

Waikato Arts Navigator

Highlights Edition



**Creative
Waikato
Toi Waikato**

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 strategic framework, we can all track in the same direction and cross-regional efforts will support, complement and strengthen one another.

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

The vision

The Waikato
thrives with
diverse and
transformative
creative
activity



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
Hauora and wellbeing	Creative economies	People experience local, national, international arts	Participatory art projects	Business partnerships
Positive collective and individual identities	Attract and retain residents	Community and cultural expression	Upskilling creative professionals	Informing local government decision making
Create, grow and strengthen communities	Tourism opportunities	Recreation and interaction	Community art classes and projects	Local problem solving
Inspired responses to challenges	Positive national perceptions	Community engagement and connection	Youth development	Distinct local expression
Strengthened connection to place	Increased investment from funders	Local pride	Audience development	Creative export opportunities

These threads represent key areas of focus that connect across our broader societal ecosystem.

CREATIVE WELLBEING

Creative Wellbeing is a lever for holistic wellbeing, which embraces Māori understandings of Hauora, as expressed in the Te Whare Tapa Whā model.¹

This is an inclusive understanding that includes all components of wellbeing: taha wairua (spiritual wellbeing); taha hinengaro (mental and emotional wellbeing); taha tinana (physical wellbeing); and taha whānau (family and social wellbeing). Each of these aspects is rooted in our connection with the whenua (land).²

Creativity can open our minds, relax us, lift our wairua (spirit) and give us hope.³ Arts, culture and creativity provide connection to ourselves, our communities and our sense of place. They help define who we are and who we want to be.

The arts make a huge contribution to the wellbeing of individuals and communities. They are a source of national pride, a chance to learn about different cultures and an opportunity to provide life-enhancing experiences. Creative expression and experiences have a big impact on our mental, physical and spiritual wellbeing.

EXAMPLES OF ACTIONS TO CONSIDER

An arts response for crisis recovery. This could be an ideal way to restore and protect the wellbeing of your local people.

Ensure that any arts festivals and programmes are actively inclusive of Māori—both for artists and audience.

Support your local arts organisations who are working for the health of local people. These could include youth programmes and other community development programmes.

Encourage diverse communities to share their cultural practices.

Create or enable opportunities for accessible participatory creative activity—this can include workshops, community days, and spaces to learn and play through **creativity**

Support Creative Play activation through environmental design—use artistic installations to encourage local storytelling and creative/active play.

EXAMPLES OF BEST PRACTICE

Remember that the people who are visible and vocal are not the only ones with wellbeing needs. Often those who aren't engaged and visible are of the highest need.

Try to minimise red tape or complications that might stand in the way of public programmes.

Understand that wellbeing is individual. There is no one-size-fits-all approach. People in our communities have a diverse array of needs and have different artistic, cultural and creative activities that might result in positive outcomes. Don't assume that one initiative will serve the wellbeing for all.

SOCIAL IMPACT OUTCOMES

Connection to Self: Opportunity for emotional development, Opportunity for self-expression

Connection to Community: Community connection and belonging, Communication skills, Relationship skills, Access to a community, Opportunity for social development

Physical Wellness: Opportunity for physical development

Mental Wellness: Enjoyment⁴

Social Wellbeing: (physical &/or mental) improved, Sense of safety and security increased, Social connectedness enhanced, Social differences bridged, Feeling valued experienced⁵

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

2 Sir Mason Durie, 'Te Whare Tapa Whā'.

3 Moynahan, M (Chairman of the Arts Council of NZ), 'Using the arts and creativity to imagine wellbeing' <https://www.creativenz.govt.nz/blog/using-the-arts-and-creativity-to-reimagine-wellbeing>.

