



WAIMAKARIRI
DISTRICT COUNCIL



"In Our Hands" - Mel Eaton and Laura Hewitson (Off The Wall) | Blake St, Rangiora

Ngā Toi o Waimakariri
WAIMAKARIRI ARTS STRATEGY

2023
2026





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FOREWORD

A strong, cohesive arts sector delivers positive social and economic outcomes for communities. Research shows that two or more hours per week of arts engagement is associated with better mental wellbeing, and that taking part in artistic and cultural activity can increase social cohesion, helping people to create networks and find a sense of belonging. A strong, vibrant arts sector creates employment opportunities. Furthermore, arts-centred decision making around local spaces, places and activities creates a district that is more attractive, both for existing residents and those making decisions about where to settle, applying their talents and financial resources to the local economy.

Waimakariri District Mayor, Dan Gordon is a strong supporter of the arts. He is actively engaged in key arts networks, committees and advisory groups in the District, including the Waimakariri Arts Trust, where he has been involved since its establishment. He also supported the formation of the Arts in Oxford Gallery. Mayor Gordon has also been involved with the Waimakariri Arts Trust and the iconic and regionally recognised annual Kaiapoi Arts Expo.

A WORD FROM THE MAYOR

The need for a Waimakariri District Arts Strategy was conceived through planning for the recovery of our District from COVID-19. The intent was to facilitate a strategic approach to increasing the capacity, capability and reach of the arts sector in the Waimakariri District, enabling our local arts-centred groups and organisations to adapt, grow and develop in the post-COVID environment. It was recognised that this would benefit, not only the arts sector, but also the well-being and resilience of the wider community.

The application of a strategic approach to the Arts has gained the endorsement of the Council and Community Board members and the various Trusts that represent the local arts sector. Waimakariri District Council has shown commitment to this work, at governance level, in establishing a 'Waimakariri Arts and Culture' Councillor portfolio. Council acknowledges the importance of Māori Arts, and through the Waimakariri Arts Strategy, supports initiatives that work in partnership with Ngāi Tūāhuriri to identify opportunities that celebrate their heritage and culture.


Ngā Toi o Waimakariri — Waimakariri Arts Strategy builds on the solid foundation laid by the various groups, collectives and individuals who make up the arts in the Waimakariri District. A key aspect of its implementation is to ensure that practitioners, associated organisations and trusts are resilient and sustainably resourced. Collaboration will be critical to allow shared and maximised resources, including collective marketing and promotion.

The Waimakariri District is well served with people of creative talent. By increasing its visibility and making it accessible to a wider range of consumers, we can help the arts to thrive, increasing the likelihood that our artists can make a living from their passion. With adequate support, the effective implementation of this strategy has the potential to help our arts sector and its practitioners to 'put Waimakariri on the map' as a creative destination.

I endorse this approach and look forward to seeing the fruit that it produces.



Mayor Dan Gordon
WAIMAKARIRI DISTRICT COUNCIL



**Mā te pohewa mā
te auaha hoki, ka
whakapuaki ngā
kura e huna ana.**

With imagination and creativity, a hidden jewel can be revealed.

EXECUTIVE SUMMARY

Ngā Toi o Waimakariri – Waimakariri Arts Strategy is the result of the extensive research and community engagement undertaken to inform the development of five strategic goals, along with their associated objectives for a more vibrant connected, resilient and empowered local arts sector. It details community-identified actions that Council could undertake to achieve those objectives and considers likely outcomes and how those might be measured.

As illustrated below, this work contributes to the vision that “Waimakariri is a district where the arts are championed, celebrated and accessible to all.”

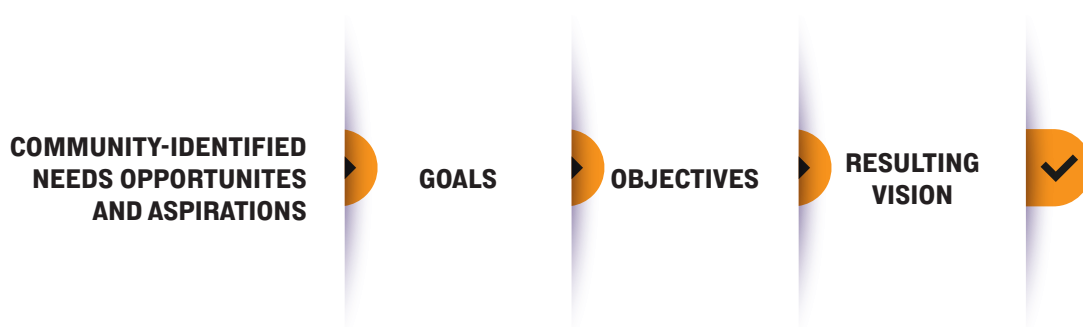


Figure 1: Defining and achieving the vision.

