

Submitting on Long-Term Plans 2024-2034

This year local councils are developing their Long-Term Plans for 2024-34. This is a significant opportunity for you to let mayors and councillors know why arts, culture, creativity and ngā toi Māori are important to you and your communities.

Here are some tips for your submissions. You can adapt them to respond to specific proposals in your local area or to make it more personal to you.

What is a Long-Term Plan?

A long-term plan (LTP) sets out the work a council plans to do over ten years (or longer). A LTP should describe how the infrastructure, services and activities that a council invest in and delivers will improve the social, economic, cultural and environmental wellbeing of Aotearoa New Zealand's communities.

The consultation process

- Each council will have a different process for seeking feedback from its community.
- Check your council's website, or contact their service centre, to find out when and how you can give feedback.
- Some councils may use a submission template or ask a series of specific questions for you to respond to.
- Often the timeframe for sharing feedback is around a month. Late submissions aren't usually accepted.
- If there is an arts advocacy group in your town, city or rohe, it pays to check whether it is also engaging with the LTP. Many of these groups support their communities to contribute to the consultation process, for example by sharing information on key proposals relating to arts and culture, or a template submission for you to use

Why is submitting important?

- A LTP makes significant decisions about what a council will do and the money it will spend. Councils value hearing from the communities that will be impacted by these decisions.
- The consultation process is an opportunity to have your say on what you want your community to look and feel like, now, and in the future.
- Community feedback can influence a council to make changes to its draft plan. The more focus or 'noise' there is on an issue or opportunity, the more likely a council will listen. Make sure you share your good ideas!
- Councils are responsible for many services, and are currently facing many challenges including high inflation, infrastructure costs, and climate change. So, it's important to remind them of the value of investing in arts and culture. While things like transport, water and housing are essential services, so is investing in arts, culture, creativity and ngā toi for our communities' wellbeing.

What to look for in an LTP?

From an arts and culture perspective, some things to look out for include:

Community outcomes or priorities

Do these articulate the role that arts and culture plays, or could play, in your community?

Do they reflect the needs and contributions of Māori, Pacific Peoples, and other diverse communities?

How would investing in arts and culture enable your council to achieve its desired outcomes?

If your council has an arts and culture strategy, do these outcomes reflect those set out in the strategy?

Cultural infrastructure (such as whare taonga, museums & arts centres)	<p>Are you happy with any proposed investments in cultural infrastructure? Is it enough?</p> <p>Is there any cultural facility that your community needs and the council should consider investing in?</p> <p>How could tangata whenua and/or artists work with the council on cultural infrastructure projects to incorporate ngā toi Māori a rohe?</p>
Arts and cultural activity & services - such as operation of art galleries, public programmes, events, festivals	<p>How is your council planning to invest in arts and cultural services? Is it enough?</p> <p>How could council work with the local arts community and tangata whenua to deliver these activities or services?</p> <p>Are the activities consistent with the outcomes and plans in your council's arts and culture strategy (if it has one)?</p>
Changes to fees for using a facility or service	<p>Is a proposed fee reasonable? Or will it make it difficult for communities to access an arts, cultural or ngā toi facility or service?</p>
Significant non-arts and culture related projects – such as revitalisation of public space)	<p>How could arts and/or ngā toi Māori practitioners partner with your council to ensure the project incorporates cultural and creative elements, including the unique history of your city, district, or rohe?</p>

How to write a good submission

Summarise	Provide a summary of your key points at the start of the submission.
Suggest tangible actions	<p>Keep your submission focused on actions councils can take.</p> <p>For example, if you think a council's community outcomes could more strongly recognise the role of arts and culture, provide suggested re-wording. Provide specific examples of venues or activities in your area council could invest in or support.</p>
Be realistic	Keep your recommendations to an achievable number. Prioritise those most important to you.
Keep it brief	Often the most effective submissions are the briefest. One to two pages is sufficient if you don't have time to provide more detail.
Be specific	<p>Explain how decisions you want your council to make, or not make, would impact you, your organisation and/or the wider community. Specific and actual impacts help your council understand how its decisions will affect you.</p> <p>Include examples of the ways investing in arts and culture has wider benefits for your community's social, economic, cultural and environmental wellbeing.</p> <p>Use a mixture of storytelling and data to get your points across.</p>
Talk their talk	Use the language that local government uses in your submission to make it relatable to them. For example, it's a good idea to refer to 'community wellbeing', 'impact' and 'outcomes'.
Remember it's on the record	Your submission will likely be made public. If there's anything you don't want members of the public to know, don't include it.
Get feedback	Ask a colleague, whānau member or friend to review your draft submission.
Use examples to guide you	Check out some example submissions to help you write your own.

Practice honing your messages: Use the [Narratives for Change guide](#) to help you with framing and messaging. It uses evidence-based strategies to communicate your message clearly and persuasively.

How to submit: For further information on the consultation process, as well as submission templates and links across regional councils head to www.artsactionnow.co.nz