

## ARTS POLICY AND STRATEGY

That the Council endorse the Arts Policy and Strategy and replace the existing Arts and Culture Policy.

### ARTS POLICY STATEMENT

The Christchurch City Council is committed to achieving an enlivened and creative city in which the arts are widely recognised as being essential.

### DEFINITIONS

**Arts** are defined as: those activities which allow for the expression of life, creativity and culture, and which may be expressed through participation, performance, display, and exhibition, by all people in both professional and non-professional capacities.

**Toi Maori** refers to all the traditional and contemporary Maori art forms.

**Arts infrastructure** comprises those things that foster the arts, including funding, physical assets, programmes, groups and organisations and suppliers

**Public Arts** are defined in the widest possible sense as artistic works created for, or located in part of a public space or facility and/or accessible to members of the public. Public arts include works of a permanent or temporary nature located in the public domain<sup>1</sup>.

### INTRODUCTION

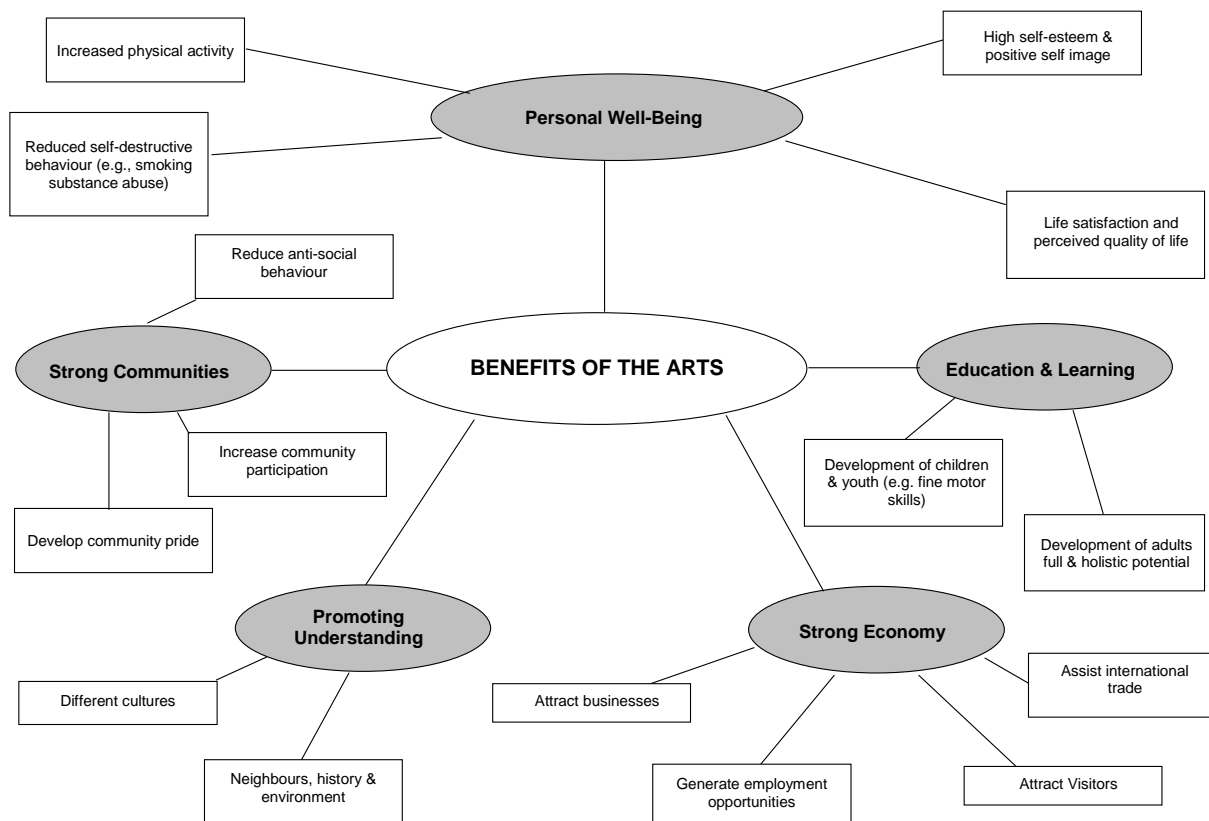
In developing the Arts Policy and Strategy the Council has recognised the key role of the arts in the City’s social, cultural and economic development, and as a vehicle for urban renewal and city marketing.