4 Huber Social, 'Huber Social Wellbeing Measurement Framework', Wellbeing and Arts, Culture and Creativity in the Waikato (2022) https://creativewaikato.co.nz/site/uploads/HS_Creative-Waikato_Wellbeing-and-Arts-Culture-and-Creativity-in-the-Waikato_FINAL.pdf. Nb. These outcomes were developed between Creative Waikato and Huber Social, with community consultation. They align with

other subjective wellbeing frameworks in use, and connect to the New Zealand Treasury Living Standards Framework.

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

CREATIVE PROSPERITY

The arts, culture and creative ecosystem has benefits that make positive contributions to the prosperity of the region. When creativity is woven into workplaces, employees are happier and more productive.

According to government figures from 2020, the creative sector contributes a massive \$11 billion a year to NZ's GDP and employs 90,000 people nationwide. Many people in the Waikato rely on the arts for some or all of their income. Many creatives in the region have portfolio careers made up of a range of different gigs and may work across a number of different sectors and areas of focus. The potential to grow the economic activity of this sector in the Waikato is huge.

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

Arts, culture and creativity can help enhance liveability, attract new residents, retain youth, and create positive national perceptions.

'Placemaking' is a powerful government 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.⁶

EXAMPLES OF ACTIONS TO CONSIDER

Target funding and development support to start-up creative businesses.

Invest in local arts events and organisations that will encourage tourism and local spending.

Look for opportunities to involve artists in innovative collaborations.

Engage artists and creatives in design of civic spaces and new developments, to contribute to a unique sense of place.

Ensure that when you work with artists and creatives, you recognise the value of their work and invest accordingly.

Support public festivals and creative activations of public spaces.

Support Creative Career programmes and providers.

EXAMPLES OF BEST PRACTICE

Make sure artists are properly remunerated. Their sustainability and the success of your projects depends on you valuing what they do.

Make sure you consider all the benefits and values of investment into the creative ecosystem. The true value might not be understood solely through economic measures. Don't limit the understanding of value.

SOCIAL IMPACT OUTCOMES

Economic Wellbeing: Professional practice capability increased, Employment-enhancing skill development facilitated, Individual economic wellbeing increased, Local economy supported.⁷

Income and employment: Employment skills, Access to income.⁸

Cultural Wellbeing: Creativity stimulated, Knowledge, ideas and insight gained.⁹

⁶ Huber Social, Wellbeing and Arts, Culture and Creativity in the Waikato (Sydney: Huber Social, 2022), p. 28. Examples of how arts and culture have been incorporated into placemaking include the Creative New Zealand Toi Aotearoa and Regional Arts Network Aotearoa's submissions to the 'Review into the Future of Local Government' <https://rana.org.nz/future-of-local-government/>

⁷ Dunphy, K & Smithies, J., 'Outcome schema for cultural engagement' (Melbourne, Cultural Development Network, 2018) <https://culturaldevelopment.net.au/outcomes/about-measurable-outcomes/>

⁸ Huber Social, 'Huber Social Wellbeing Measurement Framework'.

⁹ Dunphy, K & Smithies, J., 'Outcome schema for cultural engagement'.

CREATIVE EXPERIENCES

Creative experiences add to our quality of life. This is a measurable and valuable contribution to society and community.

Whether it's watching something at home, listening to the radio in the car, or getting out to a gallery, theatre, or music venue, experiencing and participating in the arts supports our understanding of ourselves and of others.

The arts allow us to intelligently reflect on our communities and the wider world. They provide moments of joy and recreation. Shared creative experiences can support social cohesion. Local arts and culture can build local pride in our people and places.

It is vital that modern societies ensure that all people can have access to arts, culture and creativity in their daily lives. This includes having creative spaces available in local communities, as well as encouraging accessibility approaches that address all barriers to engagement.

EXAMPLES OF ACTIONS TO CONSIDER

Ensure that local venues are accessible.

Support the promotion of local arts events to increase participation.

Distribute funding so that people have the opportunity to experience the arts without having to travel out of your area.

Invest in creative spaces in local communities—including accessible spaces to make, rehearse, develop and share.

