

# Central Otago Arts Strategy 2013



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Managed by the Central Otago District Arts Trust  
on behalf of the Central Otago community

CENTRAL OTAGO DISTRICT

ARTS Trust

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# Central Otago District Area - Map



## Introduction

In 2008, the first Arts Strategy for Central Otago was developed. As a result, the Central Otago District Arts Trust formed to carry out and oversee the actions within the strategy.

Five years on, most of the actions have been completed or investigated and the time came for a review of the Arts Strategy. This second Central Otago Arts Strategy 2013 has been developed as a result of widespread community consultation throughout Central Otago in November 2012. The community were asked to think about how we can grow and develop our arts within Central Otago going forward.

Four main themes emerged when discussing the arts in Central Otago. These themes include developing Central Otago as an arts destination, growing participation in the arts, supporting our arts communities and promoting the importance and value of arts to our overall wellbeing as individuals and a community.

*‘Creative New Zealand considers the strategy to exemplify best practise within local government by identifying local and regional strengths, proposing well considered actions for developing these strengths further and consulting widely with the community and regional stakeholders about these actions, their objectives and the way they are prioritised.’<sup>1</sup>*

Central Otago District Councils role has been to facilitate the process of developing the Arts Strategy and they have also provided some financial backing to the Central Otago District Arts Trust on an annual basis since 2009.

The Central Otago Arts Trust manages this strategy on behalf of the Central Otago community.

Contact details for the Arts Trust are below:

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## Timeframe

For this strategy to be implemented within the five year time frame both public and private sectors will need to engage co-operatively as well as source additional funding if the potential benefits of the arts for Central Otago are to be achieved.

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<sup>1</sup> The Arts Council of New Zealand Toi Aotearoa (Creative New Zealand) - Submission to the Draft Central Otago Arts Strategy 2013.

## Recommendations

Recommendations through out this document have been prioritised as urgent, high, medium or low over the 5 year period. Responsibility for carrying out and completing the recommendations has been identified. It should also be noted that carrying out the recommendations will be dependent on resources provided by all stakeholders involved.

Any major actions that involve Council will be subject to going through the Long Term Planning (LTP) processes.

Each priority has been defined as the following:

High – completed in the next 1-2 years

Medium – completed in the next 3-4 years

Low – completed within 5 years.

### CENTRAL OTAGO AS AN ARTS DESTINATION

Page	Recommendations	Priority	Responsibility
<a href="#">20</a>	<ul style="list-style-type: none"> <li>Develop an action plan to develop Central Otago as an Arts Destination</li> </ul>	High	Central Otago District Arts Trust, Tourism Central Otago
	<ul style="list-style-type: none"> <li>Encourage arts communities to participate in the review of the Central Otago District Plan in 2013-14.</li> </ul>	Medium	Central Otago District Arts Trust , CODC
	<ul style="list-style-type: none"> <li>Explore opportunities for collaboration with our neighbours to develop Central Otago as an Arts destination.</li> </ul>	High	Central Otago District Arts Trust , DQ, TCO, DCC, Venture Southland
	<ul style="list-style-type: none"> <li>Explore opportunities for artist residencies, mentoring, and exchange programmes within Central Otago.</li> </ul>	Medium	DOC, Henderson House Trust, Community Art Groups, Businesses, Naseby Vision, Other community groups, Central Otago District Arts Trust
	<ul style="list-style-type: none"> <li>To understand the regulatory framework and explore ways to make it arts friendly.</li> </ul>	Medium	CODC, Central Otago District Arts Trust
	<ul style="list-style-type: none"> <li>Educate and encourage organisations, businesses, community groups and individuals to aspire to the values of our Central Otago Regional Identity brand.</li> </ul>	Medium	CODC, TCO, Central Otago District Arts Trust

<p><b><u>21</u></b></p>	<p><b><i>Public Art (including all art disciplines)</i></b></p> <ul style="list-style-type: none"> <li>• Encourage artists, designers, local decision makers, the community, engineers, contractors and other organisations to work together to incorporate public art into their projects.</li> <li>• Explore different funding avenues for incorporating public art into our public infrastructure.</li> <li>• Encourage developers and owners to consider the appearance of their properties because of the contribution they make to the Central Otago canvas.</li> <li>• Facilitate and promote events in public spaces that capitalise on the characteristics of the setting.</li> <li>• Develop guidelines for public art.</li> </ul>	<p><b>Low</b></p> <p><b>Low</b></p> <p><b>Low</b></p> <p><b>Low</b></p> <p><b>Medium</b></p>	<p><b>CODC, Central Otago District Arts Trust</b></p> <p><b>Central Otago District Arts Trust , CO public arts groups</b></p> <p><b>Community, CODC</b></p> <p><b>Event organisers</b></p> <p><b>Central Otago District Arts Trust , community arts groups, CODC</b></p>
<p><b><u>21</u></b></p>	<p><b><i>Visible Artist</i></b></p> <ul style="list-style-type: none"> <li>• Aim to build on, grow and develop existing initiatives such as the Artists Directory, the Central Otago Arts Trail and the Arts Gold Awards.</li> <li>• Encourage local artists to profile themselves on the Central Otago Arts Website.</li> <li>• Raise the awareness of current artist collectives around Central Otago and encourage artists to participate in these.</li> </ul>	<p><b>Medium</b></p> <p><b>Medium</b></p> <p><b>Medium</b></p>	<p><b>Central Otago District Arts Trust</b></p> <p><b>Central Otago District Arts Trust</b></p> <p><b>Central Otago District Arts Trust, Artist collectives, i-Sites, Citizens Advice Bureau</b></p>
<p><b><u>22</u></b></p>	<p><b><i>Professional development for Artists</i></b></p> <ul style="list-style-type: none"> <li>• Encourage artists to further develop their professional, marketing and business skills.</li> </ul>	<p><b>High</b></p>	<p><b>Chamber of Commerce, Central Otago District Arts Trust</b></p>
<p><b><u>22</u></b></p>	<p><b><i>Arts events, products and activities</i></b></p> <ul style="list-style-type: none"> <li>• Promote and market the Central Otago Arts Trail</li> </ul>	<p><b>Medium</b></p>	<p><b>Central Otago District Arts Trust, TCO, i-Site</b></p>

<p><b>23</b></p>	<ul style="list-style-type: none"> <li>• Explore ways in which to build on, promote and market our current festivals, events, products and activities within Central Otago</li> </ul>	<p><b>Medium</b></p>	<p><b>Central Otago District Arts Trust, Events Organisers, TCO, i-Site</b></p>
	<p><b>Artists Working Together</b></p> <ul style="list-style-type: none"> <li>• Encourage artists from all disciplines within each local community to network and collaborate on a regular basis.</li> </ul>	<p><b>High</b></p>	<p><b>Central Otago District Arts Trust, local performing and visual arts groups, funders</b></p>
	<ul style="list-style-type: none"> <li>• Encourage the collaboration between artists district-wide on a quarterly basis to share knowledge, ideas and skills.</li> </ul>	<p><b>High</b></p>	<p><b>Central Otago District Arts Trust, local performing and visual arts groups, funders</b></p>
	<ul style="list-style-type: none"> <li>• Encourage artists to work together when organising events to maximise participation.</li> </ul>	<p><b>High</b></p>	<p><b>Artists, event organisers, Central Otago District Arts Trust, funders</b></p>
	<ul style="list-style-type: none"> <li>• Explore and maximise potential ways in which arts residencies can collaborate with the community.</li> </ul>	<p><b>Medium</b></p>	<p><b>Central Otago District Arts Trust, Henderson House, DOC</b></p>
<p><b>24</b></p>	<p><b>Sectors working Together</b></p> <ul style="list-style-type: none"> <li>• Encourage collaboration between sectors (e.g. cycling, wine and food) based on recognising the contribution arts can make to attracting visitors from outside our region.</li> </ul>	<p><b>High</b></p>	<p><b>Sectors, Central Otago District Arts Trust, TCO, i-Sites</b></p>

## GROWING PARTICIPATION IN THE ARTS

Page	Recommendations	Priority	Responsibility
<a href="#"><u>26</u></a>	<ul style="list-style-type: none"> <li>Explore new arts events.</li> </ul>	<b>Medium</b>	<b>Community Art groups</b>
	<ul style="list-style-type: none"> <li>Explore the possibility of creating an all encompassing Arts Centre for Central Otago.</li> </ul>	<b>Low</b>	<b>Local Community</b>
<a href="#"><u>29</u></a>	<p><b><i>Young People</i></b></p> <ul style="list-style-type: none"> <li>Advocate the benefits of children and young peoples' exposure to the arts.</li> </ul>	<b>Medium</b>	<b>Central Otago District Arts Trust, Community Arts Groups, Schools, families, teachers, youth workers, arts educators</b>
	<ul style="list-style-type: none"> <li>Encourage the collaboration between community, schools, parents, teachers and other arts educators to provide access to arts experiences to young people.</li> </ul>	<b>Medium</b>	<b>Central Otago District Arts Trust, Community Arts Groups, Schools, families, teachers, youth workers, arts educators</b>
	<ul style="list-style-type: none"> <li>Encourage the use of digital art, including social media as a form of self-expression, for young people.</li> </ul>	<b>Medium</b>	<b>Central Otago District Arts Trust, Community Arts Groups, Schools, families, teachers, youth workers, arts educators</b>
	<ul style="list-style-type: none"> <li>Provide opportunities for children and young people to participate and present their own creative experiences.</li> </ul>	<b>Medium</b>	<b>Central Otago District Arts Trust, Community Arts Groups, Schools, families, teachers, youth workers, arts educators</b>
	<ul style="list-style-type: none"> <li>Encourage arts organisations to recruit youth representation.</li> </ul>	<b>High</b>	<b>Central Otago District Arts Trust</b>
	<ul style="list-style-type: none"> <li>Explore opportunities for providing an arts youth scholarship</li> </ul>	<b>Medium</b>	<b>Central Otago District Arts Trust</b>
<a href="#"><u>30</u></a>	<p><b><i>Co-ordination and advertising of events in Central Otago</i></b></p> <ul style="list-style-type: none"> <li>Raise the awareness of the Central Otago NZ website (www.centralotagonz.com) and the Central Otago Arts</li> </ul>	<b>High</b>	<b>Central Otago District Arts Trust, TCO</b>



