



# **Arts and Culture Strategy**

## Background

This document is a revised and extended version of the Council's existing 1994 policy, following a Council decision to review this policy. The principal ambition of this review has been to update the policy, in a manner reflective of what is currently happening at local, regional and national levels and which can be implemented in planning processes.

Council staff Lyne Johnson and Tim Leyland have been assisted in this survey process by independent arts policy specialist Gisella Carr, in conjunction with Councillors Jenny Andrews and Alistair Sowman

The review process has included a survey of:

the principal policy elements to be found in arts and cultural policies around the country;  
significant trends in cultural policy thinking internationally and within New Zealand over the last five years; and  
strategies as to how an arts and cultural policy can be made active and fully implemented.

The survey found that the existing Marlborough cultural policy is consistent with the approach taken by other local authorities in its general frame of reference but that some areas could be strengthened. Recommended changes included:

- expanding policy goals to give more emphasis to economic/regional development in addition to social/cultural goals;
- greater emphasis on developing and projecting the distinctive character of Marlborough;
- greater visibility and emphasis given to the importance of a flourishing arts and cultural sector;
- greater emphasis on establishing links with other Council policies;
- a shift to a strategy orientation by "thickening" the policy to include specified outcomes, projects and action plans.

Most of these changes are reflected in the new strategy through revised wording, some elaboration of existing concepts, and the addition of an additional goal dealing with regional development. The "action plan" component will be dealt with as part of the consultation process in the development of the Long term Council Community Plan.

The policies surveyed in the course of reviewing the 1994 policy included those of all New Zealand local authorities, plus national and international material dealing with the development of regional branding, cultural tourism and creative industries. Particular thanks are due to the Christchurch City Council, who have agreed to allow use of some of their cultural policy wording in the revised Marlborough strategy.

## **Definition**

Art is an expression of our collective culture embracing our behaviours, habits, language, art, craft, music, dance, drama, literature, customs, religions, work, social occasions, recreation, sport and our total way of life. Through art and culture our heritage is handed down to generations to come.

## **Values**

This Arts and Culture Strategy reflects the belief that:

- arts and culture are essential to the health and well-being of society. They should be available to all citizens, regardless of circumstance, income or ethnic origin;
- the artistic and cultural life of Marlborough is a central feature of its character and identity and helps attract permanent residents and visitors to the District;
- the benefits of an active artistic and cultural life permeate all sections of the community. Local government, because of its nature, must play a key part in the support and encouragement of such initiatives;
- a vigorous arts and cultural policy can promote programmes which enrich the lives of people in our community, whilst creating opportunities for enterprise and employment.

## **Principles**

This Arts and Culture Strategy is based on the following principles:

- Sustainability – meeting the needs of the present without compromising the ability of future generations to meet their own needs.
- Diversity – of lifestyle, ethnicity and culture.
- Prosperity- abundance of opportunities.
- Accessibility – removing barriers, providing opportunity.
- Partnerships – that are open, honest, and undertaken with integrity.

## **Council strategic roles**

This strategy recognises that there is a wide range of groups, societies, companies and individuals actively involved in the arts in Marlborough. The voluntary and private sectors have a key role to play in meeting many of the objectives and policies of this strategy. In order to meet the arts needs of Marlborough the Council needs to work closely with the other groups and individuals involved.

The Council has the following roles in achieving the strategy outcomes:

**A supporter** of the many groups and individuals actively involved in the arts in Marlborough.

**A promoter** of arts to the community, including residents, business and visitors and of Marlborough as a visitor destination.

**An enabler** by helping to maintain and develop the infrastructure – both physical and organisational – which supports the rich diversity of provision for the arts.

**An advocate** for the arts and for Marlborough's artistic talents.

**A planner, co-ordinator and facilitator** of arts development and the provision of the arts in Marlborough.

**A custodian and manager** of Marlborough's arts resources and assets.

**An architect** of Marlborough's physical form.

**A provider** of information and resources that promote the arts, arts opportunities, artworks and facilities.

The Council may adopt one or more of these roles depending on the physical needs and characteristics of the situation.

## **Principal Outcome**

The Marlborough District Council is committed to achieving an enlivened and creative region in which the arts are widely practised and enjoyed, and where they are recognised as being essential to a healthy and prosperous community.

