

A CULTURAL WELLBEING STRATEGY FOR WAITAKERE

May 2010

DRAFT

Title:	Cultural Wellbeing Strategy
Acknowledgement(s):	The writers thank Te Taumata Runanga, the Waitakere Pacific Board, the Waitakere Ethnic Board, members of the Waitakere community and Council officers who have influenced the development of this Strategy – the document has been significantly enhanced as a result of your involvement.
Key Message:	Cultural wellbeing, along with social, economic and environmental wellbeing is one of the four pillars of sustainable development in the Local Government Act 2002. Cultural wellbeing can be considered through key concepts of identity, belonging, creativity, diversity and spirituality.
Purpose:	The <i>Cultural Wellbeing Strategy</i> was developed to make a more effective contribution to improving the cultural wellbeing of Waitakere City's people. The Council also wishes to be open and clear about its role and commitment to cultural wellbeing.
Date of resolution/adoption:	Approved by the Policy and Strategy Committee as a draft for community consultation in September 2009
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Linking documents: www.waitakere.govt.nz\strategic direction	<ul style="list-style-type: none"> · Economic Wellbeing Strategy for Waitakere · Environment Strategy for Waitakere · Growth Management Strategy for Waitakere · Social Strategy for Waitakere · Transport Strategy for Waitakere

Tiakina Te Wao Nui A Tiriwa
Hei Oranga Mou

Treasure the vast domain of Tiriwa
and in turn you shall benefit

Tiriwa is an early ancestor of this area and the old name for the whole of west Auckland was te Wao nui A Tiriwa, the great forest of Tiriwa.

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We all feel we belong, treasuring our diversity, creativity, culture and heritage

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Outcome 1

Everyone feels a strong sense of connection and identity.

Outcome 2

Te iwi Maori as tangata whenua are valued and respected.

Outcome 3

Waitakere takes pride in the rich fabric of cultures in the City.

Outcome 4

Waitakere's diverse communities are involved in shaping their neighbourhoods and the City.

Outcome 5

Waitakere's natural and cultural taonga are cherished.

Outcome 6

Waitakere is a work of art where cultural expression and creative opportunities abound.

Section One: A Strategy for Cultural Wellbeing

Introduction

'Culture' has long been a vague notion for most Councils and local government generally. Culture involves how we make sense of ourselves, and connect with others and the world. While often hidden or at work in subtle ways, culture infuses all that we do.

This strategy aims to clarify what culture means for the Council and how it can practically promote the cultural wellbeing of the City's people. It also provides guidance on priorities and direction for future Council investment in this area.

This Cultural Wellbeing Strategy is about sharpening the Council's focus on cultural wellbeing. It enables the many parts of the Council to reflect on how their work contributes to a better quality of life for everyone in Waitakere City, especially in terms of supporting belonging, participation, creativity and strength in diversity.

Treaty of Waitangi and Waitakere City

The Treaty of Waitangi sets the nation's cultural context which formally recognises the relationship between two nations, te iwi Maori (Maori people) and the Crown. To this end the Council acknowledges there are particular rights and interests for both mana whenua iwi groups Te Kawerau A Maki and Ngati Whatua to exercise their cultural roles of kaitiakitanga (guardianship) and manaakitanga (taking care of).

The Council and both iwi groups Te Kawerau A Maki and Ngati Whatua have over time developed meaningful relationships which involve formal agreements, contracts, work programmes, exchanges of resources including land and open and direct discussions based on kanohi to kanohi (face to face) principles..

The Council firmly believes in the importance of honouring the Treaty of Waitangi and its principles through meaningful engagement with both iwi groups Te Kawerau A Maki and Ngati Whatua and the wider Maori community and their iwi groups. The engagement with the wider Maori community group is reflected in the Council supporting the establishment of Te Taumata Runanga, a standing committee of the Council.

The Treaty of Waitangi is one of the Council's five strategic priorities woven throughout the Council's activities.

Both iwi Te Kawerau A Maki and Ngati Whatua and the wider Maori community acknowledge the Treaty of Waitangi provides through the Council the opportunity for the wider community to appreciate the value of the City's varied and vast cultures and cultural diversity within a bicultural context.

The need for a Cultural Wellbeing Strategy for Waitakere

The table below presents the key drivers for developing this strategy.