	<p>(www.centralotagoarts.com) website.</p> <ul style="list-style-type: none"> <li>• Encourage event organisers to list on the New Zealand website Eventfinder (<a href="http://www.eventfinder.co.nz">www.eventfinder.co.nz</a>).</li> <li>• Encourage events organisers to contribute details of their proposed events to the Central Otago NZ website, the Central Otago Arts website and the Visitor Information Centres to add to their Facebook pages.</li> <li>• Encourage collaboration between organisers of events to avoid clashes.</li> <li>• Provide expertise, information and material to events organisers on how to market events.</li> <li>• Encourage the use of digital technology and social media as an avenue to market and promote events.</li> </ul>	<p><b>High</b></p> <p><b>High</b></p> <p><b>High</b></p> <p><b>Low</b></p> <p><b>Medium</b></p>	<p><b>Events Organisers, Central Otago District Arts Trust, TCO</b></p> <p><b>Events Organisers</b></p> <p><b>Events Organisers</b></p> <p><b>Central Otago District Arts Trust</b></p> <p><b>Events Organisers, Central Otago District Arts Trust</b></p>
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## SUPPORTING OUR ARTS COMMUNITY

Page	Recommendations	Priority	Responsibility
<a href="#"><u>32</u></a>	<p><b><i>Funding</i></b></p> <ul style="list-style-type: none"> <li>• Explore new ways for the arts sector to generate its own funding and find alternative funding sources</li> <li>• Raise awareness within the business and wider community and potential funders as to the benefits the arts make to our individual and community wellbeing.</li> <li>• Ensure that the funding database at <a href="http://www.centralotagoarts.com">www.centralotagoarts.com</a> is updated and promoted regularly.</li> </ul>	<p style="text-align: center;"><b>Medium</b></p> <p style="text-align: center;"><b>Medium</b></p> <p style="text-align: center;"><b>Medium</b></p>	<p style="text-align: center;"><b>Arts communities</b></p> <p style="text-align: center;"><b>Central Otago District Arts Trust, Community Art Groups</b></p> <p style="text-align: center;"><b>Central Otago District Arts Trust</b></p>
<a href="#"><u>33</u></a>	<p><b><i>Central Otago District Arts Co-ordinator</i></b></p> <ul style="list-style-type: none"> <li>• Explore the possibility of developing the Arts Co-ordinator role into a full time position.</li> <li>• Encourage collaboration between the Arts Co-ordinators in Central Otago and Queenstown Lakes.</li> </ul>	<p style="text-align: center;"><b>High</b></p> <p style="text-align: center;"><b>Medium</b></p>	<p style="text-align: center;"><b>Central Otago District Arts Trust</b></p> <p style="text-align: center;"><b>Central Otago District Arts Trust</b></p>
<a href="#"><u>33</u></a>	<p><b><i>Venues, Theatres and Facilities</i></b></p> <ul style="list-style-type: none"> <li>• Raise the awareness of the Central Otago Arts venues database within <a href="http://www.centralotagoarts.com">www.centralotagoarts.com</a> that are available for use for the arts communities.</li> <li>• Explore the possibility of developing a new facility for the performing arts in Cromwell basin</li> </ul>	<p style="text-align: center;"><b>Medium</b></p> <p style="text-align: center;"><b>Medium</b></p>	<p style="text-align: center;"><b>Central Otago District Arts Trust</b></p> <p style="text-align: center;"><b>Wider Cromwell Basin performing arts groups</b></p>

## ARTS AND WELLBEING

Page	Recommendations	Priority	Responsibility
<a href="#">35</a>	<ul style="list-style-type: none"> <li>Educate the community as to the importance of art to individuals as well as to our community.</li> </ul>	Medium	Community Arts groups, general public, health sector
	<ul style="list-style-type: none"> <li>Continue to promote and broaden the value of arts activities and encourage the support of activities that enable the public to actively participate in arts and cultural experiences for leisure and wellbeing purposes.</li> </ul>	Medium	Community Arts groups, general public, health sector
	<ul style="list-style-type: none"> <li>Encourage arts and cultural practitioners and groups to engage in local decision-making through participation.</li> </ul>	Medium	Central Otago District Arts Trust

## **1.0 Background**

### **1.1 What do we mean by the arts?**

The 'arts' includes all forms of creative and interpretive expression"<sup>2</sup>

The arts provide a way to express ourselves, to show who we are and what we think. Collectively this is commonly referred to as expressing our culture. Culture can be defined in many ways but in broad terms includes:

- How people identify and express themselves
- The ideas, aspirations and way of life of a community
- The way communities express and communicate their way of life.

A wide range of activities come under the broad heading "the arts". When asked "What are the arts?" most people identify the following:<sup>3</sup>

Artwork / artists / art exhibitions  
Ballet / dancing  
Carvings / sculpture / sculptors  
Drama / acting / comedy  
Galleries / art galleries / exhibits  
Music / singing / symphony orchestra / concerts / opera  
Painting /visual arts  
Performance / performance arts / stage shows / live shows / performances  
Poetry / Prose  
Pottery / ceramics / metal, textile and fabric art  
Photography / film / printmaking / multimedia / graphics / designers  
Theatre / theatre arts / plays  
Things people make or create / anything creative / creativity / inventions / ingenuity

### **1.2 Why are the arts important?**

The arts provide a way for individuals and communities to define themselves and to express who they are and what we think. It also includes their ideas, aspirations and way of life. Collectively this is commonly referred to as expressing our culture.

National research<sup>4</sup> tells us we attribute great value to the arts for the social, cultural and economic benefit it offers and helping to define who we are. The arts offer unique opportunities to engage people. The arts allow us to express ourselves, to develop identity and creative skills and thought, and in general, to feel good about ourselves and our communities.

Participation in the arts or willingness to participate in the arts is high in New Zealand. Central Otago has healthy arts communities and participation is strong. Within the district are

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<sup>2</sup> The definition of 'arts' defined in the Arts Council of New Zealand legislation, 1994

<sup>3</sup> Central Otago Arts Survey 2012

<sup>4</sup> 2011: Creative NZ Survey found 87% respondents attribute value to the arts, 80% agreed the arts define who we are and 73% that the arts make a positive contribution to the economy.

internationally renowned artists, artists who make a living from their work, and local people of all ages who look for opportunities to express themselves or be entertained through the arts.

#### **1.4 Why do we need an Arts Strategy?**

In 2007 the community said it wanted an art strategy both to recognise existing and potential value and provide for the development of the arts<sup>5</sup>. As a result, the first Central Otago Arts Strategy was developed in 2008. Consequently, the Central Otago District Arts Trust was formed to carry out the recommendations within the document of which most have now been completed. Highlights include:

- The employment of a part time arts co-ordinator for Central Otago
- The inaugural Central Otago Arts Awards 2011
- The development of an arts website ([www.centralotagoarts.com](http://www.centralotagoarts.com))
- An open studio weekend for our potential Arts Trail artists
- Stronger networks within our arts communities in both the visual and performing arts.

As most of the recommendations within the Arts Strategy have now been completed, the time has come to review the state of arts in Central Otago and discover where to next.

To secure the future of the arts in Central Otago, the recommendations within this strategy will need to be resourced. This may come from multiple sources including local government, central government, industry support, local arts communities and funding organisations. Resource provision, particularly funding, needs to be confirmed on a long term basis to allow for the effective implementation of this strategy and its longer term goals.

The aim has been to have a comprehensive strategy that covers the scope of the arts and outlines the directions for developing the arts in Central Otago.

#### **1.5 Who is the Strategy for?**

This Arts Strategy will be of use and interest to many different audiences in Central Otago. The aim has been to develop a strategy that is readable, educates and represents commitment of participants in the arts sector. It is intended that the Strategy will be circulated to funding agencies, agencies working in the sector, individuals and groups - anyone with an interest in the arts in Central Otago.

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<sup>5</sup> The Local Government Act 2002 requires councils to actively seek the community's vision for their district. The district-wide comprehensive consultation exercise and resulting programme of workshops and action plans are collectively known as Central Prospects. Reviewed in 2007, Central Prospects found out what big issues were facing Central Otago communities and what they wanted.

