Performing Spaces

Local government guide to growing community wellbeing through the performing arts.

PREPARED BY:
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AN INITIATIVE OF:
CIRCUITWEST

Department of **Local Government, Sport and Cultural Industries**
Department of **Primary Industries and Regional Development**

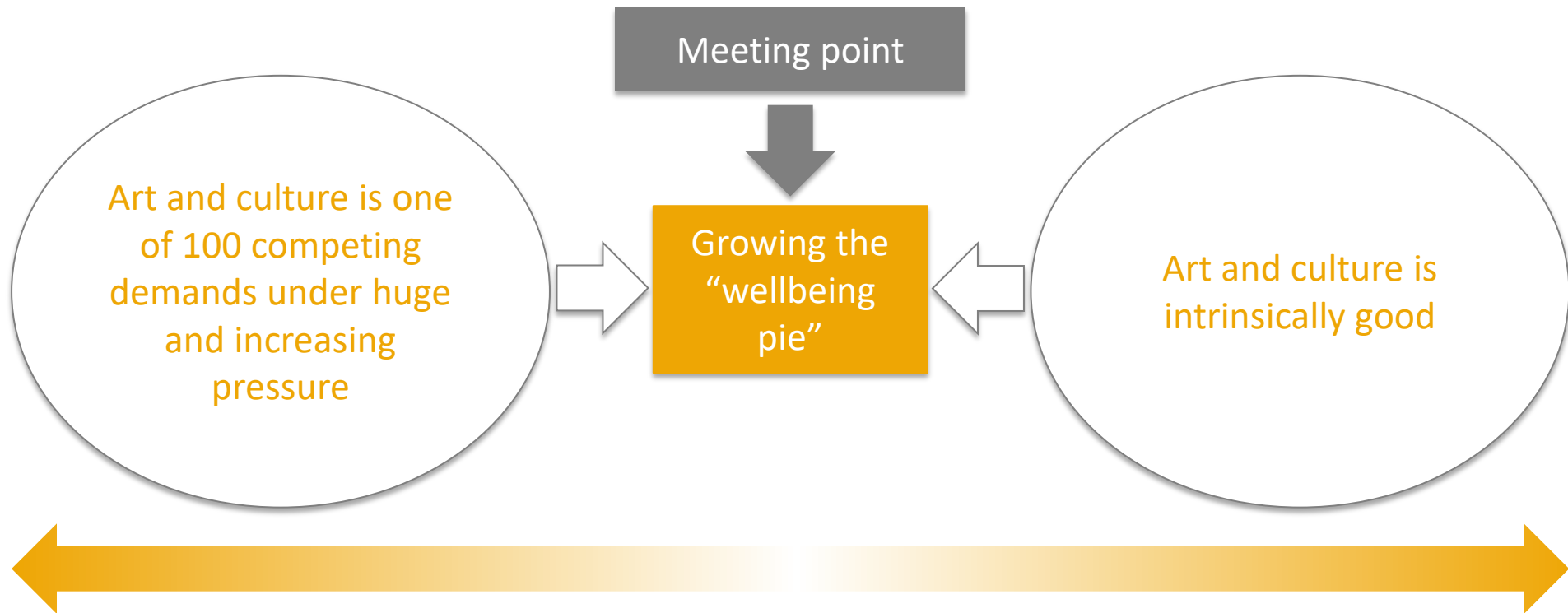# Growing Community Wellbeing through the Arts

June 2019

Agenda

1. Two worlds/languages coming together

2. Articulating the value of the arts

3. Being in a strategic relationship

4. How could we do better?

Two worlds/languages coming together

Meeting point

Art and culture is one of 100 competing demands under huge and increasing pressure

Growing the "wellbeing pie"

