



Waitakere City Council
Te Taiao o Waitakere

NOTICE OF EXTRAORDINARY MEETING

ARTS AND EVENTS SPECIAL COMMITTEE

I hereby give notice that an Extraordinary Meeting of the Arts and Events Special Committee will be held on:-

DATE: **Wednesday, 10 November 2004** **TIME:** **11.00 am**

VENUE: **Civic Centre, 6 Waipareira Avenue, Lincoln, Waitakere City**

to consider the business as set out herein and to take any necessary action connected therewith.

5 November 2004

Sharon Simiona
**DEMOCRACY SUPPORT AND
SISTER CITY LIAISON OFFICER**

Telephone (09) 836 8000 extn 8820

MEMBERSHIP:

Councillors	JP	Lawley (Chairperson)
	DE	Gilmour (Deputy Chairperson)
	MFP	Chan, JP
	RI	Clow
	LA	Cooper
	AK	Corban, OBE, JP
	VS	Neeson, JP

Mayor RA Harvey, QSO, JP (ex officio)
Deputy Mayor CA Stone (ex officio)

(Quorum 2 members)

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(The reports and recommendations contained in all agendas are reports and recommendations only and are not to be construed, in any way, as Council policy until adopted.)

**AGENDA FOR AN EXTRAORDINARY MEETING OF THE ARTS AND EVENTS SPECIAL
COMMITTEE TO BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE,
LINCOLN, WAITAKERE CITY, ON WEDNESDAY, 10 NOVEMBER 2004,
COMMENCING AT 11.00 AM.**

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LINCOLN, WAITAKERE CITY, ON WEDNESDAY, 10 NOVEMBER 2004,
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1 APOLOGIES



2 URGENT BUSINESS

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 provides that where an item of business is not on the agenda, it may only be dealt with at the meeting if:

- (i) the Committee by resolution so decides; and
- (ii) the Chairperson has explained at the beginning of the meeting (when open to the public) that the item will be raised for discussion and decision, why the item is not on the agenda, and why it cannot be delayed until a subsequent meeting.

The Committee may make a decision on a matter determined to be urgent.

NOTE: Urgent business need not be dealt with now and may be delayed until later in the meeting.



3 ARTS AND CULTURAL PROGRAMME UPDATE

PURPOSE OF THE REPORT

This report seeks to give the Arts and Events Special Committee an overview of the Arts and Cultural programmes undertaken by the Council's arts team and to give some indication of the items of reporting that will come before this committee over the next twelve months. A verbal expansion of this overview will be given to the meeting.

BACKGROUND

A1-A50

The basis of the work undertaken by the arts staff in Council is enshrined in the Arts and Cultural Strategy, adopted by Council in December 2002, a copy is attached at pages A1 to A50. This document is currently undergoing a general updating process and will be published internally as a colour document with photographic illustration before the end of 2004.

The Arts Team is based in the Public Affairs Unit and is lead by the Manager: Arts, Naomi McCleary.

The work undertaken for the city in the area of Arts and Culture is as follows:

Events

The Going West Books and Writers Festival (includes a Literary Festival weekend, StoryFest, Steam Train literary trip, Wordsmiths (travelling High Schools programme), WordUp (young adults programme), Rare Book Market, Theatre season and Poetry Slam).

The Trusts' Trash to Fashion® Awards (focuses on a two-night 'show' based on the theme of 'Recycle, Reduce, Re-use' - It is backed by extensive education and participation with schools. It is managed by Council in partnership with Keep Waitakere Beautiful).

Pacifica Living Arts Festival (a week-long festival of Pacific Islands cultural activity – strongly focused on schools participation - with demonstrations, performance and markets).

Matariki (a month of events celebrating the Maori New Year. This is a growing festival season with the potential to become a major city event).

Christmas Gift Making (a day of craft activity for children to create gifts for family and friends. It is particularly directed at low-decile schools and areas of need within the community).