## **1.6 Strategy Development Timeline**

- Survey November 2012
- Workshops November 2012
- Draft Strategy May 2013
- Consultation June – July 2013
- Hearing September 2013
- Final Strategy September 2013

## **1.7 Monitoring and Evaluation**

Monitoring the actions in the strategy is necessary to tell us what progress is being made. The actions will be reviewed annually at a meeting of the Central Otago District Arts Trust and the document will be reviewed in 2018 to ensure that the strategy remains current to the needs of the Central Otago community.

## 2.0 Vision for the Arts

*Central Otago is the destination where people come to experience art in all its forms.*

*Central Otago people celebrate their sense of self and their environs through creative expression.*

*The arts in Central Otago are well resourced, promoted, supported and fully integrated into the community to maximise the social, cultural and economic benefits to the Central Otago community.*

### 2.1 Guiding Values

The following are a set of aspirations that will make the vision for the arts successful:

**Inspirational**      **Our unique landscape touches the soul, inspiring rich creative expression.**

The Central Otago landscape is a richly creative space. The physical environment is large, open and incorporates a sense of both solitude and connection with oneself and the environment. Some call it a sense of spirituality. This connection encourages creative expression and provides the space to explore ideas and inspiration evoked by this physical place.

**Integral**            **Art is integral to our way of life, to our wellbeing, economy and environment where people come to accept and expect creative expression.**

We tell our stories through the arts. We express who we are, how we think, what is important to us, how we got to where we are and where we are going. Providing opportunities to reflect on those stories enriches our community. Art is and can be represented in the everyday - incorporated into our built environment, reflected in buildings and structures such as bridges and public toilets, providing small timely reminders in unexpected places. These cause us to stop, reflect and tell ourselves and visitors who we are and what we are about.

**Valued**             **Arts are well resourced, promoted and supported.**

Our communities recognize the importance of creativity and the arts to our sense of wellbeing including expression of ideas. The community supports allocation of resources to develop the sector and enhance active participation in the arts.

**Inclusive**          **People of all cultures and ages can express themselves creatively and access the skills and opportunities they need to do so.**

All people irrespective of culture, age and ability should feel comfortable about expressing themselves creatively.

**Accessible**      **A diverse range of creative opportunities and experiences are available in Central Otago.**

Opportunities to express ourselves creatively are vast and each of us will choose to do so in a different way - some quietly at home, some on the stage and some by appreciating the work of others. By ensuring access to the widest possible range of creative opportunities and experiences, individuals are able to choose how they wish to experience the arts and develop the skills to do so. Bringing expertise into the area encourages people to look beyond the district for new ideas.

**Collaboration**      **The arts sector involves a mix of individuals, groups and public and private agencies, working to provide for, facilitate and resource the arts and artistic endeavour.**

There is a need to build and maintain effective working partnerships between these groups both within local communities and across the district to achieve a sustainable future for the arts in Central Otago. Looking at how partnerships have been successfully used in other places will provide important clues.



## 3.0 “A World of Difference”

### 3.1 *Central Otago Regional Identity*

In November 2005, the Council initiated the regional identity project for Central Otago where a working party made up of representatives of the diverse interests of the region were tasked with defining the key ingredients that make up this region. The term “regional identity” is about having a unique story that celebrates that special difference of a region.

Developing the regional identity for Central Otago is about defining how we want our region to be now and the years ahead. It is about creating a blue print that supports change of the right kind. It also provides a story that differentiates us from other places and a definition of the character of Central Otago and the kind of economic reforms best suited to meet the regional vision whilst preserving the local culture and environment.

That is why having a regional identity represented in a symbolic form enables us to think about what is so very special about Central Otago. We should not take this special difference for granted, we must look after it, or it may be taken away.

#### ***Central Otago’s Points of Distinctiveness***

Central Otago has probably the most distinctively different set of natural circumstances in New Zealand with features such as our rich history, wide open spaces, distinctive seasons, block-mountains, schist soils, powerful river, silence and knee-high flora are just some. In regard to the arts these same attributes provide inspiration to the artist in each of us.

These attributes shape the way we live and make a living, and the kind of people we are – down to earth, strong, resilient, stoic, proud, inspirational, and the list goes on. The personality of this place and its people help to shape the Central Otago story.

#### ***A Regional Expression***

The essence chosen for Central Otago was ‘A World of Difference’. It captures the concept of different in a landscape sense, in a community sense (fiercely different and proud of it) and to the visitor – it must be experienced.

The Regional Identity is represented in the following brand mark:



This unique mark reflects that as local people we enjoy the most generous environmental footprint of all New Zealanders, a unique world like no other and a different world of discovery, enterprise and magical lifestyles.

To represent this, and our values, the upper part of the symbols circular form represents a solitary cloud whisked upward against a vast deep blue sky. The lower form represents both the landscape and the New Zealand native falcon, the Karearea. In symbolic language, the falcon is associated with noble natured people, strength, bravery, ingenuity and high spirits, evoking freedom and pride as it soars above the golden, contoured land. We too can soar here.

People can become registered brand partners if they live in the region and are able to aspire to the brand values stated below.

### ***Shared Values***

The Central Otago regional identity brand, unlike many, is based on a shared set of values. These values will help us to create the kind of place that we can be proud of.

- *Making a difference* – we will inspire and lead others with our special point of difference.
- *Respecting others* – we will respect our cultural and personal differences.
- *Embracing diversity* – we will recognise differences and embrace diversity.
- *Adding value* – we will always ask ourselves if there is a better way – one that achieves a premium status.
- *Having integrity* – we will seek to be open and honest.
- *Learning from the past* – we will learn from past experiences with future generations in mind.
- *Making a sustainable difference* – we will make decisions in business with the community in mind and in harmony with the natural environment.
- *Protecting our rich heritage* – we will protect and celebrate our rich heritage in landscapes, architecture, flora and fauna and different cultural origins.
- *Meeting obligations* – we will meet our legal obligations at local and national level.

The brand is an expression of our long term regional vision:

### **Regional Vision**

***Imagine Central Otago as a vast land of uncompromising beauty.***

***People with a noble nature, strength, beauty, ingenuity, high spirits, freedom and pride that soars.***

***A place that attracts new thinking.***

***Central Otago will be a better world for those that succeed us.***

## **3.2 Regional Identity and the Arts**

### ***Living the Brand***

The success of the regional identity will be how it resonates with the people of Central Otago and their enthusiasm for embracing it. Showing people how they can get involved is key to achieving this. This is no less than the case for the arts communities and its supporters.

The arts offer many possible ways of contributing to the regional vision, in terms of the way our communities are portrayed and develop. The arts as an expression of the regional identity can:

- show expressions of the Central Otago community culture in their creative spirit
- capture the points that differentiate this region from other regions
- assist with regional opportunities from a creative perspective
- help portray definitions of the character of “Central”
- both challenge and reflect the debates within our society
- broaden society’s thinking by being provocative and controversial.

### ***The Arts Network***

As a collection of communities, we are fiercely independent yet united in our love for this place. This independence and often geographic isolation can often mean working in isolation from each other. For the arts network, this geographic isolation from each other is also true.

Celebrating that fiercely independent spirit, yet working together to draw on its collective strengths, skills and resources is key to strengthening the wider arts network. Also for the arts network to understand more about the regional identity and how they can get involved and be passionate about this land of uncompromising beauty and its uniqueness will create an increasingly dynamic network.

# Central Otago as an Arts Destination

## *What the Community said*

Developing Central Otago as an arts destination was a common theme throughout our district during the consultation phase for this strategy. This idea was fully supported in that it would not only profile our local arts and artists, but would also encourage further participation leading to a sustainable arts sector.

To develop Central Otago as an arts destination, ideas such as providing artists with business skills, developing our public art, promoting our Arts Trail and growing current or developing new arts events that draw people from outside our region to Central Otago were suggested.

However, the community acknowledged that even with developing and growing our arts scene in Central Otago, is not enough to attract visitors from the wider regions.

The community recognised that to truly strive towards Central Otago becoming an arts destination, all sectors within the community need to work together to create an unforgettable quality experience for the visitor.

Many towns and cities all over the world are turning to art as a way of rejuvenating communities, encouraging further participation, attracting both new businesses and new residents, attracting visitors and creating a sense of community.

There are many elements to creating an arts destination and it is not so simple as having great art and being able to provide great arts experiences. To entice visitors to Central Otago, collaboration between not only artists themselves but also arts and other sectors is vitally important. The ability to market our arts products as part of a whole experience (quality food, wine, accommodation etc.) is essential as well as being able to deliver on our product.

Working with our neighbours is seen as important to growing art as a visitor destination. Queenstown and Dunedin are often the gateway to Central Otago for visitors. There is a need to explore opportunities for collaboration and developing Central Otago as an arts destination.

To assist businesses and the community to further develop an arts destination, the regulatory framework needs to be explored with a view to having an arts friendly environment to operate in. Currently to display public art in Central Otago, a resource consent is required under the Central Otago District Plan. During 2013/14, the District Plan will be reviewed and this is an opportunity for arts communities to participate in the process.

The following elements need to be considered when developing Central Otago as an arts destination.