Art and culture is intrinsically good

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Localise
Local Government at its best
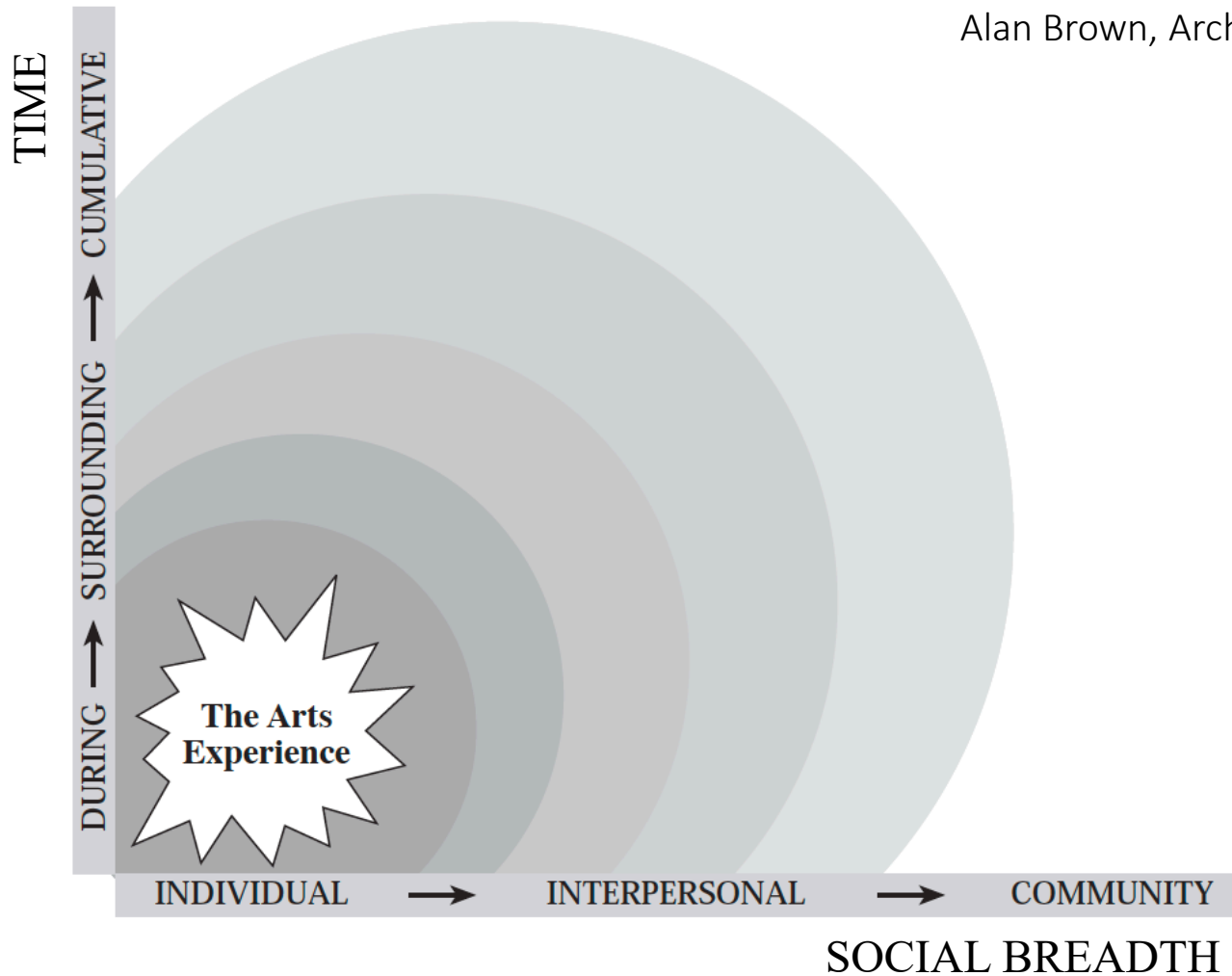
Two worlds/languages coming together

