

Whakatāne District

Arts, Culture & Creativity Strategy

2023 - 2033



Karakia Tīmatanga



Ka tākina te kawa ki a Ranginui
Ka tākina te kawa ki a Papatūānuku
Ka tākina te kawa nui ki ngā atua
Kia whakawātea ai ēnei mahi toi
Haumi ē, hui ē, tāiki ē!

Recite the kawa to the space above

Recite the kawa to the space below

Recite the kawa to the elements

To cleanse this creative space

*Let's bind it, let's secure it,
it is completed!*



Te Ahi Kōmau o Io Te Waiora

The fire of life that does not burn but is eternal

Te Orokohanga mai o Te Ao, mai i a Io Te Waiora ki te ao mārama taiahoaho ki ngā tūpuna ki a tātau o tēnei whakatipuranga.

From the spiritual world to the natural world of the environment, to our ancestors and we the people, the living ancestors of the now.

From the beginning of time, from the sacred energies of creation, from Io Māreikura, from the female spiritual energy, from Io Whatukura, from the male spiritual energy, all things were born.

The cosmic energy of creation placed in all things in its rightful order, in its rightful place the energy known as Te Ahi Kōmau, the Fire of Life that never burns but is eternal.

Cosmic energy it connects to the external spiritual energy and, also connects to the energy of life that is the source of all things.

Cosmic energy is the vital source that animates all forms of life and maintains the balance of the entire cosmos.

From the cosmos we were all created from the spiritual energy of Io Te Waiora, the Creator from the sacred waters of life, in the image of creation itself, from within the centre of the universe, te pūtakenga mai, the core, the pith, wairua, we are from the two rivers that flow within us, the fires of eternal life.

From this energy sprang forth the cosmological tree of creation, the aeons of darkness, to the first shimmering of light, to light itself emerging into the next phase of creation.

The connection of the spiritual into the physical worlds, forming and creating one world.

From within the darkness was born Papatūānuku, Mother Earth, from within the light emerged Ranginui, the entire universe.

Within their eternal love, everything came to be, the reality from the cosmos to the earthly plain from whence all life forms were created. The manifestation of the spiritual world into the physical domain.

The eternal flame of fire, time, space, place, tomorrow, before, now, and beyond, all these energies and realities are one energy and one reality.

From this foundation did we as a people come forth into the world of light, te

ao mārama, to the world of reality, te ao hurihuri, the ever-changing world, the ever-changing landscape, the ever-changing environment, to the world of existence, tangata whenua, people from the earth, born one with earth, people from the land, born one with the land.

‘Ko ahau te whenua, ko te whenua ko ahau.’

‘I am the land, and the land is me.’

‘Ko ahau te maunga, ko te maunga ko ahau.’

‘I am the mountain, and the mountain is me.’

‘Ko ahau te wai, ko te wai ko ahau.’

‘I am the water, and the water is me.’

‘Ko ahau te moana, ko te moana ko ahau.’

‘I am the ocean, and the ocean is me.’

‘Ko ahau te ahurea, ko te ahurea ko ahau.’

‘I am the creative design and art forms of all things and creative design and art forms are me.’



Dr Pouroto Ngaropō

Iramoko Marae | *Chairman*



Message from our Mayor

This is our first arts, culture, and creativity strategy. It has very much been informed by listening to the creatives who call our District home. Listening carefully to what they desire Council to do to contribute to our already rich and vibrant arts, culture and creativity scene. A thriving arts and cultural presence is an essential part of achieving our Long Term Plan vision of more life in life. Arts, culture, and creativity add layers to our lives, build a sense of place and remind us of where we have come from and help define where we go next.

As you may know, I am a scientist, and as such I can truly appreciate the role that art, culture and creativity plays in our quality of life. Research has proven the value of culture and arts for our health, our sense of self and the strength of connection, and the contribution of the arts to our economic prosperity. In 2020, a Creative NZ survey found that 63% of people agreed that arts help define who we are as New Zealanders.

I hope that as we deliver this arts, culture and creativity strategy there will be many more opportunities for everyone to understand our heritage better, take part in the arts, for our current creatives to achieve their aspirations and for our emerging artists to flourish.

My hope too is that giving life to the strategy will encourage the myriad art lovers behind the scenes to continue their vital contributions as sponsors, buyers, and patrons. My goal is that we put Whakatāne District on the map as a centre of creative excellence and a place in Aotearoa New Zealand that understands and embraces our cultural heritage. We want arts to be part of everyone's everyday lives.



Mayor Dr Victor Luca
Koromatua

Vision

Arts, culture and creativity sparking connections in every corner of our District



Students weaving tukutuku in Te Kōputu a te whanga a Toi

Our Story

With the maunga, awa and natural beauty, the Eastern Bay of Plenty was one of the first places of Aotearoa New Zealand to be settled by Māori.

