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23 April 2023

Queenstown Lakes District Council
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By email to: letstalk@qldc.govt.nz

E te Koromatua, ngā Kaikaunihera mā, tēnā koutou katoa

Submission to: Queenstown Lakes District Council
Subject: Draft Annual Plan—Mahere Ā-Tau 2023–2024
From: Creative New Zealand

1. Creative New Zealand welcomes the opportunity to make a submission on Queenstown Lakes District Council’s Draft Annual Plan—Mahere Ā-Tau 2023–2024.
2. 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, culture and creativity play in the wellbeing of your residents as you make decisions for the district’s future.
3. Our submission speaks to Council’s proposals in the Draft Annual Plan 2023–2024, and ongoing work under the Ten Year Plan 2021–31, as they relate to arts, culture and creativity in the Queenstown Lakes District, while looking ahead to the upcoming development of your next long-term plan.
4. While we do not wish to address Council in person in support of our submission, we would be happy to discuss any aspect of it with you further, should you wish. Contact details for the team are at the end of this submission.

Key points

5. We acknowledge the challenging situation Queenstown Lakes District Council is facing as it navigates the effects of the global pandemic, the ever-present impacts of climate change and the financial constraints of the leaky building settlement, across the need to manage competing interests and significant changes to the local economy.
6. **The Ten Year Plan 2021–31 presented a crucial opportunity to consider how Council can invest most effectively,** to enable Queenstown to recover from the pandemic and develop

into an even more vibrant and attractive place to live and visit, including through arts, culture and creativity.

7. As you enter the Ten Year Plan's third year with your Draft Annual Plan 2023–2024, arts, culture and creativity will assist Council to respond and adapt to current challenges and pressures, by helping build connected, healthy and socially cohesive communities in the Queenstown Lakes District. We note the wellbeing of your communities is a strong focus of the Draft Annual Plan and encourage Council to remain committed to arts, culture and creativity as investment here is investment in social, cultural and economic wellbeing.
8. **We commend the partnership between Council, Te Atamira Whakatipu Community Trust and the Three Lakes Cultural Trust to develop Te Atamira.** We encourage Council to continue to work closely with both Trusts around the ongoing operation of this new community arts and culture facility. Alongside this capital programme, we strongly encourage Council to invest in building and resourcing organisational and programming capability for the facility.
9. Developing similar partnerships could be a highly effective approach to achieving Council's goals and outcomes in the Annual Plan, and Ten Year Plan. For example, **it's great to see a plan taking shape around a new performing arts venue in Wānaka**, and we encourage Council to partner in this development in the same way you have with Te Atamira. A new venue represents an opportunity to attract further investment, to build audiences and to make arts experiences more accessible for the community. There is a similar opportunity in finalising details for Stage 5 of the Wānaka Lakefront Development plan, and we encourage Council to work in partnership with the arts community to deliver to this work – artists and arts organisations are our storytellers, our educators, and our place-makers.
10. **We are very heartened to hear about Council's proposal to develop a Heritage, Arts and Culture Strategy.** This strategy will enable Council to create a specific plan to work towards its Vision Beyond 2050 outcome of *Breath-taking Creativity*. We strongly encourage Council to consult widely and actively engage the arts community in developing the strategy, to create a strategy that can deliver specific actions to support the arts community and grow its potential. We also encourage Council to engage the Three Lakes Cultural Trust in this work, given their significant pre-existing work in developing the [Cultural Masterplan 2020](#). Through its educational, capability building and community initiatives, the Trust would be well placed to support Council in this mahi. We're happy to help where we can with this work too, and will be interested to see how the strategy is reflected in the development of the new long-term plan.

Ten Year Plan 2021–31

Challenges, Vision and Community Outcomes

11. Regarding **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, and act as a multiplier for hospitality and tourism.
12. There's substantial evidence to support the capacity of artists and the arts community to support Council and community challenges and opportunities. Two or more hours per week of arts engagement is associated with better mental wellbeing than none or lower levels of

engagement,¹ while our [New Zealanders and the arts—Ko Aotearoa me ōna toi 2020](#) research found that:

- 64 percent of New Zealanders agree that the arts contribute positively to the economy
- 61 percent of New Zealanders agree that the arts make an important contribution to community resilience and wellbeing.

Community Services and Facilities

13. **It's exciting to see the significant visitor numbers to Te Atamira.** In addition to supporting the development of a broader arts ecosystem in the District, this central arts facility is building audiences, attracting investment and delivering vital cultural and social wellbeing outcomes to residents and visitors, as well as make arts experiences more affordable and accessible.
14. **It's timely to see wider community engagement to support the continued exploration of developing a performing arts venue in Wānaka.** We encourage Council to be part of this development process and the broader ambitions to support the local Wānaka arts, culture and creative community, alongside delivering cultural, social and economic outcomes to residents and visitors.
15. We note that **Project Manawa** will have further public consultation this coming year. Working with Ngāi Tahu Property, **we encourage Council to consider how it could include arts and cultural elements in downtown spaces.** Public art can help increase the use of public spaces, improve the aesthetics of a place and encourage a sense of ownership and community pride. Strong examples of this can be found in Christchurch through the work of [Matapopore](#) and [SCAPE Public Art](#).
16. **We support Council's continued investment in community facilities and the development of new facilities,** such as the opening of the Luggate Memorial Centre Whare Mahana and work to transform the former Mitre 10 building in Wānaka to a youth/community space. We note the changes proposed to your schedule for capital work programmes in the annual plan, but also highlight that 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.

Creative New Zealand's interest in the arts in the Queenstown Lakes District

17. Creative New Zealand is the national arts development agency, 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.
18. We recognise the importance of Otago to the arts in New Zealand. For arts that are delivered in the Otago region, **\$1,930,214** of direct financial support was provided by Creative New Zealand in 2021/22; **\$250,890** of this was directly provided in Queenstown Lakes District, supporting the funding of individual arts projects.

19. Under the Creative Communities Scheme, we also fund territorial authorities directly to support local arts activities. In 2021/22, funding of **\$188,259** was provided to the Otago region, which included **\$38,500** to Queenstown Lakes District Council and your creative community.

Conclusion

20. Thank you again for the opportunity to submit on the Draft Annual Plan 2023–2024. We understand there is considerable pressure on all Council budgets this year and acknowledge your continued commitment to arts, culture and creativity as part of overall investment in your community’s wellbeing.
21. Mayor Glyn Lewers said recently at our [All in for Arts—He waka toi e eke noa nei tātou](#) event, in response to spending time and reflecting on what art and creativity can bring to being human, ‘In my role, I’ve got many challenges. I’ve got many perspectives that I’ve got to take on board. So actually, putting yourself in someone else’s shoes and seeing their perspective, that’s to my view the actual essence of empathy, of human empathy’.
22. Please feel free to contact us if you have any questions or if you wish to discuss this submission further. The key contact person is:
- Name:** Cara Paterson
Position: Senior Advisor, Advocacy, Local Government focus
Kaiwhakamahere Matua Taunaki, Kāwangatanga ā Kainga
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Ngā mihi nui ki a koutou katoa, nā



David Pannett
Senior Manager, Strategy & Engagement
Pou Whakahaere Matua, Rautaki me te Tūhono