

29 March 2024

Invercargill City Council
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INVERCARGILL

By email: policy@icc.govt.nz

E te Kaunihera, tēnā koutou katoa

Submission to: Invercargill City Council

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 submit feedback on Invercargill City 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, and commend Council's vision to create a vibrant, thriving city through Our City with Heart – He Ngākau Aroha.
3. Arts, culture, creativity and ngā toi Māori are an important part of developing strong and prosperous cities, and cohesive and healthy communities. We encourage Council to recognise the essential role of the creative sector in the wellbeing of your residents as you make decisions for the city's future.

Key points

4. We acknowledge the challenges currently faced by local government in preparing Long-Term Plans, while managing many competing priorities. We are heartened to see your ongoing commitment to arts, culture and creativity. 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 Invercargill's communities, and ensure the city and region can thrive.
5. We welcome the LTP's focus on **cultural infrastructure**, including the Te Unua – Museum of Southland and a new arts facility. This mahi presents an **excellent opportunity for Council to work closely with the creative community in Invercargill**, to deliver wellbeing outcomes through these infrastructure projects.

6. **We encourage Council to work with artists and creatives to achieve greater community outcomes in other prioritised work across the city**, including city centre upgrades, infrastructure development, climate change adaptation and housing improvements. As connectors and innovators, creative communities are uniquely positioned to help Council communicate and deliver on these projects and can play a vital role in helping Invercargill thrive.
7. We were thrilled to see Council's work in developing your **Arts, Culture and Heritage Strategy 2021** and we look forward to seeing its ongoing implementation. We strongly encourage Council to ensure the strategy informs the LTP, particularly to support greater collaboration and partnerships between the creative communities and Council.
8. We encourage Council to continue developing its relationship with local arts organisations such as Arts Murihiku, Mīharo Murihiku, Art Attic Gallery, South Sea Spray Festival and William Hodges Residency – as well as the wider creative community – as valuable partners for you to achieve your vision and outcomes in the LTP.

Response to draft Long-Term Plan 2024–2034

9. Investment in arts, culture, creativity and ngā toi is investment in social, cultural, environmental and economic wellbeing, and will deliver strong outcomes under Our City with Heart – He Ngākau Aroha.
10. There is substantial evidence that the creative sector can support Council to meet the opportunities and challenges set out in the LTP. For example:
 - engagement with arts, culture and creativity positively enhances wellbeing, and means communities are more likely to have strong connections to community, land and place¹
 - 65 percent of Southland residents agree that the arts help improve New Zealand society²
 - 60 percent of Southland residents agree that the arts make an important contribution to community resilience and wellbeing³
 - the creative sector contributed \$12.9 billion to New Zealand's GDP in 2022.⁴
11. We also know that Southland residents' support for council funding of the arts has increased, and residents are overall more supportive of public funding of the arts.
12. Invercargill City Council has a crucial role in investing in arts, culture, creativity and ngā toi, and the creative sector needs secure, stable support from Council to survive and service the city.

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).

² *New Zealanders and the Arts—Ko Aotearoa me ōna toi – Survey findings for Southland residents.* Creative New Zealand. (2020). Available at: https://creativenz.govt.nz/-/media/project/creative-nz/creativenz/legacy-images/ckeditor/attachments/nzarts_southland_final.pdf

³ *New Zealanders and the Arts—Ko Aotearoa me ōna toi – Survey findings for Southland residents.* Creative New Zealand. (2020).

⁴ *Manatū Taonga Ministry for Culture & Heritage* (2023).

13. We welcome Council's clear recognition of the value of arts and culture and encourage it to ensure arts, culture, creativity and ngā toi Māori is prioritised throughout the LTP, including by working with the creative community as well-placed partners to deliver these outcomes for Invercargill's communities.