Key driver	Comment
The centrality of culture to the life of Waitakere City	Te Kawerau a Maki and Ngati Whatua are the two iwi of Waitakere, and generations of Maori have tended this land. Colonisation brought many new nations to the area, and migration has accelerated in recent years. The bush, surf and sea have long attracted free spirits and thinkers to Waitakere, which boasts a rich mosaic of established and emerging artists, cultural leaders and visionaries. Waitakere City is fast changing; it is browner, younger and more diverse than most other parts of New Zealand, and the creative arts are alive and bubbling out West
The need for greater understanding and transparency of Council's cultural roles	While having shown leadership in cultural development for many years, Council wishes to enhance its understanding of why and how it can practically enhance cultural wellbeing in a fast changing City, and be clearer about this to its communities
Local Government Act (LGA) 2002 and Resource Management Act (RMA)1991	Promoting cultural wellbeing is one of the purposes of local government, however no guidance is provided in the LGA on what this means, nor how it may occur. The RMA refers to cultural wellbeing in the context of rules for local authority decision making and preparation of long term plans (LTCCPs)
Population growth and increasing diversity of the City's people	A quarter of the City's population is under 15 years; around a third of residents were born overseas and the population is growing by 2% per annum
The need to actively support social cohesion in the face of a fast changing society	If cultural wellbeing and harmony are not paid proper attention, risks include social exclusion and alienation, domination of some groups over others, social tension and conflict, more crime, weaker public safety and general social decay
The need for a focus on the non-material aspects of life in the pursuit of sustainability	The Council's eco City vision recognises that human happiness and development are driven by our spiritual, emotional and mental health, as well as our material status, and that more attention needs to be paid to these aspects of life to achieve a more sustainable way of life

Describing cultural wellbeing

This strategy rests on a broad definition of culture founded on how we see ourselves and others, find meaning in the world and express ourselves creatively. This involves several key concepts: identity, belonging, creativity, diversity and spirituality.

A Maori worldview (Te Ao Maori) embraces all facets of life on Papatūānuku including Ranginui in terms the social, cultural, environment, economic and spiritual dimensions. This world view is a belief system which places value on non living things and living things including human kind have a wairua, a spirit. All dimensions are interrelated and any action on one dimension will affect the others, for every action is a reaction. No single dimension can stand alone. The emphasis is not on the status of a dimension rather the relationship the dimensions have to one another.

The spiritual dimension within the Maori world view is significant and regarded as the "soul", the life force of all living and non living elements which connect the past to the present and into the future. Simply it is about how people value the opportunity of their existence.

For the Maori community of Waitakere the spiritual dimension is important and is manifested in a range of physical and cultural practices across the City such as marae, pou whakairo, karakia, waiata, kapahaka festivals and whaikōrero etcetera.

In a similar manner, a Pacific worldview is underpinned by the concept of "connectivity" and a strong belief that both the spiritual and "real" worlds are interconnected. Hawaiki¹ is still regarded as the spiritual and cultural homeland by indigenous Pacific peoples as reflected in traditions, recited in oratory and referred to in practices. Hawaiki for that reason remains a significant point of reference and the fibre that weaves together Pacific peoples since the beginning of time and throughout their navigational voyages.

In this way, Pacific peoples who have migrated to Aotearoa New Zealand are still very much connected to their families and villages in the homelands through language, customs, traditional and ceremonial practices and obligations. The traditional spiritual realm of Pacific peoples is very much connected with land, traditional customs and practices. While these traditional aspects of spirituality are different to the religious beliefs of Christianity which also play a significant role in the everyday lives of Pacific peoples today, they are still strongly embedded in contemporary Pacific values and traditions.

Migrants and refugees who come to New Zealand from around the globe strive to maintain the languages, practices, customs and traditions of their homelands. They seek to keep these alive in the future generations of their families who grow up as New Zealanders. Diverse ethnic communities share their cultural heritage with their own community and with the wider Waitakere communities through celebrations, events, religious gatherings, literature, food and art. Some draw on their cultural capital through commercial enterprises such as restaurants and shops. For ethnic communities, cultural wellbeing becomes strongly intertwined with the need to build a sense of identity and belonging in a new home.

As human beings we tend to define ourselves and others in terms of our attachments or connections, and to use these to align ourselves with various identities and groups. Examples include our family group, whakapapa, history, genealogy and experiences, gender, ethnicity, age, religion, sexual identity, local residence, nationality and so on. Also included are roles that we play that shift over the life cycle, such as parent, partner, worker and retiree.

This identity formation and the attachments people have help to form our sense of belonging and how we see the world, and a sense of belonging is key to cultural and social wellbeing. Key also is the human need for expression of identity and belonging through cultural and creative practices, for example the geography of places (mountains, rivers, lakes) language, food, dress, music and arts, customs, values and norms.

