

19 April 2021

Gisborne District Council
PO Box 747
Gisborne 4040

By email to: feedback@gdc.govt.nz

E te Koromatua, ngā Kaikaunihera mā, tēnā koutou katoa

Submission to: Gisborne District Council
Subject: Our Tairāwhiti 2021–2031 Long-Term Plan (the Plan)
From: Creative New Zealand

1. Creative New Zealand welcomes the opportunity to make a submission on Gisborne District Council's long-term plan. Arts, culture and creativity are an important part of developing strong and prosperous towns, and cohesive and healthy communities. We encourage Council to recognise the essential role arts and culture play in the wellbeing of its residents in its decision-making.
2. We'd be happy to discuss this submission with you further. The key contact person for matters relating to this submission is:
Name: David Pannett
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Key Points

3. **We congratulate Council on the work it has done to explore and celebrate the histories and stories of the people of Tairāwhiti.** It's great to see an emphasis on partnership with mana whenua through programmes such as Nagivate Tairāwhiti, and we encourage Council to continue strengthening these relationships over the next 10 years.
4. **We support the proposal to complete a support agreement with Gisborne Museum and Art Trust to supply museum services via Tairāwhiti Museum for another 21 years.** The Museum is a highly valued community asset that delivers important social and cultural wellbeing outcomes to the District and broader Tairāwhiti region. Long-term support is an important enabler for the Museum to develop and grow.
5. It's positive to see several actions related to the inclusion of public art. **We encourage Council to work closely with iwi, hapū and Māori communities, as well as arts communities, to**

create collaborative decision-making processes for reviewing future public art proposals, to ensure works reflect the stories and identities of Gisborne's communities.

6. **Gisborne has a range of artistic strengths, including kapa haka, waka ama, toi houkura and a growing number of independent contemporary art galleries.** We encourage Council to consider how it might work with platforms such as Te Tairāwhiti Arts Festival to further support and develop these areas as a part of the region's unique identity.
7. Given the broad range of artistic activity in the district, **we encourage Council to consider how it might gather and engage arts communities to enable a collective voice for arts in the region.**

Draft Long-term Plan 2021–2031

Community Outcomes and Challenges

8. The Plan outlines eight community outcomes. We encourage Council to recognise the strong contribution that investing in arts and culture makes to these outcomes, in particular:
 - A driven and enabled community – artistic and cultural activity contribute to education and skills development, and create a more highly-skilled workforce
 - Resilient communities – participating in arts and cultural activities builds inclusive and connected communities, and contributes to physical and mental wellbeing
 - Vibrant city and townships – artistic and cultural activity can play a major role in placemaking and creating great places to live
 - We celebrate our heritage – artistic and cultural activity give expression to cultural identity and allow us to tell the unique stories of who we are
 - Delivering for and with Māori – artistic and cultural activity can contribute to our identity as individuals, whānau and communities, and increase use and understanding of te reo and mātauranga Māori.
9. It's great to see Council's commitment to working closely with mana whenua. We encourage Council to ensure this commitment is supported by investment to ensure partnerships are sustainable and well resourced. Supporting ngā toi Māori provides Council with a range of opportunities to deliver to te Tiriti. For example:
 - providing funding that supports a for Māori by Māori approach to delivering arts and cultural projects
 - considering how to support wider usage of te reo
 - incorporating toi Māori design elements into infrastructure and shovel-ready projects.

Our Community Spaces and Facilities

10. We welcome Council's proposal to complete a support agreement with Gisborne Museum and Art Trust to supply museum services to the community for another 21 years. Tairāwhiti Museum is a highly valued community asset that delivers value to the Gisborne community, arts communities and broader Tairāwhiti region. The agreement presents an opportunity for Council and the Trust to consider how to develop the Museum to ensure it can be an even

greater regional asset, that is fit for purpose as a caretaker of important taonga, and how it can attract visitors to the region.

