



## A new direction for Arts and Culture in Hutt City

### Introduction

Arts and cultural activities and related industries have a very high profile and broad-spectrum role in modern society.

Tourism, leisure, entertainment, advertising, media and communications are all examples of industries which have significant arts and culture components.

Hutt City Council recognises that the arts and cultural industries play a large role in the economy of Hutt City. The City is also home to very prominent film, television and entertainment businesses located in the Avalon complex.

The Council takes a leading role in supporting arts and culture industry and business through the provision of the Dowse, the Settlers, Libraries and other venues and programmes.

The draft Arts and Culture policy aims to define a direction for Council to allow it to:

- Strengthen and promote the identity of the community by supporting the artistic and cultural life of Hutt City; and
- Work in partnership with external agencies to expand economic development.

### Definitions

#### **Arts:**

Arts, for the purposes of this policy, is defined as '*all forms of creative and interpretative expression.*'

#### **Culture:**

Culture, for the purposes of this policy, is defined as '*arts activity that expresses the identity of a group of people.*'

#### **Creative Industries:**

Creative Industries, for the purpose of this policy, is defined as '*those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.*'

### Strategic fit within Hutt City Council

Council has been working with the Community to identify Outcomes that they want achieved within the next ten years or so. They cover a range of areas including Arts and Culture.

## Community Outcomes

1. Clean air, water and land.
2. Everyone has affordable access to improved health services.
3. A City that is safe, friendly and welcoming, where people experience a sense of belonging.
4. Everyone has affordable access to excellent educational services.
5. Everyone has a quality standard of affordable housing.
6. A thriving local economy that is attractive to both businesses and the community.
7. **Affordable access to community facilities that include arts, culture and recreational options.**
8. A diverse natural environment, which supports a broad range of plants and trees, that is accessible, enjoyable and safe.
9. A healthy and attractive balance between natural and man-made environments.
10. A man-made environment that is pleasant, safe and healthy.

The Strategic Plan 2000 – 2010 is the Council's current vision for Hutt City. It provides the direction behind the Council's plans and policies and gives a long term focus to all Council activities. The Strategic Plan has four key areas, with the following goals:

### People

- Hutt City is recognised as a great place to grow up, raise a family and retire.
- Hutt City Council acknowledges the role of Te Atiawa (the mana whenua – those with inherited rights of land ownership in a community that has a diverse multi-cultural population that enjoys living here.

### Infrastructure

- All residents have access to high quality basic infrastructural services and facilities, provided in the most healthy, timely and equitable manner throughout our city.
- Hutt City infrastructural services are the best overall for quality, service and price of all the urban cities in New Zealand.

### Environment

- A city where the environment is healthy and accessible.
- A city where sustainable development is managed and encouraged.

### Economy

- Hutt City encourages a strong, enterprising and diverse economic base.

## The Vision:

In light of this strategic direction, Hutt City Council is committed to arts and culture being integral to the development of the City and its people. The Council sees its role as being one that encourages this development by supporting, facilitating and establishing appropriate partnership arrangements.

## Values on which the policy is based

- ❖ Arts and cultural activities are central to the identity and development of people and places
- ❖ The arts and culture of the Tangata Whenua are central to New Zealand's cultural identity and well being
- ❖ Through arts and cultural activities people have the opportunity to express themselves, relate to others and create works and activities which many people have pleasure in sharing
- ❖ Arts and cultural activities and events contribute to the quality of life
- ❖ Opportunities to participate in arts and cultural activities must be available to all people regardless of age, ability, gender, income, ethnic origin and place of residence
- ❖ Arts and cultural activities are an integral part of the economy
- ❖ Arts, cultural and heritage activities are significant visitor attractions
- ❖ International cultural exchange is valuable and expands opportunities for individuals and the City to enjoy a greater range of cultural experience.

## Goals and Objectives

The purpose of the Arts and Culture Policy is to provide firstly a policy statement and secondly direction for those working within the Arts and Cultural area of Council (including committees).

The Arts and Cultural policy will seek to achieve the following goals and objectives for Hutt City:

### Goals

Increase the arts profile of Hutt City

Promotes Hutt City as a city which values and celebrates its arts and culture

Strengthen Council's relationship with the Tangata Whenua

Strengthen Council's relationship with residents from diverse communities

### Objectives

Increase the range of opportunities for residents and visitors to participate in arts and cultural activities and events in Hutt City.

Ensure appropriate marketing and promotion of arts and cultural activities and events is undertaken.

To strengthen Tangata Whenua participation in arts and cultural activities in Hutt City.

Acknowledge and support the arts and cultural activities of diverse communities.

Support, develop and market arts activities and products

Increase the number of arts and cultural activities and events in Hutt City.

Recognise that the arts play a vital role in community development

Increase the range of opportunities for residents to participate in arts and cultural activities and events in Hutt City.

Recognise that the arts play a vital role in the City's economic well-being

The Council adequately reflects this role within the context of its economic strategy.

Maximise the use of arts and culture resources, facilities and amenities in Hutt City

Increase the number of arts and cultural activities and events in Hutt City.

Use the arts to enhance the urban design values in Hutt City

To improve urban environments within Hutt City.

Hutt City Council to work with key organisations, in a facilitating role, within the art and cultural sector.

The Council is seen as a facilitator of arts and cultural activities and events in Hutt City.

## **Hutt City Council**

### **Arts and Culture Funding Scheme**

To give practical effect to the policy as noted above, the Funding Scheme aims to strengthen the infrastructure of emerging arts and cultural organisations in Hutt City.

The Council wants to strengthen community organisations which deliver accessible arts and cultural services to community groups and individuals. With this in mind, the two existing Community Arts Councils, namely:

- The Hutt Valley Community Arts Inc.
- Te Awakairangi Community Arts Council.

are recognised by the Council as the key agencies (but not exclusively) for the development of community arts and culture within Hutt City. As such the majority of funding under this Scheme is allocated to the two local Arts Councils.

In 2002/03 the Council allocated \$71,875 (includes \$5,000 for the Petone Community Arts Co-ordinator) for this Scheme.

Each year the funding available through this scheme is made available via a contestable process. The funding available each year will continue to be allocated based on the applications the Council receives that will best progress the goals of the Arts and Culture Policy.