There are currently eight iwi in the Whakatāne District: Ngāti Awa, Ngāti Mākino, Ngāti Manawa, Ngāti Rangitihī, Ngāi Tūhoe, Ngāti Tūwharetoa (Bay of Plenty), Ngāti Whare and Te Whakatōhea, descendants from Mataatua and Te Arawa waka.

The arts are an integral part of te ao Māori worldview, connection to whenua and identity, and contribute to the vibrant and diverse cultural fabric of the District.

This is our first Arts, Culture and Creativity Strategy. It is an important foundation document for our future planning, investment and decision making. This strategy is a commitment to the celebration of arts, culture, our creatives and the people who support the arts across the Whakatāne District.

A district with thriving arts, culture and creativity is fundamental to vibrant, inclusive, and connected communities. Arts practitioners, their projects and events create a sense of belonging, contribute to wellbeing, happiness, and the local economy.

Arts, culture and creativity play a significant part in expressing and celebrating all cultures across the community and preserving cultural heritage.

They create connections, communicate meaning, lead to laughter, move people to tears and leave lifelong memories that change the way people think, feel, act and interact.

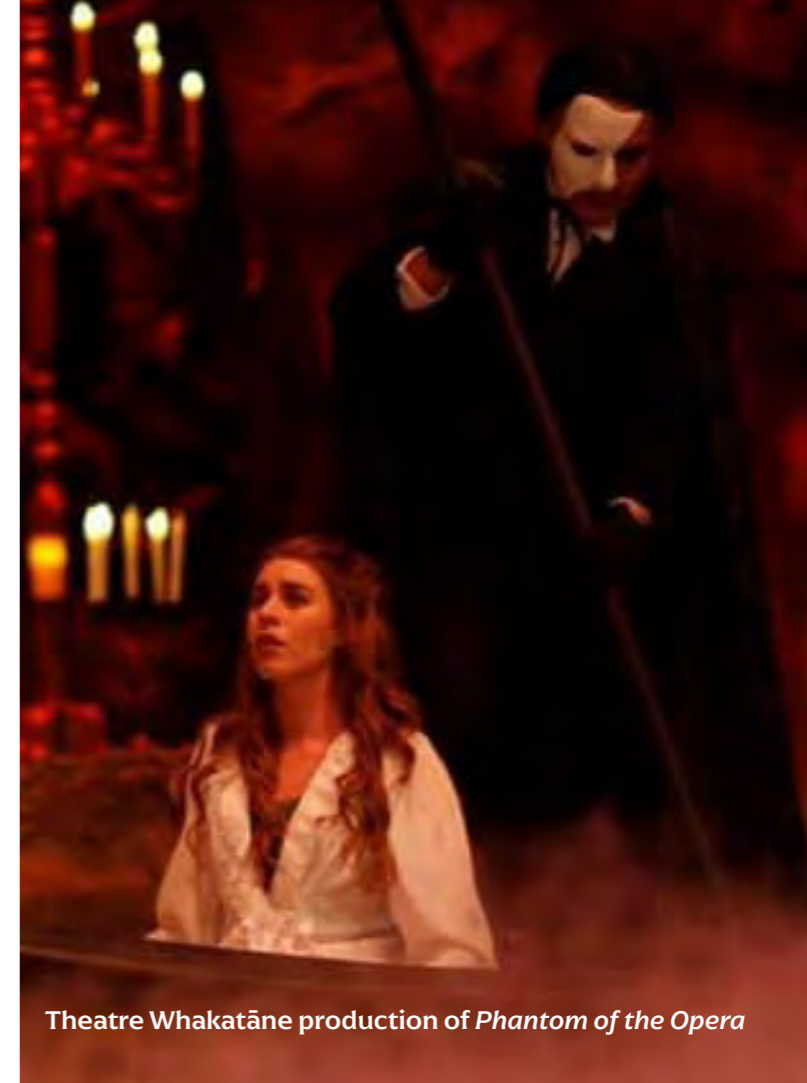
To tell our stories, we look to the past to imagine the future. This focus is woven throughout this strategy. Our District's identity, our stories and our experiences reflect who we are as individuals, whānau, hapū, iwi and community.

Collectively, we can do more to support arts, culture, and our creative communities. Many creatives rely on funding to support their work; they want places to come together, exhibit, rehearse, collaborate, share, and learn. Many of our organisations rely on volunteers, and volunteers across all sectors are tired.

