

Reviewing our Arts, Culture and Heritage Strategy

REVIEW REPORT JUNE

2019

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EXECUTIVE SUMMARY

*“Undeniably, culture and creativity have been the cement that binds together not only hearts and souls, but entire societies and nations. Creativity and culture have been the common link through history, knitting together our past, present and future”.*¹

Arts, Culture and Heritage (ACH) are an essential part of our individual, community and national identity. The number and breadth of creative people, the community’s facilities, and its spaces and places make Masterton distinctive in this area. There is increasing evidence of the benefits of participating in these areas, and of its value to social cohesion and community resilience.

It has been more than 13 years since Masterton District Council (MDC) adopted its first ACH Strategy. A review of the 2005 ACH Strategy was undertaken in the 2018-19 financial year to inform the development of a revised ACH Strategy.

The revised ACH Strategy 2019-24 builds on progress made since 2005, and aligns with MDC’s Wellbeing Strategy *He Hiringa Tangata, He Hiringa Whenua*.

Three documents have been prepared as part of this review:

1. A review report - this report documents the review of the 2005 ACH Strategy, drawing together a range of information, data, and perspectives to inform the revised ACH Strategy.
2. The strategy document - the revised ACH Strategy 2019-24 outlines MDC’s ACH priorities for the next five years, and will guide Council’s investment in these areas.
3. An implementation plan - this plan outlines projects that MDC will undertake, or support, in Years 2 & 3 of the 2018-28 Long-Term Plan. These projects will contribute towards the achievement of priorities set in the ACH Strategy 2019-24. Additional projects will also be included for future consideration.

The revised ACH Strategy 2019-24 reflects priorities that are important to our iwi and community in terms of strengthening the identity of the Masterton District, supporting communities to identify and lead exciting ACH projects, and facilitating opportunities for the community to connect, perform, create, learn, and express.

MDC is committed to supporting ACH by facilitating community-led, council supported projects; funding community groups; and supporting environments where the community can participate in ACH activities. Recent legislative changes that reinstate the four wellbeings into the purpose of local government supports MDC’s decision to develop and implement *He Hiringa Tangata, He Hiringa Whenua* and lends itself to widening the scope of support that is currently provided.

*“Bringing back the well-beings will mean councils have a legislative responsibility to promote the cultural well-being of their communities. Arts, culture and creative activity have a huge contribution to make to this, as well as other aspects of well-being”.*²

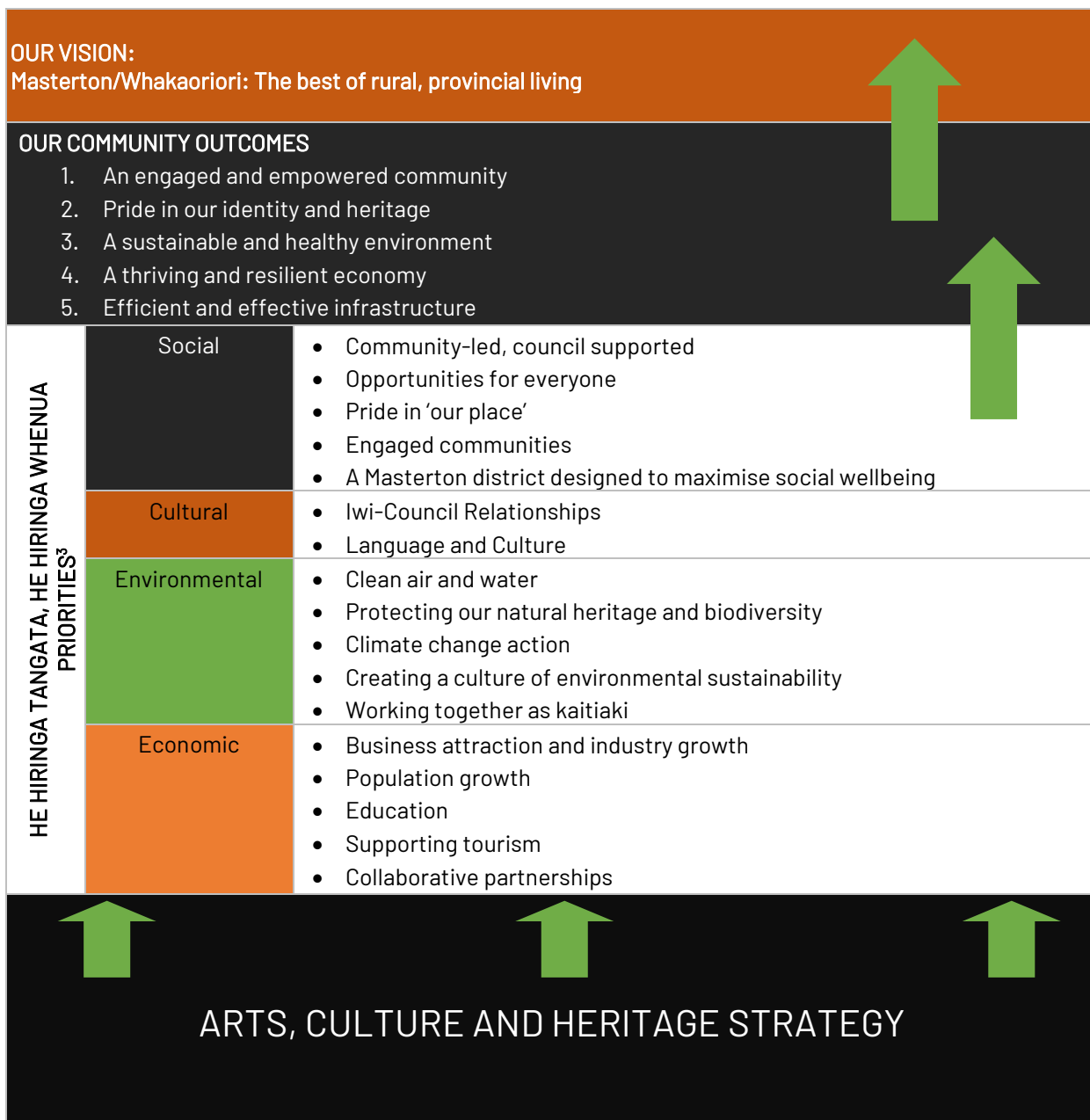
¹ https://en.unesco.org/creativity/sites/creativity/files/cultural_times_the_first_global_map_of_cultural_and_creative_industries.pdf

² Creative New Zealand (2019) *Focus on four well-beings recognises importance of arts and culture to communities* <http://www.creativenz.govt.nz/news/focus-on-four-well-beings-recognises-importance-of-arts-and-culture-to-communities>

INTRODUCTION

A review and revision of the ACH Strategy was identified as a key action in *He Hiringa Tangata, He Hiringa Whenua*, and was committed to as a Year 1 project in both the 2018-28 Long-Term Plan and the Wellbeing Strategy implementation plan.

This revised ACH Strategy will contribute towards MDC’s Vision and Community Outcomes, as well as working to achieve wellbeing priorities in *He Hiringa Tangata, He Hiringa Whenua*.



³ The vision statements in *He Hiringa Tangata, He Hiringa Whenua* are consistent with what was adopted as MDC’s community outcomes, so they have not been replicated for this purpose of this table.



There are a multitude of definitions for art, culture and heritage, overlapping in many instances. This is the definition used as the anchor for this review.

A clear way of thinking about it is to say that:

- **art** is the creative output of individuals and groups;
- **culture** is comprised of the ideas, culture and behaviour of groups of people; and
- **heritage** is something that is handed down from the past.

THE IMPORTANCE OF ARTS, CULTURE AND HERITAGE

Arts, culture and heritage are important to our community. The results of the online survey undertaken by MDC in December 2018–January 2019 reflect strong support for ACH, with nearly 90% of respondents indicating that ACH is extremely/very important to them.

Arts, culture and heritage make a significant contribution to individuals, communities and societies; promote social inclusion and cohesion; contribute to good health; and have a positive impact on the wellbeing of people.

Promotes social inclusion and cohesion

Participation in the arts can contribute to community cohesion, reduce social exclusion and isolation, and make communities feel safer and stronger. The arts have a long history of bringing people together across boundaries thereby increasing understanding across disparate and historically unequal groups, and supporting the work of underrepresented communities to create, maintain and share their own stories.⁴

Contributes to good health and wellbeing

There are numerous pieces of research that evidence the positive impact that the arts can have on the physical, mental and social wellbeing of older people. A recent study reported that theatre-goers were almost 25% more likely to report good health.⁵

Other studies have found that regular visits to the cinema, theatre or to museums could dramatically reduce the chances of becoming depressed in older age. Researchers found a clear link between the frequency of 'cultural engagement' and the chances of someone over 50 developing depression. It is the first such study to show that cultural activities not only help people manage and recover from depression but actually help to prevent it.⁶

⁴ <https://blog.americansforthearts.org/2019/05/15/the-importance-of-the-arts-in-our-communities-robert-l-lynch-and-laura-zabel>

⁵ The Arts Council (2014) *The value of arts and culture to people and society – an evidence review*

⁶ British Journal of Psychiatry, Apr 2019: Cultural engagement and incident depression in older adults: evidence from the English Longitudinal Study of Aging, Abstract accessed 06 June 2019 <https://www.ncbi.nlm.nih.gov/pubmed/30560742>

Connecting with our natural heritage also contributes to wellbeing. Contact with nature improves health by reducing stress, enhancing mood and replenishing mental fatigue.⁷

The work undertaken to develop the Wairarapa Positive Ageing Strategy (2019) found that older residents love climate, community, environment, public spaces, and activities. A great deal of positive feedback was received about the services, activities, venues and open spaces that support health, community connection and well-being.⁸

REVIEW PROCESS

Our Approach

The revised ACH Strategy 2019-24 has been developed for the Masterton district. An internal project team supported the review process, with direction and advice from council, and input from iwi, the ACH sector, and the wider community. Three documents have been produced as the outputs for this review:

1. A review report (this document);
2. The ACH Strategy 2019-24; and
3. An implementation plan.

Views, feedback and perspectives to inform this review and the revised ACH Strategy 2019-24 were gathered via an online survey; hui with iwi representatives; an ACH sector stakeholder workshop; and additional 1-1 meetings with ACH sector stakeholders that were not available to attend the workshop. Additional follow up feedback was received via email following the ACH sector stakeholder workshop. Community views have also been drawn from other recent council projects.

As part of this review, an environmental scan was undertaken at a central government and local level to identify:

- Public sector organisations who have a responsibility for or contribute to ACH;
- Key national ACH strategies;
- National ACH surveys;
- Relevant Wairarapa strategies and plans; and
- The ACH landscape in Masterton.

