

Economic Development Committee **recommendation - Development of an Arts** **Strategy**

TO Thames-Coromandel District Council
FROM Michelle Baker - Committee Advisor
DATE 24 April 2015
SUBJECT **Economic Development Committee recommendation -
 Development of an Arts Strategy**

1 Purpose of Report

To present a recommendation from the Economic Development Committee for Council's approval.

2 Background

The Economic Development Committee does not have the authority to approve new operational expenditure budgets under the Committee's delegations.

Economic Development Committee delegation:

"The Committee shall only expend funding on purposes for which that funding was originally raised and in accordance with the budgets approved by Council through its long Term Plan and Annual Plan."

The report considered by the Economic Development Committee is attached for further information.

3 Issue

A Council resolution is required to approve the new operational expenditure budget.

4 Discussion

The Economic Development Committee at its meeting on 24 April 2015 made the following recommendation:

That the Economic Development Committee:

1. Receives the 'Development of an Arts Strategy for the Coromandel' report dated 13 April 2015.
2. Recommends to Council to allocate \$12,000 (plus GST) in 2014/15 towards the next stage of the development of a Coromandel wide Arts Strategy with any additional costs being met externally.

Moved/Seconded by: Connors/Brljevich

5 Suggested Resolution(s)

That the Thames-Coromandel District Council:

1. Receives the 'Economic Development Committee recommendation - Development of an Arts Strategy' report dated 24 April 2015.

2. Approves an allocation of \$12,000 (plus GST) in 2014/15 towards the next stage of the development of a Coromandel wide Arts Strategy with any additional costs being met externally.

References-Tabled/Agenda Attachments

Attachment A *Development of an Arts Strategy*

The development of an Arts Strategy for the Coromandel

TO	Economic Development Committee
FROM	Ben Dunbar-Smith - Economic Development Programme Manager
DATE	13 April 2015
SUBJECT	The development of an Arts Strategy for the Coromandel

1 Purpose of Report

This report is to update the Economic Development Committee (EDC) on the progress towards developing an Arts Strategy for the Coromandel, and to seek part funding to move to the next stage.

2 Background

For some time now, the arts sector on the Coromandel has been asking for an Arts Strategy, which will help with stronger promotion and marketing of local Coromandel sector. There have been a number of arts groups operating successfully in various parts of the Peninsula - such as the Mercury Bay Art Escape, the Coromandel Arts Tour, the Colville Arts Festival, the Thames Arts Festival, and the Thames Society of Arts, as well as a range of painting, music and drama groups. However there has been no one umbrella to draw these various strings together into a cohesive whole. This unified vision is necessary in order to attract central and regional government funding, and to better promote the Coromandel's artistic potential to visitors via development of an Arts Trail.

In discussion with ATEED on a range of partnership proposals, they saw the development of an Arts Trail around the Coromandel to be an attractive product for Auckland visitors. ATEED expressed the value of a Nelson type experience of foods and arts as being very advantageous.

3 Issue

To kickstart the process for development of an Arts Strategy for the Coromandel, a workshop meeting was held in March 2015 at the Civic Centre in Thames. Artists and creative groups came from across the whole Peninsula, with more than 70 people attending to express their interest in developing an arts strategy.

The day-long workshop, which was facilitated by Creative Waikato, began the process of defining the role of the arts on the Coromandel, what assets are already in place, and exploring how an arts strategy would benefit the district.



The workshop setting led to a dynamic exchange of ideas on developing the arts

Organisers were impressed both by the significant turnout from across the Peninsula for a voluntary event by a wide range of artistic disciplines, as well as the passion for further engagement expressed at the meeting.

4 Discussion

From an economic development point of view, the wide range of artists throughout the Coromandel represent isolated clusters of SMEs (small to medium enterprises). In effect, there are a large number of sole traders who each generate income. If the multiplier effect is applied, the net impact of these "arts businesses" is likely to prove significant. To the best of our knowledge, no formal research has yet been undertaken on the economic value of the arts to the Coromandel. However in other regions (such as Nelson) the arts have been proven to be a significant drawcard for visitors, and also a key generator of revenue for the district due to the multiplier effect of the SMEs. It is envisaged that the same effect is likely to be demonstrated in the Coromandel as part of the Arts Strategy.

Many artists chose to live in the more remote (and beautiful) areas of the Coromandel to enhance their creative drive. While this may stimulate creative output, it can also lead to difficulties with marketing and promotion - especially as the fiscal season tends to follow the summer holiday boom (with poor business profitability over the leaner winter months). If this cycle could be altered through the development of a year-long "Arts Trail" this would not only add to the income levels of these SMEs, but also generate extra revenue for the district in the winter months. In other words, an Arts Trail would be another initiative in reversing the "winter slump" experienced by tourism operators - (for which Destination Coromandel is working to extend the shoulder season). This would align with the thrust of the message received from ATEED - namely that they are keen to promote the Coromandel, but would be especially interested in "experience" events such as arts or food trails that can take visitors out of Auckland for one-or-two days, but essentially not see them exiting the region.

Another factor in the need to work rapidly towards an Arts Strategy for the Coromandel is the fact that central government, in the shape of Creative New Zealand, has decided to allocate \$400,000 towards the development of the arts in the Waikato Region. Councillor Diane Connors (who is leading the development of an Arts Strategy with support from Economic Development Programme Manager Ben Dunbar-Smith and Community Development Officer Marlene Perry) attended a recent meeting in Hamilton with Creative New Zealand in a bid to secure funding for a specific arts strategy for the Thames-Coromandel District. This approach did not initially appear to receive a favourable response, despite a proposal from Cr Connors that a contestable fund be set up so that the numerous territorial authorities within the Waikato region could bid for funding to develop strategies. Liaison with Creative New Zealand regarding this matter is on-going.

The strong message coming back from the March workshop in the Civic Centre was not only the need for a district-based arts strategy, but also that this strategy should be built from the grass-roots up (as opposed to a more theoretical study from the top down).

Hence the proposal to the EDC to assist with commencing work on the arts strategy by part funding the initial consultation work. This role would be able to gather together the framework data to create a Coromandel-based arts strategy. This information and draft framework would then be considered for the next stage of strategy development.

5 Suggested Resolution(s)

That the Economic Development Committee:

3. Receives the 'Development of an Arts Strategy for the Coromandel' report, dated 13 April 2015.
4. Considers allocating \$12,000 (plus GST) towards the next stage of the development of a Coromandel-based Arts Strategy.