People have told us that growing Whakatāne District's arts and cultural sector, recognising the District's heritage and boosting creativity will:

- ♦ Build a stronger sense of identity and pride in who we are individually and collectively and where we have come from
- ♦ Create commitment to shared values
- ♦ Improve individual and community wellbeing
- ♦ Encourage us to express ideas and feelings and respectfully explore new and different ways of thinking
- ♦ Forge a greater willingness and ability to look after each other and our environment
- ♦ Strengthen our unique and distinctive communities
- ♦ Awhi, care and nurture, people from varying backgrounds, beliefs, and abilities
- ♦ Boost our ability to solve problems creatively, innovate and adapt to change

When we use the term 'our' in this strategy we are talking about all of Council, in all our roles and with all our partners, standing beside our communities as we talk about our District and our ambitions.



Theatre Whakatāne production of *Phantom of the Opera*



Te Hui Ahurei ā Tūhoe

A snapshot of Arts, culture & creativity

in the Whakatāne District

We have an abundance of talent in the Whakatāne District – we simply cannot list all our creatives in this document.

Neither could we tell all the wonderful stories of our rich arts tapestry. We thank everyone involved in arts, culture and creativity for everything you do to enrich our lives and those of our communities' and our District.

The strength of community is evident across the District with dozens of community organisations across theatre, music, singing, visual arts, craft, dance, and more, that have been bringing people together (for more than 50 years in the case of the Whakatāne Society of Arts and Crafts) and through the generations playing a key role in nurturing talent, passion and creativity.



Ngā Toi Māori

Toi, ahurea and auahatanga, arts, culture and creativity is intrinsic to all aspects of te ao Māori.

We see this reflected, through the generations, from our origins, traditions and everyday life, caring for, learning from and reflecting the land, water, sky, flora and fauna, to expressions of who we are as a people.

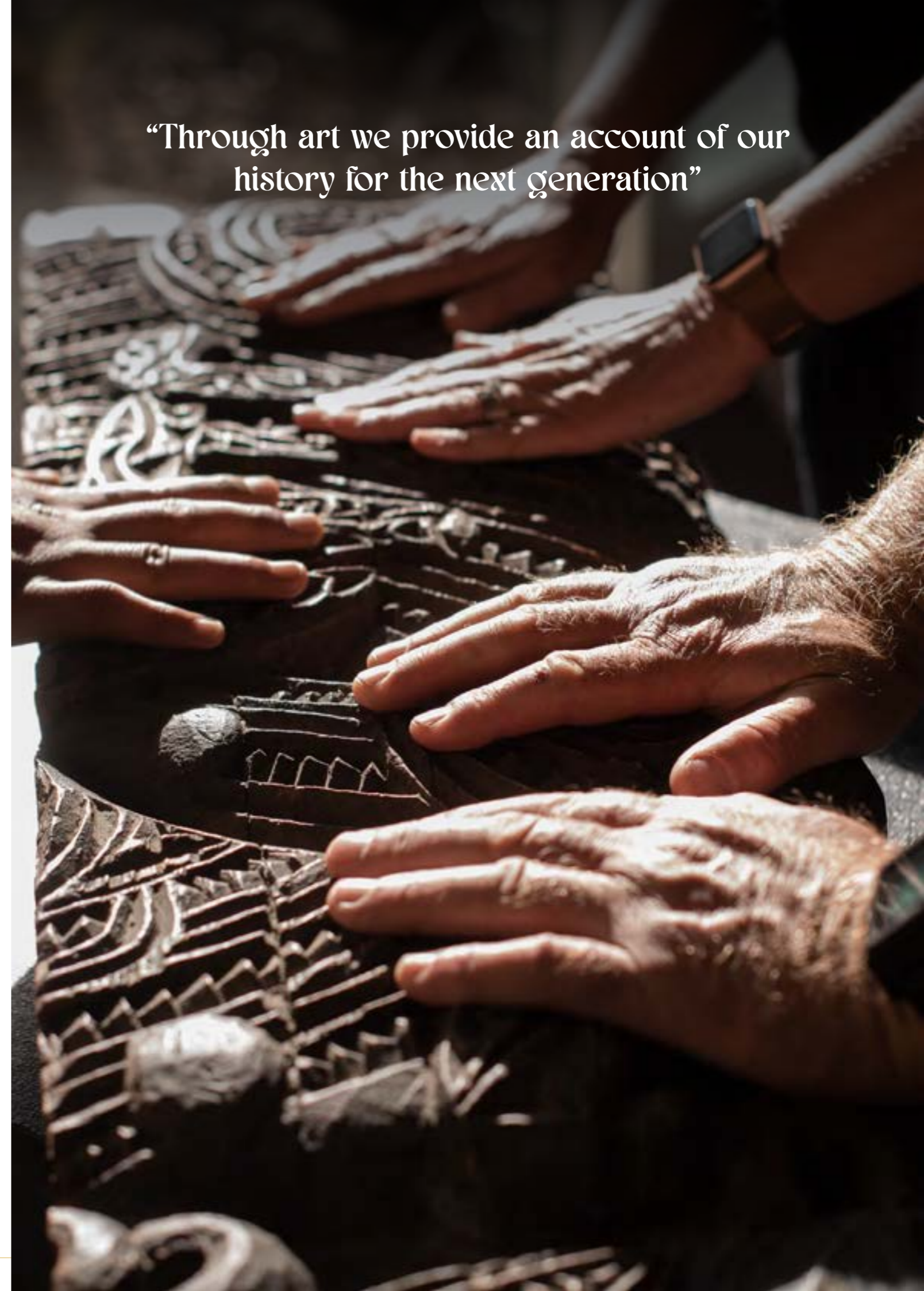
The marae is the epitome of Māori arts and creativity and where meaningful relationships with its people are nurtured. The marae is a place where culture is proudly evident and is brought to life by the gathering of its people.

