

28 March 2018

Mayor and Councillors
Auckland Council
Freepost Authority 182382
Private Bag 92 300
AUCKLAND 1142

By email: akhaveyoursay@aucklandcouncil.govt.nz

To the Mayor and Councillors

Submission on: Auckland Plan 2050 and 10-Year Budget 2018–2028

From: The Arts Council of New Zealand Toi Aotearoa (Creative New Zealand)

1. Creative New Zealand welcomes the opportunity to consider and make submissions on Auckland Council's draft **Auckland Plan 2050** and draft **10-Year Budget 2018–2028**.
2. This submission has been endorsed by eight organisations (see page 5). We would be grateful if you would record their support within the feedback process.
3. We're available to be heard in support of this submission.
4. The key contact person for matters relating to this submission is:

Name: David Pannett
Position: Senior Manager, Planning, Performance & Advocacy Services
Email: david.pannett@creativenz.govt.nz
Phone: 04 473 0772 (DDI)

Key points

5. **Creative New Zealand urges Auckland Council to ensure arts and culture have a strong, visible presence within the Auckland Plan 2050.** As it currently stands, the draft Plan represents a significant negative change from the previous Auckland Plan. The loss of a separate outcome for a 'culturally rich and creative Auckland', with its clear vision that 'arts and culture flourish in Auckland', is extremely disappointing. It's not too late for Council to remedy this.
6. As co-investors in the arts in Auckland, we have a strong financial stake in ensuring a vibrant Auckland arts scene. **We ask that Council demonstrate its own commitment to arts and culture by better recognising and providing for these in its 10-Year Budget 2018–2028.** While some areas of provision are enhanced in the draft 10-Year Budget (eg, additional funding for

the Auckland Art Gallery), others look set to be diminished (eg, provision for public art). We also urge Council to keep actively seeking out, developing and funding exciting new arts experiences for Aucklanders over the decade to come.

7. **We encourage Council to ensure that the Mayor’s vision – “I want to live in an exciting Auckland which celebrates its diversity and offers rich cultural opportunities” – as outlined in the ‘Mayoral Intent for the 10-Year Budget 2018–2028’, is appropriately reflected in the 10-Year Budget itself.** We encourage Council to continue its focus on supporting a culturally diverse Auckland, and to seize opportunities to work with the arts sector and co-investors to further Council’s goals.

Draft Auckland Plan 2050

8. The draft Auckland Plan 2050 represents a significant change from the previous Auckland Plan. The previous plan’s visionary outcome for a ‘culturally rich and creative Auckland’, which aimed to see ‘arts and culture flourish in Auckland’, was a bold declaration of future intent.
9. We were dismayed to see that these statements have disappeared from the new draft Plan, and that arts and culture now barely rate a mention throughout the document. Perhaps most tellingly, the current draft Plan gives Auaha (creativity and innovation) as one of its six values, but the word creativity fails to appear again in the draft Plan’s text.
10. We encourage Auckland Council to give life to the value of Auaha across the proposed six outcomes and throughout the Plan. It’s vital that the central place of arts and culture in Aucklanders’ lives be reflected in this important articulation of Auckland’s future.
11. We’re confident that Aucklanders would agree with us. The results of the most recent research into New Zealanders’ attitudes to, attendance at and participation in the arts show that most Aucklanders see the arts as important. For example, Aucklanders supported the following statements by a 2 to 1 margin.
 - The arts make Auckland a more vibrant and attractive place to live.
 - It’s important that the arts have a strong presence in Auckland.
 - It’s important for Auckland to be known as a place that supports great arts events and activities.
12. Additionally, half of Aucklanders agree that ‘my local council should give money to support the arts’, with three in 10 holding a neutral view and only one in five disagreeing or not knowing. Clearly, the arts matter to Aucklanders and Council needs to reflect this more effectively in its planning documents.
13. We also support the following specific points in relation to the draft Plan, as raised by the arts sector.
 - In the ‘Belonging and Participation’ outcome: We recommend that a focus area be added that recognises the role that participation in the arts plays in building social capital and connection; cultural expression and exchange; and how the arts support the sharing, celebrating and overcoming of difference within our communities. In the same way, we believe cultural infrastructure must be included in this outcome alongside social infrastructure as sites where belonging happens (eg, galleries, theatres, music venues) not just schools, parks and health centres.

- Under the 'Homes and Places' outcome: In order to support the development of public places discussed in Direction 4 of this outcome, we recommend adding a focus area that acknowledges the role that public art (experiences and objects) plays in reflecting the cultures and identities of Aucklanders within their environment.
- With respect to the 'Environment and Cultural Heritage' outcome: While we support the link made in this outcome between the land and cultural identity, we strongly recommend that this outcome address Auckland's living cultural practices as expressed in both the built environment and its evolving cultural processes, and the role the arts plays in this.
- In the 'Opportunity and Prosperity' outcome: We recommend that a reference to the creative economy be added to Direction 1 of this outcome, as well as a focus area that recognises the arts sector and creative industries as a vital source of innovation, talent and entrepreneurial strategy. In addition, we suggest that a clearer relationship be drawn within the plan between the attraction of talent to the city and the role that a thriving arts and culture landscape plays in this, as well as the need to build skills and capability in local creative talent.
- Under the Development Plan: We recommend an addition being made to the Development Plan that supports investment in the development of arts and cultural infrastructure – the spaces and services that support Aucklanders to create and participate in the arts.

