

Kāpiti Coast: Choosing Futures

Strategy for Supporting the Arts 2011

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delivering on the community's plan



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The people of Kāpiti Coast celebrate and support their artists and the arts, creating a vibrant, diverse, sustainable and attractive environment for residents of all ages to enjoy which supports new and existing businesses and attracts domestic and international visitors.

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1. Introduction

The Kāpiti Coast is home to arts practitioners from all arts disciplines: visual arts, music, dance, theatre, film, digital art, online art forms and literature. Many of these are known nationally, some internationally.

This strategy celebrates the arts as the living heart and soul of the Kāpiti Coast, linking the District from north to south, and providing a distinctive identity for the District in the Wellington region. It will help guide the Council direction in supporting the arts and inform the Council's long term asset and activity planning.

The Council's roles in supporting the arts are described and include provider and promoter, partner and supporter, planner and manager and advocate

The strategy consists of five focus areas and a set of priorities relating to:

- access to the arts for all
- fostering indigenous Māori arts and culture
- the arts and identity
- community leadership in the arts
- the arts and economic development

What is the arts?

Arts includes all forms of creative and interpretative expression.
used by Creative New Zealand
Arts Council of New Zealand legislation 1994

What is cultural wellbeing?

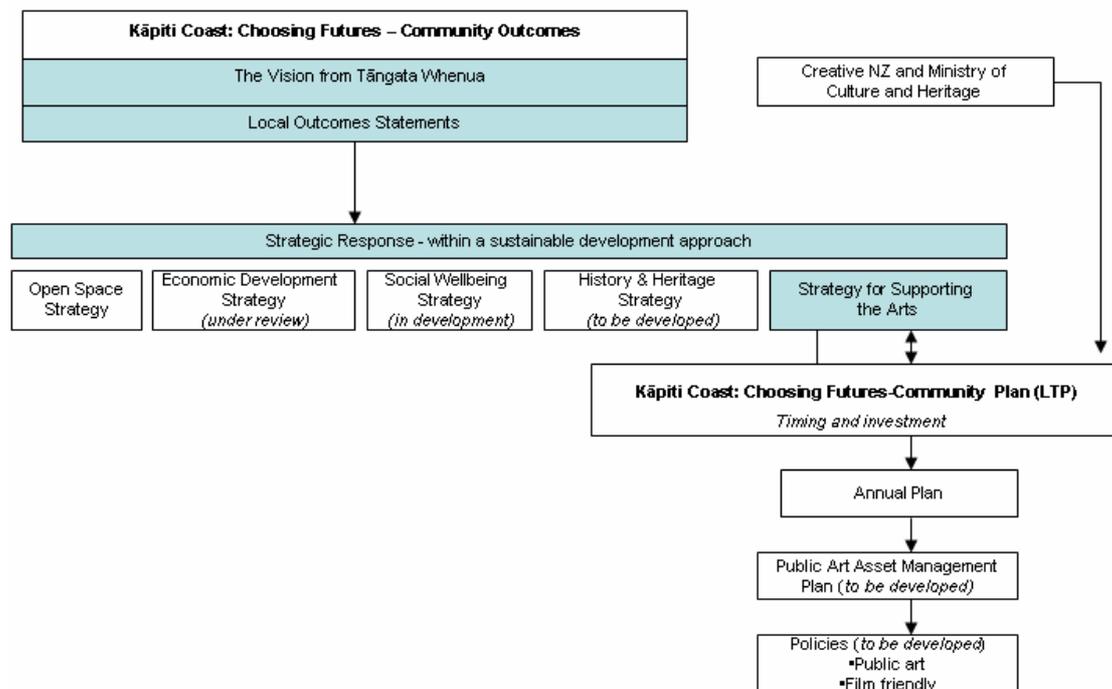
Cultural wellbeing includes:

- an understanding of the history of cultural traditions and heritage of people living within the District;
- mutual respect for those traditions and values that contribute to human wellbeing;
- a willingness to see and work with those common features and values;
- a reflection of those values (including local heritage) in the present physical and social environment;
- confidence that decisions which will result in change take these principles and values into account; and
- a sense of community control over decisions affecting what is valued for community good.