The arts play a vital role in improving the lives of citizens and should be encouraged for their social and cultural value as well as commercial potential.

This strategy aims to support the development of local artists, generate new employment opportunities, develop opportunities for arts expression and participation as well as improving the quality of the built environment we will leave behind for future generations.

The diagram on the following page identifies the key benefits that can be achieved by individuals and the community at large through an involvement in the arts.

It is acknowledged that many of these benefits are as much a result of the process to create arts as in the finished art work.



<sup>1</sup> Auckland City Public Art Policy & Guidelines 1999.

## THE EXTENT AND IMPORTANCE OF ARTS ACTIVITY

Local arts activity in Christchurch is supported by private, commercial and non-profit sectors, including the Christchurch City Council. The Canterbury region has 15% of people employed nationally in creative industries, and 2.5% of Canterbury's full-time equivalent (FTE). This also reflects a national shift towards a growth in demand in the major metropolitan centres for creative activity.

An estimated figure for Christchurch City Council expenditure on the arts during 1999/2000 is almost \$10.50 million. The operational expenditure estimate was \$7.99 million that reflects 3.4% of the Council's total operating programme for 1999/2000. The capital expenditure estimate was \$2.48 m, which reflects 2.8% of the Council total capital programme for 1999/2000.

NOTE: Arriving at an overall figure for the Council's expenditure on the arts has proved a difficult task. The difficulties involved in interpreting which elements of the Council's expenditure qualify as 'arts' expenditure are at the root of these difficulties. This expenditure estimate excludes the following: the Council's trading enterprises, memorial furniture, Westpac Trust Centre & Convention Centre, Town Hall, Creative Communities Funding Scheme, library expenditure other than capital non-fiction related items, any assistance in kind to groups, all salaries other than Art Advisers and Art Gallery Staff.

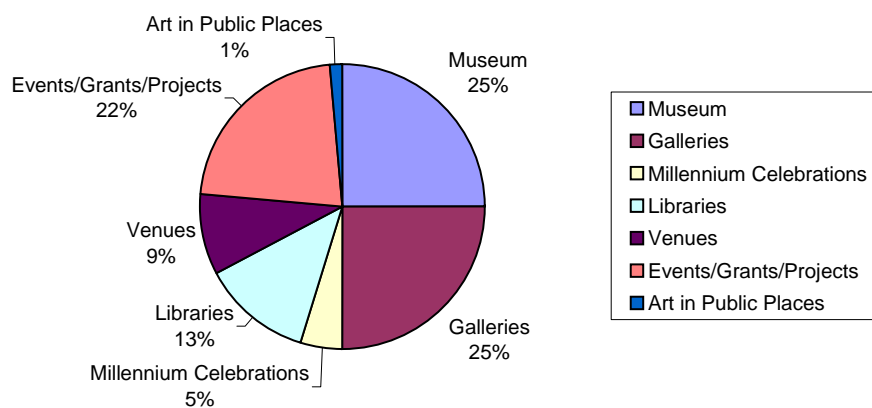
The Arts are directly supported by the Christchurch City Council via the Robert McDougall Art Gallery, libraries, multi-purpose facilities, event management, funding of numerous local events and festivals, including seeding grants to organisations operating in the Christchurch area. To a smaller extent, Christchurch City Council has an arts advisory service, funds art in public places and projects in the community. Figure 1 illustrates the main funding areas for the arts by the Christchurch City Council.

Further details of the significance of the Council's current activities in the arts are provided in Appendix 1.

At a national level very large numbers of people are employed in the cultural and arts sector and it is a major contributor to the New Zealand economy<sup>2</sup>.

- Total paid employment in the creative industries reached 51 000 FTE jobs in 1999 – around 3.8% of total FTE jobs in the NZ economy. Employment in creative industries is growing at a faster rate than total employment growth.
- It has been estimated that the cultural sector contribution to GDP (April 2000) is in the range of 2-6% depending on the definition. By way of comparison, towards the lower end of this range the contribution is similar to that

### Christchurch City Council - Estimated Arts Expenditure 1999/2000



of the communications industry (in 1996) at around 3% of GDP.