## **Goals**

1. To create opportunities for Marlborough residents and communities to participate in a wide variety of arts and cultural activity, appealing to the region's diverse range of ages, cultures and interests.
2. To support and develop a healthy and flourishing arts and cultural sector in the Marlborough region.
3. To work with tangata whenua and with maataa waka to strengthen and promote Maori arts and culture.
4. To develop Marlborough as a region where there is a high visibility of arts activity, reflecting and enhancing our natural and cultural heritage
5. To recognise and develop the role the arts play in sustainable regional development.

## **Foundation strategy: Arts Integration**

The foundation of the Arts and Culture Strategy is the building of close linkages between the Strategy and the day-to-day delivery of all Council's activities. In addition to goal-specific strategies, all the goals will be taken account of in:

- the development or review of Council planning tools and processes.
- the planning and delivery of Council's services and significant activities.
- planning for Marlborough's economic development and regional promotion.

## **Goal 1: Arts for All**

*To create opportunities for Marlborough residents and communities to participate in a wide variety of arts and cultural activity, appealing to the region's diverse range of ages, cultures and interests.*

### **Strategies**

1. Encourage access to the arts through better marketing and information.
2. Identify gaps in the current provision of opportunities for arts participation.
3. In conjunction with other agencies, encourage and support the role of the arts in:
  - promoting the happy, healthy development of children to their full potential
  - positively contributing to the well-being of young people, their families and communities
  - enabling older people to uphold their rights to independence, participation, access to opportunities and resources and contributing to the economy
4. In conjunction with other agencies, develop arts projects that could assist with social cohesion within the region or community capacity building.

## **Goal 2: Arts Infrastructure**

*To support and develop a healthy and flourishing arts and cultural sector in the Marlborough region.*

### **Strategies**

1. Facilitate the provision and promotion of a range of venues, facilities and events that support a flourishing arts sector.
2. Work closely with other Councils, Creative New Zealand and central government to enhance the development of the arts in Marlborough.
3. Fund innovative and well-managed arts and cultural projects, facilities and organisations, that have the greatest potential to deliver the Council's arts goals
4. In conjunction with other agencies, provide encouragement, information and opportunities for artists and arts groups to develop their artistic and business skills.
5. Facilitate networking, communication, information exchange and collaboration between arts practitioners, arts organisations and the arts educational sector.

### **Goal 3: Arts and Maori**

*To work with tangata whenua and with maataa waka to strengthen and promote Maori arts and culture.*

#### **Strategies**

1. Recognise and uphold the Te Tiriti o Waitangi/The Treaty of Waitangi as a partnership document with the tangata whenua.
2. Support and encourage the recognition, maintenance and development of nga toi Maori and te reo Maori in co-operation with tangata whenua and maataa waka.
3. Develop arts and cultural protocols for the Council's relationships with tangata whenua and maataa waka.
4. Ensure that Council projects incorporating arts components include an appropriate Maori perspective
5. In partnership with tangata whenua and maataa waka, identify and explore the potential for Maori arts and culture to contribute to the long-term economic sustainability of the region

### **Goal 4: Arts and Regional Distinctiveness**

*To develop Marlborough as a region where there is a high visibility of arts activity, reflecting and enhancing our natural and cultural heritage.*

#### **Strategies**

1. Promote policies encouraging the preservation and development of Marlborough's historical and cultural heritage, in the arts and through the arts.
2. Ensure that Marlborough's art and heritage collections are enhanced and preserved through the implementation of effective collection, education and management policies.
3. Express and encourage the development of Marlborough's unique identity through support for artworks and events in public buildings, open spaces, streetscapes and rural landscapes.
4. Develop protocols and processes for integration of an arts component in the development of public spaces and facilities.
5. Encourage developers to include artworks as part of significant new developments.

## **Goal 5: Arts in Enterprise**

*To recognise and develop the role the arts play in sustainable regional development.*

### **Strategies**

1. Develop a more detailed understanding of the arts and cultural resources within the region.
2. In conjunction with other agencies:
  - identify and explore the potential for arts related businesses to further contribute to the long-term economic sustainability of the region.
  - develop strategies to further develop and improve the viability of arts related business in the region.
  - develop and promote arts events and activities as a major part of Marlborough's sustainable tourism strategy.
3. Encourage collaboration between the arts and business sectors based on recognising and growing the contribution that arts can make to the regional economy.

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