

HE TĀTĀI
WHĒTU

ARTS &
CREATIVITY
STRATEGY

WHAKATŪ
NELSON

2022 — 2032

Te toi
whakairo,
ka ihiihi, ka
wehiwehi, ka
aweawe te ao
katoa.

**ARTISTIC EXCELLENCE
MAKES THE WORLD SIT
UP IN WONDER.**

KUPU WHAKATAKI
OPENING WORDS

Art can transform individuals, audiences, communities and societies.

Art can educate and inform in a way that facts and figures never can.

Art can entertain, suspending reality and taking you to far away worlds.

Art can both embody and evoke emotion, compelling us to empathise with others and giving us opportunities to reflect on the human condition.

Art can challenge people, opening doors to new perspectives and different points of view.

Art can enrich and evolve, creating life and energising communities.

Art can enhance our economy and be a driver of economic wellbeing.

Art can empower and engage, breaking down social barriers and enhancing social tolerance.

— Words by
Judene Edgar

*Mā te mana toi e whakaahuatia te tangata,
te whakaminenga me te hapori*

*Mā te mana toi e whakaako, e whakamohio,
e kore e taea e ngā meka me ngā whika*

*Mā te mana toi e whakangāhau, hei
whakatārewa te ao kiko, ka kawē atu ki
ngā ao kē*

*Mā te mana toi e whakatinana, e
whakaoho te ihi, hei tukuna mai te aroha,
kia āhei ai te whaiwhakaaro i te wheako
tangata*

*Mā te mana toi e pātaitai tangata, hei
huaki tatau ki ngā tirohanga hou, ngā
tirohanga kē*

*Mā te mana toi e whakahaumako, e
whakawhanake oranga hei whakahohe
hapori*

*Mā te mana toi e whakaniko te taiōhanga
hei kaikawe te oranga ohaoha*

*Mā te mana toi e whakapakari, e
whakahiwa hei patu ngā tauārai pāpori kia
hiki ake ai te ngāwari*

— Interpretation by
Ropata Taylor

Pito Mata refers to our potential - the uncooked portion of the kūmara that can be replanted to produce many more kūmara.

This speaks to the regenerative nature of this strategy and ensuring our investment today, supports future generations in the arts and creativity.



CONTENTS

He Reo Whakatakinga Introduction	4
Te Moemoeā Vision	10
Te Ngao Āheinga Strengths and Opportunities	22
Te Rautaki The Strategy	28
Te Kaupapa Hōkai Purpose and Scope	36
He Pou Rautaki Strategic Pillars	40
Whakaurunga Participation	44
Tuakiri Identity	50
Pou Tarāwaho Infrastructure	56
Tūranga Whakatū Place-Making	62
Ōhanga Auaha Creative Economy	68
Te Tai Panuku Key Moves	72
Whakatinana Implementation	80
Mahi Haumi Investment	86
Te Horopaki Rautaki Strategic Context	92

Ki te
kāhore he
whakakitenga
ka ngaro
te Iwi.

WITHOUT FORESIGHT
AND VISION, THE PEOPLE
WILL BE LOST.

(King Tāwhiao Te Wherowhero)

HE REO WHAKATAKINGA INTRODUCTION

This strategy speaks to our collective aspirations and potential. It calls on the people of Whakatū Nelson to work together, in new and innovative ways, to realise the full potential of creativity as a force for our city, our community and our economy.



It comes at a time when so much is already changing for our city. As we continue to navigate the choppy waters of the COVID-19 pandemic, we are collectively considering what we want to return to normal and what we want to fundamentally shift. This strategy suggests that one of those things is our city's commitment to and backing of the arts and creativity sector.

But there is also a sense that despite our historical strengths and successes in the arts, we have dropped the ball. Despite this, individuals and groups have been achieving outstanding things in the arts space. This does not detract from all these efforts but rather is an important acknowledgment that collectively we have more work to do in supporting the arts and our creative community to thrive in Whakatū Nelson.

Throughout the engagement process for this strategy, the people of Whakatū Nelson who have talked of the lack of a cohesive and inspiring vision and direction for the arts, that our streets aren't alive with arts in the way they once were and

that increasingly, our valued creative practitioners are leaving the sector or region to pursue opportunities elsewhere.

A united effort can solve these challenges. The ability of our city to collectively and confidently realise our full creative potential is an opportunity that is too good to pass up. It is in that spirit that this strategy is presented – to elevate and celebrate our strengths and focus us collectively on the work ahead to put the arts back into focus for Whakatū Nelson. We need to be audacious in our approach, it deserves no less.

The following pages are more than a strategy or an action plan – they're a platform from which to champion, invest in and support the arts and creativity in Whakatū Nelson; to reorient current activity and view it through a creative lens. This strategy has been designed in a way that provides space for everyone to contribute to and achieve the vision of realising our full creative potential.

The strategy shouldn't necessarily be easy reading for us. Instead, it should challenge

and stir us into action to rally behind the powerful force of creativity to make our city a more inspiring and liveable place to be. It's not just our internal guide to be a better place for the arts, its our message to the world, about how we as the people of Whakatū Nelson value and celebrate the arts and artists in our region.

Nau mai, haere mai ki tenei waka. Welcome aboard this waka.



Ko te pae
tawhiti whāia
kia tata, ko
te pae tata
whakamaua
kia tina.

SEEK OUT DISTANT
HORIZONS AND CHERISH
THOSE YOU ATTAIN.

TE MOEMOEĀ VISION

This is a 10-year vision to realise our creative potential together. It paints a picture of a thriving arts and creativity scene in Whakatū Nelson. This vision is our navigational north star for the arts and creativity. It should inform, inspire, and influence us in our pursuit of a more creative city for everyone.



IMAGINE OUR
FUTURE:
IT BEGINS TODAY

WINTER 2022

It's the inaugural Matariki public holiday and Nelsonians have come out in droves to enjoy Te Huihui-o-Matariki 2022, attend the Māketete Pō (night market), watch waka ama (outrigger canoes) on the Maitai River and buy Māori arts and crafts for sale. The Nelson Fringe Festival kicks off over the long weekend, with shows in several venues. Artists and creative practitioners who have provided input into the new Arts Strategy are feeling heard. Everyone is clearly enjoying reconnecting and the value of this social cohesion, which is beginning to filter through the whole community, is apparent to everyone.

SPRING 2022

It's a Thursday night in late October. The doors to every art gallery in the city are open, restaurants, bars and food carts are doing a roaring trade, and music floats through the air. There's a mass movement event – involving a diverse mix of cultures and ages, as young as 12 and as old as 83 – weaving its way through parks and laneways. Crowds of people gather in small groups on our inner-city footpaths, discussing the provocative new artworks that have just been unveiled in shop windows. String quartets play and glasses clink at several exhibition openings. A group of rangatahi work together on their new graffiti wall in Stoke, while others experience their first piece of theatre at Victory Boxing.

SUMMER 2022-23

On a Saturday night in central Nelson, the streets are alive with street theatre. There is pop-up theatre at 1903 Square. Impromptu flash mob performances move through Trafalgar Street and into the Farmers Arcade. Crowds gather to listen to a classical piano performance in Kirby Lane. There's a slam poetry final around the corner in New Street. A group of 19 people cycle through the streets, singing in unison. A silent disco is happening at Anzac Park. Visual arts are displayed in windows across the city. With so many art activations and impromptu performances happening around the CBD, word has spread through the community: plan to spend a few hours at a restaurant or cafe or set up somewhere with a picnic because anything could happen. Tens of thousands of young people arrive for Bay Dreams, and many are planning to stay an extra few days to participate in other art experiences and cultural tours. For those who like a bit more structure, there are several walking tours departing from the Millers Acre Centre every day.