<b>Central Otago as an Arts Destination</b>			
<b>Art features within infrastructure</b> <ul style="list-style-type: none"> <li>• Architecture</li> <li>• Street patterns</li> <li>• Facilities</li> <li>• Historic buildings</li> </ul>	<b>Public Art</b> <ul style="list-style-type: none"> <li>• Public parks</li> <li>• Public spaces</li> <li>• Lakes, rivers, mountain ranges,</li> <li>• Outstanding landscapes</li> </ul>	<b>Visible Artists</b> <ul style="list-style-type: none"> <li>• Consistent open hours</li> <li>• Accessibility</li> <li>• Profile</li> <li>• Approachable</li> </ul>	<b>FIT Arts Product</b> <ul style="list-style-type: none"> <li>• Arts Trail</li> <li>• Music</li> <li>• Cinema and film</li> <li>• Theatre</li> <li>• Galleries</li> <li>• Writers</li> </ul>
<b>Creativity</b> <ul style="list-style-type: none"> <li>• Inspirational shopping</li> <li>• Workshops</li> <li>• Residencies</li> </ul>	<b>Events – e.g.</b> <ul style="list-style-type: none"> <li>• Thyme Festival</li> <li>• Ranfurly Art Deco Festival</li> <li>• Bards and Ballads Ball</li> <li>• Arts Awards</li> </ul>	<b>Tours</b> <ul style="list-style-type: none"> <li>• Art, wine and food tours</li> <li>• Photo tourism</li> <li>• Art and heritage</li> </ul>	<b>Services</b> <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Dining</li> <li>• Entertainment</li> <li>• Shopping</li> <li>• Transportation</li> <li>• Activities</li> </ul>

### ***Public Art (including all art disciplines)***

Increasing quality public art (in all its forms) throughout Central Otago was seen as a way of attracting visitors into the region, encouraging people who normally pass through a town to stop, creating a sense of pride in our community and profiling our local artists.

As mentioned earlier an art event is an important element in attracting visitors. However, tourists are much less likely to visit a destination, even if it has great art, if the physical aspects of the destination, such as its buildings, parks and streets, are unattractive. The image of the arts and the image of Central Otago are both important components of the visiting experience.

Ideas for encouraging public art throughout Central Otago ranged from ensuring art is built into the design of buildings, including art in public infrastructure, encouraging art on the cycle trails and encouraging use of more public spaces for art.

Creating vibrant public spaces happens when there is commitment for artists, designers, local government, the community, engineers, contractors and other organisations to work together. Challenges of incorporating quality art into the design of our public infrastructure are both the time it takes to add this extra element into planning and the potential cost of doing so.

### ***Visible Artist***

Artists need to ensure that their art is visible and accessible to the public. This means that artists need to be profiling themselves as well as ensuring that they are offering the customer a consistent professional product.

#### *Profiling artists*

Profiling artists, so that they become widely known both locally and nationally is important in becoming an arts destination.

There are currently avenues within Central Otago to promote and recognise our artists such as the Central Otago Arts website, the newly developed Central Otago Arts Trail and the Arts Gold Awards.

The Central Otago Arts website [www.centralotagoarts.com](http://www.centralotagoarts.com) was developed as a result of the 2008 Central Otago Arts Strategy. The website has a comprehensive arts directory that profiles our local artists. This directory has over a hundred profiles and local artists are encouraged to join and be a part of this. The Arts Trust is presently investigating an online facility for art purchase.

The newly developed Central Otago Arts Trail has also been developed as a result of the 2008 Central Otago Arts Strategy. The trail profiles and promotes our local artists by giving visitors and locals alike the opportunity to visit artists in their own workplace.

The inaugural Central Otago Arts Awards were held in 2011 and attracted more than 200 entries nationwide. These awards place an emphasis on contemporary visual art and aim to recognise the talent and excellence of our artists while profiling them at the same time. These awards are to be held biennially and have been renamed the Arts Gold Awards

The community did recognise these existing avenues of profiling our artists and suggested that these need to now be grown and developed.

Artists need to be proactive in profiling themselves and their work through their own means as well, for example setting up their own websites and connecting to social media etc.

### ***Professional development for artists***

Artists acknowledged that they did not necessarily have the skills or know-how to be able to up skill themselves in a business sense from making the transition from amateur artist to professional artist. Examples include workshops, mentoring, critiquing, seminars, lectures and exhibition guidelines etc. This is essential in becoming an arts destination as the artist will need to provide the customer with an exceptional memorable experience. The arts communities indicated that the provision of the basic business skills to run a successful business is required.

Suggestions such as education for artists on what the requirements are to effectively run a business, assisting artists with business plans and providing artists with the necessary skills for promoting and marketing their business were proposed.

It is recognised that there are some amazing professional artists in Central Otago. There is collective desire from our artists to collaborate with and learn from professional artists as to how they became successful in business with their art. Holding workshops and mentoring sessions was suggested as a way of doing this.

### ***Arts events, products and activities***

Holding major arts events that promote Central Otago as a place to be for arts was also seen as a way of drawing visitors to Central Otago.

The community agreed that including all sectors in an event would be beneficial to attracting visitors from outside the region. This would require collaboration between events organisers and the different sectors within Central Otago.

Ideas proposed were to create an event that would draw visitors from all over New Zealand like the Arrowtown Autumn Festival or Wanaka's Festival of Colour. To do this, it was acknowledged that Central Otago would need to come up with its point of difference that would attract visitors to our area. One idea proposed was to hold a major festival in our fruit season.

The challenges to developing an annual festival that attracts visitors is that there would need to be volunteers who have the time to commit to organising the event, good access to funding to set up the event and the necessary support to promote and market the event. Due to the small population in Central Otago, these are challenges faced by most event organisers within the area.

Central Otago does already does hold annual festivals and events in each regional town. Examples of these include the Blossom Festival and Thyme Festival held in Alexandra and the Ranfurly Art Deco Festival and Maniototo Bards, Ballads and Bulldust Festival. It is recognised that there are a lot of other activities throughout the district.

Holding events is only one part of the equation when looking at developing Central Otago as an arts destination. Ensuring there are quality arts products such as the newly developed Arts Trail and developing packaged arts tours will also attract visitors into Central Otago.

Building on these festivals, promoting our Arts Trail and working together to pull our events together was seen as a way of helping to grow Central Otago as an arts destination.

### ***Artists Working Together***

Artists have expressed a desire for stronger networking and collaborating with other artists within their local community and district wide. They recognised that the benefits of working together are being able to learn from each other, share ideas and combine skills to build a stronger collective. This will allow artists to rely more on their own resources to be able to develop and grow.

Ideas that were mentioned to encourage artists to collaborate more ranged from having regular informal meetings with other artists, encouraging interaction between professional and amateur artists that would provide artists with mentoring services and holding broad ranging arts events that include more than just one art form.

Artist networks already do exist in Central Otago in the form of artist collectives. These collectives provide opportunities for increased professionalism and collaboration between artists. An example of this is the Central Otago Arts Society Incorporated who formed in the 1970s in Alexandra. This society aims to foster art within the community and holds three annual exhibitions. Other collectives include the likes of Old Cromwell Town who showcase the work of a number of professional artists in the Hullabaloo Art Space.

While these collectives are beneficial for artists to be involved in, there was more emphasis placed on holding regular informal meetings between artists in less formal venues. Artists felt that they needed a relaxed environment in which to network to be able to feel comfortable in meeting other artists.

Another way of collaborating with each other that was suggested was in the form of events. Artists recognised that holding events that incorporated more than one art form would broaden the understanding of what art is and help to maximise participation while profiling their own work.

Residencies and exchange programmes within Central Otago are also seen as an opportunity to further collaborate and work together.

### ***Sectors working together***

Another important factor seen in creating an arts destination and attracting visitors is to ensure that all sectors (arts, wine, cycling, entertainment, accommodation, dining, etc.) work together to package an outstanding Central Otago experience to visitors.

Creating an experience for arts participants has already been mentioned in encouraging further participation in the arts. The definition of the experience is broadened when looking at developing Central Otago as an arts destination as we now need to look at the whole visitor experience and ensure that we are providing quality services (accommodation, food, wine, entertainment etc) and arts experiences within a vibrant and attractive destination.

In Central Otago we are lucky to have natural beauty in our landscapes. Being able to capitalise on our outstanding natural features, while offering services and arts experiences that are representative of our shared values, will ultimately lead to an increase in tourism for the district.

To do this, the community would first need to decide on what an outstanding experience would look like to the visitor and then work together to provide that experience. Encouraging the community to aspire to the values of the Central Otago Regional Identity brand would help to ensure that Central Otago is providing a quality product.

### **Recommendations:**

- Develop an action plan to develop Central Otago as an arts destination
- Encourage the arts communities to participate in the review of the Central Otago District Plan in 2013-14.
- Explore opportunities for collaboration with our neighbours to develop Central Otago as an arts destination.
- Explore opportunities for artist residencies, mentoring, and exchange programmes within Central Otago.
- To understand the regulatory framework and explore ways to make it arts friendly.
- Educate and encourage organisations, businesses, community groups and individuals to aspire to the values of our Central Otago Regional Identity brand.

### ***Public Art (including all art disciplines)***

- Encourage artists, designers, local decision makers, planners, the community, engineers, contractors and other organisations to work together to incorporate public art into their projects.
- Explore different funding avenues for incorporating public art into our public infrastructure.



- Encourage developers and owners to consider the appearance of their properties because of the contribution they make to the Central Otago canvas.
- Facilitate and promote events in public spaces that capitalise on the characteristics of the setting.
- Develop guidelines for public art.

