me-ona-toi>, p.12.

³⁶ Huber Social, ‘Wellbeing and Arts, Culture and Creativity in Waikato’ (Sydney: Huber Social, 2022), p.28, <https://creativewaikato.co.nz/advocacy/researchandreports>.

³⁷ Regional Arts Network Aotearoa, ‘A Business Case for Investment in Regional Arts, Culture and Creative Sector Development’, (2023), <https://rana.org.nz/a-business-case-for-investment-in-regional-arts-culture-and-creative-sector-development-executive-summary/>.

³⁸ Regional Economic Development and Investment Unit | Kānoa, ‘The Provincial Growth Fund’, <https://www.growregions.govt.nz/established-funds/what-we-have-funded/the-provincial-growth-fund/>.

Tourism

People travel for unique cultural experiences – this is true around the world. In Aotearoa, and the Waikato region, Maaori culture contributes significantly to tourism and international reputation.

So, the expression of local culture and shaping of interesting spaces has real potential for local and global tourism. Local events and festivals can share unique components of regional life. In addition, the designation of cities as UNESCO cities of culture can contribute to local identity and economies, raise civic pride, and promote international collaboration and cooperation.

Creative tourism can help to combat challenges of seasonality and sustainability for the tourism sector.³⁹

Creative activation of city spaces within the framework of UNESCO's city of culture can contribute to economic recovery, additional investment, and boost in tourism.⁴⁰

Creative tourism can support employment and retention of creative professionals in regional towns and city centres.

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Regional Development

Minister of Local Government

Minister of Tourism and Hospitality

Minister of Māori Development

SUGGESTED ACTIVITY FOR 2024-2025

Include creative place-based storytelling in highly-frequented spaces like airports. Work with mana whenua to create powerful narratives and works. (For example, see the Hamilton Airport⁴¹ and New Plymouth Airport).⁴²

Invest and enable a 'City of Culture' programme in regional Aotearoa.⁴³

Support the development of Regional Maaori Cultural Tourism initiatives through seed funding and development (See collaboratively funded projects like 'Footprints of Kupe'.)⁴⁴

Integrate creative expressions of te ao Maaori in all development – led by Maaori organisations to share the unique stories of this space. Follow Maaori leadership and cultural frameworks in developing tourism initiatives.⁴⁵

Invest in unique experience-based tourism that combines creativity, tech and hospitality to create immersive artistic experiences that drive global interest (eg. TeamLab – Japan, MeowWolf – USA.⁴⁶ Waikato has the capability to deliver projects like this – also related to the emerging 'experience economy'.)⁴⁷

39 The Creative Tourism Network, 'What do we mean by Creative Tourism?', <http://www.creativetourismnetwork.org/about/>.

40 Coventry City Council, 'Evaluation report highlights benefits City of Culture year brought to Coventry', <https://www.coventry.gov.uk/news/article/4818/evaluation-report-highlights-benefits-city-of-culture-year-brought-to-coventry>.

41 Hamilton Airport, 'Our Cultural Journey', <https://www.hamiltonairport.co.nz/our-cultural-journey/#Artworks>.

42 Creative New Zealand, 'Building a whare manaaki that sings with stories', (2023), <https://creativenz.govt.nz/news-and-blog/2023/12/04/02/19/16/building-a-whare-manaaki-that-sings-with-stories>.

43 Gov.uk, 'Government backs Bradford – UK City of Culture 2025 – with £10 million funding boost', <https://www.gov.uk/government/news/government-backs-bradford-uk-city-of-culture-2025-with-10-million-funding-boost>.

44 Manea Tupuwae ā nuku | Footprints of Kupe, 'The Footprints of Kupe Experience', <https://maneafootprints.co.nz/experiences/footprints-of-kupe-experience/>.

45 For example, see: Ash Puriri & Alison McIntosh (2019) A cultural framework for Māori tourism: values and processes of a Whānau tourism business development, DOI: 10.1080/03036758.2019.1656260.

46 Team Lab, <https://www.teamlab.art/>; MeowWolf, <https://meowwolf.com/>.

47 Joseph Pine II and James H. Gilmore, 'Welcome to the Experience Economy', Harvard Business Review, <https://hbr.org/1998/07/welcome-to-the-experience-economy>.

