



Contact us

Website: www.creativenz.govt.nz

Creative New Zealand

Level 2

2-12 Allen Street

PO Box 3806

Wellington 6140

T: 04 473 0880

E: info@creativenz.govt.nz

FRONT COVER:

Nelson Arts Festival 2022, Pīpī Paopao

Rutene Spooner. Image Credit Melissa Banks

Photographer

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FORWARD *KUPU WHAKATAKI*

The Future for Local Government Panel has a once-in-a-generation opportunity to strengthen our democracy and reimagine the future role and function of local government.

Coming off the back of the COVID-19 pandemic, and a summer of devastating extreme weather events, now is the time to be bold, and to be brave. It is time for change.

We know that in challenging times, the arts bring joy and light, and help us process change and fear. Our research tells us that the majority of New Zealanders value arts and culture and believe that the arts are vital to the future of where they live.

We acknowledge and thank everyone whose insights and whakaaro have so richly fed into our submission; from councils across Aotearoa, including mayors and elected representatives, arts and culture leads, and Māori strategy leads.

The future needs creative thinkers, highly engaged citizens and connected communities. Through partnership and collaborative investment, we can build a sustainable creative ecosystem that delivers enhanced wellbeing outcomes for all.

The eight key recommendations in our submission echo what we hear across the arts and culture sector and connect with our own ambitions to puts arts and culture where they belong: at the centre.

We strongly encourage the Panel to centre arts, culture, creativity and ngā toi in your final report on the future for local government. This is an opportunity to develop a much richer shared understanding of cultural wellbeing – what it is, how it supports communities, how to achieve it, how to measure it and how to grow it.

Creative New Zealand looks forward to continuing our work with the local government sector and supporting the Panel in our shared ambitions for the future.

Together, let's put arts, culture, creativity and ngā toi at the heart of our efforts to strengthen democracy, enable thriving communities and to improve the shared wellbeing of all New Zealanders.

If our arts and culture ecosystem thrives, Aotearoa will thrive.



Stephen Wainwright
Chief Executive | Pou Whakarae
Creative New Zealand Toi Aotearoa



Caren Rangi
Chair | Manukura
Arts Council of New Zealand Toi Aotearoa

The evidence shows that when we support arts, culture, creativity and ngā toi, we also support the social, cultural, economic and environmental wellbeing of New Zealanders:



Arts, culture, creativity and ngā toi support good physical and mental wellbeing

with research showing that participation can increase self-esteem and cognitive ability, reduce depression and stress, and support recovery.



Arts, culture, creativity and ngā toi support economic wellbeing

by encouraging innovation, investment, and spending that benefits local businesses and aligned sectors such as hospitality, tourism and education.



Arts, culture, creativity and ngā toi support cultural wellbeing

by encouraging us to express our different identities, uplifting the stories and experiences of mana whenua, celebrating our place in the Pacific, and promoting a sense of belonging and pride for all.



Arts, culture, creativity and ngā toi support environmental wellbeing

outcomes and grow our connection to te taiao, the natural world. Artists and creative practitioners give us innovative new ways to think, talk, and act when it comes to complex environmental challenges like climate change.



Arts, culture, creativity and ngā toi support social wellbeing

cohesion and resilience by bringing people together, connecting communities and acting as a stimulus for community empowerment, expression and collective decision making. They are vital tools for placemaking.

ALIGNMENT OF THE CREATIVE NEW ZEALAND AND SPORT NEW ZEALAND SUBMISSIONS

TE WHAKAKOTAHI I NGĀ TĀPAETANGA O TOI AOTEAROA ME IHI AOTEAROA

Creative New Zealand and Sport New Zealand play critical and unique roles in the delivery of wellbeing at a local level, in their respective areas. While both organisations are submitting separate responses to the draft report, there are areas where we are aligned, and, as such, we have collaborated during the development of our submissions.

Both organisations believe that local government can play a key role in dealing with the increasing challenges we are facing around climate change, economic uncertainty and social cohesion, and are encouraged by the direction of the draft report.

Sport New Zealand and Creative New Zealand are aligned in the following statements:

- Arts, culture, creativity and ngā toi, and physical activity are absolutely critical factors in the role of strengthening our identity, individually and as a nation – locally, regionally and nationally. They enhance wellbeing, improve social cohesion, connect communities and build resilience. We believe they need to be explicitly considered in all facets of local government operations and strategic decision-making.
- The ways in which physical activity and arts, culture, creativity and ngā toi inform wellbeing are myriad, holistic, tangible and intangible, immediate and enduring. When we play, move, take part in cultural expression, connect with community groups, create art and tell stories together, we positively influence our wellbeing and that of our community on multiple levels.
- It is essential that communities are given the funding, resources and roles to have the structures and opportunities for physical activity, and arts, culture, creativity and ngā

toi to take place. Budgets for this should be protected so they are not compromised by competing and changing local government priorities.

- Sport New Zealand and Creative New Zealand believe that partnerships are essential for sustainable and successful delivery of wellbeing outcomes. We support collaborative approaches where Crown entities, central and local government, iwi, community, business, sports and creative organisations work together to leverage their respective strengths towards a thriving locality.
- A shared and cohesive national vision that provides direction to councils in our respective areas will drive a coordinated local focus and consistency for arts, culture, creativity and ngā toi, physical activity and help tell the value story of the ways in which they influence the conditions of wellbeing.
- Both Sport New Zealand and Creative New Zealand support the development and maintenance of strong relationships and partnerships with tangata whenua and the incorporation of tikanga, mātauranga, te ao Māori values and approaches into the functioning and mechanisms of local government as not only necessary, but critical to meeting obligations under te Tiriti. We recognise the significant contribution te ao Māori makes to our sense of place, identity and belonging at both a local and national level.
- Both organisations support the intention in the draft report to strengthen the relationship between local and central government and see this as essential to maximise the impact that physical activity, arts, culture, creativity and ngā toi can have on wellbeing. We both explore the elements that would create collaborative relationships between national and local government in our respective submissions.