There are more than 68 marae in the Whakatāne District, that for centuries have been places of importance and will remain for future generations.

A waka hourua is the framework of this strategy. It represents the diversity, depth and breadth of arts, culture and creativity throughout the Whakatāne District. The twin hulls represent all people, the heke (focus areas) are embedded in the rā (sails) of the waka; when the wind lifts and blows into the rā (sails), the heke (focus areas) remain strong and the rā (sails) attached to the paepae (spar) send us forward toward our destination. Together we all hold the hou tere (steering paddle) keeping the waka sailing in the right direction.


This strategy champions toi Māori and ringa toi, it acknowledges the uniqueness and significance of Māori art throughout the Whakatāne District.


“Through art we provide an account of our history for the next generation”




Strategy Framework

This strategy is built around the framework of a waka hourua (twin-hulled boat). We have taken inspirations from the rā (the sails) of the waka to explain our heke / focus areas.

 **Oranga** – improving wellbeing and connection through arts, culture and creativity.

 **Ngā tāngata** – nurturing creativity, fostering collaboration, and supporting the sector.

 **Ngā wāhi** - activating and enriching Whakatāne District's places and spaces.

The heke are the whatu (thread) of the rā (the sails) that weaves the strategy together. The strength of the rā is in how it is woven.

When the wind lifts and blows into the rā, the heke stay strong and send us forward to our destination. We are constantly adjusting to changes in the world, bringing new ideas and new people onto the waka to continue the journey with us.

All of us together hold the hou tere, keeping the waka pointed in the direction of our goals and vision. We recognise the role of hau kāinga. Aspirations coming from our ngā toi Māori creatives set the standard for our response.



Vision

Arts, culture and creativity
sparking connection in every
corner of our District

Our Heke

Oranga: Improving wellbeing
and connection through arts,
culture and creativity

Ngā tāngata: Nurturing
creativity, fostering
collaboration

Ngā wāhi: Activating and
enriching Whakatāne
District's spaces
and places

He waka eke noa, kia eke
panuku, kia eke Tangaroa

*We are in this waka together, through
all our efforts, we will succeed.*





Creative community at strategy workshop at Whakatāne Little Theatre

What you told us

What arts, culture and creativity means to our communities



Our Approach

Our heke emerged from kanohi ki te kanohi (face to face) conversations with more than 70 artists, arts practitioners and creatives, through a series of workshops and community events.

People shared their challenges, opportunities, aspirations and some big ideas and priorities for the future of arts, culture and creativity across the District.

From there, we took their feedback and ideas back to the community through a series of workshops, and community events. From the combined feedback, themes and trends emerged and we have distilled these down to a series of priorities and actions as we set sail on our journey towards deeply recognising and valuing the part that arts, culture and creativity play in our lives.

Heke: Oranga

Improving wellbeing and connection through art, culture and creativity

Outcome: Whakatāne District comprises thriving, connected and flourishing communities

Research shows that engagement with arts and cultural activities improves health, particularly mental health, increases social participation and our sense of self-worth. Our job is to support an increase in participation in arts, culture, and creativity.

- ♦ Seventy-nine percent of young New Zealanders say that doing creative things makes them feel excellent or good, and 70% say it makes them feel more confident.
(Creative New Zealand, 2020)
- ♦ Creative art processes support the development of interpersonal communication, problem-solving, decision-making and assertiveness skills.
(Mental Health Foundation, 2000)

- ♦ Sixty-one percent of New Zealanders agree that the arts make an important contribution to community resilience and wellbeing.
(Creative New Zealand, 2020)

What our community have told us

- ♦ Supporting the arts is equally as important to the wellbeing of the community as sports and recreation.
- ♦ Participating in arts builds confidence.
- ♦ Culture and creativity have the power to uplift, build and strengthen community.