Infrastructure projects

14. It is exciting to see the progress made on **cultural facilities**, including Te Unua Museum of Southland, and the proposal for a new arts facility in the LTP. We welcome Council's focus on cultural infrastructure and facilities to ensure art, culture and creativity has a place in the city centre, and meets the growing needs of the city.
15. We are heartened by Council's **commitment to a new arts facility**, which would deliver a wide range of benefits to the community. In addition to supporting and developing the creative ecosystem in Invercargill, having a central arts facility helps build audiences, attract investment, deliver vital cultural and social wellbeing outcomes to residents and visitors, and make arts experiences more affordable and accessible.
16. In planning for the new arts facility, we strongly encourage Council to **actively engage with Invercargill's creative communities**, through consultation and by working in partnership with the creative sector to deliver the project. This helps ensure the facility is fit-for-purpose, high-quality and responsive to the needs of residents and visitors alike.
17. We encourage Council to carefully consider:
- how to provide adequate resourcing within Council to support the development of this proposal
 - how Council might work with the creative sectors to invest in facilities that will develop a broader arts ecosystem in Invercargill
 - the scale and type of facility best suited to the Invercargill community
 - whether there is a need for more spaces to practice and create art before investment is made into major facilities to present art
 - how it might support grassroots and mid-career artists, and organisations, to increase their capability to support a professional arts facility.
18. Council's investment in the 'soft' infrastructure that supports these cultural facilities is equally as important as the physical infrastructure. This includes ensuring these facilities resource and support staff who have the skills, knowledge and experience to successfully deliver services and activities to Invercargill's communities and visitors.
19. We acknowledge the continued support from Council of **He Waka Tuia**, your transitional museum and art gallery, operated as a partnership with the Invercargill Public Art Gallery. **He Waka Tuia** continues to ensure there is continuity in delivery of community arts and heritage programmes for Southland communities and, importantly, holds space for local and national artists and creatives.
20. We are encouraged to see the city's great **Civic Theatre** actively programming local, regional and now more national touring work. The Civic Theatre provides a hub for community, a central gathering space and welcome connection.

21. We strongly encourage Council to ensure the LTP is informed by its **Arts, Culture and Heritage Strategy 2021** to develop this infrastructure. The Strategy includes guidance for achieving key outcomes, including developing resourced institutions, enhanced capability and leadership, and helping the community find and feel ownership of their arts, culture and heritage.

Cultural wellbeing

22. It's excellent to see Council's commitment to investing in 'a vibrant, safe city centre that meets our people's diverse cultural needs'. **Public art and ngā toi Māori design can encourage a sense of ownership and community pride, create landmarks in the urban landscape and increase the use of public spaces.** We encourage Council to explore incorporating arts, creativity and cultural elements into these outcomes, and to work with the creative community and mana whenua to develop this work.
23. To ensure adequate planning and resource allocation for Council's wellbeing outcomes, we strongly recommend the **development and adoption of a 'percent for art' funding mechanism** by Council, where typically 0.5–1 percent of the total budgets for infrastructure projects are spent on artistic or creative components. Dunedin City Council's [Art and Creativity in Infrastructure Policy](#), and Rotorua Lakes District Council's [Percent for the Arts Policy](#) are great examples of this kind of initiative in action.
24. We support Council's aim to ensure **Māori culture and heritage is reflected through the pou and other installations in the city centre**, and encourage Council to ensure this prioritises investment in ngā toi Māori. 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. Success in protecting, revitalising and promoting Māori artforms positively enhances Invercargill's national and international reputation, and supports many artists, practitioners and tourism operators in the region. Ngā toi also encourages New Zealanders to increase their understanding of tikanga, mātauranga and te reo Māori.
25. Council could explore ways to work with mana whenua to incorporate toi Māori design principles in its cultural wellbeing work, such as to profile important local cultural and historical narratives. Dedicated funding and leadership of ngā toi Māori in Council staff 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.
26. Councils have an important role in funding and management of Māori cultural institutions, including marae and whare wānanga, and we encourage Council to ensure these institutions in Invercargill are supported through the LTP.
27. As Council allocates \$15.5 million for the **City Streets Upgrade Project** in the LTP, we encourage considering how this project could include arts and cultural elements in downtown spaces. Public art can increase the use of public spaces, increase safety in public space, improve the aesthetics of a place, encourage a sense of ownership and community pride, and create landmarks and distinctive features in the urban landscape.⁵

⁵ A review of the Henderson Youth Art Project (2016). Unitec.

Social, economic and environmental wellbeing

28. We encourage Council to consider how investment in arts and cultural services and activities can deliver to all wellbeing outcomes for Invercargill communities, and support strong, cohesive communities in the city, in particular:
- *One Community* – participating in arts and cultural activities improves social cohesion, contributes to our health and wellbeing, to education and skills development, and to our understanding of cultural identity
 - *Plans to address climate change* – arts and culture can lead change in our response to climate change, which requires action from people across all levels of society⁶
 - *Future focused economy* – artistic and cultural activity have a strong ‘multiplier effect’ and attract economic activity including in hospitality and tourism.