The Goals and associated Objectives align with key themes. These emerged from community-identified needs, opportunities and aspirations reflected in the art sector and community surveys, the key stakeholder workshop and community forum that informed the strategy. Broadly, they relate to:

- Resourcing
- Empowerment for local artists to make a living from their craft
- Inclusion of the arts in local decision making around local places and spaces
- Community-led arts projects
- Increased collaboration
- The potential role of the arts in district attraction
- Increasing the profile and value of the arts; particularly in terms of their impact on wellbeing.

The identified actions to achieve each of the strategic objectives, align directly with these themes, ensuring that Council’s response meets the expectations of local stakeholders, in line with its mission: “To champion the arts, recognising their ability to inspire, challenge, and bring people together.”

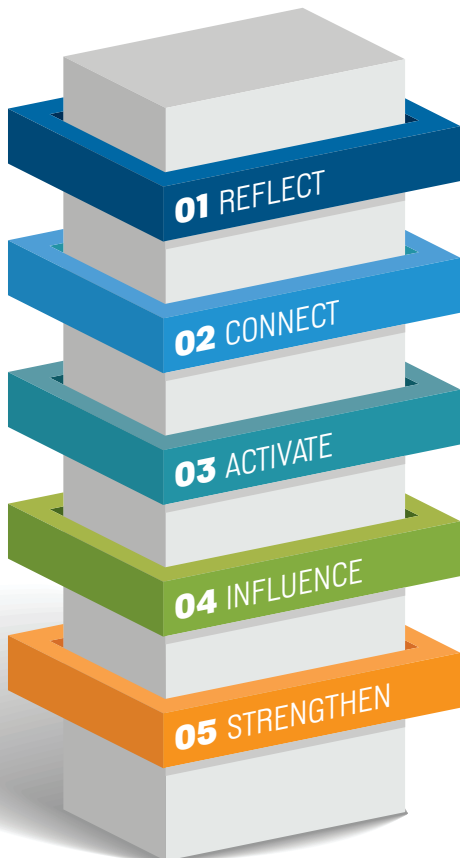




Rangiora Players

ENSURING MEASURABLE RESULTS

As detailed below, the goals and objectives in this strategy have active intent, including measurable outcomes for the local arts sector and the community that it serves.



GOALS AND OBJECTIVES

- 01 REFLECT BELONGING AND IDENTITY**

 - Ensure that identity and belonging are reflected in our creativity.
- 02 CONNECT COMMUNITY AND THE ARTS**

 - Develop and strengthen opportunities for the community and the arts to connect
 - Put Waimakariri on the map as an arts destination.
- 03 ACTIVATE ARTISTIC EXPRESSION**

 - Activate and enhance diverse creative expression
 - Encourage collaboration and the sharing of knowledge and practice
 - Facilitate accessible platforms for creative expression.
- 04 INFLUENCE LOCAL DECISION MAKING**

 - Embed the arts into Council decision making
 - Advocate for Waimakariri Arts at local, regional and national level.
- 05 STRENGTHEN OUR ARTS SECTOR**

 - Support initiatives that facilitate a more sustainable local arts sector
 - Champion, promote and develop Waimakariri Arts
 - Facilitate capacity and capability building opportunities for local artists.

Figure 2: The Framework – Goals and Objectives



STRATEGIC ALIGNMENT

The Local Government Act 2002 (“LGA”) provides for councils to meet the current and future needs of their communities for good-quality local public services. Arts and culture are a community amenity, which is a core service to be considered by Council in performing its role under the LGA Section 11A. The Ministry for Culture and Heritage administers the Arts Council of New Zealand Toi Aotearoa Act 2014, which outlines how local authorities may act as community arts providers.

The national strategic direction for arts and culture sector funding and development is set by Creative New Zealand through a range of corporate documents including the Creative New Zealand Strategic Direction, Te Hā o Ngā Toi – Māori Arts Strategy 2019–2024 and Creative New Zealand Pacific Arts Strategy 2018–2023.

Locally, the Waimakariri Arts Strategy aligns with and contributes to key Council and non-Council strategies and work programmes. As illustrated below, Ngā Toi o Waimakariri – Waimakariri Arts Strategy directly aligns with all five of Creative New Zealand’s Strategic Outcomes, as well as all four of the Waimakariri District Council’s Community Outcomes and the four local government wellbeings for the building of a healthy, resilient, connected, environmentally attractive and economically strong Waimakariri District.

Ngā Toi o Waimakariri – Waimakariri Arts Strategy is also directly linked to the achievement of objectives within two key Council strategies for the district: Waimakariri Community Development Strategy and Waimakariri Economic Development Strategy; as well as those of the Council-supported local economic delivery organisation, Enterprise North Canterbury. This alignment broadly relates to:

- District attraction
- Employment opportunities
- Activation of places and spaces
- Facilities planning
- Empowerment of people and organisations to achieve their aspirations
- Increased collaboration for better local outcomes.

