

19 February 2021

Tēnā koe

I'm writing to you to share some guidance we've prepared on how to continue to support your local arts community through your council's long-term planning process, and to seek your continued support for the arts sector and the cultural wellbeing of your community.

Local government is already a long-time supporter of the arts, and indeed is one of the largest investors in arts and culture in Aotearoa. Creative New Zealand acknowledges this significant contribution and is pleased to be able to support your council's ongoing investment in local arts and culture activities through the Creative Communities Scheme.

As New Zealanders face new challenges in their daily lives, working together to support the wellbeing of our communities has become more important than ever. While we acknowledge the considerable financial pressures councils and their communities are facing, investing in arts and culture is a key way in which your council can fulfil its ongoing obligation to deliver positive outcomes for the wellbeing of its community.

To support the work you're already doing, and the important work we hope you'll continue to do, we've put together the enclosed guidance that outlines ways in which you can support arts and culture through your council's LTP process, and why doing so will have benefits for the social, cultural, economic and environmental wellbeing of your wider community.

An electronic copy of the guidance is available on Creative New Zealand's website: creativenz.govt.nz/LTP_guidance

I encourage you to share this document with other elected members and relevant council officers. The guidance will be of interest to any councillor or officer with an interest in the social and cultural wellbeing of your community.

We welcome your engagement with this kaupapa. If you would like further information regarding this guidance, or want to learn more about how you can work with us to support your local arts community, please get in touch with our Advocacy Team at advocacy@creativenz.govt.nz

Poipoiā te kākano kia puāwai – Nurture the seed and it will bloom

Ngā mihi nui, nā



Stephen Wainwright
Chief Executive | Pou Whakarae

