

31 March 2021

Hamilton City Council
Private Bag 3010
Hamilton 3240

By email to: ltc@hcc.govt.nz

E te Koromatua, ngā Kaikaunihera mā, tēnā koutou katoa

Submission to: Hamilton City Council
Subject: Hamilton City Council Long-Term Plan 2021–2031 (the Plan)
From: Creative New Zealand

1. Creative New Zealand welcomes the opportunity to make a submission on Hamilton City Council's long-term plan. Arts, culture and creativity are an important part of developing strong and prosperous cities, and cohesive and healthy communities. We encourage Council to recognise the essential role arts and culture play in the wellbeing of its residents in its decision-making.
2. We'd be happy to discuss this submission with you further. The key contact person for matters relating to this submission is:
Name: David Pannett
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Key Points

3. **We welcome the proposal for specific creative sector funding**, which would provide vital support for the Hamilton arts community. Given the proposal is for matched funding, we'd welcome further discussion around how Creative New Zealand might work with Council to support this initiative.
4. **We support the investment to improve the Waikato Museum's entrances.** The Museum holds taonga that tell the story of the region's unique cultural and historical identity, and has a vital role to play in Hamilton's vision of a great river city. The proposed upgrades and installation of an airlock are needed to ensure the Museum is accessible and fit for purpose.
5. In advance of the Waikato Regional Theatre opening in 2023, **we encourage Council to work with the arts community, business owners and tourism authorities to develop strategies to**

attract residents and visitors to the theatre and downtown area, and to view the theatre's opening as an opportunity to make Hamilton an even more vibrant place to live and visit.

6. The completion of the Hamilton Arts Navigator alongside the adoption of the long-term plan presents a **timely opportunity for Council to develop its relationship with Creative Waikato**, and to create a plan to deliver vital wellbeing outcomes to Waikato communities via arts and culture.

Draft Long-term Plan 2021–2031

Vision

7. The Plan outlines five priorities: a city that's easy to live in; a city where our people thrive; a central city where people love to be; a fun city with lots to do; and a green city. We encourage Council to recognise the strong contribution investment in arts and culture makes to all of these outcomes, but in particular:
 - a city where our people thrive – participating in arts and cultural activities contributes to our health and wellbeing, to education and skills development, to our understanding of cultural identity and increases social cohesion
 - a central city where people love to be – artistic and cultural activity can play a major role in placemaking and rejuvenating cities to create great places to live
 - a fun city with lots to do – artistic and cultural activity provides entertainment, enhances personal wellbeing, and is a way to meet new people and learn new skills.

Priority One: A city that's easy to live in

8. It's great to see increased investment in the libraries and online collection, as well as the completion of the new Rototuna Village community facility and library. Beyond providing access to books and collections, libraries foster knowledge, inquiry and creativity, and are spaces for communities to gather. They are a key vehicle through which councils can support the social, cultural, economic and environmental wellbeing of their diverse communities.
9. As the new Rototuna Village community facility is completed and Hillcrest library is extended, we 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 libraries 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 at each of the libraries, as outlined in the funded capital investment.

Priority Two: A city where people thrive

10. We welcome the proposal for a creative sector funding trial, and support Option 1 in the Plan's consultation document. We see this trial as a step in the right direction towards recognition of the value the arts contribute to Hamilton. Investing in the creative sector is investing in inclusive and resilient communities, social cohesion, physical and mental wellbeing, and increased economic activity.

11. The matched funding model provides Council with a strategic opportunity to develop relationships with, amongst others, the arts community, regional tourism organisations, community trusts and arts funders such as Creative New Zealand and the Ministry for Culture & Heritage. As mentioned above, we welcome further discussion around how CNZ might work with Council to support this initiative.
12. Council has committed \$15.4 million to review the District Plan that guides the development of the city. 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 the District Plan.

Priority Three: A central city where people love to be

13. It's good to see progress toward the Waikato Regional Theatre opening in 2023. A large-scale, high-quality venue will support creative activity, build audiences and make arts experiences more affordable and accessible. Its opening presents a major opportunity to activate the theatre and downtown area to attract more residents and visitors.
14. Activating the Theatre and downtown area aligns strongly with Council's Infrastructure Strategy. The strategy states, 'Our central city should support a thriving visual arts and performance scene through our iconic local theatres and bring the area around our Waikato Regional theatre alive'. Prior to the Theatre's opening, we encourage Council to actively engage with the arts community, business owners and tourism stakeholders to consider:
 - working with tourism organisations, artists and arts organisations to promote upcoming events and shows and make arts and culture a more visible part of Hamilton's unique identity
 - how the arts community could create works in the central city that attract and engage diverse communities
 - managing regulatory levers in a way that enables other sectors (eg, hospitality and events) to work alongside the Theatre to drive economic, social and cultural growth
 - working with mana whenua to create inclusive civic spaces that incorporate ngā toi Māori and reflect the distinctive stories of Kirikiriroa Hamilton.