“Culture and creativity have the power to uplift, build and strengthen community”



2023 Trust Horizon Light Up Whakatāne Festival

Heke: Oranga

Improving wellbeing and connection through art, culture and creativity

Priority	What we will do to make a difference	What we need to support this	When
<p>Provide opportunities for lifelong learning, participation and engagement in arts and culture</p>	<ul style="list-style-type: none"> Engage with rangatahi providers, Iwi and arts and culture focussed teachers to develop a strategic plan to boost rangatahi exploration of art and culture Develop programmes that support all artists to spend time together, develop skills in artistic techniques, understand artistic vocation pathways Provide curriculum related links and connections with arts and cultural programming across Council and private venues 	<ul style="list-style-type: none"> An Arts, Culture and Creativity Navigator position A programme fund Relationships with Te Whare Wānanga o Awanuiārangi, Te Wānanga o Aotearoa, Toi Ohomai and other tertiary organisations and schools 	<p>2024 - ongoing</p> <p>2024 - ongoing</p>
<p>Places to collaborate, develop and showcase talent</p>	<ul style="list-style-type: none"> Investigate the development of an Arts, Culture and Creative Hub, a place where practising and emerging artists can connect, create and develop Activate venues, town and neighbourhood centres with arts and cultural experiences Secure investment for Te Whare Taonga o Taketake to connect community to taonga, collections and archives for example through digitisation 	<ul style="list-style-type: none"> Feasibility Study An Arts, Culture and Creativity Navigator position Increase our focus on seeking funding to support activation and events with a focus on arts, culture and creativity Third party funding 	<p>2023</p> <p>2024 - ongoing</p> <p>2024 - ongoing</p>
<p>Events to celebrate and connect</p>	<ul style="list-style-type: none"> Support existing and new events that celebrate arts, culture and creativity and bring people together, and highlight local artists Support, partner and collaborate with community to celebrate their cultural practices 	<ul style="list-style-type: none"> Increase our focus on seeking funding to support activation and events with a focus on arts, culture and creativity 	<p>2024 - ongoing</p>
<p>Support activities that connect community to te taiao (the environment)</p>	<ul style="list-style-type: none"> Partner with whānau, hapū, iwi Māori to provide access to cultural sites of significance Encouragement of sustainability and recognition plans for those planning arts activities Develop infrastructure based on engagement with hau kāinga through the Te Aranga Design Principles framework 	<ul style="list-style-type: none"> An Arts, Culture and Creativity Navigator position 	<p>2024 - ongoing</p>



Kutiwera Te Maipi (Ngāti Awa) and manuhiri from Whakatāne Lee Peterson work on a whāriki (mat)

Case Study:

Te Teko Raranga Weavers

Tikanga, taonga and connection

Stepping through the doors of the Te Teko Memorial Hall, the sense of calm, passion, and deep concentration of those in the room is evident.

It's here that taonga are being crafted, stories told through the creations, and knowledge passed on – whenu (warp) and aho (weft) at a time.

The Te Teko Raranga weavers' group is based in the hall and meets pretty much every weekday – numbers each day vary, depending on whānau commitments and what's happening on the marae.

The rōpū (group) put their hands and skills to whatever needs to be made, be it korowai, (cloaks), kete (bags), whāriki (mats), wahakura (woven baskets for babies), pōtae (hats) or pākē (capes).

The weavers are all members of Te Rōpū Raranga Whatu o Aotearoa, the national collective of Māori weavers who nurture, develop, and preserve the tikanga (custom and tradition) of raranga, whatu (process) and tāniko (designs) in traditional and contemporary contexts.

The Te Teko Raranga weavers group came about after the 2017 Edgcumbe floods, when Priscilla Morrison (Ngāti Awa/Te Arawa) was helping with flood relief efforts out of the Te Teko Memorial Hall. She was also working with Te Puna Ora o Mataatua and Te Whatu Ora (formerly the Bay of Plenty District Health Board) teaching others to make wahakura, as a way to give back to the community.

She saw the potential of the hall as a base for local raranga weavers, negotiated to rent the hall from the Whakatāne District Council and the rōpū has been coming together regularly since then.

Priscilla's there most days - so much so that her husband has been known to answer the home phone with **"Kia ora, Raranga Orphans' Home!"**

Helping others is what drives Priscilla. **"One of the aunties, Katarina Waiari, said 'Whatever you learn, don't keep it to yourself; you have to share it.' So, if I can help, I will."**

"We learn off each other, we wānanga with other marae, we meet up with different people and learn different skills."

