

## 2018-28 ARTS ACTIVITY MANAGEMENT PLAN



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## 1. Executive summary

- 1.1 This plan updates the 2015-2025 Arts Activity Management Plan. It covers arts activity either provided by Council, or significantly supported by Council.
- 1.1 Arts activity within the Nelson region is vital to community wellbeing. A robust arts sector is also important to enable a strong identity of the people who live here in response to the place and community we live in.
- 1.2 The Arts Activity Management plan describes how council supports the creative sector within the Nelson community.
- 1.3 **He aha te mea nui o te ao?**  
What is the most important thing in the world?  
**He tangata, he tangata, he tangata**  
It is the people, it is the people, it is the people  
*Maori proverb*
- 1.4 Arts activity includes public art; community arts and arts services, arts events and festivals; arts facilities and venues. Council provides and supports this activity through grant funding, direct provision and partnerships.
- 1.5 Key stakeholders help deliver much of this activity for the community on Council's behalf.
- 1.6 Public art is produced in alignment with Council's Arts Policy 2010. A key opportunity is for public artworks to be better promoted to the community and visitors into the region, via app or other digital solution.
- 1.7 Community arts and arts services are predominantly delivered through the Arts Council Nelson, Refinery Community Gallery, for which Council provides an Annual Grant. Arts Council Nelson also administer the Creative Communities Scheme for arts grants on behalf of Council for Creative NZ.
- 1.8 Events and Festivals provided by Council include the Nelson Arts Festival and Summer Events programme including events such as Opera in the Park, Buskers Festival and New Year's Eve Concert. Council also supports events such as Light Nelson, Adam Chamber music Festival through the Nelson Regional Development Agency (NRDA) Events Fund. A review of the Events Strategy currently underway will guide future work in this area.
- 1.9 Te Matatini Kapa Haka Championships are set to be held in Nelson in 2025 and are a huge opportunity for the region both culturally and economically. Council's support for this event will be crucial in its success. Council endorsed the bid by Te Tau Ihu o Te Waka a Maui Maori Culture Council to host the competitions in The Long Term Plan 2015-2025. The event see an influx of 30,000 visitors to Nelson. It is estimated Council's contribution will be around \$200,000 toward the event.
- 1.10 Council supported arts venues and facilities include the Nelson Centre of Musical Arts, Bishop Suter Trust, Refinery ArtSpace, all funded with operational grants,

and the Theatre Royal with a community use subsidy and current loan for capital developments.

- 1.11 There is an opportunity for events and public art with the use of banner poles to put flags up around Nelson. The current method is costly and has associated risks. A new system, FlagTrax, is to be installed on 80 poles this financial year. It allows flags to be easily installed, and opens opportunities for Community groups to promote their events and creativity throughout the year. It is proposed in this AMP to invest furthermore in capital cost of installing some additional 40 FlagTrax flag installation system on the remaining poles in the next financial year.
- 1.12 The total Council operational contribution across this activity area for 2018/19 is \$1,990,688, which is offset by \$438,813 income with an additional \$171,098 for capital expenditure.

## 2. Purpose of this Activity Management Plan

- 2.1 The purpose of this activity management plan is to
- Provide support I to plan for its provision of the creative sector
  - To provide arts facilities and activities for the city at a level and of a quality which meets the needs of the community
  - To assist Council in achieving its Long Term Plan
- 2.2 This plan has been developed with the community and partners of the focus areas and activities within the creative sector.
- 2.3 This plan is influenced by the Arts Policy 2010 and the Nelson Tasman Regional Arts Strategy 2009.
- 2.4 The 2010 Arts Policy was developed to identify processes to guide the implementation of the 2009 Nelson Tasman Regional Arts Strategy; The ART of being in the centre with the vision:
- 'Arts Access, participation and excellence are an essential expression of Nelson Tasman region.'*
- 2.5 This plan is also influenced by the Local Government Act and Council's Social Wellbeing Policy.
- 2.6 Key outcomes for this plan are also aligned to the community long term plans.
- 2.7 This plan updates the 2015-25 Arts Activity Management Plan.

## 3. Activities included in the Plan

- 3.1 Programmes and activities covered by this plan are to encourage engagement and participation in all art forms as described, and based on the following focus areas relevant to the Nelson Community. These are
- **Public art**
  - **Community arts and arts services**
  - **Arts events and festivals**
  - **Arts facilities and venues**
- Each focus area is outlined in section 8.
- 3.2 Definition of the arts:  
The arts are defined under the following six different art forms:
- Visual arts – sculpture and painting, printmaking typography, photography and filmmaking.
  - Craft and object Art - ceramics, furniture, glass, jewellery, embroidery quilting, pottery, woodcraft, spinning, and weaving and textiles,
  - Performing art - theatre, dance and music
  - Literature – poetry or book readings, writing, workshops or literary events, creative writing in poetry, fiction or non- fiction,

- Pacific Arts – arts and crafts activities or workshops including weaving, tapa-making, tivaevae, carving, traditional dance, signing or music.
- Nga toi Maori – arts or crafts activities or workshops, including carving, raranga, taniko, weaving, waiata or kapahaka, kowhaiwhai, ta moko, Maori dance or music.

