

# Arts, culture and creativity: part of your community's future

Ngā taonga toi:  
he hapori mauroa

 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 deliver to your communities.

Arts, culture and creativity 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)






# The benefits of investing in arts, culture and creativity

Investing in arts, culture and creativity 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 visibility 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.

- WeCreate 2020

### 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.

“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

# Local government's support for arts, culture and creativity

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

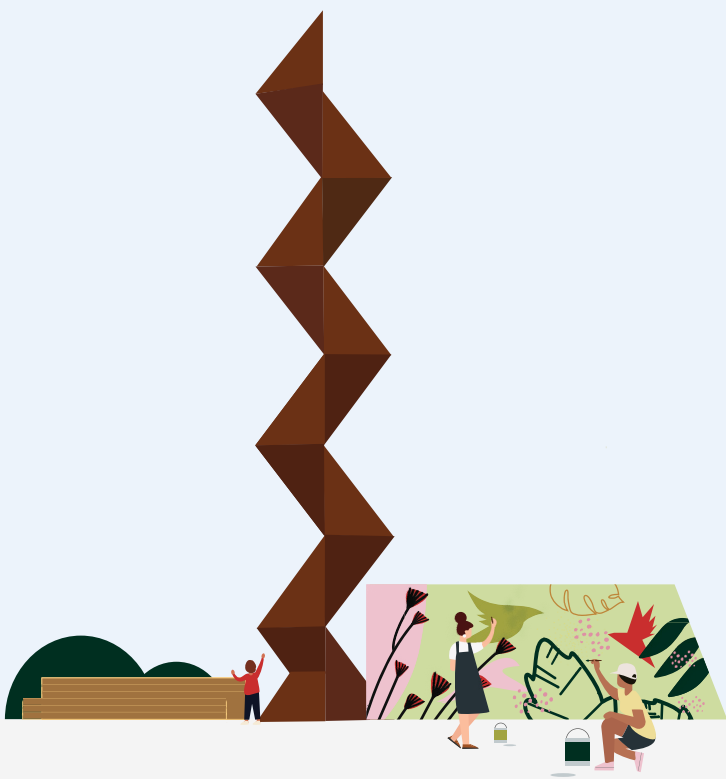
Here are some of the ways your council already supports arts, culture and creativity.



## 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.

[Image: Waka - A Haka by David Huraia Perurangi Commissioned by Auckland Public Art Commission](#)



## Theatres, concert halls and venues

Spaces for local and touring performances, events and rehearsals.

“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.”

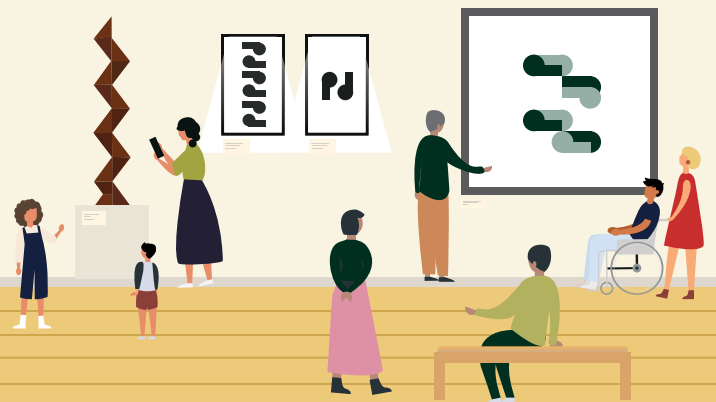


**Dr Jeremy Mayall**

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, culture and creative 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



# Ways to support arts, culture and creativity in your community

Here are some ways your council could include additional support for arts, culture and creativity in your council's planning.

- 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. 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 Creative Communities Scheme Committee.
- Commit to including Deaf and disabled people on community led processes including council working groups, Creative Communities, Arts, Events and Public Art panels. Your council's committees should reflect the diversity of the people and communities in your city/district.
- Commit to doing a stocktake to understand which arts organisations and groups in your community aren't currently receiving funding and address these gaps.