Marewa Burgess (Ngāti Awa) is creating a korowai, (cloak) for her whānau. **"We have always borrowed one for special occasions, now we will have our own korowai, our own taonga to use and pass on."**

As well as preserving the tikanga and passing on the knowledge, the rōpū provides connection – connection to one another, to the community, to the whenua.

Richard Anderson (Ngāi Tūhoe) is the chief prep, with mussel shell in hand, he prepares and strips the harakeke (flax) to extract the muka (the fibre) that will be used to make whenu, aho, hukahuka (tassels) and kārure (cords) for korowai.

His late wife was a talented weaver in the group, and he learnt through watching her. **"Since she passed, I've just carried on helping, for me, it's the connection that keeps me coming back each day."**

Nuku Hunia (Tainui) agrees: **"It's a place where you leave your raruraru (worries and stresses) at the door."**

Heke: Ngā tāngata

Nurturing creativity and fostering collaboration

Our artists, creatives and the people who support the sector are leaders, innovators, champions, and storytellers; supporters of social and economic wellbeing.

Creating a district where artists and practitioners thrive is essential. Our job is to make sure the complex cultural ecosystem is easy to navigate.

This heke covers both creatives and the people who work behind the scenes. It is about developing an environment where anyone is able to create, dream, be inspired. Where we have places, people, spaces, and activities to allow this creativity to be nurtured.

It is also about the workers, the ringawera, volunteers, producers, organisers, and arts managers. How we entice and support them to take on projects, how they can be acknowledged for their work, and be encouraged to support and manage future projects. We need to make sure we have appropriate skillsets and experience across our District, so we maximise the ability of the people of Whakatāne District to deliver activities.

Our job is to make sure that it is easy to navigate the tools that support success, this includes accessing funding, connecting, and developing skills.

- ♦ Creative New Zealand's Māori Arts Strategy identifies 49 agencies, programmes and services that support Māori arts and culture. (*Māori Arts Strategy*)
- ♦ Creative Industries, arts, design, fashion, digital, music, graphics etc was identified as the no.1 top industry that youth would like to be working in, in the future. (*Whakatāne Youth Survey 2021*)

What you have told us:

- ♦ Whakatāne District needs a formal advocacy group.
- ♦ Arts is undervalued and underfunded in the community.
- ♦ Council can include actions in this strategy to support practicing artists in our community.
- ♦ Knowing when these things are happening and how they are happening regarding funding. Ensure there is longevity in artists' mahi.

“Self-expression.
It's who I am”



Stagedoor Performing Arts students

Heke: Ngā tāngata

Nurturing creativity and fostering collaboration

Priority	What we will do to make a difference	What we need to support this	When
<p>Extend arts and culture practice through supporting our practising artists</p>	<ul style="list-style-type: none"> Investigate the development of a residency programme for artists and creatives within Council venues and spaces and underutilised spaces across the District Scope and test the feasibility of a creative incubation programme for new work and creative business development Support a mentoring programme that links emerging artists with practising artists and for emerging art workers, volunteers etc, with established art workers, etc. within and beyond the District to provide professional learning for arts and creative workers both creatives and the people who support the industry 	<ul style="list-style-type: none"> An Arts, Culture and Creativity Navigator position 	<p>2024 - ongoing</p>
<p>Funding</p>	<ul style="list-style-type: none"> Hold regular workshops and wānanga to build capacity and skills in the sector, including funding workshops, marketing, production, and management for the sector, linking the sector to information and opportunities e.g., Creative NZ funding rounds Develop an artists' remuneration policy to make it clear how creatives will be remunerated for Council projects Explore an incremental approach for the level of forward investment in the arts in 2024-2034 LTP Elevate arts, culture, and heritage events funding within the Events Strategy 	<ul style="list-style-type: none"> An Arts, Culture and Creativity Navigator position 	<p>2024 - ongoing</p> <p>2023 to 2024</p>
<p>Enhance and foster local and regional network</p>	<ul style="list-style-type: none"> Connect better with Creative Bay of Plenty Develop opportunities to improve communication, marketing, and collaboration between creatives Advocate for EBOP creatives and practitioners (including Kawerau and Ōpōtiki districts) at a local, regional, and national level Regular opportunities for creatives to come together Develop event partnerships Investigate establishing an arts advisory panel to help support the delivery of our arts, culture and creativity vision 	<ul style="list-style-type: none"> An Arts, Culture and Creativity Navigator position 	<p>2024 - ongoing</p>
<p>Support economic development by making it easier for filming in the District</p>	<ul style="list-style-type: none"> Develop a Film Friendly Policy that supports economic outcomes and creates opportunities for people across the District while protecting our special historic and cultural places and our environment 	<ul style="list-style-type: none"> An Arts, Culture and Creativity Navigator position 	<p>2025 - ongoing</p>



Wormhole Gallery and Studio owner Jordan Davey-Emms

🌀 Case Study:

Wormhole Gallery and Studio

The bridge between artists and community

Nestled in Edgecumbe's Riverslea Mall, Wormhole Gallery aims to be the bridge between artists and community.