New Zealanders and the Arts:  
Attitudes, attendance and participation in 2014, May 2015 P.5&6

#### **4. Key stakeholders in the Plan**

Council does not formally consult on its Activity Management Plans but does consult on arts activities, depending on the significance and location. The following are the key stakeholders, user groups and area specific user groups that relate to this Plan.

##### **Creative New Zealand**

- 4.1 Creative New Zealand (CNZ) funds and contracts local authorities throughout New Zealand to deliver support to local arts initiatives through the Creative Communities Local Funding Scheme. Grant funding available in for 2017/18 is \$45,000 excl gst over two rounds. Staff, two Councillors and community representatives are involved in the assessment committee.
- 4.2 There is additional funding support available to artists from Creative NZ directly for a wide range of creative endeavours.
- 4.3 Creative NZ continues to fund the Nelson Arts Festival in the range of \$30,000 - \$60,000 each year since it began.

##### **Arts Council Nelson and the Refinery Community Gallery**

- 4.4 Arts Council Nelson is predominantly funded by Nelson City Council with partial assistance from Tasman District Council. Arts Council Nelson promotes, initiates and supports activities that strengthen the artistic and cultural life of the local community. Services include providing regular information such as the monthly arts events calendars (events, exhibitions and opportunities), support and advisory services to the public.
- 4.5 This organisation is Council's main link to the local arts sector. Arts Council Nelson co-ordinates a range of arts events and initiatives with the goal of engaging practising creatives while encouraging wider community participation in the arts. They mentor fledgling art groups and manage the Refinery ArtSpace.
- 4.6 Arts Council Nelson assists the council by managing administration of the Nelson City Creative Communities Local Arts Funding Scheme funded through Creative New Zealand and by providing administration support relating to the Councils Public Art Fund.
- 4.7 Arts Council Nelson currently receive \$70,000 annually to provide arts services to the community and \$30,000 (2018/19 will receive increase to \$35,000

annually) to support the Refinery ArtsSpace to deliver a full programme of exhibitions throughout the year

### **Theatre Royal**

- 4.8 The Theatre Royal is governed by Nelson Heritage Theatre Trust board who completed a significant upgrade and refurbishment project for one of New Zealand's oldest wooden theatre which re-opened in May 2010. The building has been registered as a Category I Historic Place. The Theatre is now a well-equipped facility for performing arts events, with a capacity of 340, and is one of the busiest proscenium arch style theatres in New Zealand.
- 4.9 In 2017/18 the Theatre Royal will receive an operating grant of \$119,910 and \$109,093 for a community use subsidy towards this key community asset.

### **Nelson Centre of Musical Arts**

- 4.10 Nelson Centre of Musical Arts (NCMA) is the oldest independent music school in New Zealand. The building is registered as a Category I Historic Place by the New Zealand Historic Places Trust.
- 4.11 NCMA is a Charitable Trust, governed by a Board of Trustees who closed the auditorium at the end of 2013 to address earthquake strengthening issues. Since 2014 the administration, tuition staff, and rehearsal space has been relocated while redevelopment occurs.
- 4.12 Council supported earthquake strengthening and refurbishment works, which was matched by funding from the Centre of Musical Arts for the redevelopment. The facility reopened in early in 2018
- 4.13 The NCMA will continue to provide musical education, performance/event spaces for hire, practice rooms for musicians and a resource centre of musical scores and books. The Nelson Centre of Musical Arts has produced a Winter Music Festival each year since 1994. It houses the Nelson Symphony Orchestra, Greenhills Orchestra, Schola Musica, Nelson Civic Choir and the Nelson Male Voice Choir.
- 4.14 In 2018/19 the NCMA will receive an annual grant from Council of \$125,000 towards operations costs.

### **Council Events Team**

- 4.15 A change of direction for the management of the Nelson Arts Festival, including the Masked Parade, Carnivale and Readers & Writers Festival was adopted in the 2015-25 Long Term Plan to establish an external governance structure for the Festival. A new Arts Festival Trust has now been established and contracted to plan and deliver the 2019, 2020 and 2021 festivals commencing in January 2019. Council endorsed the Trusts deed and structure in December 2018.
- 4.16 Currently the main arts activities produced by the Events team for Council are:
- Summer Events programme, Opera in the Park and other community events.
  - Youth Events



- Support for major events such as the Bay Dreams festival.

### **The Bishop Suter Art Gallery – Te Aratoi O Whakatu**

- 4.17 The Bishop Suter Art Gallery is the oldest purpose-built art gallery in New Zealand and the oldest gallery in continuous use in New Zealand. In 2007 it was registered as a Category II Historic Place by the New Zealand Historic Places Trust. It has an art collection valued at approximately \$7m which is of national significance. Since 2008 it has operated as a Council Controlled Organisation (CCO); the Suter Board owns the buildings, land and art collection.
- 4.18 A \$12 million redevelopment was completed in 2016 which has preserved the heritage building, dealt with earthquake strengthening requirements and provided expanded gallery and storage spaces and a new café and educational facilities, alongside the existing theatre. This major project was a 50/50 partnership between the Nelson City Council and The Suter.
- 4.19 The service The Suter provides to Council is covered by its Strategic Plan and the Statement of Intent as required by the Local Government Act 2002 for CCOs.

