

COROMANDEL ARTS
AND CREATIVE INDUSTRIES
STRATEGY

VISION

The arts and creative industries make the Coromandel a more creative, vibrant and desirable place to live, work and visit

To achieve this vision, the strategic direction will focus on three key areas:

- 1. Acknowledging and promoting the creative community**
- 2. Development of partnerships for sustainability**
- 3. Fostering the arts in community development and education**

INTRODUCTION

The Coromandel has always attracted adventurous, creative people, from the first explorers Kupe and Cook and the pioneers who carved an existence out of the bush with basic tools and ingenuity, to the first wave of artisans, notably potters, in the 1960s and 70s.

Since then many creative people have settled in the Coromandel, attracted by the variety and beauty of its geography, beaches and bush which inspire much of their work. The region now has a reputation nationally and internationally for creativity as well as a spectacular natural environment.

Ten years ago a cultural mapping survey by regional community arts organisation Arts Waikato identified two significant areas of creativity in its region - the Coromandel Peninsula and Raglan. In 2014 Creative Waikato's Infrastructure Plan again found that the Coromandel was one of two creative hot spots in the region, however there are no Priority Projects or 'local level facilities' for the Thames-Coromandel district included in the plan.

Arts development at the community level has been increasing rapidly in the district over the past few years. There is an increase in arts events and festivals such as the Coromandel and Mercury Bay open studio weekends, the Steampunk festival in Thames, Illume in Coromandel, Pohutukawa Festival, Whangamata Beach Hop and Brits at the Beach, arts and crafts markets and the Whitianga Summer Concert.

In the last five years two community trusts, Mercury Bay Art Escape and Creative Mercury Bay, have been established to support the visual and performing arts respectively and work collaboratively. However the arts community as a whole has identified a need for peninsula-wide coordination and communication to capitalise on the potential this creativity presents and for the district to reap benefits from the development of arts infrastructure.

The creativity inherent in our communities is not as readily visible or accessible as the beauty of the landscape or the abundance of natural recreational activities, although it reflects the same organic lifestyle and sense of freedom. Recognising and supporting the arts sector will increase accessibility to creative opportunities for everyone in the district.

Community led arts groups have voiced that an arts strategy is needed to develop, promote and sustain local artists and arts activities. A strategy provides an effective tool for communication between Council and the increasingly active arts community on the Peninsula and will enable the best use of limited resources for the greatest impact.

By developing this strategy, Council and the many arts communities around the district will have a structured pathway for planning and development. As our communities are separated geographically and tend to work in isolation, the strategy will provide a framework for equitable decision making.

ARTS AND CREATIVE INDUSTRIES

What do we mean by the arts and creative industries?

Our aim is to be inclusive of all art forms and creative activities, including but not restricted to:

- Toi Māori: traditional and contemporary Māori arts
- Performing arts: theatre, dance, musical theatre, revues, comedy, street theatre, circus, puppetry, mask, multidisciplinary performances, kapahaka, waiata, martial arts, mau rakau
- Music: classical, contemporary, choral, bands, electronic, sound art, taonga puoro
- Visual arts: painting, printmaking, sculpture, drawing, photography, mixed media, installation, mosaics, ta moko
- Craft and object: applied arts, contemporary craft, spinning and weaving, ceramics and pottery, sewing, patchwork quilting, textile and fibre art, jewellery, carving, wood turning, glass, rarenga, tukutuku, harakeke
- Literary and language arts: writing, poetry, song writing, publishing, storytelling, whaikorero
- Film, video and multi media
- Digital arts and new media: computer graphics, animation, virtual art, interactive art, video games, computer robotics, 3D printing, and art as biotechnology
- Creative industries: design, fashion, textiles, furniture, advertising, architecture, the art and antiques market, crafts, interactive leisure software, software and computer development, television and radio
- Public art both permanent and temporary
- Arts education, workshops, arts mentoring, scholarships
- Outsider art and arts for health such as art and music therapy
- Events, festivals, exhibitions, awards
- Multidisciplinary events
- Creative community development
- Any form of human expression which utilises creativity and imagination, by an individual, group or organisation, voluntarily or for profit.

Why support the arts and creative industries?