AUTUMN 2023

It's Sunday afternoon in mid-March. New whakairo (carving), raranga (weaving) and tāraitanga (sculpture) appears throughout the region, with state-of-the-art interpretation panels. People scan QR codes on their smartphones and put on their headphones to listen to the stories behind the artworks. Elsewhere, new installations are unveiled, which are the result of collaborations between artists and the scientific community, and artists and local heritage experts. The faces and stories of our ancestors are being projected onto buildings around town to inspire us to make better decisions for our mokopuna.

WINTER 2023

A handful of vacant shops in Nelson, Tāhunanui and Stoke have been temporarily repurposed into studios and artist-in-resident spaces, where high profile creative practitioners from around the country are mentoring emerging artists who live locally. Soundscapes commissioned from local taonga pūoro practitioners and musicians, play in both public spaces and stores. Throughout July, hundreds of painters, sculptors, potters, writers, dancers and weavers descend on the city, from all around the motu, to attend a 'creative boot camp' in their field. A traditionally quiet period for the city is now bursting with life as locals and visitors share knowledge and experience creativity together.

WE NEED TO BEGIN THIS JOURNEY TOGETHER

Whakatū Nelson is well positioned to embark on a creative sector-led recovery from the Covid-19 pandemic, given our existing reputation and brand capital.

Our connection to the whenua and history of this place defines who we are. It connects us across generations and gives us a sense of belonging – whether we are the original inhabitants of this place or we have recently arrived.

Speak to artists and creative practitioners in the region and they will tell you how much the taiao (nature) inspires them and feeds into their creative practice. Their work often reflects the most ancient and diverse biodiversity in Aotearoa New Zealand with its truly unique flora, fauna, and minerals, along with our proximity to a diversity of natural, outdoor settings that are unrivalled anywhere else in the country.

This Arts Strategy is about looking forward and ushering in a new transformative era for the arts and creativity. To succeed, resources need to be put in place to ensure its implementation is community-led, bringing together artists, creative

practitioners, arts organisations and venues – in close collaboration with local retail, hospitality and tourism operators – to work together to achieve the recommendations outlined in the following pages.

These recommendations will not only benefit these stakeholders but will also feed into and help deliver the following:

- Te Taihu Intergenerational Strategy
- Nelson City Council Long Term Plan
- Te Ara o Whakatū
- Nelson Tasman Regeneration Plan
- The City for All Ages Strategy
- Taonga Tuku Iho Strategy
- Nelson Tasman Destination Management Plan
- Te Taihu Iwi Strategic Plans.

WITHIN THE NEXT 12 MONTHS

With the release of the Arts Strategy, Whakatū Nelson is officially recognised and celebrated as a place that nurtures creativity and celebrates the arts. Our community leaders demonstrate they understand the contribution the arts makes to our social, environmental, cultural and economic wellbeing.

We understand the arts are an empathy machine that builds the connective tissue of our community. The arts also serve as an opportunity generator and a memory maker. They are a powerful force that helps us understand the world around us and our place within it.

In telling the story of the Arts Strategy's creation, we demonstrate how individuals, whānau, community groups, business owners and entrepreneurs have made it clear there's a social license to invest in the arts because it is fundamental to our wellbeing: bringing people into the city to attend and enjoy both ticketed events and free entertainment and, while doing so, help drive our local economy. The buzz begins to spread; to retailers, cafes and restaurants, accommodation providers and tourism operators.

A series of new partnerships – between local iwi, creative practitioners, arts organisations, venues, local hospitality and tourism businesses, the Nelson City Council and Uniquely Nelson – are attracting both locals and visitors back into the heart of the city.

The Arts Strategy is beginning to link, leverage, align and connect resources across the region.

Spaces are created for artists and creative practitioners to emerge from behind closed doors, to collaborate and exhibit together. The arts and creative sector in Whakatū Nelson once again feels vibrant and visible.

Our Arts Strategy emphasises participation. We consider the range of people within our community and the different barriers to participation that may exist – including transport, childcare, distance, cost, disabilities and mental health challenges to name a few. We work together to ensure that the arts are truly for everyone.

The Arts Strategy encourages the development of opportunities for both our growing ageing population, as well as our youngest, and everyone in between.

Our tamariki (children) and rangatahi (young people) are being exposed to and given opportunities to participate in the arts, regardless of the financial status of their families.

Equally, there are opportunities for adults in our community to express their creativity and fulfil their desires for creative engagement that don't further stress their household budgets.

Our older population can connect to our wider community through the arts and experience all the benefits creativity can deliver including improvements in connection, mental health and physical wellbeing.

The energy is palpable – a sense of excitement ripples through whānau, community groups, and businesses.

Creativity and the arts is now playing a fundamental role in Whakatū Nelson's recovery from the Covid-19 pandemic. Whakatū Nelson is, once again, proud of its arts and culture. The value of the arts to our economy and people is well understood and embraced by our community. There is wide consensus that the arts contribute to a strong community, a strong economy and improved wellbeing outcomes for our entire population. In turn, our thriving arts sector supports our economic prosperity across other sectors.

IN TWO TO FIVE YEARS

More and more artists and creative practitioners relocate to the region. When they arrive, they are welcomed, can easily find information about available support and resources, and are invited to join local arts community groups.

Our city centre is now a thriving arts precinct, with state-of-the-art ways for people to participate in and interact with a plethora of artworks. Visitors are attracted to the region to experience both our permanent features and our stellar range of festivals and arts events.

Most people who live in Whakatū Nelson agree there are immense social, cultural, and economic returns from the arts. We have been evaluating outcomes, so we now know with certainty that the money that flows into the arts helps create jobs, boosts tourism and supports local supply chains.

As a community, we invest in the things we value and there's measurable evidence our community values art, culture, and creativity immensely.

Our investment in the arts is now fully aligned with the Arts Strategy, making that investment both smart and sustainable. It is regenerative in the sense that it builds capability and capacity into the sector, to continue developing the arts and enhancing outcomes for Whakatū Nelson. It is also the driver for greater levels of collaboration and connectivity across the sector to strengthen and align existing resources.

As a community, we recognise the thousands of volunteer hours, philanthropic contributions and people who give freely and willingly of their time to support the arts and publicly celebrate and reward this.

When everyone values creative mahi (work), it consistently generates well-paid opportunities for creative practitioners.

Tens of thousands of people descend on the city for Te Matatini, the most prestigious kapa haka event in the world, they feel welcome here and our community is proud of the work we've done to re-indigenise the arts to reflect and celebrate Te Tauhutanga, our unique identity as people of Te Taihu.

IN SIX TO TEN YEARS

Art can be seen and experienced in every street, laneway, park, and corner of the city, as well as in both publicly and privately run attractions around the city fringe, from the Brook Waimārama Sanctuary south of the city, to Cable Bay Adventure Park in the north, to Broadgreen House and Saxton Field in the west.

Artists are engaged, from the very beginning, in the design and construction of all new building developments and infrastructure projects, both public and private.

We are home to a wealth of high-performing arts organisations and venues that punch well above their weight and deliver huge value to the communities of Whakatū Nelson. Our arts institutions reach large audiences, attract opportunities, and deliver economic benefits to our city. Where we have invested as a city, we have been rewarded with excellent facilities and ongoing positive outcomes for the region.

We are also home to a thriving and innovative arts and creative sector because we are once again recognised as the regional centre of creativity in Aotearoa. Both people and investment continue to find their way here. Numerous digital, film and emerging media (such as virtual and augmented reality) companies set up shop here. We have not only developed a robust knowledge economy, but our creative practitioners also provide high-level support and services to other industries.

He toi
whakairo,
he mana
tangata.