### **Community Art Works**

- 4.20 Community Art Works (CAW) is an organisation working in both the disability and justice sectors. Council funds CAW through its contestable Community Investment Fund as well providing temporary housing through fixed term community lease.

### **Nelson Regional Development Agency**

- 4.21 The Nelson Regional Development Agency (NRDA) is our regional tourism organisation who are currently developing a regional identity. It is likely to be made up of five key pillars, of which Arts is one.
- 4.22 NRDA is also the lead agency for the management and implementation of the Nelson Events Strategy through the Nelson Events Marketing and Development Programme. This programme is funded by Council and the level of funding made available each year varies. The programme is currently under review and a new Events Strategy is being developed.
- 4.23 Although the fund has a wide focus and is not just for arts events it has helped a number of significant arts events or events with an arts component such as The Arts Expo and Nelson Fringe Festival.

### **Light Nelson**

- 4.24 Light Nelson, a community driven 'light' based event, held over five days in winter, has been recognised as an important community event for Nelson and is well supported by both locals and visitors to the city. Funding has been allocated in the long term plan for base funding of \$150,000 over each two year period.

### **The Regional Arts Development Initiative**



- 4.25 The Regional Arts Development Initiative (RADI) was formed in 2012 to deliver the 2012 Art Expo Nelson, this was formed as a financial umbrella (incorporated society) after the completion of the 2011 Arts guide. RADi then created the 20th anniversary edition of Nelson Arts guide in 2014.
- 4.26 Art Expo Nelson is a type of art 'trade show' that is promoted nationally and is popular in other regions, for example The Affordable Art Expo in Wellington. The Arts Expo Nelson event is extremely successful and highly supported by both artists, sales and visitor numbers. Art work and guest speakers are sourced locally and outside the region.

### **Nelson Marlborough Institute of Technology**

- 4.27 Nelson Marlborough Institute of Technology (NMIT) strongly supports creative industries education in a purpose built Arts and Media building. It offers the Bachelor of Arts and Media, Diploma and Certificate of Arts and Media (also specialising in Contemporary Music), Certificate in Maori Visual Arts; Diploma in Digital design and photography; Diploma in Writing for Creative Industries; and a Diploma in Interior Design and many creative evening or part time classes are available to the community.

### **Other stakeholders:**

- Tasman District Council
- Light Nelson Collective
- Community Art Nelson (CAN)
- Private galleries and open studios
- A wide range of community groups and clubs relating to the arts, including but not limited to: The Film Society, Arts Society, Creative Fibre, Nelson Potters.
- Private Teaching art and performance studios`

## **5. Strategic context (links to organisation vision, goals and strategies)**

Council's arts activity is directed by the following Council strategic documents

### **Community Outcomes**

- 5.1 Councils are required by the Local Government Act 2002 to have Community Outcomes, which are a statement of the goals Council is working to achieve in

meeting the current and future needs of our community. Council's community outcomes are set out in the Long Term Plan.

- 5.2 Arts activity contributes to the following community outcomes in the following ways:

<b>Community outcome</b>	<b>How arts activity contributes to the outcome</b>
Our urban and rural environments are people-friendly, well planned and sustainably managed	Through development of public art spaces and ownership of arts venues
Our communities are healthy, safe, inclusive and resilient	Provision of a strong cohesive sector that offers residencies, networking opportunities, and pathways for emerging and senior artists
Our communities have opportunities to celebrate and explore their heritage, identity and creativity	Council support for the Nelson Arts Festival, major concerts and festivals, Light Nelson and the Summer Events programme
Our communities have access to a range of social, educational and recreational facilities and activities	Support is provided for the Theatre Royal, the Bishop Suter Gallery, the Nelson School of Music, the Refinery community gallery.
Council provides leadership and fosters partnerships, as well as community engagement.	Support is provided for Arts Council Nelson to create arts partnerships across Nelson.
Our region is supported by an innovative and sustainable economy	Thorough the development of strong value propositions for the regions arts sector to appeal to both locals and visitors (marketing and tourism)

### Long Term Plan

- 5.3 This draft activity management plan informs the Long Term Plan 2018-28 (Council's 10 year plan as required under the Local Government Act). Once the Long Term Plan 2018-28 has been consulted on and adopted, this activity management plan will be updated with any changes made through this process. The activity management plan will then be finalised and approved by Committee and Council.

### Nelson 2060

- 5.4 The Nelson 2060 Strategy was adopted by Council in 2013. It envisages a city that has purposefully implemented sustainable development principles and technologies to create a beautiful city and, amongst other things, recognises, reflects and values our cultural heritage.

### Social Wellbeing Policy 2011

- 5.5 Arts activities make a contribution to the Cultural Identity objectives and policies in the Social Wellbeing Policy:

*To develop a sense of Nelson's distinctive culture by supporting opportunities for Nelson's culture to be expressed*

*To tell the local stories, recent and past by providing opportunities for local stories to be heard and understood*

### Regional economic development strategy

- 5.6 The Nelson Regional Development Agency (NRDA) are currently developing an regional identity. It is likely to be made up of five key pillars, of which Arts is one of them. In addition the development of an Events Strategy will likely have an impact on this Plan.

