

## 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.<sup>1</sup> Local authorities can take a leading role or be important partners in sustaining communities through town centre revitalisation.

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<sup>1</sup> 'Revitalising town centres – a handbook for Council leadership'

[http://www.ngdp.org.uk/sites/default/files/documents/5.33%20Town%20Centre\\_04\\_web.pdf](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.<sup>2</sup>

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.<sup>3</sup>

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

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<sup>2</sup> '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>

<sup>3</sup> 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.<sup>4</sup>

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

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<sup>4</sup> 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.<sup>5</sup>

## **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.<sup>6</sup>

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.<sup>7</sup>

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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<sup>5</sup> Creative New Zealand 'Arts and culture, part of your communities future'

<sup>6</sup> UpStart Co-Lab – Creativity, investment, impact - <https://www.upstartco-lab.org/research/>

<sup>7</sup> '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.

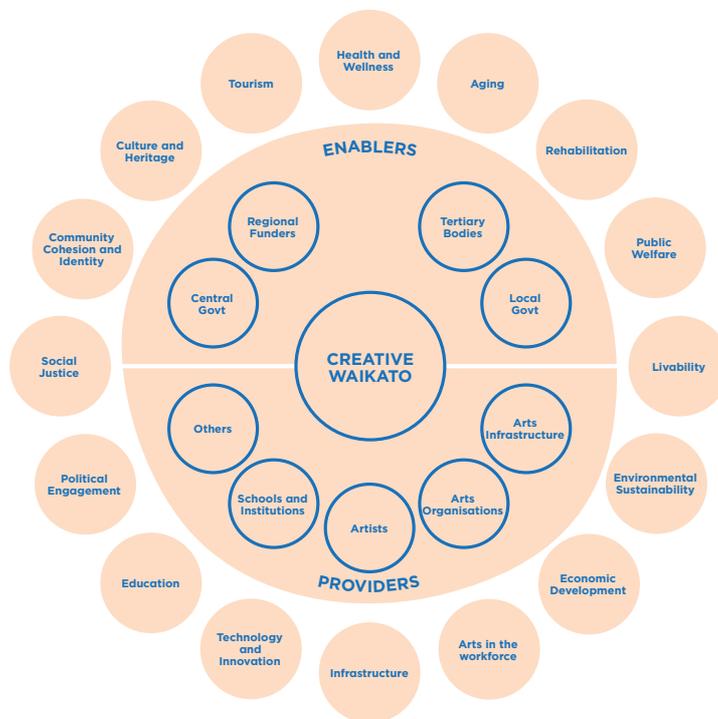
### Five threads of the Waikato Arts Navigator

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.

<b>CREATIVE WELLBEING</b>	<b>CREATIVE PROSPERITY</b>	<b>CREATIVE EXPERIENCES</b>	<b>CREATIVE EDUCATION</b>	<b>CREATIVE INNOVATION</b>
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.<sup>8</sup>

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'<sup>9</sup>*

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<sup>8</sup> Momentum Waikato—Waikato Vital Signs 2020 'Culture and Arts' report (other ref Creative New Zealand, 'New Zealanders and the Arts 2017)

<sup>9</sup> 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.

### **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.