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Tēnā koutou katoa,

## Auckland – a long-term plan for a city of arts and culture March 2024

- Te Taumata Toi-a-Iwi – introduction
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### Te Taumata Toi-a-Iwi - introduction

Te Taumata Toi-a-Iwi is the arts regional trust for Tāmaki Makaurau, Auckland. The Trust was created by city councils of Auckland and Manukau in 2000 to manage and grow a fund provided through the disestablishment of Auckland Regional Services Trust. The Trust was gifted the name Te Taumata Toi-a-Iwi by Sir Hugh Kawharu, and this is the name under which the Trust operates today.

The Trust today focuses on regional creative sector development, working collaboratively with creative leaders, organisations, institutions and investors to strengthen the regional creative sector ecosystem and activate systems change aligned to its kaupapa – Tāmaki Makaurau, a city alive with creativity.

The Trust engages with the sector to understand needs and opportunities, helps to strengthen the sector's voice and capacity for advocacy, and offers programmes that build capability in key spaces with potential to support sector transformation (e.g., governance and leadership). Through research, the Trust helped to surface the impacts of COVID-19 on the sector, identified the diverse arts of Moana Oceania, and helped grow understanding of the needs of the ngā toi Māori sector and artists from across the Asian diaspora. The Trust also co-convenes a funders' forum for regional arts investors, which aims to enable more equitable and strategic investment into the regional creative sector to ultimately drive better outcomes for our region.

The Trust's ability to activate innovation and leverage co-investment has enabled the launch this year of Te Manawa, a Māori artist-led collective that will develop backbone support to lead transformational change in the ngā toi Māori sector in Tāmaki Makaurau.

Over the last three years, through a successful co-investment initiative, the Trust has delivered to Auckland's arts and culture sector of a range of programmes and initiatives aligned to our strategic priorities. Co-funders of initiatives have included the Ministry of Culture and Heritage, Creative New Zealand, Auckland Council and Tātaki Auckland Unlimited.

## **The impact of Council's contribution to arts, culture and creativity in Auckland**

Auckland is home to the largest number of artists, makers, cultural institutions, arts facilities, and arts and culture education programmes in the country. At the heart of the sector is our heritage of toi Māori.

Auckland Council makes a significant contribution to the city's arts and culture through funding, venues, public art, events and marketing and promotion. This is consistent with its vision of Auckland as "a diverse and dynamic city, which honours the place of Māori and includes a rich array of cultural and sporting events, museums, galleries and built heritage."

- Council support for arts and culture is extended by support from central government agencies, such as Creative New Zealand; community funders such as Foundation North; iwi; and corporate and commercial organisations. This enables a range of arts and culture events and experiences to be available, both to Aucklanders, and to the wider New Zealand community.
- Te Taumata Toi-a-Iwi is currently working with other funders of Auckland's arts and culture, including Auckland Council, to develop case studies which highlight the intersections and interrelationships of funding in creative sector activities, and demonstrate the important roles that different investors play in supporting the creative ecosystem. Te Pou Theatre, located at Corban's Estate Arts Centre, is a good example of this in action. Te Pou, as New Zealand's first Māori theatre, was made possible through collaboration and combined support from Auckland Council, Foundation North, Creative New Zealand, and Lotteries.

While our arts and culture sector continues to operate with minimal resources, it still delivers for our city – and Aucklanders value the experiences available to them living in a 'city of arts and culture'.

- A measure of the value Aucklanders place on the city's arts and culture is the feedback Council received in 2023 through its public consultation on the draft 2023/2024 budget. From a 'service' point of view, arts and culture was the top topic mentioned by submitters, at 28%. Economy/economic development (21%) and education/educational programmes /school (19) were the other items of top concern to submitters.

The city's arts and culture is supported by a city-wide ecosystem. The ecosystem is broad and diverse, from the highly commercial to the grass roots.

- What you see when you go to a festival, a theatre or dance production, or an exhibition, is an outcome of a years' long process of development of skills and experience that starts in community venues supported by Council. For example, rangatahi and emerging artists participate in public programmes at Mangere Arts

Centre, Te Tuhi or Corban's Estate Arts Centre, which allow them to establish their craft. Participants in these programmes become the actors, writers, actors, artists, musicians, comedians, lighting experts, make-up artists and costumers who bring arts and culture experiences back to their communities, and the wider city – and in turn develop the next generation of talent.