Environmental Sustainability

Climate change is a complex and urgent challenge, and it is essential that we establish new paradigms, collective understandings, and ways of living. In Aotearoa, we will benefit from acknowledging and working alongside Maaori and embracing their knowledge in this pursuit.

The arts can help bring people together to support a united collective vision for environmental sustainability. In addition, it is key to support engagement with local creativity, and to support local creative spaces so that communities can have access to sustainable creative experiences that support local communities.

Human influence is key to halting the climate crisis.⁴⁸ The arts can be employed to influence cultural changes which can prompt urgent action.⁴⁹

Creativity can serve as a useful outlet for anxiety around climate change, and a powerful tool for finding imaginative solutions.⁵⁰ Somatic and physical creative practices can be useful tools for processing ecological grief.⁵¹

The arts can be used to convey key information to the public and help the public to understand difficult or abstract ideas in affective, impactful ways.⁵²

48 IPCC, 'Climate Change 2023: Synthesis Report. Contribution of Working Groups I, II and III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change.' ed. H. Lee and J. Romero (Geneva: IPCC, 2023), pp. 35–115, doi: 10.59327/IPCC/AR6-9789291691647.

49 Artists and Climate Change, 'Organizations', <https://artistsandclimatechange.com/organizations/>.

50 Nilescha Chauvet, Managing Director of GOOD, 'Grantham Institute Annual Lecture' (Imperial College London, 2022), <https://www.goodagency.co.uk/the-role-of-creativity-in-a-climate-crisis/>.

51 Melody Schrieber, 'Addressing climate change concerns in practice', *American Psychological Association*, Vol. 52 No. 2, p. 30, <https://www.apa.org/monitor/2021/03/ce-climate-change>.

52 Dr Philip Seargeant, Dr Nessa O'Mahony, and Dr Anne Caldwell, 'Climate Creativity: The power of the word to tackle the climate emergency', University of Oxford, <https://www.socsci.ox.ac.uk/climate-creativity-the-power-of-the-word-to-tackle-the-climate-emergency>.

Arts and culture can inspire engagement and action in the fight against climate change. “The arts support the sciences because the arts can reach inside our hearts, not just our minds.”⁵³

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Agriculture

Minister of Climate Change

Minister of Regional Development

Minister of Local Government

Minister of Māori Development

Minister of Science, Innovation and Technology

SUGGESTED ACTIVITY FOR 2024-2025

Work alongside Maaori organisations and value Maaori art forms including, but not limited to: whakairo, waiata, whakatauki, raranga and ta moko, as key expressions of essential identity and knowledge, key to restoring the whenua.

Ensure that communities can have access to sustainable creative experiences that support local communities.

Support regional arts festivals, local tours, and local venues and creative spaces, in order to reduce greenhouse gas emissions related to touring, including transporting large sets and casts.⁵⁴

Integrate and value creativity in scientific processes. Include artists and designers in all developments, opening possibilities including using biomimicry in technological innovations for sustainability.⁵⁵

Invest in local initiatives to explore sustainable public art as a way of redefining green space and creating opportunities for storytelling and engagement through art-based initiatives.

⁵³ Dr James Renwick, Climate Change Commissioner and Professor of Physical Geography at Te Herenga Waka | Victoria University of Wellington, ‘Art as Climate Action, Ministry for the Environment Manatū mō te Taiao (NZ)’, <https://environment.govt.nz/what-you-can-do/stories/art-as-climate-action/>.

⁵⁴ Advisory Board for the Arts, ‘The Arts and Environmental Sustainability: A Guide to Key Areas’ <https://www.advisoryboardarts.com/the-arts-and-environmental-sustainability-a-guide-to-key-areas>.

⁵⁵ Lukas Gutierrez, ‘Art and Creativity: Essential Components of Sustainability’, <https://sustainable-earth.org/art-and-creativity/>.

Infrastructure

Arts, culture and creativity can be woven into key hard infrastructure projects, to provide distinct places of interest and increase community ownership.

Cultural storytelling, and in particular in collaboration with Mana Whenua, can be pivotal in expressing place-specific identities and ideas.

