



28 March 2024

AK Have Your Say
Auckland Council Te Kaunihera o Tāmaki Makaurau
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E te Kaunihera, tēnā koutou katoa

Submission to: Auckland Council Te Kaunihera o Tāmaki Makaurau
Subject: Draft Long-Term Plan 2024–2034
From: Arts Council of New Zealand Toi Aotearoa (Creative New Zealand)

1. Creative New Zealand welcomes the opportunity to provide feedback on Auckland Council's draft Long-Term Plan 2024-2034 (LTP).
2. We thank Council for its ongoing support of arts, culture, creativity and ngā toi Māori in Tāmaki Makaurau, and commend Council's vision for the LTP to create an Auckland that is beautiful, thriving and safe, for all Aucklanders.
3. Arts, culture, creativity and draft Long-Term Plan 2024-2034 (LTP) are vital parts of Auckland's communities and a thriving arts community will support Council to realise this vision.
4. We acknowledge Council's current challenges, including infrastructure resilience and climate change adaptation, while supporting a growing population. As a central government organisation weathering our own pressures and financial constraints, we understand the need to sharpen focus to effectively respond to dynamic times.
5. Secure and stable investment in cultural infrastructure, services and activities by Council, through the LTP, is crucial for a strong, vibrant and resilient arts and culture ecosystem in Auckland.
6. As Supreme Court Justice Sir Joe Williams said at Creative New Zealand's national arts sector conference *Nui te Kōrero* in 2021, "No meaningful social change occurs without some filmmaker, some songwriter some artist, some poet, triggering the possibility long before anyone realises what the triggering was."
7. The LTP presents a valuable opportunity for Council to effectively **invest in arts, culture, creativity and ngā toi Māori** to support the resilience and wellbeing of Auckland's communities, and ensure the region can thrive.

SUMMARY

8. Investment in arts, culture, creativity and ngā toi is investment in the social, cultural, environmental and economic wellbeing of your communities, and delivers valuable outcomes for the Auckland region.
9. Tāmaki Makaurau is the largest Māori city in the world. Mana whenua and Māori artists have significantly contributed to its unique point of difference by integrating cultural and historical narrative into the natural and built environments. This uniqueness is a major asset for Council to leverage and market Tāmaki Makaurau nationally and internationally, to attract economic activity and enrich the lives of Aucklanders.
10. Council is a critical investor in arts, culture, creativity and ngā toi in Auckland, and we value our shared investment in the region. Ongoing collaboration and co-investment between central and local government is vital for a vibrant and resilient creative sector.
11. To maintain this collective approach, **we urge Council to ensure its investment in the creative sector is prioritised** and visible throughout the LTP. This is because:
 - arts, culture, creativity and ngā toi Māori are vital parts of local communities
 - investment in arts, culture, creativity and ngā toi is investment in social, cultural, environmental and economic wellbeing
 - ngā toi Māori and customary Māori arts practices are significant for Tāmaki Makaurau, especially in achieving outcomes for Māori
 - arts, cultural and ngā toi Māori organisations are valuable partners for Council in achieving its broader priorities and vision, by strengthening communities through connection, empowerment and placemaking
 - Auckland Council has a crucial role in investing in arts, culture and ngā toi, and the creative sector needs secure, stable support from Council to survive and service the region.
12. As a result, we support an **overall direction** for the LTP of maintaining and increasing investment in community infrastructure, services and activities, including arts, culture, creativity and ngā toi. Our submission responds to options under Council's *Central Proposal* and *Pay More, Get More* scenario.
13. We do not support a reduction in services and activities, as this would severely impact the region's creative sector, which plays a key role in supporting the wellbeing of Aucklanders.

RESPONSE TO DRAFT LONG-TERM PLAN 2024–2034

Financial challenges, strategic choices and direction

14. We commend Council's vision in the LTP to create 'a diverse and dynamic city which honours the place of Māori and includes a rich array of cultural and sporting events, museums, galleries and built heritage'.
15. To achieve this vision, and ensure the needs of local communities are met, we urge Council to ensure **investment in arts, culture, creativity and ngā toi is prioritised** throughout the LTP's outcomes and strategic priorities.

