



**CENTRAL  
HAWKE'S BAY**  
DISTRICT COUNCIL

A stylized illustration of a sun with rays and several light blue clouds, positioned above the title box.

**PLACES  
AND SPACES**  
FOR A THRIVING FUTURE

# Toi Tamatea - Central Hawke's Bay Arts Strategy (2022)



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## Vision

Tamatea Central Hawke's Bay is a place where art and creativity is valued and visible, where a vibrant arts community are supported and connected, and where everyone can participate in and access the arts.

## Definition of the Arts

For this strategy, Creative New Zealand's definition of the arts is used.

Creative New Zealand's definition includes community and professional: **performing arts** (such as dance, theatre, music); **visual arts** (ceramics, drawing, painting, sculpture, architecture, printmaking, photography, film, video, design, and crafts); **literature** (fiction, non-fiction, essays, poetry); **inter-arts** (such as new-media and digital work); and **pan art-form festivals**. It also includes **Ngā Toi Māori** (Māori arts) which include Māori heritage arts practice as well as the work of Māori artists across all forms of contemporary arts practice.

Within community arts, Creative New Zealand recognises three core strands of activity, and these are:

### Community Cultural Development

- Collaboration of arts practitioners with communities to achieve artistic and social outcomes
- Processes of collective creativity
- Community-based issues focused on through the arts (for example in relation to the environment or to issues of social equity).

### Maintenance and Transmission of Cultural Traditions

- Māori and Pasifika Heritage Artforms, including Ngā Toi Māori.
- Defined groups of interest (such as migrant communities) maintaining and preserving their distinctive artistic and cultural traditions from one generation to the next.

### Leisure and Recreation Activities

- Community-based arts groups devoted to the recreational pursuit of diverse artforms.

## Council's role in the Arts

Council's role in the Arts is to support, encourage and empower our artistic community to ensure local art is visible, accessible, inclusive and connected. Council will continue to identify partnership opportunities and enable a locally-led approach to ensure that local artists, artistic groups and organisations are empowered to design and deliver opportunities at a local level. This includes advocacy at a local and regional level and promotion of art opportunities.

## Theme one: Visibility

*A place where art and creativity is valued and visible.*

### Where are we now?

There is no lack of art happening in Tamatea Central Hawke's Bay, but if you don't know where to look or who to ask, you could be mistaken in thinking that it's restricted to a few key players and a few key venues. The visibility of the diversity of art forms and opportunities on offer is lacking. There is no coordinated marketing plan for the promotion of arts events and programmes. For a district of its size, Central Hawke's Bay does not compare favourably for art on visible display.

With the considerable exception of the nationally significant Ngā Ara Tipuna project, Central

Hawke's Bay is not graced with an abundance of public art. The incorporation of artistic expression is often side-lined in favour of a more prosaic functionality of design in the towns and centres. There are missed opportunities for the community to see their stories and aspirations reflected in the design of these spaces and places. With so many new people moving to Central Hawke's Bay, there is an opportunity to engage and harness their knowledge and energy to increase our range of arts experiences and connect them to opportunities to participate in arts and culture. New arrivals to the district will settle quicker and contribute to the community faster if they are aware of these opportunities to participate.

### Where do we want to be?

We want to see the arts made more visible in the towns and villages of Central Hawke's Bay, through the promotion of artistic expression, whether live events, sculptures, or murals. Promotion of opportunities to participate in and experience the arts should be prioritised and coordinated, ensuring that resources are shared between community groups, maximising their impact.

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*"Art should be spilling out on to the street." – Community Working Group Member*

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We want to tell our stories by encouraging public art that reflects and responds to our place. Public art can be temporary (murals, installations) or permanent (sculptures, urban design) and anywhere in between. Both ends of the continuum enable our unique stories to be told in our towns through art that reflects and responds to our sense of place and time.

An example of a temporary public art project that achieves this is the Central Hawke's Bay Christmas Tree. This is a collaboration between established craft artists, businesses, and members of the public who can contribute to the installation by making their own decorations to be added to the tree.