Evidence

Crime Prevention through Environmental Design (CPTED) can help to protect infrastructure from damage. Public art can contribute to social cohesion, community care, and connectivity, key elements of CPTED.⁵⁶

Culturally relevant art can increase engagement with public spaces and aid urban revitalisation⁵⁷

Public Art can contribute to feelings of safety and security, and so support engagement and community care within spaces.⁵⁸

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Infrastructure

Minister of Regional Development

Minister of Local Government

Minister of Māori Development

Minister of Science, Innovation and Technology

SUGGESTED ACTIVITY FOR 2024-2025

Combine elements of placemaking with civic infrastructure, such as through using light sculptures on public areas, in order to provide safety, community interest and storytelling.

Establish a National Arts Advisor to facilitate connections and opportunities around infrastructure developments

Support the incorporation of creative elements into essential infrastructure helps to create vibrant urban environments. This plays ‘an important role in supporting social and economic regeneration’.⁵⁹

⁵⁶ The International Crime Prevention Through Environmental Design Association, ‘Primer: What is CPTED?’ <https://www.cpted.net/Primer-in-CPTED>.

⁵⁷ Siti Syamimi Oma, ‘Bringing the New to the Old: Urban Regeneration through Public Arts’, *Procedia – Social and Behavioral Sciences*, Vol. 234, pp. 515–524, <https://www.sciencedirect.com/science/article/pii/S1877042816315245>.

⁵⁸ Partners for Livable Cities, ‘Public Art: More than Just a “Picture on the Wall” – a Vehicle for Crime Prevention’, <http://livable.nonprofitsoapbox.com/component/content/article/9-livability-live/474-public-art-more-than-just-a-picture-on-the-wall-a-vehicle-for-crime-prevention>.

⁵⁹ Lisa Willkie, ‘What is Arts & Creativity in Infrastructure?’, Ara Toi Ōtepoti, <https://hail.to/ara-toi/publication/jhKgoah/article/H4HUAhc>.

Technology and Innovation

Creativity is key to innovation, and the intersection of arts and technology drives new ideas. Creativity can be found in many facets of modern society, but the arts provides a pure distillation of this process which can be utilised to inspire novel approaches and create new opportunities.

International research shows that ‘lifelong participation in arts and crafts yields significant impacts for innovators and entrepreneurs. Arts and crafts experiences are significantly correlated with producing patentable inventions and founding new companies.’⁶⁰

⁶⁰ Rex LaMore, Robert Root-Bernstein, Michele Root-Bernstein, John H. Schweitzer, James L. Lawton, Eileen Roraback, Amber Peruski, Megan VanDyke, and Laleah Fernandez, ‘Arts and Crafts: Critical to Economic Innovation’, *Economic Development Quarterly*, p.1, Michigan State University (USA), 2013, <https://doi.org/10.1177/089124241348618>.

Art-informed innovation has the potential to be a catalyst for transformation—provided the right conditions are created to enable it. The arts can also contribute to increased livability in main centres and satellite towns, increasing attraction and retention of tech leaders and organisations.

A creative society fosters innovation and entrepreneurial risk taking.⁶¹

Innovation springs from the creative application of knowledge. Thus, it has two essential ingredients: creativity—artistic, scientific or other—and a stock of knowledge.⁶²

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Science, Innovation and Technology

SUGGESTED ACTIVITY FOR 2024-2025

Have artists as part of Innovation working groups to create new ways to solve problems, and to communicate new ideas.

Nurture the intersection of arts and technology and innovation spaces to drive new ideas. (See the innovation enabled in settings such as Wētā workshop, an imagination laboratory.⁶³ Internationally, the European Organization for Nuclear Research runs an artist in residence program alongside their cutting edge science programme <https://arts.cern/>).⁶⁴

Establish a national arts advisor to facilitate sub-sector initiatives and enable connections between arts and technology organisations.

Support arts activity as a key component of wellbeing in order to connect with people working in technology and innovation within local communities.

Encourage an artist-in-residence or 'Imagination and Creativity Officer' in research and development initiatives to inspire divergent outcomes.

Embed creativity in technological organisations, through initiatives such as **Creativity Everyday**.⁶⁵

61 Shahid Yusuf 'From creativity to innovation', *Technology in Society* vol.31,(2009) pp.1-8.

62 Shahid Yusuf, 'From creativity to innovation', *Technology in Society*, vol. 31, Issue 1 (2009), <https://doi.org/10.1016/j.techsoc.2008.10.007>.