### ***Visible Artist***

- Aim to build on, grow and develop existing initiatives such as the Artists Directory, the Central Otago Arts Trail and the Arts Gold Awards.
- Encourage local artists to profile themselves on the Central Otago Arts Website.
- Raise the awareness of current artist collectives around Central Otago and encourage artists to participate in these.

### ***Professional development for artists***

- Encourage artists to further develop their professional, marketing and business skills.

### ***Arts events, products and activities***

- Promote and market the Central Otago Arts Trail.
- Explore ways in which to build on, promote and market our current festivals, events, products and activities within Central Otago.

### ***Artists working together***

- Encourage artists from all disciplines within each local community to network and collaborate on a regular basis.
- Encourage the collaboration between artists district-wide on a quarterly basis to share knowledge, ideas and skills.
- Encourage artists to work together when organising events to maximise participation.
- Explore and maximise potential ways in which arts residencies can collaborate with the community.

### ***Sectors working together***

- Encourage collaboration between sectors (e.g. cycling, wine and food) based on recognising the contribution arts can make to attracting visitors from outside our region.

# Growing Participation in the Arts

## *What the community said*

Almost half of the community who participate and support art in Central Otago are non-active consumers of art<sup>6</sup>. Non-active consumers are those who occasionally purchase art and/or attend arts events.

Providing broader variety of art forms to participate in, making events more affordable, encouraging our young people to participate in the arts and better advertising of events were all ways that our community agreed would encourage participation.

Based on national research that the arts are strongly supported, the challenge for Central Otago is to not only encourage more people to participate in the arts within Central Otago but more importantly to shift the mindset of those who are non-active consumers to become active consumers (those who regularly purchase art and/or attend arts events).

Certain constraints, whether perceived or real, present themselves when attempting to encourage active participation in the arts by a wider group of members throughout the community. These constraints include perception of what the arts are, nature of arts activities, time, income, health, the belief that a talent is required (can't draw, can't sing etc), not knowing what is on, venue suitability, understanding the market, and the view that arts are not as important as other sectors within a community. To encourage active participation, these are the challenges that need to be explored and eventually overcome.

People participate in arts in different ways — some people like to be audience members watching a performance or seeing an exhibition, some like to more actively engage with artists, and others get involved more passively such as participating through media.

Nationally, participation in the arts is strongly supported. In 2011, most New Zealanders (85%) engaged with the arts either by attending or being actively involved.<sup>7</sup>

While there are no statistics locally, many people in Central Otago enjoy being part of local arts and cultural groups, such as art societies, community theatres, community music groups and local history groups.

In whichever way people choose to take part, it is important that the range of arts experiences on offer in Central Otago encourage participation by a diverse range of community members — people from culturally diverse backgrounds, children and young people, families, older people and people with disabilities. Broadening and deepening participation not only benefits individuals by providing enjoyment and fuelling creativity, it also assists communities to gain a greater appreciation of their identity and celebrate their diversity.

The economic climate directly affects how people spend their money and what they spend it on.

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<sup>6</sup> Central Otago Arts Strategy 2012 – Community Survey Results

<sup>7</sup> Creative New Zealand, Arts Council of New Zealand Toi Aotearoa, 'New Zealanders and the arts: attitudes, attendance and participation in 2011'

The economic climate can be a barrier to participation as when people need to be careful with their money, participation in the arts is likely to decrease. Creating easy access to the arts for the community without having to worry about the expense is a challenge for the arts communities.

Suggestions to combat this barrier included providing free or subsidising access to events and exhibitions. The challenge of doing this is for artists to be able to cover their own costs. Arts engagement can only be successful if it is based on a real understanding of how communities are evolving. A growing and an ageing population (as in Central Otago) has implications for audience profiles, for example. The challenge for events organisers is to understand who the markets are and then come up with ways on how to reach the various markets.

In 2011, Creative New Zealand undertook a study, 'Culture Segments New Zealand' that aims to profile audiences in New Zealand and help organisations to truly understand and meet the needs for audiences for arts, culture and heritage.

The report essentially divides audiences into eight different groups.

<p><b>Enrichment</b> The Enrichment segment are characterised by older adults with time to spare who like spending their leisure time close to the home. They have established tastes and enjoy culture that links into their interests in nature, heritage and more traditional artforms. -</p>	<p><b>Entertainment</b> The Entertainment segment tends to be conventional, younger adults for whom the arts are on the periphery of their lives. Their occasional forays into culture are usually for spectacular, entertaining or must-see events, and compete against a wide range of other leisure interests.</p>	<p><b>Expression</b> The Expression segment is in-tune with their creative and spiritual side. They are confident, fun-loving, self-aware people who accommodate a wide range of interests, from culture and learning, to community and nature.</p>	<p><b>Perspective</b> The Perspective segment is settled, fulfilled and home-orientated. The arts and culture are low among their priorities, however their underlying spontaneous nature, need to make their own discoveries and desire to learn provides a focus for engaging with arts and culture.</p>
<p><b>Stimulation</b> The Stimulation segment is an active group who live their lives to the full, looking for new experiences and challenges to break away from the crowd. They are open to a wide range of experiences, from culture to sports and music, but they like to be at the cutting-edge in everything they do.</p>	<p><b>Affirmation</b> The core of the Affirmation segment comprises young adults, for whom the arts is one of many leisure choices. They are adventurous when it comes to their arts and cultural consumption, viewing it is a means of developing themselves as individuals.</p>	<p><b>Release</b> The Release segment tends to be younger adults with busy working and family lives who used to enjoy relatively popular arts and culture, but have become switched off as other things have taken priority in their lives. Consequently they feel they have limited time and resources to enjoy the arts and culture, although they would like to do more.</p>	<p><b>Essence</b> The Essence segment tends to be well-educated professionals who are highly-active cultural consumers and creators. They are leaders rather than followers. Confident in their own tastes, they will act spontaneously according to their mood and pay little attention to what others think.</p>

These groups describe who these people are, what needs they are looking to fulfil, what art form they do or are likely to participate in, how much money they spend on culture and most importantly how to market your event to that particular segment.

It is important to know who your audience is and who you are marketing too. According to 'Audience Atlas New Zealand' a detailed survey of cultural audiences in New Zealand undertaken by Creative New Zealand in 2011, the three largest groups in Otago are the Expression group, the Essence group and the Affirmation group. Each of these groups has different sets of values and what may appeal to one group, may not appeal to another.

These studies are important tools for artists, groups and organisations when planning events as they provide an important insight to who the markets are and how to reach them.

Since 2008 there has been a dramatic increase in the number of people viewing the arts online, and also a greater flow-on effect for attendance at live events as a result. In 2011, 51% of New Zealanders had watched a performance or looked at art online, compared to 38% in 2008. In 2011, 23% of those who viewed the arts online went on to attend a live event, compared with just 15% in 2008.<sup>8</sup>

Based on this research, events organisers should be encouraged to promote their events, market and advertise online through various social media avenues such as Facebook and Youtube.

Making changes to how and where an arts experience is offered can build engagement with new visitors, audiences and participants.

To encourage further participation in arts, the experience provided should encompass more than just viewing or purchasing art itself. Adding other elements such as providing a range of art forms at one event, hands-on workshops, wine, food and/or music were seen as a way of engaging people by providing a 'whole experience'.

The Thyme Festival held in Alexandra every year is a great example of where various art forms come together to bring an experience to visitors and locals alike. The Thyme Festival originated from a community desire to celebrate our Central Otago landscape when the wild thyme blooms. The festival is held over one week and includes workshops, working artists, demonstrations, walks, talks, performances and exhibitions.

Cromwell were specifically interested in the development an arts centre for Central Otago that encompassed various art forms such as café, bar, music, art gallery and movies. Cromwell saw themselves as the geographical hub between Queenstown Lakes and other areas in Central Otago and felt that by providing an arts centre for the District, this would encourage further participation not just within Central Otago but also attract visitors to the region.

It should be noted that Central Stories in Alexandra does offer parts of these elements in that they already offer museum displays and exhibitions, an art gallery and film screenings. Because of our small population in Central Otago as well as the time and distance it takes to travel to Central Stories from other communities in Central Otago, people tend to not utilise this as much as they could. One of the challenges in providing an arts centre as suggested by Cromwell is that Central Otago may not have the population to support it.

Another way of encouraging participation by offering an experience is to take the arts to non-arts venues and events. Suggestions included partnering art with the wine industry (e.g holding music performances at wineries while displaying art) or taking it to sports events such at the Northburn Gutbuster. This would require the cooperation and collaboration between arts and other sectors.

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<sup>8</sup> Creative New Zealand, Arts Council of New Zealand Toi Aotearoa, 'New Zealanders and the arts: attitudes, attendance and participation in 2011'

Other suggestions to offer an experience included holding arts auctions and inviting guest artists to exhibit at museums.

## ***Young People***

To broaden the understanding of what the arts are and what they encompass, the community indicated that it needs to start with educating the young people of Central Otago to value art by getting them more involved in the arts.

Concern was expressed that arts were just an 'add on' at school and that they are not viewed as important as other subjects and activities such as literacy, numeracy and sport.