Partnerships with the creative community

29. **Arts Murihiku** is Southland’s regional arts organisation that supports the presentation and development of contemporary and community arts locally. It is funded by Manatū Taonga Ministry for Culture & Heritage, Creative New Zealand, Community Trust South and the ILT Foundation.
30. Over the last 18 months, Arts Murihiku has built a team of arts facilitators and navigators who are delivering strong leadership for artists, creatives and arts organisations in Invercargill. They have developed the [Murihiku Regional Arts Strategy 2020-2030](#), and fundraised and opened [Whare Taupua](#) a community arts space hosting community exhibitions, community meetings, workshops, small gigs and performances, practice and rehearsal space, short-term working space and hot desk opportunities.
31. A one-off grant from Manatū Taonga has enabled Arts Murihiku to have dedicated staffing and to grow their team to 150 contracted hours across the arts navigator team.
32. Arts Murihiku is a member of [RANA](#) Regional Arts Network Aotearoa, and actively engaged in a national advocacy campaign to champion arts investment in the regions.
33. We strongly encourage Council to work closely with Arts Murihiku to co-ordinate and collaborate with the city’s creative communities through the LTP. Arts Murihiku has strong working relationships with the local creative community, and a strong track record of delivering initiatives that meet the needs of the creative community and Invercargill’s audiences.
34. We urge Council to support Arts Murihiku and enable them to continue their valuable work in the city, by creating a thriving arts and creativity sector that supports residents in Invercargill and the wider Southland region. They are strong ambassadors for Invercargill at a national level, and we are looking forward to seeing their ongoing work for their communities.

⁶ Manatū Taonga Ministry for Culture & Heritage (2022).

35. 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.
36. **Mīharo Murihiku** continues to grow and support Southland’s Māori and Pacific communities. Last year at *All in for Arts—He waka toi e eke noa nei tātou*, Peta Kuresa spoke so beautifully about her creative journey and the full circle of creativity that brought her back to the role at Mīharo: *“It’s my job to remind our kids that arts, culture and creativity can be their Plan A and it can be their lifestyle. Ma’au i lou ofaga, maua’a lou faasinomaga. Keep your identity alive to thrive... I want our youth to carry their backpacks full of optimism, identity and creativity with them wherever they go, like I did.”*
37. Artists and creatives in Invercargill are also valuable partners for Council in achieving its broader priorities and vision. They are particularly skilled at designing and delivering innovative, strategic and cost-effective solutions, and we encourage Council to consider how the creative sector in Invercargill can help realise and implement your LTP.

Creative New Zealand’s interest and investment in the arts in Invercargill and Southland

38. 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, continued under the [Arts Council of New Zealand Toi Aotearoa Act 2014](#).
39. 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*.
40. 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**.
41. We recognise the importance of Invercargill to arts, culture, creativity and ngā toi in Aotearoa. For arts that are delivered in the Southland region, **\$611,937** of direct financial support was provided by Creative New Zealand in 2022/23. Of this, **\$459,714** in funding went directly to Invercargill, supporting individual arts projects and arts and cultural organisations.
42. Under the Creative Communities Scheme, we also fund territorial authorities directly to support local arts activities. In 2022/23, funding of **\$104,460** was provided to the Southland region, which included **\$48,120** to Invercargill City Council and your creative communities.

Final comments

43. Thank you again for the opportunity to comment on the LTP. We understand there is considerable pressure on all local councils’ budgets and acknowledge your continued commitment to investing in arts, culture and creativity as part of the overall investment in your community’s wellbeing.
44. We share your aspirations for Invercargill and look forward to working with you to realise the potential of arts, culture, creativity and ngā toi to support your communities to thrive. Our collective approach will ensure arts, culture and creativity can deliver value to all New Zealanders and to communities throughout Aotearoa.

45. While we do not wish to address Council in person in support of our submission, please feel free to contact us if you have any questions or if you wish to discuss it further. The key contact person is:

Name: Cara Paterson

Position: Senior Adviser, Advocacy (Local Government)—Kaiwhakamahere Matua Taunaki, Kāwanatanga ā Kainga

Contact: cara.paterson@creativenz.govt.nz

Ngā mihi nui ki a koutou katoa, nā

A handwritten signature in black ink, appearing to read 'D Pannett', with a stylized flourish at the end.

David Pannett

Senior Manager, Strategy & Engagement

Pou Whakahaere Matua, Rautaki me te Tūhono