Social Cohesion and Community Wellbeing

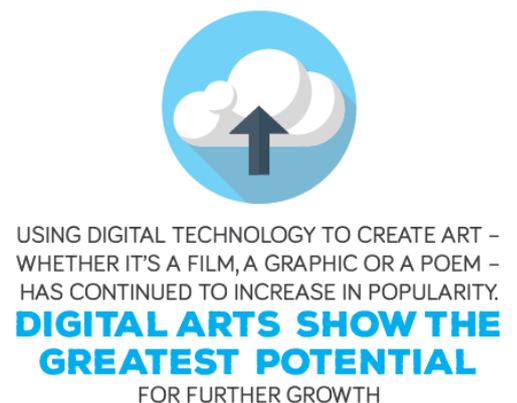
People have always used creative ways to express their sense of belonging, both individually and as a group. Decoration of bodies and dwellings, dance and music are among the earliest expressions of community. Art and creativity are also valued for their intrinsic benefits - the pleasure in the making, viewing and appreciation of the work, the expression of imagination and the combined experience of sharing ideas, thoughts, emotions, celebrations and stories.

Artists are often active in their communities, voluntarily running classes in aged care facilities or in schools, providing intergenerational socialisation as well as imparting handcraft skills which are beneficial to both the elderly and young people whose hands are otherwise occupied with an electronic device.

By its act of bringing people together and starting conversations, the arts enhance our sense of identity and belonging as well as encouraging empathy and understanding. Arts events create a forum where inter-cultural appreciation and understanding can take place, where we can express and share with others who we are, where we came from and where we want to go.

The production and experience of art and creativity brings inspiration to people's lives and enriches the lifestyle of the community. It is also a valuable tool for social inclusion.

One of the most important benefits of the arts is its accessibility. Art is a tool of communication which can cross all boundaries of age, language, ethnicity and ability. Because of our early exposure to creative expression and its part in our development across all societies, art is a medium which can be used to connect, educate and heal when other barriers exist.





85% AGREE

MOST NEW ZEALANDERS AGREE (85%) THAT NEW ZEALAND ARTS ARE OF HIGH QUALITY AND THE VAST MAJORITY OF US ARE SUPPORTIVE OF THE ARTS



85% ATTENDED

85% OF NEW ZEALANDERS HAVE ATTENDED AT LEAST ONE ARTS EVENT OR LOCATION IN THE LAST 12 MONTHS, COMPARED TO 80% IN 2011



NEW ZEALANDERS VALUE THE POSITIVE CONTRIBUTION

THE ARTS CHANGE TO CONTRIBUTE TO OUR PERSONAL WELLBEING AND TO CULTURAL INCLUSION



EVERY 10-14-YEAR-OLD

NEW ZEALANDER (100%) IN OUR SURVEY HAS PARTICIPATED IN THE ARTS IN THE LAST 12 MONTHS, AND NINE IN 10 (88%) HAVE ATTENDED AT LEAST ONE EVENT.

Creative activities and projects can transform the lives of individuals and communities and the value of art and creativity in terms of community development and health is now well established and recognised. Creative New Zealand defines Community Cultural Development as the “*collaboration of arts practitioners with communities to achieve artistic and social outcomes*” and “*community-based issues focused on...the arts (for example in relation to the environment or to issues of social equity).*”

Access to creative activities is a preventative measure in terms of community wellbeing and mental health, allowing freedom of expression and leading to a reduction of social issues in the future. This is particularly the case with specific sectors of the community such as youth, who cite boredom and a lack of interesting things to do as a major issue for them in the district.

In a Coromandel Peninsula Youth Collective hui the young people specified they would like to participate in workshops in theatre, music, visual art, film, singing, dance, fashion and design, attend festivals and have a shared space to work on collaborative projects.

The social networking capacity of art and cultural activities is an important consideration when planning for an ageing population as well as aiming to attract permanent residents. With the increase in median age of our resident population, the resources Council directs towards community development should reflect these needs, for example through equity of funding for recreational arts and cultural activities as well as sports provision.

Information in infographics from Richard Grant, Chairman of Creative New Zealand from the 2015 report *New Zealanders and the Arts*¹

¹ *New Zealanders and the Arts: Attitudes, attendance and participation in 2014*, Creative New Zealand May 2015

Economic Development

Art groups and individual artists are effectively small to medium enterprises, generating revenue within the economy, hiring premises, purchasing goods and services. Development of this sector will generate economic growth, even though much of the human resources within the arts sector are traditionally voluntary. As a region reliant on visitor investment, a strong arts community creates opportunities for individual artists while adding significantly to the economic growth of the region.