INTRODUCTION *HEI TĪMATANGA KŌRERO*

Arts, culture, creativity and ngā toi connect people to place and to each other, tell our stories, shape community identity and build social cohesion. They are also powerful tools to enable, enhance and sustain personal and collective wellbeing.

In Aotearoa New Zealand we have not yet fully explored the abounding potential of arts, culture, creativity and ngā toi to positively influence cultural, social, environmental and economic wellbeing. In this submission to the Future for Local Government Review Panel (the Panel), Creative New Zealand outlines the approaches and processes that local government could make to explore, utilise and support the benefits of art, culture, creativity and ngā toi for our communities.

Creative New Zealand's submission to the Panel responds to recommendations included within the Review into the Future for Local Government (2022) [He mata whāriki, he matawhānui Draft report](#) (the draft report).

This work has a whakapapa seeded from a meeting between Creative New Zealand Toi Aotearoa Arts Council Chair Caren Rangī, Chief Executive Stephen Wainwright and the Panel in September 2021, to discuss an ambitious agenda for how local government will evolve to improve wellbeing for all New Zealand communities, and actively embody authentic relationships and partnerships under te Tiriti o Waitangi – and the vital contribution arts, culture, creativity and ngā toi can make to this work.

Following this, Creative New Zealand brought in the voices of local government arts, culture, creativity and ngā toi champions to the conversation. Over a series of online workshops and interviews, we heard from 46 local government representatives across the motu who were advocates of arts, culture, creativity and ngā toi, and kaupapa Māori

specialists. We analysed the themes from this extensive engagement and held a further workshop to test and prioritise what we heard. [Our first submission](#) was borne from that engagement and submitted to the Panel in June 2022.

This document responds to a number of specific questions posed by the Future for Local Government Panel in their Review into the Future for Local Government report. Our submission offers 8 recommendations that offer solutions to these questions with immediate actions at the end of each section.

Our responses for this second submission are predominantly drawn from the themes and insights that arose in our earlier engagement. They also reflect Creative New Zealand's position on how interconnected arts, culture, creativity and ngā toi are with individual and community wellbeing in Aotearoa. All unattributed quotes are from our original engagement; some are lightly edited for context. These contributors are gratefully acknowledged in the final section of the document.

Our vision

Our engagement with local government arts, culture, creativity and ngā toi champions revealed a collective vision of a local government system that understands and prizes the powerful value that arts, culture, creativity and ngā toi bring to the wellbeing of our communities; where art and creativity are a welcome lens on all projects, and participation in creative and cultural experiences is equitable for all; and where our neighbourhoods and towns reflect Māori as tangata whenua, our place in the Pacific, and our diverse communities.

For this vision to be realised, partnership is essential, and local government must be positioned as a key part of a wider ecosystem that interconnects diverse communities, Māori, hapū and iwi, business, education, central government and Crown entities.

To imbue the transformative potential of arts, culture, creativity and ngā toi into our collective wellbeing, in a way that won't be impacted by future changing priorities, we need to:

1. Advocate	Embed roles and functions in local authorities that facilitate and provide leadership for arts, culture, creativity and ngā toi. Include a creative lens to problem-solve, improve and enhance civic projects.
2. Elevate	Reflect te Tiriti o Waitangi in the way that te ao Māori and ngā toi is considered and included at the inception of local government policy, through to design, implementation and evaluation, so that Māori values and the stories of Aotearoa are embedded into our communities, our built environment and our sense of place.
3. Plan	Develop a shared national vision for arts, culture, creativity and ngā toi that sets out their value and amplifies their role in improving and enhancing the wellbeing of our communities. Strengthen civic education and enable citizen-led democracy with the use of artistic and creative processes.
4. Research	Establish mechanisms to research, measure and demonstrate the valuable and multifaceted connections that arts, culture, creativity and ngā toi have to cultural, social, environmental and economic wellbeing. Provide the foundation to effectively tell this story to our communities and our nation.
5. Partner	Build a system that is based on partnership and collaboration; an accord between central and local government, formal collaboration between councils, partnerships with iwi and hapū Māori, partnerships with artists and ngā toi practitioners, and with our local businesses. A foundational system built on transparent and respectful partnerships will build capacity and resilience.
6. Support	Value the work of artists and creative practitioners and support them to build creative partnerships, be remunerated fairly and develop sustainable careers.
7. Resource	Resource accessibility and remove barriers to participation for all art, cultural, creative and ngā toi events so that the wellbeing benefits of arts and culture can be shared with all living in Aotearoa.
8. Innovate	Stand up a national creative advisory taskforce of arts, culture, creativity and ngā toi leaders and champions to provide the leadership and expertise to increase the beneficial impact of arts, culture, creativity and ngā toi in our communities.

01. ADVOCATE

Embed roles and functions in local authorities that facilitate and provide leadership for arts, culture, creativity and ngā toi, and provide a creative lens to problem-solve, improve and enhance civic projects. Allocate roles and functions in a way that enhances wellbeing in the community.



Allocating roles and functions in a way that enhances wellbeing

“My vision – Councils have the roles to enable the outcomes we want (wellbeing, arts, etc.) and there is a steering group to help us work together.”

Embed roles to build the value of arts, culture, creativity and ngā toi within government.

‘Arts champion’ and leadership roles and functions need to be embedded in local government, so that the involvement in, and implementation of, arts, culture and creativity are not threatened by economic pressures or changing governmental priorities over time. These roles and functions need to be well-defined and well-resourced.

In our 2022 engagement with local government arts, culture and creative champions and leaders, we heard that where councils didn’t have dedicated roles for arts and cultural champions internally, it was more difficult for arts, culture and creativity to get traction or consideration in council processes. These advantages were seen as inconsistently applied across Aotearoa.