WHERE THERE IS ARTISTIC
EXCELLENCE, THERE IS
HUMAN DIGNITY.

TE NGAO ĀHEINGA STRENGTHS AND OPPORTUNITIES

Our city has the ingredients of world-class potential in the arts and indeed, initiatives that have global reach and recognition are not new to us. After all, we are the home of the World of WearableArt (WOW), Rockquest, Nelson Centre for Musical Arts, Theatre Royal, Suter Te Aratoi o Whakatu and many other phenomenal success stories. These extraordinary feats give us confidence that the potential of our creative pursuits here in Whakatū Nelson is limitless.

But this strategy is not about looking back or feeding our sense of nostalgia, it's about looking forward and ushering in a new transformative era for the arts and creativity. And in doing so, it's important we are crystal clear on our strengths and the opportunities before us.



As a region, we have many enviable strengths when it comes to arts and creativity, including:

The most ancient and diverse biodiversity in Aotearoa New Zealand with truly unique flora, fauna, and minerals.¹

Proximity to a diversity of nature and outdoor settings.

We are home to world-class talent who choose to live here and are passionate about the region.

Our venues, organisations and community groups deliver enormous value to the community. The sector has incredibly strong foundations and infinite potential.

A rich and interwoven history of migration that stretches from the epic hekenga of tangata whenua through to the arrival of new migrants today. The region has always been a desirable and attractive place to live.

We have a proud history and standing in the arts already, with dozens of success stories and an enduring strong reputation as a creative place.

We are eight iwi strong with a depth of whakapapa and connection to this place that stretches back generations and brings with it unique knowledge, strengths and influence that benefits the whole community.

There is a strong appetite for expansion, development, and growth of the creative sector throughout our community from iwi to the business community.

¹ Kotahitanga mo te Taiao Alliance, 2019

Through wānanga with the community, we understand our opportunities as follows:

26 of 98

01.

To **IMPROVE OUR STORYTELLING** as a region and showcase our regional strengths and attributes in a way that recognises and celebrates our unique identity.

02.

To work collaboratively across Te Taihū and position **WHAKATŪ NELSON AS AN ARTS PRECINCT** and attractive arts destination.

03.

To increase the investment, visibility, and recognition of **NGĀ TOI MĀORI** in the city and strengthen the partnership with iwi to lead this work.

04.

To **DOUBLE DOWN ON THE ARTS** and creativity as part of our recovery from COVID-19 and to support greater community cohesion after a challenging period.

05.

To deliver on the promise of the arts and creativity strategy through the city's **MAJOR CAPITAL PROJECTS** such as the new library complex, the science and technology precinct, the new hospital build, Te Ara o Whakatū and a raft of other infrastructure and capital investments.

06.

To provide **IMMEDIATE RELIEF** and support for our struggling hospitality and retail sectors by immediate investment in arts activations, in a way that builds confidence and momentum for this strategy.

27 of 98

07.

To coordinate **PHILANTHROPIC AND OTHER FUNDING OPPORTUNITIES** to support greater investment in the arts.

08.

To deal with some of our longstanding **ARTS VENUE GAPS** and provide new spaces for identified needs.

09.

To develop a **LIGHTHOUSE INITIATIVE FOR THE CITY** that will shine a light on the sector, leverage our existing strengths and put Nelson back on the map for the arts.

10.

To **RESTRUCTURE THE WAY THE ARTS ARE DELIVERED** here in Nelson including the relationship between Council and community organisations to support more strategic development and greater levels of resourcing, sustainability and connectivity in the sector.

TE RAUTAKI THE STRATEGY

The overarching intent of this strategy is to create and foster an environment of collaboration and partnership. To bring together areas of activity, provide the direction and structural support that will allow the myriad of individuals and organisations that make up the arts and creative sector to deliver beyond their own spheres of influence.



Through this strategy we will harness the collective energy, passion and expertise of the arts community and practitioners that we have seen at every step of the engagement to-date. This will be matched with the strategic imperatives of Council and Central Government. This demonstration of scale and reach will give a strong, collective voice to support advocacy and attract future investment. Purposeful collaboration will result in an efficient use of resources and a knowledge exchange that will ensure intergenerational reach and sustainability of the arts.

No one agency or organisation can deliver everything. However, as the entity ultimately responsible for the wellbeing of its community, Council is well-positioned to act as the initiator and facilitator, to develop enduring partnerships with Community. This will be essential to bring the vision of this strategy to life and make it sustainable over a decade and into the future. In doing so, at times Council must be willing to step away from the lead, to trust the communities of interest to shape and deliver for their own stakeholders and create benefit for the wider community.



This strategy recognises the need to strengthen:

ADVOCACY – The sector needs a stronger voice and more resources to attract investment.

SUPPORT – Artists and organisations need more support in funding and making ideas happen.

COLLABORATION – There must be a greater focus on working together to connect and align activity.

SUCCESSION – A stronger emphasis on the need to ensure intergenerational skills are being passed on and our arts organisations and initiatives have succession plans in place.

This strategy encourages a multi-agency approach to the arts recognising the need for all players to be aligned, committed and working together for the betterment of the arts and creativity in Whakatū Nelson.

We consider everyone a stakeholder in the arts, including the following:

The **EIGHT IWI OF TE TAUIHU** – Ngāti Kuia, Rangitāne, Ngāti Apa ki te Rā Tō, Ngāti Koata, Ngāti Rārua, Ngāti Toa, Ngāti Tama and Te Ātiawa - are important and valued partners in the arts, under our obligations under Te Tiriti o Waitangi and as significant investors, influencers and knowledge holders in the arts and creativity in their own right.

FACILITIES, VENUES AND INSTITUTIONS give effect to the arts and creativity. They literally hold the space for the arts to thrive. They are inherently connected to our aspirations for the arts.

ECONOMIC DEVELOPMENT AGENCIES and the business community, who both participate in and benefit from the arts. Nelson Regional Development Agency facilitates regional storytelling, events funding, capability building and strategic economic development that includes the arts.

And finally, **NELSON CITY COUNCIL**, as a critical strategic facilitator and enabler of the arts. The Council is an important funder, champion and player in the arts through investment and regulatory functions but also its obligation to support wellbeing throughout the community.

ARTISTS, ART STUDIOS, FUNDERS, ARTS ADMINISTRATORS AND ART COLLECTIVES are creators and providers of art and creativity in our community.

COMMUNITY GROUPS, ORGANISATIONS AND EDUCATION INSTITUTIONS play an important role in arts and creativity, both directly and indirectly. Whether it be through running their own programmes and initiatives or strengthening our community in other ways that allows for more participation and access to the arts.