Other arts events within the city, such as those initiated by Lopdell House Gallery and the Corban Estate Arts Centre, are supported by arts staff. Cultural events such as the Moon Festival and Diwali are supported by the Events Team with some Arts Team contribution.

Community Arts Development

Three staff members work extensively with the community on a wide range of projects. This includes support for the two community arts councils in the city, liaison with the two major arts centres (Lopdell House Gallery and the Corban Estate Arts Centre) and other community galleries, work with schools and community arts projects. Support for Maori and Pacific Islands arts and cultural development is proving fruitful and, in regard to Pacific arts development, is focused on the Corban Estate.

A Waitakere Arts Network (WAN) meets regularly and includes other private arts services within the city.

ArtLink is a community arts broadsheet published from within Council.

Community focused events such as StoryFest, Christmas Gift Making, Pacifica Living Arts and Matariki are managed by Community Arts staff.

Community arts staff respond to community requests and initiatives in general and specifically support the Creative Communities funding scheme as advisors to both the public and to the funding committee.

Arts Service Delivery

Council owns the two major arts precincts in the city; Lopdell House and the Corban Estate. Each precinct has its own governance body with Councillor representation. Council also provides the bulk of the operating budget for both organisations. Service delivery is managed through contracts and performance targets, reviewed each year. Currently Lopdell House Gallery and the Corban Estate Arts Centre are in year two of three-year confirmed funding. Both arts centres report to Council six-monthly. The arts manager oversees the contracting and reporting cycle and attends all board meetings in an ex officio capacity.

Budgets:

Lopdell House Society: \$300,000 (guaranteed for three years - includes \$82,000 rent allocation).

Waitakere Arts and Cultural Development Trust: Corban Estate Arts Centre: \$180,000 (guaranteed for three years - rent not charged)

Council also supports the two community arts councils (Waitakere Central Community Arts Council and Titirangi Community Arts Council) and the Playhouse Theatre with smaller operating grants.

Auckland Regional Services Trust Funding:

Waitakere City received \$1.45 million in 2000 as its share of the \$10 million Auckland Regional Services Trust disbursement to the arts. A Regional Arts Funding Subcommittee was set up by Council to make recommendations to Council for the disbursement and/or management of this fund. Approximately \$500,000 was disbursed through a funding round in 2001 and a further \$225,000 granted to the Playhouse Theatre in 2003. Smaller amounts have been allocated to the development of the arts strategy and to the Creative Solutions/Toi Whenua regional arts project.

The remaining fund of approximately \$800,000 was this year allocated to three projects: Lopdell House development, Corban Estate Arts Centre development and the development of a purpose built centre for Pacifica arts and culture at Corban Estate. The Corban Estate Arts Centre has uplifted their allocation. The remaining two project groups have yet to present business plans and costings to facilitate the handing over of these monies.

There is a strong Pacifica Arts Centre which has developed organically over many years on the Corban Estate. A fire in the warehouse premises occupied by the group occurred in April of this year, leaving this arts community without a home. Council has created temporary accommodation for the art group, using portable buildings and some existing storage sheds. A purpose-built Pacifica Cultural Centre is planned as part of the wider concept plan for the estate.

Both the major precincts are in the process of development. Lopdell House has an independent trust, separate to the Lopdell House Society and set up this year, which has developed concept plans for a substantial expansion and refurbishment of the Lopdell House site. This concept is now undergoing feasibility testing and will come to Council for a response within the current financial year.

A51-A81

The Corban Estate concept plan was completed in September and has been endorsed by Council for further detailed design development, as attached at pages A51 to A81.

Governance of arts and cultural services across the city is uneven and discussions are currently underway within Council to address this. Both the major arts and cultural centres will be consulted within this process.

Arts Design Policy and Practice

Waitakere Council has a well-established practice of involving arts and artists in the creating of city form. In all Council build projects (buildings, bridges, parks and reserves) a lead Artist is contracted onto the design team from the earliest stage. From this collaborative process, integrated artwork is identified as an integral part of each project and commissions awarded to artists appropriately. A budget is allocated to arts integration in each project.

This programme has resulted in numerous awards for the city over the past six years. (eg. Rewarewa Footbridge, New Lynn Community Centre, Massey Library, West Wave Aquatic Centre). This process is managed from within the arts team with one staff member dedicated to implementing the work over all projects.

Recently completed projects: Glen Eden Library

Projects underway at this time: Waitakere Central Library
Civic Centre
New Lynn Library
Paremuka Bridge
Summerland Community Facility

The process of selection of artists and approval of artwork projects will be detailed in an expanded verbal report to this meeting.

Regional and National Partnerships

The Council arts team contributes to regional arts development through a direct contribution to, and partnership with, the Creative Solutions/Toi Whenua project. Council has contributed \$34,000 from the Auckland Regional Services Trust fund to this project directly and a further \$75,000 is tagged to further support over the next three years. The project grew out of the Creative New Zealand Regional Strengths Strategy. It has operated as a regional arts development forum for four years and resulted in the CUBE project which had its first funding and mentoring process come to fruition this year.

Council staff also liaise with Creative New Zealand, the Artists Alliance and other gallery and arts networks throughout the Auckland region.

McCahon House Trust:

This independent trust is developing the old McCahon cottage in French Bay as a national, and possibly international, arts residency programme. The site will be operationally linked to the Lopdell House Gallery. In a private capacity the Manager: Arts chairs this trust. Mayor Bob Harvey is a trustee.

STRATEGIC CONTEXT

The arts and cultural activity generated by Council is seen to be a major contributor to the well-being of the city. It enriches town centre development and creates a 'sense of place'. It supports recreational opportunities for residents and is becoming a significant contributor to the creative industries sector and to tourism.

The specifics of that activity is detailed in the Arts and Cultural Strategy and three-year and ten-year priorities are identified.

Councils are also charged, under the new Local Government Act, to provide for 'the cultural well-being of their communities'.

ISSUES

In general, the Council is providing the residents of the city with a very broad-based arts and cultural service. The following issues require attention and are currently under discussion:

- Arts and cultural governance. There is considerable lack of consistency across the city in the type and quality of governance of arts and cultural services. This is of particular concern in those areas where Council owns property and provides operating budgets. Lopdell House and the Corban Estate are the major sites concerned. There are also inconsistencies in leasing arrangements with various arts organisations.

- Corban Estate arts development. The estate has long been identified by Council as a major arts and cultural precinct. The concept plan endorsed by Council in September now requires both public consultation and detailed feasibility work and design development. There is also the need for a short-term plan to allow for the ongoing support and development of the established arts centre and Pacific Islands arts activity.
- Lopdell House arts development. Lopdell House is also identified as a regional gallery complex in the Arts Strategy. The independent trust which is developing expansion and refurbishment plans for this precinct is working with Council to ensure that the plans fit within an overall strategy for citywide provision of arts and cultural services.

These issues, along with others, will come before the committee in the forthcoming months. Guidance and priorities and policy issues relating to arts activities and resourcing will also be required.

RESOURCES

The arts and cultural services provided by Council to the residents of the city are budgeted through the annual plan process. Individual arts organisations and individuals also make submissions through the annual plan for discretionary funding.

The Council also attracts external funding through Creative New Zealand (Going West and Trash to Fashion®) and through sponsorships from other funding bodies and the private sector.

The Committee will be in a position to provide guidance to Council in respect of priorities for action and investment of Council resources, as the Council assembles its 2005-2006 Annual Plan and the next Long Term Council Community Plan 2006-2016.

CONCLUSION

The arts and cultural services provided by Council are diverse and operate to support both organisations and individuals across the arts sector. There is a strong perception in the wider region, and indeed the country, that Waitakere is an 'arts rich' city, both in terms of the artists resident here and through the programmes and projects delivered by Council.

The need for development of infrastructure at both the Corban Estate and Lopdell House is underway. However, strong arts delivery centres are operating at both sites and, to a lesser degree, through the two community arts councils and at the Playhouse Theatre.

RECOMMENDATIONS

1. That the Arts and Cultural Programme Update report be received.
2. That the Arts and Events Special Committee provide preliminary guidance on its work programme and priorities for the next 12 months.

Report prepared by: Naomi McCleary, Manager: Arts.



EVENTS PROGRAMME

PURPOSE OF THE REPORT

This report is to provide an update on the series of public events held since the Projects Special Committee meeting of June 2004 and to inform members of significant upcoming events.

BACKGROUND

The Annual Plan 2004-2005 reaffirmed the Council's desire (first stated in the preceding plan) to extend the Council's reach into - and engagement with - the community through Community Events. These are distinct from Arts and Cultural Events which are delivered by the Arts team, led by Naomi McCleary.

The aims include to seek opportunities to display the "friendly face" of Council to residents and build better relationships; increase the residents' pride and enjoyment in their city; assist the process of growing a stronger, more connected, more sustainable sense of community, and to increase well-being. There is the additional value of presenting a bright, attractive face to the wider region and the with consequent opportunity to benefit in the form of tourism, commercial opportunities for local suppliers, etc.

To this end, since the implementation of the Community Events programme, the Council has actively sought to attract events to the city. This has been successful and targets for what have been exceeded. Having a relatively small budget, the strategy is to attract and/or foster events which are owned, managed and developed by third parties, and to assist them via relatively small, but strategically important, contributions in both cash and in-kind.

A second part of this strategy has been to participate in region-wide co-ordination to ensure that major events in different cities do not conflict and that there is cross-marketing and promotion of events generally. The offer of AK05 to share part of its programme with Waitakere is an example. Another is the adoption of similar event approval forms and booking requirements across all cities in the region.

Within that agreement to work together, each city will strive to maximise its own events programme and benefits there-from.

STRATEGIC CONTEXT

The programme is aligned to the Council's Long Term Council Community Plan and 10 year plan priorities of:

- Creating Vibrant (and economically viable) Town Centres
- Developing Strong Communities
- Promoting Waitakere as a "Fun City"
- Raising City Profile and Awareness
- Fostering Civic/Community Pride
- Providing a 'Friendly Face' Council

ISSUES

There must be a spread of events to appeal to different demographic, cultural, and other community interests. The Events Calendar has been planned against these criteria and is brought to the City by various community, inter-council and external partnerships.

This strategy was significantly developed by the events co-ordinator, employed in 2002. Unfortunately this staff member resigned earlier this year and the position has been filled on a part-time (3 days a week) basis since March. The position is in the final stages of being filled permanently.

Events held from 3 October 1 November 2004

Approx. Audience

2003

Pacifika Games	4 October	2,000
Diwali Festival of Light	11 October	2,500
Trash to Fashion	31 October - 1 November	3,500
Heritage Day	15 November	3,000
New Lynn Organic Market	opening 6 November	300
Waitakere Christmas Festival	29 November	9,000
Eco City Business Awards	November	500

2004

National Surf Champs	3-11 January	20,000
Elvis in the Park	11 January	2,500
Art on the Beach	29 February	500
Waitakere Soap Box Derby Champs	21 March	3,500
Eco Day Festival	27 March	5,000
Wild Out West Jazz in the Park	18 April	5,000
Toddler Day Out	16 May	4,000
Trusts Stadium Opening	11 September	5,000
Canine Week	22 - 26 September	
Incorporating:		
• Pro Plan NZKC National Dog Show	23 - 25 Sept	6,000
• Woof's Day Out	26 Sept	2,000
Moon Festival	24 & 25 September	6,000
Glen Eden Library opening	5 October	350
Safety @ Sea Expo	9 October	1,500
Diwali Festival	17 October	4,000

Total (approximately)

86,000

Footnote: the Annual Plan target of attracting 50,000 people to events in a 12 month period (almost a third of the City's population) has been significantly exceeded. Note also that these figures do not include large-scale events managed by other units of Council (such as the Going West Literary Festival).

Postponed Events

The Wild Out West Youth event scheduled for Piha in January was cancelled due to the demands placed on the local community by the National Surf Championships. A collaborative event will be held in association with Leisure Services in 2005.

Harbourview Park opening has been postponed until the development work is complete. The \$10,000 Annual Plan budget will be bought forward from the 2003-2004 budget.

Gleem Light Festival has been postponed until March 2005 (note: no specific funding was tagged to this event).

Cancelled Events

The Whopper Chopper event proposed for Piha and approved by Council through the Annual Plan has been cancelled due to the events organiser being unable to raise sufficient external sponsorship. This was to be a community "beach carnival" held at iconic locations such as Piha, Mt Maunganui and Orewa. The Community Events budget has \$10,000 assigned to this event.

Sponsorship

Through sponsorship, the Council has effectively doubled its events budget of \$60,000. This does not include the value of in-kind sponsorship and voluntary labour.

Planned significant events in which the Council has some involvement, over the next quarter:

- Commonwealth Judo Championships, November at The Trusts Stadium.
- Laingholm Fireworks 5 November.
- Henderson Carols in the Park 12 December.
- Christmas in Parr's Park 4 December.
- Henderson Christmas Parade.
- Te Atatu Christmas Parade 18 December.
- Glen Eden Christmas Parade.
- Swanson 150th and Christmas Parade.
- New Lynn Christmas Parade.
- New Zealand National Bowling Championships. At Henderson from 27 December to 13 January.
- Participation in Regatta Day activities (probably through outrigger canoes and possibly Waka).
- EcoSHOW 3,4,5 and 6 March at The Trusts Stadium.

Other initiatives:

- The Council has budgeted to meet the traffic management costs of Anzac day parades and Christmas Parades.
- The Council supported the Swanson 150th celebrations in a variety of ways.
- The Council has initiated a meeting with Piha community leaders to develop a council/community methodology for agreeing and scheduling events at Piha. This is necessary because of the particular demand for Piha as a venue for surf events and filming events, and the separate jurisdiction of parts of Piha by the Auckland Regional Council.
- A comprehensive events calendar is being developed, covering all events in the city of which the Council is aware. This will be published in hard copy form in the Waitakere City News and on the internet.
- There has been a meeting with the Diwali Festival organisers to discuss next year's event. A scoping meeting will occur soon with the objective of expanding this event to being a major regional event. Organisers believe an audience of up to 10,000 audience is possible.
- Further development of the Moon Festival will be planned during the year.
- Events are under discussion around significant milestones in the major capital projects including Waitakere Central, the Ratanui Street complex, etc.
- It is also worth noting that the National Dog Show left Wellington for the first time in 50 years specifically to take advantage of the new Stadium. The event was a success and we have begun to pursue the option of attracting it back. In association with the managers of the new stadium, staff will continue to bid for events of regional/national significance.

RESOURCES

The current Annual Plan has \$60,000 allocated as seed funding for community events. A number of other major events such as the National Surf Championships are a separately identified through the Annual Plan. Staff support is also given to event organisers in the form of coordination of venue hire, traffic management, seeking sponsorships, etc.

CONCLUSION

Events, both small and large scale, bring a range of social and economic benefits. With a relatively modest events budget, Annual Plan targets for participation have already been significantly exceeded.

The completion of The Trusts Stadium has already seen a number of high profile events attracted to the City and efforts continue to bring more. Meanwhile assistance in both cash and kind is given to smaller scale, community based events aimed at various demographics and regions around the City.

RECOMMENDATIONS

1. That the Events Programme report be received.
2. That options for re-allocation of the \$10,000 allocated to Whopper Chopper through the Annual Plan be brought back to the Arts and Events Special Committee for consideration.

Report prepared by: Dai Bindoff, Manager: Public Affairs.