Arts, culture and creativity should be a lens on all projects.

We agree that local government’s role should be more sharply focused on enhancing and facilitating community wellbeing. The draft report states that “in order to maximise local wellbeing, it is vital that the allocation of roles and functions enables a much better sense of the specific outcomes that will maximise wellbeing for a given community over a period of time” (pg. 108). Evidence shows that the expression of and participation in arts, culture, creativity and ngā toi has myriad connections to social, cultural, environmental and economic wellbeing; any conversation on how roles and functions can influence long-term wellbeing outcomes in local communities should include the arts and cultural sector in its structure and scope.

An arts, culture and creativity lens will improve and enhance civic projects (national and local), including roading, cycleways, public buildings and community spaces. By incorporating artists and cultural practitioners in the inception and budget of all infrastructure and civic projects, we are creating a sense of place and identity, telling the stories of the whenua, building community pride and connectedness, improving wellbeing and keeping our artistic communities alive and thriving.

“We need greater diversity and representation on our governance and management structures, in our elected members and in council arts staff. Representation here in our Senior Executive Teams means we are automatically filtering the arts and culture outcomes, Treaty obligations, access and inclusion into all our reporting.”

Involve artists and creatives in civic problem-solving.

Artists and creatives are particularly skilled at designing and delivering innovative, strategic and cost-effective solutions. They are natural problem-solvers. Arts and cultural sector consultation should be integrated into think-tanks on regional and national issues such as environmental, economic and social challenges, as well as disaster recovery.

The roles that art and culture can play in recovery are outlined in some [recent research in Aotearoa](#) that looked at the impacts that art and culture had on the cultural, social, health and economic wellbeing of the community following the Christchurch earthquake.

In Australia, a cross-industry [National Taskforce for Creative Recovery](#) has been established to develop new approaches and embed specialist creative practices into local, state and federal disaster management systems. They have developed case studies, recommendations and best practice models that highlight the role of culture and the arts in disaster recovery. Recent local government research in Australia has concluded that [“arts, culture and heritage have serious economic value for communities”](#). We ask that the Panel position arts, culture and creativity as a valuable and essential tool in solving problems and prioritising the wellbeing of our communities.

The use of arts, culture, creativity and ngā toi for thriving community spaces and place-making.

We support the suggestion that to improve social, economic, culture and environmental wellbeing, councils can enhance and expand their roles as:

- an anchor institution
- a systems networker and convenor
- a place-maker.

The draft report gives an example of the design and management of a library, where this approach would situate libraries “as anchor institutions and multi-use community hubs that can strengthen community identity and create opportunities for civic and economic participation”, rather than just as places that lend books (pg. 121). The report also states that “thriving local arts and culture is vital for making communities vibrant, exciting places to live” and that creative place-making can fill empty spaces and foster “local creative entrepreneurship through the innovative use of community and council-held infrastructure” (pg. 126).

We wholeheartedly support these transformational approaches, which situate arts, culture and creativity as core elements of place making, identity and wellbeing. Social enterprise groups such as [Exchange Christchurch](#), [Life in Vacant Spaces](#), [Dunedin Dream Brokerage](#), [Gap Filler](#) and Nelson’s [Make Shift Spaces](#) are repurposing or acquiring multi-purpose spaces for creative practitioners to connect, work and showcase. These creative hubs have the added benefit of contributing to the identity of vibrant, thriving neighbourhoods where people are proud to live (and others want to move there).

We know that all over Aotearoa, there are neighbourhoods that are desirable because of the influence, inclusion and centring of arts, culture, creativity and ngā toi. Local government can support these transformational place making endeavours and use these approaches to solve problems, facilitate and build community wellbeing.

“Advocate and support the arts as a proven tool to enhance and encourage wellbeing and active engagement/participation in our communities. Prioritise the arts as essential to wellbeing.”



Revitalising citizen-led democracy

The greater use of deliberative and participatory democracy in local decision making will contribute to richer community-led decision-making and we believe that local government should invest in building the capability and capacity to make this way of working part of their operating model. We have the opportunity to shift a prevalent narrative identity of people as consumers, and build their agency and interest as citizens, where they feel empowered to contribute positively and meaningfully to their community and to society.

We need informed citizens making decisions.

We refer to the comment that “there is a need for (participatory democracy) to be better understood and utilised by citizens and councils” (pg. 43). We support this statement but caution that the knowledge needed is not just of the process of involvement in local government and local government systems, but should include the understanding of what the contributing wellbeing factors are for a thriving, vibrant and inclusive community. For deliberative and participatory democracy to operate effectively, each participating citizen needs to be making decisions from a well-informed evidence base to avoid populist or uninformed opinions shaping important decisions. Deliberative democratic processes and other tools can facilitate citizens to make informed decisions on a smaller scale but there is a greater role for local government to enable wider awareness of the key elements that build thriving, vibrant and inclusive communities -including the vital role of art, culture creativity and ngā toi.

“Develop strong creative teams.
We need more development of
collaboration skills such as co design.
Rather than expecting councils to
develop our own tools and learn this,
this should be shared by us all.”

Use arts, culture, creativity and ngā toi as a strategic developmental tool for deliberative and participatory democracy.

Citizen involvement techniques that use arts, culture and creativity as the vehicle for interaction can be utilised as innovative education, engagement and decision-making tools to encourage participation in local government. When developed alongside people and local community organisations, this can have the added benefit of reinforcing local identity and representation, and shared relationship building.

We urge the Panel, when considering citizen-led democratic systems, tools and capability, to employ artists and creative practitioners to complement more traditional governmental processes. Arts and cultural programmes offer powerful and impactful ways to inform and educate people and generate a sense of local pride and identity.