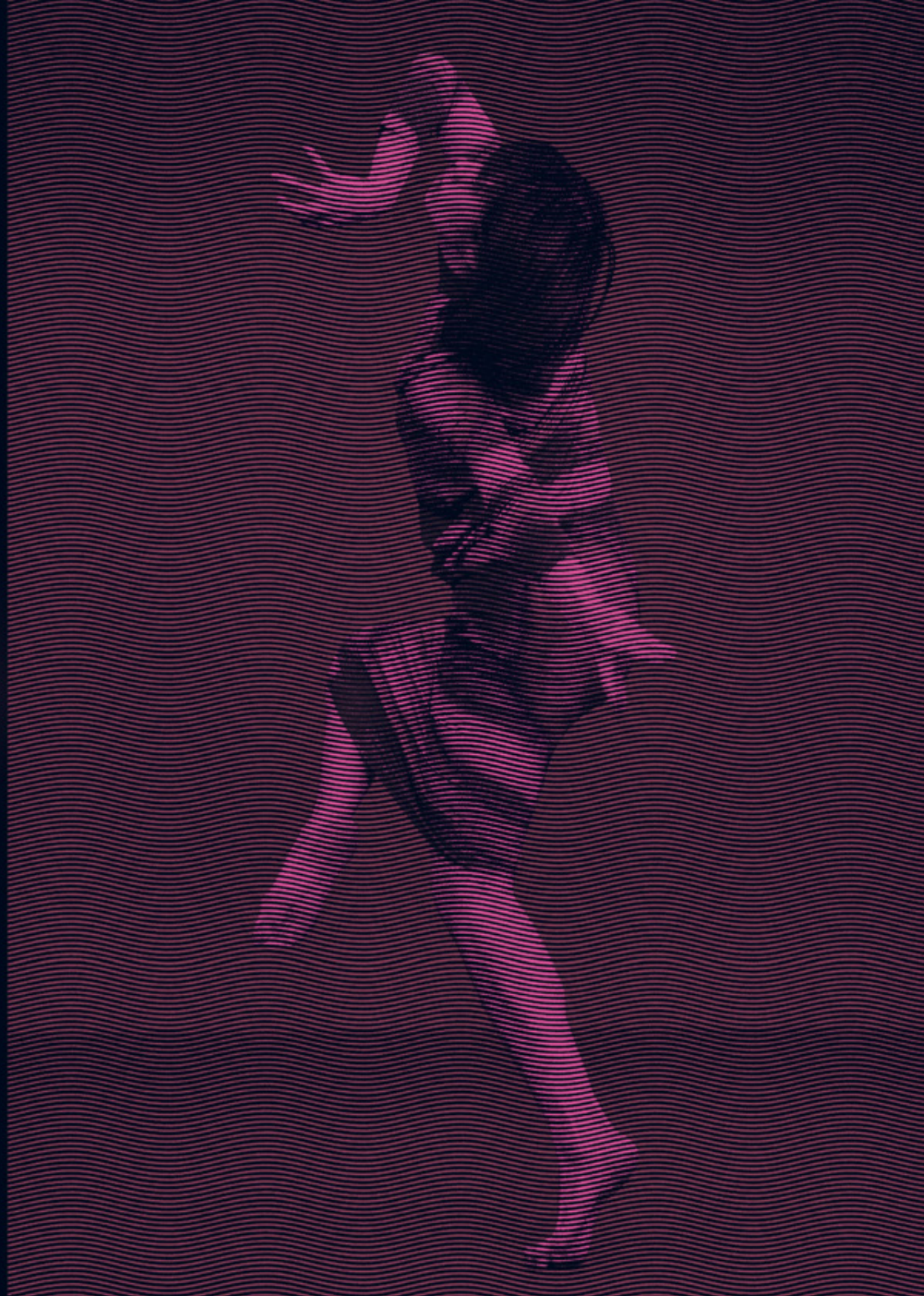
CENTRAL GOVERNMENT forms the backbone of creative investment and set the national direction for the arts. Creative NZ is an important funding, advocacy and activation body that has services the regions. Other government agencies are active in supporting the arts, such as Manatū Taonga and Te Puni Kōkiri.

He waka
eke noa.

WE ARE ALL IN THIS
TOGETHER.

TE KAUPAPA HŌKAI PURPOSE AND SCOPE

This is an arts and creativity strategy for Whakatū Nelson to guide innovation and creation in our region for the next 10 years and beyond. It is a strategy by Whakatū Nelson, for Whakatū Nelson. It provides a collective vision and strategy for us to collectively work towards.



In elevating the arts and creativity, we seek to understand it through the four wellbeings – social, environmental, cultural and economic. This strategy is positioned as a cornerstone strategic document for Council and our wider community, to help us continually consider and activate opportunities and investment by considering all our decisions through the lens of the arts and creativity strategy.

The purpose of this strategy is to put the arts and creativity back into focus for Whakatū Nelson. It takes a holistic and all encompassing view of the arts that stretches it beyond a single sector and considers what the arts and creativity can deliver for our city when it is a cornerstone of our strategic thinking.

The strategy seeks to unlock our creative potential, by working together, right across our community to reveal and purposefully activate our untapped creative potential. Everyone has a role to play in realising this potential and delivering on the promise of Whakatū Nelson as a thriving arts precinct.

This strategy is being presented at a time of unprecedented strain on our arts and creative

sector and at a challenging time for our entire community. As such, the strategy seeks to harness the creative energy of our community to help us continue to navigate and recover from the COVID-19 pandemic.

This strategy offers a blueprint from which our whole region, Te Tau Ihu o Te Waka a Māui, can operate from to give consistency and deliver outcomes for all our communities. Indeed, people from right across the region have participated in and contributed to the process to develop this new strategy. However, the scope of the strategy and its deliverables are focused on Whakatū Nelson.

The scope of this strategy extends beyond viewing the arts as a single sector or workstream, or solely the domain of Nelson City Council. Instead, it provides a framework for which all stakeholders in the arts and creativity space can operate from. It seeks to link, leverage, align and connect resources across the region to improve outcomes. It is a Nelson City Council-enabled, community oriented strategy that has been developed at a grassroots level to reflect the aspirations of the people of Whakatū Nelson.