Creativity and innovation are key skills employers look for in prospective employees and a forward-thinking community will provide a creative learning environment for its young generation as well as opportunities for continuing education.

The potential is for the district to capitalise on both its talented resource of artists and the growth of tourism by:

- Attracting more visitors and longer stays in the region
- Generating income from outside the district
- Increasing the income of local arts practitioners
- Establishing more dedicated arts businesses in urban centres
- Growing related businesses such as accommodation and food outlets

This can be achieved by:

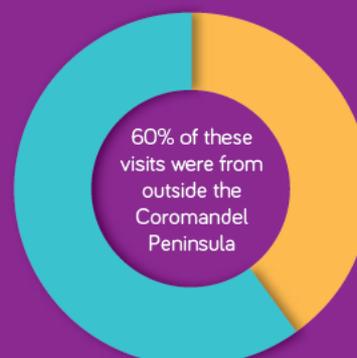
- Branding the Coromandel as a creative place where the arts reflect the natural, laidback spirit of the area
- Supporting a Peninsular wide art trail with significant marketing and tourism potential
- Supporting cultural or creative tourism

The sector offers potential for the district to become a sustainable economy through low energy use, up-cycling and recycling, tapping into the low impact tourism market and by being socially responsible and visionary. Supporting economic development in the arts sector will support preservation of the Coromandel's unique natural, cultural, historic and scenic resources while allowing communities to thrive and flourish.

A clear example of how the arts can deliver one of Council's key strategic aims – to increase visitor numbers to the district – comes from the Mercury Bay Art Escape 2015 statistics. Over the four days of the event there was an average of 2800 visits per day to the participating open studios, 60% of these visits were from outside the Coromandel Peninsula. There was also a 50% increase in sales for participating artists compared to the 2014 Art Escape.

Bay Art Escape

2015 – Average of 2800 visits per day



50% INCREASE IN SALES



This type of visitor demand is also in evidence in other arts and crafts events throughout the Coromandel Peninsula.

Who is this strategy for?

The arts community by nature has a culture of “doing” with very limited resources other than imagination and creativity. The purpose of this strategy is to enable the realisation of many more creative ideas which otherwise will remain just ideas.

Partnerships enable more to be accomplished with collective resources. A primary aim of this strategy is to develop collaborative partnerships with Council, tangata whenua, business, educational institutions, tourism agencies and the community at large.



The arts sector

- To provide a structured pathway for planning and development
- For clarity about the role of Council in supporting its work
- To identify other arts communities, tangata whenua and related organisations in the sector
- To enable the establishment of partnerships and collaboration
- To map existing resources within arts communities of the Coromandel and identify needs
- To promote the value of their work to the wider community
- To develop funding streams for sustainability and project development.

TCDC and Community Boards

- To achieve Council’s vision and stated community outcomes
- To clarify with Community Boards what support is needed and identify potential partnerships
- To acknowledge the value of volunteering in the arts sector
- Identify relevant community organisations for collaboration and work in partnership with the arts community, individuals, groups and organisations
- Enable the promotion of the district as a centre of creativity and innovation
- Ensure the most effective use of Council-owned facilities
- To provide leadership and advocacy for the arts sector
- To promote the work of the arts community in relation to the TCDC Vision.

Hauraki iwi/hapū

- To increase the visibility of toi Māori in the district
- To increase the potential for iwi/hapū engagement in creative collaborations and initiatives
- To involve iwi/hapū in partnerships for sustainable development
- Provide opportunities for collaboration between iwi/hapū and the Coromandel arts community
- Foster Māori artists through the development of cultural artistic hubs and incubator projects
- Hauraki tikanga and values influence the expression of public art and events in the district

- Support the arts as a way to preserve, protect and promote the cultural, spiritual, historical and environmental interests of Hauraki iwi/hapū
- Acknowledge the value of the arts for including elderly, disabled, health challenged, unemployed, youth and low income families in our community.
- To help Māori artists achieve commercial success

Community Stakeholders

Achieving the aims of this strategy will directly benefit:

- Event promoters
- Individual arts practitioners
- Community arts groups both formal and informal
- Organisations with the arts as a main focus or a component of their work
- Educators – schools and artists running classes or workshops
- Specific demographics such as youth, retirees and new migrants
- Galleries, museums and libraries
- Information centres, tourism operators
- Related businesses such as accommodation, cafes and retail

What the creative community has told us

Consultation with the arts community - artists, arts groups and art supporters throughout the district has revealed six main areas of need.

