

Arts and culture: part of your community's future

Ngā Taonga Toi:
ngā taonga pāpori āke āke

 creative *nz*
ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA





Poipoia te kākano kia puāwai
Nurture the seed and it will bloom



Supporting your community's cultural wellbeing



We know your council is working hard to pull together its long-term plan.

Arts and culture play a vital role in enabling thriving communities. We encourage your council to make them a part of your community's future.

Why? Your council is required to promote the cultural wellbeing of your community*, and you already provide considerable support for arts and culture. Your support enables:

- Local artists to make and show their work to audiences, and to make a living.
- Your community to access and participate in the arts.

* Under the Local Government Act 2002, section 10(1)(a)



Local government's support for arts and culture

We know times are tough for councils and their communities, but we encourage you to continue supporting arts and culture, and grow your support where possible.

Here are some of the ways your council already supports arts and culture.



Community halls

Dance classes, community choirs, art classes, theatre groups and music and movement groups gather in community halls every week.



Public art

Used to tell the stories of mana whenua and your community's unique identity, enhances the urban environment and residents' sense of place.

Theatres, concert halls and venues

Spaces for local and touring performances, events and rehearsals.

Image: Vaka 'A Hina by Sēmisi Fetokai Potauaine. Commissioned by SCAPE Public Art, Christchurch.

“Having sustainable community arts venues supports the telling of local stories. It enables further creative activity within the community, it builds audiences through making arts experiences more affordable and accessible. This is vital for wellbeing, and should be seen as an ongoing investment in community rather than a handout.”

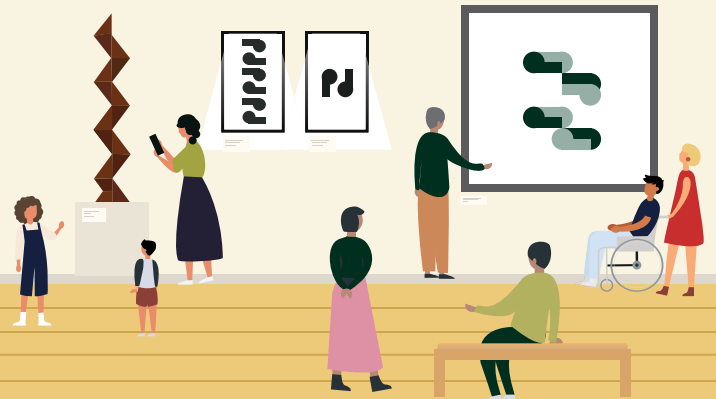


Dr Jeremy Mayall

Chief Executive
Creative Waikato

Art galleries and museums

The kaitiaki of your community's art collection, providing public engagement and education opportunities.



Libraries

Access to books, internet, learning programmes and spaces for people to gather, work, play and learn.



Regulation

Use of public space for events and the display of creative work, and permission to make noise!



Events

Cultural and community events, and public programming.

Funding for marae

For their preservation, maintenance and development.



Funding

Regional or district-wide grants for arts and culture organisations, projects and venues.

“Acknowledging, protecting and celebrating cultural histories and values within the central city has many benefits to the community as a whole. In Ōtautahi Christchurch we’ve seen building pride in Ngāi Tūāhuriri / Ngāi Tahu identity and culture have a beneficial effect on the wellbeing of Māori and their sense of belonging, and build shared pride and community cohesiveness.”



Debbie Tikao

Matapopore Charitable Trust



The benefits of investing in arts and culture

Investing in arts and culture supports your community's wellbeing in the following ways.

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.

Image: Matariki at Wharewaka Fuction Centre, Wellington.





More than 6% of New Zealand's workforce, around 130,000 jobs are employed in creative industries.

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 play 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.

Image: Len Lye Centre | Govett-Brewster Art Gallery, New Plymouth.

“We should no longer have to argue the merits of meaningful social and cultural connection or expression. Anybody who has intimate knowledge of a community, in all its glorious diversity, should be able to look inside their heart and understand the profound benefit of arts and creativity on the health of that community.”



Liz Sneyd

Co-founder
Virtuoso Strings



Ways to support arts and culture in your community

Here are some ways your council could include additional support for the arts and culture in your long-term plan.

- Include the arts, culture and creativity in your long-term plan's community outcomes.
- Commit to developing an arts and culture strategy or plan with the members of your arts community if you don't already have one.
- Work with your arts community to review your council's arts and culture strategy or plan if it's out of date, and to identify ways in which your arts community can support you to implement the strategy or plan.
- Consider increasing funding for arts and culture over each year of your long-term plan.
- Consider adopting a policy that requires council infrastructure projects to include art or design elements – and for the best result, bring artists into planning from the outset, not just as an add-on at the end.