HE POU RAUTAKI STRATEGIC PILLARS

Whakaurunga
Participation



Tuakiri
Identity



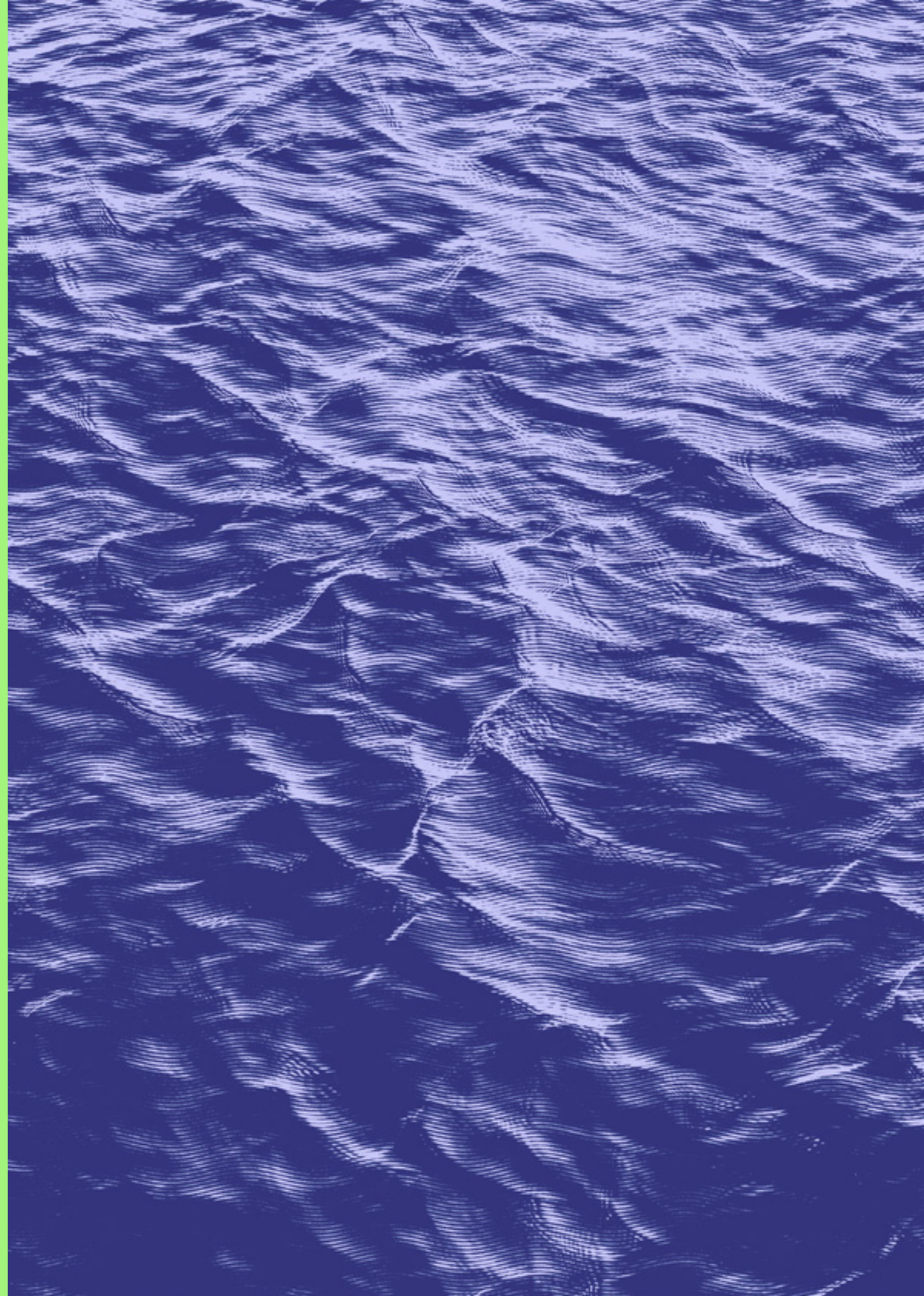
Pou Tarāwaho
Infrastructure



Tūranga Whakatū
Place-Making



Ōhanga Auaha
Creative Economy



Ehara taku
toa i te
takitahi,
engari he
takitini kē.

OUR STRENGTH IS
COLLECTIVE.

WHAKAURUNGA PARTICIPATION

OUTCOME

Every Nelsonian has access to the arts and the means for creative expression and fulfilment.

OBJECTIVES

- Ensure the arts are truly for everyone.
- Remove barriers to participation for all.
- Improve communication about what's on offer.

NGĀ MAHI HIRANGA - ACTIONS

Provide low cost and free events across the city.

Pilot a "Pay What You Can" model with ticketed arts events.

Support organisations such as Community Art Works in succession planning and more sustainable funding models.

Enhance interpretation and guides for public art to include deaf, blind and multi-language options.

Advocate for increased funding and provision for arts therapy and arts activities that support community wellbeing and mental health.

Explore the opportunity to develop "Creative Prescriptions" for members of the community who wish to access arts education and experiences.

Improve marketing and awareness of opportunities to participate in and enjoy the arts in Nelson.

LEAD AGENCY

Nelson City Council

Nelson Arts Festival

Collective

Nelson City Council

Collective

Collective

Collective



Nelson Tasman suffers from the second lowest average wage earnings and the third worst housing affordability in the country¹. Within our community, there is significant material hardship and poverty that constrains people's ability to participate in the arts.

Whilst we have a strong arts scene here in Whakatū Nelson, much of it is behind closed doors and there are financial barriers to entry. By taking a more integrated approach to the arts, we can provide opportunities to participate in the arts in our everyday lives and break down the barriers to participation.

It's important for us to consider the range of people within our community and the different barriers to participation that may exist – including transport, childcare, distance, cost, disabilities and mental health challenges to name a few. For example, we know that 1.1 million people in New Zealand live with a disability that impacts on their daily lives. We want our whole community to not only enjoy and appreciate the arts but to actively participate in them, with no one left behind.

¹ (Infometrics , 2022)

Whakatū Nelson is home to a diverse array of cultures. Recognising and supporting our multicultural community is an important consideration for this strategy. Ensuring that everyone has the means to creatively express themselves requires an inclusive approach. There is already much great work happening in this space that can be built on and expanded to ensure the richness of our multicultural community is well represented and celebrated. Initiatives such as Cultural Conversations and Shared Communities are unique to Whakatū Nelson and are stimulating important dialogue in our community whilst increasing the participation of migrants and former refugees in the arts and the wider community.

Education is a critical enabler of a thriving arts and creative sector. Our education institutions provide important access to the arts for young people and help break down barriers to participation. There are opportunities to further grow and develop this by recognising the important role of education in our wider arts infrastructure.

An important consideration within this is our ageing population. By 2040, it is forecast that a third of our population will be over 65 years old. Our arts and creative sector will increasingly need to respond to this and engage older residents both as creators and consumers of the arts. Throughout the engagement process, we heard from senior citizens about their accessibility needs and preferences to access the arts.

This strategy is in service of all ages and demographics within our communities – a lofty but genuine aspiration. Our children and young people need exposure to and opportunities to participate in the arts, regardless of the financial status of their families. Adults in our community need opportunities for creative expression and fulfilment that don't further stress their household budgets. And we want all ages in our community to be connected through the arts to help tackle isolation and loneliness.

Effectively solving this participation challenge will require thinking about arts and creativity in new ways, increasing public funding of the arts and being willing to try new models of working that break down those barriers.



He
kura te
tangata.

OUR HUMANITY IS
PRECIOUS.

TUAKIRI IDENTITY

OUTCOME

We see ourselves reflected in the city around us.

OBJECTIVES

- Ensure Te Taihūtanga is reflected and visible throughout the city.
- Celebrate and encourage diversity by ensuring every space is a safe space.
- Champion and express our creative identity .

NGĀ MAHI HIRANGA - ACTIONS

Support initiatives to further cultural connections such as Shared Communities and Cultural Conversations.

Ensure all events, projects and programmes of work within the arts strategy are recognised safe spaces by working with the local LGBTQIA+ community and the Safe Spaces Alliance.

The Nelson Tasman Regional Brand project, which is being convened by NRDA, to support the development of an evolved regional brand identity for the region.

The Makers & Creators Project, supported through the Destination Management Plan, which profiles artists, artisans and retail spaces through the region.

Implement a Toi Māori Gateway Project

Develop arts and identity activations with our key regional assets.

Support the efforts of Te Taihū Māori Business Network (Toiere) to increase opportunities and growth of indigenous businesses, in the arts and creative sector.

LEAD AGENCY

Collective

Collective

Nelson Regional
Development Agency

Nelson Regional
Development Agency

Nelson City Council

Port Nelson and Nelson
Airport

Toiere – Te Taihū Māori
Business Network



Our connection to the whenua and history of this place defines who we are. It connects us across generations and gives us a sense of belonging – whether we are the original inhabitants of this place or we have recently arrived.

The people of Whakatū Nelson have a strong sense of collective identity and we need to continue to foster that whilst allowing space and freedom for individual creative expression. The stories we tell ourselves are the gateway to connection and belonging. They colour our experience and relationships to this place and its people.

Through the process of colonisation, the identity of tangata whenua and of Te Taihu whakapapa has been affected and is not currently reflected in the landscapes and spaces of Whakatū Nelson in ways that we might expect. The special imprint of tangata whenua of this region is not seen or heard in the way it should be. Until we restore this balance and recognise the very special bi-cultural partnership that underpins our presence here, our expression of identity cannot be valid or authentic in the way it should be.

This presents an incredible opportunity for everyone to share in the stories and culture that makes this place unique and to affirm their own connection and story with this region. Giving visibility and recognition to Taonga Tuku Iho and Ngā Toi Māori is a celebration of what makes us unique and different in the world. It also affirms to visitors, through the sights and sounds of this place, that we have a rich and continually unfolding history that they can experience alongside us.

This focus on identity and Te Taihūtanga, which was identified as a key priority in Te Taihu Intergenerational Strategy, is something that should impact and influence all our decision-making. Our identity must be reflected in every piece of infrastructure, every project and every opportunity we have to communicate with the world.

