

From: web-submission@waitomo.govt.nz
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To: Consultation
Subject: LTP Web Submission

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Iwishtopresentmysubmission: Yes
Question1: Yes
Question1comment: Creative Waikato does not take a view on this question.
Question2: Yes
Question2comments:
Question3: Yes
Question3comments: Creative Waikato does not take a view on this question.
Question4: Yes
Question4comments: Creative Waikato does not take a view on this question.
Furtherfeedback: Creative Waikato's submission is focused on the following:

- 1.Support for Council's focus on Community and Economic Development.
- 2.Support for a Regional Arts Strategy for the Waikato region and a fully representative vision for the arts across the Waikato.

Valuing the "arts"

In 2011, research by Creative New Zealand provided a wealth of powerful information when it came to looking at the positive impact of arts and culture on New Zealand's communities. It showed that the majority of the population believes that arts and culture help define who we are as New Zealanders.

The majority of adults in the Waikato have either engaged with the arts or are inclined to, either by attending or actively participating and almost all having attended at least one arts and culture event in the year the research was conducted. Importantly, the report confirms that participating in the arts makes young people feel good about themselves, with nearly half saying it made them feel 'brilliant' and a further third 'really good'.

We also know that the arts sector creates jobs, generates household income, supports tourism and contributes to the economic development of towns, cities and regions. For example in Wellington, we know that in 2010, arts and culture organisations together generated \$141.5 million of expenditure within the region over 12 months.

Creative Waikato Engagement with Local Government

Creative Waikato has actively encouraged Councils, within the Waikato region, to recognise the value of the arts since its inception in 2012. In December 2013, to coincide with local government elections, Creative Waikato held two meetings in Matamata and Te Awamutu. The main purpose of these meetings was to bring together Mayors, Councillors and key arts staff to specifically look at the importance of the role that the art sector plays within our region.

One of the key focus areas of these sessions was the role of Arts Policy in local government and the benefits of having an Arts Policy as part of a broader policy framework.

In 2014, Creative Waikato has been working with local government elected members and staff on the development and findings of the Waikato Creative Infrastructure Plan (developed to feed into the Mayoral Forums work on the Regional Spatial Plan).

In 2015, Creative Waikato is working alongside local government on the Creative New Zealand Regional Pilot initiative, which will bring \$400,000 of new funding into the region over the next two years.

Focus on community and economic development

Creative Waikato supports Waitomo District Council's focus on community and economic development in order to revitalise the district and support the community, particularly initiatives that foster arts and culture. Such opportunities may come in the form of increased tourism and local resident demand i.e., the Te Kuiti Railway Buildings Revitalisation project can promote the culture and history of the community as well as help to bring about economic benefits to the district.

Creative Waikato also supports closer relationships with Iwi in working together to develop stronger cultural tourism.

Creative Waikato supports Council's focus on community, economic and cultural development, particularly where arts and culture can have an impact.

A Regional Approach

One of the strategic issues identified in the Waikato Creative Infrastructure Plan was the absence of a regional strategy for the arts in the Waikato. Subsequently, a key non-infrastructural recommendation of the Plan was the development of a Regional Arts Strategy. Creative Waikato is willing and able to lead this work.

The changes to the Local Government Act 2002 and focus on core services have meant that the arts is not considered a priority by many Councils. Creative Waikato recognises this and therefore proposes that a Regional Arts Strategy is developed which will provide overarching principles for local authorities within the Waikato region.

This strategy will not substitute individual arts strategies developed by local authorities for their own particular area, but rather, be a framework to connect all the districts together.

Benefits of a Regional Arts Strategy

One of the primary aims of this strategy is that it will provide a guide for those Councils who do not yet have an Arts Policy of their own, with the understanding that in time individual Councils may develop their own individual Arts Policy focusing on their unique needs.

The benefits of a Regional Arts Strategy include the following. It will:

- Provide a consistent framework by which to guide decision making on arts issues locally and regionally
- Provide a collective voice regarding the regions value of the arts and contribution it makes to its various communities
- Give a strong mandate to National and International stakeholders that the arts are important
- Support work already done on the Waikato Creative Infrastructure Plan
- Enable Districts to work together, share resources and ideas
- Ensure that the arts priorities for each district is captured in one overarching document

Over the coming months Creative Waikato plans to undertake further consultation, in conjunction with local authorities, to gain input into a Regional Arts Strategy for the Waikato region.

We ask that your Council supports this approach and assists and participates in the facilitation of consultation in your community to develop a fully representative vision for the arts across the Waikato.

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