An example of how creativity can contribute to civic participation is Barbarian Production’s Political Cutz; a pop-up hair salon supported by Urban Dream Brokerage that offered cheap coffee and free professional haircuts to people in exchange for political discussion in the lead up to the general election. The project targeted a younger audience to provide a platform for them to participate in political conversation. An image of the new haircut alongside a summary of the participant’s thoughts was then shared online.

Also by Barbarian Productions was a pop-up polling booth especially for tamariki, designed to make civic participation fun, creative and accessible. The kids’ election had the added benefit of engaging caregivers and whānau in these conversations about democracy.

Creative practitioners are inherently problem-solvers, and they are the right people to design community-minded and representative communication and engagement processes that tell a story, grow awareness, and touch our hearts and minds.

CASE STUDY

THE K'AUTE PASIFICA TRUST



The K'aute Pasifika Trust fale recently opened in Hamilton after 24 years in the making, and is a great example of how art and culture can be closely woven into creation of a multi-use community space that also works to build community resilience, wellbeing and identity.

The fale is filled with artistic vision and is shaped around the idea of the village, providing local Pacific communities a sense of belonging, visibility, and value. The space includes health and wellbeing services, a GP and pharmacy, an early learning centre, social, employment and housing services, as well as a shared community

space that can be used for large events. It even includes a [virtual fale](#) where different staff welcome the website user and guide them through the website in a personal manner.

“Advocate and support the arts as a proven tool to enhance and encourage wellbeing and active engagement/participation in our communities. Prioritise the arts as essential to wellbeing.”

Actions: Advocate

1. Embed arts leadership roles to leverage the benefits of arts, culture and creativity as a lens on every project, in core tools for place-making, and in the building of community wellbeing and identity.
2. Involve artists, ngā toi and creative practitioners in the work of civic problem-solving, and consultation to address regional and national issues such as environmental, economic and social challenges, as well as disaster recovery.
3. Develop a citizen-education programme to strengthen civic education and community-wide understanding of the contributors to community well-being. This programme is also an opportunity to gather data and build an evidence base. A focused citizen education will ensure all citizen-led democracy activity is pre-empted with a process around education for citizens.
4. Create processes and opportunities for arts, culture and creative collaborations to design innovative mechanisms that enable citizen-led democracy.

02. ELEVATE



A Tiriti-based partnership between Māori and local government

Reflect te Tiriti o Waitangi in the way that te ao Māori and ngā toi is considered and included at the inception of local government policy, through to design, implementation and evaluation so that Māori values, and the stories of Aotearoa are embedded into our communities, our built environment and our sense of place.

Develop a new legislative framework for Tiriti-related provisions in the Local Government Act that drives genuine partnership in the exercise of kāwanatanga and rangatiratanga.

Provisions included in the Public Service Act 2020 could be models for this legislative framework, explicitly recognising the role and responsibilities of local government to develop, strengthen and maintain healthy, enduring relationships with iwi, hapū and Māori within their rohe; recognise iwi and hapū aims, aspirations and requirements as they exercise kāwanatanga and rangatiratanga; and for local authorities to develop and maintain their capability (te reo, knowledge of whakapapa, tikanga, mātauranga and te ao Māori values and approaches) to understand Māori perspectives.

We believe recognition and incorporation of ngā toi Māori in this framework would realise and strengthen its meaningful success.

In our 2022 engagements with local government arts leaders to inform our first submission to the Panel, we heard, almost unilaterally, what an important and unique contribution the expression of ngā toi Māori (Māori arts, knowledge) and te ao Māori provided to community sense of place, identity and overall well-being. We were pleased to see that a potential future principle for Tiriti-based local governance principles is the “explicit recognition of te ao Māori values and conceptions of wellbeing” (pg. 93).

Similar to the [Treasury’s He Ara Waiora framework](#), we believe recognition and incorporation of ngā toi, tikanga and mātauranga Māori in the development of a new framework to support the exercise of kāwanatanga and rangatiratanga would realise and strengthen its meaningful success in terms of how the framework can support:

- **Wairua:** Individual and community waiora (wellbeing)
- **Te Taiao:** our relationship with and responsibilities to the natural world/environment
- **Te Ira Tangata:** human activities and relationships including relationships between generations.

Partnership frameworks developed with hapū, iwi and Māori.

Creative New Zealand supports the development of local government partnership frameworks working with hapū, iwi and Māori that complement co-governance arrangements.

At the heart of Creative New Zealand’s current strategic direction (*Te uara mō tātou o Aotearoa—Creating value for New Zealanders*) is Te Kaupapa o Toi Aotearoa¹ – a programme aimed at ensuring we have the organisational culture, competencies and practices to enable us to meet our aspirations under te Tiriti o Waitangi, and adopt a multi-lensed approach to our work.

Central to Te Kaupapa o Toi Aotearoa is that we will work in a way that enhances the mana and wellbeing of all the communities we serve,

¹ Further information on Te Kaupapa o Toi Aotearoa is in our [Statement of Intent—Tauāki Whakamaunga Atu 2022-2026: 2022](#)

guided by the intellectual traditions, knowledge and tikanga of tangata whenua and tangata Tiriti, alongside conventional government approaches.

Under Te Kaupapa we are strengthening our relationships with mana whenua in the rohe in which we have our offices. We have also been privileged to work with mātanga and Māori arts leaders to develop and improve our approach to our work, so it is more equitable, inclusive and people centric.

In 2021/22, Creative New Zealand was one of eight government and cultural agencies working in partnership with Māori organisations and arts practitioners across the motu to deliver strategic initiatives through the Mātauranga Māori Te Awe Kōtuku initiative, led by Manatū Taonga Ministry for Culture and Heritage. This was part of the Government’s Arts and Culture COVID Recovery programme.

“A fundamental, part of commitment to Treaty – invest in people to support relationships. Create a succession plan (inside and outside councils)”.