Arts are included in the New Zealand school curriculum. Over the course of years 1–8, students will learn dance, drama, music and visual art. Over the course of years 9–10, they will learn in at least two of the four disciplines. Students in years 11–13 may specialise in one or more of the disciplines or undertake study in multimedia and other new technologies.<sup>9</sup>

By valuing arts as an important part of the curriculum, schools have the opportunity to further develop and build on the key competencies of young minds. National and international research has found that increasing participation of young people in the arts will lead to preparing young people in creating a prosperous and sustainable knowledge economy, to foster creativity and innovation, to develop strong identities and cultural value and to support wellbeing of individuals and communities<sup>10</sup>.

While art is a core part of the curriculum, the emphasis placed on the value of arts and the variety of arts offered may differ throughout schools. As mentioned above, one of the concerns raised within Central Otago is that within some schools, art seems to be an add-on.

Schools within Central Otago do support arts and the children have the opportunity to participate in many forms. As well as art being part of the school curriculum, most schools have extra curricular activities that allow children to participate not only on a local level but also on a regional, national and international level (e.g. Stage Challenge, Performing in Sydney Orchestra). These activities include productions, music groups (e.g. drumming or choir), Kapa Haka groups, debating teams and rock bands.

As with any area, the bigger the population, the more opportunity there is for young people to participate in art. The challenge for smaller schools throughout Central Otago is that there are often limited resources and expertise to allow students to fully participate in all art forms. This becomes more of a challenge as the children grow older as they often have to study specialised courses through distant learning. This is often not possible as the children would need to go away to meet their teachers and go over the course which would require a huge commitment by the children and their families in terms of affordability and time. Affordability and time are cited as the main barriers to participation in the arts by young people<sup>11</sup>.

To overcome the challenge of young people not being able to participate in the arts due to limited resources and isolated geographical locations, the community has identified that there needs to be collaboration between community, schools, parents, teachers and other

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<sup>9</sup> The Ministry of Education – The New Zealand Curriculum – [www.nzcurriculum.tki.org.nz](http://www.nzcurriculum.tki.org.nz)

<sup>10</sup> Ministry for Culture and Heritage and New Zealand Council for Educational Research – 'Arts and Social, Economic and Cultural prosperity'

<sup>11</sup> Creative New Zealand, Arts Council of New Zealand Toi Aotearoa, 'New Zealanders and the arts: attitudes, attendance and participation in 2011'

arts educators to provide access to young people to various arts experiences. This could include local or visiting artists holding workshops or exhibiting at schools, the provision of an arts youth scholarship, the emergence of a youth arts co-ordinator who works closely with the district Arts co-ordinator, including schools in any arts events that are happening and developing a holiday programme based around the arts for young people.

Another reason that young people may not participate in the arts is the perception that they have to be talented.

A way to encourage young people to participate is through digital art as it is particularly attractive to those who tend to be less interested in the creative arts overall or who do not feel very positive when they do creative things<sup>12</sup>. Four out of five young people in New Zealand (80%) have used a computer to create art in 2011 and digital art (graphic design, editing photographs, making or editing a film, making new music, writing a story or poem) is the art form they most want to be involved in. Digital art is particularly attractive to those who tend to be less interested in the creative arts overall or who do not feel very positive when they do creative things<sup>13</sup>.

Social media is also recognised as a tool that young people use to express their creativeness.

### ***Co-ordination and advertising of events in Central Otago***

There is a basic assumption that to encourage further participation in the arts, there needs to be a broader range of arts activities and events offered throughout the district<sup>14</sup>. When explored further, it seems that there is already a wide variety of arts events on offer in Central Otago and the challenge is actually encouraging participation in those events. There seems to be a general feeling that communities can become washed out as there are too many clashes of events both locally and district wide<sup>15</sup>.

#### Central Database for Events

A one stop database of all events (arts and others) that are going on in the district was suggested to assist in better coordination and collaboration. It is seen that having this database will allow events organisers to both plan when the best time to hold their event and also to see who they may be able to collaborate with to maximise participation.

The Central Otago Arts Trust has developed an events calendar of arts related events happening within Central Otago and in our neighbouring areas that is located on their website [www.centralotagoarts.com](http://www.centralotagoarts.com).

The Central Otago NZ website, [www.centralotagonz.com](http://www.centralotagonz.com), hosted by Tourism Central Otago (TCO) also has an events database relating to all events in and around Central Otago so that locals and visitors alike can see what is happening and when.

Nationally, there is a website named Eventfinda [www.eventfinder.co.nz](http://www.eventfinder.co.nz) that lists all events happening within New Zealand. Organisers can list their events on this website.

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<sup>12</sup> Creative New Zealand, Arts Council of New Zealand Toi Aotearoa, 'New Zealanders and the arts: attitudes, attendance and participation in 2011'

<sup>13</sup> Creative New Zealand, Arts Council of New Zealand Toi Aotearoa, 'New Zealanders and the arts: attitudes, attendance and participation in 2011'

<sup>14</sup> Central Otago Arts Survey Results 2012

<sup>15</sup> Central Otago Arts Workshops, November 2012

For those who do not use the internet, the Information Centres in each area also hold information on events. These are also published on their Facebook page.

The challenge here is twofold. Firstly raising the awareness of these websites is important so that organisers can plan their events around what is happening either locally or district wide.

Secondly, the database will only be as good as the information provided by events organisers. The community need to actively encourage people to let the Arts Trust, the information centres and TCO know what, when and where activities are happening.

## **Recommendations:**

- Explore new arts events.
- Explore the possibility of creating an all encompassing arts centre for Central Otago.

### ***Young People***

- Advocate the benefits of children and young peoples' exposure to the arts.
- Encourage the collaboration between community, schools, parents, teachers and other arts educators to provide access to arts experiences to young people.
- Encourage the use of digital art, including social media as a form of self-expression, for young people.
- Provide opportunities for children and young people to participate and present their own creative experiences.
- Encourage arts organisations to recruit youth representation.
- Explore opportunities for providing an arts youth scholarship

### ***Co-ordination and advertising of events in Central Otago***

- Raise the awareness of the Central Otago NZ website ([www.centralotagonz.com](http://www.centralotagonz.com)) and the Central Otago Arts ([www.centralotagoarts.com](http://www.centralotagoarts.com)) website.
- Encourage event organisers to list on the New Zealand website Eventfinda ([www.eventfinder.co.nz](http://www.eventfinder.co.nz)).
- Encourage events organisers to contribute details of their proposed events to the Central Otago NZ website, the Central Otago Arts website and the Visitor Information Centres to add to their Facebook pages.
- Encourage collaboration between organisers of events to avoid clashes.
- Provide expertise, information and material to events organisers on how to market events.
- Encourage the use of digital technology and social media as an avenue to market and promote events.

# Supporting our Arts Community

## ***What the community said***

The community indicated that to support our artists there needs to be more promotion, marketing and recognition of our artists and their work to increase their profile both locally and nationally. Provision of access to good funding, the utilisation the Central Otago Art's Co-ordinator and the provision of facilities that are conducive to the artists and their needs were suggestions of how to support our artists.

Artists not only enrich our community with their work, they also help to educate children, encourage tourism and keep local communities growing and thriving. Being able to access the necessary support is an important part of helping artists achieve excellence and to continue supporting our local communities.

## ***Funding***

Funding the arts in Central Otago is seen as essential to having a sustainable arts sector. When discussing the arts and how they can grow and develop, all discussions eventually led back to the major challenge of access to and provision of good funding to be able to provide arts to the community at a reasonable cost so as not to hinder participation.

An ongoing commitment by funders, making it easier to apply and the ability to access funding for arts programmes and events are three particular areas of concern. There is a funding database available on [www.centralotagoarts.com](http://www.centralotagoarts.com).

Securing funding through on going commitment by funders is competitive in all sectors. The challenge for the arts sector is being able to gain enough funding to sustain the arts in Central Otago. To be seen as competitive for public funding, the challenge here is to educate the community on the benefits of arts to our entire wellbeing as both individuals and as a community (discussed on page 35).

As there is only a limited supply of funding through public funding avenues and the demand for funding is high, there is also a need to explore other possible funding avenues (e.g. sponsorships, fundraising etc) as a way of encouraging participation and sustaining the arts in Central Otago.

In Central Otago the Central Otago District Council provides funding to the Central Otago Arts Trust to employ a part time arts co-ordinator for the district. This was discussed among the community, specifically Cromwell, and it was suggested that Council look at providing a full time Arts Co-ordinator (see '*Arts Co-ordinator*' section below) by collaborating with Queenstown Lakes District Council. The employment of a full time sports co-ordinator in Central Otago and Queenstown Lakes is funded by both councils and it was suggested that this model should be looked at for the arts.

Making it easier to apply for funding was also a theme that came out across Central Otago. Comments included that funding is hard to apply for in terms of criteria, the application forms are too complicated and it is also very time consuming to apply for funds. Providing advice and support for those making funding applications allows for better access to and use of available funding.



Knowing what funding is available for the arts and making more of those funding opportunities was also mentioned as an opportunity in terms of supporting our artists.

### ***Central Otago District Arts Co-ordinator***

As a result of the first Central Otago Arts Strategy developed in 2008, a part time Arts Co-ordinator was employed by the Central Otago Districts Arts Trust to follow through the objectives outlined in the 'Arts Strategy'. The co-ordinators role, as determined by the 2008 strategy, is to communicate and network with all artists and arts groups in Central Otago to work toward better representation and greater opportunities.