Owner and artist Jordan Davey-Emms has created a friendly environment for talking about and experiencing art that you might not expect to encounter.

It's a mixture of experimental art, exhibitions of local artists and artists from around New Zealand, with a focus on Māori and queer artists, as well as a studio space for Jordan.

Wormhole Gallery is all about relationships and welcoming people to the space – be they artists or locals doing their groceries or visiting the medical centre opposite the gallery.

“I wanted a space that's not exclusive or elitist, a space to support different narratives and stories, and where artists can collaborate and connect.”

“I love seeing people's mixed reactions when they come into the gallery – people may grapple with how this is art, but we are able to talk through it together. Art is quite weird! The weird stuff gives us a different way into big ideas. Being part of visitors' 'aha' moments is exciting.”

Jordan graduated with a Bachelor of Fine Arts (Honours) from Elam School of Fine Arts in 2017.

“I wanted Wormhole Gallery to foster community. Often as artists we work in isolation, whether that's for safety or convenience. We needed somewhere to come together and try out new things.”

The gallery is self-funded, the artists get paid but Jordan's time is voluntary. Hand created merchandise goes a very small way to helping keep the studio going and cover artist fees and exhibition costs, and while she has received a small grant from the Creative Communities Scheme, it's not sustainable.

“It's been valuable to have this space to experiment in but it's a short-term project. I've learnt a lot, but it's not sustainable. I'd love to see the stakes lowered so other niche spaces can emerge. Perhaps better education around funding, or creative brokerage of empty spaces would help.”

“My big dream for our artists, and our queer and indigenous extended whānau, to be able to thrive in place.”

For now, there are some exciting exhibitions on the horizon featuring a combination of artists from outside the region, local artists and artists who whakapapa to the rohe. Watch this space!

For more information:
www.wormhole-edk.com

Heke: Ngā wāhi

Activating and enriching Whakatāne District places and spaces

Outcome: We see ourselves reflected in the communities we live, work, and play in

Our unique arts, culture and creativity, and our stories will be seen, felt and heard everywhere across the District. Our job is to bring culture, arts and creativity into our places and spaces.

- Districts with a strong arts and culture scene tend to attract more visitors and tourists, have a diversified and more resilient economy, have higher property values and catalyse economic development.

What our community have told us:

- The Whakatāne Little Theatre is well used and supported by the community however, it is tired, has poor acoustics, and is not accessible.

- Would be good to create a vibe – know a place to go.
- I want to see myself in the community.
- We must showcase historical and heritage sites more.
- We need venues for interaction to inspire creativity and support each other.
- More places and opportunities to exhibit and have local work on display throughout the District, to attract and inspire locals and visitors alike.

“Ka ora te tangata, te whānau, te hapū me te iwi katoa”



Mana Wahine, Mana Whānau mural, Matatā by Arohanoa Matthews

Heke: Ngā wāhi

Activating and enriching Whakatāne District places and spaces

Priority	What we will do to make a difference	What we need to support this	When
<p>Arts and cultural events and activations</p>	<ul style="list-style-type: none"> Identify and implement a series of cultural, heritage and arts journeys. These journeys will connect people to a series of art installations, exhibits, and cultural attractions. There are multiple layers of journeys that could be developed across the District Heritage e.g., Ngā Tapuwae o Toi Supporting local artists Increase event support for arts, culture and creativity related events Arts, culture and heritage considered with large iconic events within Events Strategy The spaces and places we have enable activation and events Connecting new places and spaces and investing in current spaces Investigate ways to make Council processes, permits and information easier for people organising events 	<ul style="list-style-type: none"> An Arts, Culture and Creativity Navigator position Capital funding on a project by project basis Event programming fund 	<p>2024 - ongoing</p>
<p>Champion ngā toi Māori</p>	<ul style="list-style-type: none"> Celebrate and champion ngā toi Māori and te reo Māori across the District 	<ul style="list-style-type: none"> An Arts, Culture and Creativity Navigator position with a strong focus on ngā toi Māori 	<p>2024 - ongoing</p>
<p>Integrate public art projects that tell our stories, add to the vibrancy, embed our identity and cultural richness into places and spaces across the District</p>	<ul style="list-style-type: none"> Develop a Public Arts Policy 	<ul style="list-style-type: none"> An Arts, Culture and Creativity Navigator position 	<p>2024 - ongoing</p>
<p>Invest in transformational infrastructure</p>	<ul style="list-style-type: none"> Complete the Rex Morpeth Recreation Hub master plan project and implement recommendations for the Whakatāne War Memorial Hall – Whakatāne Little Theatre and exhibition space Continue to support Te Kōputu a te whanga a Toi and Te Whare Taonga o Taketake to be key community facilities that are highly regarded and thriving spaces for arts, culture and creativity for the District 	<ul style="list-style-type: none"> Already underway 	<p>2024 - ongoing</p>
<p>Design Principles</p>	<ul style="list-style-type: none"> Investigate the desire to create a set of Māori Design Principles for each rohe to provide a framework for designing places and spaces that reflect Māori cultural values and traditions, promote sustainability, respect, and connection to the whenua and its people. Based on the Te Aranga Design principles this could cover: Mana, Whakapapa, Taiao, Mauri Tū, Mahi Toi, Tohu, Ahikā 	<ul style="list-style-type: none"> An Arts, Culture and Creativity Navigator position with a strong focus on ngā toi Māori Collaboration with whānau, hapū, iwi and resource to support that Initial technical support (\$75 – 100K) 	<p>2025 - ongoing</p> <p>Project opportunities 2023 – onwards</p> <p>Technical Support - 2024</p>