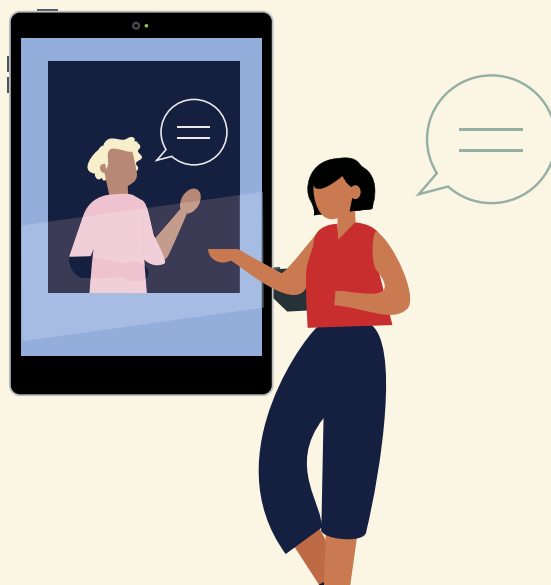
- Think about which council-owned venues and spaces you could make available to your arts community to use free of charge or at reduced rates for both rehearsal and development of new work, and the presentation or performance of work.
- Consider providing dedicated spaces for the Māori and Pasifika artists in your community.
- Commit to greater investment in Toi Māori (Māori arts) in your community. Work with mana whenua and Māori arts collectives and organisations to identify opportunities and where the greatest needs are. Ensure Māori representation on your council's Creative Communities, Arts, Events and Public Art panels.
- Commit to ensuring that there is at least one Pasifika person on your council's Creative Communities Scheme Committee. Your Committee should reflect the diversity of the people in your city/district.
- Commit to including people with lived experience of disability on your council's Creative Communities Scheme panel.
- Commit to doing a stocktake to understand which arts organisations and groups in your community aren't currently receiving funding and address these gaps.

Image: Ōtāhuhu Transport hub - The station design reflects the history of the area and the site's importance to local mana whenua as a historic portage site for waka.

Involving your arts community in long-term plan decision-making

Your local arts community will have plenty of ideas about the ways in which it can make your town or city a vibrant and prosperous place. Consider involving artists in your long-term plan consultation by:

- organising a meeting or workshop for members of your arts community (arts organisations and institutions and independent practitioners) to provide their feedback on your council's draft long-term plan
- arranging to meet with your regional arts development organisation (if you have one) to get their feedback on the local arts community's needs
- sending a survey to the artists in your community to get their feedback on things you could include in your draft long-term plan. Consider working with your regional arts development organisation (if you have one) to get this survey out to your local arts community – ensure your promotion channels are inclusive so all cultural and ethnic groups in your community have access to the information.



**Help your community to thrive:
make the arts and culture part
of your community's future.**

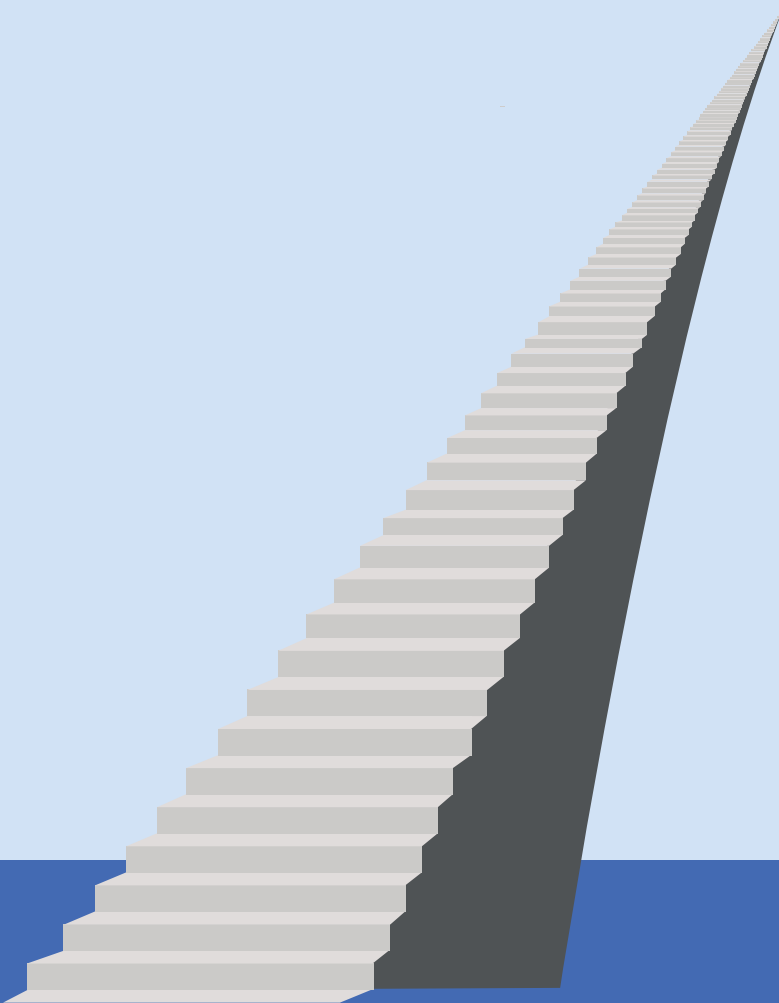


“Having worked as an artist for six years, my involvement in a community arts project gave me the realisation that the value of arts to a community was bigger than me and my personal arts practice. These experiences opened to me the huge value of lowbrow art, grassroots and community arts. I’ll now forever champion that access to arts facilities, opportunities and resources is an unnegotiable requirement for social wellbeing.”



Simone Anderson

Director
The Incubator Creative Hub



Contact us

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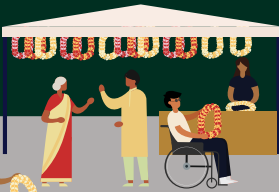
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Illustrations by: Kate McGuinness

Image: Diminish and Ascend, David McCracken.
Commissioned by SCAPE Public Art, Christchurch.

Image Front: Christchurch Art Gallery - Te Puna o Waiwhetū



WHAREKAI

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OPERA TONIGHT

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