

SUPPORTING YOUR ARTS COMMUNITY THROUGH COVID-19 HE WAKA EKE NOA

A guide for territorial authorities

Summary

Arts communities have been significantly impacted by COVID-19—they were among the first hit by restrictions on gatherings, and will be among the last to return to normal. Just as COVID-19's impacts on territorial authorities and their communities are wide-ranging, the support that arts communities need to recover from the crisis also varies significantly.

Under the Local Government Act 2002, requirements to promote the social and cultural wellbeing of communities are critical, particularly in times of crisis and recovery. Working with and supporting your arts community is an important way to deliver positive cultural and social wellbeing outcomes for your community.

Creative New Zealand's *Supporting your arts community through COVID-19: He waka eke noa* sets out a range of actions for working with and supporting your local arts communities, and promoting the cultural wellbeing of your wider community. This guidance is for elected members and council officers alike.

The guidance document includes: communicating with your arts communities; funding the arts; council owned and operated venues; regulatory levers (such as consent and licencing requirements); working collaboratively with artists on recovery planning and delivery; supporting the arts regionally and promoting community cultural wellbeing.

How to use this guidance

Creative New Zealand strongly encourages your council to work directly with your local arts community to identify and prioritise how to best support their recovery.

It's important that your council's support reflects and meets the needs of that community. It should also take account of factors such as your council's available resources and the broader needs of your community—one size will not fit all.

We hope this guidance will provide a useful starting point for discussions with your arts community.

Prioritising areas of support

We know that prioritising competing needs and views can be challenging. As a starting point, we suggest the following five ways that your council could immediately support the recovery of your local arts community.

1. Establish strong links with the artists and arts organisations in your community, including by working closely with your regional arts organisation, if you have one.
2. Maintain existing levels of funding for arts and culture in your area.
3. Re-prioritise any money that would have been spent on arts and culture initiatives (that are no longer viable due to COVID-19) into new arts and culture initiatives to ensure continued expenditure on cultural wellbeing outcomes.
4. Actively involve the arts and artists in your council's COVID-19 recovery planning, including *ngā toi Māori* artists.
5. Alleviate restrictions for artists by using the levers available to your council, such as reducing licencing fees, consent requirements or venue hire charges.

We also encourage your council to find, or continue to provide, opportunities for your wider community to engage with and participate in the arts. With restrictions on gatherings now lifted, it's important to encourage your community to re-engage with your council's arts and culture institutions, and with real-life arts experiences.

Further assistance

For further information on this guidance, please contact advocacy@creativenz.govt.nz

BENEFITS OF INVESTING IN ARTS AND CULTURE:



HEALTHY AND HAPPY PEOPLE

including good physical and mental wellbeing outcomes



CREATING COHESIVE COMMUNITIES

helping people stay connected, express their identity and understand differences



BENEFITS FOR LOCAL ECONOMIES

including creation of employment and tourism opportunities



GROWING PEOPLE'S KNOWLEDGE

and ability to think critically and solve problems creatively



CREATING VIBRANT TOWNS AND CITIES

places our communities love to live in and visit