63 Greg Broadmore, 'Your brain-trust of conceptual thinkers', Weta Workshop <https://www.wetaworkshop.com/design/>.

64 CERN: European Organization for Nuclear Research, 'Arts at CERN', <https://arts.cern/>.

65 Creative Waikato, 'Creativity Everyday', <https://creativewaikato.co.nz/creativityeveryday>.

Education

Arts, culture and creativity can be employed as a way to activate and engage learning across key focus areas of mathematics, reading, writing and science. In the future, our current students will have to choose from pathways that largely do not exist yet.

They will exist in a paradigm where the current ideas of career and employment will be utterly different from that which exists right now. The rate of change that our tamariki are experiencing is unparalleled in human history. They will be dealing with social and environmental challenges that require flexibility and tenacity. Art and creativity can be a powerful developer of these skills.

‘There is broad support for the arts being part of the education of all New Zealanders, and most people recognise the potential for the arts to help people discover their creative side. Two thirds of surveyed New Zealanders agree that the arts should be part of the education of every New Zealander. Support for this view is growing, with a greater level of agreement with this statement than in 2017 (67% vs. 61%)’.⁶⁶

Arts participation can result in lower dropout rates, improved social skills and higher educational achievement.⁶⁷

Learning a musical instrument helps brain plasticity and academic performance. ‘Instrumental music learning has been associated with brain plasticity and the strengthening of not only musical but also various non-musical skills. Practicing music has been reported to affect hearing capacity, linguistic memory, literacy, mathematical skills, visual-spatial processing, academic performance as measured by IQ tests and pro-social behaviour.’⁶⁸

Involvement with kapa haka – whether as performer or spectator – is associated with improved mental and physical health, educational achievement, cultural vitality, and social cohesion.⁶⁹

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Education

Minister of Tertiary Education

SUGGESTED ACTIVITY FOR 2024-2025

Increase arts training in teacher education. Support the use of integrated learning resources such as Creative Waikato’s **Creative Education Resources**.⁷⁰

Develop an In-school Artist in Residence programme (a professional artist-in-residence (1 year cycle) in every primary, intermediate and secondary school in Aotearoa).

Support pathways for creativity-based education for the development of soft-skills, imagination and creativity as critical to future-innovation.

Support the development and delivery of sector-informed training programmes that enable people to develop important skills in creativity, critical reflection, iterative skill development, and communication.

66 Creative New Zealand, *New Zealand and the Arts: Ko Aotearoa me ōna Toi* (2020), p.15 <https://creativenz.govt.nz/development-and-resources/new-zealanders-and-the-arts---ko-aotearoa-me-ona-toi>, <https://creativenz.govt.nz/development-and-resources/new-zealanders-and-the-arts---ko-aotearoa-me-ona-toi>

67 University of Auckland and UCLA, *Creative Practice for Youth Wellbeing in Aotearoa New Zealand* (2019), p. 62, <https://researchspace.auckland.ac.nz/handle/2292/59601>.

68 Marja-Leena Juntunen, *Ensuring equal rights for comprehensive school students to receive high quality education in music* (Arts Equal, 2017), p.2, <https://www.artsequal.fi/documents/14230/0/PB+music+education+at+schools/c68f677b-b51f-48de-938f-009a2bc7c72a>.

69 Richard Meade, ‘Exploring the Cultural Value of Kapa Haka – the Māori Performing Arts using a Binomial Logit and Other Travel Cost Models’, (Auckland: Auckland University of Technology & Cognitus Economic Insight, 2021), p.2.

70 Creative Waikato, ‘Creative Education’, <https://creativewaikato.co.nz/creative-resources/creative-education>.

Community Cohesion and identity

Community cohesion and identity is key to collective wellbeing and a safe and productive society. Participation in community organisations and arts, culture and creative activities positively contributes to community connection.

In these times, community cohesion is an important protective factor in the face of rapid change, polarisation, and disasters. In particular, social inclusion is a powerful determinant of wellbeing.⁷¹

‘Over the next 30 years, Aotearoa New Zealand’s population of seniors will grow from around 850,000 (17 percent of the population) to around 1.5 million (24 percent of the population). And it is not only growing numerically, but also structurally.’⁷² Artistic, cultural and creative activities can be a powerful way to bring senior and isolated people together, and support wellbeing.