1. Promotion, marketing and co-ordination of arts activities and events

- Greater publicity and promotion of arts events and activities across the district. This could be delivered through partnerships with other relevant agencies such as Information Centres, Destination Coromandel and TCDC Communications and Marketing to align arts sector branding with Council and Destination Coromandel branding e.g. “Art feeds the soul” linking with “The Coromandel - Good for your soul.”
- A central communication platform to promote artists, galleries, events and related businesses which also serves to connect creative people around the Peninsula e.g. a website, arts register, booklet and phone app to promote the region as an arts destination.
- Establishing a district-wide calendar of events throughout the year to enable every community to have the best chance to develop their audience.

2. Identification of funding sources for the arts on the Coromandel

The role of a Community Arts and Creative Industries Board should be to:

- Attract increased central government and corporate support for the arts
- Ensure the district is able to take advantage of funding and other development opportunities at regional and national level
- Investigate a full time paid co-ordinator of arts marketing position with designated resources. This could be funded by a variety of methods. The aim would be to source funding avenues to carry out projects identified during the development of community action plans and would oversee the achievement of the creative sector's aspirations

3. A creative space for the display and sale of art, workshops, performances, meeting and networking

- Creative, flexible and accessible spaces in each ward for the display of artwork, running workshops, rehearsal space, meeting rooms, small performances, artists' studios and other collaborative projects.
- Re-purposing unused or under-utilised buildings and existing spaces for arts cooperatives or creative villages, creating a visitor experience for year-round activities.
- Development and improvement of Council owned buildings and facilities to enable the arts community to produce the best quality of work for its audiences.

4. Development of a Peninsula-wide Arts Trail

- A Peninsula-wide arts trail including galleries, artists' studios, museums, sculptures etc. which achieves national significance and attracts both domestic and international visitors

5. Art in Public Spaces

- Public art, sculpture trails, murals, pavement art, art parks – accessible art that tells stories about our heritage and creative aspirations and enhances both the natural and built environment.
- Integrating creative elements and public art into urban planning and development such as signage, street furniture, parks etc. rather than ad hoc after development is completed.
- Consideration of public art and aesthetics in all Council activities with sensitivity to stakeholders and tangata whenua, for example gateway and landmark sculptures which reflect the values and aspirations of the community.
- Consideration of how public art can be incorporated where appropriate into major capital works programmes.

6. Providing relevant activities and programmes for Youth

Other frequently cited issues were:

- Wanting a hand up, not a hand out
- Making it easier to work with Council, letting the things the community wants to happen, happen more easily, better and more often e.g. a permanent stage for outdoor events with facilities such as power and water, an easier path for road closure permissions and assistance through Council processes. When a community group puts in voluntary hours to make something happen, they don't want to be blocked by red tape. Consultation comment; "With arts events people don't know who to go to."
- Encouraging collaborative projects with arts groups, established artists, students, tangata whenua and other community groups.
- Professional development, arts mentoring, audience development.
- Making sure the arts are a part of education at all levels, making creativity a priority in the community to enhance social resilience, sustainability and employment opportunities.
- Breaking down geographic boundaries while recognising and retaining the special characteristics and flavours of different communities. Celebrating the special nature of the Coromandel - quirky, wild, spirited and organic.
- Highlighting the distinct character of the Coromandel where you can visit artists in their own studios and hear performances in intimate, often historic spaces. Offering an authentic and alternative experience rather than try to emulate the cities with big impersonal galleries or theatres.
- Establishing an advisory group to oversee the implementation and monitoring of the strategy and provide a mechanism for communication with Council, Community Boards and other partners. This group would be representative of each ward's arts community, including Community Board and tangata whenua representation.

CONTEXT

National

New Zealand's national arts body is **Creative New Zealand**, under the Arts Council of New Zealand Toi Aotearoa Act 2014 which combines the previous roles of the Creative New Zealand Arts Board, Te Waka Toi and the Pacific Arts Committee.