Community Plan 2009

2. Context

The Council's support for the arts sits within a national, regional and local context represented by the following diagram.



The Arts Strategy is one of a number of strategies that set out the long term strategic response to the *Community Outcomes*. It acknowledges frameworks developed at the regional level and locally by tāngata whenua and the wider community.

Choosing Futures Community Outcomes 2009

The Kāpiti Coast community has identified that the arts in all its forms is important to them and their District.

Outcome 7: ‘The District has a strong, healthy, safe and involved community’ emphasises that the arts, and especially public art, have a role in the expression and development of individual and community identity, pride and wellbeing. Fostering this identity is an important facet of the District’s sense of place in the region, and supporting the arts provides a valuable role in the economic development of the District.

Tāngata Whenua

The arts are of central importance to tāngata whenua and play a major role in the expression of their identity.

In the Choosing Futures: Community Outcomes, tāngata whenua have expressed their vision for the District based on four principles:

- Whakawhanaungatanga/Manaakitanga – marae are our principal home
- Te Reo Māori – Māori language is a tāonga
- Kotahitanga - people are our wealth
- Tino Rangatiratanga – self determination

A full description of these principles is in Appendix 1.

For tāngata whenua, values around arts and cultural wellbeing include:

- i) art is a way of keeping traditions alive, of paying respect to our ancestors - e.g. traditional carvers also help to keep Māori culture alive by creating intricate works that pay respect to the past. Every piece carved tells a story, which can be read by those who know how. The shape of the heads, position of the body as well as the surface patterns work together to record and remember events.
- ii) it is important to recognise the many forms with which tāngata whenua art is portrayed. These include: whakairo (carving), mahi raranga (weaving), whakaahua (painting) and other visual art forms, kapa haka, music, waiata (song), whaikōrero (formal oratory), whiti (poetry), tuhituhi (writing) and mythology.
- iii) it is important to recognise the aspects of the environment that reflect the art and history of the area - for instance our ancestors named places based on what they saw when they settled upon an area - the names are reflective of the landscape, of the people of the time and shaped by what was happening at the time.
- iv) art is a way of expressing our identity as iwi Māori - the value statement might be: tāngata whenua identity is evident within community art.
- v) at least 20% of community art is reflective throughout the District of each distinct tāngata whenua group.

Other Council strategies and plans

There is a range of other strategies and plans that influence or link to this strategy. These are at Appendix 2.

3. The Council's role in supporting the arts

The Kāpiti Coast District Council regards supporting the arts as an important part of its responsibilities in promoting the social, cultural, economic and environmental wellbeing of the District.

Provider and promoter

The Council provides direct opportunities for the community in arts expression, participation and appreciation. The Council can also lead by example by integrating the arts into all Council activities

Examples include:

- Commissioning, holding and exhibiting public art
- Using local artists in Council projects, and in Council branding, signage and promotional material
- Organising the Annual Kāpiti Arts Trail that showcases local artists
- Providing spaces and places like libraries and halls where artists and community can come together for exhibitions, performances, demonstrations, classes and activities.

Partner and supporter

The Council provides resources to the community for the arts and works with local groups to foster a creative community

Examples include:

- Supporting community arts projects such as the Safe Family Environment sculpture by Bodhi
- Providing financial support for Mahara Gallery as the District gallery
- Supporting the Friends of the Kāpiti Coast District Libraries to run a literary festival every two years and develop the "Kāpiti Writes" collection
- Working with Te Whakaminenga o Kāpiti, the Lions Pakeke Club and the Kāpiti and Ōtaki Historical Societies to preserve and promote our heritage through the Kāpiti Coast Heritage Trail
- Partnering with Creative New Zealand to administer the Creative Communities Scheme in the District

Planner and manager

Ongoing planning is required to make sure that the arts continue to contribute to the development of the District and the wellbeing of the community.