Extraordinary public art can be a source of pride for local communities and stimulate a visitor economy. Katikati in the Western Bay of Plenty has a population not much larger than Waipukurau, with an economy also based on horticulture and farming. A deliberate strategy to develop murals depicting its history has earned it the nickname of the Mural Capital of New Zealand. Closer to home, the Seawall Murals Project in Napier has had a similar effect of stimulating civic pride whilst creating opportunities for self-guided visitor walking tours.

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*"I think there should be a greater arts presence in the centre of town – Waipukurau – in the form of murals and other art installations but also in the form of community centres/spaces/galleries." - Community Feedback*

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We want to place creativity into the fabric of Local Government. Council decisions must reflect consideration for the four well-beings and this strategy will help guide Council officers to consider how their planning can uplift community and cultural well-being through the arts.

Artists are involved as key partners in urban and district design, and conversations with artists will take place early in the development phase of Council projects, including major public infrastructure investments, reflecting the maxim that aesthetic elements which reflect a sense of place are as important as functional aspects. A tangible example of this is how the Council's wastewater programme is looking to partner with schools to design a community engagement campaign to communicate how wastewater is managed, using students' artwork.

Council could be supported in achieving this action by Ngā Toi Hawke's Bay, through the coordination of regional design principles.

Ngā Toi Māori will also be made more visible, celebrating the incredible work already undertaken by mana whenua in partnership with Council to develop Ngā Ara Tipuna. Additional phases of Ngā Ara Tipuna and other related projects will be explored, creating an activated network of visible Māori culture.

Increased visibility of the arts will create a sense of district pride and vibrancy and will provide the district with the opportunity to 'show, not tell' that it is a great place to live, work and play, because it's a place where art and creativity is valued.

<sup>1</sup> Social procurement is where wider social, cultural, economic and environmental benefits are considered as part of the procurement process.

## Priorities and actions

### Promotion

- Improve promotion of the arts in Central Hawke's Bay through existing platforms and explore new platforms. Collaboratively develop a plan to promote arts and creative activity, including performances, workshops, art clubs, classes, and galleries in Central Hawke's Bay.

### Ngā Toi Māori

- Elevate the profile of Ngā Ara Tipuna as a public art experience to be proud of.
- Support the promotion of other Ngā Toi Māori experiences as they are identified and developed.

### Art in public places

- Collaboratively develop a public art plan for Central Hawke's Bay (including sculpture, street art, performance, music, literature and placemaking) to further enhance our district's identity.
- Supporting (through funding, regulatory processes and programme support) more public art (street art, murals, sculpture etc) to enhance our urban spaces and places.

### Incorporating the arts into Council processes and projects

- Engage with creative sector in design planning to ensure connection to cultural well-being in Council projects.
- Ensure the creative sector has input into Council's social procurement<sup>1</sup> practices where appropriate.

## Theme Two: Connection

*A vibrant arts community who are supported and connected*

### Where are we now?

There is a proud and diverse arts community in Central Hawke's Bay who is presenting and participating in a wide array of arts activity. Some collaboration between arts groups is already happening but we know that there could be so much more. Artists and arts organisations are often working in silos, and not sharing resources and information as much as they could.

There is a willingness to support the arts within Council, however there is a lack of coordination and no central point of contact for Council to communicate with the arts sector, and the sector to communicate with Council. Arts activity currently sits across several workstreams in Council including community development, Central Hawke's Bay Museum, libraries, funding, facilities, parks, economic development/tourism, project management and infrastructure.

Currently the arts community in Central Hawke's Bay does not have a strong connection to the wider region. There is some regional connection happening, for example MTG Hawke's Bay supports the Central Hawke's Bay Museum

with resources. With the re-focus of Ngā Toi Hawke's Bay developing a regional framework to support the arts, there is an opportunity to strengthen this relationship.

Because of the lack of collaboration and connection, there may be other opportunities missed to connect with other sectors, and to embed the arts into the everyday life of Central Hawke's Bay's people.

