

## THE CREATIVE COMMUNITIES SCHEME: 4 PILOT PROJECTS

### 1. What is the Creative Communities Scheme (CCS)?

Creative New Zealand works in partnership with local government to deliver the Creative Communities Scheme. The Scheme is one of the ways in which Creative New Zealand supports participation in and engagement with the arts.

The Scheme, which has run for 10 years, currently receives \$2.6 million a year. In 2005 Creative New Zealand was able to support over 2600 projects in communities throughout New Zealand.

### 2. Why is Creative New Zealand undertaking a review of Creative Communities Scheme criteria in 4 pilot areas?

Creative New Zealand values its long-standing partnership with local government and is committed to the Creative Communities Scheme. Creative New Zealand constantly monitors and evaluates its investment and is currently re-evaluating the CCS criteria in 4 pilot areas as part of its *Arts Participation Strategy* (see pg 3 for details of strategy). There will be no reduction in CCS funding.

### 3. Where will the pilots take place?

Creative New Zealand is testing new Creative Communities Criteria in four pilot areas, the local authorities of Auckland City, Rodney District, Waitaki District and Dunedin City.

### 4. How were the pilot areas selected?

Creative New Zealand staff who have worked with local authorities for many years identified pilot areas that would reflect the varied environments of the Creative Communities Scheme.

Auckland City, Rodney District, Waitaki District and Dunedin City were chosen to reflect a range of metropolitan, provincial and rural areas with a diverse demographic make-up. These local authorities also expressed a willingness, and demonstrated their capability, to participate in and manage a pilot scheme.

### 5. What will be different about the Creative Communities Scheme for the 4 pilot areas?

The Councils in the 4 pilot areas will be working with revised and more targeted Creative Communities criteria (see pg 2), however all the Scheme's operational processes for allocation and administration of funding will remain the same.

There will also be a revised definition of 'participation' with an emphasis on active involvement in the arts – we see arts participation as “the direct involvement of individuals, groups and communities in the making or presentation of art, including the participation of professional, emerging and non-professional artists and those involved in cultural and recreational arts activities.”

Creative New Zealand will work closely with the 4 pilot areas to ensure the process is informed and straightforward.

## **6. What are the new Creative Communities Scheme criteria and how were they selected?**

The Scheme has five new criteria against which applications from the pilot projects will be assessed. The criteria were developed through sector feedback and research. The projects must meet at least one of the criteria and priority will be given to those projects that increase new participation in the arts.

### **New criteria:**

- **Increase access to opportunities for people to actively participate in the arts**  
In order to increase and maintain active participation in arts and increase the range of arts activities available in diverse communities and settings.
- **Enable established artists to actively work with diverse communities to enhance arts participation opportunities**  
In order to support opportunities for access to arts training, mentoring and skills development and to increase the range and diversity of opportunities for experienced artists to actively work with communities.
- **Support arts participation through the arts and cultural traditions of diverse local and ethnic communities**  
In order to support activities that reflect and celebrate cultural diversity and to increase the diversity of arts activities experienced by various communities and ethnicities.
- **Enable Young people (10 -18 yrs) to actively participate in the arts**  
In order to encourage and support a wide range of arts activities that involve young people in the arts.
- **Increase and strengthen the provision of local arts participation**  
In order to support activities of groups/arts organisations that provide arts participation activities and build capability and knowledge for local arts participation providers

## **7. What are the arrangements for the other 69 local councils?**

All other Councils have received extended rollover agreements under existing terms and conditions.

## **8. What are the time frames for the 4 pilots?**

The time frames for the pilots are September 2006 – June 30th 2007 after which the results of the pilots will be analysed.

## **9. To whom should questions regarding the Scheme be referred to?**

- In the first instance all questions regarding details of the Scheme should be referred to your local Scheme administrator.

- Local authorities can communicate with the following Creative New Zealand staff.

**North Island enquiries: Judy Chambers**, Northern Arts Services, email: judyc@creativenz.govt.nz, tel: (09) 373 3070

**South Island enquires: Kay McDowall**, Southern Arts Services, email: kaym@creativenz.govt.nz, tel: (03) 366 2072 or Nicola Robb, Southern Arts Services, email: nicolar@creativenz.govt.nz, tel: (03) 366 2337

**Media enquires: Undine Marshfield**, Senior Media and Communications Adviser, email: undinem@creativenz.govt.nz, tel: (04) 498 0725

## CREATIVE NEW ZEALAND'S ARTS PARTICIPATION STRATEGY

### 1. What is the Arts Participation Strategy and how does it relate to The Creative Communities Scheme?

Creative New Zealand supports arts participation in a range of ways, and has recently adopted an Arts Participation Strategy that will provide an integrated framework for this support.

The strategy will foster meaningful arts participation, delivered through targeted arts participation priorities.

The Creative Communities Scheme criteria are being reviewed in 4 pilot areas with view to delivering the Arts Participation Strategy more effectively within local communities.

### 2. What are Creative New Zealand's priority areas regarding arts participation?

Creative New Zealand's priority areas are to:

- support and foster participation opportunities for young people
- assist artists/arts organisations to provide participation opportunities and activities
- undertake research and disseminate findings
- fund organisations with a strong focus on meaningful participation
- work with organisations that fund or foster participation.

### 3. How will Creative New Zealand build on its current support for arts participation?

Through the Arts Participation Strategy, the organisation will:

- retain but refocus the Creative Communities Scheme with more targeted criteria
- ensure the Colmar Brunton research, *New Zealanders and the Arts*, is made widely available and commission follow-up research
- work with recurrently funded organisations to deliver the strategy
- assist arts organisations to identify, target and retain first-time attendees
- develop or sponsor mechanisms to foster participation within the sector