Figure 1

There are high levels of participation in the arts nationally

- 2.37 million NZ adults (90%) take part in close to four different types of arts activity every month.
- 96% of people who participate in the arts do so for enjoyment/entertainment.

The arts are also highly valued by people in New Zealand.

<sup>2</sup> Source: Heart of a Nation – A Cultural Strategy for Aotearoa New Zealand (June 2000)

- Valuing the Arts/Attitudes: More than 77% agreed with the statement that “Arts and cultural activities help define who we are as New Zealanders” 87% agree with the statement that “If my community lost its arts activities it would lose something of value”

Further details of national participation in the arts are provided in Appendix 1.

## SCOPE

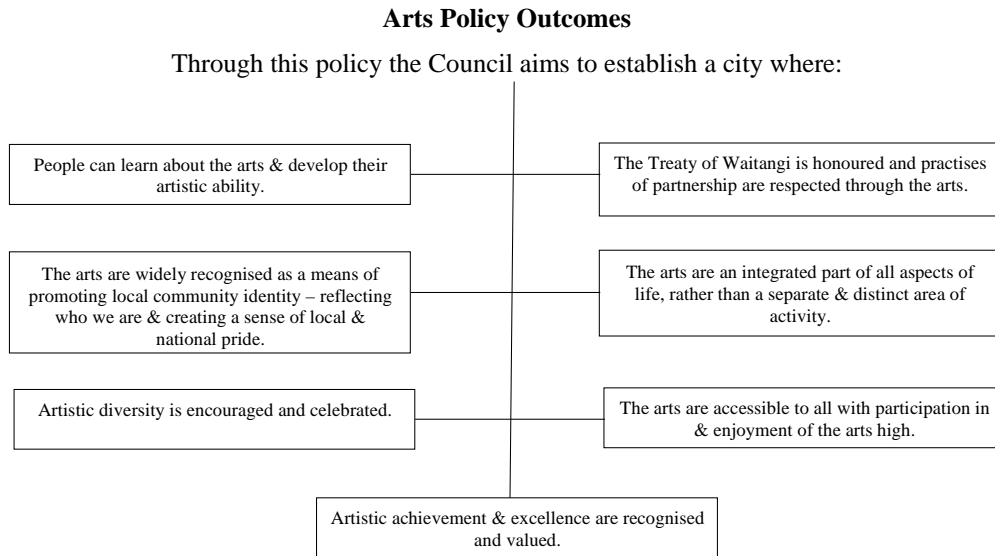
A major theme of this draft strategy is an integrated approach to the arts across all the Council’s activities, rather than arts being treated as a separate, stand alone element of activity. Consequently it is important that all Business Units within the Council understand this policy and how it applies in their area of work. Similarly the actions of any special committees and community boards should be consistent with the policy and its implications.

In recognition of the Council’s existing target group policies, this policy acknowledges that:

- The arts play a role in promoting the happy, healthy development of children to their full potential.
- The arts play a role in positively contributing to the well-being of young people, their families and communities.
- The arts can play a role in enabling older people to uphold their rights to independence, participation, access to opportunities and resources and contributing to the economy.

The Arts Policy may also have clear links to any further target group policies adopted by the Council in the future.

## ARTS POLICY OUTCOMES



## COUNCIL STRATEGIC ROLES

This Strategy recognises that there is a wide range of groups, societies, companies and individuals actively involved in the arts in Christchurch. The voluntary and private sectors have a key role to play in meeting many of the objectives and policies of this strategy. In order to meet the arts needs of Christchurch the Council needs to work closely with the other groups and individuals involved.

The Council has the following roles in achieving the policy outcomes.

**A supporter** of the many groups and individuals actively involved in the arts in Christchurch.

**A promoter** of arts to the community, including residents, business and visitors and of Christchurch as an arts destination.

**An enabler** by helping to maintain and develop the infrastructure - both physical and organisational - which supports the rich diversity of provision for the arts.

**An advocate** for the arts and for the City’s artistic talents.

**A planner, co-ordinator and facilitator** of arts development and the provision of the arts in the City.

**A custodian and manager** of the City’s arts resources and assets.

**A designer** of an environment that sustains a diverse artistic community.

**An architect** of the City's physical form.

**A provider** of information and resources that promote the arts, arts opportunities, artworks and facilities.

The Council may adopt one or more of these of roles depending on the particular needs and characteristics of the situation.

