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20 April 2023

Tauranga City Council
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By email to: submissions@tauranga.govt.nz

E te Koromatua, ngā Kaikaunihera mā, tēnā koutou katoa

Arts, culture and creativity at Tauranga City Council

1. Creative New Zealand welcomes the opportunity to provide feedback to Tauranga City Council (TCC).
2. We acknowledge you are not seeking formal consultation on the 2023/24 Annual Plan as there are no significant changes from those proposed in TCC's 2021–31 Long Term Plan (LTP). We note that you are consulting on the User Fees and Charges update for 2023.24, and we were encouraged to see there are no significant changes to arts spaces or libraries. We also look forward to the upcoming 2024–34 LTP consultation scheduled for November 2023.
3. In the meantime, we wish to encourage the TCC Commissioners and staff to recognise the essential role arts, culture and creativity play in the wellbeing of Tauranga residents, as you make decisions for the future of the city and region. Arts, culture and creativity are an important part of developing strong and prosperous cities, and cohesive and healthy communities. Investment in arts, culture and creativity is an investment in community wellbeing.
4. Our feedback speaks to both TCC's delivery of the LTP 2021–31, and the upcoming development of the LTP 2024–2034, as they relate to arts, culture and creativity in Tauranga.

Key points

5. **The 2021–2031 LTP marked a key moment and crucial opportunity for TCC to consider how it can invest most effectively**, to provide the infrastructure, services and facilities that will enable Tauranga to develop into an even more vibrant and attractive place to live and visit.
6. **Arts, culture and creativity have a key role in placemaking.** They make our towns and cities vibrant, attractive places to live, work and play. Our *New Zealanders and the arts—Ko Aotearoa me ōna toi 2020* research shows that:
 - three-out-of-five Tauranga residents agree that arts and culture have a vital role to play in the future of where they live, and

- three-out-of-five Tauranga residents agree that it's important that where they live is recognized as a place that supports excellence in the arts.
7. **Arts communities are well-placed partners to help TCC deliver important wellbeing outcomes to Tauranga communities.** As TCC significantly increases its investment in community spaces and places, we encourage you to consider how this investment can support arts communities to make and share work.
 8. Tauranga's population has grown by more than 50 percent in the last two decades and we encourage **TCC to consider how investment in arts and cultural activity can deliver social and cultural wellbeing outcomes to promote strong, cohesive communities.** For example and, again, from our *New Zealanders and the arts—Ko Aotearoa me ōna toi 2020* research:
 - two-thirds of Māori in Tauranga agree that ngā toi Māori is an important way of connecting with their culture/identity
 - nationally, three-quarters of all Pacific peoples agree that Pacific arts are an important way of connecting with their culture/identity
 - two-thirds of Tauranga residents agree that they learn about different cultures through the arts.
 9. **Te Manawataki o Te Papa is an exciting and ambitious infrastructure investment** – it's currently the biggest of its kind in Aotearoa. We strongly encourage TCC to invest **in building and resourcing organisational and programming capability** alongside this capital programme. This work will provide great opportunities to include the development of an entirely new entity for the museum and create significant opportunities for strategic shared programming across the precinct, including the new art gallery, the upgraded Baycourt Theatre, the new 1,300 seat performing arts venue and the new library. **It's important to build the programming capability at the same time as you build the spaces**, so venues open with a strong understanding of how they will operate, and be programmed.
 10. **It's exciting to see the public art framework adopted to support the significant placemaking opportunities** provided by Te Manawataki o Te Papa. The public art framework linked to TCC's LTP and your 30-year Masterplan will provide a strategic pathway for working more closely with Council infrastructure teams. We've been impressed by the time, energy and focus committed by staff and contractors to create a truly fit-for-purpose Tauranga specific framework. The phased approach towards a 'percent for art' funding contribution will provide a robust mechanism to ensure adequate planning and resource allocation, to add to TCC's growing public art legacy.
 11. **We note there are questions around what the adoption of the phase one plan to transform the CBD over the next 5–8 years means for existing stakeholders.** We strongly recommend resourcing temporary or pop-up programming, working with the arts community and arts organisations to mitigate the impact of construction on shared spaces in the central city. Notable examples can be found across the motu, including the work of [GapFiller](#) and Christchurch Art Gallery's [Outer Spaces](#) programme, the [Dunedin Dream Brokerage](#) in Ōtepoti, [Make/Shift Spaces](#) in Nelson and Tauranga's [Echoes: Tauranga Moana](#).
 12. **We congratulate TCC on establishing an Arts and Culture Division within the Community Services Portfolio.** The Division's establishment is an excellent opportunity to develop Tauranga's arts, culture and creative sector. We encourage TCC to ensure the Division is adequately resourced to provide leadership and adequately resourced to support arts

communities. We know a number of TCC staff are developing strong work connections regionally and feeding into work of national significance such as the Community of Practice for [Narratives of Change](#). They are strong ambassadors for Tauranga, and we encourage Council to continue supporting these staff to enable them to deliver innovative programmes and connect and grow these programmes with others. We're thrilled with the recent appointment of Sonya Korohina as the new Director of the Tauranga Art Gallery.