Ongoing management of our arts assets is also needed.

Advocate

Through strategic documents, plans and information the Council can advocate for the importance of arts to the community, and through submissions and negotiations it can advocate to regional and central government agencies on behalf of the community.

4. Challenges and opportunities

Arts and economic development

Now is an ideal time to promote the contribution that the arts can make to the District's economy by:

- fostering successful artists and creative businesses
- creating an attractive environment for current and future residents
- becoming an attractive destination for cultural tourism

The improved rail link to Waikanae has brought increased visitor numbers to the Mahara Gallery. The Kāpiti Coast Airport and direct flights to Auckland and Nelson bring further opportunities.

The Kāpiti Arts Trail is a unique annual event that takes place less than an hour away from the nation's capital, Wellington. The close proximity of Wellington is a distinct advantage for promotion of the District as an arts destination.

Civic identity and the arts

Major projects provide an opportunity to incorporate arts and cultural values and public art that reflects the community's vision. This includes projects such as the Civic Building Upgrade, Coastlands Aquatic Centre, Paraparaumu and Waikanae Town Centre development, and State Highway 1 revitalisation. The community has expressed a desire for a performance arts facility as part of civic and community facilities in Paraparaumu Town Centre. This is reflected in the Long Term Plan with capital budget in 2015/16 and 2016/17.

A wide range of arts opportunities for a diverse community

The focus of the Council to date has been on the visual arts. The challenge is to foster an environment where grass roots opportunities exist and we celebrate achievements across all the art forms – performance, visual, literary - that recognise and celebrate the diversity of the District.

Finding space for a nationally significant collection

The Field Collection contains works collected and created by the Field family, including works by Isabel Field's sister, Frances Hodgkins. Frances Hodgkins is regarded as one of New Zealand's most famous painters, with an outstanding international reputation. Retaining the Field Collection on the Kāpiti Coast is a significant step for the Mahara Gallery Trust and the Council, and will have lasting significance for the community.

Capitalising on trends

An example is the “Lord of The Rings” trilogy. This was filmed throughout New Zealand and film enthusiasts still travel to locations used in the film although no trace of the film sets is visible today. There is an opportunity to promote the Kāpiti Coast locations used in the “The Lord of the Rings” as part of the cultural tourism offer. The three locations are: Queen Elizabeth Park (Pelennor Fields), Ōtaki Totara Forest (Road to Hobbiton) and Ōtaki Gorge Road (Hobbiton Woods).

A film friendly District

An opportunity exists through the promotion of the District as “Film Friendly”, making it easier for film projects to use locations and visual images of the District. This brings people and economic benefit into the District, and helps promote the look and feel of the District via the finished film.

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5. Focus Areas

Focus area 1: Access to the arts for all

Arts and cultural expression are by and for everybody. The arts covers a hugely diverse range of activities and involvement at all levels. Everyone can get involved if they wish and everyone can benefit from the arts.

There is considerable research that shows that the presence of arts and the opportunity to participate in the arts has a measurable impact on the health and wellbeing of the community.

The recent Kāpiti Coast Youth Survey found that young people in our community would welcome more opportunities to get involved in the arts, especially as participants.

Focus area 2: Fostering indigenous Māori arts and culture

Tāngata whenua and taurahere have a rich history of arts practice within the District and today there are many active in the arts. Te Wānanga o Raukawa in Ōtaki is a major focal point for teaching the traditional art forms within a tikanga Māori context. There are also weaving collectives, kapa haka groups, and individually renowned Māori practitioners of traditional and contemporary arts.

Māori arts and cultural expression should be visible and treasured as integral to the life of the District. The Council, under its Memorandum of Partnership with local iwi, will support Māori arts and work with groups to help the whole community see and treasure these.