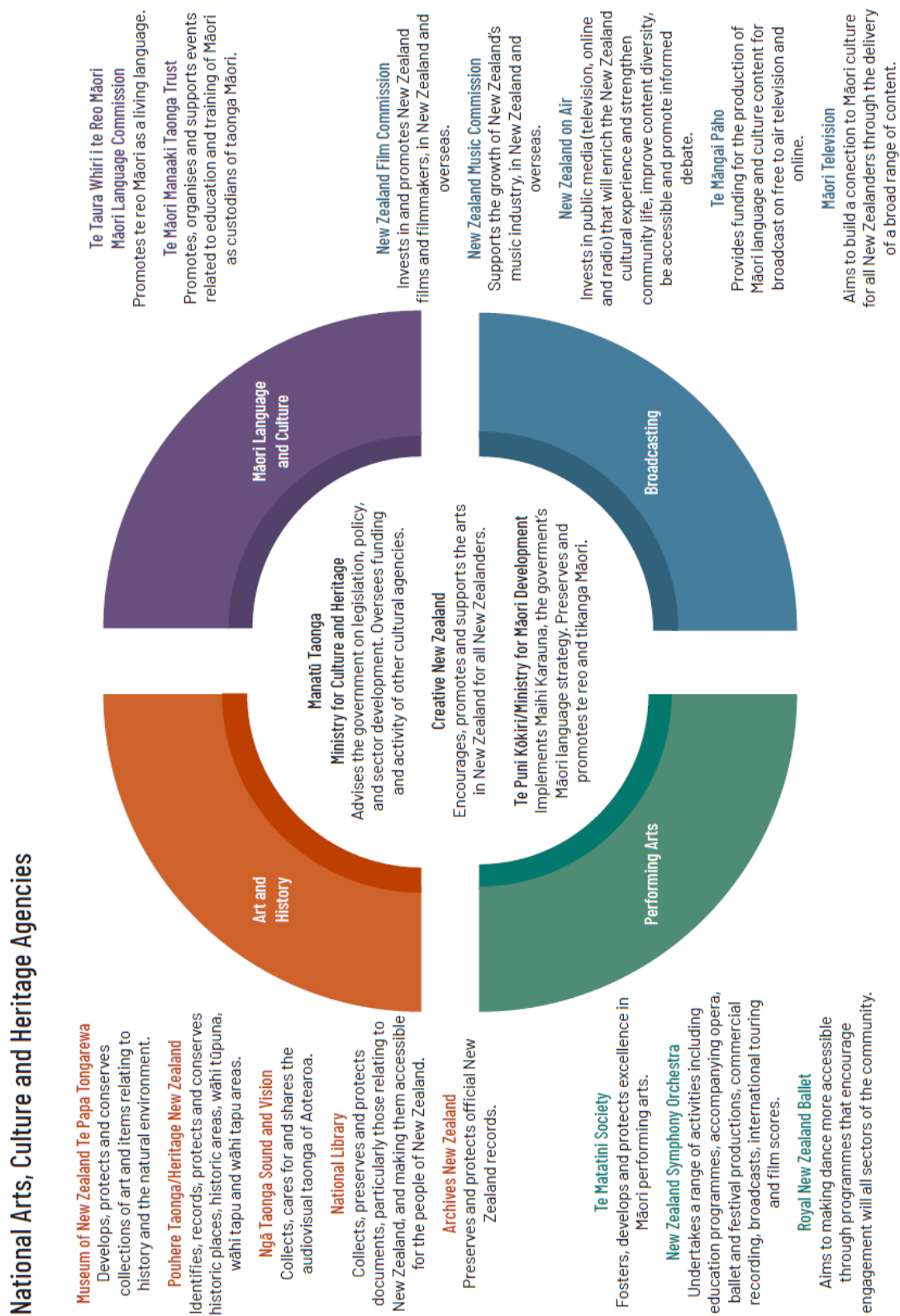
A detailed review looking at other council's ACH strategies was undertaken to better understand how territorial authorities throughout New Zealand were meeting their community aspirations.

⁷ Journal of Integrative Environmental Sciences (2009) *The health benefits of walking in greenspaces of high natural and heritage value*, retrieved from <https://www.tandfonline.com/doi/full/10.1080/19438150903378425>

⁸ Carterton, Masterton and South Wairarapa District Councils (2019) Draft Positive Ageing Strategy, page 12

NATIONAL STRATEGIC CONTEXT

The diagram below provides a summary of the national agencies that have responsibilities and/or contribute towards ACH:



There are a number of strategies that have been developed by national ACH agencies who have responsibilities and/or contribute to ACH. Examples of some of the strategies and plans developed by these agencies that are useful to consider in terms of alignment and relevance for the revised ACH strategy include:

- Strategic Directions 2018-2022 (Ministry for Culture and Heritage)
- Te Hā o ngā Toi: Māori Arts Strategy 2019-2014 (Creative NZ)
- Maihi Karauna: Government's Māori Language Strategy (Te Puni Kōkiri – Ministry for Māori Development)

MCH Strategic Intentions 2018-2022

The Ministry for Culture and Heritage (MCH) is the lead government agency responsible for the provision of advice on ACH and broadcasting issues in consultation with government ministers.⁹ The MCH's strategic intentions document outlines their priority areas for 2018-2022. The MCH's key priorities that are woven into their work programme include:¹⁰

- Creating opportunities for New Zealanders to engage with Māori culture – creating an inclusive New Zealand whakapapa
- Valuing the cultural diversity of Aotearoa
- Investing in culture for the wellbeing and prosperity of New Zealanders
- Caring for the nation's taonga and identity.

Te Hā o ngā Toi

Creative NZ is a national arts development agency, with the role of encouraging, promoting and supporting the arts through funding, capability building and arts advocacy.¹¹ In 2019, they released their five-year Toi Māori – Māori Arts Strategy. The vision for this strategy is:

Ngā toi Māori is visible everywhere and highly valued, as part of New Zealand's distinct identity, which is admired globally.

Te Hā o ngā Toi has two overall strands, with specific focus areas:

1. Joining with others
 - Partnering with Crown organisations and leading cultural agencies
 - *Working together to co-create an ecosystem that supports ngā toi Māori*
2. Effecting change ourselves
 - Advancing ngā toi Māori practice development
 - *Strengthening ngā toi Māori and ngā toi Māori practitioners' reputation for excellence*
 - Increasing public engagement with ngā toi Māori
 - *Promoting engagement, access and visibility*
 - Building a stronger sector to advance ngā toi Māori aspirations
 - *Developing the sector's support for ngā toi Māori and mātauranga Māori.*

⁹ Ministry for Culture and Heritage website: <https://mch.govt.nz/about-ministry>

¹⁰ Ministry for Culture and Heritage (2018) Strategic Intentions 2018-22, Wellington, page 4

¹¹ Retrieved on 5 March 2019 from <https://www.creativenz.govt.nz/news/creative-new-zealand-releases-maori-arts-strategy-te-ha-o-nqa-toi>

An implementation plan is being developed to reflect how Creative NZ will work with the arts sector to deliver the strategy.

Maihi Karauna

The Maihi Karauna is the Crown's Strategy for Māori Language Revitalisation 2018 – 2023. The Maihi Karauna has been developed by Te Puni Kōkiri (Ministry of Māori Development), Te Taura Whiri i te reo Māori (Māori Language Commission), Te Māngai Pāhō, the Māori Television Service, Ministry of Education, Department of Internal Affairs and the Ministry for Culture and Heritage.

The Maihi Karauna sets three goals to achieve in 2040;

- 85% of New Zealanders (or more) will value te reo Māori as a key part of national identity.
- One million New Zealanders can speak at least basic te reo Māori.
- 150,000 Māori aged 15 and over will use te reo Māori as much as English.

The Maihi Karauna is for all New Zealanders, with a focus on tamariki and rangatahi, fluent speakers, and public servants.¹²

What the data tells us

One of the most recent surveys available with an ACH focus is Creative NZ's *The New Zealanders and the Arts Survey: Attitudes, attendance and participation in 2017*.

This survey was undertaken by Colmar Brunton on behalf of Creative NZ to measure New Zealanders engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts.¹³ The 2017 survey found that the majority of New Zealanders hold positive attitudes about the arts (80%), and CNZ has stated that these positive attitudes are likely to drive a high level of engagement with the arts in New Zealand. Other key findings included:¹⁴

- *Participation in the arts continues to grow, reaching its highest level recorded to date*

Over half of all New Zealanders now participate in the arts (52%). This compares to 43% in 2014 and 36% in 2011. This is largely driven by increased participation in the most popular art form, the visual arts (from 19% to 28%). One possible explanation for greater involvement in the visual arts is the continued uptake and development of digital technology (including smart phones and tablets) supporting an increase in web-based art or film making.

- *The majority of New Zealanders believe the arts bestow a range of benefits on the nation, and are more likely than ever to recognise the impact of the arts.*

These benefits include economic growth, developing our national identity and making communities more cohesive and interesting places to live.

¹² Te Puni Kōkiri website: <https://tpk.govt.nz/en/a-matou-kaupapa/maihi-karauna>

¹³ Creative NZ (2018) *The New Zealanders and the Arts Survey: Attitudes, attendance and participation in 2017*, prepared by Colmar Brunton, page 3

¹⁴ *Ibid*, page 9

LOCAL GOVERNMENT STRATEGIC CONTEXT

A desktop review was undertaken of ACH strategies and plans for all New Zealand territorial authorities (excluding regional councils). This section provides an overview of ACH strategies and plans that were identified as part of the review.

Additional information is provided in Appendix 1.

Nationwide survey

There are 67 territorial authorities in New Zealand, 13 city councils (including Auckland Council), 53 district councils and the Chatham Island Council. Five territorial authorities (Auckland, Nelson, Gisborne, Tasman and Marlborough) also perform the functions of a regional council and thus are unitary authorities. Of these 67 authorities, 23 did not have any discoverable kind of strategy or plan for arts, culture or heritage. These tended to be the smaller authorities, although two larger authorities of over 70,000, Hastings District and Rotorua District, did not have plans on their websites.

Larger authorities

Unsurprisingly the largest authorities had the most complete and up-to-date strategies. The Auckland Council has a very comprehensive plan, linked to the “Auckland Plan”, a long-term spatial plan for the city. It talks about the desire to integrate arts and culture into the every day life of the population. It does not cover either natural or built heritage, which are covered in other strategies.

Hamilton City’s plan focuses on the development of public art, and highlights Toi Māori. Tauranga City’s plan, which was developed with the Western Bay of Plenty District, aims for “a community with arts and culture at its heart creates a culture of innovation, and new thinking that drives economic wealth and well-being”.

The Lower Hutt City Arts and Culture Policy is very focused on art and the role of the Dowse Museum in leading the arts and culture sector. Wellington City has strong policies, reflecting its position as the home of many national arts, culture and heritage organisations.

Christchurch City was in the process of developing a new strategy, but stressed the value of universal opportunities, the importance of Toi Māori and the need to ensure that different cultures were supported and promoted.

Dunedin City’s strategy was designed to achieve the vision of “Dunedin is one of the world’s great small cities with arts and culture at its core”. It talks of inspired connections, access and inclusion, and the core role of identity and pride.

Smaller authorities

There is a huge variation in the strategies, policies and plans of the smaller local authorities. Among the broad themes we identified was the economic importance of arts and culture and heritage to different communities. Those traditionally thought of as having vibrant art-producing communities (Coromandel, Whanganui, Nelson) stressed the economic value to their districts as well as increasing pride in place.

Many North Island councils speak directly about better partnerships with tangata whenua - Waikato District and the Kingitanga, Taupō and Tūwharetoa, Whanganui and various iwi. Whakatane District’s plan is largely concerned with built heritage in the central business district, while Napier City stresses the importance of its Arts Deco heritage. Many of the South

Island authorities, especially the Oamaru Council and those in rural Otago, are very focused on protecting the built heritage that attracts many visitors.

Many speak directly about the importance of public art. For example, the Far North District's policy covers approving more public art, New Plymouth's plan concentrates on art in public places, and Kāpiti Coast's highlights public art spaces.

Knowledge and pride

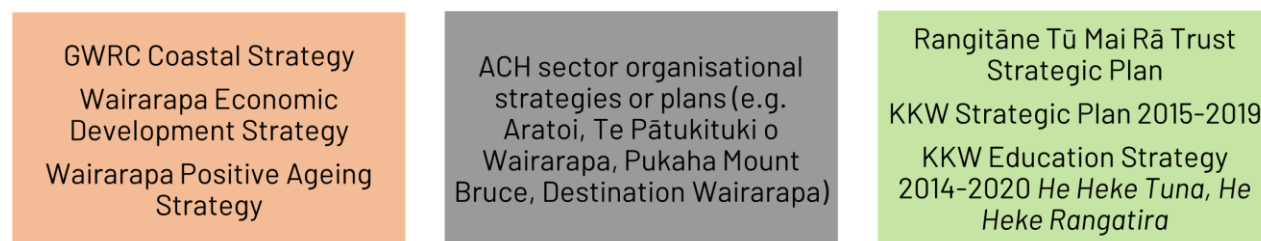
Many of the strategies, policies and plans stressed the important role that arts, culture and heritage play in developing a sense of pride in place. The Hauraki District, in their Social Strategy, said that "heritage encourages pride", while the South Waikato District described culture as the spirit of the community. Taupō District encourages "increased knowledge and pride in history, people, stories, achievements", and South Taranaki said arts, culture and heritage encourage community sense of identity. Along with Whanganui and Manawatu District, they are focused on identifying important sites, and "researching narratives".

Grey District wanted to engage the community to express their own identity and encourage a "sense of pride", while Porirua City planned to prepare a detailed plan for heritage within the city - natural, cultural and built heritage - and stressed the need for good signage. Central Otago wanted heritage respected and promoted and Queenstown-Lakes District also wanted to identify and protect heritage sites, while also promoting them and educating people about their importance.

WHAT'S HAPPENING LOCALLY?