Molly Morpeth Canaday Award is one of New Zealand's most recognised art awards

🌀 Case Study:

Molly Morpeth Canaday Award

recognised nationally

The Molly Morpeth Canaday Award for Painting and Drawing has become one of New Zealand's most recognised arts events and highlights the Whakatāne District as a 'heavy hitter' in the arts awards space.

Born in Wellington in 1903, Molly Morpeth was passionate about art; her American industrialist husband Frank H Canaday was passionate about Molly and after she passed in 1971, he established several funds in New Zealand to benefit emerging artists.

The Molly Morpeth Canaday Trust in Whakatāne is one of the few recipients that continues Molly's legacy and became the principal sponsor of the Art Award in 1991.

The Art Award, which launched in 1985 to promote the newly formed Whakatāne Community Arts Council was run solely by WDCAC (now Arts Whakatāne) volunteers until entering a partnership with Te Kōputu a te whanga a Toi – Whakatāne Library and Exhibition Centre in 2014. The awards have grown to attract hundreds of entries each year and nationally recognised arts professionals.

As well as the Major Award, there is a faithful and growing group of sponsors from local and national businesses and organisations.

"We are only a little town, and the Molly Morpeth Canaday Award is something of national standing. It holds importance in the art calendar of New Zealand, and it's really helped put Whakatāne on the map," says Arts Whakatāne Chair Sue Whale.

"The awards have also provided a great boost for some local artists, and we want to encourage more locals to enter in future and be part of the experience."

More than 80 percent of the people who attend the awards ceremony and supporting events visit from out of town, creating significant economic benefit, and helping establish Whakatāne District as a creative hub.

Awards coordinator Lynette Fisher says the awards have always had a "really cool" reputation for evoking discussions and controversy – like Deborah Rundle's 2018 winning work Employee of the Month.

"That gets people talking, sometimes it's deliberately controversial – what is art, what's not art. That's the power of art."

Art, says Sue, is beneficial on so many levels. "It's an aesthetic experience, it makes you think, laugh, it can create discussions, controversy. It broadens your mind to social issues, to human experiences."

For more information:
www.mmaward.co.nz

Measuring Success

This is our very first Arts, Culture and Creativity Strategy. We need to make sure that we are delivering what we have committed to and that our delivery is creating tangible results.

Every year we will carry out a rapid review of our progress on actions.

Every three years we will carry out a more substantial review to inform the development of our Long Term Plan.

Constantly, this is how frequently we will make sure we are scanning for opportunities to maximise our contribution to achieving the goals of this strategy.

We already monitor a range of indicators to test how satisfied our communities are with the services we deliver and the investments we make. Measurement criteria will be developed by the Arts, Culture and Creativity Navigator.

“ **Kaua mā te koroingo noa iho, engari mā te werawera rānō**

Success cannot be attained by resting on the doings of our ancestors but is achieved by hard work, sustained effort and unyielding courage.

Te Rangī Hiroa

”

“Community coming together, gathering”



Maisey Rika (Ngāti Awa, Ngāi Tūhoe, Te Arawa, Te Whānau-ā-Apanui, Samoan)
Ngā Mata o te Ariki Tāwhirimātea 2021

Karakia Whakamutunga



Mai e te tipua
Mai e te tawhito
Mai e te kāhui o ngā ariki
Mai e tāwhiwhi atu ki a Io Te Waiora

*Bring forth the protocols of the male
elements Tama Tāne*

*Bring forth the protocols of the female
elements Tama Wahine*

*Bring forth the protocols of all the
departmental guardians*

*And reset them with the healing waters
of the supreme being*