Enable regular accessible activities that celebrate the stories and talents of local creatives and communities.

Increase investment into community art funding like CCS.

Embed creativity into the design of playable spaces in all communities—spaces that link to local stories to create unique environments for exploration and activation.

EXAMPLES OF BEST PRACTICE

Work to ensure that there are a wide range of arts experiences available for the different cultures, ages and walks of life in your communities.

Strike a balance between supporting local creatives, and bringing in fresh new content and skills.

Ensure that local work becomes a pathway to new opportunities—seek out a wide range of fresh voices to work with, and actively share opportunities, explore new artforms, and hold space for new perspectives.

SOCIAL IMPACT OUTCOMES

Connection to community: Community connection and belonging, Communication skills, Relationship skills, Access to a community, Opportunity for social development.¹⁰

Connection to self: Self-acceptance, Purpose, Personal Development Skills, Emotional Intelligence, Vulnerability, Opportunity for emotional development, Opportunity for self-expression, Opportunity for self-respect.¹¹

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

Social Wellbeing: 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.¹²

¹⁰ Huber Social, 'Huber Social Wellbeing Measurement Framework'.

¹¹ Huber Social, 'Huber Social Wellbeing Measurement Framework'.

¹² Creative New Zealand, Arts and Culture: part of your community's future: Ngā Taonga Toi: ngā taonga pāpori āke āke (2021) <https://creativenz.govt.nz/About-Creative-NZ/Corporate-documents/Arts-and-culture-part-of-your-communities-future-Nga-Taonga-Toi-nga-taonga-papori-ake-ake>.

CREATIVE EDUCATION

For any modern society, with people facing the requirement to deal with unknown future problems, the ability to think and act creatively is a vital skill set. Creative Education is a necessary area of focus. The Waikato is entering a new space. A space where fostering creativity is fundamentally necessary. Where creative working can and must be seamlessly integrated way of learning and being. Creative activity is a space of learning. It regularly builds skills, explores novel ideas, and develops opportunities to collaborate, innovate and thrive.

Enabling people to grow their own artistic and cultural literacy through engagement with creative education, means that we can engage in a process of meaning-making that is reflective of this time and place. Finding meaning through creative activity enables us to find deeper connections to ourselves and the people around us.

Enabling audiences to engage or be co-creators of creative experiences, provides a sense of pride in who they are and their place in the world, as well as their connection with others.

As well as engagement with the arts, upskilling creative professionals and providing community art classes and projects is important. Artists and creatives provide unique ways of looking at the world and help to develop design-thinking, creativity and critical thinking – all skills important for our future workforce.¹³

EXAMPLES OF ACTIONS TO CONSIDER

Value new ways of thinking and problem solving.

Encourage and support arts vocations as a feasible career pathway.

Provide access for all communities to connect with art.

Support mentoring and development programmes.

Invest in scholarships and programmes to support creative learning.

Embed creative practice in schools at all levels as a key driver for learning.

Utilise creative activity as a component of teaching in a cross-disciplinary approach.

Encourage creative thinking and arts-based approaches in different environments to explore new outcomes.

EXAMPLES OF BEST PRACTICE

Make sure to recognise how the arts can facilitate critical thinking and problem solving.

Ensure creativity is viewed as an essential part of education, rather than as a distraction or filler activity.

SOCIAL IMPACT OUTCOMES

Connection to self: Personal Development Skills, Purpose, Opportunity for emotional development.¹⁴

Resilience: Self-belief, Determination, Coping, Adaptability, Problem Solving, Opportunity for cognitive development.¹⁵

Cultural Wellbeing: 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.¹⁶

Social Wellbeing: 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.¹⁷

¹³ Australian Association for Research in Education, 'Arts-based teaching of literacies' EduResearch Matters (2018) <https://www.aare.edu.au/blog/?tag=arts-based-teaching-of-literacy>.