## **PRINCIPLES**

The Arts Strategy is based on the following principles

**Treaty of Waitangi** - the Council has a role in actively supporting the development of Maori arts to the benefit of Maori and to other cultures in the city.

**Diversity** - the variety of art forms is recognised and encouraged as contributing to a full and vibrant arts life in the city. Both contemporary and traditional arts forms are recognised and valued and creative risk taking is encouraged.

**Accessibility** - the arts should be accessible to all – barriers removed, opportunities provided.

**Arts Achievement** – successful creativity and innovation should be valued and supported.

**Partnership** - partnerships between stakeholders in the arts community enhances provision of arts activities and access to the arts for all people.

**Public Art** - art in the public domain will be maintained and promoted.

**Integration** – arts development requires an integrated managed approach.

**Cultural Diversity** – the many different cultures in the city should be encouraged to participate in and celebrate their distinct art forms and maintain the meaning and history behind their arts. The sharing of those arts forms will help increase understanding and acceptance of cultural diversity.

**Participation** - the participation, enjoyment and appreciation of the arts by Christchurch residents will be encouraged.

**Arts infrastructure** – a healthy physical and organisational arts infrastructure is vital to the vibrancy of the arts in Christchurch.

**Arts Excellence** – excellence in the arts should be aimed for and valued.

## **STRATEGY GOALS AND OBJECTIVES**

### **1. Arts for All**

**Goal 1 - Everyone has opportunities to participate in a variety of arts activities and have access to performances, concerts and exhibitions.**

The Council believes its prime roles in relation to the arts and community participation should be to act as supporter, advocate and facilitator. The Council believes that arts are an essential facet of social wellbeing and cultural identity.

The Council's objectives are to:

- 1.1 Initiate and support community based arts projects that facilitate community development outcomes
- 1.2 Encourage access to the arts through improved marketing and information
- 1.3 Identify gaps in current provision of opportunities for arts participation
- 1.4 Initiate and promote arts outreach programmes to take the arts to non-arts venues and situations.

### **2. Arts and Iwi**

**Goal 2 - The arts of mana whenua me nga iwi o nga hau e wha are promoted and enhanced under the Treaty relationship between Maori and the Council.**

The Council has made a commitment to honouring the Treaty of Waitangi in its Strategic Statement and its Social Wellbeing Policy. With respect to the arts the Council believes its Treaty role is as a partner with and supporter of Maori in developing nga toi Maori and te reo Maori.

The Council's objectives are to:

- 2.1 Develop arts and cultural protocols for the Council's relationship with Ngai Tahu and taura here
- 2.2 Support and encourage the recognition, maintenance and development of nga toi maori and te reo Maori
- 2.3 Include nga toi maori and te reo maori in displays and events at Council facilities and venues
- 2.4 Ensure that Council projects with an arts component include a Maori perspective as appropriate

### 3. Arts and Other Cultures

#### **Goal 3 – The arts of the many different cultures in Christchurch are supported and promoted.**

The Council is committed to valuing the cultural diversity of Christchurch through its Strategic Statement. With respect to the arts the Council believes its primary roles are as a supporter and an enabler of the many cultural groups in the City.

The Council's objectives are to:

- 3.1 Support events and arts activity that celebrate the diversity and meaning of Christchurch communities, cultures and lifestyles
- 3.2 Work with ethnic and cultural groups, including refugee and new migrant communities to increase arts expression and identity

### 4. Arts Infrastructure

#### **Goal 4 - A healthy, well-established and flourishing arts and cultural sector which creates an environment that supports emerging and developing artists as well as established artists and arts organisations.**

The Council believes its prime role in relation to the arts infrastructure should be to act as a supporter, enabler and a provider of information. One of the best ways of achieving this is by helping to maintain and develop the infrastructure - both physical and organisational - which supports the rich diversity of provision for the arts

The Council's objectives are to:

- 4.1 Encourage the development of both new and established arts organisations that support and train artists and art workers at all levels of their development.
- 4.2 Continue to fund the arts and arts organisations (where appropriate) focussing support on those with the greatest ability and potential to deliver the Council's arts goals.
- 4.3 Provide encouragement, information and opportunities, in conjunction with others, for artists and arts groups to strengthen administrative, marketing, technology and management skills.
- 4.4 Facilitate and promote the provision of a range of venues, facilities and events that support a flourishing arts sector.
- 4.5 Resource the Art Gallery, Museum, marae and libraries to maintain, display, preserve and provide information on the City's arts heritage and develop contemporary arts.
- 4.6 Facilitate networking, communication, information exchange and collaboration between arts practitioners, arts organisations and the arts educational sector.
- 4.7 Work closely with other Councils, Creative New Zealand and central government to enhance the further development of the arts in Christchurch and Canterbury.
- 4.8 Seek to identify and attract new sources of funding for the promotion, development and marketing of the arts
- 4.9 Facilitate the development of the arts infrastructure in all parts of the City.

### 5. Arts and the Natural and Built Environment

#### **Goal 5 – Buildings and public spaces that reflect the past, celebrate the present and provide a legacy for the future.**

The Council has important roles in supporting, maintaining and developing the City's distinctive natural and built features. The Council believes its prime roles in relation to the arts and the natural and built environment should be to act as custodian and manager, designer and promoter of an environment that will stimulate and inspire the arts.

The Council's objectives are to:

- 5.1 Promote the idea that the built and natural environments of today are the heritage of tomorrow and have intrinsic value as arts forms.
- 5.2 Encourage developers and owners to consider the appearance of their properties because of the contribution they make to the whole City canvas.
- 5.3 Facilitate and promote events in public spaces that capitalise on the characteristics of the setting.
- 5.4 Ensure that the Council as a developer leads by example in achieving excellence in design and incorporating public artworks in its capital programmes.

- 5.5 Encourage developers to include artworks as part of significant new developments.
- 5.6 Encourage and promote architecture that is appropriate to its physical context and relates well to public spaces.

## **6. Arts in Enterprise, Tourism and Economic Development**

### **Goal 6 - Arts activities play an important role in economic development and in attracting visitors to Christchurch with the City becoming internationally recognised as the home of vibrant arts and arts activities.**

The contribution, which the arts make to the local economy, is one of the major factors justifying the Council's continuing investment in the arts. The Council's role is primarily as promoter and advocate.

The Council's objectives are to:

- 6.1 Work with economic development agencies (including Canterbury Development Corporation) to identify and explore the potential for arts related business to further contribute to the long-term economic sustainability of the City.
- 6.2 Work with economic development agencies (including Canterbury Development Corporation) to develop strategies to further develop and improve the arts related business in the City.
- 6.3 Work with business and individuals to identify opportunities to increase investment in and assistance to arts enterprise.
- 6.4 Encourage collaboration between the arts and business sectors based on recognising the contribution arts can make to industry.
- 6.5 Identify and develop the potential for the arts to act as a magnet to visitors and project positive images of the City to the world.

## **ACTION PLANS AND REVIEW**

The Strategy indicates broad courses of action for the Council to pursue which will be developed in to regular action plans. The Strategy will need to be kept up to date and reviewed as circumstances change. Specific performance indicators will be developed to chart the City's progress towards the outcomes of the Arts Policy.

## **APPENDIX 1 SIGNIFICANCE AND IMPORTANCE OF THE ARTS**

### **SIGNIFICANCE OF CHRISTCHURCH CITY COUNCIL'S CURRENT ARTS ACTIVITIES**

#### **Robert McDougall Art Gallery**

- The Robert McDougall Art Gallery, including the Annex, had a total of 251 103 visitors during the 1999/2000 year. The composition of this visitor profile is 60% residents, 25% domestic visitors and 15% international visitors.
- Over 80 Art Appreciation Programmes were held during May 2001, with a total audience of 1230.
- School visits during May 2001 totalled nearly 40, including tertiary visits with a total audience number of just under 900 students.
- From the Residents Survey (2000), 83% of the people that had visited the Art Gallery were satisfied or more, and 36% of people surveyed had visited the Gallery one or more times.