GOAL	NGĀ TOI O WAIMAKARIRI GOALS	CREATIVE NZ STRATEGIC OUTCOMES	COUNCIL COMMUNITY OUTCOMES – THE WAIMAKARIRI IS A DISTRICT;
1	Reflect Belonging and Identity	New Zealanders participate in the arts.	...Where everyone can have a sense of belonging ...Where people are enabled to thrive and give creative expression to their identity ...That is supported by a resilient and innovative economy.
2	Connect Community and the Arts	New Zealanders experience high quality arts.	... Where people are enabled to thrive and give creative expression to their identity.
3	Activate Artistic Expression	New Zealanders participate in the arts.	...Where people are enabled to thrive and give creative expression to their identity ...That values and restores our environment.
4	Influence Decision Making	New Zealand Arts gain international success.	...Where people are enabled to thrive and give creative expression to their identity ...That values and restores our environment ...That is supported by a resilient and innovative economy.
5	Strengthen the Arts Sector	New Zealanders experience high quality arts New Zealand’s arts sector is resilient.	...Where people are enabled to thrive and give creative expression to their identity ...That is supported by a resilient and innovative economy.

DISTRICT PROFILE



The Waimakariri District is located 20 minutes north of Christchurch, just over the iconic Waimakariri River. It covers 225,000 hectares, extending from Pegasus Bay in the east to the Puketeraki Range in the west. It is bounded to the north by Hurunui District. The territorial area governed by the Waimakariri District Council sits within the takiwā (territory) of Ngāi Tūāhuriri, Mana Whenua for this rohe (area).

The district's major urban areas are Rangiora and Kaiapoi, with key urban settlements including Woodend, Pegasus and Oxford. There are also a number of village and beach settlements and a relatively high proportion of rural or lifestyle block properties. Waimakariri is one of the fastest growing districts in the country with a growing local economy. The population has increased from 49,989 in 2013 to well over 70,000, with projections indicating a population of around 100,000 by 2048. Despite rapid growth, the district has retained its attractive mix of rural and small-town character. It's thriving town centres, extensive range of quality services and recreational facilities, sitting alongside a diverse natural landscape of forests, mountains, rivers and sea, offer accessible recreation possibilities making Waimakariri an attractive option for potential new residents and visitors.

Tuahiwi, the home of Ngāi Tūāhuriri rūnanga, has played a vital role in Ngāi Tahu history. The takiwā of Te Ngāi Tūāhuriri Rūnanga centres on Tuahiwi and extends from the Hurunui River in the

north, to the Hakatere River in the south, and inland to the Main Divide. It has Māori Reserve 873 (Tuahiwi) as its centre. Nearby the famous Kaiapoi Pā was established by the first Ngāi Tahu ancestors when they settled Te Waipounamu. Kaiapoi Pā was the major capital, trading centre and point from which further penetration of the South Island occurred making the area a genealogical centre for all Ngāi Tahu Whānui. Kaiapoi Pā was established by Moki's elder brother Turākautahi who was the second son of Tūāhuriri hence "Ngāi Tūāhuriri" is the name of the hapū of this area¹.

¹The Waimakariri District Council has been in a formal partnership with Te Ngāi Tūāhuriri Rūnanga since a Memorandum of Understanding agreement was first developed in 2003 and renewed in 2012. In partnership with Te Ngāi Tūāhuriri Rūnanga, Council continues to build their relationship through mutual understanding, on-going discussion and consultation on relevant issues as supported by the agreement.

¹Ngāi Tūāhuriri Education Committee reference.

ARTS IN THE WAIMAKARIRI DISTRICT

“It doesn’t matter when, but I paint every day.”

Philip Trusstum (2020)

The Waimakariri District is well served with people of creative talent. It is home to many skilled practitioners in the visual, craft, literary and performing arts. This includes a number of published writers and poets, nationally recognised painters and potters, recording artists and performers. The bicultural and multicultural make-up of the local arts sector was reflected in the response to the stakeholder survey that informed the development of this strategy, with 10% of responses coming from Māori (Ngā Toi Māori) and Pasifika Artists.

Three district-wide Trusts provide governance support for the visual arts:

- Waimakariri Community Arts Council
- Waimakariri Art Collection Trust
- Waimakariri Public Arts Trust.

These are complemented by several geographically or disciplinary-specific Trusts and Incorporated Societies, including:

- Arts in Oxford
- WAI (Waikuku Artists Inc)
- Rangiora Art Society
- Kaiapoi and Rangiora Photographic Societies.

