

27 March 2025

Christchurch City Council
Te Hononga Civic Offices
53 Hereford Street
Christchurch 8154

By email: CCCPlan@ccc.govt.nz

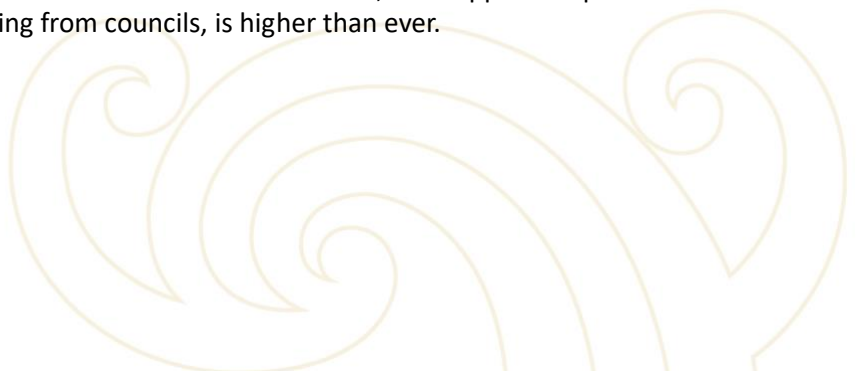
E te Koromatua, ngā Kaikaunihera mā, tēnā koutou katoa

Submission to: Christchurch City Council
Subject: Draft Annual Plan 2025/26
From: Arts Council of New Zealand Toi Aotearoa (Creative New Zealand)

1. Creative New Zealand welcomes the opportunity to respond to Christchurch City Council's draft Annual Plan 2025/26.
2. It's fantastic to see Council's support and celebration of arts, culture, creativity and ngā toi Māori in Ōtautahi, while advancing your vision of the city as 'a cultural powerhouse'.
3. Secure and stable investment from Council in cultural infrastructure, services and activities is vital for a strong, vibrant and resilient arts and culture ecosystem in Christchurch. **We commend Council's investment in arts, culture, creativity and ngā toi throughout its Long-Term Plan and Annual Plan.** This enables creative communities and mana whenua to continue making valuable contributions to Ōtautahi communities, and its growth as a prosperous city.
4. We share your aspirations for Christchurch 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 ensures arts, culture and creativity can deliver value to all New Zealanders and communities throughout Aotearoa.

Arts, culture, creativity and ngā toi Māori are vital parts of local communities

5. From our most recent *New Zealanders and the Arts—Ko Aotearoa me ōna Toi* research in 2023, we know that New Zealanders' personal connection with the arts continues to grow. Many feel the arts contribute strongly to their mental health and wellbeing. New Zealanders are also increasingly recognising the economic benefits of the arts, and support for public funding of the arts, including funding from councils, is higher than ever.



6. In Canterbury, our research shows that:¹
- residents' engagement with the arts is increasing, with 80 percent of residents attending or participating in the arts in the last 12 months
 - 63 percent agree the arts can play a role in raising awareness of issues facing our society
 - two in three Canterbury residents agree that the arts contribute positively to our economy and help improve society.

Investment in arts, culture, creativity and ngā toi, is investment in prosperous, healthy and vibrant rohe and communities

7. It's very encouraging to see Council's investment in cultural infrastructure, and arts and cultural activities in Ōtautahi, throughout the Long-term Plan. This is especially so as the city's rapidly growing creative industries continue to strengthen the local economy and revitalise Christchurch.
8. Supported arts organisations and regular arts and culture experiences feed other parts of the creative ecosystem and local economy, including education, health, trade and enterprise, hospitality, retail and tourism. The creative industries in Ōtautahi create jobs, drive economic growth and attract new businesses, while enhancing its reputation as a destination to visit, live and invest in.
9. It's fantastic to see the ongoing development of **major creative infrastructure in the city**, and that major projects like the Court Theatre, Te Whare Tapere and the One New Zealand Stadium at Te Kaha are nearing completion.
10. We encourage Council to continue to work closely with creative communities on the operation and delivery of these spaces. Council's investment in the 'soft' infrastructure that supports these 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. This will help ensure the facilities will be fit-for-purpose, high-quality and responsive to the needs of residents and visitors alike.
11. We also acknowledge Council's support for **Te Matatiki Toi Ora The Arts Centre** in the Long-term Plan. This will ensure its ongoing operation and support for the wellbeing of Christchurch residents and the city's growing creative economy.
12. To build on Council's important investment, **we strongly encourage Council to ensure its investment in arts, culture, creativity and ngā toi Māori** is reaching across the wider creative ecosystem (including artists, creatives, creative communities and organisations), to retain its valuable contributions to Christchurch and its communities. This includes enabling creative communities to access affordable public spaces in the city to share, create and develop work.

Te reo, mātauranga and ngā toi Māori, brought to life by tangata whenua and ringatoi, strengthen communities' sense of belonging, connection and are central to our unique national and regional identities

13. We're heartened to see Council's commitment to actively working with Māori and other cultural communities on projects throughout the Long-term Plan. This includes Council's work

¹ *New Zealanders and the Arts—Ko Aotearoa me ōna Toi* (2023). Creative New Zealand.

to incorporate cultural elements and design considerations into infrastructure projects across the city, including transport projects and park developments.