How do we articulate the contribution of the arts to community wellbeing?
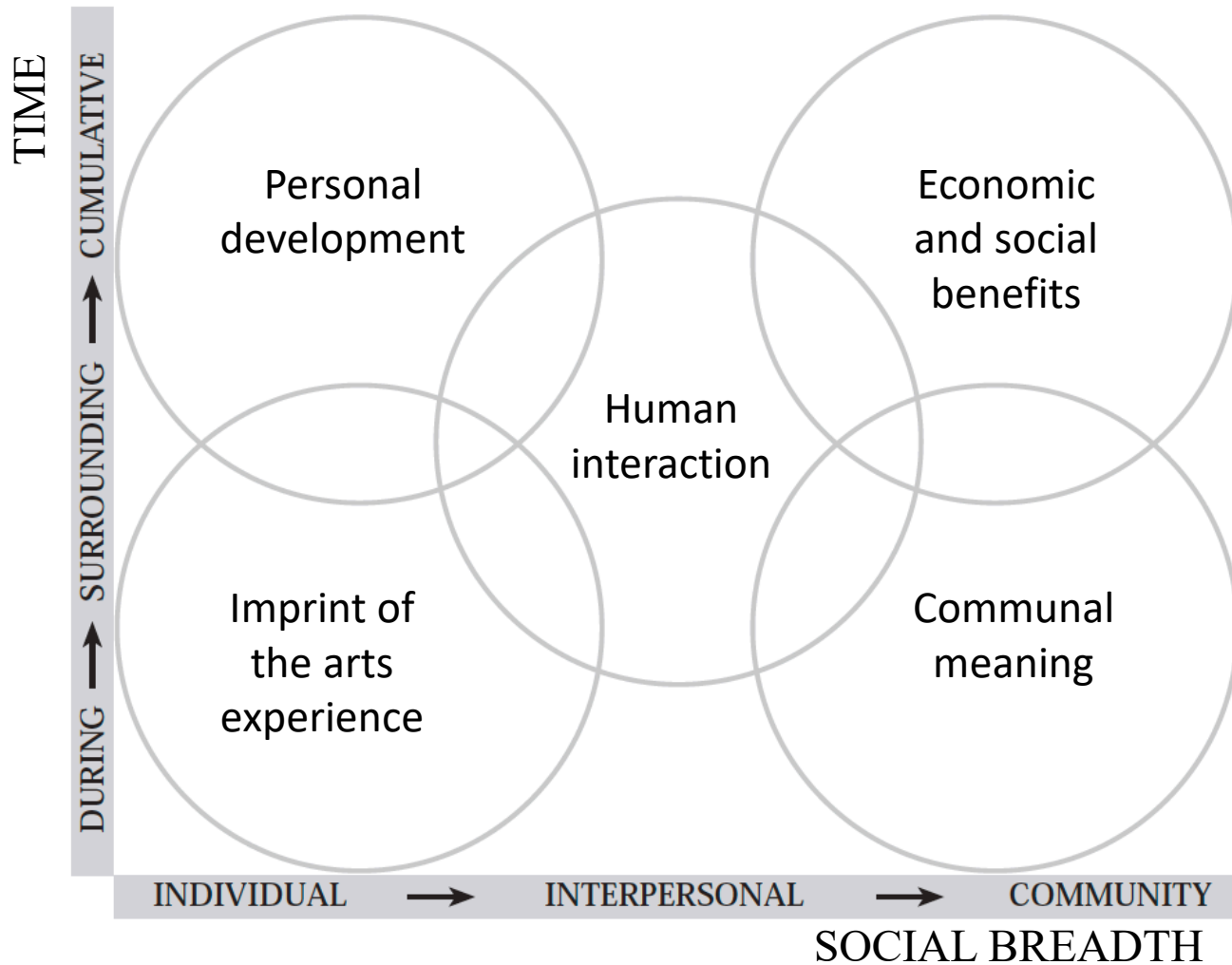
And in what relationship?

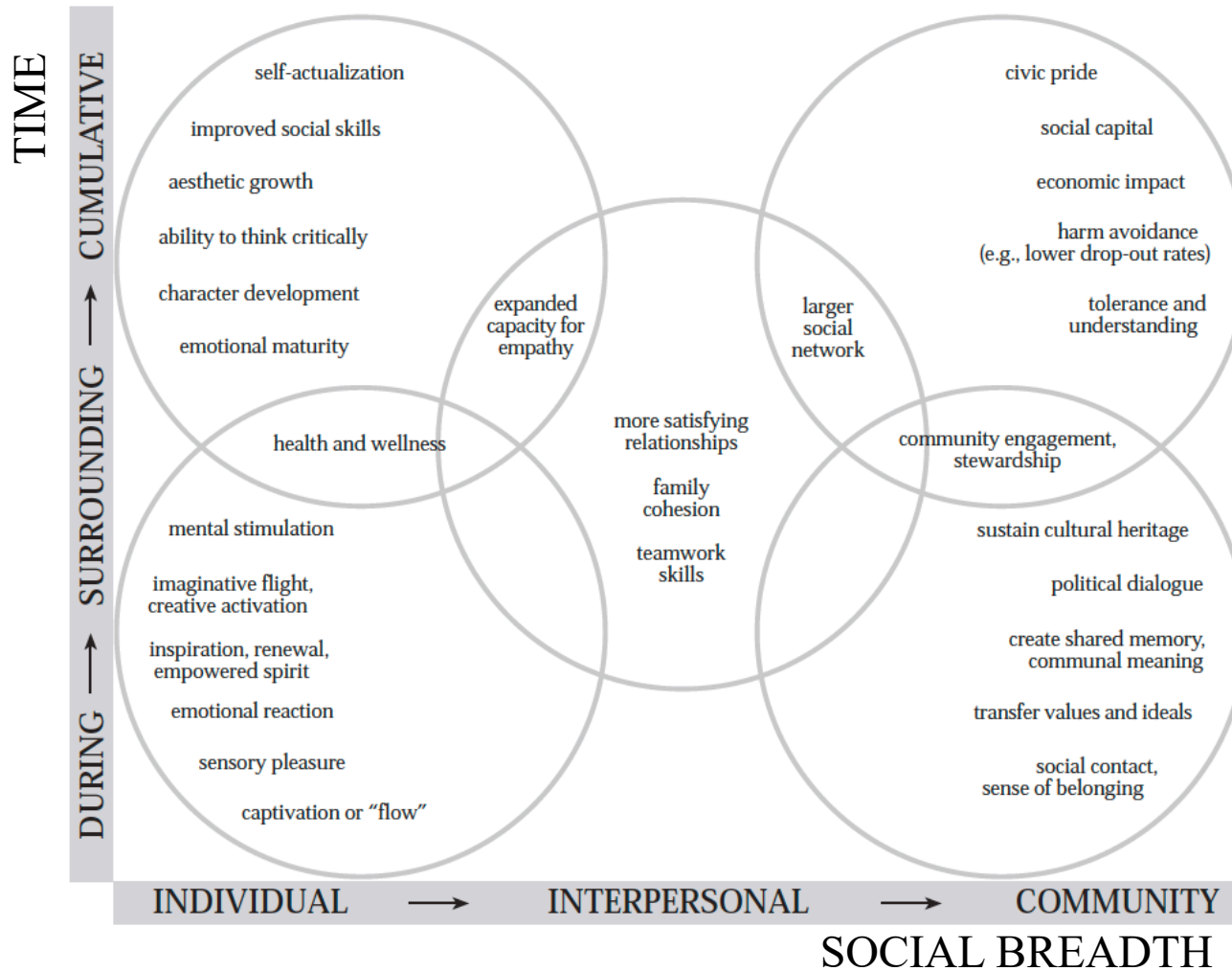# Contribution of the arts to community wellbeing