The 1970’s saw the development of a burgeoning Waimakariri arts scene. This began with a select group of passionate and well-connected locals, and an appreciative audience of music and art lovers, entertained with concerts and exhibitions in people’s homes. Eventually demand exceeded capacity and the need for designated small-concert music and gallery spaces was identified. This resulted in the establishment, in 1996 of what is now the Chamber Gallery. With its wonderful acoustics and ideal display space, the Chamber Gallery features exhibitions and musical recitals by a range of leading Canterbury artists; as well as aspiring and emerging local talent that has caught the eye of Waimakariri Community Arts Council.

The Ruataniwha Kaiapoi Civic Centre was built to house both the Kaiapoi Library and Kaiapoi Museum, as the previous buildings were lost in the Canterbury earthquakes. Its design included provision of space for an art gallery. ‘Art on the Quay’ gallery offers a diverse rotation of exhibitions, attracting visitors from outside of the district, who travel across the Waimakariri River to enjoy the work of some outstanding local and regional visual artists.

The culmination of a community vision saw Oxford Gallery opened by Hon Chris Finlayson, Minister for Arts Culture and Heritage, in 2010. Since then, the gallery has been visited by over 100,000 people and is acquiring a reputation, nationally, for its determined, grass roots exhibition program. Committed to enhancing the artistic and cultural life of Oxford and its surrounding community, Oxford Gallery often holds workshops that engage local schools and local residents in exploring their creativity in a relaxed, collegial environment.



With such a plethora of practitioners in the local visual arts sector, many contribute as exhibitors and patrons to the annual Corcoran French Kaiapoi Art Expo — Waimakariri District's largest visual art show, established in 2006 and featuring the work of around 140 artists, including painters, photographers, ceramics and textile artists. The expo includes the PAK'nSAVE School Art Expo, which displays artworks from 17 local schools. Waimakariri District also enjoys several smaller, long-standing expos in Rangiora, held by the Rangiora Arts Society; and in Pegasus and Waikuku by Waikuku Artists, Inc.

In addition to the Chamber Gallery recitals, the local performing arts scene features three key organisations:

- North Canterbury Musical Society (North Canterbury Musicals) was established in the 1960 and has since produced highly acclaimed, professional standard productions of high-profile musicals, including the likes of *Les Misérables*, *Oliver*, *Chess*, and *the Sound of Music*.
- Hartley School of Performing Arts was established 22 years ago and delivers exceptional, youth-centred productions of well-known musicals and plays.
- Originally established in 1880 as Rangiora Dramatic Society, in its current iteration Rangiora Players presents

largely comical plays, ranging from the farcical to comedy thrillers, in a small performance space at the Northbrook Studios creative hub. These receive rave reviews from dedicated audiences.

The quality performances put on by these three groups attract not only local audiences, but those outside of the district. In the majority of cases, performances are sold out within days of bookings opening.

While Waimakariri has a number of published authors, the literary arts are underrepresented as organised groups. However, U3A operate well-attended memoir writing groups, and over the years there have been several small writing groups operating at various times, including 'Night Writers', which resurface regularly, allowing people to meet in a safe environment to develop their craft under the supportive critique of fellow writers.

District Libraries have played an important role in showcasing some of our local poets and writers. They have also run workshops with young people on writing and compositions, as well as short story and poetry writing competitions, which attract quality entries from across the district.

THE STRATEGY — PROCESS AND SCOPE

Following the 2020 COVID Recovery Forum, Council felt it appropriate to create an elected member Arts and Culture Portfolio role and also a preliminary project group that included the Arts and Culture Portfolio holder, Chair of Waimakariri Public Arts Trust and Community Development management. The group was tasked with framing a process to support the development of a Waimakariri Arts Strategy and scoping its potential.

A mapping of the local visual, performing and literary arts sectors was undertaken, including not only the larger or more recognised groups and individuals, but also ‘cottage’ arts industries in recognition of their (oftentimes) under-realised potential. This ensured that engagement and consultation would reach a suitably representative practitioner community. A key priority was engaging with mana whenua, Te Rūnanga o Ngāi Tūāhuriri, to ensure that Waimakariri District’s rich Māori heritage and the talents of local Māori arts practitioners were central to considerations in the development of the Strategy. We have appreciated their acknowledgement of this work and the input of local Ngā Toi Māori practitioners into this engagement.

WHAT YOU TOLD US

Engagement included surveying and consulting with those involved in local arts (practitioners) and local residents (audiences), alongside others that have a stake in supporting the arts sector, including business, education, social and wider recreation sectors. Responses indicated that both surveys had met their mark in engaging stakeholders from a broad range of artistic genre, as evidenced in Figure 4, below.

