

Our Vision

The Waikato prospers with diverse and transformative creative activity.

Our Purpose

We are navigators who lead the elevation of creativity in our region and collaborate to provide opportunities for cultural well-being.

ELEVATE	CONNECT	AMPLIFY	ADVOCATE
We help you to succeed through advice, training and support	We connect you with people and places for stronger creative outcomes	We share stories far and wide and drive engagement with creative activity	We stand up for the arts as they are essential to the well-being of our region
Build Skills	Facilitate	Promote Activity	Leadership
ArtReach delivery and development	Well-being Research	CW e-news and website	Waikato Arts Navigator
Creative development services	Arts Mentoring programme	Bristle/Music Matters/Theatre Alert	BOON Festival Support
Waikato New Works Incubator	Artists in Residence project	Thought Leadership	Ethic and migrant arts support
Support toi Māori	Utilise our Space/Place	Grow Audience's	Advocacy
Pakihi Toi	Self-employed in the Arts	The Portal / Audience Development	Waikato Regional Theatre
Ngahau e Wha	Tasty Tunes	Social Media campaigns	Local government
Toi online and hub research	Hosting in our space	Regional arts guides	Central government / CNZ
Events (Whiti, Matariki)	Networking Events	Introduction to the Arts	Funders
Effective Funding	Connect our Region	Celebrate Excellence	Sustained Organisation
Creative Communities fund	Creative Waikato Caravan	Waikato Arts Awards / Arts publication	Measuring impact project
Support regional CCS funds	Waikato art hub	Art review service	CRM system

Project	Description	Outcomes	Updates 2019-2020
ArtReach	Capability building training modules designed for artists and groups (8 exist – potential for more development)	90%+ participants rate as Useful or Very Useful	Ongoing and National interest in this programme. Exploring new subject areas for expanding these modules.
Creative development services	Team members dedicated to working with artists to support development	400+ clients per annum	Ongoing with growing success and outreach into the region
Waikato New Works Incubator	New Waikato performing arts works are mentored & developed to professional production levels. Explore future possibilities for this programme.	>2 significant new Waikato works receive CNZ funding to production in Yr1	3 works received full funding and are in process of delivery
Pakihi Toi	Training program for Māori artists wanting to develop an arts business model	50+ participants/users in 3 years	Currently an online toolkit. Exploring possibilities for workshop delivery of this material.
Toi Rangatahi	Māori youth arts-based mentoring programme encouraging engagement and participation	Creative Waikato funded to deliver toi rangatahi project \$50,000+ in 2020	Ngahau e wha is in delivery currently for the second phase. All funding secured, and application for next year submitted.
Toi online and hub research	Assessment of how to support Māori artists in the Waikato in hubs and online	Recommendation and feasibility assessment for implementation 2020	Still ongoing
Events (Whiti, Matariki)	Supporting or leading key toi Māori events	The profile of toi Māori is built and measured by number of attendees	Involvement in Matariki ki Waikato and support of other events. Whiti continues to grow.
Creative Communities fund	Distribution of \$105,000 fund in two rounds	High quality applications received representing creative growth	Continued growth in quality applications and funding availability
Support regional CCS funds	Regional CCS funds supported by CW through mentoring and networking	Quality and number of applications to other Waikato funds increase	Mentoring from CW team to other assessment bodies.
Well-being Research	Research and development of methodologies, measurement and discussion around well-being from an arts perspective.	Arts organisations understand how to articulate their impact in this area. Potential for collaborative work in health and social sector.	Still to be developed.
Arts Mentoring programme	Artists are paired with mentors for professional development	10 successful mentorships are secured in first year of implementation (2021)	Still to be developed – but some robust progress has been made through flow on from the New Works Incubator project.
Artists in Residence project	Feasibility study for increasing artist in residence opportunities in the Waikato	Plan in place to initiate programme in 2021	Still to be developed.
Self-employed in the arts	A monthly group which connects self-employed artists in the region together to share insights	10 events/year and regional representation	This has been progressing well in 2019.
Tasty Tunes	Live music in Garden Place weekly in Summer	12 events per season	This was effective over 2018/2019. The funding for delivery of this has been renewed for 2019/2020.
Hosting in our space	Use of our downstairs space	100+ number of annual bookings	The demand for our space for community use is consistent.
Networking Events	Events in Garden Place as a way of connecting artists and encouraging collaboration	Events successfully delivered with broad participation from artists	Exploring possibility for networking events in our space. This also could include the creation of an arts-based conference.
Creative Waikato Caravan	Mobile office for engaging regional towns and serving as a 'mobile billboard'	25+ engagements/meetings in caravan regionally	The caravan is functional and has been used in the region. It will be part of a regional outreach programme in 2020.
Waikato art hub	Feasibility study for developing an arts hub (artists working/exhibition space)	Plan in place to initiate programme in 2020/21	Still being developed.
CW e-news and website	Ongoing digital arts news service	26 publications per annum	This happens on a fortnightly basis and is currently under review to ensure it remains relevant. Will include stakeholder survey.
Bristle/ Music/Theatre Alert	Ongoing genre specialized news services	12 publications per annum	These are also ongoing and looking at ways to best serve the audience for this.