Funding was distributed to mātanga, pūkenga, ngā toi Māori artists, practitioners, marae, hapū, and iwi to protect, cultivate and retain mātauranga Māori related to heritage ngā toi Māori, and foster their distinctive ngā toi Māori initiatives. These initiatives were delivered in a manner that was culturally appropriate for Māori, while meeting and exceeding central government performance measures. Initiatives were practitioner-led, with Creative New Zealand support, and designed to strengthen the foundation of knowledge holders and ensure effective succession planning and the retention of mātauranga toi for the benefit of specific regions and Aotearoa.

In our experience, there are rich and meaningful opportunities in functions and programmes (that have previously been designed and delivered entirely by government) being delivered by and for Māori arts leadership to deliver the greatest positive impact for all. These approaches could be replicated within a local government context.

Developing and maintaining cultural capability through ngā toi.

The Panel identifies the value in proactively seeking opportunities to have shared experiences with hapū/iwi, to build relationships, grow shared understandings of the local histories, whakapapa and taonga (pg. 100). Creative New Zealand research in 2020 found 45 percent of all New Zealanders say they learn about Māori culture through ngā toi Māori. Local government can play a vital role in creating these opportunities by working with ngā toi Māori practitioners, collectives and organisations.

We are heartened to see the Panel recommend that central government provide a transitional fund to subsidise the cost of building capability and capacity at the local level (pg. 101), and encourage ngā toi practitioners, Māori-led arts organisations, marae, hapū and iwi leaders to be identified as valuable recipients of these grants. These themes are identified and well-articulated in the draft report and we agree with all the recommendations set out in this section.

“I want to see a nation where local, iwi, hapū stories are part of the social fabric, not just pulled out occasionally in a book or mural – but are the heart and soul of who we aspire to be, connected to each other and the whenua – knowing whose whenua we are on.”

Explicitly include ngā toi and mātauranga Māori to support placemaking.

We’d also like to see an explicit role for ngā toi and mātauranga Māori in local government functions to build the visible representation of whakapapa, identity, culture and place. The Panel’s draft report states that Māori influencing “the design of community services like parks, reserves, or libraries ... is just as relevant to the exercise of rangatiratanga as natural resource management” .

² Te Āti Awa in and Ngāti Whātua Ōrākei in Tamaki Makaurau

³ Creative New Zealand. *New Zealanders and the arts—Ko Aotearoa me ōna Toi 2020: 2021*

We wholeheartedly agree with this example of the multiple benefits of including iwi and hapū leaders and mātanga Māori artists in the design of spaces to reflect the whakapapa, history and stories of each rohe.

In our engagement with local government representatives, we heard the desire to have Māori culture, history, mātauranga and reo more consistently represented and visible across Aotearoa – so that when you enter a town and walk through the streets and parks, you know who the mana whenua are and that the stories of tangata whenua, the land and social histories are expressed visibly and tangibly. Meaningful partnerships with iwi, hapū and Māori will ensure ngā toi and mātauranga Māori can be included and engaged with from the beginning, in all aspects of the design of our communities.

We support the suggestion that councils work with hapū, iwi and mātanga to ensure indigenous knowledge is valued and the stories of local mana whenua are told appropriately through the design of community spaces and neighbourhoods (pg. 125). It is important to ensure that mana whenua and Māori artist involvement is appropriately resourced to support their involvement throughout the design and development process.

“Arts and culture is another way of making people proud to live in your region. For us in Rotorua we pride ourselves on our voice and singing ability. Temuera Morrison was in my kapa haka and that is what got him used to acting. Cliff Curtis – same thing. The tutor shared that doing the taiaha on the island turns people around.”



Te Hono, New Plymouth airport.

TE HONO



Te Hono, New Plymouth airport.

The redevelopment of Te Hono, the New Plymouth airport terminal, illustrates how a meaningful partnership between mana whenua and local government can use arts, culture, creativity and ngā toi to tell the story of the whenua and represent the distinct identity of a place.

The New Plymouth District Council had commenced a much-needed redesign of the airport at Puketapu, initially approaching local hapū Te Āti Awa on a consultant basis. The council soon realised the significance of this whenua to the hapū and acknowledged that they had started the design process prematurely. A brave decision was made to stop all work and start over completely; this time in the spirit and process of true partnership with Te Āti Awa, where the hapū values and stories were embedded into the design.

The journey was one of challenges and rewards, resulting in a design that weaves in the story of the Taranaki region, while being a conduit for the facilitation of healing and the restoration of trust between iwi and local government. Master Te Āti Awa carver Rangi Kipa captures the value of arts, creativity and culture beautifully in these words:

“The ability for us to use arts and culture to restore our visibility, to put back the things that were dismantled is a journey and pathway to social justice. Iwi and hapū are good partners to work with. They add the uniqueness, the flavour, the sense of identity and a sense of place to council projects that you can’t get anywhere else.” - Rangi Kipa

Actions: Elevate

5. Incorporate ngā toi Māori in the Panel’s recommendations on new frameworks as a meaningful and vital tool to achieving a strong and successful Tiriti-based partnership between Māori and local government.
6. Ensure that ngā toi Māori is considered and included at the inception of local government policy, through community engagement, design, procurement, implementation and evaluation of local government business, so that Māori values and the stories of Aotearoa are embedded into our communities, our built environment and our sense of place.

03. PLAN



A shared national vision for arts, culture, creativity and ngā toi

Develop a shared national vision for arts, culture, creativity and ngā toi that sets out its value and amplifies its role in improving and enhancing the wellbeing of our communities.

A national vision will clarify how arts, culture, creativity and ngā toi contributes to social, cultural, environmental and economic wellbeing.

Feedback from our engagement with local government arts and ngā toi champions revealed strong support for local and central government to develop a shared and cohesive vision for arts, culture, creativity and ngā toi.