As a city, it is incumbent on us to fully embrace the power of arts and creativity to celebrate and continuously shape our identity as people of Te Taihu.



He rei ngā
niho, he
paraoa ngā
kauae.

A WHALES TOOTH FOR A
WHALES JAW.

(ONE MUST HAVE THE
RIGHT TOOLS TO SUCCEED)

POU TARĀWAHO INFRASTRUCTURE

OUTCOME

We have the soft and physical infrastructure that allows creativity to thrive.

OBJECTIVES

- Provide affordable spaces for creativity and the arts.
- Enhance our network of arts venues and facilities.
- Develop our city centre as an arts precinct.

NGĀ MAHI HIRANGA - ACTIONS

Advance business cases to explore opportunities for new venue development in the following identified gaps:

- Large Performance/Conference Venue approx. 750 Seats
- Black Box Theatre – 120-150 Seats
- Artists' Collective – Work and Studio Space
- Community Arts Hub

LEAD AGENCY

Nelson City Council

Digital arts infrastructure throughout the city including projections, screens and emerging media portals.

Nelson City Council

Ensuring arts are integrated early into all visible infrastructure projects from drinking fountains and seats through to roading and large capital projects.

Nelson City Council

Leverage the Library Precinct Development as an arts and creative hub and explore the potential to support greater visibility and access to Māori art and culture, through the provision of cultural spaces.

Nelson City Council



We are home to a wealth of high-performing arts organisations and venues that punch well above their weight and deliver huge value to the communities of Whakatū Nelson. Our arts institutions reach large audiences, attract opportunities and deliver economic benefits to our city. Where we have invested as a city, we have been rewarded with excellent facilities and ongoing positive outcomes for the region.

Our arts infrastructure is not just about buildings and institutions – it’s about the underpinning environment and infrastructure that fosters and values creativity. This is both soft (intangible) and physical (tangible) infrastructure. Its about facilities, public spaces and the wider built environment and the leadership, networking, governance and capability building. We need both for the arts to thrive.

Behind some of our city’s greatest assets and success stories are thousands of volunteer hours, philanthropic contributions and people who give freely and willingly of their time to support the kaupapa. This should be encouraged but not always expected.

Nelson City Council has made significant capital and operational investments in the city’s premier arts facilities – the Theatre Royal, the Nelson Centre of Musical Arts and the Suter Art Gallery. These are regionally significant venues that regularly attract high quality performances and exhibitions. However, there are significant gaps in our venues infrastructure that need addressing including but not limited to the provision of a large performance venue, a black box theatre, affordable studio space for artists, and a permanent community arts hub.

In addition to these gaps, there is a need to focus on ensuring that existing venues are being optimised, have secure funding, and are accessible to all.



He kura
kāinga e
hokia.

THE TREASURE OF
HOME PERSISTS.

TŪRANGA WHAKATŪ

PLACE-MAKING

OUTCOME

Arts and creativity is alive and well in the streets of Whakatū Nelson.

OBJECTIVES

- Eliminate barriers and constraints on creativity and place-making activity.
- Ensure that art can be seen and experienced from every part of the city.
- Empower iwi to reflect Te Taihūtanga in the city.

NGĀ MAHI HIRANGA - ACTION

Champion arts in nature experiences and the potential for more creativity in our natural environment, as well as the potential for the arts to improve our connection to the environment and awareness of environmental issues.

Support greater connectivity between the arts and science by leveraging the profile of Cawthron Institute and our regional science organisations to support initiatives that link art and science. For example, activating this through the new science and technology precinct or exploring a 'Science Immersion Playground' in the city.

Develop a 3 year public arts plan to further enhance our city's identity. To achieve this, increased levels of investment and a more streamlined process will be required.

Enhance interpretation and guides for public art to include deaf, blind and multi-language options.

Support the activation of public spaces including empty shops, existing facilities, public spaces and areas that are changing (ie under construction or vacant).

LEAD AGENCY

Brook Waimārama
Sanctuary and Climate
Forum

Collective

Nelson City Council

Nelson City Council

MakeShift Spaces



Our city's identity and values are understood through the experience people have with our public spaces. We have unique advantages in our natural landscapes and proximity to the water. But we have work to do in ensuring that people see themselves reflected in those landscapes and public spaces.

As our population grows in the coming years, there will be increasing demand for dynamic and safe public spaces to help connect communities. We need energising community spaces that value our distinct and unique identity. We also must consider our reach beyond the CBD and ensure that urban centers such as Tāhunanui and Stoke are included in place-making activities.

If we are serious about making art accessible, we must bring it alive in the streets of Whakatū Nelson by valuing in and investing in place-making. This particular focus area is about more than investment – it's also about creating the

right conditions for place-making and unpicking regulatory and bureaucratic constraints that are preventing this activity from taking place.

Te Ara o Whakatū gives us a vision for a city-wide transformation that will achieve these outcomes. The role of this arts and creativity strategy is to accelerate the creative contribution to that vision and unlock opportunities for the region's creative people to help make it all happen.



Poipoia te
kākano kia
puawai.

NURTURE THE SEED
AND IT WILL BLOSSOM.

ŌHANGA AUAHA CREATIVE ECONOMY

OUTCOME

Whakatū Nelson's creative economy is thriving and generating well-paid opportunities for creative practitioners.

OBJECTIVES

- Bring the creative economy into focus for our economic recovery and regeneration.
- Support sustainable career and business development in the creative sector.
- Realise the full potential of the creative economy in Whakatū Nelson.

ACTION

Support the collaborative efforts to develop a Screen Te Taihu office to encourage the development of the local film sector and attraction of opportunities to the region.

Support arts events through the Nelson Events Fund and the Te Taihu Regional Events Fund convened by NRDA.

Support the continuation and expansion of the Art/Work programme into a permanent support programme for artists in the region.

Explore potential arts residencies, mentoring and intergenerational succession planning in the city through a focused programme of work to build arts capability.

Supporting new initiatives and opportunities to strengthen the focus on professional career opportunities within the arts. For example, within kapa haka, music and theatre.

LEAD AGENCY

Nelson Regional
Development Agency

Nelson Regional
Development Agency

Nelson Tasman
Chamber of Commerce

Collective

Collective



Whakatū Nelson has always prided itself on its creative economy, especially as a visitor destination for the arts. But the creative economy is about so much more than that and for us to remain competitive, we must purposefully invest and support the growth of the creative economy.

The creative sector is an important part of our economy – it provides jobs, has its own supply chain the majority of which is local spend, and attracts investment, talent and visitors to the region. Within the creative industries, we are behind much of the rest of the country in creative employment and creative practitioners here tell us they feel undervalued and often struggle to make ends meet. If we value art, we must value the people who produce that art and recognise their work as essential, not discretionary.

In the wake of COVID-19, we also know that our retail, accommodation and hospitality sectors are really struggling. The arts have the potential to provide an immediate boost to our city – bringing visitors here, driving patronage into the city and stimulating spending. In many ways, they are the most

obvious and tangible way for us to activate our recovery from the pandemic.

Te Taihū Intergenerational Strategy recognised the need to build a knowledge economy, of which creativity is a central pillar, to advance our transition to higher productivity and lower environmental footprint activities. We have some incredible success stories in this space already and creativity is a central focus of the region's Regeneration Plan which is guiding economic development in the region over the decade in which this strategy also covers.

To really power the creative economy, we must first recognise the depth and breadth of the creative sector from the arts and crafts that greet visitors and locals at the markets through to our strengths in digital, the film sector, radio and emerging media such as virtual and augmented reality. The opportunities in this space are endless and in many ways will define the future of our economy, investing in job creation and business development in the creative economy is critical to fostering a culture of innovation and productivity growth.