¹⁴ Huber Social, 'Huber Social Wellbeing Measurement Framework'.

¹⁵ Huber Social, 'Huber Social Wellbeing Measurement Framework'.

¹⁶ Creative New Zealand, Arts and Culture.

¹⁷ Creative New Zealand, Arts and Culture.

CREATIVE INNOVATION

The Waikato Region is a place for innovation and novel ideas. Creativity is woven throughout the way humans have always learned and experimented, so creativity can be understood as the central source for innovation. There are exciting possibilities to be explored through a greater linking between arts, culture and creativity and innovative outcomes.

Artists and creatives in the Waikato regularly make work that is on the leading edge for creative expression. There is rich potential to see their work as an inspirational source for other cross-sector development. This presents an engaging opportunity for the future of our region that is aware of a need for sustainability and wellbeing outcomes.

We need creativity as the source of inspiration and original thought and knowledge. The catalyst for new possibilities. Then, innovation is the ability to take the idea and create practical and viable solutions. As a region, if we regularly combine creativity with innovation, we can utilise cross-sector knowledge and concepts to explore powerful ways to disrupt and adapt. To embrace novel ideas in order to address future challenges and unknown potential.

This combination of perspectives, embodied understanding, experience and knowledge will be an increasingly important toolkit to navigate our ever-changing world. A diversity of stories and ideas woven together in this way serves to collectively create world-changing results and impactful outcomes for all.

Creative innovation considers ideas and processes and turns these into action. There are endless opportunities to use this to inform local government decision making, assess potential export options, foster business partnerships and encourage unique ways of local expression.

18 Huber Social, 'Huber Social Wellbeing Measurement Framework', Wellbeing and Arts, Culture and Creativity in the Waikato (2022).

19 Huber Social, 'Huber Social Wellbeing Measurement Framework', Wellbeing and Arts, Culture and Creativity in the Waikato (2022).

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

EXAMPLES OF ACTIONS TO CONSIDER

Provide environments in which opinions, new ideas and thoughts are valued and encouraged.

Embrace diverse experiences, different perspectives on difficult questions and adopt a willingness to embrace creativity to find new and better solutions.

Adequately fund local arts to help create innovative opportunities.

Involve artists in decision-making processes across different areas of work.

Support cross-department and cross-sector networking and collaboration.

Encourage and enable upstream changes that impact future systems

Explore strength-based activities that engage cross-sector thinking to address key issues: mental health, social cohesion, civic safety, education, etc.

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

EXAMPLES OF BEST PRACTICE

Make sure to recognise the skills and insight artists can provide across a variety of different areas.

Make sure you integrate creative critical problem solving solutions at the start of a project, when it has more impact. This means engaging with artists and creatives early in the development process. Do not leave input from artists as an after-thought.

Creative elements are essential parts of projects/activations and their removal limits innovation. Do not value-engineer to remove creative components from projects.

SOCIAL IMPACT OUTCOMES

Resilience: Self-belief, Determination, Coping, Adaptability, Problem Solving, Opportunity for cognitive development.¹⁸

Income and employment: Employment skills, Access to income.¹⁹

Economic: Professional practice capability increased, Employment-enhancing skill development facilitated, Individual economic wellbeing increased, Local economy supported.²⁰

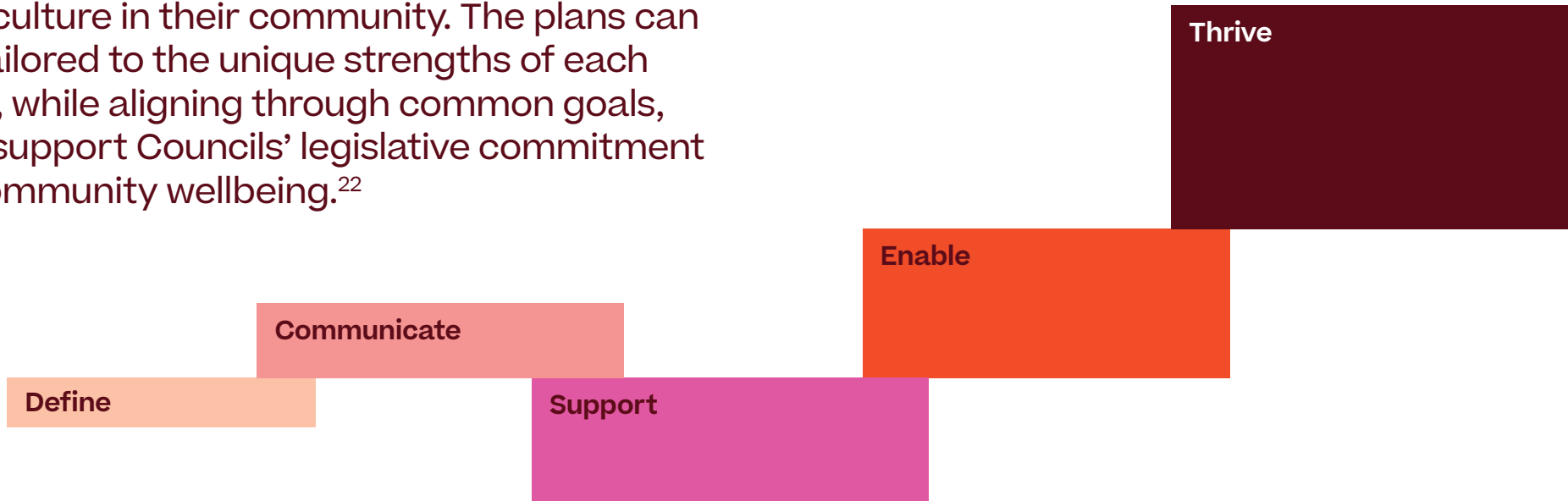
Cultural Wellbeing: Creativity stimulated, Aesthetic enrichment experienced, Knowledge, ideas and insight gained, Diversity of cultural expression appreciated, Sense of belonging to a shared cultural heritage deepened.²¹

‘Te ohonga ake o
tooku moemoeaa,
te puaaawaitanga o
te whakaaro’

‘The awakening of my
dreams, is the blossoming
of my thoughts’

Naa Te Puea Herangi

Councils can utilise WAN to develop simple and practical plans that support arts and culture in their community. The plans can be tailored to the unique strengths of each area, while aligning through common goals, and support Councils' legislative commitment to community wellbeing.²²



²² Kō Tatou Local Government New Zealand 'Reinstated well-beings endorse councils' community focus' (2019) <https://www.lgnz.co.nz/news-and-media/2019-media-releases/reinstated-well-beings-endorse-councils-community-focus/>.

Creative communities can use the WAN to inform future planning, and support storytelling and advocacy around the value and impact of arts, culture and creativity. The WAN can serve to support the use of shared language, and so support creatives to articulate the value of arts, culture and creativity.

By aligning local actions within these key threads, the result for the Waikato will be regional synergy which will magnify collective efforts. Additionally, when we grow a common understanding of the benefits of culture and the arts we will be in a better position to support regional progress.

COUNCILS AND COMMUNITIES WILL BE ABLE TO

Clearly see their communities within the plan

Agree with the priorities and understand how they can benefit their communities

Identify elements within the plan that they can support or action, thus contributing to the realisation of the vision

Recognise the importance of relationship between stakeholders and other communities in order for the vision to be realised

Creative Waikato's goal is to support and enable our arts communities to thrive. We are here to provide a creative lens to guide and enable decision-making that leads to the best possible outcomes, not only for the arts sector, but for all communities.

The strategic framework serves as an overarching outline for collective

activity. From there, each entity (council, arts organisation, enabler) can develop their own action plan that addresses the threads.

If we all work towards the same outcomes, no one entity needs to deliver all the outcomes. We can build upon our strengths and work collectively to address gaps where needed for positive outcomes.

Arts Ecosystem

The arts can be, and should be, embedded in all facets of our community. They feed into a broader understanding of the ecosystem of 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 artists in society can be better recognised and utilised.

It would include a diverse but inter-connected ecosystem of arts infrastructure (both hard and soft) that would provide clear pathways for artists and community members at any stage of the journey.

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

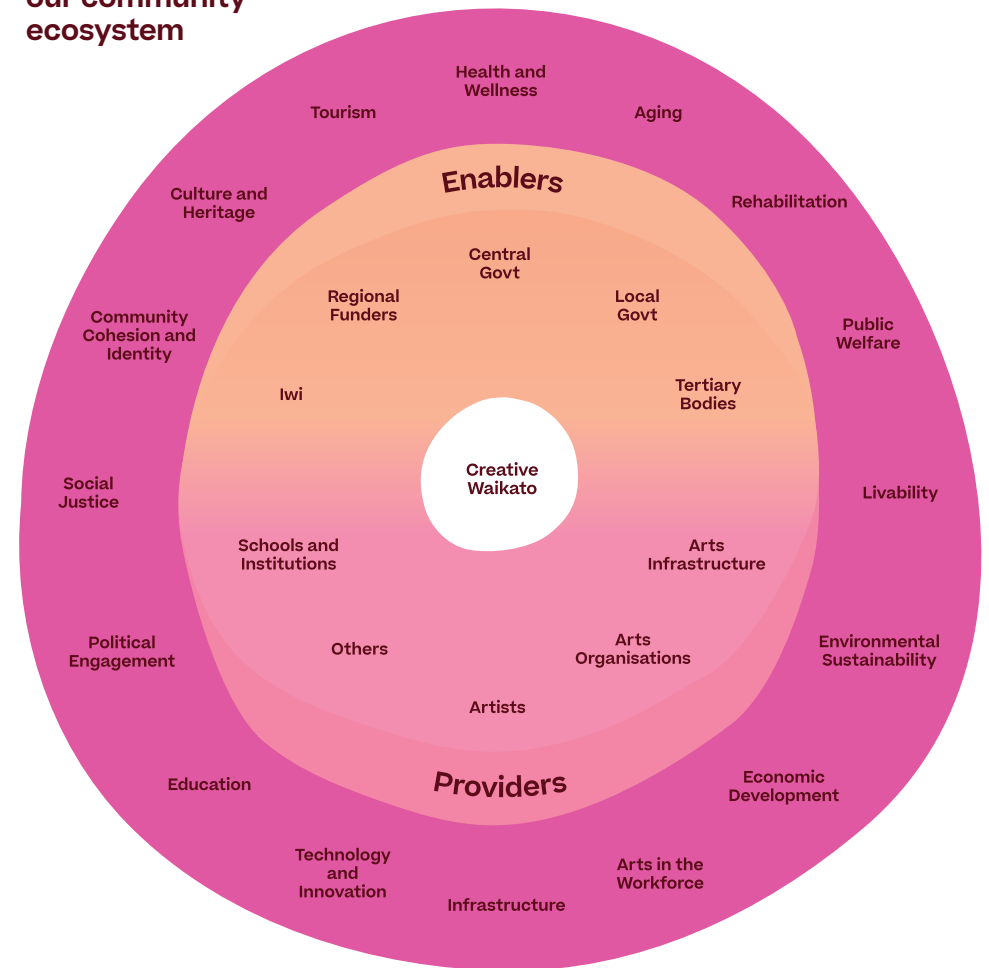
Economic Development
Economic wellbeing
Support services and impact
Sustainable funding
Workforce development

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

Arts as part of our community ecosystem



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

Creativity.

Auahatanga.

Wellbeing.

Hauora.

People.

Ngā Tāngata.