Which area of the local arts have you engaged with/in

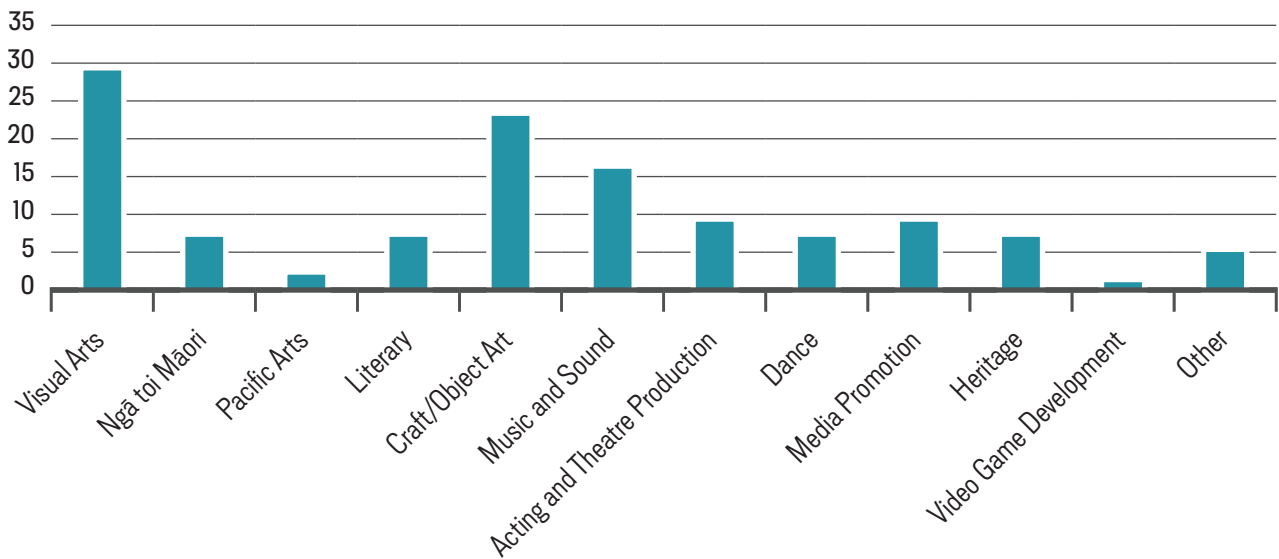
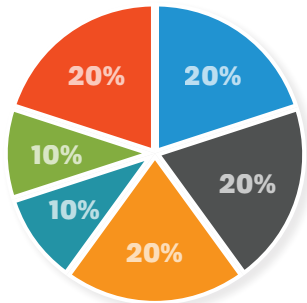


Figure 4: Areas of the arts engaged with by local residents and practitioners (combined).



The charts below provide some insight into the nature of some of the feedback received from the surveys.

How could you be better connected with the local arts and creative sector?



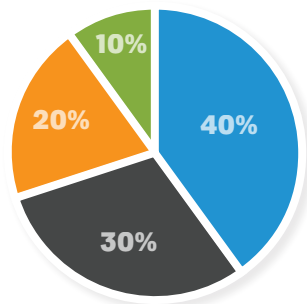
- Better profiling of the local arts sector
- Making the arts relevant and accessible
- Training or education opportunities/workshops
- More festivals and events
- Receiving advice and information
- Other

How can the arts make Waimakariri places and spaces stand out?



- Sustainable, creative and quality art
- Being intentional about collaboration
- Empowering our wider community with opportunities in public spaces
- Ensuring public arts and creativity is visible and valued
- Having more arts festivals and events that enliven the District
- Community-wide artistic projects
- Celebrate narratives of place through the arts
- Integrated place-making design throughout public realm (built and natural)
- Other

What art should Waimakariri have more of?



- Street/public art & sculpture
- Festivals and events
- Integrated art and design in public spaces
- Other

Other aspects of the engagement included:

- A stakeholder reference group workshop, which engaged with leading practitioners from across the local visual, performing and literary arts sectors, to review the collated survey findings and develop a draft Vision, Goals and Objectives for the Strategy.
- A district-wide forum, capturing the experience, expertise and ideas of those who have a stake in contributing to the development of a strong local arts sector. The aim of the forum was to test the draft Vision, Goals and Objectives and to 'populate' the strategy, identifying opportunities and possibilities under each of the draft objectives.

A number of common themes emerged from the results of the arts sector and general public surveys, stakeholder workshops and community forums:

- The need for adequate and sustainable resourcing for the arts and its practitioners.
- The need to empower local artists with the skills and connections to make a sustainable income.
- A desire to see the arts included in local decision making around places and spaces, as well as district economic and community development.
- The need for more community-led arts projects – “by the people for the people”.
- The need for increased collaboration within and across the various artistic disciplines.
- The potential role of the arts in district attraction, e.g., through events, workshops and arts trails.
- The need to increase the profile and value of the arts, particularly in terms of their impact on wellbeing.