Alignment with relevant Wairarapa strategies and plans

There are a number of local-level strategies and plans developed by local government, iwi, ACH stakeholders and community groups that the revised ACH Strategy 2019-24 aligns with in terms of common and/or complementary goals, priorities and aspirations for the Masterton district (refer diagram below).¹⁵ There is strong alignment in what is being proposed in the revised ACH Strategy 2019-24 with the Wairarapa Positive Ageing Strategy. Priorities identified in this strategy that have crossover with ACH priorities include *providing high quality spaces, parks, activities, services and corridors that are safe and accessible for older people and supporting and capacity building of cultural groups and events.*



Kahungunu ki Wairarapa and Rangitāne o Wairarapa have their own ACH aspirations. MDC's ACH aspirations have been developed to align with iwi to enable us to work towards shared outcomes for greater results.

¹⁵ GWRC is Greater Wellington Regional Council and KKW is Kahungunu ki Wairarapa

There are also a number of strategies and plans underway. Examples include the development of an iwi-led Māori Tourism Strategy for the Wairarapa, and a Kōtahitanga plan that combines the work of Rangitāne o Wairarapa and Rangitāne Tū Mai Rā Trust.

Our People

Masterton has a breadth of individuals, community groups and organisations across the ACH spectrum.

The mana whenua of the Masterton district are Ngāti Kahungunu ki Wairarapa and Rangitāne o Wairarapa, with Ngāti Hamua being the main hapū¹⁶ of the urban area and surrounds. Iwi are the kaitiaki¹⁷ and repositories of mātauranga Māori¹⁸, te reo Māori me ōna tikanga¹⁹, Toi Māori²⁰ and ahurea Māori.²¹

Masterton is fortunate to be the home of professional artists such as Dame Robin White and Sam Ludden, and to a wide range of other creative practitioners including writers, artists, dancers, musicians, actors, kapa haka performers, cultural practitioners and those involved in heritage protection.

Arrow FM and Wairarapa TV promote and disseminate local content via their broadcasting services. More recently, Wairarapa Moana funded a series of waiata performances that have been captured online that tell important stories of local history, important ancestors and whakapapa.²²

Both the arts and crafts sectors are well supplied by a number of clubs and organisations. The Masterton Art Club and the Wairarapa Camera Club are both long-established with flourishing memberships, and quilters, spinners and weavers, and embroiderers all have clubs.

A thriving dance community and local theatre groups give many performances annually. There is also a community orchestra and a town brass band, as well as many individual musicians.

Kapa haka²³ is undergoing a resurgence, with a Wairarapa group, Te Rangiura o Wairarapa, performing at Te Matatini – the National Kapa Haka festival in 2019. In addition to this, Wairarapa ki Uta, ki Tai, comprised of secondary school students from throughout the region perform at the regional level.

In addition to MDC, there are other local organisations who provide support and funding to ACH – Trust House and Masterton Trust Lands Trust are major funders, while support is also given by a range of other trusts (e.g. Nikau Trust, T.G. McCarthy Trust, He Kāhui Wairarapa), and Lions and Rotary clubs support individual projects.

Our Places

The Masterton district is comprised of urban, rural and coastal areas, and stretches from the Tararua Range to the Pacific Ocean and encompasses many distinct spaces. To the west, the Tararua Range is a vast natural wilderness, popular with those seeking to find a connection with

¹⁶ Sub-tribe

¹⁷ Guardians

¹⁸ Māori knowledge

¹⁹ Māori language and customs

²⁰ Māori art forms

²¹ Māori culture

²² Genealogy

²³ Māori performing arts

our natural heritage. And from the mountains, the district's major rivers, the Ruamahānga, the Waipoua and the Waingawa have created a nearly flat valley, home to a range of agricultural and horticultural enterprises.

The valley also contains the major urban area, Masterton township. Its 'jewel in the crown' is the 140-year-old Queen Elizabeth Park, famed for its trees, its lake and its green spaces. The neighbouring Henley Lake and numerous recreational trails offer active leisure while the town is well served with sporting grounds. Further east, hill country leads to the main eastern beaches – Mātaikona, Castlepoint and Riversdale – which offer surfing, swimming and fishing. They abound in heritage too, ranging from Te Ana o te Wheke o Maturangi (the cave of the octopus of Maturangi at Castlepoint), to the 1913 lighthouse that sits atop it.

We have a growing ACH sector. The upper end of Queen Street is the location of our Arts Precinct, comprised of established organisations such as Aratoi and CONart, King Street Artworks and emerging groups such as Te Pātukituki o Wairarapa. Other well-established organisations include the Masterton Amateur Theatrical Society and the Masterton Arts Club.

The Masterton District Library is a growing community hub that provides a range of programmes and initiatives to cater for all demographics, and the Wairarapa Archive is a hive of activity providing information and support to a range of individuals and groups ranging from the local newspaper through to individual researchers and class groups.

Masterton residents and visitors can learn about the history, culture and heritage of our district and region at Aratoi, Pukaha Mount Bruce, the Pioneer Museum at Mount Bruce, the Pointon Collection, the Wool Shed Museum, the Masterton District Library, and Wairarapa Archive.

Our Public Art

Public art contributes to our sense of identity as a community, is a vehicle for reflecting our history and heritage, and helps make the Masterton district a more attractive place to visit and enjoy.

An inventory of public art in the Masterton CBD and Queen Elizabeth Park found the majority are either sculptures, statues or murals and overwhelmingly portray European people and themes. The paving in the Town Square and the pare at Te Pātukituki o Wairarapa are the only overtly Māori-themed pieces. Male representations are predominant over female.

A more recent advent has been the placement of poems around the CBD, with five currently on display.

Images of public art were presented at the ACH sector stakeholder workshop that was held on 25 March 2019. We asked participants to reflect on our current public art and what it tells us about our people and district, and what is missing. The overall message given by participants was that there is no theme or consistent narrative, so it seems disjointed, episodic and fragmented, and it does not reflect the heritage of the Masterton district.

Some suggestions for public art included:

- Increasing public art (specific examples include kinetic art using wind and water, murals on building walls; work that integrates with the landscape);
- Increasing the visibility of Toi Māori in the CBD (for example, work by local carvers; Toi Māori that reflects sites of significance and/or landmarks; Māori language);
- Utilising local artists;
- Publicity and promotion of public art; and

- Considering who should be involved in making decisions about placement/location of public art.

Refer Appendix 2 for a full summary of ACH sector stakeholder feedback on public art reflections and suggestions.

MDC SUPPORT FOR ARTS, CULTURE AND HERITAGE

Local government's contribution to well-being includes being a supporter and developer of strong, resilient communities; a provider of infrastructure that sustains life and supports economic growth and transformation; a provider of community infrastructure that shapes our communities as places, and a kaitiaki of natural resources.²⁴

The role that MDC currently undertakes in the ACH space is facilitating community-led, council-supported projects; funding community groups; and supporting environments where the community can participate in ACH activities. Both national and local surveys support councils having a role in supporting ACH in their respective communities. Over 90% of respondents in MDC's online ACH survey strongly agree/agree that MDC should provide funding/support for the arts. Just under half of all New Zealanders (47%) feel their local council should give money to the arts.^{25 26}

Following the adoption of the 2018-28 Long-Term Plan and Wellbeing Strategy *He Hiringa Tangata, He Hiringa Whenua*, a number of projects are planned or underway that overlap with ACH in some way. These include significant infrastructure projects that contribute towards enhancing the quality of places and spaces for the community to participate in ACH related activities. For example, the town centre revamp; civic centre project; library redevelopment; and Queen Elizabeth Park rejuvenation.

ACH related projects undertaken or supported by MDC in the last two years include the 100 years, 100 lives project; George Hood book; Wai Fest 2018 and 2019; the Block Party; and improvements to the online cemetery database.

More recent public art in the CBD and surrounding areas include the installation of the Ascension sculpture at the northern roundabout and Angel Grace at Robinson Park; the 'Thinking Man' and 'Tuna Mood Gate' artworks on Queen Elizabeth Park island; the Pukaha mural in Paper Plus lane; the mural on the Warehouse Stationary building on Bannister Street; and poems outside Ten O'clock cookie company; Aratoi, and the Masterton Trust Lands Trust building.

The Long-Term Plan 2018-28 process confirmed funding for some of our key ACH stakeholder organisations such as Aratoi Regional Trust, Cobblestones Museum, and Te Pātukituki o

²⁴ SOLGM (2019) *Wellbeing Update Newsletter - March 2019*, page 1

²⁵ Creative New Zealand (2018) *New Zealanders and the Arts: Attitudes, attendance and participation in 2017*, prepared by Colmar Brunton, page 28

²⁶ Commentary from this survey to support the result was those who hold positive attitudes about the arts are much more likely to support funding from their local council, typically around two in three of those with a positive viewpoint. Support for council funding is particularly high amongst those who agree the arts is an important reason they like living where they do.

Wairarapa. Refer to Appendix 3 for a breakdown of organisations that have recently received ACH related funding.

There are also a number of funding opportunities available to community groups for ACH related activities including the Masterton Arts Fund, Community Wellbeing Fund, Events Fund, Creative Communities Scheme, and the Marae Development Fund.

2005 ARTS, CULTURE AND HERITAGE STRATEGY

Strategy Development

The 2005 Arts, Culture and Heritage Strategy was adopted in August 2005. Delta Networks were contracted to develop this strategy on behalf of the three Wairarapa district councils and the Wairarapa Cultural Trust (now known as the Aratoi Regional Trust). MDC contributed \$17,500 towards the development of the 2005 strategy.

Consultation with the community was undertaken via public meetings, and meetings with key stakeholders from the ACH sectors. The response from the community included a total of four submissions and feedback from iwi.

What the strategy set out to achieve

The overall purpose of the strategy was to provide a framework for actions to be taken by the three Wairarapa councils, Aratoi, funders and trusts, clubs, societies, schools and other community organisations. The vision and key focus areas of the strategy were:

Vision	<i>Wairarapa as a place to live that is rich with interest, strong with involvement, and celebrating a highly visible arts, culture and heritage dimension.</i>
Key Focus Areas	<ol style="list-style-type: none"> 1. Participation 2. A supportive environment promoting quality and skills 3. Economic development and sustainable enterprise

A number of strategies were identified under each key focus area:

Key Focus Areas	Strategies
Participation	<ul style="list-style-type: none"> • Participation • Monitoring
A supportive environment promoting quality and skills	<ul style="list-style-type: none"> • Support excellence • Foster pride in arts • Co-ordinate funders' strategies • Promote coordination and build connections • Increased Māori dimension • Venues
Economic development and sustainable enterprise	<ul style="list-style-type: none"> • Arts trails • Business planning • Quantify benefit

The 'next steps' identified to progress the strategy included:

1. employing coordinators (1.5 people)
2. establishing a venues advisory group to assess venues in the region, and advise on proposals for capital expenditure

- oversight, guidance and monitoring of the strategy's implementation to a single body or group.

Implementation of the 2005 ACH Strategy

The implementation of the 2005 ACH strategy, based on the key actions noted above, is summarised as follows:

Employing Coordinators

Two part time coordinators were employed for a short stint – one having an iwi focus and based at Rangitāne o Wairarapa and another that was involved in the establishment of Toi Wairarapa.

Venues Advisory Group

A group with a specific focus on assessing venues in the region and advising on proposals for capital expenditure did not eventuate.

Toi Wairarapa

Toi Wairarapa was established as the single body or group to monitor and implement the strategy. Toi Wairarapa was governed by a group of trustees, with a regional advisor and coordinators to carry out their day-to-day operational activities.

Toi Wairarapa efforts were largely focused on providing support, promotion, advocacy and advice to the ACH sector.

In 2015, Toi Wairarapa developed a strategic plan to reflect the evolution of Toi Wairarapa from the service role envisioned as part of the 2005 ACH Strategy. The plan outlined issues of funding and resource limitations that had a flow-on effect on what could be achieved to implement the ACH strategy. It also highlighted what Toi Wairarapa could focus on based on their funding streams.

By the end of 2015, the three Wairarapa councils made a joint decision to cease funding for Toi Wairarapa, with MDC ceasing support in December 2015.

COUNCIL, IWI AND COMMUNITY VIEWS

Iwi and community views, feedback and perspectives have been gathered via hui, an online survey and ACH sector stakeholder workshop. In addition to the views sought as part of this review process, information has been drawn from feedback MDC had received via previous surveys and public consultation processes. In particular:

- 2016-2018 NRB resident satisfaction surveys
- 2016-17 Annual Plan submissions
- 2017-18 Annual Plan submissions
- 2018-28 Long-Term Plan submissions
- Positive Ageing Strategy – Hui Māori
- What's our Welcome Survey 2018-19
- Town Centre Development project – Iwi perspectives meeting

Refer to Appendix 4 for a summary of the community views from each of these sources of information.

