

What we do

The Council provides a range of arts and cultural services which reflect the diverse communities of the city. The Council believes that the support of arts and culture is an important component of making a vibrant and attractive city, as well as providing a means for the community to express a sense of self and place.

Public art collaboration in community facility development

A major part of the work in this area involves the input of artists into the Council's facility or development projects such as community and civic buildings, bridges and parks. This involves the selection of a "lead artist" to work with the engineer, architect or landscape architect leading the design of the project to integrate site specific and functional artworks into the fabric of the facility. For example, the arts bridges in Henderson, arts features in the West Wave Aquatic Centre, Massey Library and Leisure Centre, Glen Eden and New Lynn Libraries and the arts rotunda and children's playground in the Te Atatu Peninsula village green.

Community arts projects

This involves facilitation of an artist working with a local community group, such as a school to develop an artwork in a public place, often a park or landscaping around a civic building. For example the taniwha developed with a local school group in Hart Domain Henderson, the moa developed with a local school group at the Massey Library and the clay tiles and mosaics included in the footpath at Manawa Wetland in New Lynn.

The city continues to grow as a place where all cultures, and particularly Maori arts and culture, are vital to the city and we want to ensure that making, participating, being surrounded by and celebrating arts and culture are a means of expressing a sense of self and place.

Provision of arts and cultural infrastructure

This service involves the administration of contracts and funding to deliver key arts services. Contracts and funding arrangements exist for Lopdell House Society, McCahon House Trust, Pacific Island Arts Centre and the Corban Estate Art Centre. The Lopdell Gallery is contracted to provide the major art exhibition space for the city, and a range of associated arts services. The Corban Estate Art Centre is contracted to provide a range of arts services such as exhibitions, artist studios and art education. Funding contracts also exist with the two Community Arts Councils, the Playhouse Theatre Trust and the Waitakere Orchestra. Both the Lopdell House and Corban Estate precincts are in the process of concept development planning for extension and upgrading.

Civic art collection management

The Council has a small but important collection of civic art, much of which has been donated to the City over the years. It now has an acquisitions fund which has allowed the purchase of three to four works from significant Waitakere artists in each of the past two years. In addition the Council is frequently loaned art works by local artists for exhibition in Council facilities. These collections are managed and exhibited appropriately as part of the service provided in this area.

Civic and community events

The Council is also engaged in the provision of a significant community, arts and cultural events programme for residents of the city and further a field. This includes the Trash to Fashion® Awards, the Going West Books and Writers Festival, Matariki, Pacifica Living Arts Festival, the Moon Festival, Diwali and other smaller events. In addition this area is responsible for a range of youth and children targeted events, such as Toddler Day Out and Summer Slamz.

Within the Council, this section provides organisation and support for events such as the opening of new facilities, as well as the community and civic events.

The Council undertakes the work programme in the area primarily because of the significant positive effects to the wellbeing of the community. Major events have positive economic impacts in themselves, due to the supporting activities such as food and beverage sales associated with them. Likewise the many cultural events – Diwali Festival of Light, New Lynn Moon Festival and Pacifica Living Arts Festival have significant positive cultural benefits. Events such as the Toddler Day Out result in positive social outcomes, and those such as Eco Day result in positive environmental outcomes.

In almost all instances the Council's budget provided for the event is not the total budget required, with external funding through sponsorship and in-kind assistance generally contributing the bulk of the event funding.

The Events Strategy will prioritise the kind of events that the city will promote in order to achieve cultural and recreational objectives. The Strategy will look at focusing on becoming more competitive in attracting and maintaining national and international events and developing sustainable, vibrant community events and festivals.

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Arts and Culture *(continued)*

Why we do it

The Council provides this service as part of its primary contribution to the following community outcomes:

Mauri Ora – Access to Māori Resources	Waitangi Day festival
	Matariki celebrations
Nga Manukura – Māori Leadership	Waitangi Day festival
	Matariki celebrations
Strong Communities – He iwi kaha	Corban Estate and Lopdell House development
	Christmas festivals and parades
Te Mana Whakahaere – Autonomy	Matariki celebrations
	Waitangi Day festival
Urban and Rural Villages – Nga kainga taone, tuawhenua	Public art
	Events
	Concerts



The Moon Festival is just one of many events that the Public Affairs team help organise and promote.

Vibrant Arts and Culture – Toi me nga Tikanga Taketake	Public art
	Events
	Concerts
	Artwork on construction projects
	Corban Estate and Lopdell House development
	Community Arts Councils

Support for arts and culture has a significant positive effect on the community - particularly its social and cultural wellbeing. One of the prime aspirations of work done around arts and culture is for Waitakere City to be seen to, and be able to demonstrate, that it is a culturally inclusive city and that arts and culture is integral to life, to the economy and the environment – both built and natural.