Alan Brown, Architecture of Value

Contribution of the arts to community wellbeing

TIME

CUMULATIVE

SURROUNDING

DURING

Personal
development

Economic
and social
benefits

Human
interaction

Imprint of
the arts
experience

Communal
meaning

INDIVIDUAL → INTERPERSONAL → COMMUNITY

SOCIAL BREADTH

Contribution of the arts to community wellbeing

Contribution of the arts to community wellbeing

Delivering / Creating value / Building legitimacy and support

Values, culture and practices: The way we do things

Deliverables: What we do

Internal resources: What we use to deliver

Partners: Who we deliver with

Achieving (Intermediate Outcomes):
- High quality art
- Growing audience
- Engagement

Community Outcomes (LTP):
- Enriched lives
- Cultural expression
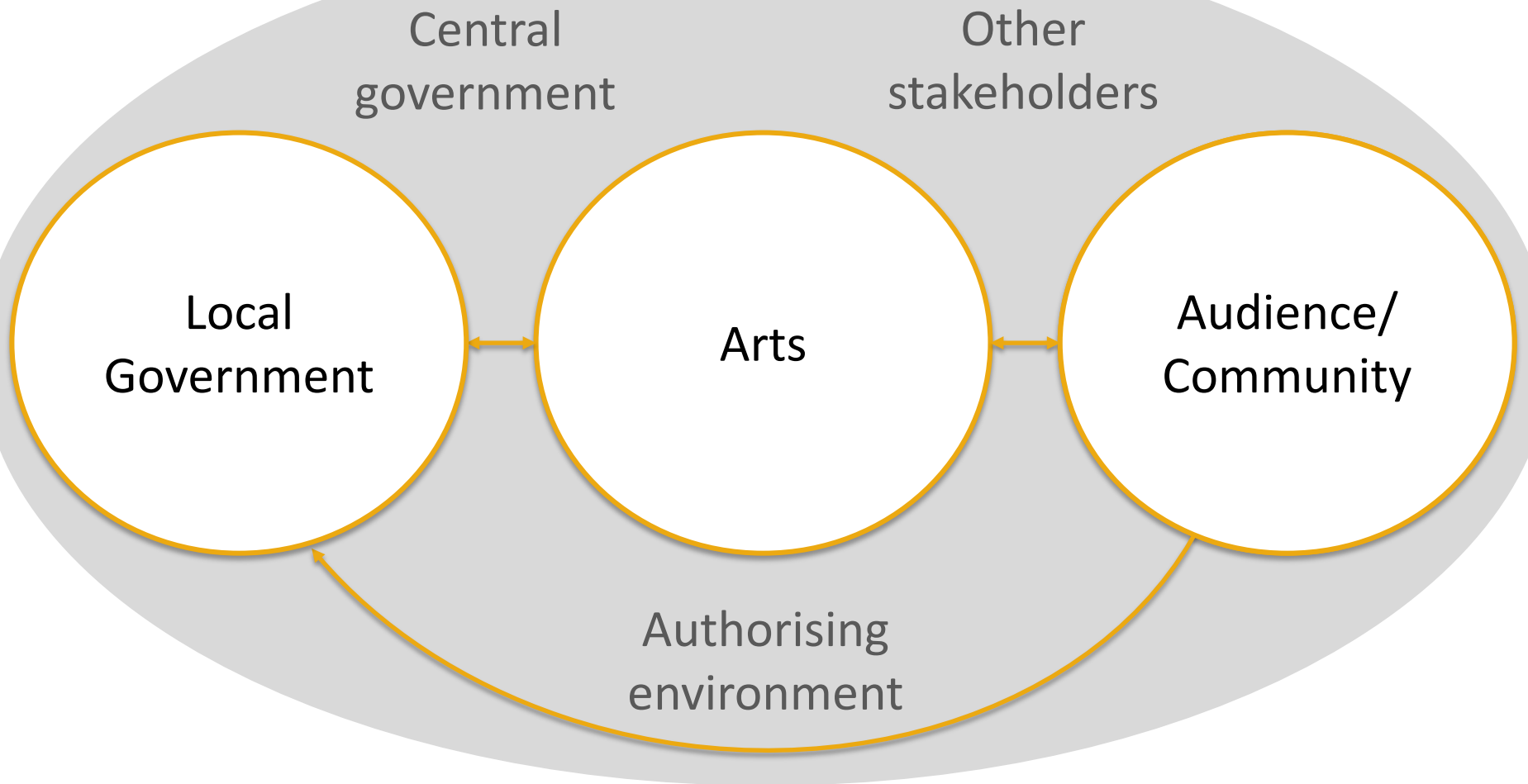- Stronger community
- Growth