Council Workshops

A council workshop was held on 10 October 2018 to provide the project team with direction and feedback on the review.

At the council workshop, elected members discussed definitions of ACH; the importance of ACH; aspects of the 2005 strategy that are still relevant; what the new strategy should 'look' and 'feel' like; relevant data; the value of public art; public art gaps; ACH gaps; and ACH priorities. More detailed information from the council workshop is contained in Appendix 5.

A subsequent update was provided to council on 13 February 2019 to present the online survey results from the community. A number of elected members also supported and participated in the ACH sector stakeholder workshop that was held on 25 March 2019.

Iwi Perspectives

Iwi perspectives have been gathered from hui held in March 2019 with representatives of Rangitāne o Wairarapa and the Rangitāne Tū Mai Rā Settlement Trust, feedback drawn from a Town Centre Revamp meeting with representatives from Kahungunu ki Wairarapa and Rangitāne o Wairarapa in November 2018, and a Hui Māori held in April 2019 as part of the Positive Ageing Strategy. Some of the key themes from across all of these hui include:

- The importance of telling our history and stories;
- Acknowledgement of Ngāti Hamua as the main hapū of the Masterton township and surrounds;
- Better promotion of stories that relate to sites of significance (e.g. Kaikōkirikiri, Rangiwhakaoma);
- Ensuring that any stories or histories that are shared or promoted are correct;
- Being more innovative and creative in how we promote and tell our stories and history;
- Leveraging off resources that already exist;
- Better promoting/increasing the visibility of what we already have;
- The need for iwi involvement in regional events hosted in Masterton (particularly to enable manaakitanga of other iwi that come to Masterton for these events);
- Council support for hui Māori (for example, the upcoming 2019 National Māori Women's Welfare League and the 2020 Kahungunu Regional Kapa Haka competition);
- Putting people at the centre, not a plan;
- Enhancing the capacity of council to engage with iwi, hapū and whānau;
- The role of kaumatua in the dissemination of language, knowledge and customs;
- Normalisation of the Māori language;
- Including artwork on road crossings in the CBD.

Refer Appendices 4 & 6 for more detailed feedback.

Online Survey

An online survey was conducted from 20 December 2018 through to 18 January 2019 to gauge views to help inform the review of the ACH strategy. The survey was sent via email to targeted ACH sector stakeholders; the link was sent to elected members and iwi representatives to forward onto those who would be interested; and the MDC Communications team promoted the survey via boosted Facebook posts to make it available to the wider community. In total 113 survey responses were received.

Overall, the online survey reflected positive attitudes towards ACH. These positive attitudes can partly be attributed to the number of ACH sector stakeholders that completed the survey, but the boosts via Facebook provided a lot of responses from the wider community.

The results of the survey provides insight into how the community feels about ACH, what is important to them, what they do, and what gaps exist and what support is needed.

Arts, culture and heritage is extremely important/very important to our community (88.3%). Our ACH facilities help make the Masterton District distinctive (the number and range, as well as what they offer).

Public art is important (82.4%) to the community because it contributes to our sense of identity.

In terms of council support, over 90% of survey respondents think that MDC should support the arts, and the main way in which the community would like MDC to support celebrating language and culture is through events. Respondents believe we could share and celebrate our diversity through events, cultural exchange opportunities, inclusiveness, and positive attitudes towards each other.

Choosing to watch a film on netflix or listening to music at home are examples of ACH related activities that people do as part of their everyday lives. Outside of the normal day to day life, the majority of our community participate in ACH activities as part of an audience and/or at a Museum/Art Gallery, with almost half (48.2%) of respondents going outside of the District at least once a month to enjoy ACH related activities. The other half (51.8%) reported leaving the District less than once a month. The main type of artform that people participate in is visual arts (70% of respondents).

Over 85% of survey respondents told us that Toi Māori²⁷ helps us to define who we are as New Zealanders.

The survey provided a list of potential ACH priorities going forward as part of a revised strategy. Survey respondents agreed with support for the ACH sector/ACH initiatives; events; venues; preserving our heritage; district promotion; telling our stories and ahurea Māori.²⁸ Refer Appendix 7 for more detailed information of the online survey.

Stakeholder Workshop

An ACH stakeholder workshop was held on 25 March 2019 at Masterton District Library. Six 'activity stations' were set up for workshop participants to visit and provide feedback on:

1. Public Art
2. ACH Priorities
3. Strategy to Implementation
4. ACH Environmental Scan
5. Toi Māori
6. What we are missing

²⁷ Māori Artforms

²⁸ Māori culture

A summary of the key themes from each activity station is included below:²⁹

Public Art – refer section *What’s Happening Locally?*

ACH Priorities – Support for the sector; events; venues and publishing more local stories were areas well supported by workshop participants.

Strategy to Implementation – A short survey with three questions were asked. There was 100% support for supporting language and culture being celebrated in the Masterton district through events. 93% of respondents supported having multi-cultural events as a way of sharing and celebrating our diversity. In terms of protecting our natural heritage and biodiversity, the majority of respondents said that planting more native trees and plants was most important.

ACH Environmental Scan – Workshop participants provided lots of examples of ACH sector activity to assist in providing a fuller picture of what we do (e.g. develop and promote the skills of actors, musicians, lighting and sound operators), who we are (e.g. the land, the people, rivers, lakes, rongoā³⁰) and what we did (we believe in promoting our farming heritage as important).

Toi Māori – Workshop participants knew who our Toi Māori practitioners are, and who supports Toi Māori. Workshop participants provided examples that reflect the current health of Toi Māori in the Masterton district (e.g. Te Pātukituki o Wairarapa) and acknowledged that Toi Māori has not had a visible presence in the Masterton district. There were many suggestions given to demonstrate how Toi Māori is valued by the community (e.g. start connecting authentically with local indigenous artists in an enabling and empowering way).

What we are missing – The workshop provided an opportunity for participants to tell MDC (based on what they heard, saw, and experienced throughout the evening) to identify what is ‘missing’ as part of this review. Again, many suggestions were given for MDC to consider (e.g. need to consider the current funding model).

A REVISED ARTS, CULTURE AND HERITAGE STRATEGY

A revised ACH strategy cannot be developed in isolation from MDC’s wider strategic frameworks and direction. All of the work that MDC undertakes, including the development and implementation of key strategies and plans, contributes towards the overall vision and community outcomes for the Masterton district:

Our Vision

Masterton/Whakaoriori: Providing the best of rural provincial living

Our Community Outcomes

1. An engaged and empowered community
2. Pride in our identity and heritage
3. A sustainable and healthy environment
4. A thriving and resilient economy
5. Efficient and effective infrastructure

²⁹ Refer Appendix 2 for more detailed information from the ACH sector stakeholder workshop.

³⁰ Traditional forms of Māori medicine and healing

The revised ACH strategy 2019-24 contributes to the strategic direction that council adopted to improve community wellbeing through *He Hiringa Tangata, He Hiringa Whenua*. The revised ACH strategy 2019-24 aligns with all four areas of *He Hiringa Tangata, He Hiringa Whenua* (social, cultural, environmental and economic), but predominantly the areas of social and cultural wellbeing:

Wellbeing Area	Alignment with specific Wellbeing priorities and strategic directions:
Social	<ul style="list-style-type: none"> • Community-led, Council-supported • Sharing and celebrating our diversity • Creating spaces, places and opportunities for people to connect • Create public spaces that maximise the opportunity to connect with others
Cultural	<ul style="list-style-type: none"> • Increase the number of opportunities to learn and engage in the history and heritage of Masterton/Whakaoriori • Support language and culture being celebrated in our district
Environmental	<ul style="list-style-type: none"> • Protecting our natural heritage and wāhi tapu sites • Supporting biodiversity
Economic	<ul style="list-style-type: none"> • Supporting and facilitating initiatives and events that attract visitors to the region

The revised ACH Strategy 2019-24 outlines MDC's ACH priorities for the next five years, and will guide Council's investment in these areas.

The revised ACH strategy 2019-24 reflects priorities that are important to our iwi and community in terms of strengthening the identity of the Masterton District, supporting communities to identify and lead exciting ACH projects, and facilitating opportunities for the community to connect, perform, create, learn, and express.

Five priority areas have been identified for the revised ACH strategy 2019-24:

- Support for the ACH sector
- Telling our stories;
- Toi Māori;
- Opportunities for people to connect; and
- Public Art.

Support for the ACH sector

The sector plays an essential role in the promotion, preservation and delivery of ACH in the Masterton district. The ACH sector provides opportunities for the community to participate in a range of ACH activities that they enjoy and find meaningful. Many community organisations and individuals contribute significant voluntary time and energy to make things happen. Both MDC and the wider community rely on the passion and commitment that the sector has in supporting ACH.

The Masterton district is also fortunate to have groups within the ACH sector that represent our community at a regional and national level (for example, Te Rangiura o Wairarapa who represented the region at the national kapa haka competition in 2019) who require support and deserve acknowledgement for their accomplishments and service to the community.

Online survey responses reflected funding and resourcing as a key issue for ACH sector stakeholders. Examples of this were the cost of promoting and publicising their activities and services, and limited funding for operational costs such as staff and tutors.

Feedback about ACH venues reflected support for music venues. For three years, King Street Live, was the 'go to' place to listen to and watch live music performances. King Street Live closed in 2016.

MDC will look at ways that it can better support the sector through promotion, funding, advocacy, and community development to ensure ACH continues to thrive and flourish in our district.

Telling our stories

Telling our stories is about preserving and promoting the history and heritage of the Masterton district. There are two aspects to this: the first is promoting what we already have, and the second is working with iwi, sector stakeholders and the wider community to provide opportunities to tell stories that have yet to be shared widely.

Iwi and the community views have confirmed the importance of:

- raising awareness and knowledge of the history of the Masterton district;
- promoting sites of significance;
- ensuring that any stories or histories that are promoted are correct;
- leveraging of what resources are already available;
- celebrating the cultural make up of our community;
- promoting existing venues/places/spaces that provide information and knowledge about local history and heritage;
- telling our stories in a variety of ways; and
- being more innovative and creative in how we promote and tell our stories and history.

MDC will undertake projects that enhance what we already have, and will work with iwi, sector stakeholders and the community to identify new opportunities for community-led, council-supported projects.

Toi Māori

The importance of increasing the visibility of Toi Māori was reflected in the online survey, ACH sector stakeholder workshop and council workshop.

Toi Māori is an important part of ACH. Ngā Toi Māori enhances cultural wellbeing and strengthens identity.³¹ As aptly put by the Ministry of Culture and Heritage:

“Culture connects and strengthens communities, instils a sense of pride and identity and improves individual and community health and wellbeing. Māori culture, in particular, is central to our sense of New Zealand’s uniqueness as a place, a society and a nation, and is a defining feature of our identity in the world”.³²

MDC will work with iwi, Toi Māori practitioners, the ACH sector and the wider community to look at ways in which Toi Māori can be more visible in the Masterton district, for example,

³¹ Creative New Zealand (2019) *Te Hā o ngā Toi: Māori Arts Strategy 2019-2024*, page 15

³² Ministry for Culture and Heritage (2014) *Cultural Sector Strategic Framework 2014-2018*, page 3

through public art, and by supporting those who already promote and practise Toi Māori via community led, council supported projects and initiatives.

One of the key themes that came from consultation as part of the development of *Te Hā o ngā Toi*³³ was a need for Māori cultural spaces where Māori artists can gather to network, share mātauranga, create arts, exhibit art, get business support etc, and all across the country.³⁴ Te Pātukituki o Wairarapa is an emerging Toi Māori space within the Arts Precinct on upper Queen Street that is filling this niche. MDC will continue to support places like Te Pātukituki o Wairarapa to nurture and promote all aspects of Toi Māori in the Masterton district.

Opportunities for people to connect

Supporting a range of places, spaces and opportunities for people to connect through ACH related activities increases community participation and cohesion, creates demand for the sector, and creates a drawcard for visitors from outside the Masterton district.

There is strong community support for more events, and in particular holding events as a way to support language and culture being celebrated in the Masterton district. There is also demand for events that promote our local history and heritage, and support for having more bus and/or walking tours for sites of significance and art.