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*"We don't want silos pushing their own Kaupapa – it pulls people in different directions." - Stakeholder Feedback*

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### Where do we want to be?

The arts connect people to each other within the community, in the creative sector, and with other sectors such as health, education and the environment. The arts contribute to social inclusion.

The arts sector wants to be connected more through a network. Strengthening and building stronger links within the arts sector locally, regionally, and nationally, and with other sectors such as education and health, is also a priority. The first step is to connect our local arts community with each other. This will encourage sharing of information and resources and promote collaboration.

The district arts network will also be part of Central Hawke's Bay's 'network of networks', increasing opportunities for cross-sector collaboration. We want to be in the room and at the table representing Central Hawke's Bay's interests and contributing to discussions about Hawke's Bay's regional approach and framework being led by Ngā Toi Hawke's Bay.

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*"I've often thought rentable art studios would be a great idea but there aren't really any in Hawke's Bay as a whole, or I think a collective shared space for creatives would be great." - Community Feedback*

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A clear coordinated approach within Council towards the arts will provide support for both Council and the arts community. This strategy is the first step in this journey.

A connected, coordinated arts community could be further supported through a community arts centre and/or a community arts advisor. A centre could provide additional services in an existing facility. An arts advisor role could operate inside or independently of Council. This concept needs further investigation.

## Priorities and actions

### Establish an arts network in Central Hawke's Bay

- Instigate cross artform networking sessions.
- Determine how Council can have a clear and coordinated approach to supporting activity across the arts, e.g. cross functional virtual team, connecting GLAM (galleries, libraries, archives, museums) team within Council.
- Investigate the establishment of a community arts advisor role to coordinate district wide support and activity.

### Regional connections

- Liaise and feed into regional arts strategy work.

### Connection with other sectors

- Through the district arts network, connect artists and projects with other sectors and opportunities.

### Arts Hub concept

- Investigate options to establish a physical art hub/s (community art centre) in Central Hawke's Bay

## Theme Three: Access and Inclusion

*All people can participate in and access the arts in Central Hawke's Bay.*

### Where are we now?

Access and inclusion in the arts means being actively engaged – whether it's attending a show at the Waipukurau Little Theatre, participating in an art class at the Paul Hunter Centre, enjoying an

exhibition at the Central Hawke's Bay Museum, interacting with the Ngā Ara Tipuna storytelling trail, or attending a flax weaving workshop. Disabled people, deaf people, and mobility impaired people should all be able to engage with and participate in the arts. Council currently works closely with the Disability Reference Group to ensure projects are planned with accessibility at the forefront.

Unfortunately, there are still barriers to accessing the arts in Central Hawke's Bay. Some of these are physical barriers, and sometimes it's as simple as the community not knowing what is happening and how to participate.

Council facilities are not as accessible as they could be. Our museum currently has an entry fee. This means that not all people in Central Hawke's Bay are able to access the stories of their place and the opportunities provided at this public facility.

We were told by our community that participation by youth needs to be a priority, so that the next generation of practitioners, administrators and volunteers are joining and strengthening our key arts organisations. Whilst there are some opportunities for young people to access the arts in

Central Hawke's Bay, more can be done to connect schools to existing arts programmes, and to increase young people's access to the arts.

### Where do we want to be?

We want all arts experiences and facilities to be accessed by as many people in our community as possible. Council can lead by example in this space. The first step for providing access to the arts is understanding barriers for people to access arts and culture experiences such as distance, cost, and physical access and how to mitigate them.

Supporting free and low-cost events, encouraging, and supporting more permanent and temporary public art projects, and ensuring there is a mechanism for promoting art activity can all contribute to access and opportunities for people to participate. Removing the entry fee to Central Hawke's Bay Museum, while developing other income streams, will increase community access and bring the museum into line with international museum best practice, aiming to enrich cultural experiences for our community. Options to achieve this should be investigated further.

The district arts network and Council can be supported in learning more about best practice in arts participation and access by connecting with Arts Access Aotearoa and their regional Arts for All network.