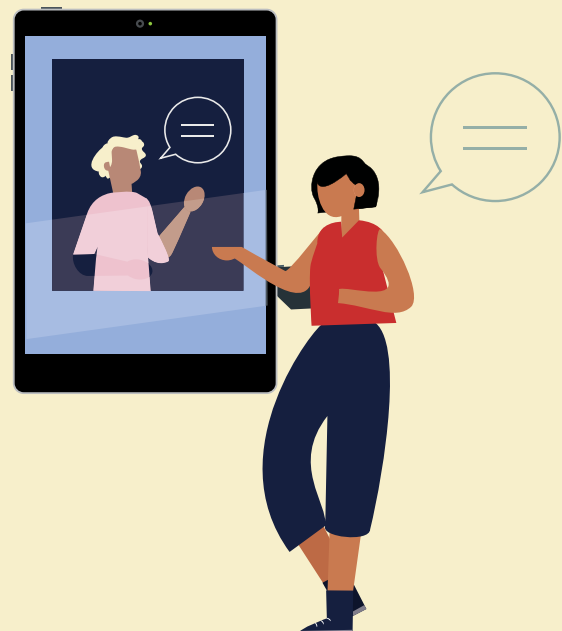
- Consider providing dedicated spaces for Māori and Pasifika artists in your community.
- Think about which council-owned venues and spaces could be made available to your arts and creative communities to use free of charge or at reduced rates for both rehearsal and development of new work and the presentation or performance of work.
- Include arts, culture and creativity in your community outcomes across both annual and long-term plans.
- Consider increasing funding for arts, culture and creativity over each year of the long-term plan.
- Commit to developing an arts, culture and creativity strategy or plan with the members of your arts and creativity community if you don't have a strategy.
- Work with your arts and creativity community to review your councils' arts, culture and creativity strategy or plan if it's out of date.
- Consider adopting a policy that requires council infrastructure projects to include art and design elements – for the best results, bring artists into planning from the outset, not just as an add-on at the end.

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 council 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 council 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 planning
- 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 council's planning. 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, culture and creativity part of your community's future.**

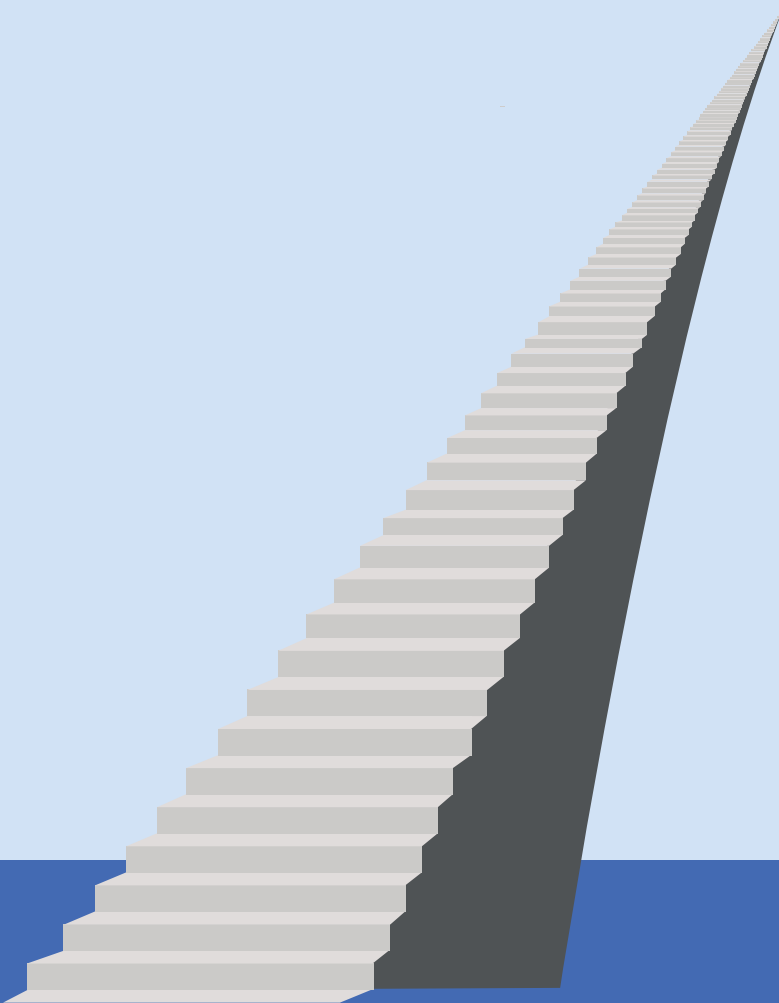


“Having worked as an artist for six years, my involvement in a community arts project gave me the realisation that the value of arts to a community was bigger than me and my personal arts practice. These experiences opened to me the huge value of lowbrow art, grassroots and community arts. I’ll now forever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

WHAREKAI

OPERA TONIGHT