This could be a co-designed vision that recognises the value and importance of our arts practitioners, sets out holistic approaches for incorporating arts, culture, creativity and ngā toi into all facets of society, enables informed decision-making, incorporates existing local strategies, helps to target investment, and amplifies the role of arts and culture in enhancing the wellbeing of local communities.

Crucial to this work would be its development in partnership with local and central government, Crown entities and Treaty partners so that it is a representative vision that provides a whole ecosystem approach; one that supports community-led creative activity to enable and enhance public wellbeing.

Such an initiative will only come to life if the development and delivery of it is appropriately funded; this would include targeting strengths-based investment in people, alongside infrastructure.

Australia has recently launched a National Cultural Policy, a five-year strategic government plan to re-position arts, culture and heritage as central to Australia's future and support it to thrive and grow. Their National Local Government Cultural Forum is working together to promote stronger cultural development practice in local government across Australia, by articulating and developing a national perspective and an outcomes framework for how arts, culture and creativity inform the cultural, social, economic, environmental and governmental policy domains.

“We need an arts and culture strategy. We need a central voice, consistency, support across New Zealand for resources – the desire is there but not the resources. It’s time.”

Action: Plan

- 7. Develop a shared and cohesive national vision for arts, culture, creativity and ngā toi. Tie this into the social, cultural, economic and environmental wellbeing frameworks.**

04. RESEARCH



Local government as champion and activator of wellbeing

For councils to play an effective role in enhancing intergenerational wellbeing, it is imperative that the levers for wellbeing are researched and the true public value of arts, culture, creativity and ngā toi is demonstrated.

“Events usually only look at economic benefit, because funders require this, but don’t value mental health benefits, confidence benefits, etc. ...”

We need shared mechanisms to research, measure and demonstrate the valuable connections of arts, culture, creativity and ngā toi to cultural, social, environmental and economic wellbeing.

We know that arts, culture, creativity and ngā toi are critical contributors to our sense of place and expressions of identity, culture and heritage, and

to the overall social, cultural, environmental and economic well-being of our communities.

Overseas and local evidence has shown that arts and culture dramatically reduce the chance of developing depression; improve academic performance; combat loneliness; can improve mental health, self-esteem, cognitive ability, life satisfaction, social cohesion, community connectedness and community tolerance; build resilience in the aftermath of a disaster, increase civic participation, rejuvenate cities, and build place and identity.

Recent research by Creative Waikato⁴ found that the more often we attend, create or participate in artistic and cultural events, the more likely we are to be connected to community and place, and the higher our wellbeing is likely to be. We need to build this data and knowledge into our understanding of how local government can activate a wellbeing framework.



Creative Waikato

⁴ Creative Waikato. Wellbeing and Arts, Culture and Creativity in the Waikato: 2022. <https://creativewaikato.co.nz/news/wellbeing-and-arts-culture-and-creativity-in-the-waikato>

For local government, central government and Crown entities, and arts and cultural organisations to fully understand and leverage the advantages of arts and culture for wellbeing, placemaking and identity, we need to know how best to measure it. Localised and community specific data about what informs wellbeing can be collected in a culturally appropriate, people-centred way.

Outdated single measurements like attendance records and financial returns do not reflect true public value. We need to broaden these ideas to include measures such as the effect of arts, culture and creativity on the livelihood of arts practitioners, on the hearts and minds of those who participate in it, on community place making, sense of identity and social cohesion, and on wellbeing.

Equally as important as having a considered, well-resourced approach to measuring value, is the investment into creating and telling the story of that wellbeing data to government partners and communities. Fortunately, artists and creative practitioners are expert storytellers and perfectly placed to communicate those benefits in compelling ways.

Action: Research

- 8. Develop new shared mechanisms to research, measure and demonstrate the true public value of arts, culture, creativity and ngā toi to cultural, social, environmental and economic wellbeing.**



Barbarian Production, The Kids' Election.

05. PARTNER



A stronger relationship between central and local government

For the wellbeing benefits of arts, culture, creativity and ngā toi to be accessible for all people in Aotearoa, regardless of our locality, the arts ecosystem needs to be focused, cooperative and resilient. The foundation of this strong ecosystem will be built by instilling a culture of partnership within local government.

The co-design of an accord between local and central government and treaty partners.

An co-designed national accord would provide agreement on how the national and regional systems can work together, and create alignment between local government, central government, Crown entities, and Treaty partners on the development and facilitation of the wellbeing framework.

An accord would establish agreement on direction and ways of working, build sustainable relationships and mechanisms for collaboration and a cohesive system that actively embodies the Tiriti partnership. It could also provide the sought-after clarity of responsibilities and priorities, transparency and accountability for all parties.

“An ‘and’ conversation, not giving up power – adding it.”

Inter-council partnership agreements between councils.

A system for collaboration between councils will build a stronger local government base so that resources can be shared, and mentoring and other opportunities for creative collaborations for community wellbeing can be trialled and accessed.

“I’d like to see councils working together – having shared pillars.”

Additional principle: Recognition of the value and support of partnerships and collaboration to influence the conditions of wellbeing.

We appreciate the recommendation of the three principles that can be used in the work of defining roles and functions within local government:

1. The concept of subsidiarity
2. Recognition and support of local government’s capacity to influence the conditions for wellbeing
3. The use of te ao Māori values to underpin decision-making.