Community feedback suggested ways in which natural heritage and biodiversity can be enhanced. Planting more native trees and plants, and riparian planting was popular, as was coastal restoration. Other suggestions included running school holiday programmes with a focus on educating children about looking after the environment. All of these suggestions relate to opportunities for our community to connect through our natural heritage and environment.

MDC is undertaking a number of significant projects that contribute to providing opportunities for people to connect (e.g. the Town Centre/CBD and library redevelopment projects), maintaining council facilities, supporting community events, and providing funding to assist the community to provide ACH services and activities. The MDC will look at ways in which it can provide more enhanced opportunities for the community to enjoy.

Public art

Public art contributes to our sense of identity as a community, is a vehicle for reflecting our history and heritage, and helps make the Masterton district a more attractive place to live, visit and enjoy.

An inventory of public art was presented at an ACH sector stakeholder workshop that helped inform this review. The overall message was that Masterton's public art should be less fragmented and better reflect the heritage of the district and its people.

Suggestions made by iwi, sector stakeholders and the wider community included having more public art; utilising more local artists; better promotion of existing public art; and taking a more coordinated approach to the location of future public art and who should be involved.

MDC plans to look at ways existing public art can be better promoted for residents and visitors to enjoy; at facilitating opportunities for new public art; and considering how it can support a more planned approach to public art in the future.

³³ Creative New Zealand (2019) *Te Hā o ngā Toi: Māori Arts Strategy 2019-2024*, page 24

³⁴ Creative New Zealand (2019) *Te Hā o ngā Toi: Māori Arts Strategy 2019-2024*, page 23

Monitoring and Implementation

The revised strategy 2019-24 sets MDC's ACH priorities for the next five years.

An initial implementation plan to align with Years 2 & 3 of the 2018-28 Long-Term Plan has been developed. The implementation plan outlines projects that MDC will undertake and/or support over the next two years.

Progress about the implementation of the revised ACH strategy will be provided in MDC's annual report.

Budgets for Year 2 & 3 of the 2018-28 Long-Term Plan have been set for initial implementation of the revised ACH strategy. As part of the development of the 2021-2031 Long-Term Plan, the Council, with community input, will be in a position to make decisions on whether more funding can be committed towards ACH projects.

The next review of the revised ACH strategy will take place ahead of the development of the 2024-2034 Long-Term Plan.

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APPENDICES

Appendix 1: Other Councils' ACH Strategies

Additional information pertaining to the desktop review:

Regional survey

- Carterton District Council demonstrated links to Toi Wairarapa, Heart of Arts. The 2005 ACH Strategy is their current strategy.
- The 2005 ACH Strategy is South Wairarapa District Council's (SWDC) current ACH strategy. SWDC promote links to various Creative Communities schemes.
- The desktop review did not find an ACH strategy for the Tararua District Council.

Appendix 2: ACH Stakeholder Workshop Notes

Public Art: Reflections and Looking Forward

What our current public art tells us about our people and district.

- Archive front window for heritage
- I haven't viewed many of these examples as public art
- There is nothing that represents local indigenous Māori/Iwi/people in our public art
- There is a good number of local artists involved as many of these public art examples are not by local people they may not tell us about ourselves
- All these examples are visual – what about music?
- Where is the evidence of 'biculturalism'?
- Linkages are missing
- No narrative; episodic/fragmented
- The poetry plaques are great, ditto ConArt
- The poetry plaques – best kept secret
- The public art is one sided and does not reflect the dual heritage of the town
- No-local, non-Māori, Non-sense
- Change your strategy. Be innovative and brave in the new one
- Underwhelming and disconnected
- Disjointed
- That our history proceeds in a disjointed way

What's missing, and why?

- Who decides what public art is and where it should go?
- Creative public spaces e.g. mural/tag/spray painting street like Melbourne
- More kinetic art e.g. wind, water
- Why not MDC be part of GWRC and their strategy of inclusivity of te reo? For example, haka themed stop/go lights, new te reo adverts
- Need work which integrates into the landscape. Make landscapes more creative
- Local artists need to be represented
- More local artists/events
- Celebrating history, people and events
- More local artists given the opportunity to show public art
- More murals and public works of art please
- More public art especially on large areas e.g. outside paper plus
- More multicultural public events to create more understanding/bring our communities together in a vibrant, positive way
- Works by local carvers
- For public art, utilise/work with the supermarkets – that's where the people are
- A well designed theatre can also be visually compelling
- Heading in the right direction but need to highlight Māori art
- Better labelling of this public art
- More publicity about it e.g. through Destination Wairarapa
- Make a pamphlet of our public art and do public art tours/walks
- Financial support for publishing of books about our heritage/cultures
- Arts trail was in the 2005 strategy – where is it? Could be a permanent feature and useful promotion for local artists and public art
- Toi Māori landscaping in the CBD and surrounds – why is this missing? What aren't we seeing? This is missing because colonisers and settlers did not want to see indigenous landmarks.

ACH Priorities

Online survey quotes that workshop participants agreed with in terms of potential ACH priorities

Priority Area	Quote from online survey	No. of ticks (as indication of support)
Events	<i>"Festival for local talent/open stage events"</i>	13
	<i>"Reinstating annual music events such as the Summer Hummer"</i>	11
	<i>"Having our own festivals – film, music etc"</i>	12
Venues	<i>"Ensuring the right kinds of venues are available for the breadth of arts, culture and heritage activities."</i>	13
	<i>"New purpose-built theatre for performers."</i>	9
	<i>"Make better use of Council owned facilities as venues."</i>	9
Heritage	<i>"Preservation through images and/or renovating heritage sites be they buildings or landscapes."</i>	11
	<i>"Protection of historic building and protection of outstanding landscapes."</i>	11
	<i>"Protecting local wildlife and bush areas."</i>	13
Support for the sector	<i>"Commitment to long-term funding of Aratoi."</i>	15
	<i>"Supporting businesses who promote arts and arts participation."</i>	9
	<i>"Better signage for the Arts precinct."</i>	7
	<i>"Support of young artists/musicians."</i>	12
Toi Māori & Ahurea Māori	<i>"Kapa haka."</i>	9
	<i>"Promoting and sharing te reo Māori and tikanga Māori, local purakau."</i>	11
	<i>"Teaching proper Māori pronunciation."</i>	11
Telling Our Stories	<i>"Publishing more local stories."</i>	15
	<i>"Promoting and sharing local history – sharing knowledge with all age levels."</i>	12
	<i>"History tours, walks, storytelling."</i>	11

Additional comments from workshop participants:

Venues

- More use of existing school/college facilities
- Better access at Aratoi Wesley wing
- Design it properly. Need a black box; adaptable space
- With an adaptable small to medium sized theatre available to all, independent productions can be mounted as well as from the theatre companies. Don't price it out of everyone's range.
- Council venues – need a "Town Hall" – concert venue – purpose designed for theatre

Support for the sector

- More funding for arts organisations
- "Arts precinct"? Need a district 'hub' for coordination
- Council can support with publicity and marketing of ACH activities
- Support all musicians – older people too
- Increase funding to Aratoi so it can employ staff to do the work required

Toi Māori & Ahurea Māori

- Whakapapa – Rangatira, Kaupapa – Tikanga, maraetanga, Wairarapatanga
- te reo Māori pronunciation can be improved across the whole population. Free classes.

- For more, the better questions involve the 'why'? Why our purakau? So, that Masterton's future does not enable the segregated culture it has nurtured. Māori are disconnected, they don't know how to be part of all of this because it still feels foreign to them.
- We need to clarify "cultural misappropriation"
- An increased understanding of who, what, how, when of our Māori Arts community is key to even start engaging us.

Other

- Where is the incentive for participation in leading and influencing our community with ambassador type opportunities?
- Where is the digital connectivity?
- Is this for us or our future?
- Inclusive participation is vital to maintain a healthy and growing arts sector

From Strategy to Implementation: Short Survey

Workshop participants were asked to indicate what is the most important from three of the online survey questions.

1. Supporting language and culture being celebrated in the MSTN district

We provided three options: events, support for the sector and bilingual signage (based on the top three themes from the survey). Fifteen people responded to this question. Key results are as follows:

- 100% of respondents felt that events are important-very important
- 93% felt that support for the sector is important-very important, with 7% neutral
- 80% felt that bilingual signage is important-very important, with 13% neutral and 7% somewhat important.

2. Sharing and celebrating our diversity

We provided three options: multicultural festivals, increasing the visibility of Māori culture in the CBD, and support to connect communities with each other (based on the top three themes from the survey). Fifteen people responded to this question. Key results are as follows:

- 93% of respondents felt that multicultural events are important-very important, with 7% neutral
- 80% of respondents felt that increasing the visibility of Māori culture in the CBD was important-very important, with 13% neutral and 7% somewhat important
- 87% felt that support to connect communities with each other is important-very important, with 13% neutral.

3. Protecting our natural heritage and biodiversity

We provided three options: plant more native trees and plants, support school holiday programmes that focus on protecting the environment and develop and design more green spaces especially in the CBD area (based on the top three themes from the survey). Fifteen people responded to this question. Key results are as follows:

- 93% of respondents felt that planting more native trees and plants are important-very important, with 7% neutral
- 80% of respondents felt that supporting school holiday programmes that focus on protecting the environment, with 13% neutral and 7% somewhat important
- 73% of respondents felt that developing and designing more green spaces, especially in the CBD area is important-very important, with 20% neutral and 7% somewhat important.

ACH Sector Activity

Mapping exercise for the sector to show where their organisation and work fits.

Art – What we do

- Te Pā: Create learning opportunities for locals to learn Toi Māori, te reo Māori me ona tikanga. Opportunities for artists to sell their Toi Māori and to extend and enhance local knowledge in Toi Māori.
- We are artists in what we wear – tā moko.
- Wairarapa Archival Society: publishing books (30 so far) about our heritage/culture.
- Supporting NZPS – bringing artists in all forms to Wairarapa to stimulate communities/arts.
- King Street provides free creative space for the whole community.
- Wairarapa TV: showcasing local visual, musical and spoken word art.
- Te Papa is founded and led by acknowledging the Treaty of Waitangi, the culture of dual acknowledgement bleeds inclusivity of every culture.
- Te Papa supports equality in support and approach for this dual heritage of ours.
- ConArt promotes local artists.
- I encourage promotion of local, but we need to look wider as well and broaden our horizon.
- Art: what we do, and how to communicate what we do for all, in various ways – language (English, te reo Māori, sign language) in print media, social media, radio, etc).
- Develop and promote the skills of actors, musicians, lighting and sound operators, backstage crew, entertain audiences.
- MDC: very little strategic arts funding, nearly all goes to one art gallery
- Aratoi: extensive programmes for all since 1969
- Wairarapa Word: provide a space for writers to share, learn, grow, support
- Art heals, teaches, extends, envisions
- It is important to foster our young people in Arts.
- JDDC: Create performance opportunities for youth
- We need coordination of the arts across the whole Wairarapa
- Arts: Need to look at the full spectrum of Arts. Creative NZ has this information and Masterton is no different
- Over 80% of our funding goes to one of the smallest sectors (the art gallery).
- Our proximity to Wellington is a huge advantage/asset. We need to be careful what we duplicate here.
- NZPS also provides a number of arts fellowships that are competitive. Successful fellows spend time in retail area developing their own art and often interact with local artists and schools. Many are fascinated by Māori culture.
- NZPS fosters a wide variety of by providing an artist's residency programme for local, national and international artists. Truly? Cross-cultural – promotes out culture nationally and overseas and locally too.