Long-term loneliness has been proven to negatively affect physical and mental wellbeing outcomes.⁷³ Worldwide, it is estimated that 25% of older people are isolated.⁷⁴

The arts improve inter-generational relationships and connection to family and friends. “The arts act as a catalyst for bridging, bonding and linking social capital—it provides opportunities for engagement that reduce social isolation, encourages community cohesion, mutual support, improved intergenerational relationships and connection to family and friends.”⁷⁵

71 World Health Organization, ‘Social Determinants of Health’, https://www.who.int/health-topics/social-determinants-of-health#tab=tab_1.

72 Ministry of Housing and Urban Development, ‘The long-term implications of our ageing population for our housing and urban futures’, <https://www.hud.govt.nz/news/the-long-term-implications-of-our-ageing-population-for-our-housing-and-urban-futures/#:~:text=Over%20the%20next%2030%20years,growing%20numerically%2C%20but%20also%20structurally.>

73 World Health Organization, ‘Decade of healthy Ageing, Advocacy Brief: Social Isolation and Loneliness Among Older People’, p.2, <https://www.who.int/publications/i/item/9789240030749>.

74 World Health Organisation, ‘WHO Commission on Social Connection’, <https://www.who.int/groups/commission-on-social-connection>.

75 VicHealth, ‘The arts and creative industries in health promotion’, (2020) p.17, https://www.vichealth.vic.gov.au/sites/default/files/VH_Sax-Arts-Review.pdf.

61%

of New Zealanders agree that “the arts contributes to the resilience and wellbeing of their community.”⁷⁶

64%

of surveyed New Zealanders say that ‘The arts help define who we are as New Zealanders’.⁷⁷

80%

agree: I feel proud when New Zealand artists succeed overseas.⁷⁸

In Waikato, attending artistic, cultural and creative events or activities results in connections with diverse people.⁷⁹

“Residents who attend or create artistic, cultural or creative events or activities at least once a month report feeling more connected to culture and community, to land and place, and self... [They] feel that they have more opportunities to meet people who are different from them.”

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Social Development and Employment

Minister of Community and Voluntary Sector

Minister of Regional Development

Minister of Local Government

Minister of Māori Development

SUGGESTED ACTIVITY FOR 2024-2025

Support community groups who provide accessible group activities. Currently, these are often run by passionate and long-serving volunteers, and burnout is a major factor.

Invest in infrastructure including shared and multi-use community spaces, and support their maintenance

Invest in community driven expressions of arts and culture through grass-roots festivals, touring performances, and work that connects professional practitioners into remote communities.

Recognise the many arts and culture organisations who serve senior and marginalised communities

⁷⁶ Creative New Zealand, *New Zealand and the Arts: Ko Aotearoa me ōna Toi* (2020), p.16, <https://creativenz.govt.nz/development-and-resources/new-zealanders-and-the-arts---ko-aotearoa-me-ona-toi>.

⁷⁷ *ibid*, p.15

⁷⁸ *ibid*.

⁷⁹ Huber Social, ‘Wellbeing and Arts, Culture and Creativity in Waikato’ (Sydney: Huber Social, 2022), p.50, <https://creativewaikato.co.nz/advocacy/researchandreports>.

Community Groups and Volunteers

Creative community groups and volunteers carry out invaluable community work, enabling third spaces where diverse people can connect, offer peer-to-peer support, build skills and network.

Creative groups and volunteers share professional and personal development skills, contribute to local and national communities, hold governance and operational roles, and cross-collaborate with local businesses and groups outside of the arts sector. When our creatives are supported, our communities are supported.

\$4b

estimated annual value of formal volunteering in New Zealand

In the Waikato region, the majority of our creative community groups and venues are enabled thanks to the tireless work of volunteers. They often provide low cost creative and community experiences, hold space for diverse and underserved groups, and provide opportunities for connection and meaningful experiences.