Creative New Zealand is responsible for setting the national direction in strategy, policy guidelines and funding allocation.²

Purpose: *Our purpose is to encourage, promote and support the arts in New Zealand for the benefit of all New Zealanders*

Guiding Principles: *the principles we follow include recognising and upholding:*

- *the cultural diversity of the people of New Zealand*
- *the role in the arts of Māori as tangata whenua*
- *the arts of the Pacific Islands' peoples of New Zealand*
- *participation, access, excellence, innovation, professionalism and advocacy.*

Strategic Outcomes:

- *New Zealanders participate in the arts.*
- *High-quality New Zealand art is developed.*
- *New Zealanders experience high-quality arts.*
- *New Zealand arts gain international success.*

Vision: *Dynamic and resilient arts valued in Aotearoa and internationally*

Regional

Creative Waikato is a Hamilton-based regional art trust whose role is to “*strengthen and invigorate the creative sector in the Waikato for the benefit of all.*”³ It helps with information, advice, support and funding for arts and cultural projects and provides a creative space in the city for meetings, events and exhibitions.

Vision: *Creativity in Everything.* The Waikato has a thriving and distinctive creative sector and our communities treasure its essential contribution to our lives.

Priorities:

- *Our Creatives Thrive: build skills to succeed, Support toi Māori*
- *Increase awareness and participation: promote creative activity, grow audiences*
- *The Sector is well supported: effective funding applications, sustained and effective funding*
- *Voice for the Arts: leadership and advocacy, guide and influence policy,*
- *A Conduit: connect the sector, our place helps (CW creative space)*

² www.creativenz.govt.nz

³ www.creativewaikato.co.nz

District

Alignment to Thames-Coromandel District Council Mission and Vision

The Coromandel Arts and Creative Industries Strategy aligns with aims and visions in the following:

- Future Coromandel, the Thames-Coromandel District Draft Economic Development Action Plan:
“The Coromandel will be the most desirable area of New Zealand in which to live, work and visit”
- The Coromandel’s by-line: *“The Coromandel - Good for your soul”*
- Council’s aim “to create a diverse and vibrant economy that attracts new investment, more business and more people living and visiting the Coromandel more often.”
- Council Outcomes:
 - *A prosperous district - The Coromandel has a prosperous economy*
 - *A liveable district - The Coromandel is a preferred area of New Zealand in which to live, work, raise a family and enjoy a safe and satisfying life*
 - *A clean and green district - The Coromandel Peninsula’s natural environment provides a unique sense of place*
- Choosing Futures, Community Vision:
 - *The diversity and character of our communities and the uniqueness of the Peninsula is a valued part of our lifestyle*
 - *Our local economies reflect the spirit of the Peninsula*
 - *The needs of both local and visitor communities are met through sound planning, ahead of growth and development*
 - *Our communities are healthy, cohesive, caring and supportive*

Council's Contribution to the Arts on the Coromandel

- Staff support for planning and advice, including event applications, compliance and resource management.
- Halls and Recreational facilities
- TCDC Grants and Major Event Grant Funding
- Marketing and promotion via Facebook, e-mail bulletins, Rates Brochure, Summer Magazine
- The Coromandel website www.thecoromandel.com
- iSite and Information Centres

SCOPE

Each community will develop an **Action Plan** in consultation with its Community Board to reflect the particular flavour and needs of that community.

Both Council and the arts sector recognises that the district is made up of diverse communities with diverse needs. Community Boards have been given the responsibility of working with groups in their area to prioritise the requirements of the sector and partner project development.

The creation of Action Plans for each area will identify specific assets and resources and prioritise ideas, improvements and initiatives as well as identify how they can be implemented.

Some actions may be district-wide and noted as a district priority in all Action Plans.

Suggested mission statement and goals are as follows

Acknowledging and promoting the creative community

Goal One: the arts sector is able to make the most of its creative potential

- Recognise all forms of art and creativity and its significance to both creator and audience
- Increase the profile of the arts sector at local, national and international levels
- Be a district that is proud of its arts and culture and the contribution it makes to our community
- Acknowledge the economic value of the arts to the region
- Encourage collaboration between artists, arts groups and other organisations
- Facilitate the sharing of resources, facilities, knowledge and expertise throughout the Peninsula
- Encourage capacity building for the arts community e.g. governance and business skills, audience and market development, project and event management and funding workshops.