16. Arts, culture, creativity and ngā toi Māori are vital parts of Auckland’s communities. They support the needs of all Aucklanders, and contribute to a number of Council’s priorities, by building community resilience, wellbeing and social cohesion. Engagement with arts, culture and creativity positively enhances wellbeing, and means communities are more likely to have strong connections to community, land and place.¹
17. From our *New Zealanders and the Arts—Ko Aotearoa me ōna Toi* research, we know that New Zealanders are feeling increasingly positive towards the arts and engaging with the arts at levels higher than ever before. Our research demonstrates that in Auckland:²
- two in three Aucklanders agree that arts and culture have a vital role to play in the future of where they live
 - 42 percent of Aucklanders feel the arts are important to their personal wellbeing, for reasons including the arts being a source of self-expression and having positive impacts on mental health
 - more than three in five Aucklanders agree the arts contribute positively to our economy and help improve society
 - the majority of Aucklanders agree that their local council should give money to support the arts, and 21 percent agree strongly.
18. **Ngā toi Māori** has ritualistic, cultural, historical, communal and spiritual significance for Māori, and is deeply rooted in mātauranga Māori for the benefit of the community. Seven out of 10 Māori agree that ngā toi are an important way of connecting with their culture and identity.
19. **Young people, Māori, Pacific peoples and Asian New Zealanders** are also more likely than other Auckland residents to agree that the arts are an important way of connecting with their culture, and taking part in the arts supports their identity. People with **lived experience of disability** also participate highly in the arts and need more accessible and inclusive environments to support their engagement.
20. Arts, culture, creativity and ngā toi Māori provide essential infrastructure for strong, prosperous, connected and healthy communities in Auckland. This includes community hubs, where taonga, museums, arts centres, festivals, art schools, where wānanga, galleries, creative skill development workshops, education programmes, residencies, master classes, exhibitions, performances, makers’ spaces and internships, among many others.
21. Based at Corban Estate Arts Centre in Henderson, **Te Pou Theatre** is one example of cultural infrastructure that strengthens the wellbeing of the region at a large scale.
- Te Pou Theatre is a kaupapa Māori performing arts venue for all. It supports the presentation and development of contemporary and community performing arts locally, nationally and internationally from Tāmaki Makaurau.

¹ *Wellbeing and Arts, Culture and Creativity in the Waikato: Understanding the impact of arts, culture and creativity on the people of the Waikato region* (2022). Creative Waikato—Toi Waikato. Available at: <https://creativewaikato.co.nz/advocacy/researchandreports>

² Auckland residents survey findings in *New Zealanders and the arts—Ko Aotearoa me ōna toi* (2020); research data for 2023 is currently being analysed: https://creativenz.govt.nz/-/media/project/creative-nz/creativenz/legacy-images/ckeditor/attachments/nzarts_auckland_final.pdf

- Te Pou Theatre receives support from Auckland Council (including the Waitākere Ranges and Henderson-Massey Local Boards), Foundation North and Creative New Zealand. Creative New Zealand has supported the Theatre through our multi-year Toi Uru Kahikatea Investment programme since 2018, when they moved into Corban Arts Estate.
 - We fund the Theatre to generate the following outcomes.
 - Communities across New Zealand participate in and experience the arts.
 - New Zealand arts develop in New Zealand and internationally.
 - Long-term capacity of the arts sector is built, including new models of value creation that drive resilience.
 - They deliver strongly to our Māori arts strategy, [*Te Hā o ngā Toi*](#), by increasing public engagement with ngā toi Māori, advancing ngā toi practice development and building a stronger sector to advance ngā toi Māori aspirations.
 - Since 2018, they have used their Toi Uru Kahikatea funding (and other investment) to develop 49 new works and deliver 478 events, involving 1,580 participants and attracting 37,430 attendances.
22. As with other infrastructure such as transport and water, arts and culture require secure, stable investment from core funders, including Council, to survive and service the region. The impact of unstable or paused investment could lead to loss of vital arts and culture infrastructure – costing more in the long run as it is harder to rebuild, than to maintain.
23. We know it is a challenging time for New Zealanders and many sectors across the country. The creative sector is no exception. It was one of the hardest hit by COVID-19 and is adversely affected by the current, difficult economic environment.
24. The current outlook for the creative sector is very difficult. Creative New Zealand’s *Profile of Creative Professionals* research found the median income for creative professionals is just \$37,000, substantially less than the median income for New Zealanders earning a wage or salary (\$61,000). Forty four percent of creative professionals supplement their creative income with other work; the median income from creative pursuits alone is \$19,500 per year. Arts organisations, which rely on a mix of central and local government funding, box office and other support, operate on thin margins and are vulnerable to shocks. With revenue streams under pressure, organisational arts infrastructure remains vulnerable.
25. Arts, cultural and ngā toi Māori practitioners and organisations are **valuable partners** for Council to achieve its broader priorities and vision, by strengthening communities through connection, empowerment and placemaking. They will support Council to effectively respond to current problems, such as storm response and resilience, and climate change.
26. As Council decides on its priorities for the LTP, **we strongly encourage Council to ensure its investment in arts, culture, creativity and ngā toi** is reaching across the wider creative ecosystem (artists, creatives, arts communities and arts organisations) to retain its valuable contributions to Auckland and its communities.