Volunteering has a number of benefits to individual and community wellbeing. 'It enhances confidence and self-efficacy, increases work readiness and informs future career choices. It strengthens a sense of belonging at school and deepens connection with the local community.'⁸⁰

Approximately 21.5% of New Zealanders undertake volunteer work, and The value of formal volunteering is estimated at \$4 billion per annum.⁸¹

In 2020, an estimated 263k people had volunteered for an arts, cultural or heritage organisation in the past 12 months; 5% more than in 2017.⁸²

There are currently 115,770 registered non-profit institutions (what VNZ often calls volunteer-involving organisations/ VIOs or voluntary/community organisations) in Aotearoa/New Zealand. The largest cluster of community organisations belong to the 'Culture, Sport, and Recreation' category [...] Organisations belonging to the Culture, Sport, and Recreation category account for 44.8% of all community organisations.⁸³

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Social Development and Employment

Minister of Community and Voluntary Sector

Minister of Regional Development

Minister of Local Government

Minister of Māori Development

SUGGESTED ACTIVITY FOR 2024-2025

Increase investment in Creative Communities Scheme and other funding pathways for community arts organisations so they can do more of their impactful work that creates opportunities for volunteering.⁸⁴

Work with local government and communities to support the development and provision of spaces for creative community organisations to meet, rehearse, develop work

Include the value of voluntary labour in considerations of costs and benefits.

Invest in cultural activators in small communities to serve as creative catalysts for community activity and support future engagement and positive impacts.

80 Puck Algera, 'The Impact of Volunteering on a Young Person's Life: A study into the SVA Service Award' (Student Volunteer Army), <https://communityresearch.org.nz/research/the-impact-of-volunteering-on-a-young-persons-life-a-study-into-the-sva-service-award/>.

81 Tūao Aotearoa | Volunteering New Zealand, 'Volunteering Statistics', <https://www.volunteeringnz.org.nz/research/volunteering-statistics-nz/>.

82 Creative New Zealand, 'Audience Atlas Aotearoa 2020', p. 63, <https://creativenz.govt.nz/development-and-resources/research-and-reports/audience-atlas-aotearoa-2020>.

83 Tūao New Zealand | Volunteering New Zealand, 'Volunteering Statistics', <https://www.volunteeringnz.org.nz/research/volunteering-statistics-nz/>.

84 Creative New Zealand, 'Creative Communities Scheme', <https://creativenz.govt.nz/funding-and-support/all-opportunities/creative-communities-scheme>.

Culture and Heritage

The valuing of Culture and heritage is key to a thriving region and nation. When we honour our heritage, we are able to chart a hopeful and ambitious tomorrow.

The Waikato region is home to many key heritage sites, taonga and histories. Investment in our culture and heritage is investment in our people and our future. Cultural wellbeing is a key social impact outcome of activity enabled by the arts, culture and creative sector.⁸⁵

⁸⁵ Dunphy, K & Smithies, J., 'Outcome schema for cultural engagement' (Melbourne, Cultural Development Network, 2018), <https://culturaldevelopment.net.au/outcomes/about-measurable-outcomes/>.

66%

of surveyed New Zealanders agree: 'Arts and culture have a vital role to play in the future of where I live'⁸⁶

75%

of New Zealanders have engaged with (attended or participated in) the arts in the last 12 months.⁸⁷

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Regional Development

Minister of Local Government

Minister of Māori Development

SUGGESTED ACTIVITY FOR 2024-2025

Invest in the continued support of nga toi Maaori and the protection of taonga and maatauranga Maaori as essential expressions of Aotearoa

Support the sharing of local histories, and supporting cultural education in schools that embrace the stories of local communities

Invest in maintaining built heritage and recognising sites of significance to both tangata whenua and tangata tiriti.

Draw on the knowledge and insights from the team at the Ministry of Culture and Heritage.

⁸⁶ Creative New Zealand, New Zealand and the Arts: Ko Aotearoa me ōna Toi (2020), p.13, <https://creativenz.govt.nz/development-and-resources/new-zealanders-and-the-arts----ko-aotearoa-me-ona-toi>.

⁸⁷ Creative New Zealand, New Zealand and the Arts: Ko Aotearoa me ōna Toi (2020), p.16.

Arts, Culture, Creativity and Ngaa Toi Maaori

As expressed throughout this briefing arts, culture, creativity and ngaa toi Maaori can and should be woven through all facets of the core work of government in the vision and delivery of a productive, thriving and flourishing country into the future.

It is important that in supporting a country where all communities thrive and are connected, that we acknowledge the vital role of our creative ecosystem in being a contributor to that.

Arts, culture and creativity should be activated by the central government as an essential contributor to human capital, social cohesion, positive impact and wellbeing.

Arts, culture and creativity are a core public good that provides measurable benefits for the mental and physical health of all New Zealanders.