11. Council's long-term support via the support agreement is particularly important as it provides the Museum with security and sustainability. This enables its staff to look beyond operational issues to drive innovative partnerships, projects and exhibitions, and attract additional funding. We encourage Council to maintain a long-term support agreement with the Trust.
12. We also acknowledge the Museum's strong staff and programmes. Approximately two-thirds of the Museum's programming is of artists from Tairāwhiti, many of whom have completed their training locally. Furthermore, a number of the Museum staff are not only undertaking strong work regionally, but feeding into work of national significance. Both are strong ambassadors for the District.
13. We note the Plan proposes the development of four sports hubs. We encourage Council to consider whether any of these spaces could support arts communities by providing spaces where they can make and show their work to audiences, since arts and culture offer many similar benefits for communities' physical and mental wellbeing. For example, an indoor multi-court space could also function as a multipurpose space for performing arts rehearsals or events.

Cultural Activities

14. It's positive to see several actions related to the inclusion of public art. We encourage Council to establish decision-making processes and public art policy that ensure iwi, hapū, Māori communities and arts communities are engaged, and works reflect the stories and identities of Gisborne's communities. Council may consider establishing an Arts Advisory Panel to guide this work, or developing a public art policy. Examples of existing public art policies include Auckland Council's [Public Art Policy](#), and Dunedin City Council's [Art and Creativity in Infrastructure Policy](#).
15. We support the plan to develop and deliver operation plans for both library and theatre services. We encourage Council to work closely with arts communities to develop these plans and provide opportunity for consultation to ensure the library and theatres are responding to the needs of Gisborne's communities.
16. It's great to see Council's ongoing commitment to provide facilities and services that enable a wide range of cultural activities. Facilities and venues such as the Lawson Field Theatre, Tairāwhiti Museum, War Memorial Theatre and HB Williams Memorial Library are important assets that provide opportunity for the arts community to make and present work. They are also spaces for communities to gather and foster knowledge and creativity, and a key vehicle for Council to support the social, cultural, economic and environmental wellbeing of their diverse communities.
17. We support the delivery of a renewals programme to ensure facilities are maintained to a high standard. Council's Arts Facilities Plan 2018 highlights the urgency of this work, given all of Gisborne's arts facilities are anticipated to need upgrades within the next 20 years. As Council prepares to renew and upgrade these facilities, we encourage you to carefully consider how to:

- create facilities that can support well established cultural events in the district such as Turanganui Schools Māori Cultural Festival and Te Tairāwhiti Arts Festival, and enhance Gisborne’s position as a regional touring destination
- work across the range of facilities to ensure social and cultural wellbeing benefits continue to be delivered to the community during any closures
- explore opportunities to work with mana whenua to create spaces and programmes that deliver to Māori communities
- actively engage arts communities in this programme, to ensure any upgrades are in line with the needs of artists and practitioners who activate these spaces

Arts Facilities Plan

18. The Council’s Arts Facilities Plan 2018 includes a number of aspirations and objectives for delivery between 2021 and 2031.
19. We encourage Council to reflect the objectives of the Arts Facilities Plan in its long-term planning, and to check that the objectives in the Plan align with the current needs and priorities of arts communities. Objectives yet to be completed include the following.
 - By 2030 Tairāwhiti will have a network of arts facilities across the region that is fit-for-purpose, affordable and accessible.
 - Identify options for future use of Gisborne soundshell space (2022).
 - Complete feasibility study for future use of Gisborne Soundshell (2023).
 - Identify options for a centralised arts hub in Gisborne that brings community and some commercial arts activities together (2027).
 - Complete feasibility study for a centralised arts hub in Gisborne long term (2032).

Concluding Points

20. Artists and creative practitioners are particularly skilled at designing and delivering innovative, strategic and cost-effective solutions, and we encourage Council to consider how arts communities can help realise and implement your long-term plan.

Creative New Zealand’s interest in the arts in Gisborne

21. Creative New Zealand is the 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.
22. We recognise the importance of Gisborne to the arts in New Zealand. For arts that are delivered in the Gisborne region, **\$573,750** of direct financial support was provided in 2019/20. Our overall support includes the funding of individual arts projects as well as arts and cultural organisations.
23. Under the Creative Communities Scheme, we also fund territorial authorities directly to support local arts activities. Funding provided to Gisborne District Council under the Scheme totalled **\$44,460** in 2019/20.

24. Thank you again for the opportunity to comment. Please feel free to contact us if you have any questions or if you wish to discuss this submission further (contact details are at the start of the submission).

Ngā mihi rārau ki a koutou katoa, nā

A handwritten signature in black ink, appearing to read 'D Pannett', with a stylized flourish at the end.

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