13. It's excellent to see capital expenditure will provide for the development of fit-for-purpose facilities and spaces. For these facilities and organisations to deliver services and benefits to the community, **we urge TCC to ensure they have the operational resourcing needed for future delivery.**

Long Term Plan 2021–31 amendments

Community Spaces and Places

14. **We're excited to see substantial investment being made to provide community spaces and places for the city.** Facilities such as the new museum, the Tauranga Art Gallery, the upgraded Baycourt Theatre, the new 1,300 seat performing arts venue and the new library will provide spaces and services that contribute to the social and cultural wellbeing of your community, and support the arts community. With ongoing support, they can increase the value they create for Tauranga communities.
15. As identified earlier, Tauranga's population has doubled since many community spaces were developed. There's a strong feeling from Tauranga arts communities that existing spaces are no longer fit-for-purpose or able to serve the size and diversity of Tauranga's communities, and the city needs more venues. **It's positive to see TCC actively engaging with its arts communities in the development of these new facilities.**
16. As TCC considers how to best deliver community spaces and places, we encourage you to consider:
 - whether the locations of community facilities are accessible to those they're intended to serve
 - whether artists and arts organisations have access to affordable, quality venues and spaces to make and present their work, while the rebuild and new development is underway
 - how multi-purpose facilities could provide more people with opportunities to engage with and participate in arts, culture and creativity which has similar benefits for communities' physical and mental wellbeing as sport and recreation
 - whether any former TCC spaces could be repurposed to provide vital space for arts communities to make, share and present their work through the development phase of Te Manawataki o Te Papa
 - to work with mana whenua, local artists, arts practitioners and arts organisations to create a strong sense of cultural identity at each of these new facilities.
17. **We encourage TCC to consider how it could use its existing partnerships with arts organisations to deliver to community spaces and places.** TCC's relationship with The Incubator is a strong example of how TCC can work with the local arts community to deliver spaces, initiatives and projects that meet the needs of both the arts community and its audiences. This partnership model has contributed significantly to the revitalisation and success of the Historic Village site. TCC's relationship with Creative Bay of Plenty has also

enabled a more joined up approach to arts advocacy, promoting and connecting up artists arts organisations and creatives.

18. 'Community spaces and places' encompasses a broad range of services, organisations and facilities. **We encourage TCC to explore how it might make arts-specific funding available for arts facilities and communities.** Providing targeted, longer-term funding allows organisations and facilities to retain staff and secure high-quality exhibitions and shows, and supports a resilient arts ecosystem.

The City Centre

19. **It's great to see acknowledgment of the city centre's role as a cultural hub**, investing in a new library, cultural facilities and open spaces. We strongly encourage TCC to ensure that arts, culture and creativity are embedded throughout the redevelopment of the city centre, to create a vibrant heart for the city that demonstrates Tauranga's unique cultural identity.
20. Investing in arts and culture facilities in the heart of the city can function as a catalyst for the central city, attracting people, economic activity and investment. As plans for development progress, we encourage TCC to continue engaging with key stakeholders such as arts communities, business owners and tourism stakeholders, to ensure the facilities developed are fit-for-purpose and will meet the needs of Tauranga's communities.
21. There's an opportunity for TCC to work with mana whenua, artists, creatives and arts organisations to ensure the facilities, as well as open spaces, in the central city reflect a strong sense of cultural identity. Incorporating artistic elements into public works can create landmarks, make known the histories and narratives of the area, and promote civic pride. TCC could consider:
 - how it could work with artists, creatives and arts organisations to incorporate arts and culture elements into infrastructure design
 - the opportunities to work with mana whenua to incorporate toi Māori (Māori arts) elements, to make stories of cultural and historical significance known through the city centre
 - how the 'percent for art' policy will contribute to the overall cost of infrastructure and development projects as part of the public art framework (in its broadest sense – from temporary installations, events, festivals, pop up exhibitions, sound works, placemaking interventions, etc).
22. Tauranga has a strong arts community, arts practitioners and arts leaders who are not only undertaking strong work regionally but creating or contributing to work of national significance. They are strong ambassadors for the city, and we encourage TCC to ensure artists and arts organisations are well resourced to deliver their work.

Creative New Zealand's interest in the arts in Tauranga

23. Creative New Zealand is the national arts development agency of Aotearoa, responsible for delivering government support for the arts. We're an autonomous Crown entity continued under the Arts Council of New Zealand Toi Aotearoa Act 2014. Our legislative purpose is to encourage, promote, and support the arts in New Zealand for the benefit of all New Zealanders.

24. We recognise the importance of the Bay of Plenty to the arts in New Zealand. For arts that are delivered in the Bay of Plenty region, **\$2,888,265** of direct financial support was provided in 2021/22 with **\$1,094,268** funding directly to Tauranga individual arts projects as well as arts and cultural organisations.
25. Under the Creative Communities Scheme, we also fund territorial authorities directly to support local arts activities. In 2021/22, funding provided to the Bay of Plenty totalled **\$277,553** with **\$97,027** directly to TCC to support your creative community.

Concluding comments

26. Thank you again for the opportunity to share feedback. We share your aspirations for Tauranga, and we look forward to continuing to work with you to realise the potential of arts, culture and creativity to support the city to thrive.
27. Please feel free to contact us if you have any questions or if you wish to discuss this submission further. The key contact person is:

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Ngā mihi nui ki a koutou katoa, nā



David Pannett
Senior Manager, Strategy & Engagement
Pou Whakahaere Matua, Rautaki me te Tūhono