The creative ecosystem contributes to our innovation and storytelling as a nation to ourselves and to international audiences.

Artists are skilled practitioners whose work should be utilised to help develop innovative pathways for future success.

CONNECTED MINISTERIAL PORTFOLIOS

Minister of Arts and Culture

Minister of Media and Broadcasting

Minister of Local Government

WHAT IS MOST IMPORTANT FOR THIS PORTFOLIO?

Invest in the creative ecosystem in a sustainable way that increases baseline investment, and acknowledges the importance of accessibility and wellbeing.

Enable a national arts advisor(s) that works across all government activity to embed creativity in all portfolios.

Work with the sector to develop a strategy that understands the creative ecosystem and commits to enabling long-term development.

THIS STRATEGIC APPROACH SHOULD INCLUDE

Vibrant and diverse arts, culture and creativity that starts in flax roots community activity and develops through into sustainable creative careers.

Telling our stories and embracing te ao maaori and ngaa toi maaori in all its forms as the unique expression of this country.

Embedded creativity in all components of education and development from birth onwards

Enabling accessible creativity and daily creative expression for all people in our communities.

SUGGESTED INVESTMENT ACTIVITY FOR 2024-2025

Invest in increased baseline funding for Creative NZ to support their delivery of the recent sector-informed funding redesign

Support Toi Ora and invest in Te Matatini in an ongoing and sustained way

Invest in a Regional Arts Network to support localised activity, capability and strategic regional impact (in partnership with community trusts and local government)

Increase investment in community arts activity and infrastructure through a regionalised partnership approach (expansion of the Creative Communities Scheme)⁸⁸

⁸⁸ Creative New Zealand, 'Creative Communities Scheme', <https://creativenz.govt.nz/funding-and-support/all-opportunities/creative-communities-scheme>.

Who we are

Creative Waikato is the regional arts organisation for the Waikato region, which includes 10 local authorities – Thames-Coromandel, Hauraki, Matamata-Piako, Waikato, Waipā, Hamilton, Waitomo, Ōtorohanga, South Waikato and Ruapehu.

Our area of activity and engagement also connects with four Iwi – Waikato-Tainui, Hauraki, Raukawa and Maniapoto.

We have been working extensively across Waikato since 2012 and have experience and understanding of the diverse array of artforms found throughout our region. We are navigators who lead the elevation of creativity in our region

and collaborate to provide opportunities for cultural wellbeing. We provide creative capability development for artists and arts organisations, strategic direction and support for sustainable arts, culture and heritage in our region.

Our vision

Waikato
thrives with
diverse and
transformative
creative
activity

What does this mean?

The arts, culture and creativity are valued and celebrated in our communities.

Our region has robust and flourishing pathways for participation and audience engagement and our creative and artistic professionals.

Ongoing sustainable development of a range of artistic and cultural activities throughout the region.

The arts, artists, arts and cultural organisations and arts activity are seen as being a vital part of the Waikato region and the wellbeing of its people.

What we can do for the Government, Ministers and Ministry?

Provide localised insights and facilitate connections with frontline community and facilitators.

Deliver regionalised activity that aligns with our regional strategy (which links to community trusts, philanthropy and local government)

Serve as regional sector advisory to support policy, future plans, outcomes and national strategy.

Continue to deliver our capability building programmes and strategic influence in the Waikato Region, and work with central government to develop and deliver innovative sector-specific outcomes (ie/ MCH Innovation and Regeneration funds, MSD/MCH Creative Careers Service, and other opportunities as outlined above)

Next steps

Meet together to share our current insights and work

Understand more of the vision from the government to enhance the impact of our broad-reaching ecosystem.

Please contact

Creative Waikato CEO

Dr. Jeremy Mayall

jeremy@creativewaikato.co.nz

Key links

<https://creativewaikato.co.nz/>

[https://creativewaikato.co.nz/
advocacy/waikato-arts-navigator](https://creativewaikato.co.nz/advocacy/waikato-arts-navigator)

[https://creativewaikato.co.nz/
news/understanding-the-value-
of-arts-culture-and-creativity](https://creativewaikato.co.nz/news/understanding-the-value-of-arts-culture-and-creativity)

[https://creativewaikato.co.nz/
creativityeveryday](https://creativewaikato.co.nz/creativityeveryday)