TE TAI PANUKU KEY MOVES

There are five key moves that have been identified as the activators needed to revitalise the arts and creative sector. These key moves have been identified as priority projects that will help deliver to the outcomes and objectives identified in the strategic pou.



It is expected that these key moves will form the initial set of priorities that will give effect to the strategy in years 1 to 3. These key moves will unlock opportunities and activate other actions across all of the strategic focus areas.

1. ARTS RELIEF PACKAGE – IMMEDIATE IMPACT

In response to the impact of COVID, it is proposed that we develop a new relief package to support artists with paid employment opportunities and stimulate local spending. This can be achieved through a one-off injection of funds to activate arts, enliven the city and other urban centres over the next 12 months. This activity will attract people back into these areas supporting retailers and hospitality.

The relief package recognises the enormous strain that COVID has placed on the arts sector as well as our CBD and hospitality and retail sectors to name a few. It also acknowledges the need for activity that promotes social cohesion, community

connectivity and wellbeing as we continue to navigate the impacts of the pandemic.

The package will be delivered through a combination of smaller activation grants and advancing funds to support other key moves that are both transformational and can support employment opportunities for creative practitioners, such as the Te Taihūtanga Identity project and the Creative Tourism initiative.

2. DEVELOPMENT AGENCY FOR THE ARTS – ARTS COUNCIL NELSON

The need for an independent development agency for the arts has been identified. This is complementary to, rather than instead of, Council retaining its own capability within the arts space.

This organisation will provide advocacy, investment attraction, networking, publicity and capability development for the arts in Whakatū Nelson. The arts sector can be highly fragmented and representative of a wide range of genres, creative professionals, well established

organisations, small community groups, sole practitioners and casual participants. This new organisation is proposed to become the “glue” that holds the sector together, as a connector and facilitator alongside Council and other organisations.

As a single point of contact for the wider sector, the development agency will be resourced to develop partnerships with other industry sectors such as tourism and construction. It will work to develop businesses cases for government agencies, broker and coordinate philanthropic support. The independence of the agency will allow it to pilot new models of funding by investigating and/or piloting arts equity, underwriting and lending schemes for the arts.

This new agency would need to retain a high level of strategic capability and appropriate governance to act as the key development agency for the arts. This could be achieved either by supporting Arts Council Nelson to expand on their existing role and evolve into a new structure or by creating a new agency to fulfill this need.

3. TE TAUHUTANGA DESIGN AND IDENTITY PROJECT

There is a desire right across our community to see greater recognition, resourcing and visibility of Toi Māori in our city. The opportunities to realise this aspiration range from small infrastructure projects through to large capital builds and everything in between.

To achieve this, there is a need to develop a sustainable and enduring model to support collaboration across iwi and other stakeholders, to ensure these opportunities are realised with the right cultural competencies and practices that are appropriate and led by iwi.

The Taihūtanga Design and Identity Project is an all encompassing piece of work that seeks to develop a strategy that focuses specifically on creating the right conditions and resourcing for iwi to lead region wide efforts in the:

- Revitalisation of Te Reo Māori, specifically on ensuring that Whakatū Nelson is a bilingual city.

- Development of a strong Toi Māori Plan to lift the presence of Ngā Toi Māori in the city ahead of Te Matatini through a combination of investment attraction and ensuring that at least 50% of existing public arts expenditure is supporting Toi Māori projects.
- Enhanced support and resourcing of marae as cultural and community hubs.
- Work collectively to influence and leverage opportunities with Crown agencies to further the presence of Toi Māori in the region.
- Develop a Regional Design Guide to help inform both public and private design and construction projects with cultural narratives and design that is appropriate to the area.

4. POSITIVE POLICIES INITIATIVE

Council processes, time-lines and high levels of bureaucracy have been consistently identified as a handbrake or barrier for the arts sector. It is proposed that Council conduct a review of existing constraints and barriers such as policies

and processes relating to graffiti, noise, busking, signage, projection and street closures.

Whilst the existing arts policy will be replaced by this arts strategy and guided by the Steering Group, there is a need to look right across Council policies and processes to understand where creativity is being constrained by unintentional consequences created by regulation.

- The Positive Policies Initiative would consider the following:
- Changes to existing policies that are constraining creativity.
- New policies that need to be deployed to support creativity.
- Funding processes and policies to ensure they are enabling and user-friendly.
- Funding strategies within Council including existing and new funding provisions to fuel creativity in the city.
- The provision of a service within Council to support “creative navigation” across policies and funding.

The goal is to support an arts friendly city that gives creatives the space and access they need to make great things happen.

5. CREATIVE TOURISM INITIATIVE

The need for a lighthouse initiative to shine a light on our arts and creativity nationally has been identified as a key opportunity for this strategy.

Whakatū Nelson has an opportunity to establish authentic regional differentiation and create a new initiative for participation in art and creative activity. This will build on the reputation of Whakatū Nelson as a strong region for arts and craft and previous iterations of “Creative Tourism” such as the Winter Arts School delivered by NMIT and the August craft week initiated by jeweller Jens Hansen.

This will be an opportunity to leverage the success of the inaugural jewellery and clay weeks that are positioning the region as a destination for creative tourism. The suggested initiative is developing a month-long programme during winter that pulls

together participatory and educational arts opportunities such as pottery, weaving, furniture-making, theatre, dance, writing and so on. This will elevate and support existing initiatives, provide employment, attract high quality visitation, put Whakatū Nelson on the map for creative tourism and provide opportunities for the local community to engage in arts activity.

This initiative will need seed funding and a lead agency to take the reigns. It will require coordination and activation across multiple different stakeholders to realise the potential of this initiative as a signature arts activation for the region.

He rau
ringa e
oti ai.

WITH MANY HANDS,
THE WORK WILL BE
FINISHED.

WHAKATINANA IMPLEMENTATION

The successful delivery of this strategy will require a collective effort. Investment will need to be sourced through both public and private channels, to strengthen our resource base to achieve the aspirations laid out within the strategy. By working together, we can go further and faster in this space.



Nelson City Council have convened this arts strategy with support from Creative NZ. Council have an important role in the arts – as a regulator, funder and facilitator of arts activity and as a partner to arts organisations. This strategy recognises the need to strengthen the internal resourcing of the arts within Council whilst also promoting further devolution of the arts to community organisations and iwi where it makes more sense.

Much like the development of the strategy, the implementation of this work will need to be guided by and undertaken with community every step of the way. A Steering Group will be formed to help drive progress and ensure a multi-stakeholder approach is maintained throughout the strategy period.'



Next Steps:

1.

TE TAUIHU COLLABORATION - A meeting of Councils in Te Taihu is held with Tasman District Council and Marlborough District Council with a view to establishing a joint approach across Te Taihu to develop arts and creativity.

2.

IWI PARTNERSHIP - Hold a series of wānanga with iwi to establish a Te Taihu approach to design and cultural narratives to support capital developments, infrastructure and Toi Māori.

3.

EXISTING INVESTMENT AND POLICY - Align all existing arts investment, programmes, policies and projects to this strategy. Update the Arts Policy accordingly.

4.

STEERING GROUP - Establish a Steering Group with iwi and the wider community to oversee the implementation of the strategy.

5.

COUNCIL CAPACITY - Increase Council capacity to deliver on the arts within Council by improving staffing levels in consultation with the Arts & Heritage team.

Kia kotahi
te hoe.

PADDLING IN
UNISON.

MAHI HAUMI INVESTMENT

OUTCOME

Our city values and invests in creativity at every level.

OBJECTIVES

- Lift our strategic investment in the arts to build capability and capacity
- Champion the value of the arts to the wider community
- Unlock public and private investment opportunities



It was US President Joe Biden who said “don’t tell me what you value, show me your budget, and I’ll tell you what you value” and that sentiment is a critical consideration for this strategy. The community has expressed its support for the arts through the engagement process but called for equitable levels of funding and investment that demonstrates that commitment.