### Arts Policy 2010

- 5.7 The Arts Policy implements the Nelson Tasman Regional Strategy and was adopted July 2010, it provides guidance on implementing aspects of the strategy.

### The ART of being at the centre, Nelson Tasman Regional Arts Strategy 2009

- 5.8 The Nelson Tasman Regional Arts Strategy has five objectives relating to identity, economic development, support of infrastructure, provision of resources and facilitating community participation.
- 5.9 The Strategy's vision is:
- Arts access, participation and excellence are an essential expression of Nelson Tasman region.*

- 5.10 Delivery/implementation of Strategy is set out under the following objectives:
- Branding and identity
  - Infrastructure
  - Resources
  - Economic Development
  - Community Participation
- 5.11 Since the adoption of the Strategy in 2009 a lot of these objectives have been achieved through the Arts Policy and work of the Council Arts Adviser, Arts Council Nelson, community based and other arts organisations.
- 5.12 There are still some unrealised opportunities identified in the Strategy some of which have been identified as future work in this Activity Management Plan. These include:
- Increase and encourage Nga toi Maori Art or craft (links with objective 3 – branding and identity – to identify and support opportunities to celebrate the regionals Maori arts and culture)
  - Develop a digital solution to assist better alignment and access to range of artists within the region e.g. app or website (links with objective around infrastructure, economic development)
  - Realise opportunity for arts activity to be more visible over height of tourist season (links with objective around economic development, branding and marketing)
  - Strengthen the arts sector through creating an opportunity to build a community voice and momentum, full sector needs opportunity to regroup/reconnect to build capacity (links with objective around resources)
  - Proactively seek opportunities for community led public artwork (links with objective of community participation)
  - Focus on incorporating multicultural communities looking to establish a sense of place and identity with the Nelson community (links with objective of community participation)

## **6. Legislative context**

- 6.1 Council's arts activity is informed by the following legislation and requirements:
- Local Government Act 2002
  - Treaty of Waitangi Act 1975
- 6.2 The Local Government Act Section 10, outlines the purpose of local government:
- To enable democratic local decision-making and action, by, and on behalf of communities; and
  - To meet the current and future needs of communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost effective for households and businesses.

- 6.3 Arts activity can be considered to fall within the need for good quality local public services.

## **7. Relationships with Iwi/Māori**

- 7.1 A priority for Iwi and Council is to acknowledge the presence of Iwi in the rohe (area) and share information about Māori heritage and arts as an integral part of Whakatu/Nelson's identity. Council will play its part by supporting Iwi to protect, promote and celebrate their rich cultural heritage and foster their creative endeavours.
- 7.2 Relationships with Iwi/Māori for arts activity is to be carried out according to the scope of the activity and level of community engagement relevant to each work stream. Local Iwi are seen as key partners for Council. The role of Iwi/Māori is recognised as an important component of the community and is being considered across all activity to ensure manaakitanga (support) for the whole community.
- 7.3 Key relationships are developed and maintained between key Māori specific agencies as well as Council Officer Representation and support for the Māori Partnership and Investment Forum.
- 7.4 Council will promote and foster an understanding of Māori culture and heritage by considering opportunities for Maori art and heritage within public spaces and in events and activities.

## **8. Focus areas**

### **Public Art**

#### **8.1 Description**

Highlighting Nelson's public art supports the city's identity as an arts centre, and cements a sense of place for the people who live here and visit the region. Acknowledging artists and the story of the art work increases understanding and appreciation of art within Nelson. Key activity in this area includes:

- Referencing on plaques, information panels, art walks and PROW stories which link to the Top of the South maps.
- Council owned public artworks includes mosaics, murals, sculptures and functional art works. Of the 64 artworks owned by Council, 55 were by artists of the Nelson Region, 4 overseas artists and the balance from elsewhere in New Zealand. Focussing on using local artists has been identified as a priority.
- Two large gateway sculptures have been funded under Council's Art Fund and located in priority sites; smaller art works have been included as part of capital works projects.
- Murals and street art are increasing in Nelson although their lifespan can be variable as it is dependent on the life of the structure it is attached to.

- “Riverside Murals” an external gallery of murals in different styles on the Maitai Walkway was completed in 2015. Five murals on Council owned properties were funded from the 2013/13 Annual Plan and three murals on privately owned buildings.
- Work with community partners to produce art works in local areas can arise from the Creative Communities Local Funding Scheme. These works usually enhance Council owned parks and reserves. This assistance is small and funded through the Arts Activity budget and allocation of staff time. Project Butterfly, a memorial mosaic pathway at Fairfield Park, which won the Supreme Trust Power Community award, is an example of a successful partnership.
- Improvementws have been made to the current banner flagpole system, to allow for more regular flag displays including art works to add vibrancy to the city.