The Public Affairs events team helps organise the Pacifica Living Arts Festival. Above: a colourful Pacifica clothing stall; Above Top: an imaginative fish sculpture..



This striking carving, by Fatu Feu'u, is currently on display at the Corban Estate, Henderson.

Weaving the Fabric of a City (the Council's Arts and Cultural Strategy) is the foundation stone for Waitakere City's arts and cultural practice. It brings together the rich veins of creativity and the innovative arts practices that the Council has adopted and at the same time identifies future development.

Managing the impacts of council activities

In terms of the Local Government Act 2002, there are no significant negative effects on the social, cultural, economic, environmental or cultural wellbeing of the local community as a result of these activities.

All arts projects are delivered in collaboration with artists, architects and/or community input. There is a need particularly where art has been incorporated into the fabric of a building, to ensure that the work meets both the functional requirements as well as being aesthetically pleasing.

The Council is also represented in regional and national discourse through such organisations as Creative New Zealand, the Ministry of Culture and Heritage and regional funding mechanisms such as the CUBE project.

The Council's role in providing arts and cultural infrastructure (e.g. Lopdell House, Corban Estate Arts Centre and McCahon House) provides an impetus for partnership organisations and trusts to develop projects and programmes that serve the community.

Levels of service

Arts and culture

Arts are critical to the City's development socially, culturally, environmentally and economically and it is important that we provide easy access and remove barriers to arts and cultural activity. However, delivery mechanisms have budgetary implications as well as philosophical ones. The Council has a history of financial input into arts and culture in a number of ways, some more visible than others. There are limited resources but a growing number of new and existing parties wanting a share of those resources so an overview of the arts and cultural practices and the current delivery mechanisms need to be reviewed going forward.

Civic and community events

In addition, the Council has signalled a desire to have an increasing number of events in the city and so levels of service in this area are expected to increase gradually over time.

Our levels of service to Waitakere residents

Function	Level of Service Statement	How we will measure this	Future Targets	
			To be achieved by 2009	To be achieved by 2016
Events (includes civic, community, art, cultural and regional events)	To design, manage and deliver events	Total number of events run and total number of attendees (audience) Residents satisfaction survey of city wide events and/ or on site survey	25 events and 85,000 attendees or more in 2006/2007 27 events and 100,000 attendees or more in 2007/2008 30 events and 120,000 attendees or more in 2008/2009 80% of attendees surveyed rate the events acceptable, very good or excellent per annum	30 events and improvement achieved annually up to a target of 200,000 attendees or more by 2016 80% of attendees surveyed rate the events acceptable, very good or excellent per annum
Community Arts Delivery	To support and develop art in the community, providing opportunities for the community to be involved in arts projects in their local area.	Number of community arts programmes delivered	85 programmes per annum	85 programmes per annum

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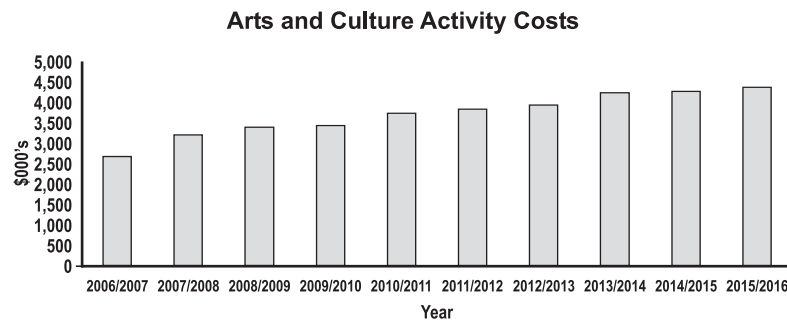
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Function	Level of Service Statement	How we will measure this	Future Targets	
			To be achieved by 2009	To be achieved by 2016
Public Arts Delivery	To manage and deliver art into the public arena, ensuring that public art is incorporated into 70% of all major Council buildings, bridges and parks projects	Percentage of public art as incorporated into major Council projects in a given year	70% or more projects have an art component per annum	70% or more projects have an art component per annum

Maintenance and operations



Arts and culture

The city's contribution to the arts and cultural infrastructure is growing incrementally each year. This is reflected in two expanding arts precincts, a wide range of arts projects in all new buildings and the increase in community arts support and development.

Civic and community events

A small Events Team works primarily to assist and add value to groups and individuals who wish to stage events within the city.

The 2005/2006 year saw for the first time a budget approved for citywide events. Following the development of an Events Strategy a further increase in the events

budget may be required. For some specific events, for example Trash to Fashion, where the size of the event justifies additional resource, the contracting in of specialist event managers is provided for.