Focus area 3: Arts and identity

The arts have a capacity to enhance the look and feel of the Kāpiti Coast. The design of places and spaces and the provision of public art in public places can showcase local artists and designers, add an aesthetic appeal, promote cultural conversations and provide a creative link across the District's distinct settlements.

The Council can ensure that an arts aesthetic is included in all public works, town centre upgrades and major developments. This contributes to a sense of pride and identity and increases the attractiveness of the District to residents and visitors. The Council can also encourage and provide advice to private projects to achieve excellence in design and include public art.

Focus area 4: Community leadership in the arts

The Council is not alone in its support of the arts. Many groups and individuals support and co-ordinate the arts across the District and this is vital to growth of local arts and cultural activity.

For the arts to grow and flourish in the District, community leadership is essential. Through strong community groups, more people can be involved and more funding and sponsorship can be raised.

Strong community leadership is vital for the benefit of the Kāpiti Coast today and for the future. Through community leadership, it is likely that more opportunities for cultural philanthropy can be identified and supported.

In today's economic climate, reliance can no longer be placed on public money to fund the arts and other sources of revenue and investment are required. The contribution of private and corporate philanthropy is increasingly important for the successful growth of the arts and cultural sector. A vital part of any flourishing arts environment is active arts patronage and there is an opportunity for the Council and the community to explore and increase local cultural philanthropy.

Focus area 5: Arts and economic development

The arts have the potential to create increased economic benefit through tourism. Developing an awareness of the richness of the local tourism offer is a good base for attracting visitors from outside the region. This includes:

- Mahara Gallery's year-round exhibition schedules
- annual Kāpiti Arts Trail
- the number and range of artists who enjoy national and international recognition
- a rich history and heritage

The Kāpiti Coast is home to many arts patrons, and its proximity to Wellington City with its arts community and cultural profile is also advantageous.

Research has found that the value domestic travellers place on our "cultural tourism offer" has a major influence on the perception of international travellers.

The District can also provide an environment that attracts businesses from the creative sectors. The potential for business growth through the arts is backed by a number of studies that show a positive correlation between levels of creativity within a community and the economic growth of that community.

6. Council priorities for supporting the Arts

Networking and capacity building -

| Action areas | Contributes to focus areas: |
|---|-----------------------------|
| Promote information about local artists, events and activities through: <ul style="list-style-type: none"> - Existing community networks - Arts newsletter - Council and other websites - Community forums. | 1,5 |
| Link arts groups to capacity building and funding opportunities through Volunteer Kāpiti and other relevant organisations. | 1,4 |

Participation

| Action areas | Contributes to focus areas: |
|---|-----------------------------|
| Facilitate and promote touring performances and exhibitions in the District e.g. Royal New Zealand Ballet and New Zealand International Festival of the Arts. | 1,5 |
| Promote and support community arts projects for example Youth Council community mural project. | 1,4 |

Public art and arts facilities

| Action areas | Contributes to focus areas: |
|---|-----------------------------|
| <i>Mahara Gallery</i> <ul style="list-style-type: none"> • Maintain current support for the gallery • Support development as the District's Public Gallery including expansion to provide a permanent home to the Field Collection • Investigate the operational requirements and funding implications for a District Public Gallery. | 1,2,3,4,5 |
| <i>Performance Arts Facility</i> Develop design for a performance arts facility in conjunction with planning for Paraparaumu Town Centre. | 1,2,3,4,5 |
| <i>Other Arts Venues</i> Identify and promote community facilities across the District suitable for arts activities including the potential for a community venue broker. | 1,2,3,4 |
| <i>Public Art</i> Ensure that provision is made, including budget, for public art in all Town Centre Upgrade programmes and in major civic and community facilities. A guide of one percent of the project budget is recommended. | 1,2,3 |

Tāngata Whenua

| Action areas | Contributes to focus areas: |
|---|-----------------------------|
| Ensure that Council public art projects reflect the arts values of tāngata whenua. | 1,2,3 |
| Support tāngata whenua principle of rangatiratanga in arts and culture through the Memorandum of Partnership. | 1,2,3 |