#### **Libraries**

Libraries carry out a variety of activities. They manage, preserve, interpret and communicate information, particularly literature-based information. As cultural organisations they are not just repositories of cultural knowledge, but provide a link between the country's cultural resources, or cultural capital, and its wider cultural activities<sup>3</sup>.

- Over 68% of Christchurch's population are members of the Christchurch City Council Libraries. During the 1999/2000 year, the library had a total circulation of over 5.5 million and currently has over 1 million items held.

#### **Festivals and Events**

The Council supports the performing arts through festivals and events by way of significant funding and direct delivery. The following information is provided on just two of those festivals to give a sense of the levels of participation in the City's festivals and events.

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<sup>3</sup> Source: Employment in the Cultural Sector, 1998

- The 2000/2001 SummerTimes Festival, managed and funded by Christchurch City Council, had over 150 000<sup>4</sup> people attend the various events. Research indicates high satisfaction levels of people attending events, such as 97% satisfaction for Starry Nights Concert and 96% for Summer Theatre. Over 90% of people surveyed agreed that SummerTimes offers the opportunity to showcase Canterbury's emerging talent. There was also strong interest to see more events that show the different cultures in Christchurch (71%).
- The 1999 Christchurch Arts Festival, core funded by Christchurch City Council, is a biennial festival with a predominantly New Zealand programme with a regional target. It is the second biggest arts festival next to the NZ International Festival of the Arts in Wellington. It involved 200 performances, with over 540 artists, with the Visual Arts programme of seven exhibitions. It is now well over a million dollar event.

### **Significance of the Arts at a National Level**

A very large number of people are employed in the cultural and arts sector and it is a major contributor to the New Zealand economy<sup>5</sup>.

- Total paid employment in the creative industries reached 51 000 FTE jobs in 1999 – around 3.8% of total FTE jobs in the NZ economy. Over a five-year period 1994 – 1995, this is a growth of around 16.3%.
- Industries with the greatest numbers of FTE jobs are literature (15 010), design (12 210), and film and video (5 000).
- Employment growth has been the greatest in film and video (42.2%), performing arts (40%), library services (35%) and design (26.9%).
- The job creation rate in the creative industries being greater than that in the economy as a whole is a positive signal for economic development in the sector, especially in the major metropolitan centres.
- It has been estimated that the cultural sector contribution to GDP (April 2000) is in the range of 2-6% depending on the definition. By way of comparison, towards the lower end of this range the contribution is similar to that of the communications industry (in 1996) at around 3% of GDP.
- Whichever estimate is used, the cultural sector is economically significant in comparison with other sectors in the NZ economy.

The national participation in arts activity can be demonstrated by the following statistics<sup>6</sup>:

- 2.37 million NZ adults (90%) take part in close to four different types of arts activity every month.
- Over one year, 93% of NZ adults take part in an average of 5 different types of arts activity.
- There is no significant difference in participation levels between the different income groups, the difference lies in the types of arts activity people participate in.
- Over one year, more than half of those participating in Maori arts activities are non-Maori (i.e. all other cultural groups).
- Overall, women (97%) participate in arts activities more than men (90%). Men participate more than women in rock/pop music, photography and jazz.
- For participants, the main source of information about the arts is their local community newspaper (56%).
- Over one year, 131 000 Maori (45%) took part in an average of 3.9 different types of Maori arts activity.
- Over one year, 51 000 Pacific Islands peoples (46%) took part in an average of 2.1 different types of Pacific Islands arts activity.
- 96% of people who participate in the arts do so for enjoyment/entertainment.
- Most people (97%) participating in the arts do so at home. This is followed by participation in performance spaces such as theatres (15% of participants), public places such as malls and parks (13%), community halls (12%), schools and tertiary institutions (11%).
- Valuing the Arts/Attitudes: More than 77% agreed with the statement that "Arts and cultural activities help define who we are as New Zealanders" 87% agree with the statement that "If my community lost its arts activities it would lose something of value".

Council  
26 July 2001

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<sup>4</sup> Note: two key events were cancelled due to inclement weather.

<sup>5</sup> Source: Heart of a Nation – A Cultural Strategy for Aotearoa New Zealand (June 2000)

<sup>6</sup> Source: Arts Every Day Mahi toi ia ra: a survey of arts participation by NZ adults, Creative NZ (May 1999).