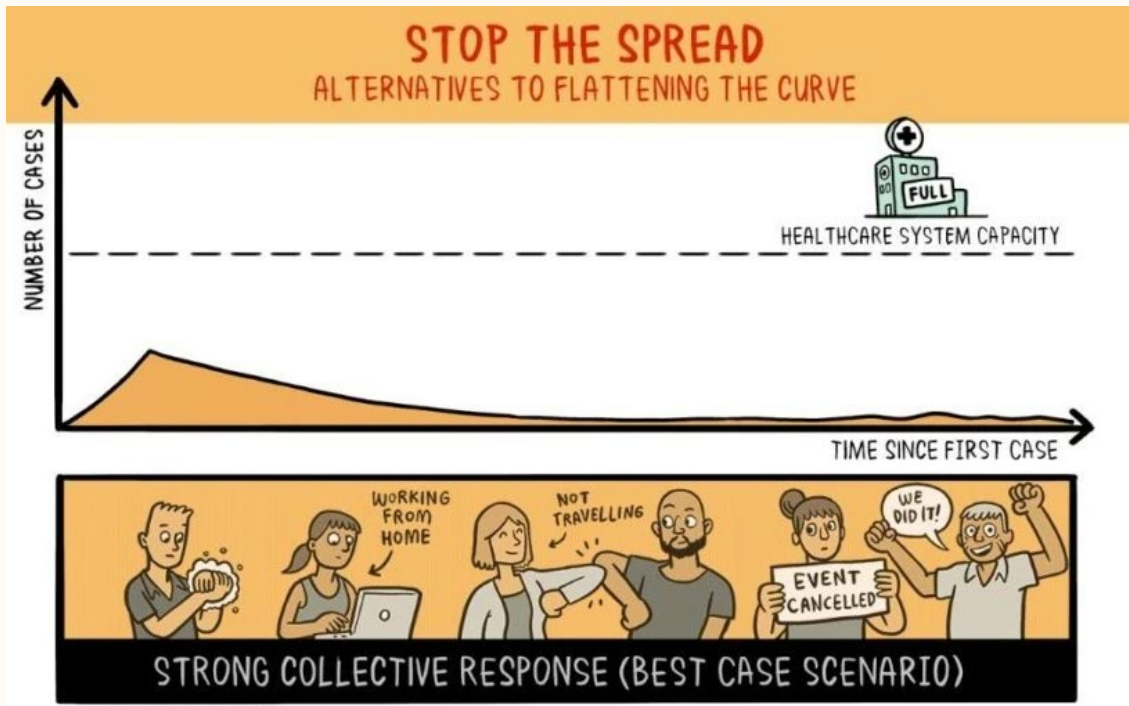
Additionally, we suggest the inclusion of a fourth principle:

4. Recognition of the value of partnerships and collaboration.

We have previously mentioned the wide-ranging benefits of utilising partnerships and collaboration to build and sustain resilient, thriving communities. This is relevant to partnerships between local and central government and Crown entities; between councils; and with tangata whenua; but also to collaborations between local government and business, industry, artists and creative professionals, and community arts collectives.

Local government can build a thriving arts, cultural and creative community through partnership agreements with arts organisations and by including practitioners in the thinking, design, development and implementation of almost every aspect of council work.

FLATTEN THE CURVE



A great example of an effective, purposeful collaboration between science, government and arts is the Covid-19 [“visual explainers”](#); a science communication series developed by Siouxsie Wiles, an infectious diseases expert, and The Spinoff animation artist Toby Morris in 2020.

In order to explain a concept about Aotearoa’s COVID-19 response, Wiles and Morris created an animated GIF known as “Flatten the curve” and released this alongside an article on The Spinoff website. This animation was used by former Prime Minister Jacinda Ardern to explain the concept to the New Zealand public, and it ‘went viral’ on Twitter, amassing an extraordinary 10 million views worldwide.

The World Health Organisation then contracted The Spinoff team to develop a series of COVID-19 communications resources for a global audience. Wiles and Morris went on to create 70 animations to explain and illustrate aspects of COVID-19 to the public. As a result of this partnership, The Spinoff experienced a threefold increase in sign-ups to their website membership programme. Partnerships with artists and creative practitioners can be used to educate, communicate, increase awareness and problem-solve in compelling and powerful ways, plus they are supporting our creative communities.

Actions: Partner

9. Co-design an accord between local and central government and Treaty partners to create alignment between local government, central government, Crown entities, and Treaty partners, and build resilient, transparent, and accountable relationships that benefit our communities.
10. Explore inter-council partnerships to build the local government base, share resources and guidance, and expand opportunities.
11. Include a new principle for the allocation of roles and responsibilities: Recognition of the value of partnerships and collaboration.

06. SUPPORT



Use existing assets, enablers, and levers to support and facilitate the work of artists and creative practitioners

Value the work of artists, cultural and nga toi practitioners and support them to build beneficial partnerships, be remunerated fairly and develop sustainable careers.

“We need to acknowledge and appreciate our artists as we do our sports captains – break down the ‘nice to have’ or ‘elite’ or ‘cultured’ image.”

Arts, culture, creativity and ngā toi can’t exist without the artists and practitioners. Support artists and creative practitioners to make their work.

We were heartened to read in the draft report that one of the levers that councils can use to enhance community placemaking is “fostering a thriving arts and culture scene that makes the community an exciting place to live” (pg. 125). We need to ensure creative work is valued, that artists and creatives are treated fairly when forming working relationships, and supported to develop a sustainable career in their chosen field. Fair remuneration for creative work is essential, and contributes to creative practitioners’ wellbeing and their ability to continue making work.

Local government can contribute to supporting and sustaining the art, culture, creativity and ngā toi workforce by developing creative partnerships with them; by remunerating practitioners fairly; by providing or subsidising venues, material and production cost; and by building capability and (remunerated) exposure.

Diversity and wellbeing within the creative sector are also supported when artists and creatives are less reliant on working outside the sector to make a living.⁵

“How do we collectively invest in people more, rather than thinking about projects and building? I think that is collectively the most useful thing we can do. A more joined-up approach to investing in our local community.”

Action: Support

12. Value the work of artists and creative practitioners by supporting them to build creative partnerships and capability, be remunerated fairly, and develop sustainable careers.