Without sustained and increased levels of investment, we are unlikely to realise the aspirations set out in this strategy. There is strong support for investment in the arts – a Creative NZ study found that 74% of New Zealanders believe the arts should receive public funding.

We use the word investment rather than funding purposefully because we know that the arts has an economic and social footprint that is good for the public purse. And because we don’t want to focus solely on funding for the short-term or one-off initiatives. Investment signals partnership and this is an important shift to make in the way the arts are perceived and understood. The creative sector

in Whakatū Nelson needs and warrants sustained levels of investment, the quid pro quo being to improve outcomes in areas that are a high cost to society such as mental health, social cohesion, equity and the wider wellbeing of our community.

Our investment in the arts must be smart, sustainable and strategic. It must be regenerative in the sense that it builds capability and capacity into the sector, to continue developing the arts and enhancing outcomes for Whakatū Nelson. It must also be a driver for greater levels of collaboration and connectivity across the sector to strengthen and align existing resources.

We know there are immense social, cultural, and economic returns from the arts. We know that money that flows into the arts helps create jobs, boost tourism and support local supply chains. As a community, we invest in the things we value and our community values art, culture and creativity immensely.

FUNDING THE STRATEGY ACTIONS

The strategy sets out key moves and a series of actions and initiatives that a wide range of agencies and organisations are responsible for leading or contributing to. This strategy recommends a significant increase in funding to support the delivery of the strategy. Council will have a lead role to play in resourcing the strategy, to further leverage opportunities for other public and private investments.

Some initiatives in the plan are funded and under way, or are already included in the future work programmes and budgets of the organisations leading or supporting delivery. Others require further support to advocate for and seek investment.

Funding for new projects will come from reprioritising the allocation of existing resources or by seeking new investment. It is intended that sourcing funding for specific initiatives will be the responsibility of the lead agency or organisation.

Any Council funding decisions will be subject to the Council’s processes for the annual plan and long-term plan.

*Tē tōia, tē
haumatia.*

PULLING TOGETHER TO
BRING THE WAKA TO SHORE.
NOTHING IS ACHIEVED
WITHOUT A PLAN.

TE HOROPAKI RAUTAKI STRATEGIC CONTEXT

This arts and creativity strategy should not be considered in isolation, rather in a wider strategic context. The strategy has been influenced by and will help deliver to a number of other strategies and plans that we already have as a city and as a region. The following pages are key insights to support this strategic context and demonstrate the links between these pieces of work. They will help inform and guide our work. They will point to how the arts and creativity strategy can support the aspirations and strategic outcomes that have already been set by the community.



TE TAUHU INTERGENERATIONAL STRATEGY

Tūpuna Pono. Being Good Ancestors

Our collective commitment to be good descendants and good ancestors. To work in the spirit of Te Tauihu Intergenerational Strategy by being courageous and working collaboratively across Te Tauihu to achieve transformational change.

To ensure that our work delivers against the eight intergenerational outcomes developed by the communities of Te Tauihu. To honour the values that underpin the strategy and our journey together as people of Te Tauihu.

Our communities have opportunities to celebrate and explore their heritage, identity and creativity

NELSON CITY COUNCIL LONG TERM PLAN (TO 2031)

He Tāone Tōrire a Whakatū | Nelson. A Smart Little City

The mission set out in the Nelson City Council Long Term Plan is that “we shape an exceptional place to live, work and play” and the central theme of the plan is wellbeing. It speaks of eight community outcomes including:

Our communities have access to a range of social, educational and recreational facilities and activities

TE ARA O WHAKATŪ

The city centre spatial plan sets out a 30-year vision that identifies eight actions for transforming our city. These are:

- Seeing Ourselves
- Raising Residents
- Greener Streets
- Precinct Power
- Streets for People
- Great Places
- Linked Up Laneways
- People at Play

It focuses on making Whakatū Nelson more attractive as a destination for residents, workers and visitors. It talks about seeing ourselves and our identities reflected in this place.

Our region is supported by an innovative and sustainable economy

NELSON TASMAN REGENERATION PLAN

The Regeneration Plan sets out a 10 year plan for economic development that is productive, inclusive, regenerative and resilient. It builds upon the good work of the Te Tauihu Intergenerational Strategy and sets out a number of key priorities including unlocking and activating the potential of the creative economy.

It talks about the importance of economic development that focuses on our collective wellbeing and that plays to our strengths as a region.

THE CITY FOR ALL AGES STRATEGY/HE RAUTAKI WHAKATUPURANGA

Nelson now has more people aged over 65 than children aged under 15. Increasing life expectancy and a declining birth rate are driving an increase in both the overall number of older people and the proportion of the population they comprise. Already, the median age in New Zealand is 37 whilst the median age in Nelson is 43. By 2040, it is forecast that one third of the Whakatū Nelson population will be over 65.

The City for All Ages Strategy looks at developing age-friendly city policies, services, settings and structures to support and enable people to age actively. It has a vision of “an age-friendly community that values the experience and wisdom of all people.”

This presents real challenges and opportunities for Nelson – how to support and fund a thriving creative sector with a shrinking working age population and how to deliver on the arts in a way that supports our older population to be both consumers and creators of art.

TAONGA TUKU IHO STRATEGY

The Taonga Tuku Iho Strategy is a step change in the way the city views and approaches heritage. It emphasises a Te Ao Māori framework grounded in whakapapa and sets out a pathway for appreciating the many stories, histories and traditions that make up this place.

It speaks of bringing the stories of this place alive through valuing storytelling as a form of creative expression that helps connects us. Taonga Tuku Iho (our treasures passed down from previous generations) is an area that is inseparable from the arts and creativity. At the heart of both kaupapa is our ability to tell stories and express ourselves in ways that strengthen our identity, connection to place and shared experiences with each other.

NELSON TASMAN DESTINATION MANAGEMENT PLAN

The Nelson Tasman Destination Management Plan calls on us to celebrate our cultures and stories to build a visitor sector that is good locals and good for visitors. It acknowledges the arts and artisans as key strengths of the Nelson Tasman visitor economy. As part of the development of the DMP, an Arts Tourism Strategy was also developed.

This body of work, which focuses on the opportunity to further develop arts tourism in the region, now forms part of this arts and creativity strategy. Some of the recommendations have been advanced and as part of this strategy process, Nelson Regional Development Agency as custodians of the plan, have supported an arts tourism activation ‘Makers, Creators and Curators’ which helps reveal and profile our existing strengths and offerings in this space. This is an example of how this strategy can link, leverage, align and connect.

TE TAUIHU IWI STRATEGIC PLANS

Arts, identity and cultural expression are highly valued by the eight iwi of Te Taihū. Collectively, the iwi of Te Taihū are on a journey of cultural revitalisation and development, across all areas of cultural expression including but not limited to Te Reo Māori, Ngā Toi Māori, and specialist art forms such as whakairo (carving) and raranga (weaving).

Marae are the focal points of this revitalisation but the efforts to support cultural revitalisation can be seen right across the region. The concept of Te Taihūtanga (our unique identity as Te Taihū) was widely supported through Te Taihū Intergenerational Strategy and forms the basis for which we can support, invest in and champion giving further visibility and recognition to the identity of this place and in particular, the stories of tangata whenua.

Whilst iwi, hapū and marae have their own aspirations and work underway in cultural revitalisation and development, it is incumbent on the city to effectively support and resource the shared outcomes we are seeking through this strategy. This is not the responsibility of iwi partners alone, particularly when it comes to resourcing Toi Māori.