Culture – Who we are

- We are natural caretakers
- Wairarapa Word inclusive Ach activity for writers (1 x month): a place to grow, learn, share, support
- Culture: Several cultures here – explore them all, welcome them all, and with MSTN being a community to welcome refugees, the diversity of cultures will grow
- Support how all our various racial backgrounds have made the Wairarapa
- Noise productions support local events with best in class infrastructure
- Wairarapa Archival Society: More direct assistance with the Archives; book publishing programme, unique in Australasia; financial and publicity
- Public programmes are required to contribute to the more 'difficult' questions that arise in society

- Tell our stories – cost effectively publish more books; build on our fantastic archive/local publishing
- Aratoi tells stories of the region through events, exhibitions, education, programmes, performances (all free)
- MATS: Producing Musical theatre
- We at Te Papa are governed by a Board that supports dual heritage and future focus of achieving kotahitanga (oneness). We don't have a bias about what it is, and we are the custodians of changing hearts, minds and lives
- Rangitāne – The land, the people, rivers, lakes, streams, rongoā, medicinal plants (same as Kahungunu)
- JDDC: Training youth in all aspects of musical theatre performance
- Te Pā Māori artists who genealogically connect to this taiao – local environments who care for it and want to help 'lost', 'marginalised' or 'disenfranchised' to reframe/reidentify their connection through Toi Māori
- Youth, parents, children and elders supported philosophy by Rangitāne and Kahungunu

Heritage – What we did

- Need more signs/storyboards
- There is a lot of ACH in Masterton – publicity is key to inform people about it
- Wairarapa TV – heritage footage, archiving footage, from today for future generations
- We believe in promoting our farming heritage is important
- Aratoi is 50 years old in 2019
- Access Radio is relevant to all strands of your strategy
- Wairarapa Word was founded in 2012 and has undertaken ACH related activities every month since

Toi Māori

The following questions were posed:

- What is the current health of Toi Māori in the Masterton district?
- How is it currently expressed?
- Who are our Toi Māori practitioners?
- Who supports Toi Māori?
- How visible is Toi Māori in the Masterton district?
- How do we show that we value Toi Māori in it helping to define who we are as New Zealanders?

What is the current health of Toi Māori in the MSTN district? How is is currently expressed?

- It is not very visible
 - I know it exists
 - Needs support, education, PTE, funding teams, governance and new approach to all of these.
 - Current health? Growing but could be supported more.
 - Music is so integral to Māori culture – where is it?
 - Through carvings and town murals
 - Te Pātukituki o Wairarapa (Te Pā)
 - King Street Artworks is a space for Toi Māori
 - In carving, picture art, and writing
 - Expression? Kapa haka, REAP programmes, evidenced in schools via participation in kapa haka festivals
 - Rangitāne Ahurei
 - Matua Pa
 - All artistic input
 - Very happy to have 3 te reo radio programmes at Arrow FM
- Aratoi is a space for Toi Māori and visitors want more

Who are our Toi Māori practitioners?

- Te Pātukituki o Wairarapa painters, weavers, and carvers
- At home artists
- Non locally tribally affiliated artists
- Schools
- Edith Rolls
- REAP programmes

Who supports Toi Māori?

- MDC
- Te Pātukituki o Wairarapa
- REAP
- Aratoi
- Schools
- All organisations within the Arts precinct work to promote Toi Māori. This is done through inclusion and free access. It needs to be acknowledged through appropriate funding from Council.
- Everyone who is ready to learn and sees benefits in loving Māoritanga

How visible is Toi Māori in the MSTN district?

- Not very visible
- Not as visible as it needs to be
- Not as visible as other arts
- How visible? Barely! Your slide reflects a dominant vs subordinate culture – MUST REMEDY.
- Needs more visibility. The fact that I don't know the answers to some of these questions proves this.
- Toi Māori needs to be more visible; overarching support required for ACH sector
- There has been increasing visibility of Māori activities positively received and should continue

How do we show that we value Toi Māori in it helping to define who we are as NZers?

- Have a permanent exhibition that reflects our culture and heritage
- Start connecting authentically with local indigenous artists in an enabling and empowering way
- It grieves me that we have an 'us' and 'them' in our district (at present it is being reflected on "Masterton Matters). Note the east/west divide that makes a huge difference in property values.
- Te Papa is for all. It has a basis of manaakitanga, kaitiakitanga, kōtahitanga
- Social connection and enhancement naturally engage
- Start enabling local knowledge to be spread deep and wide
- Overseas artists want to experience Māori culture but there is a risk of misappropriation
- Would be lovely for Marae to have open days
- It's vital that MDC do much more to bring together our different communities to create more understanding and respect for others and their different cultures and histories – let us take up the challenge presented to us by our PM which are being admired all around the world
- More than policy to change – unfortunately often very few Māori at art and other cultural occasions
- Be innovative in leadership.
- Contact Arrow FM to get regular programme exposure quiver@arrowfm.co.nz
- Events depicting values in historical and contemporary
- People: support to encourage ACH sector to be bi-cultural; learn and embrace tikanga
- REAP ambassador programme
- Include as a must in long-term plan, not as a side thought
- Financial support to allow ACH activities to be bilingual would be useful (e.g. texts)

What are we missing?

- How will the strategy be measured for effectiveness?
- How will the strategy adapt to social change?
- How will we tell if the investment in time, money and resources has a positive social impact (i.e. KPI's)
- Arts diary
- Encouraging and supporting artists to spend time on their work through fellowships, artists in residence, summer schools, and workshops
- A glossy Arts and Heritage Plan is only as good as the money backing it
- Need to reorganise the funding model to stop competition rather than cooperation and to stop vested interests!
- The Arts precinct is now a major arts venue for locals and tourists alike: this needs to be acknowledged and supported in any future planning by council
- It is not just Aratoi but includes King Street Artworks, CONArt, and Te Pātukituki o Wairarapa
- The Arts precinct is an asset – it must be supported
- Both Rangitāne and Kahungunu education and environmental issues and values need more recognition in our rohe
- Please with how many? Cultures/languages in the Wairarapa?
- Please can we talk about our valley being multicultural, not bicultural

Appendix 3: MDC support for ACH organisations and/or activities

MDC support for ACH organisations and/or activities	
ORGANISATION	FUNDING SUPPORT
Aratoi Regional Trust	<ul style="list-style-type: none"> • \$295,000 funding to the Aratoi Regional Trust in 2017-18. • \$295,000 in Year 1 of the 2018-28 LTP for operational purposes, with an annual increase of \$5,000 in Years 2 & 3.
Cobblestones Museum	<ul style="list-style-type: none"> • \$2,500 towards the maintenance of historic buildings. • \$2,500 per annum for Years 1-3 of the 2018-28 LTP to maintain and upgrade Historic Places Trust Buildings on the Cobblestones Museum site plan
Pukaha Mount Bruce	<ul style="list-style-type: none"> • \$15,000 in 2017-18. • \$20,000 per annum included in Years 1-10 of the 2018-28 LTP.
Te Pātukituki o Wairarapa	<ul style="list-style-type: none"> • \$15,000 towards operational expenses in Year 1 of the 2018-28 LTP to establish a Wairarapa hub for the revitalisation of Māori arts, crafts, language and culture.

Note: this table does not include recipients of funding from the Arts Fund, Creative Communities Scheme, Events Fund or Marae Development Fund.

Appendix 4: Summary of Community Views

Community Views			
YEAR	SOURCE	DESCRIPTOR	RELEVANT ARTS, CULTURE AND HERITAGE VIEWS/FEEDBACK/SUGGESTIONS
2016	NRB Survey	<p>Phone survey undertaken by the National Research Bureau.</p> <p>The Community Satisfaction Survey measures levels of satisfaction with Masterton District Council (MDC) services, facilities and activities.</p>	<ul style="list-style-type: none"> • 72% satisfaction with Aratoi • 85% satisfaction with services provided by the Library and Archive (online survey reported 91% satisfaction) <p><i>2016 online survey feedback</i></p> <ul style="list-style-type: none"> • <i>“Reducing the support for our outstanding Aratoi is short sighted. It is a true gem and needs to be promoted as it is potentially a great attraction to those visiting the</i>
2017	NRB Survey	<p>The NRB survey has been undertaken on an annual basis since 2001³⁵.</p> <p>To date, an online survey, that replicated the NRB phone survey, was undertaken in 2016 and 2017.</p>	<ul style="list-style-type: none"> • 71% satisfaction with Aratoi • 83% satisfaction with services provided by the Library and Archive <p><i>2017 online survey feedback:</i></p> <ul style="list-style-type: none"> • Some respondents were positive about Aratoi (e.g. <i>“I love Aratoi. Very chic!”</i>), others were negative (e.g. <i>“Aratoi is costing rate payers way too much”</i>). • Some respondents complained about the pou and the ascension sculpture (e.g. <i>“Scrap the Pou, they’re a complete embarrassment to the community”</i> and <i>“It is a stupid place to put the art in the roundabout”</i>)
2018	NRB Survey		<ul style="list-style-type: none"> • 74% satisfaction with Aratoi • Ten-year average (2008-2018) results for satisfaction with Aratoi is 71% • 80% satisfaction with services provided by the Library and Archives • 76% satisfaction that Masterton District’s natural environment is being preserved and sustained for future generations • Residents were asked how important protecting and enhancing biodiversity is to them. 52% of residents responded, “very important” and 36% “somewhat important” (additional question included in 2018 survey)

³⁵ The NRB Survey was not conducted in 2013. Online survey has only been undertaken in 2016 and 2017.

2016-17	Annual Plan	ACH related submissions received as part of the 2016-17 Annual Plan process.	<ul style="list-style-type: none"> • “Less rates funding for Aratoi” • “Need a combined theatre for the arts”
2017-18	2018-28 LTP pre-engagement	<p>As part of the LTP pre-engagement phase, an online survey was conducted.</p> <p>A total of 220 responses were received.</p>	<ul style="list-style-type: none"> • Almost three quarters (72%) of respondents supported the overall direction of our Wellbeing Strategy He Hiringa Tangata, He Hiringa Whenua. A further 23% were neutral. <p>Support for the cultural development area of the Wellbeing Strategy included:</p> <ul style="list-style-type: none"> • Nearly 60% support (59%) for strengthening and maintaining opportunities for greater decision-making between Council and Iwi • Nearly 60% support (59%) for supporting Iwi, Hapū and Māori communities in the long-term sustainability and wellbeing of local Marae • Over half (52%) support integrating tangata whenua values, culture and language into the business of Council • 70% support for increasing the number of opportunities to learn and engage in the history and heritage of Masterton/Whakaoriori • 61% support for language and culture being celebrated in our district
2018	2018-28 Long-Term Plan	ACH related feedback received as part of the 2018-28 Long-Term Plan process.	<ul style="list-style-type: none"> • Historic heritage can be fundamental to creating an engaging and vibrant region that helps draw people in • Historic heritage fosters local identity and helps to build the economy • Does not support projects like the ascension sculpture • Would like to see development of an arts/performing centre incorporating a smaller version of Aratoi, on the Aratoi site and surrounds • Comments that we need to retain the historic heritage/antiquity look of the town. • Supports investment into key infrastructure that helps bring communities together, noting building a new arts and events centre is a once in a

			<p>lifetime opportunity.</p> <ul style="list-style-type: none"> • Asks that local iwi and their culture are considered within the plans for the town centre. • Suggests signs are put up in several languages. • Supports the concept of the town centre being more focused toward the river, developing a history or theme relating to the tangata whenua of the time, a historic footprint that has Māori specific spaces – tell the story of Whakaoriori from the river, place and people.
Nov 2018	Positive Ageing Strategy – consultation with Māori	As part of the Positive Ageing Strategy project, consultation was undertaken with Māori. For more information, refer to the Wairarapa combined Positive Ageing Strategy.	<p><i>What's great about the Wairarapa</i></p> <ul style="list-style-type: none"> • Whenua/land/coast line/awa <p><i>What's challenging</i></p> <ul style="list-style-type: none"> • Lack of equity for Māori • That our kaumatua are not catered for in this western society. In traditional Māori societies they play a pivotal role in the raising of youth, intergenerational transmission of knowledge and more importantly wisdom, and the overall governance of hapū • Our kaumatua are not valued in today's society which means they get left out of almost everything. We put them away to the side as we carry on with our 'more important' lives. • Ignorance about our history <p><i>Environment</i></p> <ul style="list-style-type: none"> • Poor state of our rivers <p><i>What needs to change</i></p> <ul style="list-style-type: none"> • We need to pay homage to their contribution and ensure that the history of the area (that they have been a huge part of) has a permanent place in the region and is not forgotten • Enhance the capacity for people to engage effectively with iwi, hapū and whānau – titiro, kōrero, whakarongo • Support development of marae so not just a place to go to for tangi – my marae, my kura, my kāinga • Put people at the centre, not the plan

			<ul style="list-style-type: none"> • Mutual respect for each other
April 2019	Town Centre Revamp Project	Iwi perspectives meeting	<ul style="list-style-type: none"> • During the visual layout concept stage iwi expressed being involved with choosing of trees, plants and art. With regards to the idea of what is appropriate visually from an iwi perspective. • Replacing European name or words with māori word being the first thing you see and have the European name or word second. Normalising māori words. For landmarks etc. • Pavement designs within the town centre upgrade will be brought into areas of importance such as outside Aratoi and the pattern design will be worked through with alongside iwi. • Discussion about having a more technology focused town centre, i.e. permanent interactive stations/activities throughout the town. These would be used as an opportunity to tell stories, share waiata, share knowledge. • Idea was shared instead of having plain concrete crossings in town these would have artwork on them instead. Brightening up the CBD. • Discussion about giving people an experience when they are in town, not just here to shop but a space for people to learn and seek more information. • Key words from the discussion were focused on Language, environment and landmarks. Normalising Te Reo, being proactive and educating people about the environment and sharing/showing where the landmarks are in Masterton. • Train station, bus stops are spaces where you could have art, education interactive activities. Capturing people from the start of their journeys.