Economic Development

| Action areas | Contributes to focus areas: |
|--|-----------------------------|
| <i>Develop the tourism offer</i> Work with regional / local tourism operators to promote the arts attractions for visitors. | 3,5 |
| <i>Kāpiti Arts Trail and potential Arts Festival</i> Investigate opportunities to develop the annual Kāpiti Arts Trail into an Arts Festival. | 1,2,3,4,5 |
| <i>Contribute to local artist's economic viability through public art</i> <ul style="list-style-type: none"> • Develop a Public Art Policy that includes a register of holdings, and guides selection, acquisition, and maintenance of public art • Work with private and community partners to increase public art and the purchasing budget • Provide public art opportunities at significant Council projects such as Town Centre upgrades, and new civic buildings • Encourage public art provision in non-council developments. | 2,3,5 |
| <i>Become a "Film Friendly" District</i> Develop and promote a Film Friendly policy. | 5 |
| <i>Support existing and new businesses</i> Develop ways to streamline the establishment of new creative businesses – and promote the District to the creative business sector. | 4,5 |
| <i>Encourage philanthropy and endowments</i> <ul style="list-style-type: none"> • Establish a local arts endowment policy including how private individuals or organisations can bequeath artworks or art collections to public stewardship/ownership • Investigate other ways to develop cultural philanthropy • Support the establishment of arts trusts for example Kāpiti Sculpture Trust. | 4,5 |

The Vision from Tāngata Whenua

The tāngata whenua of the District are Te Āti Awa ki Whakarongotai, Ngāti Raukawa, Ngāti Toa Rangatira, including their whānau and hapū. In the 1820-1830s they were firmly established in the District and were signatories to the Treaty of Waitangi at the following locations:

- on board the ship “The Ariel” at Port Nicholson in Wellington (29 April 1840),
- Queen Charlotte Sounds (4 May 1840),
- Rangitoto (d’Urville Island), (11 May 1840),
- Kāpiti Island (14 May 1840),
- Waikanae (16 May 1840),
- Ōtaki (19 May 1840),
- Manawatu (26 May 1840),
- Motungarara Island (4 June 1840),
- Guards Bay and Cloudy Bay (Te Koko-a-Kupe) in Te Tau Ihu (17 June 1840), Mana Island (19 June 1840),
- and again on Kāpiti Island (19 June 1840).

Although the history books cite us as being allies, we were more than that, we were strongly linked through whakapapa. Therefore, from this time until the present, the tāngata whenua have practised and continue to practise their kaitiaki/kaitiakitanga role.

From their establishment and the subsequent Council establishment in the District they jointly developed their relationship with the Council by way of the 1994 Memorandum of Partnership. This Memorandum was reviewed and re-signed in 2008. From this partnership Te Whakaminenga o Kāpiti was created and is a forum for mutual decision-making and collaborative engagement on mutually agreed priorities.

Kaitiaki/Kaitiakitanga

Kaitiaki/Kaitiakitanga is a term that denotes the package of tikanga or practices which have a primary objective in sustaining the mauri of natural and physical resources. Inherent in the notion of kaitiaki/kaitiakitanga is the understanding that members of the present generation have responsibility, passed to them by preceding generations, to care for their natural environment by protecting mauri. Kaitiaki/Kaitiakitanga carries with it an obligation to ensure that a viable livelihood is passed on. Kaitiaki/Kaitiakitanga is inextricably linked to tino rangatiratanga as it may only be practised by those whānau, hapū or iwi who possess mana whenua in their iwi area.

Tāngata whenua base their vision on four main principles:

Principle One

Whakawhanaungatanga/Manaakitanga – The marae is our principal home which ties tāngata whenua to our areas through the physical embodiment of our ancestors and remains well maintained and thoroughly respected. The wellbeing and health of the marae determines the emotional, spiritual, and physical wellbeing of the people.