Enabling opportunities for young people to access and participate in the arts helps to grow a strong future. Skills in the arts such as communication and creative thinking are valuable attributes for any young person embarking on an employment pathway.

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*"You gain skills participating in the arts which you bring to any employment so interaction between business and the arts is important."* - Community Working Group Member

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McKinsey and Company<sup>2</sup> published a report based on a survey of 18,000 people in 15 countries which outlines 56 'distinct elements of talent' across 13 skill groups required for the modern workforce. Amongst these elements of talent are storytelling, public speaking, creativity and imagination. Exposure to artistic opportunities will help Central Hawke's Bay rangatahi become 21<sup>st</sup> Century learners and workers.

Encouraging more connection between our schools and artists/arts opportunities across the region will increase opportunities for our young people, for example linking with existing youth and education programmes through Toitoti Hawke's Bay Arts & Events Centre, the Hawke's Bay Arts Festival and MTG Hawke's Bay.

### Priorities and actions

#### Ensuring access to Council and Community arts facilities

- Undertake an audit of Council's arts facilities and programmes to ensure access for all.
- Investigate options to remove the entry fee to Central Hawke's Bay Museum to increase community access.

#### Support the arts community to improve access

- Connect arts network to Arts Access Aotearoa resources.
- Support Council funded arts organisations and facilities to develop access and inclusion policies.

#### Youth participation in the arts

- Support and prioritise projects involving young people.

## Theme Four: Support

*Tamatea Central Hawke's Bay artists and arts organisations are supported to be resilient and to flourish. Ngā Toi Māori in Central Hawke's Bay is celebrated and supported to grow.*

### Where are we now?

Council currently supports arts and culture in the district in several ways, from provision of venues and facilities including a theatre and a museum/art gallery, contestable funding through its Civic

Pride and Vibrancy Fund and administration of Creative New Zealand's Creative Communities Fund. Arts organisations are challenged by the funding environment, increasingly time-consuming regulations, and resilience to manage the effects of Covid-19.

There is a burgeoning renaissance and interest in the practice of Ngā Toi Māori. Whilst there is interest, much of the activity takes place in non-traditional arts settings. Therefore, Māori artists and artforms are not necessarily receiving the support and visibility they may desire. The cultural storytelling project Ngā Ara Tipuna has helped make Ngā Toi Māori visible on the Tamatea landscape.

Currently the wider benefits of the arts in our community are not well understood nor communicated beyond the arts sector. There is an opportunity to better tell this story and advocate for more support for the arts.

### Where do we want to be?

We want our arts organisations to be resilient and to flourish, to enable everyone to participate. Support for the arts underpins the ability for the themes of visibility, connection, and access to be addressed.

Council has a role to play to provide support, advocacy and resources beyond funding and the provision of venues. To operate as 'open to the arts' the Council needs to think strategically and laterally in how they can support the arts beyond being a funder. Funding mechanisms also need to be explored to ensure that the strategic priorities identified by the community within this strategy are supported and achieve the greatest impact for our community. There are dozens of external funding opportunities that could support Council and the community to develop and deliver this strategy. Council can connect the community to regional and national funding opportunities through arts network forums and advice.

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*"Arts funding processes can be very opaque and tricky, especially if you are new to it"* - Focus Group Feedback

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Supporting Ngā Toi Māori through forming strategic relationships with hapū groups and Māori arts and cultural organisations and practitioners will enable Ngā Toi Māori to thrive in Tamatea. We want to celebrate Ngā Toi Māori as a point of unique difference and identity within Tamatea, by supporting and promoting events and activities so that Māori culture is visible and celebrated by the community. Tangible opportunities to support Ngā Toi Māori could exist by identifying environments where resources essential to Māori creativity can be regenerated, for example the Whatumā Management group, who are investigating harakeke and raupō cultivation for riparian planting, with a complementary benefit of providing fibre for on-site artists to create hinaki and waka tiwai. The weaving process creates a discard called parakoka, which can be woven to create weed-matting for the lake, resulting in a circular relationship between conservation and the arts. Other catchment groups such as the Porangahau Catchment Group have received Ministry for the Environment funding for freshwater improvement and could also partner to provide raupō and harakeke for Ngā Toi Māori.

