

4 May 2021

Hastings District Council  
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E te Koromatua, ngā Kaikaunihera mā, tēnā koutou katoa

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

1. Creative New Zealand welcomes the opportunity to make a submission on Hastings 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:  
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### Key Points

3. **We congratulate Council on the reopening of Toitōi – Hawke's Bay Arts & Events Centre.** Toitōi has a bold vision focused on accessibility, creating pathways for local artists and practitioners, and presenting a diverse range of work. We encourage Council to continue working closely with the Toitōi team and arts communities to realise this vision.
4. We were glad to be engaged in the development of Toi-Tū—Hawke's Bay Arts, Culture and Events Strategy and commend Council's adoption of the Arts, Culture & Events Recovery Plan in recognition of the effects of COVID-19 on the arts community. **We encourage Council to ensure its Long-Term Plan shows tangible recognition of its commitment to Toi-Tū and the Recovery Plan,** to ensure the Strategy and Plan have adequate resourcing, and to work closely with arts communities to deliver implementation.

5. We welcome Council's commitment to promoting the four wellbeings, as reflected through the Long-Term Plan. **We encourage Council to recognise arts communities as well-placed partners to help Council deliver wellbeing outcomes to the diverse communities of Hastings.**

### **Draft Long-Term Plan 2021–2031**

#### *Community Outcomes and Challenges*

6. The Plan outlines four community outcomes. It's fantastic to see specific mention made of cultural wellbeing through the outcome 'A vibrant place to live, play and visit'.
7. We encourage Council to also recognise the strong contribution investment in arts and culture can make to social, economic and environmental wellbeing. For example:
  - *Social* – participating in arts and cultural activities contributes to education and skills development, builds inclusive and connected communities, and benefits physical and mental health
  - *Economic* – artistic and cultural activity has a strong multiplier effect, creates jobs and accelerates economic activity through aligned sectors such as hospitality, tourism, education and manufacturing
  - *Environmental* – artistic and cultural activity can play a major role in placemaking, rejuvenation, and grow communities' connection to whenua.

#### *The Finishing Touches*

8. We welcome Council's work on the redevelopment of Hastings City Centre. This work is not only necessary to achieve Council's vision of a city centre that's vibrant, attractive and full of people and businesses, but also plays an important part in making the most of Council's investment in Toitōi Arts and Events Centre.
9. The streetscape upgrades, Civic Square and Centre Mall proposals can act as a catalyst to attract residents and visitors to the central city and drive economic, social and cultural growth. As Council progresses these proposals, we encourage it to carefully consider how to:
  - build on its strong track record of incorporating arts and culture elements within public spaces
  - work closely with arts communities, businesses, tourism stakeholders and venues to create spaces that meet the needs of Hastings communities as well as attract visitors
  - manage regulatory levers to ensure accessible and performance-friendly spaces
  - work with mana whenua to incorporate toi Māori (Māori arts) elements throughout the central city, to share stories of cultural and historical significance to the area
  - work with arts communities to activate these spaces and draw new audiences into the central city
  - ensure the central city spaces developed reflect the diversity of Hastings' communities and are places that residents and visitors feel welcome.
10. We support Council's proposal to provide additional investment for events, and encourage it to ensure a proportion of these are arts and culture events. We acknowledge the importance of providing support for both community events as well as significant events. Support for

community arts events is a vital part of developing the Hawke's Bay arts community's capability, as well as strengthening the arts ecosystem so that it is well-resourced and equipped to support significant events in the region. Developing local capability is essential for securing large-scale events into the future.

11. As Council develops programmes or policies regarding additional support for events, we encourage it to:
  - work closely with local arts communities to ensure the support provided is in line with the needs of the community and is fit-for-purpose
  - provide support for events that reflect the diversity of Hastings' communities, including opportunities for residents to celebrate and express their cultural identity
  - support a 'for Māori, by Māori' approach to ensure there are events that deliver to Māori communities.

### *Concluding Points*

12. We congratulate Council on the leadership it has shown to support and develop arts and culture in the Hawke's Bay. Investing in vital infrastructure and the strategy's development can act as a catalyst for future growth. We encourage Council to continue working closely with arts communities to ensure its investment is in line with the needs of the community, and to enable artists and arts organisations to take part in the implementation of the Strategy.
13. The reopening of Toitōi – Hawke's Bay Arts & Events Centre is a significant achievement. Toitōi is a highly valued community asset that delivers value to Hastings communities, arts communities and the broader Hawke's Bay region. We note that a number of Toitōi staff are not only undertaking strong work regionally, but are also feeding into work of national significance. They are strong ambassadors for the District, and we encourage Council to continue working closely with the Toitōi team to enable them to deliver innovative programmes.
14. 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 the Long-Term Plan.

### **Creative New Zealand's interest in the arts in Hastings**

15. 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.
16. We recognise the importance of Hawke's Bay to the arts in New Zealand. For arts that are delivered in the Hawke's Bay region, **\$1.54 million** 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.
17. Under the Creative Communities Scheme, we also fund territorial authorities directly to support local arts activities. Funding provided to Hastings District Council under the Scheme totalled **\$63,360** in 2019/20.

18. 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 (my 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**