NZ Living Standards Framework*:
- Cultural identity/vibrancy
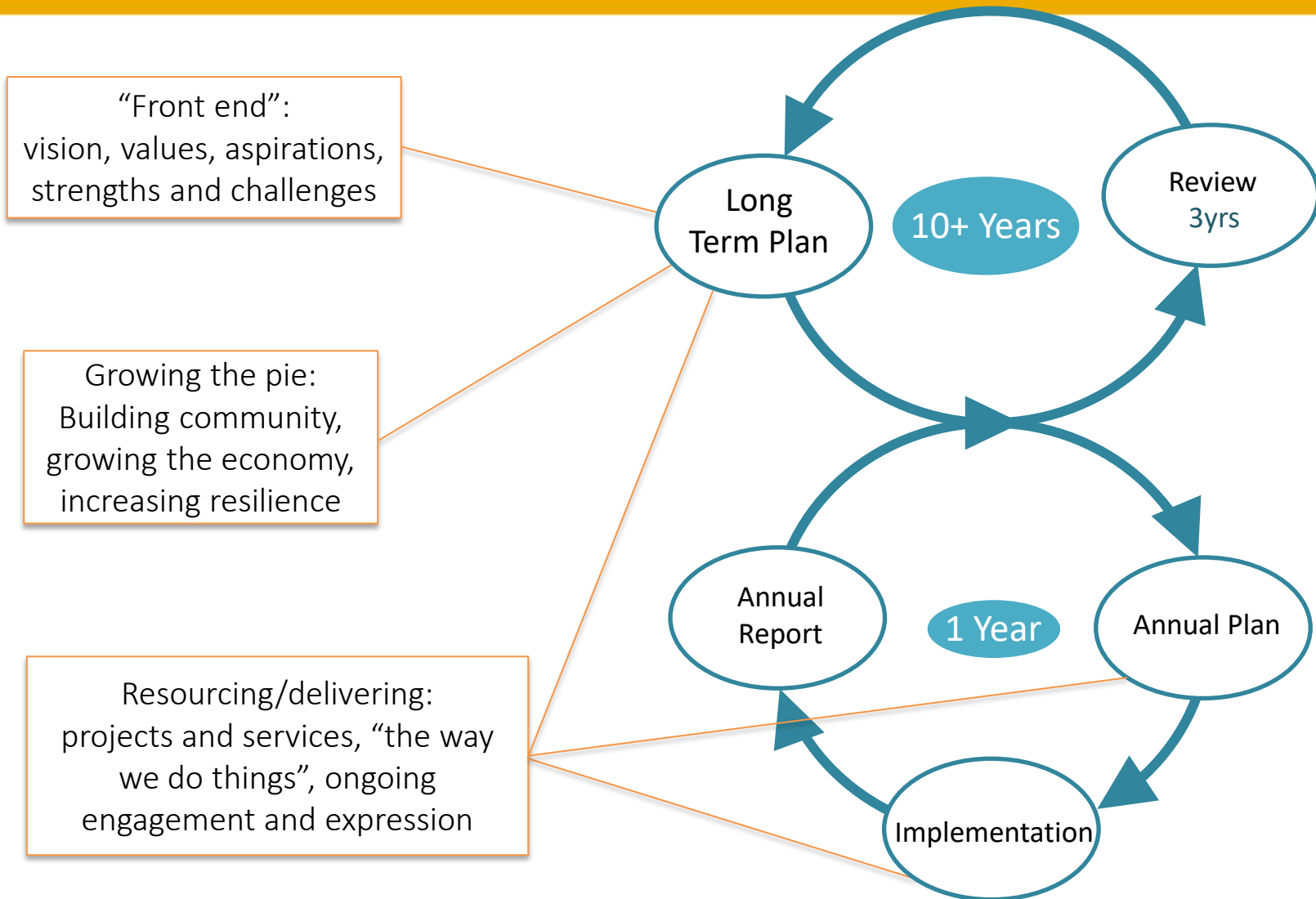- Relevant cultural capital under the four domains