The benefits of the arts will be valued and celebrated in Central Hawke's Bay, with a greater understanding of the contribution to the social, economic, and cultural wellbeing of the arts in our community. Increasing understanding and an awareness of the value that arts give to our community will support the arts sector to grow. More investment into developing our creative people, projects, and places will support a robust, sustainable sector.

### Priorities and actions

#### Define Council's role in supporting the arts

- Investigate ways for Council to be 'open to the arts' to support arts organisations e.g., regulatory advice, rates rebates, project support, marketing support.
- Explore how Council funding mechanisms can align with this strategy to support visibility, connection, and access to the arts.

#### Ngā Toi Māori

- Identify further what activity is happening in Tamatea and what support is required to uplift and celebrate Māori artists and artforms.
- Investigate opportunities to restore and conserve environments essential to Māori creativity especially harakeke, raupō and other fibres to nurture Ngā Toi Māori.

#### Advocacy

- Advocate for arts projects and the benefit they can bring to our community, for example develop a community owned 'case for investment' to support funding approaches with tangible evidence of the benefits of the arts.

#### Funding

- Arts-specific funding advice is available to the community, including Council opportunities and other funds. Funding opportunities are shared with the arts network.

## Action Plan

This action plan details what will happen, when it will happen and who will take responsibility for it. This action plan will be a 'living document' which can be updated as and when needed. For example, updates will occur when actions are progressed, and new initiatives identified or when new partners come on board. This is therefore conceived as a dynamic living document, able to be adapted and added to, as required. This is also very much in keeping with the growing vitality of the creative sector in Central Hawke's Bay.

It is also important to note that the goals and objectives in the action plan have crossover points and are not mutually exclusive. For example, Ngā Toi Māori and Advocacy is something that will take place under every goal. A focus on funding and expanding funding options and sources is also critical as the plan has a major focus on capability building and networking through developing sustainable alliances and partnerships, locally and nationally.

<sup>2</sup> <https://www.mckinsey.com/industries/public-and-social-sector/our-insights/defining-the-skills-citizens-will-need-in-the-future-world-of-work>

## Toi Tamatea – Central Hawke’s Bay Arts Strategy Action Plan

Theme	Priority	Action	Who	When
<b>Visibility</b>	<b>Promotion</b>	Investigate and implement mechanisms for promoting arts activity and events for Central Hawke’s Bay.	Council and arts community, partner organisations e.g., Hawke’s Bay Tourism	Short term
		Investigate marketing support available through Council for arts projects.	Council, Arts Network	Short term
	<b>Ngā Toi Māori</b>	Elevate the profile of Ngā Ara Tipuna as a public art experience.	Arts Network	Short term
	<b>Art in public places</b>	Promote Central Hawke’s Bay public art and artists, in the regional Hawke’s Bay Art Guide and annual Arts Trail event.	Council, Arts Network	Short term
		Develop a public art policy for Central Hawke’s Bay to audit, encourage, grow, and manage public art in the district.	Council, Arts Network	Medium term
	<b>Incorporating the arts into Council projects</b>	Engage with the creative sector early in design planning to ensure connection to cultural wellbeing in Council projects.	Council, Ngā Toi Hawke’s Bay	Medium term
		Ensure social procurement practices reflect input from creative sector through connecting artists with contractors and developing relationships.	Council, Ngā Toi Hawke’s Bay	Medium term
<b>Connection</b>	<b>Establish an arts network in Central Hawke’s Bay</b>	Instigate regular cross-artform networking sessions, email list etc.	Arts Network, arts community	Short term and ongoing
		Investigate how Council provides a coordinated approach to arts activity, e.g cross functional virtual team, connecting GLAM (galleries, libraries, archives, museums) team within Council.	Arts Network, Council	Medium term
		Investigate the establishment of a community arts advisor role to coordinate district wide support and activity, provide funding and project advice, and keep a voice at the table of regional and national arts discussion.	Council or new organisation	Medium term
	<b>Regional connections</b>	Liaise and feed into regional arts strategy work.	Council as conduit to wider arts community, Ngā Toi Hawke’s Bay	Short term and ongoing
	<b>Connection with other sectors</b>	Connect artists and projects with other sectors and opportunities e.g., education, health, conservation, commercial contractors.	Arts Network	Medium term
	<b>Arts Hub concept</b>	Investigate options to establish a physical art hub/s (community art centre) in Central Hawke’s Bay.	Arts Network	Long term

