

ARTS, CULTURE AND HERITAGE STRATEGY

TE MAHERE RAUTAKI O NGĀ TOI, AHUREA, TAONGA TUKU IHO, TAONGA TUKU AKE

2019-2024



The artwork on the cover of the Arts, Culture and Heritage strategy 'Tangaroa' was provided with the permission of its artist, Sam Te Tau.

ABOUT THE ARTIST

Ko Tararua te maunga

Ko Ruamahanga te awa

Ko Wairarapa te moana

Ko Kurahaupo me Takitimu ōku waka

Ko Ngāi Tūmapuhia ā Rangī me Ngāti Moe ōku hapū

Ko Tikawenga Te Tau raua ko Te Aitu o te rangi ōku tupuna

Ko Pāpāwai me Te Oreore ōku marae

No Wairarapa ahau

Ko Sam Te Tau tōku ingoa

ABOUT 'TANGAROA'

Ko Tangaroa te atua o te moana, ngā awa, ngā roto me te oranga o roto.

Tangaroa is the god of the sea, rivers, lakes and all life within them. Maui, the famous Māori ancestor fished up Te Ika a Maui, the great fish that we know of as the North Island of Aotearoa. He hooked the apex of a carved meeting house so therefore we attribute the origin of wood carving to Tangaroa.

The painting is symbolic of the rope of Maui as it went deep into the waters of life to bring forward the knowledge of carving. The many diverse patterned strands of his rope combine to strengthen and create unique forms, much like the coming together of our diverse cultures.

MESSAGE FROM THE MAYOR

HE KĀRERE NĀ TE KOROMATUA

E ngā iwi, e ngā reo, e ngā karangatanga maha o ngā hau e whā, tēnei te mihi atu ki a koutou katoa.

I am pleased to present Masterton District Council's Arts, Culture and Heritage Strategy 2019-24 that was adopted by Council on 26 June 2019.

This strategy builds on progress made since 2005 and aligns with our Wellbeing Strategy *He Hiringa Tangata, He Hiringa Whenua*.

Five priority areas have been identified that will contribute to our vision for the Masterton District and the community outcomes which are also reinforced through the four vision statements of *He Hiringa Tangata, He Hiringa Whenua*.

Our five priorities will focus on strengthening the identity of the Masterton District; supporting communities to identify and lead exciting arts, culture and heritage projects; and facilitating opportunities for the community to connect, perform, create, learn, and express.

Arts, culture and heritage is important to us – it is about what we do, who we are, and what we did. It is an essential part of our individual, community and national identity. Our people, facilities, places and spaces is what makes the Masterton District distinctive in this area.

I am excited about the opportunities ahead in working with iwi, sector stakeholders and our community to achieve our collective aspirations for arts, culture and heritage.

Lyn Patterson, Mayor



CONTEXT

TĪMATANGA KŌRERO

Masterton District Council's (MDC) Arts, Culture and Heritage Strategy 2019-24 is shaped by our:

- Vision and Community Outcomes;
- Long-Term Plan 2018-28; and
- Wellbeing Strategy *He Hiringa Tangata, He Hiringa Whenua*.

The purpose of this strategy and the associated implementation plan is to:

- Outline our Arts, Culture and Heritage (ACH) priorities for the next five years, and in alignment with *He Hiringa Tangata, He Hiringa Whenua*;
- Provide strategic priority areas that will guide MDC's decision making; and
- Encourage ongoing conversations with iwi, sector stakeholders and the wider community about how we work together to achieve our aspirations for ACH.

MORE INFORMATION

NGĀ PĀRONGO ATU

A separate document has been produced that details the process that was undertaken to review the 2005 ACH Strategy and develop this revised ACH Strategy 2019-24. A copy of the Reviewing our Arts, Culture and Heritage Strategy: Review Report is available on our website www.mstn.govt.nz



Photo supplied by Rangitāne Tū Mai Rā Trust

STRATEGIC ALIGNMENT

HE WHAKARITENGA RAUTAKI

Working towards our vision for Masterton

Masterton/Whakaoriori: Providing the best of rural provincial living

Focusing on five community outcomes that we aspire to

An engaged and empowered community

Pride in our identity and heritage

A sustainable and healthy environment

A thriving and resilient economy

Efficient and effective infrastructure

Setting our strategic direction to improve community wellbeing

MY MASTERTON OUR PEOPLE, OUR LAND STRATEGY *HE HIRINGA TANGATA, HE HIRINGA WHENUA*

SOCIAL DEVELOPMENT

- » 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 DEVELOPMENT

- » Increase the number of opportunities for residents and visitors to learn more about the history and heritage of Masterton/Whakaoriori
- » Support language and culture being celebrated in our district

ENVIRONMENTAL DEVELOPMENT

- » Protecting our natural heritage and wāhi tapu sites
- » Supporting biodiversity

ECONOMIC DEVELOPMENT

- » Supporting and facilitating initiatives and events that attract visitors to the region

Defining priorities for Arts Culture and Heritage

ARTS CULTURE AND HERITAGE STRATEGY

Support for the ACH sector

Telling our stories

Toi Māori

Opportunities for people to connect

Public art

OUR PRIORITIES

Ā TĀTOU WHĀINGA MATUA

Five priority areas have been identified for this strategy:

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

1. SUPPORT FOR THE ACH SECTOR

The ACH 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. 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 of the sector 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.

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.

2. 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 told or shared widely.

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

3. TOI MĀORI

Toi Māori is an important part of ACH as it enhances cultural wellbeing and strengthens identity.

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

4. OPPORTUNITIES FOR PEOPLE TO CONNECT

Supporting a range of places, spaces and opportunities 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.

MDC is currently 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. As part of the ACH strategy implementation, MDC will look at ways in which it can provide more enhanced opportunities for the community to connect.

5. 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 informed 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, to facilitate opportunities for new public art, and to consider how it can support a more planned approach to public art in the future.

MONITORING AND IMPLEMENTATION *TE AROTURUKI ME TE WHAKATINANA I TE RAUTAKI*

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. A new implementation plan will be developed alongside the 2021-2031 Long-Term Plan.

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





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