Draft 10-Year Budget 2018–2028

14. Creative New Zealand is committed to supporting a vibrant and energetic arts sector in Auckland. We urge Council to demonstrate its own commitment by better recognising and providing for the arts in its 10-Year Budget 2018–2028. Toi Whītiki (Auckland's Arts and Culture Strategic Action Plan) provides the vehicle for achieving this.
15. We were proud to support Toi Whītiki's development and we continue to endorse its six goals and action areas as a robust blueprint for the development of the arts in Auckland. Unfortunately, the momentum generated in Toi Whītiki's initial stages seems to have stalled in recent times. We urge Council to reinvigorate Toi Whītiki and to ensure its continued relevance by boosting its status within the 10-Year Budget, and other relevant strategic plans.
16. We urge Council to keep actively seeking out, developing and funding exciting new arts experiences for Aucklanders over the next 10 years. Arts and culture have an essential role to play in the wellbeing of Māori, Pacific and Auckland's diverse communities, as well as 'social bridging' between communities.
17. In the Auckland arts sector, Council has a willing partner who is keen to see creativity flourish in the city. We too look forward to working closely with Council to help realise the sector's ambitions, for the benefit of all Aucklanders.
18. We also support the following specific points in relation to the draft 10-Year Budget, as raised by the arts sector.
 - We do not support the reduction in funding proposed to public art investment. Rather, we recommend that it is increased to support a region-wide public art programme that supports the presence of public art at all new development sites.

- We recommend that contestable funding for independent artistic projects be increased and always be made available to professional and ticketed projects as well as community-driven initiatives.
- We recommend that the budget allocated to regional arts partnerships be increased to allow this programme to expand.
- We support the increase of Auckland Art Gallery's funding under Regional Facilities Auckland. We note that this pledge of an additional \$20 million over the next 10 years followed a strong advocacy campaign from the community, and hope that this demonstrated to Council the depth of feeling for the arts amongst Aucklanders.
- We recommend that budget be allocated to support entrepreneurial initiatives within the arts, culture and creative industry sectors, which enables the global export of our creative talent.

Supporting diverse cultural interests in Auckland

19. In the document 'Mayoral Intent for the 10-Year Budget 2018–2028', Mayor Goff said "I want to live in an exciting Auckland which celebrates its diversity and offers rich cultural opportunities". We too see this as an essential part of the vibrancy and wellbeing of the city and its people. It's not clear from the draft 10-Year Budget though that Council's planned support for arts and culture will bring these aspirations to life.
20. Our work with Foundation North on the Auckland Diversity Project has shown that there is the demand from audiences for culturally-rich arts experiences, and that there's a dynamic, talented arts sector in Auckland to develop these. We would encourage Council to actively partner with us, and other co-investors like Foundation North, to grow these opportunities for Aucklanders and to seize opportunities to work with the arts sector to further Council's ambitions in this area.

Creative New Zealand's interest in the arts in Auckland

21. We recognise the importance of Auckland to the arts in New Zealand. Around a third of our current total investment in the arts goes into Auckland; for arts that are delivered in Auckland specifically, **\$11.3 million** of direct financial support was provided in 2016/17.
22. Our overall support includes the funding of individual arts projects as well as major Auckland-based cultural organisations. These include large organisations like the Auckland Festival Trust, the Auckland Philharmonia Trust, the Auckland Theatre Company and the New Zealand Opera, along with a further and 28 other major arts organisations.
23. Under the Creative Communities Scheme, we also fund territorial authorities directly to support local arts activities. In 2017/18, funding provided to Auckland Council under the Scheme will total **\$1.014 million**. In 2016/17, the Scheme funded 293 projects with an estimated 41,000 participants.

Background on Creative New Zealand

24. Creative New Zealand is New Zealand's arts development agency, 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.

25. Creative New Zealand’s Statement of Intent 2016–2021 identifies the outcomes we’re seeking to achieve on behalf of all New Zealanders.
- Stronger arts communities, artists and organisations *as shown by*:
 - high-quality New Zealand art is developed
 - New Zealand arts gain international success
 - Greater public engagement with the arts *as shown by*:
 - New Zealanders participate in the arts
 - New Zealanders experience high-quality arts.
26. We contribute to achieving these outcomes by delivering programmes in the following areas:
- funding for artists, arts practitioners and arts organisations
 - capability-building for artists, arts practitioners and arts organisations
 - advocacy for the arts.
27. Creative New Zealand receives funding through Vote: Arts, Culture and Heritage and the New Zealand Lottery Grants Board. In 2016/17, we invested **\$40.366 million** into the New Zealand arts sector.

Thank you again for the opportunity to comment. Please do not hesitate to contact David Pannett (Senior Manager, Planning, Performance & Advocacy Services) or me if you wish to discuss this submission.

Yours sincerely



Stephen Wainwright
Chief Executive

This submission has been endorsed by:

Barbara Glaser, Chief Executive, Auckland Philharmonia Orchestra

Anne O’Brien, Festival Director, Auckland Writers Festival

Ben Crowder, Nightsong

Vanessa Zigliani, Manager, NZTrio Foundation

Harriet Allan, Fiction Publisher, Penguin Random House New Zealand

Louise Gallagher, General Manager, Performing Arts Network NZ (PANNZ)

Robin Kerr, Creative Director, The Playground Collective Theatre Company

Paula Browning, Chair, WeCreate