## 8.2 Key Issues

- Public artworks listed in the councils inventory could be better promoted to the community and visitors into the region, via app or other digital solution
- Temporary, experimental or site specific art works to better enable pathways for graduate students are not often considered
- Art gifted to the City is subject to conditions laid down in the Arts Policy and can present challenges for Council regarding suitability and ongoing maintenance costs.
- Existing public artwork should be moved around into new locations to show fresh perspective of current work
- Legacy art works should be considered relating to key regional events, such as Light Nelson, significant dates such as suffragette movement, Matatini, launch of civic development areas, arrival or celebration of important dates for new communities into this region
- Public artworks offer an opportunity to leverage off community philanthropic generosity, these opportunities should be explored, e.g. incentivise public art onto private buildings
- Youth art projects need a higher public presence in city / schools in general.

## 8.3 Future work

- Explore opportunities to develop a digital solution for better public art promotion
- Develop a site plan to establish strategic placement of future permanent and temporary site specific art works
- Establish work plans for public art condition reporting, maintenance schedules, relocation and possible decommissioning as required
- Proactively seek opportunities for community led public artwork

- Focus on incorporating multicultural communities looking to establish a sense of place and identity with the Nelson community

### **Community Arts and Arts Services**

#### **8.4 Description of focus area**

This focus area encompasses support for our regional arts sector, from arts advice and advocacy through to regional arts promotion. This focus area also includes Community Arts activity that is offered and supported by Council for therapy purposes, through to community art initiatives such as Light Nelson and publications that strengthen this sector.

Arts Council Nelson assist the Council to deliver many of these functions including administration of the Creative Communities Scheme.

#### **8.5 Activity of note includes:**

- High engagement of locals practitioners submitting (and winning awards) into WOW event
- Community leases and funding have been granted to the Brass Band and Community Art Works
- Nelson has a broad range of people, open studios and activity in the arts.
- Creative Arts Network CAN, meet once a month with good membership and good momentum, the group offers regular guest speakers specific to art disciplines of their membership. This group is also conducting community engagement to gauge interest in an Arts Hub for community use.

#### **8.6 Key Issues**

- Within the various disciplines and community services provided, the Arts Sector can be fragmented and isolated both geographically and lacking cohesion within specific arts sector groups.
- Lack of community space where cross pollination and integration between the many arts groups can occur.
- No clear well understood “unique value proposition” for creative sector – as a result we are not too sure how to talk about or promote our creative arts sector. Closer links to heritage is required to enable the “Cultural Fabric” of the region to be promoted.
- Links are not realised between locally made crafts and other artesian sectors (such as local food makers and growers).
- CAW supports people with intellectual disabilities, DHB patients also have Nikau House and Magenta offering services in different venues. These service providers could consider better alignment of opportunities, shared facilities and merging of activities with mainstream learning to make best use of tutors and facilities.
- Council’s Arts Policy will need updating in the medium term.



## 8.7 Future work

- Strengthen and build on textiles activity
- Develop a digital solution to assist better alignment and access to range of artists within the region e.g. app or website
- Realise opportunity for arts activity to be more visible over height of tourist season
- Strengthen the arts sector through creating an opportunity to build a community voice and momentum. Create opportunity for full sector to regroup/reconnect to build capacity
- Further emphasis to grow Creative Arts Network
- Support the community to develop a community arts centre that caters for and is inclusive of all community groups in Nelson. The centre would include commercial and community use, where existing organisations can meet and share resources and expertise. The centre could include community spaces (flexible use and bookable), a meeting room, rentable studio spaces, performance space, café, office space and community garden.

## Arts Events and Festivals

### 8.8 Description of focus area

Events and festivals assist our creative sector to be viable in the region, while adding to the sector profile and identity.

Councils main event based offering is the Nelson Arts Festival and Summer Events programme as well as producing the annual Summer Events Guide.

Other activity includes:

- The Founders Park Book fair and Readers and Writers programme
- Supporting the delivery of major events such as the Bay Dreams festival and concerts such as Brian Adams and UB40.
- Cultural events supported by council – race unity day, Kai fest, Jazz Festival, Light Nelson Arts Expo, Adam Chamber Festival
- Key exhibitions that are supported by Council available for local participation include: Changing Threads, running for 10 years now (fibre exhibition that includes demonstrations, workshops and key speakers at Refinery), operated by Arts Council Nelson.
- NRDA manage [www.itson.co.nz](http://www.itson.co.nz) – Nelson’s online event calendar that continues to be well utilised by the community, visitors and event organisers. The NDRA is also working on two large bodies of work relating to the regional event strategy and development of an events strategy.
- Te Matatini National Kapa Haka Championship are due to be held in Nelson in 2025 attracting an audience of 30-40,000. Council indicated in the Long Term Plan 2018-28 that it would support the championships, budget is to be allocated towards this activity through the NRDA Events Fund.

## 8.9 Key Issues

- No regular ceramic or glass event or activity (both disciplines are synonymous with regions identity)
- No street or urban creative activity such as pop up, city vibrancy projects.
- Lack of dedicated activity especially for youth, i.e. film making, murals.
- Limited support or visibility of local Nga toi Maori art or craft

## 8.10 Future Work

- Consideration of Council's events programme – continuation of Summer Events, consideration of winter community events
- Create regular ceramic or glass event or activity
- Increase dedicated art activity for youth
- Increase and encourage Nga toi Maori Art or craft
- Produce urban city vibrancy activity around key events and dates important to the region
- Support for Te Matatini Kapa Haka Championships 2025 - \$200,000 to be allocated
- Develop New Local Arts Event / winter workshop / demonstration / speakers / purchase of supplies / trade show style event to be developed to connect artists with potential work shop members / suppliers and community

## Arts Facilities and Venues

### 8.11 Description of focus area

Arts based facilities and venues within the region supported by Council include The Bishop Suter Gallery, Theatre Royal, Arts Council Nelson (includes the Refinery Community Gallery) and Nelson School of Music. There are also art studios and the Musical Theatre based in Founders Park. These Council funded facilities are supplemented by a robust commercial gallery sector that include co-op outlets, solo representative galleries and dealer galleries.

Council funded the Ghost Light Theatre with a grant of \$16,500 towards its development in 2017/18.

Unique to this region is the many open studios available for visitors by private appointment.

There is also a strong sustaining sector of dance, music and performance learning opportunities. In partnership with the Centre for Musical Arts, a wide range of music lessons and community choirs, bands, and orchestras thrive.

### 8.12 Issues

- Proliferation of trusts that govern these many facilities and subsequent watered down skills.
- Ownership and loans relating to asset development are treated differently across similar facilities.

8.13 Future work

- Partner with Whakatu Marae to develop a shared cultural space – that could incorporate weaving and carving opportunities.
- Better alignment across all facilities is achievable through publications such as the Cultural Heart brochure.

## **9. Customer feedback and expectations**

9.1 Results from the 2018 Nelson City Council Residents Survey for this activity are as follows.

9.2 Fifty-nine per cent of residents have visited the Suter Art Gallery in the past two years - either in its temporary location, or the redeveloped gallery. This year's result is a significant increase in usage from last year, likely because the gallery was in its temporary location (59% cf. 2016, 48%).

9.3 64% of residents are satisfied (32%) or very satisfied (32%) with the Suter Art Gallery. Overall satisfaction has increased 16% from 2016's results.

9.4 Close to half of residents (49%) are satisfied (33%) or very satisfied (16%) with public art in the city. Reasons for dissatisfaction include residents feeling money could be better spent on other things (56%), they don't like the art or sculptures (21%) and they would like to see different art (17%).

9.5 Attendance of Council events has increased this year across all events, notably, summer festival events (48% cf. 2016, 43%) and arts festival events (25% cf. 2016, 22%). Attendance of the masked parade (39%) has also increased by 5% this year.

## 10. Levels of service (What we provide)

- 10.1 Activity Management Plans set out what Council will deliver by way of Levels of Service for the activity.
- 10.2 Levels of service are intended to:
- Inform people of the proposed type and level of service to be offered
  - Act as a focus for the work required
  - Enable people to assess suitability, affordability and equity of the services offered.
- 10.3 The following need to be considered when deciding what level of service the Council will aim to provide:
- The needs and expectations of the community
  - Statutory obligations
  - Alignment of services with Council strategy, policy and objectives
- 10.4 Affordability of the level of service
- 10.5 The future levels of service and performance indicators for Council funded arts activity are summarised below. They describe the outputs and objectives Council intends to deliver for customers.

### Public Art

Level of Service	Measure	Target
Provide public art works in public places that add visual interest and enhance the experience of visitors and residents.	Commission, install and maintain public art, particularly at priority sites identified in the Council Art Policy 2010.	Public art works listed in Council's inventory are celebrated and promoted to the public.
	Use of public art is consistent with Nelson's branding as an arts destination.	Listed priority sites in the Arts Policy have art installed upon them.
		Three yearly public satisfaction with public art activity is exceeded or maintained (49% in 2017).

## Community Arts and Arts Services

Level of Service	Measure	Target
Council provides support for the arts sector to provide arts advice, advocacy and promotion, to strengthen the sector	Arts Council Nelson is supported to provide arts advice, promotion and network opportunities	The community is informed of arts opportunities and events and the sector is provided with network opportunities
	Creative Community Scheme funding is allocated successfully to community art projects through Arts Council Nelson	Funding allocations lead to improved community art outcomes

## Arts events and festivals

Level of Service	Measure	Target
<p>Deliver high quality, popular and accessible arts events that showcase local, national and international excellence in the arts.</p> <p>To support social connectedness and encourage participation in the arts by a wide cross-section of the local community.</p> <p>Build on the success and popularity of the Masked Parade with visitor numbers and community participation in mind.</p>	<p>Produce the Nelson Arts Festival, Summer Programme and Opera in the Park that is well-supported by the local community measured by Council survey every 3 years.</p> <p>Satisfaction levels of attendees is measured at events each year.</p>	<p>All festivals to meet or exceed benchmarks set in 2013: Council resident survey attendance levels maintained or exceeded from;</p> <p>53% Summer festival</p> <p>44% Masked Parade</p> <p>31% attend arts fest event</p> <p>30% attend Opera in the Park</p> <p>Number of tickets sold remains constant in relationship to total tickets available.</p> <p>Nelson Summer Programme:</p> <p>Resident satisfaction surveys conducted at events gives same or increased satisfaction levels and attendance at events maintained or exceeded.</p>

## Arts Facilities and Venues

Level of Service	Measure	Target
The Bishop Suter Art Gallery: Provision of a regional art gallery that engages, educates and entertains the community with a diverse and stimulating programme of visual arts' exhibitions.	% residents satisfied with facility Number of visits per year	80% resident satisfaction with facilities. 30,000 visits to the galleries per year. Three yearly satisfaction survey and visitor counts.
The Theatre Royal: A regional theatre that is widely used by the community for a diverse and stimulating range of performance art.	% residents use or visit the facility % satisfied or very satisfied with facilities	44% of residents use or visit the facility 93% of those are satisfied or very satisfied with facilities Three yearly satisfaction survey and event user and attendance counts.
The Nelson Centre for Musical Arts: An independent music school providing musical education, performance/ event spaces for hire, practice rooms for musicians and a resource centre of musical scores and books.	% residents satisfied with facilities Number of visits per year	80% resident satisfaction with facilities. 60,000 visits to the school per year. Three yearly satisfaction survey and visitor counts.

## 11. Risk management (dealing with uncertainty)

- 11.1 The main risk associated with events is public safety, this is managed through risk assessments and health and safety plans for events.
- 11.2 The risk of community grants not spent as per agreed outcomes is mitigated by having a legal contract in place.
- 11.3 Potential issues with public art installation is mitigated by the process being managed by council with approved H&S contractors, as well as engineering assessment prior to approving art works for commission.

## 12. Financial summary (what it will cost and how we will pay for it)

### Financial statements and projections

- 12.1 Appendix 1 shows the financial forecasts (2018-28) for Arts activity where the table outlines funding required over the next ten years to implement the work in this Activity Management Plan and includes:
- Expenditure projections for current year
  - Forecasts by year by sub-activity, broken down into programmes/services/projects
  - Does not include staff time and overheads

### Total budget

<b>Activity – Operational budget</b>	<b>Expenditure 2018/19</b>	<b>Income 2018/19</b>
Arts facilities and venues	\$1,038,625	
Public Art	\$49,100	
Community arts and arts services	\$1184,825	
Arts events and festivals	\$193,394	\$51,921
Nelson Arts Festival	\$632,088	\$393,741
<b>Total</b>	<b>\$1,990,688</b>	<b>\$438,813</b>
<b>Capital Expenditure</b>		
Flagtrax installation	\$90,000	
Art works	\$81,098	
<b>Total</b>	<b>\$171,098</b>	

### Revenue and Financing Policy

- 12.2 Arts Activity is primarily funded through rates, and in the case of Festivals offset by income from ticket sales, grant funding, sponsorship and in-kind contributions. The Creative Communities Scheme funding is provided by Central Government, while Council provide a contract fee for the administration of the scheme as a partnership.

### Key assumptions

- 12.3 All expenditure is stated in dollar values as at 1 July 2018 with no allowance made for inflation over this period (inflation is added at final budgeting stage).
- 12.4 Council will continue to be involved in Arts activity.



## Appendices

### A1: Financial Information

#### Arts AMP 2018-28 Budgets

Cost code / Name	2018/19 Yr 1 LTP	2019/20 Yr 2 LTP	2020/21 Yr 3 LTP	2021/22 AMP	2022/23 AMP	2023/24 AMP	2024/25 AMP	2025/26 AMP	2026/27 AMP	2027/28 AMP
<b>Arts Facilities and Venues</b>										
38072310. Bishop Suter Operating Grant	656,300	670,739	685,492	700,574	716,686	733,172	750,768	769,538	788,774	809,284
38074312. Suter Maintenance Grant	20,000	20,320	20,645	20,996	21,353	21,738	22,129	22,549	22,978	23,437
38702312. Grant: School of Music	125,000	127,000	129,033	125,000	125,000	125,000	125,000	125,000	125,000	125,000
38802312. Operating Grant - Theatre Royal	124,268	126,231	128,251	124,243	124,243	124,243	124,243	124,243	124,243	124,243
38804312. Community use subsidy - Theatre Royal	113,057	114,844	116,682	113,035	113,035	113,035	113,035	113,035	113,035	113,035
<b>Public Art</b>										
38014031. Artworks Maintenance	43,386	44,340	45,316	43,386	43,386	43,386	43,386	43,386	43,386	43,386
38014032. Condition Assessments	5,714	5,840	5,968	5,714	5,714	5,714	5,714	5,714	5,714	5,714
380172301143. Art Works Programme (Capital expenditure)	0	0	0	0	0	0	0	0	0	0
385178300800. Install Flagtrax	90,000	0	0	0	0	0	0	0	0	0
<b>Community Arts and Arts Services</b>										
380143321290. Art Strategy Implementation	33,825	34,569	35,330	33,825	33,825	33,825	33,825	33,825	33,825	33,825
36854312. Creative NZ Admin	6,000	6,096	6,194	6,299	6,406	6,512	6,639	6,765	6,893	7,031
753043120756. Grant: Arts Council	70,000	71,120	72,258	70,000	70,000	70,000	70,000	70,000	70,000	70,000
753043120757. Grant: Refinery Art Gallery	35,000	71,120	72,258	35,000	35,000	35,000	35,000	35,000	35,000	35,000
104023100800. Nelson City Brass	15,000	15,330	15,667	16,012	16,380	16,757	17,159	17,588	18,028	18,497
380143128116. Community Arts Centre Development	25,000	0	0	0	0	0	0	0	0	0

<b>Arts AMP 2018-28</b>										
Cost code / Name	2018/19 Yr 1 LTP	2019/20 Yr 2 LTP	2020/21 Yr 3 LTP	2021/22 AMP	2022/23 AMP	2023/24 AMP	2024/25 AMP	2025/26 AMP	2026/27 AMP	2027/28 AMP
<b>Arts Events and festivals</b>										
<b>Income</b>										
385002011598. Sponsorship: Summer Festival	0	0	0	0	0	0	0	0	0	0
385002201598. Pub Charities Summer Festival	8,490	-8,488	-8,488	-8,488	-8,488	-8,488	-8,488	-8,488	-8,488	-8,488
385002301598. Grant: Rata Foundation - Summer Fes	8,696	-10,000	-10,000	-10,000	-10,000	-10,000	-10,000	-10,000	-10,000	-10,000
385002910800. TDC Summer Events Guide	-7,500	-7,500	-7,500	0	0	0	0	0	0	0
385005101136. Park Consent Use fee	-500	-500	-500	-500	-500	-500	-500	-500	-500	-500
385005101598. Advertising: Summer Festival	-16,000	-16,000	-16,000	-16,000	-16,000	-16,000	-16,000	-16,000	-16,000	-16,000
385005111413. Opera ticket sales	0	100,000	0	100,000	0	100,000	0	100,000	0	100,000
385005111598. Fees: Summer Festival Box Office	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
385005301413. Sundry Income : Opera	-531	-531	-531	-531	-531	-531	-531	-531	-531	-531
385006801598. TDC Contribution: Summer Festival	-2,400	-2,400	-2,400	-2,400	-2,400	-2,400	-2,400	-2,400	-2,400	-2,400
<b>Expenses</b>										
38502602. Bank Fees	1,677	1,677	1,677	1,677	1,677	1,677	1,677	1,677	1,677	1,677
38502634. Resource Consent/Monitoring	10,161	10,385	10,613	10,161	10,161	10,161	10,161	10,161	10,161	10,161
385026371598. Event Insurance	4,317	4,412	4,509	4,317	4,317	4,317	4,317	4,317	4,317	4,317
385026450800. Summer Events Guide	35,000	35,770	36,557	35,000	35,000	35,000	35,000	35,000	35,000	35,000
385043103007. Festivals Governance Structure	24,526	0	0	0	0	0	0	0	0	0
385043420109. Festival: Broadgreen/Isel	9,445	9,594	9,748	9,443	9,443	9,443	9,443	9,443	9,443	9,443
385043421393. New Years Eve Event	57,683	58,606	59,544	57,683	57,683	57,683	57,683	57,683	57,683	57,683
385043421413. Opera in the Park	0	262,853	0	258,714	0	258,714	0	258,714	0	258,714
385043421598. Summer Festival (General)	99,789	101,386	103,008	99,789	99,789	99,789	99,789	99,789	99,789	99,789
367943128062. Youth performance event	30,000	30,480	30,968	0	0	0	0	0	0	0
385043108117. City Vibrancy Events	50,000	76,650	78,336	75,000	75,000	75,000	75,000	75,000	75,000	75,000
753043128115. Te Matatini Kapa Haka Championships										

<b>Nelson Arts festival</b>											
<b>Income</b>											
385001591145. Grant: Creative NZ	-35,000	-50,000	0	0	0	0	0	0	0	0	0
385002011145. Sponsorship: Arts Festival	-55,000	52,770	0	0	0	0	0	0	0	0	0
385002201145. Pub Charities: Arts Festival	-7,500	23,479	0	0	0	0	0	0	0	0	0
385002301145. Grant: Rata Foundation - Art Fest	-17,392	0	0	0	0	0	0	0	0	0	0
385005101145. Advertising: Arts Festival	-16,000	-14,350	0	0	0	0	0	0	0	0	0
	-	-									
385005111145. Fees: Arts Festival Box Office	200,000	193,791	0	0	0	0	0	0	0	0	0
385005301145. Sundry Income: Art Festival	-16,000	8,672	0	0	0	0	0	0	0	0	0
385005601145. Bar Sales : Art Festival	40,000	35,029	0	0	0	0	0	0	0	0	0
<b>Expenses</b>											
385043121145. Arts Festival Grant	0	632,088	556,632	556,632	556,632	556,632	556,632	556,632	556,632	556,632	556,632
385043421145. Provide Arts Festival Program	616,017	0	0	0	0	0	0	0	0	0	0
		-	-	-	-	-	-	-	-	-	-
38504310. Grant Staff Contra	0	337,632	337,632	337,632	337,632	337,632	337,632	337,632	337,632	337,632	337,632