2018/19	What's our Welcome Survey	<p>A survey was undertaken over summer 2018/19 asking for feedback on the main entrances into town and what makes Masterton different to other towns.</p> <p>A total of 445 responses were received.</p>	<ul style="list-style-type: none"> • 30% of residents mentioned changes to Masterton's signage. Keep signs clear, noticeable and simple were the most cited comments. • 27% of respondents mentioned the Pou; 12% specifically said the Pou need improvements. • When asked what makes Masterton different, the most common responses were "People/community" (20%) and elements related to Masterton's landscape: nature, trees, coast, mountains (20%). Masterton's iconic events (especially the Golden Shears), Queen Elizabeth Park and rural provincial setting were also common attributes - each receiving comments from about 15% of respondents. • Queen Elizabeth Park came out as Masterton's best asset with 39% of respondents mentioning it, aside from more general answers such as people and landscape, Henley Lake also featured highly.
2019	ACH sector stakeholder	Feedback received via email following the ACH sector stakeholder workshop	<ul style="list-style-type: none"> • One thing that struck me afterwards is that there currently seems to be a lack of a goal for ACH. When we use the word strategy it implies there is a goal and the strategy is a document to achieve that goal. • For example, is our goal to maintain the current level of ACH participation in the community? I hope not. • Or, do we want to grow the sector by 10% or maybe even 50% in 10 years. If so how do we measure that goal. • It strikes me that the goal should come from councillors and one way could be to present council with three options for ACH. <ul style="list-style-type: none"> - Maintain the status quo - Grow the ACH sector and participation by 10% in 10 years - Grow the ACH sector and participation by 50% in 10 years. • There may be other things in the goal, these are just short examples. Once council has decided what the goal should be then you can write a strategy to

			<p>actually achieve that goal and of course key to that is determining what funding is required to achieve the goal. Status quo would require less funding than a growth strategy.</p> <ul style="list-style-type: none">• It's always hard to go to council to ask for money when it doesn't align with a clear council goal. Setting these goals could be a good way if making sure that ACH is well funded and that the strategy is a success.• This might make it much easier to sift through the huge amount of sometimes conflicting interests at play within ACH.
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Appendix 5: Council Workshop Notes

COUUNCIL WORKSHOP 10 OCTOBER 2018 - ARTS CULTURE AND HERITAGE STRATEGY

Attendees: Cr Mailman, Cr Johnson, Cr Goodwin, Mayor Lyn Patterson, Cr Dalziell

Staff: Chief Executive, Governance Advisor, Wairarapa District Archivist, Senior Policy Advisor

Apologies: Cr Peterson, Cr Hooker, Cr Caffell, Cr Davidson, Cr Graham, Cr O'Donoghue, Ra Smith

How do we define arts culture and heritage?

All in agreement with definition in slide:

- Culture - who we are
- Art - what we do
- Heritage - what we did

Non-emotive, simple and clear. It reflects our history and what is special to us.

Why is arts, culture and heritage important to us?

- Slide 8 covers it - with a couple of extras - stimulating and enriching
- Sense of place
- Sense of belonging to a community
- Agree with explanations in pp presentation
- It reflects our history and what is special/important to us
- Looking back to look forward / From past to present / We learn from the past
- Defines our community/town/district
- It's stimulating and enriching
- It is the heart of the community
- It centres us
- Brings people together
- Adds diversity
- Breaks down barriers
- It develops skills and talent
- Makes people happy - it gives us joy
- It entertains
- It informs
- It stimulates
- It creates conversations
- It teaches us to remember

What aspects of the previous strategy are still relevant now / continue to be a priority?

- Strategy 1 = Participation, 3 = Supporting Excellence, 5 = Coordinate funders strategies, 7 = Increased Māori dimension.

What do we want our ACH Strategy to 'look' and 'feel' like?

- That it is compact, sets a clear, achievable direction, provides a balance with sport, in regard to budget and it is presented well.
- It was noted that the Rangitāne and Kahungunu rohe cross council boundaries. We need to avoid asking iwi for the same things multiple times.
- The 2005 strategy is too long and out of date - the population of the Wairarapa has changed in the past 13 years.

The new strategy:

- Needs a clear and achievable direction
- needs balance in the budget set
- needs to be presented well

- needs to create a sense of ownership in the arts organisations it covers and to ensure they are working to achieve the goals that are set and
- needs to outline Council's role is as an enabler not a doer.
- The role of iwi is missing in the previous version.
- There is a need to do public art better and to normalise Māori stories and Māori art.

What other data should we be looking at?

- Wairarapa Council Coastal Strategy
- New Zealanders and the Arts Survey – from the Greater Wellington region but can't isolate the Wairarapa.
- Trends – e.g. movies vs theatre
- Arts Audience Atlas – participation falling but spending more
- Our demographic (Māori, retirees, youth)

What value do we place on public art?

- Normalised
- Valued highly
- Part of streetscape
- Public Area (e.g. Joseph Masters sign)
- Signs
- Stories

What are our 'public art' gaps and/or ACH 'gaps' in general?

- Culture/Iwi/Māori
- Funky art street theme
- Wai/Water
- Themes
- Interactive (water feature in Cuba Mall, Wellington)
- Stories (e.g. 100 stories, 100 lives book – what are other platforms for this to distribute/tell these stories in different ways?)
- Series of storyboards: 'experiences when we are walking down the road'
- Public Art 'Kids Zone'
- Visual Impacts
- What's missing that is within our control: infrastructure – building our culture, heritage and art into our surroundings – every time we do something we need to think how we can enhance our sense of place – consistent message and theme (e.g. rubbish bins, arts trails), incorporation of design into the streetscape (seats into works of art, swings at bus stops), incorporating our stories (e.g. Russian Jack).
- The District Plan might also be relevant as a means of providing protection for built and natural heritage.
- Public art needs to be promoted and enabled (Christchurch has a good public art policy).
- Art that people can engage with as well as look at [oversized photo frame?]
- Look at re-using existing things in different places and different forms
- Focus on community-led but do we also need to have conversations in Council about leadership – we can say the community wants to do something and let them go for it or we can say we're the leaders, we need to take a position and provide feedback, co-creating something. There are communities that need that help – don't just hand it over but also don't just take it as ours, communities often need expertise that others can provide
- Music and theatre – King St live-type venue, MATS, Harlequin
- Need for a formal well-resourced body to drive the strategy – to achieve the actions identified.

What are our ACH priorities over the next ten years?

- Supporting the development of an Arts Performance Centre (250-300 seats) and an Events Centre (650-700 seats).
- Reflect the cultural diversity within our town through the arts and heritage
- Continued funding of the Archives and Aratoi
- Support the development of the art/cultural hub that is developing around Bruce Street
- 'Telling our Stories'
- Considering our community demographics: how do our youth engage with ACH?
- 'Growing local talent'
- Toi Māori
- Support what we already have
- Normalising arts culture and heritage
- Language and culture - te reo Māori
- Spaces for people to connect
- Make sure there is visual impact with things we're doing - every time we do something how do we make that impact while we're telling a story
- Identifying where we're unique and special and building on that.

Appendix 6: Hui with Rangitāne o Wairarapa and Rangitāne Tū Mai Rā Trust

The project team for this review met with Mike Kawana on [insert date], Joseph Potangaroa on 26 March 2019, and Jason Kerehi and Yvette Grace on [insert date]. Whakaaro provided at these hui included:

- Raising awareness and knowledge of the history of the Masterton district
- Public Art: What do we have that reflects our history and heritage? Reference made to the Huia sculpture in the Palmerston North Square as an example of something we could consider here.
- Complete the Heritage Street Sign project and use this momentum to consider signage about other important historical figures (e.g. Irihapeti Whakamairu, Te Nahu Haeata).
- What stories can we tell about buildings or people that were based in a particular location that are no longer here anymore (e.g. Centrepoin building used to be where Council customer service centre building is now).
- Heritage precinct trail of houses, building and architecture.
- Supporting Te Pātukituki o Wairarapa as an existing body that is working hard to promote Toi Māori.
- Labelling of public art – who did it, when, the story behind it. For example, the mural in Bannister St is based on a Wairarapa story.
- What opportunities do we have in terms of rangatahi having access to tutoring
- It is important that people can gain knowledge through experience
- Promoting sites of significance
- Ensuring that any stories or histories that are promoted are correct
- Leveraging of what resources are already available
- Celebrating the cultural make up of our community
- Promoting existing venues/places/spaces that provide information and knowledge about local history and heritage
- Telling our stories in a variety of ways
- Film festivals
- Ability to broaden the strategy; make it easily adaptable
- Te reo Māori signage: ensuring consistency across the region
- Being more innovative and creative in how we promote and tell our stories and history
- Wairarapa TV and Arrow FM important in terms of a medium to disseminate information

Appendix 7: Arts, Culture and Heritage Strategy – Survey Results

Online Survey

Who responded to our survey

The majority of those who responded to the survey identified themselves as:

- Individuals (94% or 105) compared to organisations (6% or seven)³⁶
- Masterton residents (76%)
- Aged 35+ (90%), with the largest proportion being people aged 65+ (28%)
- Female (70%)
- NZ European (79%), followed by Māori (19%)³⁷, which is consistent with the demographic profile of the district.

The number of organisations that completed the survey was lower than we had anticipated, however we noted that a number of individual respondents were connected to ACH organisations. There will be a further opportunity for organisations to share their views at the targeted stakeholder meeting.

Of interest, 67.33% of our survey respondents told us that this was the first MDC survey that they had completed.

Organisation Specific Survey Questions

For those who identified as an organisation, we asked additional questions regarding their sector, funding sources, and how often their ACH facility is visited. There will be an opportunity to further explore these questions at the targeted stakeholder session.

Although only seven respondents identified as being from organisations, there were nine respondents to these questions.

Sectors Represented

Six of the nine respondents (67%) that completed the survey were from the arts sector.

Funding for Organisations

The majority (78% or 7) respondents received funding from MDC for ACH related activities³⁸.

Participation in ACH Opportunities that Organisations Provide

We asked about the frequency of people attending/participating in ACH related activities that they provide at their organisation. Of the nine who responded:

- 2 organisations said 'every day'
- 2 organisations said 'a few times a week'
- 3 organisations said 'a few times a month'
- 1 organisation said 'once a month'
- 1 organisation said 'less than once a month'

³⁶ One survey respondent did not indicate whether they were completing the survey as an individual or organisation.

³⁷ Does not add up to 100% as we allowed respondents to tick more than one ethnicity. There was 0.98% Pacific Islander, 2.94% Asian and 6.86% identified as 'other'.

³⁸ Does not add up to 100% as we allowed respondents to tick all funding sources that applied to them.

Enablers and Barriers to ACH Participation

We asked organisations to name three things that are enablers and barriers to attendance/participation in the Arts/Culture/Heritage activities that their organisation provides. Survey respondents identified more enablers than barriers.

The enablers that were identified were broad in range and reflected the focus on individual ACH organisations/bodies. The commonality across the majority of the enablers related to interactive workshops/events etc held to draw the community in (e.g. monthly 'show and tell' sessions, events, programmes, workshops for locals by visiting artists in residence). Examples of comments that relates to this theme are:

"Stimulating and diverse exhibitions and events programme."

"Workshops for locals by visiting artists in residence."

The most common theme for barriers related to funding/resourcing (e.g. cost to promote/publicise, limited funding for materials/staff/tutors). Following this, public perception of the arts came through as the next common theme. A comment that relates to this theme is:

"There is an enormous public perception that art is for the elite."