Review and collation of the workshop material finalised the strategic Goals, Objectives and clarified the Actions that Council could take in giving effect to and measuring the Strategy’s vision, that: “Waimakariri is a district where the arts are championed, celebrated and accessible to all.”



SPACE

A shortage of suitable practice and display facilities for the arts sector has been recognised as a key issue for the district for some time. Some council-owned facilities can be relatively inexpensive to hire but may not be fit for purpose and can be heavily booked. The district's 'larger' performance spaces only cater for several hundred people, limiting opportunities for larger creative events. Whilst we have well-curated exhibition spaces in Oxford and in the two larger district libraries, they only provide limited opportunities for a select number of local artists to display their work.

Evidence to support these space-related concerns was raised in a 2023 review commissioned by the Council's Community and Recreation Department to Recreation Sport Leisure Consulting. The draft review document, 'Waimakariri District Community Facilities Network Plan', presented the results of a broad scope survey of facility users and user groups, and third-party owners of facilities available for community use. Its aim was to:

1. Address future demand arising from population growth and community expectations.
2. Ensure a network of facilities that are fit for purpose.
3. Address gaps or duplication in the provision of community facilities across the district.
4. Ensure equitable, fair and transparent provision of community facilities.

In relation to the arts, the Plan highlighted a shortage of specifically arts-based facilities, as well as limiting factors, with respect to existing facilities that are or could/should be available to the local arts sector, specifically:

- Lack of a larger theatre for bigger audiences (suggestion of 1000 pax).
- Limited backstage space at Rangiora Town Hall.
- Lack of facilities with mirrors available to hire (performing arts groups).
- Lack of performing or visual arts spaces in some of the smaller towns. E.g. Woodend and Pegasus.
- Lack of a large art gallery.
- Lack of a local music studio / production space / sound space including space with basic electrics set up for small bands.



The draft Community Facilities Network Plan report detailed planned Council and community developments that should be considerations in addressing issues and opportunities related to local arts space provision. For example, the potential for Council/community partnerships to deliver larger audience spaces. The report has provided useful formative information for the delivery of one of the key actions referred to in this Strategy: **“Apply an intentional approach to local provision of a variety of spaces that suit the needs of emerging and established practitioners.”**

STRATEGIC CONTENT



REFLECT

BELONGING AND IDENTITY

CONTEXT:

In line the principles of Te Tiriti o Waitangi, local arts should recognise and celebrate the rich bicultural heritage of our district. Local arts should also reflect the lived experience of the whole diversity of our local population. If people see themselves, their whakapapa and ways of being reflected in local arts, they feel like they belong in the Waimakariri District.

KEY OBJECTIVES:

1.1: Ensure that identity and belonging are reflected in our creativity.

COUNCIL ACTIONS:

1.1

- Establish intentional partnership with local iwi around the arts
- Encourage and support the establishment of:
 - heritage projects that recount our bicultural history through creativity
 - identity projects — Telling our stories through various creative genre
 - creative projects that celebrate diversity and inclusion.

OUTCOMES:

- People are empowered to tell their stories and express their cultural heritage through the arts
- The diversity across our communities is represented and celebrated through artistic expression.

MEASURES:

- Prevalence and variety of Māori-led creative activity across the District
- Number of culturally oriented creative activities
- Number and nature of diversity and inclusion oriented creative activities.



7

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9

CONNECT

COMMUNITY AND THE ARTS

CONTEXT:

The arts can play a significant role in affecting positive social outcomes for local people. By engaging and connecting people with the arts, and in helping them to unlock their creative potential, we empower them toward better wellbeing.

KEY OBJECTIVES:

- 2.1:** Develop and strengthen opportunities for the community and the arts to connect
- 2.2:** Put Waimakariri on the map as an arts destination.

COUNCIL ACTIONS:

2.1

- Promote the role of the arts in wellbeing
- Utilise digital and online tools to increase engagement with the arts
- Encourage artistic response to social issues
- Encourage and support arts-centred community connection
- Facilitate local provision of subsidised arts-centred night classes
- Support the establishment of local Arts Trails and Open Studio events.

2.2

- Support the development of a local arts website
- Develop a district arts calendar
- Support the holding of arts-centred events on private property
- Support the establishment of a multidisciplinary Waimakariri Arts Festival
- Scope the establishment of a permanent arts market
- Link into regional arts events and opportunities.

OUTCOMES:

- Local people increase their engagement with the local arts sector
- People's responses to social issues are reflected in relatable creative contexts
- People can learn and develop their creative skills
- People from outside the District can easily access information about Waimakariri art-centred activities
- People from outside of the district can enjoy local arts in a variety of private and public contexts
- Local artists are exposed to a wider audience and/or market for their work. creative skills in a cost-effective, supportive environment
- Local artists have to a wider audience and/or market for their work.