Goal Two: the Coromandel enjoys diverse, vibrant, accessible and rewarding creative experiences

- Promote and market creative activities in the district
- Increase the arts audience through communication networks and marketing channels e.g. websites, email lists, special promotions
- Support the development of a wide range of arts events
- Encourage participation in creative activities at all levels in the community
- Enable an increase in touring arts events both within the district and from around NZ to involve and inspire both the local community and visitors and provide a more diverse calendar of events
- Include arts sector activities in tourism promotions

- Work with Council on a co-ordinated approach to public arts work on the Peninsula. Consider creative and aesthetic components in all areas of planning, urban design, facility development and capital works.

Development of partnerships for sustainability

Goal Three: there is sustainable development of the arts sector throughout the district

- Develop a funding strategy in collaboration with the arts community, Council, Community Boards and relevant significant partners.
- Encourage philanthropy, sponsorship and patronage for the arts sector, both project funding and long term.
- Encourage the arts community to engage in a wider range of Council activities, increasing networks outside the arts sector, encouraging corporate sponsorship and the development of partnerships.
- Develop partnerships with tangata whenua to increase visibility of and access to toi Māori
- Promote a range of facilities available for creative purposes in the Coromandel
- Develop a creative brand to support the marketing and promotion of arts events and activities which is in line with Destination Coromandel's "Good for your soul" brand
- Assist arts groups to attract new members and volunteers
- Promote a range of facilities available for Creative purposes
- Leverage an increase in local and national funding, e.g. through Creative New Zealand

Goal Four: the arts sector contributes to district economic development aims of generating employment, attracting visitors, longer holiday stays and increasing the permanent population

- Support development of creative/cultural tourism e.g. artists' studio tours, workshops, demonstrations, courses, marae visits, creative weekends, a Peninsula-wide arts trail etc. which benefit related businesses as well as the creative providers
- Support and develop partnerships with tangata whenua which meet their social and cultural needs
- Be proactive in providing facilities which encourage creative industries and creative professionals to the district e.g. ultrafast broadband, cost effective workshop space, tertiary level education
- Promote the district as a centre of innovation and creativity, a great place to invest in and develop a business
- Facilitate the establishment of community arts outlets, craft co-ops and creative centres where artists can make, display and sell their work, meeting year-round visitor demand for locally handmade crafts and art work
- Promote arts events and activities which encourage creative people to come and live here

- Celebrate and make an asset of the diversity and individuality of the five community board areas
- Encourage youth to make the Coromandel their home through the development of creative industries and job opportunities.
- Quantify the value of the arts to the district's economy through ongoing research e.g. substantiate anecdotal evidence of population movement to the district because of the vibrant arts community.

Fostering the arts in community development and education

Goal Five: creative community development is a successful vehicle for social cohesion, resilience and wellbeing

- Encourage the use of arts and creativity in community development programmes throughout the district
- Support infrastructure which enables community groups to come together for creative purposes, for example craft cooperatives, community workshops or after school and school holiday arts programmes, youth friendly spaces and weekend programmes for youth
- Facilitate access to creative educational opportunities which support life-long learning, including adult education classes which can be a pathway to arts employment
- Identify educational opportunities such as art scholarships, artist in residence programmes, arts mentoring and summer schools
- Encourage intergenerational arts programmes such as public art initiatives and children's craft classes
- Keeping alive and passing on heritage arts, crafts, skills and knowledge
- Work with schools and youth groups on creative projects and initiatives at the planning stage to provide opportunities for collaboration
- Acknowledge and encourage the arts and creativity as a way to share knowledge and challenge thinking
- Support the development of arts for health and creative activities for those with disabilities, promoting individual and community health and self-esteem through arts and creativity.

IMPLEMENTATION AND REVIEW

Implementation

An advisory group will be established to work with Council and Community Boards to monitor the implementation, outcomes and continued development of the strategy. This board will meet regularly in each community board area in rotation and should include representation from the arts community of each of the Community Board areas, representation from Council and tangata whenua representation.

Both public and private resources will be explored to achieve the implementation of the strategic aims which will be carried out through partnerships involving the arts community and other relevant stakeholders such as business, tangata whenua, education, Council and Community Boards.

Review

It is recommended the advisory board provide a report to each of the parties to the strategy six months after its establishment to evaluate progress in achieving strategic aims and implementing the strategy. The strategy will be reviewed every five years.