Reinvestment

* Cultural Wellbeing and the Living Standards Framework Discussion Paper forthcoming
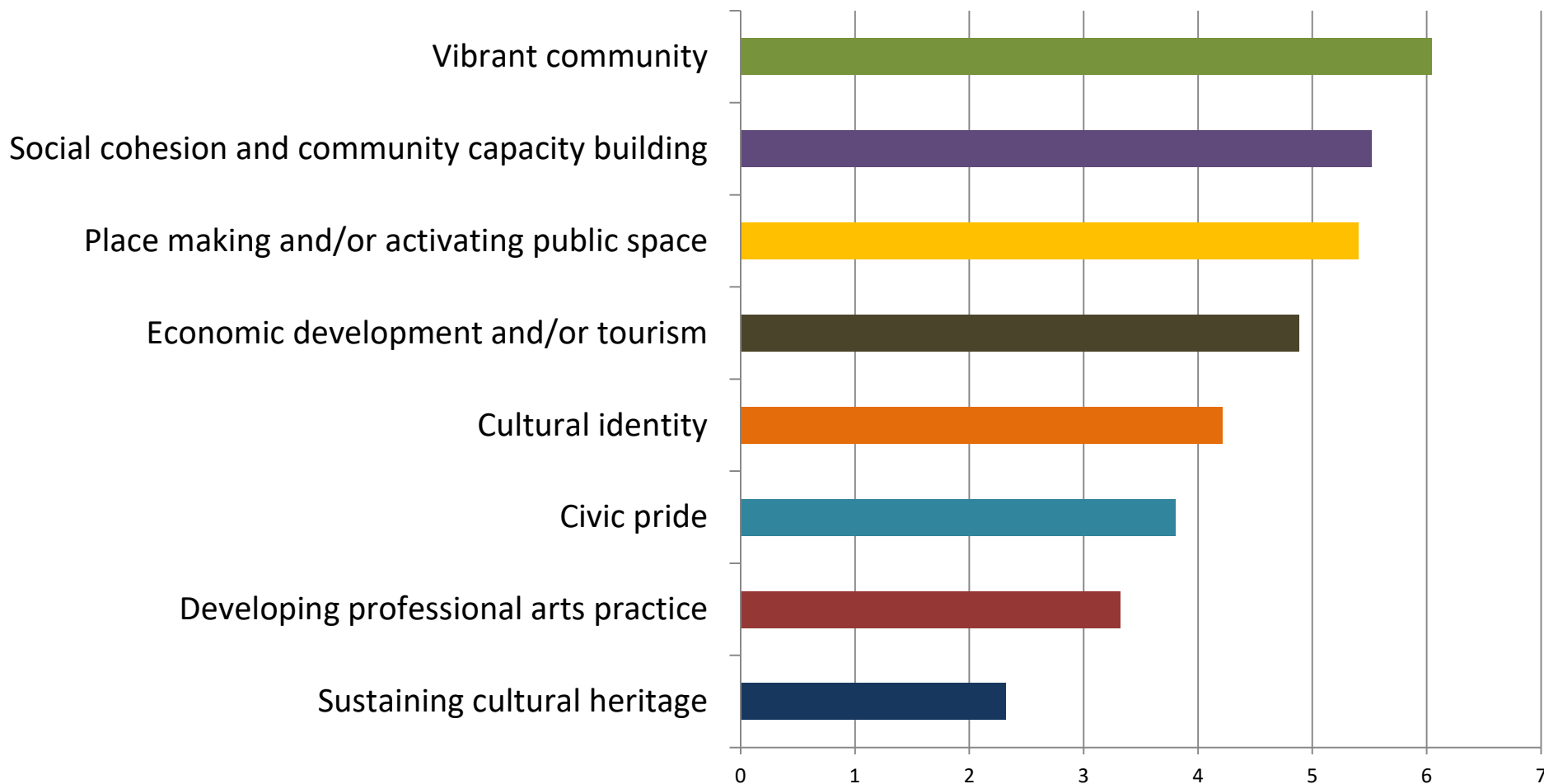
A strategic relationship

A strategic relationship

"Front end":
vision, values, aspirations, strengths and challenges

Growing the pie:
Building community, growing the economy, increasing resilience

Resourcing/delivering:
projects and services, "the way we do things", ongoing engagement and expression