MEASURES:

- Audience/attendance number and demographic profile
- Participant numbers involved in arts-centred activities
- Arts-based night classes in place
- Sales from Arts Trail and Open Studio events
- Number of website 'hits' from outside the district
- Arts calendar in place and promoted widely
- Arts Market established and well supported
- There are tangible links to Waimakariri at Christchurch based events.



ACTIVATE

ARTISTIC EXPRESSION

CONTEXT:

The Waimakariri District has an abundance of talented amateur and professional artists. In facilitating collaboration, support and the provision of a broader range of creative platforms, we help them to develop their craft and increase their profile.

KEY OBJECTIVES:

- 3.1:** Activate and enhance diverse creative expression
- 3.2:** Encourage collaboration and the sharing of knowledge and practice
- 3.3:** Facilitate accessible platforms for creative expression.

COUNCIL ACTIONS:

3.1

- Encourage and promote broader diversity of artistic expression
- Support the establishment of community-led arts activities
- Encourage and enable amateur arts.

3.2

- Facilitate increased collaboration between arts-centred groups, organisations and Trusts
- Support the establishment of creative networks within disciplines
- Encourage and support creative collaborations, within and across disciplines
- Develop a shared database of local artists
- Support the establishment of a peer-peer mentoring programme to develop local artists.

3.3

- Facilitate and support placemaking activities for local places and spaces, with the arts at its centre
- Support opportunities to build on existing community events and activities to incorporate creative opportunities into planning
- Enable a wider variety of works to be displayed in local art spaces
- Create interactive online platforms for artistic expression.

OUTCOMES:

- People express themselves creatively via a broader range of means
- Local people are empowered to lead creative initiatives
- The amateur artist is recognised and celebrated
- Local artists can more easily connect to share skills, celebrations and challenges
- Resources are shared amongst local artists
- Local artists and residents enjoy richer artistic experiences
- Local places and spaces are enlivened with creative expression
- Local events and activities include creative elements
- Local arts spaces display a wider range of artistic genre
- People have access to a wider range of platforms for creative expression.

MEASURES:

- Evidence in places, spaces and online platforms of diverse artistic expression
- Participant number of those engaged in community-led and amateur creative activities
- Engagement with local arts database
- Number and membership of creative networks
- Number of collaborative creative initiatives across the district
- Audience/participant number at collaborative local creative events
- Number of local places and spaces featuring artistic performance or activity
- Number of local events that incorporate creative opportunities for attendees
- Variety of artistic genre displayed in local arts spaces.



The artist has
used the form of
the figures to suggest
the idea of energy and
the way in which the
figures are placed on
the pedestal to suggest
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INFLUENCE

LOCAL DECISION MAKING

CONTEXT:

The arts play an important part in District attraction, a key aspect of economic development. Design for local spaces and places that are engaging, attractive, and relevant to residents and visitors to our District pays significant dividends for the local economy.

KEY OBJECTIVES:

- 4.1:** Embed the arts in Council decision making
- 4.2:** Advocate for Waimakariri arts at local, regional and national level.

COUNCIL ACTIONS:

4.1

- Develop a Placemaking Plan, with the arts at its centre
- Apply an intentional approach to local provision of a variety of spaces that suit the needs of emerging and established practitioners
- Encourage and facilitate opportunities to integrate arts into the natural environment.

4.2

- Ensure that the arts are a consideration in district attraction planning
- Facilitate the establishment of the Waimakariri District as an 'arts destination'
- Maintain a designated councillor portfolio to champion the arts across Council and other key stakeholders, including funders
- Encourage inclusion of Waimakariri arts in regional and national arts forums
- Facilitate Waimakariri representation on regional and national arts-centred steering groups, and governance organisations.

OUTCOMES:

- Local places and spaces are enlivened with creative expression
- Local artists and performers have better choice in the range of available spaces to best showcase their talent
- Local artists and performers can showcase their talent to a wider audience
- The natural environment is celebrated and respected through artistic expression.
- People from outside of the district are aware of the range of local creative experiences and creative talent in the Waimakariri District
- Waimakariri is represented at regional and national decision-making forums and on national arts-centred steering groups, and governance organisations.

MEASURES:

- Placemaking plan is developed, including an associated implementation plan
- Number and variety of local exhibition and performance spaces
- Number and variety of activities that integrate arts into the natural environment.
- District promotion includes reference to the range of local creative experiences and talent.
- Local data reflects visitor engagement with the arts
- Waimakariri representation at regional and national decision-making forums and on national arts-centred steering groups, and governance organisations.