⁵ For insights into the reality of creative professionals see: www.creativenz.govt.nz/Development-and-resources/Research-and-reports/A-Profile-of-Creative-Professionals-2019

07. RESOURCE



Remove barriers to participation so that all people have access to the benefits of arts, culture, creativity and ngā toi

Resource accessibility and remove barriers to participation for all art, cultural, creative and ngā toi events so that the wellbeing benefits of arts and culture can be shared with all living in Aotearoa.

It is vital that we fund accessibility and participation.

As well as funding arts, culture, creativity and ngā toi appropriately, it is essential that these activities and events are able to be easily accessed by all people and communities in Aotearoa. We recommend that all artistic and cultural events and activities include an action plan to involve and include all parts of the community, particularly those groups that we know experience barriers to participation.

This might be achieved by providing free transport, like the [Tauranga ArtBus](#), which carries 9,500 local children to the Tauranga Art Gallery each year (sparking a life-long connection to creativity for some), or by taking arts or cultural events out to communities, such as Christchurch Symphony Orchestra's [Wellbeing Hauora](#) that develops

bespoke music programmes and activities for groups living with a broad range of needs, disabilities and barriers.

“We need to be telling their stories, the success of what’s happening in arts and culture. Sporting people don’t necessarily see themselves as art people but they don’t realise the music and entertainment at their sporting event is the arts, having a favourite song or favourite colour is the arts.”

Action: Resource

- 13. Resource and plan for accessibility and participation for all arts, cultural, creative and ngā toi events to share the wellbeing benefits of arts, culture, creativity and ngā toi with all of Aotearoa.



Tauranga Art Gallery

08. INNOVATE



An opportunity to trial now

Stand up a national creative advisory taskforce of arts, culture, creativity and ngā toi leaders and champions to provide the leadership and expertise to increase the beneficial impact of arts, culture, creativity and ngā toi in our communities.

Resource a cross-government and cross-sector creative advisory taskforce to advise on how arts, culture, creativity and ngā toi can influence social, culture, environmental and economic wellbeing in local communities.

If we want true transformational change to cities and towns, built around wellbeing objectives, a creative advisory taskforce could connect arts sector leaders from around the motu within local and central government and iwi, as well as artistic and creative practitioners. The taskforce could be chaired by an influential and experienced arts or ngā toi practitioner.

“My vision is an integrated, cross-government approach with the value framework.”

This creative advisory taskforce would bring a collaborative, representative approach to developing a shared vision for a resilient arts sector. It would champion and role-model the concept of partnership with local and regional entities, to ensure there is an understanding that communities can flourish when arts, culture, creativity and ngā toi are woven through all facets of modern society.

The taskforce would provide valuable expertise on the development and roll-out of a wellbeing framework, and strategic advice on how to build the mana of the arts, cultural, creative and ngā toi sector through leadership and expert direction. It would be imperative that this taskforce trial was appropriately funded and resourced.

Action: Innovate

14. An opportunity to trial now: Resource a cross-government and cross-sector creative advisory taskforce to help connect arts leaders within local government, and provide expert advice on how arts, culture, creativity and ngā toi can be weaved into the wellbeing framework.

ACTIONS HEI MAHI

Creative New Zealand recommends the following actions in order to support and strengthen democracy, enable thriving communities and improve the shared wellbeing of all New Zealanders.

Advocate

1. Embed arts leadership roles to leverage the benefits of arts, culture and creativity as a lens on every project, in core tools for place-making, and in the building of community wellbeing and identity.
2. Involve artists, ngā toi and creative practitioners in the work of civic problem-solving, and consultation to address regional and national issues such as environmental, economic and social challenges, as well as disaster recovery.
3. Develop a citizen-education programme to strengthen civic education and community-wide understanding of the contributors to community well-being. This programme is also an opportunity to gather data and build an evidence base. A focused citizen education will ensure all citizen-led democracy activity is pre-empted with a process around education for citizens.
4. Create processes and opportunities for arts, culture and creative collaborations to design innovative mechanisms that enable citizen-led democracy.

Elevate

5. Incorporate ngā toi Māori in the Panel's recommendations on new frameworks as a meaningful and vital tool to achieving a strong and successful Tiriti-based partnership between Māori and local government.
6. Ensure that ngā toi Māori is considered and included at the inception of local government policy, through community engagement, design, procurement, implementation and evaluation of local government business, so that Māori values and the stories of Aotearoa are embedded into our communities, our built environment and our sense of place.

Plan

7. Develop a shared and cohesive national vision for arts, culture, creativity and ngā toi. Tie this into the social, cultural, economic and environmental wellbeing frameworks.

Research

8. Develop new shared mechanisms to research, measure and demonstrate the true public value of arts, culture, creativity and ngā toi to cultural, social, environmental and economic wellbeing.

Partner

9. Co-design an accord between local and central government and Treaty partners to create alignment between local government, central government, Crown entities, and Treaty partners, and build resilient, transparent, and accountable relationships that benefit our communities.
10. Explore inter-council partnerships to build the local government base, share resources and guidance, and expand opportunities.
11. Include a new principle for the allocation of roles and responsibilities: Recognition of the value of partnerships and collaboration.

Support

12. Value the work of artists and creative practitioners by supporting them to build creative partnerships and capability, be remunerated fairly, and develop sustainable careers.

Resource

13. Resource and plan for accessibility and participation for all arts, cultural, creative and ngā toi events to share the wellbeing benefits of arts, culture, creativity and ngā toi with all of Aotearoa.

Innovate

14. An opportunity to trial now: Resource a cross-government and cross-sector creative advisory taskforce to help connect arts leaders within local government, and provide expert advice on how arts, culture, creativity and ngā toi can be weaved into the wellbeing framework.

“

To keep our cultural
pou intact, we need
to be brave now.

”

Creative New Zealand Toi Aotearoa would like to thank all individuals and organisations who participated in the discussions and provided input into this submission.

Supported by:

