

16 April 2021

Queenstown Lakes District Council
Private Bag 50072
Queenstown 9348

By email to: letstalk@qldc.govt.nz

E te Koromatua, ngā Kaikaunihera mā, tēnā koutou katoa

Submission to: Queenstown Lakes District Council
Subject: Queenstown Lakes District Council Ten-Year Plan 2021–2031 (the Plan)
From: Creative New Zealand

1. Creative New Zealand welcomes the opportunity to make a submission on Queenstown Lakes District Council's ten-year plan. Arts, culture and creativity are an important part of developing strong and prosperous towns, and cohesive and healthy communities. We encourage Council to recognise the essential role arts and culture play in the wellbeing of its residents as it makes decisions for the future of the district.

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
Position: Senior Manager, Strategy and Engagement
Email: david.pannett@creativenz.govt.nz
Phone (DDI): 04 473 0772

Key points

3. We acknowledge the challenging situation Queenstown Lakes District Council is facing as a result of COVID-19, and its need to manage competing interests and significant changes to the local economy. **The Ten-Year Plan presents a crucial opportunity to consider how Council can invest most effectively**, to enable Queenstown to recover and develop into an even more vibrant and attractive place to live and visit.

4. **It's excellent to see specific community outcomes related to arts and creativity.** We encourage Council to ensure adequate resourcing is provided to support achieving these outcomes, and to work in partnership with the arts community to deliver to them.

5. **We strongly encourage Council to undertake thorough consultation and actively engage the arts community around any proposals for arts venues or spaces.** This can ensure new spaces are fit-for-purpose, high quality and deliver to the needs of residents and visitors alike.

6. **We welcome Council’s proposal to develop a Heritage, Arts and Culture Strategy.** A strategy will enable Council to better support the arts community to deliver a programme that builds creative capacity and supports the development of an arts ecosystem in Queenstown.
7. **It’s great to see mention of Council working with the Three Lakes Cultural Trust to develop new or combined community facilities.** The Trust has strong working relationships with the local arts community and a track record of delivering initiatives that meet the needs of both the arts community and audiences. We encourage Council to work closely with the Trust around the development of community arts and culture facilities.

Draft Ten-Year Plan 2021–2031

Challenges, Vision and Community Outcomes

8. We acknowledge Queenstown has been particularly hard hit by COVID-19 and Council has noted an increase in unemployment and mental health issues. We agree that ‘the entrepreneurial spirit and resilience that is embodied by our district’s communities is a strong foundation for recovery’. Few communities embody resilience and an entrepreneurial spirit better than our arts community, who are skilled at delivering innovative, strategic and cost-effective solutions. We encourage Council to identify ways to actively involve artists and creative practitioners in its response and delivery.
9. Council also identified the need to support tourism and diversify the economy. Again, the arts community are uniquely positioned to support this work. High-quality arts and culture venues, organisations, events and festivals can attract visitors and further investment to the region.
10. There’s substantial evidence to support the capacity of artists and the arts community to support Council’s challenges and opportunities. For example:
 - 61 percent of New Zealanders agree that the arts make an important contribution to community resilience and wellbeing¹
 - two or more hours per week of arts engagement is associated with better mental wellbeing than none or lower levels of engagement²
 - participating in arts activities was found to improve skills, such as team-work, flexibility, communication and ability to learn, which increased employability³
 - the creative industries contribute approximately \$17.5 billion to New Zealand’s GDP⁴
 - 64 percent of New Zealanders agree that the arts contribute positively to the economy.⁵
11. We welcome Council’s clear recognition of the four wellbeings throughout its planning documents, and encourage it to work with the arts community as well-placed partners to help council deliver wellbeing outcomes to Queenstown’s communities.

¹ *New Zealanders and the arts: Ko Aotearoa me ōna toi* (2020). Creative New Zealand.

² *The arts and creative industries in health promotion* (2020). Vic Health.

³ *Creative Practice for Youth Wellbeing in Aotearoa New Zealand* (2019). University of Auckland.

⁴ *Minister’s address to the WeCreate Creative Economy Conversation* (2018). The Beehive.

⁵ *New Zealanders and the arts: Ko Aotearoa me ōna toi* (2020). Creative New Zealand.