The community are in agreement that the role of Arts Co-ordinator is needed to support our artists in terms of connecting artists, increasing the opportunities for networking and providing artists with the support to develop and grow.

When speaking with individual communities it became apparent that Alexandra believed that the role had been very effective where as Roxburgh and Cromwell believed that the role needed to be more hands on within these areas and profiled more. The community acknowledged that the barrier to this happening was that the role was only part time and the suggestion was made that it should be made into a full time position.

Cromwell suggested that in making this position full time by collaborating with Queenstown Lakes District Council (as discussed in the *Funding* section above), this would help to bring more people into the area to experience art and support our artists within Central Otago.

### ***Venues, Theatres and Facilities***

Having the right facilities that are conducive to our arts in Central Otago is integral in supporting and profiling our artists.

When discussing the need for appropriate facilities, there seemed to be two main schools of thought within the community. Some areas felt that there were plenty of existing venues that could be better utilised while other areas felt that there was a need for new suitable facilities for concerts and performances. The Central Otago Arts website does have a database that lists venues within the region that are available for use.

When conferring with our communities on this subject more in depth, it seems that Roxburgh, the Maniototo and Alexandra are relatively happy with current venues and facilities and are keen to explore using other facilities already located within their communities such as parks, schools and cafés.

Cromwell, however, indicated that there are not enough suitable facilities and activities are therefore competing for the venues that Cromwell does have. This leads to activities displacing each other, particularly the performing arts. Cromwell feels there is need for new suitable facilities to support the performing arts.

## **Recommendations:**

### ***Funding***

- Explore new ways for the arts sector to generate its own funding and find alternative funding sources.
- Raise awareness within the business and wider community and potential funders as to the benefits the arts make to our individual and community wellbeing.

- Ensure that the funding database at [www.centralotagoarts.com](http://www.centralotagoarts.com) is updated and promoted regularly.

#### ***Central Otago District Arts Co-ordinator***

- Explore the possibility of developing the Arts Co-ordinator role into a full time position.
- Encourage collaboration between the Arts Co-ordinators in Central Otago and Queenstown Lakes.

#### ***Venues, Theatres and Facilities***

- Raise the awareness of the Central Otago Arts venues database within [www.centralotagoarts.com](http://www.centralotagoarts.com) that are available for use for the arts communities.
- Explore the possibility of developing a new facility for the performing arts in Cromwell basin

# Arts and Wellbeing

## What the Community said

The community of Central Otago agree that the arts contribute positively to our local economy as well as our health and general wellbeing as individuals and as a community.

The community recognises that promoting the importance of creative activity to community growth and the economic potential is absolutely essential to the arts in Central Otago becoming sustainable.

To gain more support for the arts in terms of participation and funding opportunities, the community indicated that further education and a shift in mind set is needed among the community and our local and national decision makers.

The arts serve as a source of entertainment, enrichment, and fulfilment at the individual level. In addition, they can promote openness to new ideas and creativity as well as competencies at school and work.

At the community level, the arts can provide a variety of social, and economic benefits, such as increasing the level of economic activity, creating a more liveable environment, and promoting a sense of community pride.

At the national level, the arts express the country's rich cultural diversity, reinforce national identity, and provide an important body of cultural goods for international export.

The arts play a vital role in improving the lives of citizens and should be encouraged for their social and cultural value as well as commercial potential.

The benefits of arts to our wellbeing are well documented nationally and internationally, however, little information is available locally. Regardless, arts related events such as the Thyme Festival, the Roxburgh Arts Festival, Rural Art Deco and events with an arts component, like the Blossom Festival, benefit the district through increased economic activity, visitors and providing local involvement.

The social benefits associated with the arts are numerous. Data suggests that participation in the arts can help to promote understanding between peoples, both within and beyond a country's borders.<sup>16</sup> It also gives people a reason to be involved and care about their community. Crime rates typically lower and there is greater ownership for what happens in their place. By individuals getting involved, the benefits are numerous, they gain confidence and skills, spiritual and emotional enrichment, improved social contacts and employability, and overall, a sense of wellbeing.

The economic benefit of the creative sector, which includes the arts, is of growing international and national interest. A healthy arts sector is important to build the foundations of the creative and innovative industries. At a local level, increased economic activity can result from the increased vibrancy associated with an active arts sector.

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<sup>16</sup> The Social Report – Ministry for Social Development - 2010

The community acknowledged that the attitude of those who believe art is a *nice to have* needs to be shifted to recognise that the arts play a vital role in the health and wellbeing of our communities.

Encouraging further participation in the arts, educating the community as to the value of arts and encouraging the arts communities to play an active role in local decision making are all ways in which the benefits of arts can be promoted.

## **Recommendations:**

- Educate the community as to the importance of art to individuals as well as to our community and local economy.
- Continue to promote and broaden the value of arts activities and encourage the support of activities that enable the public to actively participate in arts and cultural experiences for leisure and wellbeing purposes.
- Encourage arts and cultural practitioners and groups to engage in local decision-making through participation.

# Appendix 1 - Who is Involved in the Arts?

## ***Community Arts***

The arts in Central Otago are fundamentally an expression of community. At a local level the arts thrive on the energy and passion of enthusiasts, usually volunteers, and supporters. Different opportunities are based in different communities and while these are available to all residents, they are typically supported by only the local members. These include, for example, theatre groups in Cromwell and Clyde, the Alexandra Musical Society, Roxburgh Brass Band, teachers of dance, speech, drama, music and singing and school based performance programmes and events. Significant community festivals and events run by volunteers include the Blossom Festival, the Roxburgh Arts Festival and Rural Art Deco. Most events still rely heavily on volunteer involvement in various capacities.

For more information about the local groups and events go to [www.centralotagonz.com](http://www.centralotagonz.com)

## ***Arts Support Networks***

Several community based organisations provide assistance to groups working in the arts in Central Otago. These include:

- **Central Otago District Arts Trust**  
The Central Otago District Arts Trust (CODAT) was founded in 2009 to implement the first Central Otago Arts Strategy. The Arts Strategy was created following discussions facilitated by Central Otago District Council, Central Otago artists and representatives across art genres living in the region. These groups looked at ways of further developing the arts of Central Otago, and the formation of CODAT was the result. CODAT is a Charitable Trust, funded by Council which supports local artists and the arts.

The CODAT Board of Trustees meets monthly and brings a wide range of attributes and skills to their role of governance. The trustees are committed to promoting the arts to art-lovers, the general public and visitors; to cultivating emerging and established artists, and to developing a diverse, creative community with an easily accessible on-line presence.

An Arts Co-ordinator is employed by CODAT to follow through the objectives outlined in the 'Arts Strategy'. The co-ordinators role is to communicate and network with all artists and arts groups in Central Otago to work toward better representation and greater opportunities.

Recently CODAT developed the Central Otago Arts website [www.centralotagoarts.com](http://www.centralotagoarts.com) to assist in profiling and connecting our local artists. CODAT also developed the 'Central Otago Arts Trail' whereby locals and visitors can visit local artists in their studio's as well as galleries in Central Otago. This is a great way for artists to profile themselves.

- **Community Arts Council** - Community arts groups operate under this organisation in Alexandra, Cromwell, Roxburgh and Maniototo. Each group is made up of local people interested in the arts. The Community Arts Council receives significant funding from Central Lakes Trust which is distributed to the Cromwell, Teviot Valley and Vincent areas to encourage arts development from the grass roots level.
- **Arts and Crafts Groups** – There are arts and craft groups within Central Otago that support, promote and foster the arts within the community.
- **Promotion Groups** - The region has four recognised Promotions Groups; Cromwell Promotions, Promote Dunstan, Promote Alexandra and Maniototo Promotions and Roxburgh Community Plan Group. Each has its own committee, members and annual funding from various sources. All have a primary purpose of promoting their area to the wider community.

Involvement in the arts, as it relates to promoting the different areas varies. These various groups do support local art events.

- **Central Stories Museum and Art Gallery** – Central Stories Museum and Art Gallery houses the Russell Henderson Art Gallery which is the only dedicated public arts space in Central Otago. Along with the Gallery, Central Stories also houses the Museum and Alexandra i-SITE. Currently the arts curator works voluntarily approximately three days a week.

This temperature controlled venue is capable of displaying valuable art works and is suitable for displaying high quality art exhibitions. A proposal is underway to provide further arts space for both visual and performing within the building complex.

- **Creative New Zealand Assessment Committee** – The Creative New Zealand Assessment Committee is made up of community members from throughout Central Otago. The committee is responsible for distributing Creative New Zealand funding for the arts to local groups. Application for a grant can be made through the local arts council or Central Otago District Council (CODC).
- **Henderson Arts Trust** - The Henderson Arts Trust was set up by the late Barbara Henderson, of Alexandra, a patron of the arts. Her husband, the late Russell Henderson, was a businessman and entrepreneur. The Henderson Arts Trust is responsible for an artists in residence scheme at Henderson House in Alexandra to which people are 'invited' to take part in.

## **Commercial Art Providers**

Commercial arts is an emerging sector in the District. Commercial galleries which display artists work for sale operate in Alexandra, Cromwell and Roxburgh. Hullabaloo is an artist collective operating in Old Cromwell Town which is enhancing commercial opportunities for its members. The Old Cromwell Town precinct itself also has become a centre for artists. The 'Central Otago Arts Trail' brochure produced in 2012 by the Central Otago Arts Trust, identifies artist studios and dealer galleries.