Asset information

Category	Number
Sculptures	6
Paintings	9
Art incorporated into buildings	50 approx

The Council continues to build its collection of work from significant artists in the city. This is formal acknowledgement by the Council that art and artists in the community are important. The growing collection is used to beautify council buildings, including public spaces such as libraries.

Community involvement in the creation of art works contributes to creating a sense of place, an acknowledgement of cultural identity, a reference to heritage and history and aspiration for the future.

Future demand

Arts and culture

The strategy and practice, in the area of arts and culture, will be driven by the demographic shifts and projections in the population. The development of the Corban Estate Arts Precinct, including the Pacific Arts Centre and the support for ethnic festivals reflects this.

However, with the growing interest in and demand for support for arts, the recognition of cultural diversity, and the development of the northwest sector of the city, currently with little art and cultural infrastructure in place, a method of managing how we assess the community priorities must be developed.

The Massey Library and Community Centre exemplifies a diverse range of integrated arts and sustainability features.



Another issue which needs to be addressed is the renewal and decommissioning of public artworks. The Council does not currently have a Public Arts Policy and this will be considered for the future.

Civic and community events

Since the Council commenced providing events and assistance with community events, the demand for such services has outstripped the resourcing. In particular, the growing range of cultures within the city means that many cultural groups wish to celebrate their traditional festivals and holidays and seek the support of the Council for doing this. In addition, as events become regular, rather than a one-off, there is an increase in the participation, and therefore the costs of holding the event. In particular, costs such as toilet provision, litter collection and security are often increased significantly with the size of the event.

The main forms of demand management proposed in this area will be covered in the proposed Events Strategy, which will determine appropriate criteria for the support of, and level of support for community initiated events. In addition mechanisms, such as the development of alternative governance arrangements for events which “outgrow” the Council will be pursued. For example the Waitakere Christmas Festival is now delivered by a community trust, with support from the Council and a range of other funding bodies, rather than being a council-run event.

For all events sponsorship is a key issue, with council funding generally only the “seed money” to attract external sponsorship. Getting sponsorship for small events is difficult, however, as events grow potential sponsors have a greater interest in being involved in the event, at least partially offsetting the increased costs.

What we are planning for the future

Arts precincts

During a recent strategic review it was decided that the city needed to provide ‘flourishing arts precincts’, particularly around Titirangi and Henderson. These will be delivered, in part, through our partnerships with Lopdell House Society, local arts councils such as the Titirangi Community Arts Council and the Waitakere Central Community Arts Council; the Glen Eden Playhouse Theatre Trust and the Waitakere Arts and Cultural Development Trust (Corban Estate Arts Centre) and the Waitakere Pacific Arts Centre on the Corban Estate.

Arts design and collaboration

Staff will continue to be involved in the arts/design collaboration process on major projects including Waitakere Central, Henderson Library, and other new council buildings and public space developments. Other work continues with other council departments on projects such as safe walking zones around schools, public toilet facilities, Project Twin Streams and town centre streetscape projects.

Community-based arts and culture programmes and events

Involving community users and groups in arts projects, which add value to local communities, continues to be the responsibility of the community arts co-ordinators. The team, consisting of a community arts co-ordinator, a Maori community arts co-ordinator and a Pacific Islands community arts co-ordinator, is able to network widely in the community to support and establish new initiatives. Existing cultural festivals such as Matariki and Pacifica Living Arts will continue to be supported.

Staff will also continue to contribute significantly to the Creative Communities Funding Scheme, both through advice and advocacy for community applicants and through support and advice to the funding committee.

Civic and community events

The Council has clearly signalled its desire to profile the city as a fun and exciting place to work and play. A balanced and carefully planned events strategy in consultation with stakeholders, residents and event production companies will be important. This will dictate the shape and number of programmes.

We also have to prepare for planned growth around festivals and events as they are one of the main mechanisms for delivery of the Council’s Strong Communities strategic platform. The number and type of cultural events in the city in particular is likely to grow, reflecting the increasing ethnic diversity of the city’s population. In addition the events programme will be built to provide connection with larger Auckland-wide events, such as New Zealand Fashion Week, and to take advantage of synergies, such as wider marketing provided by doing this.

The Council has long recognised the value that events have to our community and has established an Arts and Events Committee to oversee the development of city events.

Work is underway to prepare an events strategy for the city which will give clearer direction on the range and size of events that the Council wishes to produce in any one year. In the interim a wide range of events is being supported by the Events Team.

Arts and cultural infrastructure

An independent trust has been set up to develop a concept for the expansion and development of the Lopdell House precinct. This may require capital funding from the Council, particularly in the area of structural strengthening of the building to meet earthquake and building code requirements.