Long Term Plan

10+ Years

Review
3yrs

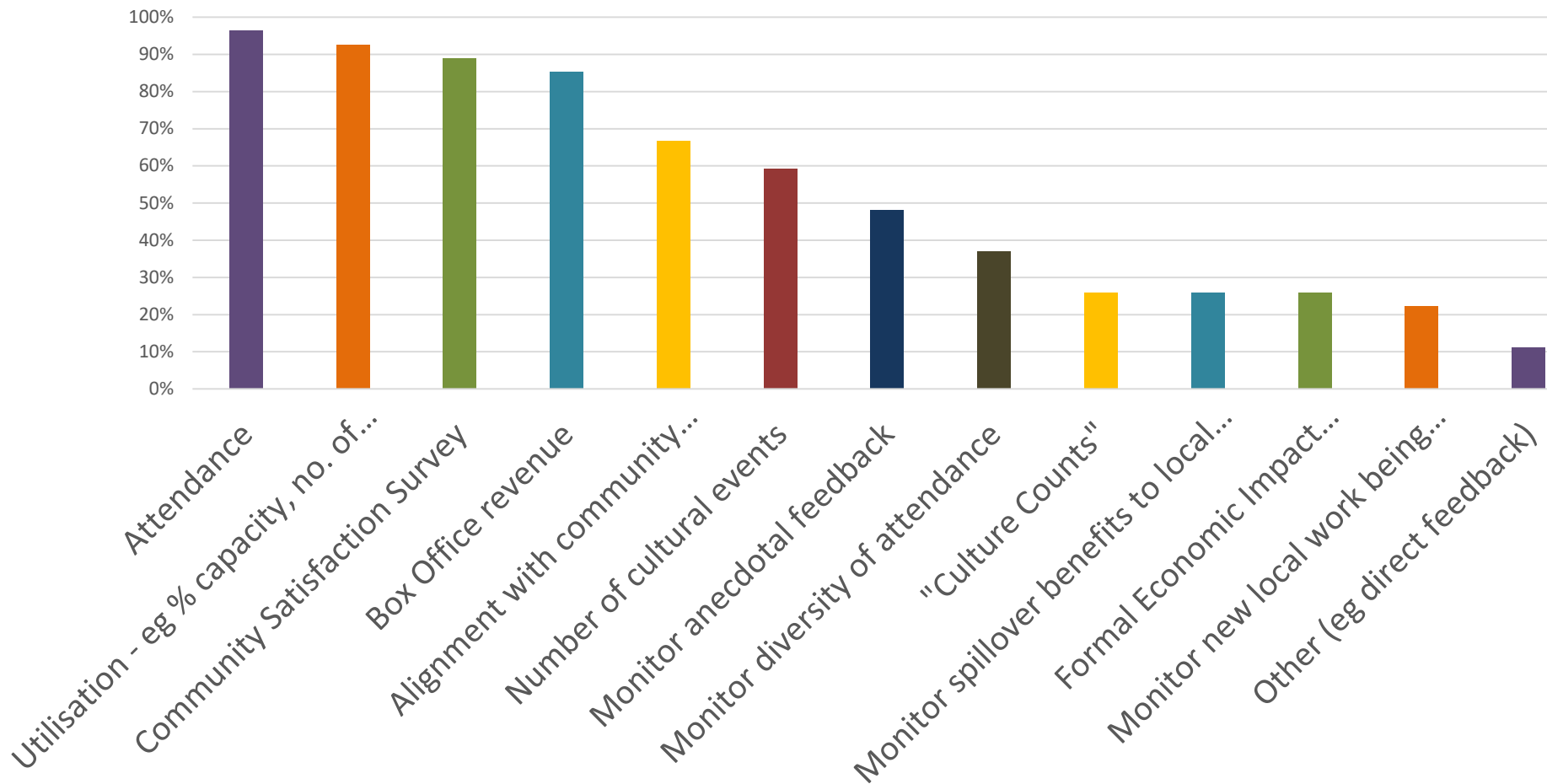Annual Report

1 Year

Annual Plan

Implementation

A strategic relationship

What matters

A strategic relationship
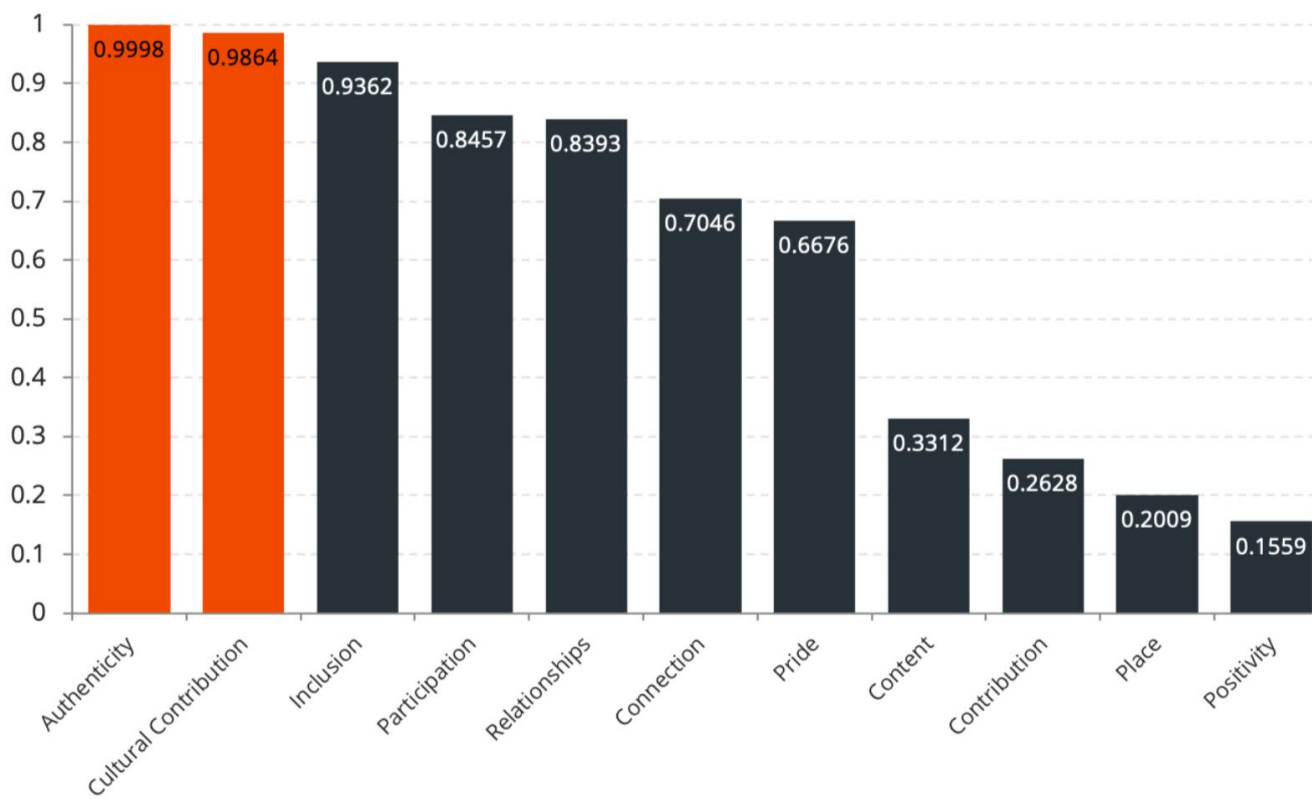
What gets measured

A strategic relationship

Making the intangible tangible

OUTCOMES SIGNIFICANCE TEST

Higher scores represent a higher likelihood of significant differences between groups.

A strategic relationship

Hawkes Bay Opera House Arts & Events Precinct Strategic Plan 2019-21: mapping objectives to the Long Term Plan

OUR ECONOMY

1. Operational Leadership & Sustainability

2. Local Pride

OUR PEOPLE

3. A Vibrant Hub

THINGS TO DO

How could we do better?

Suggestions from workshop participants (themed)

- Cross-sector engagement:
  - CNZ sponsorship of LG Conference
  - Funding local government to come to PANNZ and Matariki
  - Inviting local government reps to industry events

- Measuring and communicating value:
  - Agreeance on ways of framing value
  - Link between tangible and intangible benefits
  - Telling the story – depth, the people
  - Emphasise strengths vs. gaps
  - Ways of feeding into existing channels (e.g. surveys)
  - Building on good examples – benefits of building on achievements
  - Using other peoples' word – the communities' words
  - Internal input vs. external input
  - Connecting with shared experience
  - Expressing culture
  - Sense of cohesion in culture
  - Make it simple
  - Reporting on framework – changing it (i.e. video content)
  - Sharing long-term case studies – telling long term stories leading to advocacy for what get measured ("the proof")
  - Talking to funders – advising what needs to be measured

- Ambassadors/advocates who work between worlds as translators and interpreters (between top leadership, teams, communities, individuals)

- Local Government learning and development
  - Councillors' professional development – appreciation; connection; advocacy
  - Breaking down silos within local government AND between local government and community organisations
  - Multi-year funding – don't limit to annual or even Long Term Plan processes
  - Also see 'cross-sector engagement' suggestions
  - Also see 'measuring and communicating' value suggestions

- Arts sector learning and development
  - Space for shared learning – success stories on how we work with local councils
  - Learning from what other sectors are doing well (eg refugee communities)
  - Clustering
  - Stronger arts organisations and relationships to form unified front
  - Get involved with local organisations that deal with mental health
  - Enabling environment for the creative industries to be more aggressive and to enhance participation in growth and employment
  - Also see 'cross-sector engagement' suggestions
  - Also see 'measuring and communicating' value suggestions

- Various
  - Do what we do – stop apologising
  - Look after the aunties and nanas!! Who might just need an ear
  - Wellington – Big Machine – infrastructure, development, local input
  - Be the expert for them (heal their pain)

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