15 July 2016  
 **Submission on the: Proposed Amendment to Long Term Plan 2015 - 2025  
 Consultation Document: *Creating Tauranga’s Civic Heart***

**Made to the: Tauranga City Council**

**From the: Arts Council of New Zealand Toi Aotearoa (Creative New Zealand)**

1. Creative New Zealand welcomes the opportunity to consider and make submissions on Tauranga City Council’s **Proposed Amendment to Long Term Plan 2015 – 2025 Consultation Document: Creating Tauranga’s Civic Heart.**
2. Creative New Zealand does not wish to be heard in support of this submission.
3. The key contact person for matters relating to this submission:

**Name:** David Pannett

**Title:** Senior Manager, Planning, Performance and Stakeholder Relations

**Email:** [david.pannett@creativenz.govt.nz](mailto:david.pannett@creativenz.govt.nz)

**Phone:** 04 473 0772 (DDI)

**Mobile:** 027 671 2286

**Overview**

1. Creative New Zealand **strongly supports** the proposal for a feasibility study for a new performance venue as a part of Council’s Proposed Amendment to Long Term Plan 2015 – 2025.
2. We echo Council’s position that, “[Baycourt] theatre is small in size for our city’s population and our projected growth […] residents are missing out on national and international events and shows.” Tauranga is considerably underserved in this regard, with a major venue capacity of one seat per 216 residents, versus a regional cities average of one seat per 74 residents (see Appendix One).
3. Creative New Zealand believes that conducting a feasibility study into a new performance venue, with a 1000+ seat capacity, will further support the need for a larger venue and will be in line with what other regional centres with non-historic theatres currently support.
4. We recommend Council uses the feasibility study to further consult with regional stakeholders on the specific requirements for a new venue. Hamilton City Council contracted Creative Waikato to consult with stakeholders and the public on redevelopment options for the Founders Theatre, to great success.
5. We understand that Council has already received strong feedback advocating for a quick start to this project, with some people arguing to bypass the feasibility study altogether. Creative New Zealand believes Council should undertake the feasibility study and then be prepared to act promptly once it is completed. This project shouldn’t be rushed, but it should be undertaken at an assertive pace.
6. It is important that options for a new theatre should continue to be considered not in isolation, but as part of the broader development of the Council’s Civic Space Options project. A theatre of this size will need to be fully integrated into the heart of the city to ensure it is sustainable and connected to the area’s retail, hospitality and other cultural activities.
7. While it is likely that the cost of a new performance venue will largely fall on Tauranga City Council, we do encourage Council to explore a mixture of funding sources. The government’s recently announced Regional Culture and Heritage Fund might be one possibility, alongside neighbouring councils (who will also reap the benefits of this project), as well as corporate sponsorship. The soon to be opened ASB Waterfront Theatre in Auckland is a prime example of successful fundraising through a mixed funding model.
8. Creative New Zealand looks forward to hearing from Council during the feasibility study and through the next steps of the project.

**Background on Creative New Zealand**

1. Creative New Zealand receives funding through Vote: Arts, Culture and Heritage as well as the New Zealand Lottery Grants Board. In 2014/15, Creative New Zealand invested over **$41.5 million** into New Zealand’s arts sector.
2. At least **$370,000** of thiswent to the Bay of Plenty region. This includes funding for individual arts projects as well as for organisations that toured through Tauranga.
3. Creative New Zealand’s Strategic Plan 2013–16, Te Mahere Rautaki 2013–16, identifies the four outcomes we are seeking to achieve on behalf of all New Zealanders:
   * New Zealanders participate in the arts
   * high-quality New Zealand art is developed
   * New Zealanders experience high-quality arts
   * New Zealand arts gain international success.
4. Creative New Zealand contributes to achieving these outcomes by delivering programmes in the following areas:
   * funding for artists, practitioners and organisations
   * capacity-building for artists, practitioners and organisations
   * advocacy for the arts.

Thank you again for the opportunity to comment, and ple­­­­­ase don’t hesitate to contact me if you wish to discuss this submission further.  
  
Ngā mihi nui



David Pannett  
**Senior Manager, Planning, Performance and Stakeholder Relations**