A capital investment has been made towards the purchase of Shadbolt House and any upgrades or alterations that may be required to turn it into a writer’s residence. The ongoing maintenance costs are expected to be raised by the Trust set up specifically to manage the site.

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Funding the cost – who pays?

Infrastructure developments are largely funded by partnerships between the Council and other external funding bodies e.g. Licensing Trusts, ASB, and the New Zealand Lotteries Grants Board etc. The Council provides the initial seed capital funding, and then ongoing operational costs are raised by the appropriate trust/partnership.

Operational costs will increase incrementally with the development of the major arts precincts. Operational costs are rates funded, but the contracts for service delivery specify the need for the relevant arts organisations to develop revenue producing activities to support this.

Rates funding is also provided for events as a small strategic contribution. External funding makes up the bulk of event funding generally through sponsorship or in-kind assistance.

Activity costs are funded from general rates and user charges as it is considered that while the users benefit directly, there is a wider social benefit in that it contributes to the community as a whole by enhancing the quality of life, by attracting business and generating employment opportunities.

New capital expenditure is funded from loan as this is considered to benefit both the current and future community.

Proposed future works programme

Major Arts and Culture Projects	Plan 06/07 \$000's	Plan 07/08 \$000's	Plan 08/09 \$000's
Lopdell House Contract	405	443	483
Pacific Arts Development at Corbans	30	31	32
Pacific Living Arts Festival	45	52	53
Pasifica Studio Staffing Positions	100	108	122
AK07	-	-	32
Waitakere History Project	20	52	53
Waitakere/ARC Sculpture Park	30	155	159

Major Arts and Culture Projects	Plan 06/07 \$000's	Plan 07/08 \$000's	Plan 08/09 \$000's
Corban Estate Arts Centre	290	340	403
Going West Literary Festival	130	155	159
Trash to Fashion	140	206	212
Grants Community Arts Councils	79	84	87
Creative Solutions (Toi Whenua)	25	-	-
Playhouse Theatre Trust Grant	25	26	27
Functional Art Projects (Capital)	50	41	42
Lopdell House Precinct Redevelopment	2,000	1,029	1,057
State Highways 16/18 artwork	-	103	265
Events			
General Events	60	82	90
Events Bid	130	103	106
Moon Festival	14	21	27
Christmas Parades and traffic management	35	36	38
Waitakere City Laureates Programme	40	52	53
Youth Events	20	26	32
Guy Fawkes Display	25	26	32
Waitakere Sounds	65	88	101
Waitakere City Orchestra	25	31	37
Auckland Philharmonia	10	21	32
UrbanX	30	31	32
EcoFestival	25	26	27
Waitangi Day Festival	10	21	21

Arts and Culture Activity Costs

Details	2006/2007 Budget \$000's	2007/2008 Forecast \$000's	2008/2009 Forecast \$000's	2009/2010 Forecast \$000's	2010/2011 Forecast \$000's	2011/2012 Forecast \$000's	2012/2013 Forecast \$000's	2013/2014 Forecast \$000's	2014/2015 Forecast \$000's	2015/2016 Forecast \$000's
Activity Costs										
Galleries, Programmes and Events	2,654	3,197	3,378	3,445	3,712	3,832	3,940	4,197	4,254	4,407
Depreciation	4	5	6	23	24	26	28	30	32	34
Total	2,658	3,202	3,384	3,468	3,736	3,858	3,968	4,227	4,286	4,441
Activity Revenue										
Events Income	107	129	133	136	150	154	157	172	176	179
General Rates	2,461	3,073	3,251	3,332	3,586	3,704	3,811	4,055	4,110	4,262
Accumulated Funds	90	-	-	-	-	-	-	-	-	-
Total	2,658	3,202	3,384	3,468	3,736	3,858	3,968	4,227	4,286	4,441
Net Activity Surplus (Deficit)	-	-	-	-	-	-	-	-	-	-
Capital Expenditure	2,546	1,250	1,561	1,984	107	114	122	137	139	142
Total	2,546	1,250	1,561	1,984	107	114	122	137	139	142
Funded by:										
Loan	2,546	1,250	1,561	1,984	107	114	122	137	139	142
Total	2,546	1,250	1,561	1,984	107	114	122	137	139	142

100 % Allocated to Strong Communities

Conclusion

Arts and Culture has many relationships with groups in the community. Some of these are formal, contractual arrangements, while others are informal, relationship based. All interactions are however based on the philosophy of partnership.

The Arts and Cultural Strategy will be the blue print for all current and planned activities, bringing together in a cohesive way the vision for the next ten years, along with a three year action plan.

Events are crucial to the Council achieving a variety of objectives associated with the promotion of the wellbeing of the residents and how the world perceives Waitakere City.

Lead artists are encouraged to work with the council to integrate art into public structures, such as the Oratia Bridge in Henderson.



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