

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.

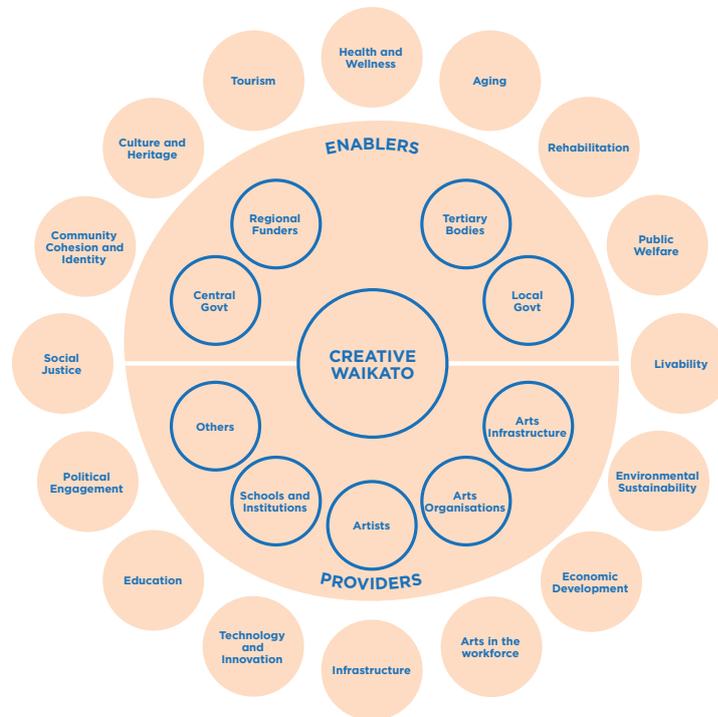
Five threads of the Waikato Arts Navigator

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.