Pa what? when? right?
to carry night

STRENGTHEN

OUR ARTS SECTOR

CONTEXT:

The Waimakariri District has a rich source of artist practitioners and creative entrepreneurs. The effective implementation of a local arts strategy will enhance the economic value and viability of this creative market, strengthening the sector and increasing its visibility to local, regional and national consumers of the arts.

KEY OBJECTIVES:

- 5.1:** Support initiatives that facilitate a more sustainable local arts sector
- 5.2:** Champion, promote and develop Waimakariri arts
- 5.3:** Facilitate capacity and capability building opportunities for local artists.

COUNCIL ACTIONS:

5.1

- Facilitate brand development for Waimakariri arts
- Facilitate the development of a marketing and communications plan for the local arts sector
- Support the acquisition of sustainable funding for local arts
- Scope the establishment of a local arts hub
- Facilitate stronger relationships between the business and arts sectors.

5.2

- Establish a role to facilitate the implementation of the Ngā toi o Waimakariri Arts Strategy
- Establish a multidisciplinary arts steering group to guide the implementation of the Ngā toi o Waimakariri Arts Strategy
- Develop annual implementation plans to guide the implementation of the Ngā toi o Waimakariri Arts strategy over a three-year period
- Identify and record current artworks.

5.3

- Enable and support development pathways for emerging local artists
- Support the development and provision of arts sector training, including, business acumen, planning, marketing, funding, basic accounting etc
- Encourage, support and promote local provision of technique-based workshops.

OUTCOMES:

- Waimakariri arts has a recognised brand across and outside of the district
- Waimakariri arts have a more visible profile locally and outside of the district
- The local arts sector is well resourced
- The implementation of the Ngā toi o Waimakariri Arts Strategy is supported and ensured
- Current artworks are appropriately catalogued
- Emerging artists and performers have a means to develop and progress their careers
- Local arts practitioners can make a living from their craft
- Local arts practitioners can improve their skills.

MEASURES:

- Local data reflects local resident and visitor engagement with the arts
- Local artists report being better funded and supported
- Planning is in place for the establishment of a local arts hub
- There is measurable evidence of the business sector supporting the local arts
- A facilitator role and steering group are established
- The objectives and actions of the Ngā toi o Waimakariri Arts Strategy implementation plans are met
- A catalogue of local artworks is developed
- Development pathways are identified, documented and established
- Number of artists participating in training
- Local artists report positive outcomes from attendance at training workshops.

A WORD ON IMPLEMENTATION

To ensure that Ngā Toi o Waimakariri – Waimakariri Arts Strategy achieves its objectives, this document includes a set of actions for which Council have responsibility. With the support of a community and Council-led steering group, these will be prioritised into an implementation schedule that frames the delivery of the strategy over a three-year period.

A detailed implementation plan will be developed each year to guide activity over the duration of this strategy. A Council appointed Arts Facilitator will progress this work, ensuring that a collaborative approach is widely applied, and that adequate resourcing is acquired to achieve the delivery of priority projects. The facilitator will also monitor achievement of the desired outcomes in accordance with the stated measures and other appropriate targets identified by the steering group.

RESULTS

The successful implementation of the Waimakariri Arts Strategy will provide increased benefits to our arts sector, its practitioners, our communities and wider district. It will result in:

- Increased funding for the local arts; its endeavours and management, so that people can make a living from their craft
- Increased collaboration for efficient and optimised use of resources, skills and talents
- Increased provision of local performance and exhibition spaces that are fit for purpose and allow the Waimakariri arts scene to grow
- Better provision for the recording, storage and curation of local works, ensuring that they can be preserved for the enjoyment of future generations
- The arts included as active partners in planning for the enhancement and activation of local places and spaces
- The district's bicultural heritage and increasingly multicultural presence in our communities appropriately reflected in local places and spaces
- People having increased understanding of the lived evidence of the diversity of people who make up our district
- The arts being relevant and accessible to a broader audience of local people
- The arts perceived as being a pivotal aspect of district attraction and a thriving local economy, with the Waimakariri arts 'brand' being well recognised beyond the district's borders.

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“The one thing that you have that nobody else has is you. Your voice, your mind, your story, your vision. So write and draw and build and play and dance and live only as you can.”

Neil Gaiman, *Make Good Art*

GLOSSARY

- Artist: Anyone involved in the performing, visual or literary arts
- Discipline: Type of artistic practice, e.g. Dance, drama, pottery, photography
- Craft: A collective term for types of artistic practice
- Practitioner: Someone who engages in artistic pursuits – Visual, performing, literary or craft.

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Ngā Toi o Waimakariri
WAIMAKARIRI ARTS STRATEGY

2023
2026



WAIMAKARIRI
DISTRICT COUNCIL