## **Art Education**

- **Central Otago Rural Education Activities Programme** - The Central Otago Rural Education Activities Programme (COREAP) is primarily a facilitator of educational opportunities in Central Otago. COREAP is also committed to further develop the arts and will respond to community requests for workshops.

Activities coordinated by COREAP include:

Thyme Festival            An annual festival held over 10 days each November with a focus on the arts. The Festival features artists in residence, lunchtime concerts, evening demonstrations and workshops in various media.

Children's Art Festival            A biennial festival celebrating the visual and performing arts of the district's children. Participants are drawn from all schools and the festival features performances, visual arts, artists in residence and on-site activities hosted by those artists.

Arts programmes            Coordinate after school arts programmes and a wide range of adult and community (ACE) activities including art classes, culinary arts, performing arts and so on.

- **Other Educational Opportunities** - A range of opportunities for individual tuition is available from professional providers throughout the district, be it in music, dance or the visual arts. Otago Polytechnic Cromwell Campus offers some courses that contribute to the Certificate of Creative Studies. Schools also offer art as part of the school curriculum.
- **Ministry of Education** – The Ministry of Education recognises arts as a key learning area in the New Zealand Curriculum. The Ministry states that the arts are part of our broad, general education and lay a foundation for later

specialisation. The Ministry recognises that the arts assist students to explore, refine, and communicate ideas as they connect thinking, imagination, senses, and feelings to create works and respond to the works of others.

Due to arts being included in the New Zealand school curriculum, years 1–8, students will learn dance, drama, music and visual art. Over the course of years 9–10, they will learn in at least two of the four disciplines. Students in years 11–13 may specialise in one or more of the disciplines or undertake study in multimedia and other new technologies

### ***Otago Chamber of Commerce***

The Otago Chamber of Commerce's mission is to actively promote and encourage business growth and opportunity in Otago. It represents more than 1500 businesses and professional people who are loyal to Otago and who work together to make it a better place to do business.

The Chamber does this by:

- Being the business voice on relevant economic and growth issues
- Identifying, exploring and facilitating common growth issues for organisations within the business sector
- Being a key provider of business information
- Providing and facilitating networking opportunities for all members

The Chamber is active in Central Otago as the Training Provider to New Zealand Trade and Enterprise which provides training courses for artists, business mentoring and organised industry-specific workshops on request. Activities to promote the arts and artists in Central Otago include training workshops on subjects such as:

- developing effective business plans
- effective advertising
- business practise

### ***Tourism Central Otago***

Tourism Central Otago (TCO) is the Regional Tourism Organisation for Central Otago and is part of CODC. TCO is funded by CODC through the business and tourism rate. The Central Otago Tourism Strategy identifies a fledgling relationship between the arts and tourism.

### ***Local Government - Central Otago District Council***

Local government by statute has a responsibility to play a broad role in meeting the current and future needs of their communities for good-quality local infrastructure, local public services, and performance of regulatory functions.



Council works to achieve this in several ways. These include through strategic planning, funding and provision of facilities.

### **Strategic Planning**

Council helps facilitate community planning processes through which communities can express what they want for their communities. It also encourages the community to identify their points of difference and opportunities to ensure that community remains an attractive and desirable place in which to work, live and play.

One of its key documents, which identify the community’s vision for Central Otago, is ‘Central Prospects’. In relation to the arts it includes the following:

17	<b>The Community says it needs:</b>	<b>Key Actions:</b>
<p><b>Arts and Culture</b></p> <p>Provide places and spaces for arts and cultural expressions.</p>	<ul style="list-style-type: none"> <li>✓ The local arts infrastructure developed.</li> <li>✓ Provide places and spaces for arts and cultural expressions</li> </ul>	<ul style="list-style-type: none"> <li>• CODC will provide facilities for cultural and arts activities and when upgrading facilities consider future needs.</li> <li>• Develop an arts strategy for Central Otago.</li> <li>• Creation of a full time arts co-ordinator to profile the region, to carry out media opportunities, marketing, packaging tours and education including overall co-ordination of the arts community.</li> <li>• Create an arts calendar and ensure this information is displayed on the <a href="http://www.centralotagonz.com">www.centralotagonz.com</a> website.</li> <li>• Develop an arts self drive tour for Central Otago.</li> <li>• Develop space for a permanent gallery of local artists.</li> <li>• Create a Central Otago artisans website and brochure.</li> <li>• Develop a museum strategy.</li> <li>• In all development or redevelopment that 'art' is incorporated into planning for example, infrastructure, recreation, and signage.</li> <li>• Defining areas suitable for public art and use of areas where public art can be admired.</li> </ul>

The document also identifies key groups to deliver those actions including the Central Otago Arts Society, CODC, COREAP, Museums, Community Arts Groups, Creative NZ and Creative Communities.

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<sup>17</sup> Central Prospects Community Outcomes and Actions 2007/08 to 2013/14.

For Council, the Long Term Plan (LTP) is a key document for identifying its actions towards achieving what the community said it needed. The LTP takes in a 10 year period to assist with long term planning and funding allocation.

### ***Community Planning***

Recognising that communities have their own special point of difference and ideas about how they want to be developed, Council has helped facilitate individual communities develop their own community plans. Community plans have been developed for St Bathans, Roxburgh and the Teviot Valley, Clyde, Naseby, Pisa Moorings, Alexandra, Maniototo, Patearoa, Tarras, Waipiata and Cromwell.

The development of these community plans is a key element of managing different communities as individual destinations. By identifying the values, issues, needs and challenges of each community, those communities are able to manage future development that reflects what they want for their community and the unique features they want to protect.

While the arts has not been a particular focus of the community planning process relevant themes and ideas have emerged that provide opportunities to integrate the arts and/ or artistic perspective.

### ***Facilities and Funding***

Council provides facilities used for arts related events and activities including public halls, libraries, sports stadium, parks, public spaces and other amenities.

It also contributes funding to Central Stories Museum and Art Galley in Alexandra as well as to the Central Otago District Arts Trust.

### ***Department of Conservation***

The Department of Conservation (DOC) administers most of New Zealand's Crown lands protected for scenic, scientific, historic or cultural reasons, or set aside for recreation. Its mission is to conserve New Zealand's natural and historic heritage for all to enjoy now and in the future (*ko ta Te Papa Atawhai he whakaute he tiaki i nga taonga koiora me nga taonga tuku iho hei painga mo te katoa inaianei, mo ake tonu ake*)

DOC and Creative New Zealand launched the Wild Creations Artists in Residence programme in 2002. The programme gives New Zealand artists the opportunity to experience the people, stories and challenges associated with natural and historic heritage. Three residencies are awarded each year to artists selected by a panel representing DOC and Creative New Zealand. Recipient artists use the time to work on specific artworks, to research and develop planned works, or to gain inspiration for the future. Further information is available on the DOC website [www.doc.govt.nz](http://www.doc.govt.nz). Wild Creations is currently on hold and no residency opportunities will be offered to artists for 2013.

## ***Creative New Zealand***

Creative New Zealand is New Zealand's main arts development agency. Funded by the Ministry for Culture and Heritage, its role is to promote the arts of New Zealand, support artists and encourage more New Zealanders to enjoy the arts. It does this by funding a wide range of projects by artists and arts organisations, advocating for the arts, and undertaking initiatives and research projects. Creative New Zealand provides funding for local community arts councils and also provides funding for practising artists.

Creative New Zealand provides creative communities funding. In Central Otago this funding scheme is administered by CODC for Creative New Zealand through the Community Arts Councils. As Creative Communities funding is population based, it is unlikely to generate any significant funding for the District in the foreseeable future. More information and applications for funding are available at [www.codc.govt.nz](http://www.codc.govt.nz) and [www.creativenz.govt.nz](http://www.creativenz.govt.nz)

## ***Ministry of Culture and Heritage***

The Ministry of Culture and Heritage is the Crown entity responsible for the arts. The Ministry's role is to help make New Zealand culture visible and accessible. It has responsibility for giving government advice on cultural matters. It also provides and manages cultural resources on behalf of government for the benefit of all New Zealanders, funding a range of cultural organisations and directly delivering a number of quality cultural experiences to New Zealanders. More information is available on the Ministry's website at [www.mch.govt.nz](http://www.mch.govt.nz)

The Ministry is accountable to the Minister for Arts, Culture and Heritage. The work of the Ministry is funded, in large, by the Crown under Vote Arts, Culture and Heritage, with some funding from Vote Sport and Recreation and other sources.

It administers government funding to a number of statutory bodies in the cultural sector, and manages the Crown's relationship with them including:

- Creative New Zealand (Arts Council of New Zealand Toi Aotearoa)
- New Zealand Film Commission
- New Zealand Symphony Orchestra
- Broadcasting Standards Authority
- NZ On Air (Broadcasting Commission)
- Radio New Zealand International
- TVNZ (in relation to the Charter).

The Crown also funds and has a relationship with

- Te Matatini (Aotearoa Traditional Maori Performing Arts Society)
- New Zealand Film Archive
- National Pacific Radio Trust
- Royal New Zealand Ballet
- New Zealand Music Industry Commission.