Relationship between local and central government

27. We note Council’s intention in the LTP to build a new type of relationship with central government based on partnership and mutual respect, and the fair sharing of costs.

28. Creative New Zealand is the national arts development agency of Aotearoa New Zealand, responsible for delivering government support for the arts. We're a Te Tiriti implementing autonomous Crown entity under the [Arts Council of New Zealand Toi Aotearoa Act 2014](#).
29. Our legislative purpose is to *encourage, promote, and support the arts in New Zealand for the benefit of all New Zealanders*. We do this by *Investing in the arts, Developing the arts, Advocating for the arts, providing Leadership in the arts, and Partnering for the arts*.
30. We engage regularly with Auckland Council and key funders in the region through the Auckland Arts Investors Forum. One of the aims of this forum is to ensure effective co-ordination of funding and, where appropriate, collaboration between funders. As an example, Creative New Zealand has partnered with Foundation North over several years to deliver the [Asian Artist's Fund](#).
31. Many arts organisations and community centres in Auckland receive core funding from Council in partnership with central government (eg, through Creative New Zealand) and private and community funders (eg, through Foundation North). These arts organisations and community centres, such as Auckland Arts Festival, Pacific Mamas, Michael King Writers Studio and Touch Compass, include a range of diverse artforms, audience focus, and leadership from members of Auckland's Māori, Pacific and disabled communities.
32. Our own ability to support the sector is currently under strain. We have materially less funding to invest from 2024/25 (around 30 percent) than for the previous five years. **We will not be in a position to fill gaps left by any withdrawal of Auckland Council's funding, or a reduction in its investment in arts and culture, through the LTP.**
33. Auckland Council has a crucial role in funding arts, culture, creativity and ngā toi, and as with other infrastructure, such as transport and housing, the creative sector needs secure, stable support from councils to survive and service the region.
34. As co-investors in arts, culture, creativity and ngā toi, we support ongoing collaboration between central and local government to invest in a resilient and supported creative sector in Auckland. A collective approach will ensure the sector can deliver value to all communities across the region.

Spending on services and activities

Parks and community

35. Local government-funded community facilities, such as community halls, libraries and arts centres, provide key cultural and community hubs that support creative services and activities and are an intrinsic part of local communities. Many artists and arts organisations rely on Council facilities, and it is vital they are engaged as key stakeholders when considering future changes.
36. One example is the **Ōtara Music and Arts Centre**, an Auckland Council arts facility supported by the Ōtara-Papatoetoe Local Board. The Centre offers a space for community groups, choirs, school groups, bands and individual musicians to come together to make, develop and share music. It is home to Sistema Aotearoa, a highly-effective and unique youth development programme also supported by Creative New Zealand, that works to enhance the wellbeing of tamariki, whānau and communities through orchestral music making.

37. We encourage Council to ensure the LTP recognises the importance of cultural facilities such as these local arts centres and allocates equitable investment in cultural infrastructure, or multi-use facilities, alongside other community assets such as sports facilities.
38. We note Council's intention under the *central proposal* to **transition to delivering services in a more financially sustainable way with lesser reliance on assets**. We understand the need to explore new approaches to providing community facilities and services to meet changing community needs. However, a shift from a traditional asset focus to a service focus will have implications for creative communities in Tāmaki Makaurau, practitioners and organisations, as the sector relies on the physical use of community facilities. We encourage Council to carefully consider:
- the importance of kanohi ki te kanohi (face-to-face) engagement to deliver wellbeing outcomes, including increased social cohesion, connection and understanding
 - the cultural importance of kanohi ki te kanohi engagement for many communities, especially the region's large Māori, Pasifika and Asian populations
 - how community facilities provide accessible infrastructure for local communities, including Deaf and disabled people
 - ensuring the creative sector has access to a range of affordable, quality venues and spaces to make and present work
 - how leasing or partnership arrangements can support the affordability and accessibility of community facilities for community-based creative groups and organisations, and increase opportunities for local communities to use Council-owned facilities.
39. We strongly encourage Council to ensure its decisions on community assets and services in the LTP are informed by **inclusive consultation** with the diverse local communities that use them. For example, Deaf and disabled communities participate highly in the arts and we urge Council to ensure they are consulted on any decisions in the LTP that could impact their access to reach these communities.
40. We support Council's **greater focus on growing partnerships**, including to provide, manage and support community arts programmes, and Māori and Pasifika programmes. Arts, cultural and ngā toi Māori organisations are valuable partners for Council to provide these programmes, and we encourage Council to consider how delivering its operating budget differently can be supported by the skills, connections and knowledge of local creative practitioners (who need to be paid for their professional advice and guidance).
41. We support the proposals to improve fairness of funding for **local boards**. As those who are closest to their respective communities, it's important that local boards are empowered and resourced to make local decisions. Community arts services especially benefit from the support provided by local boards who: support arts and culture programmes, events and public art; fund local arts, cultural groups and projects; and support local facilities.³