14. To support this work, we **strongly encourage Council to recognise the importance of ngā toi Māori**, as Council's support is a crucial part of ensuring ngā toi is being produced, enjoyed and celebrated.
15. Success in protecting, revitalising and promoting Māori artforms supports many artists, practitioners and tourism operators in the region, and positively enhances Christchurch's reputation nationally and internationally.
16. 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. Artmaking activities connect participants to their whakapapa, tīpuna, manga and awa, aiding wellbeing and a deep sense of belonging.²

Local councils play a crucial role in offering stable support for arts, cultural and creative activity and infrastructure that enable communities to thrive

17. Christchurch City Council is a major, and crucial, investor and partner in arts and cultural activities, and the organisations that deliver them.
18. Although audience participation in arts and cultural events in Ōtautahi is growing, the current outlook for the creative sector is very difficult and we remain concerned about the sustainability of the arts community. Arts organisations are operating on thin margins, with revenue streams under pressure, making them vulnerable to any changes in relationships with funders.
19. Christchurch's arts and culture services are reliant on local government contributions, as this support is not guaranteed from other sources. Creative New Zealand's own ability to support the sector is under strain. Challenging economic conditions are also putting pressure on other funding sources, including community trusts such as the Rātā Foundation, with pressing social needs taking priority.
20. We're proud to have supported *Toi Ōtautahi – A Strategy for Arts and Creativity in Ōtautahi Christchurch 2019–2024* as one of the Strategy's foundation partners. We encourage Council to ensure the Annual Plan continues to embed the vision and directions of Toi Ōtautahi.
21. We value our shared investment and ongoing collaboration with you to support a resilient arts and cultural sector in Ōtautahi.

Arts, cultural and ngā toi Māori organisations, iwi and hapū can be wonderful collaborators with Council to build strong relationships with communities and create flourishing localities

22. We welcome Council's commitment in the Long-term Plan to 'build stronger relationships across the city, including increasing community partnership work, outreach and collaboration'.

² Ōtautahi Creative Spaces Trust (2017).

23. Strong relationships with creative communities and mana whenua fosters new partnerships and collective approaches. Arts organisations and practitioners in Ōtautahi hold valuable relationships with funders, government, non-profits, businesses and other community groups.
24. As connectors and innovators, they are also uniquely positioned to help Council communicate and deliver on prioritised work across the city, including city centre upgrades, infrastructure development, climate change adaptation and housing improvements.
25. Take for example, SCAPE have been building relationships with local communities in New Brighton to build a new public art project, with the support of Christchurch City Council's Place Partnership Fund. SCAPE is increasingly installing public art in suburban communities to enhance access to public art and contribute to placemaking across the city. The project also involves local-scale activations including a beach cleanup and community hui.
26. In early 2024, SCAPE installed *He Toki Maitai*, a significant sculpture by New Brighton artist Jon Jeet. This was possible thanks to a collaboration between SCAPE, Council's Public Art Advisory Group, ChristchurchNZ and the developer of the New Brighton Old School site. Creative New Zealand's Creative Communities funding supported the artist to develop a unit of learning that engages school children with the sculpture. SCAPE are working with other artists in the area to develop similar sculptures.
27. The project demonstrates the benefits of multiple funding streams and strong working relationships with the local creative community, to deliver initiatives that meet the diverse needs of the creative community and Ōtautahi residents.
28. This work can also build capacity into the creative ecosystem and play a key part in creative workers' income. While the arts funding system tends to deliver well for the public, it does less well for those working in the sector. The median income of creative professionals in Aotearoa New Zealand remains stubbornly low at \$37,000 compared with \$61,800 for salary and wage earners.

Creative New Zealand's interest and investment in the arts in Christchurch

29. Creative New Zealand is the national arts development agency of Aotearoa New Zealand, responsible for delivering government support for the arts. We're an autonomous Crown entity under the Arts Council of New Zealand Toi Aotearoa Act 2014.
30. 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.*
31. Creative New Zealand receives funding through Vote: Arts, Culture and Heritage and the New Zealand Lottery Grants Board Te Puna Tahua. In 2023/24, Creative New Zealand **invested nearly \$79.4 million in the arts.**
32. We recognise the importance of Christchurch to arts, culture, creativity and ngā toi in Aotearoa. For arts that are delivered in the Canterbury region, **\$5.8 million** of direct financial support was provided by Creative New Zealand in 2023/24. Of this, **\$5.1 million** in funding went directly to Christchurch City, supporting individual arts projects and arts and cultural organisations.

33. Under the Creative Communities Scheme, we also fund territorial authorities directly to support local arts activities. In 2023/24, funding of **\$360,655** was provided to the Canterbury region, which included **\$233,100** to Christchurch City Council and your creative communities.

Final thoughts

34. Thank you again for the opportunity to respond to your draft Annual Plan 2025/26.
35. We were thrilled to visit Ōtautahi Christchurch this month to co-host, with the Arts Foundation, *All in for Arts—He waka toi e eke noa nei tātou*.³ We were excited to work with the Christchurch creative community and hear from locals, who talked about how arts and creativity impact their lives every day.
36. To quote Mayor Phil Mager, “Sometimes amazing things are born out of disaster and in our case, we’ve seen creativity, resourcefulness and resilience born out of tragedy... Christchurch City Council is absolutely committed to supporting the arts and creativity, we know the important role the arts played in re-building Christchurch physically, spiritually and emotionally. And, we understand the sector provides ongoing contributions to community wellbeing, making our city vibrant and a cultural powerhouse.” We’re grateful for this acknowledgement and thank Council for both the continued investment and the central focus of arts and creativity as an enabler for your growing city.
37. 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 this submission further. The key contact person is:

Name: Cara Paterson
Position: Senior Advisor, Advocacy (Local Government)
Kaiwhakamahere Matua Taunaki, Kāwanatanga ā Kainga
Contact: cara.paterson@creativenz.govt.nz

Ngā mihi nui ki a koutou katoa, nā



David Pannett
Senior Manager, Strategy & Engagement
Pou Whakahaere Matua, Rautaki me te Tūhono

³ <https://www.thearts.co.nz/all-in-for-arts>