Marae are important sites for the practical expression of mātauranga Māori. It is the place where distinguished manuhiri (visitors) are to be extended hospitality, and where extended families meet for significant events. For Māori the marae is 'Te tūranga o te iwi – the standing place of the people'. The marae is held in high esteem and considered to be a place of special significance. Land, language and kinship along with marae, provide a sense of cultural continuity and identity for Māori throughout cultural, social and economic change. In addition, they are store houses of tāonga (treasures).

Principle Two

Te Reo – It is the language of the tāngata whenua through which tikanga is conveyed and kawa is upheld. Te Reo Māori is an official language of New Zealand. It is fundamental that the language, as a deeply treasured tāonga left by our ancestors, is nurtured throughout the community and that the language continues to prosper and encourage future generations.

Principle Three

Kotahitanga – Through unity, tāngata whenua and communities have strength. Working together we can ensure that our District's heritage, cultural development, health and education flourish.

Principle Four

Tino Rangatiratanga – to exercise self determination and self governance with regard to all tribal matters. The Vision includes:

- tāngata whenua role of kaitiaki/kaitiakitanga within the District is strong and effective and encompasses both the environmental and general wellbeing of the community;
- people feel comfortable in use of Te Reo Māori and English – supporting the notion of Ōtaki as a bilingual community;
- all waterways are healthy and able to be used as traditional food resources taking into account tāngata whenua environmental indicators;
- the rūnanga of the tāngata whenua engage effectively, where appropriate, with agencies and communities;

- whānau and hapū are well established and able to engage effectively where appropriate with agencies and communities;
- Māori representation is improved in local government within three years;
- tāngata whenua artistic talents are fostered and successful;
- the District is internationally recognised as world class for food, culture, lifestyle and tourism;
- tāngata whenua economic development strategies are fostered;
- the community have good access to health services;
- young people are supported to reach their full potential;
- people know about tāngata whenua names for the original landscape, heritage, waahi tapu and that tāngata whenua names for streets, etc, are adopted;
- tāngata whenua play a strong/central role in district development particularly around capacity of resources, water use, and the quality and nature of settlements;
- there is a strong and effective three-way partnership between tāngata whenua, the Kāpiti Coast District Council and Greater Wellington Regional Council;
- tāngata whenua are closely involved in citizenship processes with new immigrants;
- the Council assists tāngata whenua in the development of iwi management plans;
- tāngata whenua intangible and spiritual connection/association to the land, waahi tapu and natural and physical resources is represented, understood and respected;
- the District appreciates law and lore.

Other Relevant Council Strategies and Policies

- **Local Outcomes** - in addition to the wider community outcomes the Council has produced eight local outcome statements, covering Ōtaki, Waikanae North, Otaihanga, Paraparaumu Town Centre, Paraparaumu Beach, Raumati Beach, Raumati South and Paekākāriki. These Local Outcome Statements provide more detail on character and identity at an individual community level.
- The **District Plan** influences amenity and character, and quality of design of places and spaces and can support identity and uniqueness.
- The **Development Management Strategy** emphasises the uniqueness of the Kāpiti Coast communities and encourages development that:
 - improves the appearance of town centre,
 - supports community cohesion and a sense of belonging
 - follows best practice in the area of urban design including a high quality architectural form and the provision of and promotion of public art associated with buildings and infrastructure
 - promotes building design that references local heritage and culture
- **Positive Ageing on the Kāpiti Coast, He Tira Kaumātua** is a strategy that sets out 7 key goals to improve the wellbeing of Kāpiti Coast's ageing community; Goal 3 relates to the importance of the District's older people feeling safe and well, with a specific objective to provide public spaces and living environments that promote safety and security.
- **Youth2U Youth Action Plan** establishes a plan of action for Kāpiti Coast Youth from 2011 – 2015.
- **Iwi Management Plans** provide a vision of how the management and protection of natural and physical resources can be achieved based on cultural and spiritual values of tāngata whenua¹.

¹ Ministry for the Environment, Te Raranga A Mahi 2000