³ Toi Whītiki Arts and Culture Strategic Action Plan (2016). Auckland City Council.

42. As Council works with local boards on their respective investment priorities, we strongly encourage Council to ensure local boards make specific reference to arts, culture, creativity and ngā toi Māori in their priorities for 2024/25. We note that Albert-Eden, Devonport-Takapuna, and Waitākere Ranges appear to be the only local boards that currently recognise arts, culture, creativity or ngā toi, despite the creative sectors supporting many priorities listed, including employment for rangatahi, celebrating diverse communities, and Māori outcomes, among many others.
43. Due to the creative sector's reliance on community facilities, we further suggest that Council consider how arts and cultural activities could be valuable key measures of performance of these facilities, alongside the percentage of sporting and recreational facilities available.

Economic and cultural development

44. We welcome Council's ongoing support for economic and cultural development, and the LTP's recognition of how arts, live performances, events and other cultural experiences make significant contributions to the Auckland region's economy.
45. The creative economy has a significant presence in Auckland. Tātaki Auckland Unlimited's data in 2022 found the creative economy in Auckland:
- made up 5 percent of Auckland's economy and directly employed more than 57,500 people
 - generated \$7.8 billion in GDP and grew by 5.4 percent on average over the past five years, outpacing the rest of the Auckland economy.
46. Strong arts organisations and regular arts and culture experiences feed other parts of the creative ecosystem and Auckland's economy, including education, health, trade and enterprise, hospitality, retail and tourism.
47. We note the **\$5 million events funding gap** under the *central proposal* due to government funding expiring, and note that Creative New Zealand will not be in a position to provide funding to support arts and cultural events affected by this gap.
48. The Mayoral Proposal further stated there will be reductions to Tātaki Auckland Unlimited's funding in real terms for the next three years. As indicated in our submission on Council's Annual Budget 2023/24, we do not support reductions to Tātaki's operating expenditure funding and note this will potentially impact the wider creative ecosystem in the region.
49. It is fantastic to see Council's commitment to **ensure equality of access** by continuing to provide existing free and subsidised entry to programmes and events. We encourage Council to continue working towards improving accessibility of cultural infrastructure, such as by ensuring it has universal and inclusive design in line with the New Zealand Disability Strategy.
50. We note that the number of programmes, initiatives and events contributing to the visibility and presence of Māori in Tāmaki Makaurau is identified as a measurement of Council's performance in the *central proposal*. **Ngā toi Māori is widely embraced by wider communities in Tāmaki** and offers significant contributions to the region's economy and identity. Success in protecting, revitalising and promoting Māori artforms positively enhances the reputation of Auckland nationally and internationally, and supports many artists, practitioners and tourism operators in the region.

