



COROMANDEL ARTS & CREATIVE INDUSTRIES *Strategy*

S U M M A R Y D O C U M E N T

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, THIS STRATEGY FOCUSES ON THESE THREE KEY AREAS 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.

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 & CREATIVE INDUSTRIES

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

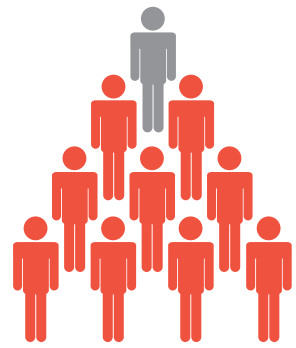
- Toi Māori: traditional and contemporary Māori arts
- Performing arts: theatre, dance, musical theatre, revues, comedy, street theatre, circus, puppetry, mask, multidisciplinary performances, kapahaka, waiata, martial arts, mau rakau
- Music: classical, contemporary, choral, bands, electronic, sound 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:¹ 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.



9IN10

NEW ZEALANDERS ARE
ENGAGING IN THE ARTS



**58% ACTIVELY
INVOLVED**

58% OF NEW ZEALANDERS HAVE BEEN
ACTIVELY INVOLVED IN AT LEAST ONE
ARTS EVENT IN THE LAST 12 MONTHS,
COMPARED TO 49% IN 2011



USING DIGITAL TECHNOLOGY TO CREATE ART –
WHETHER IT'S A FILM, A GRAPHIC OR A POEM –
HAS CONTINUED TO INCREASE IN POPULARITY.

**DIGITAL ARTS SHOW THE
GREATEST POTENTIAL**

FOR FURTHER GROWTH



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.

**RICHARD GRANT,
CHAIRMAN OF
CREATIVE NEW
ZEALAND, SAID
IN HIS FORWARD
TO THE 2015
REPORT NEW
ZEALANDERS
AND THE ARTS**

“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.

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.

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.”



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.

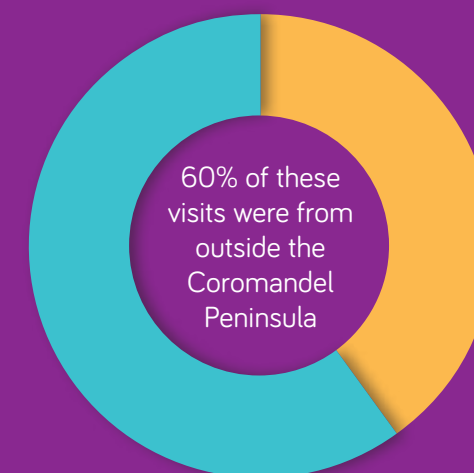
A key focus for this arts strategy should be on capability building, to ensure that artists and those working within the arts are able best leverage their craft for a sustainable economic benefit to themselves and their communities.



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.



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
- Supporting a Peninsula wide art trail with significant marketing and tourism potential
- Supporting cultural or creative tourism

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.

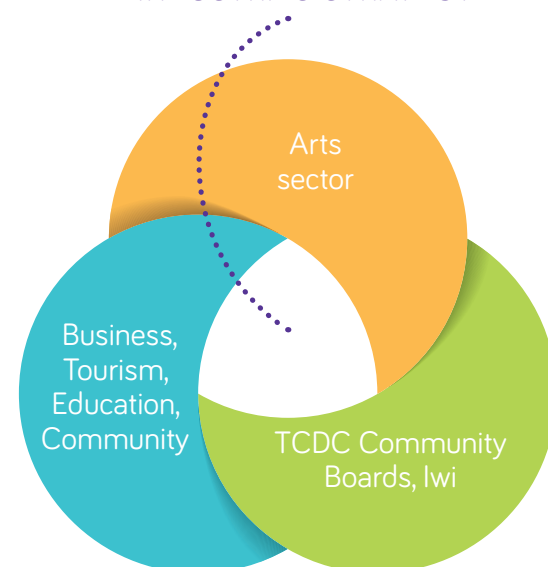


WHO IS THIS STRATEGY FOR?

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.

COROMANDEL ARTS AND CREATIVE INDUSTRIES STRATEGY



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, 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

- 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

Domestic and international visitors

- Potential audience of residents and holiday home owners

STRUCTURED
PATHWAY
CLARITY
IDENTIFY
IWI
PARTNERSHIP
COLLABORATION
VALUE
FUNDING
SUSTAINABILITY



WHAT THE COMMUNITY HAVE TOLD US

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

- Promotion, marketing and co-ordination of arts activities and events
- Identification of funding sources for the arts on the Coromandel
- A creative space for the display and sale of art, workshops, performances, meeting and networking
- Development of a Peninsula-wide Arts Trail
- Public Art
- Providing relevant activities and programmes for Youth

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.

Vision:

Dynamic and resilient arts valued in Aotearoa and internationally.

Purpose:

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

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."

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.

DISTRICT

The Coromandel Arts and Creative Industries Strategy aligns with aims and visions of Thames-Coromandel District Council.

Aim:

To create a diverse and vibrant economy that attracts new investment, more business and more people living and visiting the Coromandel more often.

Purpose:

The Coromandel will be the most desirable area of New Zealand in which to live, work and visit.

Council Outcomes:

- 1 A prosperous district – The Coromandel has a prosperous economy
- 2 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
- 3 A clean and green district – The Coromandel Peninsula's natural environment provides a unique sense of place

Choosing Futures, Community Vision:

- 1 The diversity and character of our communities and the uniqueness of the Peninsula is a valued part of our lifestyle
- 2 Our local economies reflect the spirit of the Peninsula
- 3 The needs of both local and visitor communities are met through sound planning, ahead of growth and development
- 4 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.
- Reduced rentals in leases for community groups over Council property.
- Halls and Recreational facilities.
- TCDC Grants and Major Event Grant Funding.
- Marketing and promotion via Facebook, e-mail bulletins, Rates Brochure, Summer Magazine.
- Events listed on the Coromandel website www.thecoromandel.com
- iSite and Information Centres.

Moving forward

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.

Implementation and Review

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

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.

It is recommended the advisory group provide a report to

each of the parties to the strategy twelve months after its establishment to evaluate progress in achieving strategic aims and implementing the strategy. The strategy will be reviewed every five years.

Mission Statement and Goals for the Coromandel Arts and Creative Industries Board

Acknowledging and promoting the creative community

GOAL 1: the arts sector is able to make the most of its creative potential

GOAL 2: the Coromandel enjoys diverse, vibrant, accessible and rewarding creative experiences

Development of partnerships for sustainability

GOAL 3: there is sustainable development of the arts sector throughout the district

GOAL 4: the arts sector contribute to Council's economic development aims of generating employment, attracting visitors, longer holiday stays and increasing the permanent population

Fostering the arts in community development and education

GOAL 5: creative community development is a successful vehicle for social cohesion, resilience and wellbeing



COROMANDEL
ARTS
& CREATIVE
INDUSTRIES
Strategy



www.tcdc.govt.nz