General Survey Questions

Importance of ACH to our community

Survey respondents were asked about the importance of ACH to them with response options ranging from extremely important to not at all important. 88.3% indicated that ACH is extremely or very important to them (61.3% extremely important and a further 27% very important). Only 1.8% said ACH was not at all important and 9.9% said somewhat important. No one selected the 'not so important' option.

What makes the Masterton District distinctive in terms of ACH?

The most common themes (in order of popularity) that came through from the responses were:

1. Our ACH facilities in terms of the number and range we have and the variety of services and activities that they offer
2. Our local history
3. Biculturalism, and
4. The number and breadth of creative people or artists that we have.

Examples of comments that related to these themes are listed below:

"For the size of the place we are very fortunate to have such superb arts facilities as Aratoi, ConArt and King Street Art."

"Its history. Don't compare it with any other place. It's important to those of us who whakapapa to the area. Everything about it is in 'our' culture, our heritage, and our history."

"Masterton unlike a few other areas in NZ showcases and continues to have its history of both Māori and Pakeha celebrated and up held."

"Because we have such an amazing wealth of creative talent here as seen at present at the different art venues at the north end of Queen St and feel we can become the destination place for art and culture nationally!"

"We have a strong community of like minded people who have a great variety of skills and artistic abilities. This is evidenced in the number of art outlets and initiatives."

We received 18 responses that were singular in topic (responses did not quantify to create a theme of its own) and did not fit into any of the themes that came through from the majority of responses.

Participation in ACH activities over the last 12 months

We asked survey respondents to indicate all of the ways they have participated in ACH activities over the last 12 months. The top six ways that people participate in ACH related activities are³⁹:

1. As part of an audience (71.2%)
2. By watching an ACH programme (58.6%)
3. By listening to a recorded music or performance (57.7%)
4. As a hobby/area of interest (48.7%)
5. As a volunteer (46.9%)
6. As a purchaser (e.g. of art work) (37.8%)

We provided 'other' as an option if people felt there was an ACH activity they participated in that did not fit into any of the categories listed in the survey. Just under 20% of respondents indicated 'other' as a response. Their responses ranged from half of the respondents telling us that they participate in ACH activities through their work (e.g. as a dance tutor) to visiting an ACH facility.

Where people participate in ACH activities

We asked survey respondents to tell us where they attend/participate in ACH related activities within the Masterton District. The top six places are:

1. Museum/Art Gallery (77.5%)
2. Event/Festival (60.4%)
3. Outdoors (e.g. green spaces or parks) (55.0%)
4. Home (53.2%)
5. Movie Theatre (45.1%)
6. Library and Archive (39.6%)

We also had 11 responses in the 'other' category. The majority of these responses made reference to specific ACH places and/or initiatives (for example, ConArt, come sew with me, Choir, Te Kura Kaupapa Māori o Wairarapa).

Enjoying ACH activities outside the Masterton District

We asked how often people go outside the Masterton District to enjoy ACH related activities. Just over half (51.7%) of the survey respondents said that they go outside the District less than once a month. Almost half again (48.2%) go outside the District at least once a month, and 25% indicated at least a few times a month.

Public Art

We asked two questions relating to public art. The first related to how much people value public art. The majority (74%) of survey respondents told us that they value public art a great deal/a

³⁹ The other categories for this question that did not make the 'top six' were 'an interpreter', 'as a critic or writer', 'as a collector', 'as a performer', 'other', and 'as an artist'.

lot. This was followed by 16% saying 'a moderate amount', 7% saying 'a little', and 3% saying 'none at all.'

The second question asked why public art is important. We made the following statements about the importance of public art and asked survey respondents to tick all that they felt applied:

- Public art contributes to our sense of identity (82.4%)
- Public art has a positive impact on the wellbeing of people (78.0%)
- Public art promotes social inclusion and cohesion (64.8%)
- Public art is an outlet for healing of individuals/communities (44.4%)
- Public art is not important (2.8%).

We provided a comments box for respondents to share additional information about why they think public art is important. We received 17 responses. Responses ranged from public art contributing to boosting tourism, to public art reflecting the values of the community. Two respondents felt money could be better spent elsewhere.

Types of artforms that people participate in

The top six results were:

1. Visual Arts (70%)
2. Museum (63.6%)
3. Film (60.9%)
4. Music (59.1%)
5. Craft and Object Art (50.9%)
6. Ngā Toi Māori and Theatre (both 47.3%)

Less than 8% of those who responded to this question ticked 'other'. Responses included drama, fashion, and storytelling.

How can we (the community) increase the number of opportunities for residents and visitors to learn more about the history and heritage of Masterton?

This question provided three options to choose from:

1. Invest in 'telling our stories' in a variety of ways/mediums
2. Support more events/forums that promote our local history and heritage
3. Better promote existing venues/places/spaces that provide information/knowledge about our local history and heritage

The majority of survey respondents (88.6%) told us that better promoting existing venues/places/spaces that provide information/ knowledge about our local history and heritage is how we can best increase the number of opportunities to learn more about the history and heritage of Masterton.

75.2% supported investing in 'telling our stories' in a variety of ways/mediums, and 73.3% for supporting more events/forums that promote our local history and heritage.

We also had 16 responses that suggested other ways to increase ways in which we can learn more about the history and heritage of Masterton. The most common responses were 'telling our stories' in a variety of ways/mediums (which was one of the options to choose from), having

hosted bus and/or walking tours (bus/walking), and public art that marks/commemorates areas of significance.

What aspects of our natural heritage and biodiversity should be protected (e.g. landscape, flora and fauna)?

Out of the 83 responses that we received:

- 67.5% (56 respondents) think our landscape should be protected
- 66.3% (55 respondents) think our flora should be protected
- 49.4% (41 respondents) think our fauna should be protected
- 42.2% (35 respondents) think our water should be protected
- Nine respondents raised singular topics that did not fit with the other categories. Examples included running school holiday programmes with a focus on educating children on looking after the environment, and thinking about how we preserve values/knowledge systems/respect for the environment, and
- Eight respondents made reference to our built heritage (despite it sitting outside the scope of the question).

Planting more native trees and plants, riparian planting, and protecting our waterways were strong themes throughout the responses to this question. Examples of responses to this question are listed below:

"Waterways must be cleaned up and protected from pollution as a priority. Sites of significance, native flora and fauna should be protected."

"Rivers, creeks, and green spaces. This means recognising and protecting what we have and developing and designing new green space in and around the CBD. Green space feeds our sense of wellbeing."

"All of our natural environment should be protected. Plant more riparian and stop spraying watercress around waterways."

"I would start by uncovering, regenerating the streams (and surrounding stream beds/bush) that run through Masterton - linking urban, industrial and farming areas. Regenerating the streams in the CBD would create livable urban green spaces, connect communities and foster healthy waterways, environmental awareness and pride of place. Incorporate a greater amount of public art and signage that reflect maori tikanga, storytelling, beliefs and history."

"Enhancement and restoration of wetlands and planting programmes in riparian areas to encourage biodiversity and improve water quality."

"History is hard to create, so do not ruin/destroy what we already have, Masterton has it's own beauty with gardens, parks, museums, buildings, halls etc. Restore what we have and promote this."

Learning about Masterton District Heritage

We asked how people have learnt about Masterton District heritage in the last 12 months. The top six responses were:

1. Newspaper (64.4%)
2. Museum (57.9%)
3. Internet (55.1%)
4. Library & Archive (41.1%)

5. Home (33.6%)
6. Books/Magazines (31.8%)

We received 13 responses in the 'other – please specify' category. The majority of these responses fit into the existing categories, but in some cases were more specific. For example:

- 'Facebook' could fit under 'Internet'
- 'Bob Francis book' could fit under 'Books/Magazines'
- 'Kuiā' and 'Kaumatua' could fit under 'oral traditions'

'Kapa Haka' and 'Radio' are examples of two responses that do not fit into the existing categories.

What are three things we can do to support language and culture being celebrated in the Masterton District?

The top three things that survey respondents told us we can do to support language and culture being celebrated in the Masterton District are:

1. Events
2. Support for ACH sector / ACH initiatives (including Aratoi)
3. Bilingual Signage

Examples of responses to this question are listed below:

"Organise kapa haka events."

"Bring back christmas in the square where different groups performed on different nights or make that an event on its own."

"Host special events that promote the cultural diversity of Masterton."

"Support Aratoi to allow it to facilitate and host activities which support language and culture."

"Provide more small/medium sized venues/spaces for the arts."

"Record the stories of people still around."

"More te reo Māori signage."

"Bilingual signage everywhere."

"More bilingual resources."

What does sharing and celebrating our diversity look like?

The responses we received reflected a combination of what our community thinks, sharing and celebrating our diversity looks like currently, and what it could like like in the future. The four most common themes based on these responses were:

1. Cultural events / more cultural events
2. Opportunities for cultural exchanges
3. Inclusiveness
4. Positive attitudes

Examples of responses to this question are listed below:

"Accommodating the many and varied cultures in our region by telling their stories and integrating them into the fabric of the region".

"Being open to and aware of how others live, what they value. Working together, equity."

"No barriers to learning and sharing knowledge being open and non-deficit to each other's differences, and appreciating each other's heritage in a positive manner...culturally speaking."

"Inclusion, a celebration of all cultures while maintaining the sun importance of tangata whenua".

All cultures celebrated and accepted. Public opportunities to celebrate difference in our community. Concerts. Open marae visits etc. Divali celebrations. Things like that".

"Having opportunities to learn about others cultures and be exposed to it like through performances and displays".

Toi Māori (Māori Arts) helps to define who we are as New Zealanders

We asked survey respondents to tell us to what extent Toi Māori defines us as New Zealanders.

Over 85% of responses either strongly agreed/agreed that Toi Māori helps to define who we are as New Zealanders, with 10.4% neither agreeing or disagreeing, and less than 5% strongly disagree/disagree.

MDC support for the Arts

We asked survey respondents the extent to which they thought MDC should provide funding/support for the Arts.

Over 90% of responses (93.3%) either strongly agreed or agreed that MDC should provide funding/ support for the arts, with 3.8% neither agreeing or disagreeing, and less than 3% strongly disagreeing or disagreeing.

What our ACH priorities should be

We asked survey respondents to tell us what our ACH priorities should be. The top six priorities identified by our community were:

1. Support for the ACH sector (includes organisations, artists, initiatives)
2. Events (more events, and support of existing events)
3. Venues (the need for ACH venues)
4. Promotion/protecting/investing in our existing heritage
5. ACH Promotion
6. Telling our stories and Ahurea Māori (Māori Culture)⁴⁰

There was strong support for Aratoi in terms of continued support and the contribution it makes in terms of ACH (approximately 24 respondents mentioned Aratoi as part of their response to this question).

Examples of responses to this question are listed in the table below:

Support for the ACH sector	<i>"Commitment to long term funding of Aratoi." "Supporting businesses who promote arts and arts participation." "Better signage for the Arts precinct." "Support of young artists/musicians."</i>
Events	<i>"Festival for local talent/open stage events." "Reinstating annual music events such as the Summer Hummer." "Having our own festivals - film, music etc."</i>
Venues	<i>"Ensuring the right kinds of venues are available for the breadth of arts,</i>

⁴⁰ These two themes received the same level of support

	<p><i>culture and heritage activities."</i></p> <p><i>"New purpose built theatre for performers."</i></p> <p><i>"Make better use of Council owned facilities as venues."</i></p>
Heritage	<p><i>"Preservation through images and/or renovating heritage sites be they buildings or landscapes."</i></p> <p><i>"Protection of historic building and protection of outstanding landscapes."</i></p> <p><i>"Protecting local wildlife and bush areas."</i></p>
Promotion	<p><i>"MDC actively coordinating activities to avoid clashes and promote more cooperation across the sector."</i></p> <p><i>"Increase public profile of our heritage through social media and other modern media."</i></p> <p><i>"Advertise our local initiatives along with all Council promotions for the Wairarapa."</i></p>
Telling our Stories	<p><i>"Publishing more local stories."</i></p> <p><i>"Promoting and sharing local history – sharing knowledge with all age levels."</i></p> <p><i>"History tours, walks, storytelling."</i></p>
Ahurea Māori	<p><i>"Kapa Haka."</i></p> <p><i>"Promoting and sharing te reo Māori and tikanga Māori, local purakau."</i></p> <p><i>"Teaching proper Māori pronunciation."</i></p>