Council support

51. We note Council's challenges in **building public trust and confidence in its decisions** identified in the *central proposal*. The creative sector can support Council to enhance its relationship with the public, including by making it easier for diverse communities to engage with Council and understand complex decisions or information more easily.
52. We note the intention to **modernise the legislation and governance relationship** with cultural institutions supported by the Auckland Regional Amenities Funding Act 2008 in the *central proposal* and Council's intention to repeal the Act as signalled in the Mayoral Proposal.
53. The Act has significantly benefited the arts organisations under the Act – Auckland Arts Festival, Auckland Philharmonia Orchestra, Auckland Theatre Company and New Zealand Opera – by providing secure funding. For example, 24 percent of Auckland Theatre Company's operating budget comes from the Act, which amounted to over \$2 million in 2023/24.⁴ The sustainable funding ensured by the Act has enabled the amenities to grow into significant cultural institutions for Auckland.
54. We strongly encourage Council to ensure these cultural institutions continue to receive stable funding from Council, to enable them to continue delivering services to Auckland. We would be happy to have further conversations with you on this.
55. It is excellent to see **greater investment in supporting Māori outcomes** by \$21 million in the central proposal, and a prioritisation of advancing Māori identity and culture through Kia Ora Tāmaki Makaurau.
56. Ngā toi ā rohe (the arts of a particular region, iwi, hapū) play a significant role in the protection, preservation and transmission of language, culture, and mātauranga, and express the mana motuhake and unique identity of the people of an area, such as iwi and hapū in Tāmaki Makaurau.
57. Councils have an important role in their funding and management of Māori cultural institutions, and we encourage Council to ensure these institutions are visible in the LTP. Dedicated funding and leadership of ngā toi Māori in Council would also support building cultural capability, and decision-makers should consider partnerships with iwi and hapū to build well-resourced, thriving and visible ngā toi Māori practice and Māori cultural institutions.
58. We encourage Council to ensure the LTP recognises the importance of ngā toi in Auckland, as Council's support is a crucial part of ensuring ngā toi is being produced, enjoyed and celebrated. Investment in ngā toi Māori also supports the revitalisation of te reo Māori and te ao Māori. It grows knowledge and value of the stories, values and places of importance to tangata whenua.

⁴ History of ATC, Penguin, p. 274.

CREATIVE NEW ZEALAND'S INTEREST IN THE ARTS IN AUCKLAND

59. Creative New Zealand receives funding through Vote: Arts, Culture and Heritage and the New Zealand Lottery Grants Board Te Puna Tahua. In 2022/23, Creative New Zealand **invested nearly \$74 million in the arts in New Zealand**. We've been investing in the arts in Tāmaki Makaurau for 60 years, since our inception in 1964.
60. In 2022/23, we invested \$21.2 million of direct financial support in Auckland, almost 30 percent of our total investment by region. In addition, our investment in activity that takes place nationwide (15 percent) and online (6 percent) sees benefits flow to Auckland by supporting arts and cultural experiences presented in the region; and our international programme (7 percent) adds additional investment to Auckland via artists based in the region. **Our funding continues to match significant population bases and investment in Auckland is proportional to the population** (2018 census).
61. Our direct support for arts, culture, creativity and ngā toi in Auckland includes:
- funding for over **30 major Auckland-based arts organisations**, including orchestras, theatre companies, festivals, opera, craft/object and art galleries, dance companies, publishers and residencies through our multi-year Investment programmes (Toi Tōtara Haemata and Toi Uru Kahikatea) which provide three and six-year funding contracts. The total value of these contracts in calendar 2024 is **\$11.9 million**. This investment equates to approximately 53 percent of total investment through these programmes.
 - under the Creative Communities Scheme, we provide funding to territorial authorities to support local arts activities. The annual allocation to Auckland Council under the Scheme is **\$1.033 million**. In 2022/23, this funding supported approximately **246 projects** which engaged 29,928 participants and had 259,050 attendances. Allocations to territorial authorities under Creative Scheme are based on a population-based formula.
 - project-based funding to Auckland-based artists, arts practitioners and arts organisations to support a range of activities. In 2022/23, this funding **totalled \$7.7 million** to support **121 projects**. This investment equates to approximately 28 percent of total investment through these programmes.
62. We also work strategically with key investors in the creative sector in Auckland, including Auckland Council, Tātaki Auckland Unlimited, Foundation North, and Te Taumata Toi-a-Iwi through the Auckland Arts Investors Forum, to coordinate our investment in Auckland-based arts.

FINAL COMMENTS

63. Thank you again for the opportunity to provide feedback on Council's LTP. We understand there is considerable pressure on Council's budget and acknowledge your commitment to investing in the creative sector in Auckland as part of overall investment in your region's wellbeing.
64. Investment in arts, culture, creativity and ngā toi through the LTP will ensure Council can achieve its vision and priorities for Aucklanders. The creative sector plays a vital role in Auckland by creating connected, healthy and strong communities.

65. We share your aspirations for Tāmaki Makaurau and look forward to continuing our work with you to realise the potential of the creative sector to support your communities to thrive. Our collective approach will ensure arts, culture, creativity and ngā toi can deliver value to all New Zealanders and to communities throughout Aotearoa.

66. Please contact us if you have any questions or if you wish to discuss this submission further. The key contact person is:

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Ngā mihi maioha, nā



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