Thought Leadership	Articles about important issues in the arts, as well as discussions around the value and impact of the arts are published	10 publications per annum. Growing regional and national recognition.	Still to be developed. Will look at engaging with discussions around well-being and the SDGs
The Portal /Audience Development	Ongoing management of portal and engagement of consortium. Research and development in to audience development methodologies.	12 publications per annum / change in format as per research outcomes.	Research shows that it can take 10 years for an audience development programme to have substantial impact – this is moving into year 3.
Social Media campaigns	Ongoing management of facebook, Instagram and twitter	15% growth in followers per annum	This has been regularly growing, and with a marketing/comms person there is a clearer strategy for this kind of engagement.
Regional arts guides	Regional Arts Guides – printed and or online	Local and tourist arts visitation increases	This is currently in development through the WAN project.
Introduction to the Arts	Informative but fun articles on website and social media as a way of introducing different art forms – including interviews with professional artists.	5 publications per annum	This is a new development.
Waikato Arts Awards / Arts publication	New arts event celebrating and profile contributions to the creative sector. Could also explore a 'yearbook' as part of this.	Supported and funded and a sustainable model is developed.	Still to be developed.
Art review service	Quality arts reviews are produced and publicized	Consistent increase in arts reviews	Still to be developed. Potential for some training workshops.
Waikato Arts Navigator	Framework for LGAs to value and invest in their local arts sector	LGAs increase arts investment and adapt robust arts planning processes	This programme is reaching the end of phase 1 and LGAs have continued to show enthusiasm and investment in this work into phase 2. Need to develop into other councils as well as determine best approach for phase 2.
BOON	Hamilton street art festival supported by CW in association with Boon Trust	Boon festival moves to independent management and spreads	BOON has moved into independent management, which includes the role of a Festival Director. CW will continue to support this festival and the ongoing work they are doing..
Ethic and migrant arts support	Investigation into the needs and aspirations of arts for these communities	Report publication	Summary report is available. Next steps need to be determined.
Waikato Regional Theatre	CW supports the progress of the WRT	WRT is well informed by local & regional community and user input	WRT developments are still underway. CW will continue to be involved in discussions around operation, and further communication with the arts community.
Advocacy Govt/CNZ/funders	Working with key stakeholders to help them understand arts impact	Arts are valued and investment increased	This has been ongoing. Induction presentations at some local councils, ongoing connection with CNZ.
Arts Leadership	Mentoring, networking and development around leadership in Arts organisations	Stronger leadership in the region around the Arts and their value to society	A new development
Measuring impact project	Identifying how to measure impact of organisation	Metrics identified and put in place	This is being developed, and research is being connected through CNZ and the CDN.
CRM system	Database that effectively manages all of our contacts and relationship data	System purchased and in place	Still in progress.

Outside of these core projects and areas of focus, we remain flexible and adaptable for other opportunities and collaborative cross-sector work. Potential connections here are: CNZ (Regional Arts Fund); The Meteor Theatre (Young and Hungry mentoring programme); National co-operation of Regional Arts Development Organisations through CNZ; Waikato DHB; Wintec Research Office; Hamilton City Council (Arts Strategy); Orchestras Central (Sector research); Department of Corrections; Momentum Foundation; Creative Thinking Project; Waikato Well-being Project; Waikato River Festival; etc.