Theme	Priority	Action	Who	When
<b>Access and Inclusion</b>	<b>Ensuring access to Council’s arts facilities</b>	Access audit of Council arts facilities	Arts Network, Disability Reference Group, Arts for All Hawke’s Bay/Arts Access Aotearoa	Immediate
		Investigate options to remove the entry fee to Central Hawke’s Bay Museum to increase community access.	Arts Network, Central Hawke’s Bay Museum	Medium term
	<b>Support the arts community to improve access</b>	Connect arts network to Arts Access Aotearoa resources.	Council, arts community, Arts Access Aotearoa	Medium term
		Support Council funded arts organisations and facilities to develop access and inclusion policies.	Arts Network, arts community, disability reference group	Medium term
	<b>Youth participation in the arts</b>	Support and prioritise projects involving young people.	Arts Network, Ngā Toi Hawke’s Bay	Medium term
	<b>Support</b>	<b>Define Council’s role in supporting the arts</b>	Investigate ways for Council to be ‘open to the arts’ to support arts organisations e.g., regulatory, rates rebates, project support, marketing support. Revisit funding criteria to support the arts strategy. Explore how Council funding mechanisms can align with this strategy to support visibility, connection and access to the arts	Arts Network, Council
<b>Ngā Toi Māori</b>		Identify further what activity is happening in Tamatea and what support is required to uplift and celebrate Māori artists and artforms.	Council, Arts Network	Medium term
		Investigate opportunities to restore and conserve environments essential to Māori creativity especially harakeke, raupō and other fibres to nurture Ngā Toi Māori.	Arts Network, Taiwhenua o Tamatea	Medium term
	<b>Advocacy, funding advice and capability building</b>	Advocate for arts projects and the benefit they can bring to our community, for example develop a community owned ‘case for investment’ to support funding approaches with tangible evidence of the benefits of the arts.	Arts Network, Council, Ngā Toi Hawke’s Bay	Short term and ongoing
		Arts-specific funding advice is available to the community. Includes Council opportunities and other funds. Funding opportunities are shared with the arts network.	Arts Network, Council, Ngā Toi Hawke’s Bay	Short term

## Acknowledgements

The strategy was developed through collaboration and partnership with people from the local, regional and national arts sector. We thank and acknowledge all of those in the community who contributed through interviews, focus groups, comments and feedback, as well as those who supported this development through the Arts Community Working Group.

Over 50 individuals participated in this first phase of engagement. This included representatives from the following groups:

Ngā Toi Hawke's Bay	Hastings District Council	Hawke's Bay Opera House	Eastern Screen Alliance	Conrad Nepe Apatu (Kai whakairo)	Hawke's Bay Tourism	Central Hawke's Bay Museum	Small Hall Sessions
Paul Hunter Centre	Waipawa Music and Dramatic	Ōtāne Arts and Crafts	Jesse Harte (Mural Artist)	Between the Lines Writers and Readers Festival	Cefyn Gauden (Artist)	Emma Harker (Arty Pants)	Waipukurau Arts Club
Creative Arts Napier	Hawke's Bay Festival/ Arts Inc. Heretaunga	MTG Hawke's Bay	NZ Singing School	Arts Access Aotearoa	Central Hawke's Bay College	Sarah Hunter (artist)	Whatumā Management Group

Central Hawke's Bay Council staff and councillors were also involved at various times, contributing either as participants in the working group, focus group or via direct engagement.