12. It's fantastic to see 'Breathtaking Creativity Whakaohoooho Auahataka' as one of eight themes in Council's Vision Beyond 2050. There's evidence through the Plan of proposed actions to support this vision, and we encourage Council to ensure those proposed actions reflect the needs and desires of the community, and adequate resourcing is provided to achieve those actions.
13. We encourage Council to also recognise the strong contribution investment in arts and culture makes to the following themes, in particular:
 - Thriving People Whakapuāwai Hapori – artistic and cultural activity increases social cohesion through connecting people and communities, and contributes to our physical and mental health
 - Embracing the Māori World Whakatinana Te Ao Māori – toi Māori (Māori arts) is an inherent part of te ao Māori and encourages New Zealanders to increase their understanding of tikanga, mātauranga and te reo Māori
 - Opportunities for All He Ōhaka Taurikura – artistic expression is a powerful way to amplify and celebrate the voices of diverse communities and deliver wellbeing outcomes to a broad range of people
 - Pride in Sharing Our Places Kia Noho Tahī Tātou Kātoa – artistic and cultural activity can play a major role in placemaking and rejuvenation to create great places to live and visit.
14. It's great to see Council's leadership in developing a wellbeing dashboard to bring together existing data sources. We'd encourage Council to look into the [New Zealanders and the arts](#) data, which may be a source of cultural wellbeing evidence, particularly the Otago regional report.

Community Services and Facilities

15. We note Council's proposed investment of \$51.3 million in Project Manawa is a substantial commitment to make. While we agree that new facilities are needed in order to meet the growing and changing needs of the district, we urge Council to work closely with the arts community to determine what type of facilities would best fit those needs. We encourage Council to carefully consider:
 - the scale and type of facility best suited to the Queenstown community
 - whether there is a need for more spaces to practice and create art before investment is made into major facilities to present art
 - how Council might work with the arts community to invest in facilities that will develop a broader arts ecosystem in Queenstown
 - how it might provide more support for grassroots and mid-career artists and organisations to increase their capability to support a professional performing arts facility.
16. It's great to see mention of Council's commitment to working with the Three Lakes Cultural Trust to develop new or combined community facilities. The Trust has strong working relationships with the local arts community and a track record of delivering initiatives that meet the needs of both the arts community and audiences. We encourage Council to work closely with the Trust around the development of future community arts and culture facilities.
17. We note that the development of a community arts facility could deliver a wide range of benefits to the community. In addition to supporting the development of a broader arts

ecosystem in the district, a central arts facility can build audiences, attract investment, deliver vital cultural and social wellbeing outcomes to residents and visitors, and make arts experiences more affordable and accessible.

18. Project Manawa also includes \$6.4 million for the development of open spaces and plaza. We encourage Council to consider how it could include arts and cultural elements in downtown spaces. Public art can increase the use of public spaces, improve the aesthetics of a place, encourage a sense of ownership and community pride, and create landmarks and distinctive features in the urban landscape.⁶ Strong examples of this can be found in Christchurch through the work of Matapopore and SCAPE Public Art.
19. We support the implementation of the QLDC Libraries Strategy 2020–2030. It's excellent to see a strong, clear list of actions including fit for purpose, reconfigured spaces, spaces that support te reo and mātauranga Māori, and wider community engagement.
20. We support Council's continued investment in community facilities and the development of new facilities such as the Frankton Library and Luggate Memorial Centre Whare Mahana. As Council notes, these facilities are important delivery mechanisms for wellbeing outcomes. They foster knowledge and creativity, and are spaces for communities to gather. As new facilities are developed and existing spaces are reconfigured, we encourage Council to consider how to:
 - ensure these facilities include spaces that are accessible to artists and community arts groups, where they can make and show their work to audiences
 - work with local artists and practitioners to create a strong sense of cultural identity at each of the centres.
21. We welcome the proposal to establish a cross-organisation community development staff forum to foster more effective collaboration with community groups, funders and other partners. We encourage Council to ensure that the arts community is well-represented in this forum so that they may help Council to deliver to its community development outcomes.
22. When the current community funding and partnership model is reviewed and redeveloped, we encourage Council to ensure there are policies and mechanisms in place to provide adequate funding support to the arts community to avoid competition between community groups delivering to different audiences and outcomes.

Economy

23. It's great to see a proposal to investigate a more comprehensive Heritage, Arts and Culture Strategy and a range of complementary policies. A strategy can help Council to create a specific plan to work towards its Vision Beyond 2050 outcome of Breathtaking Creativity.
24. We encourage Council to engage the Three Lakes Cultural Trust in this work, given their significant pre-existing work developing the Cultural Masterplan 2020. Through its educational, capability building and community initiatives, the Trust would be well placed to support Council to create a plan that can deliver specific actions to support the arts community and grow its potential.

⁶ *A review of the Henderson Youth Art Project* (2016). Unitec.

Creative New Zealand's interest in the arts in Queenstown

25. 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.
26. We recognise the importance of Otago to the arts in New Zealand. For arts that are delivered in the Otago region, **\$2.53 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.
27. Under the Creative Communities Scheme, we also fund territorial authorities directly to support local arts activities. In 2019/20, funding provided to Queenstown Lakes District Council under the Scheme totalled **\$38,520**.
28. 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 for the team are at the start of the submission).

Ngā mihi rārau ki a koutou katoa, nā



Stephen Wainwright
Tumu Whakarae • Chief Executive