Priority Four: A fun city with lots to do

15. We note Council has committed around \$81 million to looking after and upgrading playgrounds, community parks, sports parks and open spaces. We encourage Council to explore ways to incorporate arts and cultural elements into playgrounds and community spaces. Public art and toi Māori design can encourage a sense of ownership and community pride, create landmarks in the urban landscape, and increase the use of public spaces. One good example of this is the Margaret Mahy Playground in Christchurch.
16. It's positive to see investment proposed for upgrades to Claudelands Event Centre, Hamilton Gardens and Waikato Museum. All three are important venues for arts and cultural events in the city, and these investments will help to ensure the arts community can continue to deliver projects and events that enhance the wellbeing of Hamilton residents and visitors.
17. We support the proposal for \$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. An

additional entrance from the river will positively impact visitor numbers. Furthermore, as the home to taonga like Te Winika, strengthening the relationship between the Museum and the awa is an important recognition of the relationship between te taiao and ngā toi Māori from a te ao Māori perspective.

18. The upgrade to the Victoria Street entrance to the Waikato Museum is essential to ensure the Museum is fit-for-purpose. The installation of an airlock will enable the Museum to host a wide range of high-quality exhibitions that have previously been off-limits, which will benefit residents and attract visitors.

Performance measures

19. Arts and culture can also make a strong contribution to a number of the Plan's performance measures. Working closely with the arts community can help Council to achieve these measures. For example:
 - We work alongside others to support a strong and connected community:
 - the arts community have strong, existing relationships with mana whenua, funders, government, businesses and other community groups. A strong relationship between Council and the arts community can support a more connected community.
 - Arts participation has helped individuals to find support, develop networks and a gain a sense of belonging, as well as increasing community cooperation.¹
 - The arts can be a powerful tool for community building because of the potential to overcome barriers (eg, language, cultural), and to provide opportunities to talk about, confront and solve community issues (eg, health, racism, ageism).²
 - We will make decisions that improve the wellbeing of Hamiltonians:
 - The arts community are uniquely positioned to deliver outcomes across social, cultural, economic and environmental wellbeing. Providing Hamiltonians with opportunities to engage with arts and culture can benefit many aspects of their wellbeing.
 - 61 percent of New Zealanders agree that the arts make an important contribution to community resilience and wellbeing.³
 - 79 percent of young New Zealanders say doing creative things makes them feel excellent or good.⁴
 - We'll empower and enable our diverse communities to share their voice, and shape their city:
 - Artistic and cultural activity is a gathering place and a connector for many communities, and artistic expression is a powerful way to amplify diverse voices.
 - 66 percent of New Zealanders say they learn about different cultures through the arts, and 72 percent agree that the arts should reflect New Zealand's cultural diversity.⁵

¹ *Creative Practice for Youth Wellbeing in Aotearoa New Zealand* (2019). University of Auckland.

² *The Arts and Creative Industries in Health Promotion* (2020). Vic Health.

³ *New Zealanders and the arts: Ko Aotearoa me ōna toi* (2020). Creative New Zealand.

⁴ *New Zealanders and the arts* (2020).

⁵ *New Zealanders and the arts* (2020).

- Refugees and asylum seekers have reported that engagement with the arts following their displacement supported them to create new support networks and develop practical skills useful in finding work.⁶
- We will support the delivery of safe, sustainable and attractive development:
 - Incorporating arts and cultural elements into development projects can create landmarks and contribute to a unique sense of cultural identity.
 - Council could explore ways to work with mana whenua to incorporate toi Māori design principles to make known important cultural and historical narratives.
 - A number of cities around the world have adopted a ‘1 percent for art’ policy, where 1 percent of the overall cost of development projects is set aside to fund and install public art.

Concluding points

20. Creative Waikato are in the final stages of completing the Waikato Arts Navigator, a regional arts strategy that provides councils, regional enablers and the arts community with a collective vision for supporting and strengthening arts and culture in the Waikato. The plan’s completion, and the adoption of the long-term plan by Council, presents a timely opportunity for Council to further develop its relationship with Creative Waikato. We encourage you to consider how you might apply the Waikato Arts Navigator to deliver wellbeing outcomes to the Hamilton community and support the arts community.
21. 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 you to explore this as a potential avenue for developing a strategy in line with the Waikato Arts Navigator. The fund closes on 14 May 2021.

Creative New Zealand’s interest in the arts in Hamilton

22. Creative New Zealand is the arts development agency of Aotearoa, responsible for delivering government support for the arts. We’re an autonomous Crown entity continued under the Arts Council of New Zealand Toi Aotearoa Act 2014. Our legislative purpose is to encourage, promote, and support the arts in New Zealand for the benefit of all New Zealanders.
23. We recognise the importance of the Waikato to the arts in New Zealand. For arts that are delivered in the Waikato, **\$2.35 million** of direct financial support was provided in 2019/20. Our overall support includes the funding of individual arts projects as well as arts and cultural organisations.
24. Under the Creative Communities Scheme, we also fund territorial authorities directly to support local arts activities. Funding provided to Hamilton City Council under the Scheme totalled **\$116,580** in 2019/20.

⁶ *What is the evidence on the role of the arts in improving health and wellbeing? A scoping review* (2019). World Health Organisation.

25. Thank you again for the opportunity to comment. Please feel free to contact us if you have any questions or if you wish to discuss this submission further (contact details are at the start of the submission).

Ngā mihi rārau ki a koutou katoa, nā

A handwritten signature in black ink, appearing to read 'Stephen Wainwright', written in a cursive style.

Stephen Wainwright
Chief Executive—Tumu Whakarae