The arts and culture ecosystem also supports the city's creative industries,

- The 2022 Tātaki Auckland Unlimited's assessment of the economic impact of Auckland's creative industries, including film and television production, gaming, and music found that the sector: makes up 5% of Auckland's economy; directly employs more than 57,500 people; generated \$7.8bn in GDP (50% of NZ's total creative GDP) and \$1.59bn in exports; grew by 5.4% on average over the five years to 2022, outpacing the rest of the Auckland economy; has significant growth potential (forecasts predict 7,500 new jobs 2023-2028).
- As WeCreate, the alliance of Aotearoa New Zealand's creative industry associations and organisations noted in their submission to Council last year, Auckland's creative sector's future and growth in Tāmaki Makaurau relies on the experiences and skills that are, in part, developed through community arts and culture programmes. These in turn provide the foundations for our professional arts, which in turn provide a pool of talent and creative inspiration that feeds our creative industries.
  - *We note with concern that in relation to television production, recent developments at Newshub and TVNZ suggest that core sources of development and income for Aucklanders involved in all the trades and professions associated with theatre, television and film, are likely to be severely affected.*

Alongside the economic contribution of arts, culture and creativity, are benefits that are less easy to quantify. These include individual and community wellbeing and building social cohesion in one of the world's most diverse cities. As one study from Creative Waikato points out, 'residents who have a high level of engagement with arts, culture and creativity have higher well being than those who have little or no engagement. The more often we attend, create or participate in artistic and cultural events, the higher our wellbeing is likely to be.'

## Strategic direction for the long-term plan

As Aucklanders, people working in the city's arts, culture and creative sector appreciate Council is balancing multiple demands on its budget. Like the city's physical infrastructure, however, the 'soft infrastructure' that supports the city's arts, culture and creative sector cannot be neglected. Capacity that is neglected or lost will take a long time to rebuild or renew.

- Auckland has a substantial asset in the city's arts and culture ecosystem that has developed over decades. Council has a critical stewardship and leadership role in protecting and developing that asset for the range of benefits that delivers to the city, from making Auckland an attractive place to live and visit, to supporting individual and community wellbeing, to providing the skills and experiences that support the city's creative industries.

If Council seeks to deliver on its vision of Auckland as 'a diverse and dynamic city, which honours the place of Māori and includes a rich array of cultural and sporting events, museums, galleries and built heritage' information on how it will progress towards this under Option 1, the central proposal, would be useful.

- Between the central proposal option and the ‘Pay More, Get More’ option, we would like to see Council consider more targeted investment in the ‘soft infrastructure’ of the arts, culture and creative sector, which is central to the shaping of a ‘diverse and dynamic city.’ Much of the thinking for this has already been developed through the Council’s Toi Whītiki Arts and Culture Strategic Action Plan. Toi Whītiki was designed to align Council and creative sector endeavours ‘to grow arts and culture in Auckland.’ This includes the celebration of Māori culture as ‘Auckland’s point of difference in the world’ and recognition of ‘mana whenua as treaty partners in a multicultural Auckland.’
- Toi Whītiki provides Council with a platform for engagement with the sector and other public, philanthropic and private sector funders of Auckland’s arts and culture, a ready-made framework for the intentional and sustainable development of the city’s arts, culture and creativity.
- Toi Whītiki could help inform how Option 2, Pay More, Get More, could deliver on ‘*expanding employment initiatives and increasing support for technology, screen and creative industries.*’ This could include: attracting and supporting creative industries education and training opportunities; finding ways to centre and support ngā toi Maori; maintenance of the city’s creative places and spaces, and ensuring these are well-staffed with the right expertise; and support for the diverse arts and culture activities that drive the life of the city, and support the hospitality and tourism industries.
- We acknowledge the Mayor’s concerns about the need to build the city’s ‘physical and financial resilience.’ We would see building individual and community wellbeing and resilience as being of equal importance. The Council needs to consider the role of arts, culture and creativity in creating social cohesion, addressing the issues of community resilience and wellbeing, and finding innovative solutions to some of the issues facing the city.

**Auckland has so much to celebrate as a city alive with creativity.**

**We urge Council to make a strategic commitment to supporting the continued contribution to Auckland and New Zealand of the city’s arts, culture, and creative sector.**

Ngā mihi nui,

Alison Taylor  
Chief Executive  
Te Taumata Toi-a-Iwi