¹ Hawaiki refers to the mythical land to which some Polynesian cultures trace their origins. It is a place from which we are born, and it is where we go after we die. Hawaiki therefore is deeply associated with the cycle of birth, life, and death.

As biodiversity is essential to the healthy functioning of nature and its ecosystems, cultural diversity is essential to healthy human society. For human wellbeing to flourish, we collectively need to ensure the diversity of our languages, cultural beliefs and practices; to guard against domination of one culture over others and protect rights to cultural expression and self determination. History is littered with examples of what can be achieved when cultures flourish and what can happen when cultural oppression is allowed to reign.

In terms of defining culture, the UNESCO 2001 Declaration on Cultural Diversity² states that:

“...culture should be regarded as the set of distinctive spiritual, material, intellectual, and emotional features of society or a social group...it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs”.

At the 2008 New Zealand Society of Local Government Managers (SOLGM) conference, culture was described by Penny Eames as being “...the spirit of a society, and all its expressions relating to identity, history, lifestyles and ways of living”.

Hawkes³ identifies the following ingredients of cultural vitality in a community: being open, engaged, robust, value-rich, authentic, diverse, inclusive, respectful, curious, creative, sceptical, analytical, learned, risk taking, nurturing, tooled-up, historically aware, regenerative and well-led.

For Eames (2008), “Wellbeing is being well and at ease. It is the absence of disease, being open to happiness, surprised by joy, connected to one’s community and one’s family, and being at one and in balance with your world”.

An overall goal of cultural wellbeing in a collective sense is social cohesion, which is “essentially why social systems hold together as opposed to falling apart” (Jennotte 2003:37). As with cultural wellbeing, what supports social cohesion are inclusion, recognition and legitimacy, plus feelings and behaviour that reflect participation and belonging.

Alongside the framework above which emphasises the key concepts of identity, belonging, diversity and creativity, key characteristics of culture include:

- Its broad and pervasive nature, as culture touches all aspects of our lives and influences how we view and interact with the environment, society and economy. Individuals, families, organisations, groups and nations all have a culture and many ways to express this culture. Manfred Max-Neef for example classifies the fundamental human needs as being⁴: subsistence (water, food, fuel, shelter), protection, affection, understanding, participation, leisure, creation, identity and freedom. Culture influences all of these needs.
- The multiple, overlapping and shifting nature of cultural identities across the life cycle, as people identify with more than one and with different aspects of themselves over time (for example child, man or woman, parent, partner, Council worker, retiree, Samoan, Muslim etc).
- The way that cultures change over time, often through interacting with and being influenced by other cultures, for example North American cultural

² UNESCO, 2001, Universal Declaration on Cultural Diversity, p2.

³ Jon Hawkes, Cultural Displays: Projection sheets for presentations on a cultural perspective.

⁴ http://en.wikipedia.org/wiki/Fundamental_human_needs

influences on New Zealand, and how refugees and migrants and their cultural practices are changing New Zealand's cultural identity.

Cultural wellbeing and sustainability

"If we don't begin to take some responsibility for the welfare of future generations by including them in our decision making concerns of today, we are in effect stealing their future wellbeing. This understanding lies at the heart of sustainable development and eco city thinking" (Waitakere LTCCP 2006-2016).

Since Waitakere declared itself an eco city in 1993, the importance of acting sustainably has taken centre stage world wide. Much has been written about the urgent need to restore the environment, develop sustainable economies and live more in balance with the rest of life. These changes will require significant cultural shifts, including a shift to values supporting more sustainable ways of life.

According to Sustainability Aotearoa New Zealand (SANZ)⁵, the societal ethics and values needed in New Zealand to move to strong sustainability include the following.

- Place great importance on non-material sources of happiness.
- Remove the perceived linkage between economic growth and success.
- Affirm the deep interdependence of all people – in New Zealand and in global communities.
- Support community values that include a robust sense of mutual respect, fairness, cooperation, gratitude, compassion, forgiveness, humility, courage, mutual aid, charity, confidence, trust, courtesy, integrity, loyalty, and respectful use of resources.
- Affirm the value of local community, with associated benefits of reduced environmental footprints and increased cooperation between people.
- Have reverence for nature and know that we are responsible for our impact on the integrity of all ecosystems in the biosphere.

These values also underpin cultural and social wellbeing and inform the principles guiding this strategy.

Scope and Council's roles in cultural wellbeing

"The important thing is that Councils give serious thought to what cultural well-being is and how it is reflected in their planning and practice" (Ministry for Culture and Heritage⁶).

While arguably most of what the Council does influences cultural wellbeing, for the purposes of this strategy, the scope of cultural wellbeing includes the following roles and activities of Council. Note that many of these roles overlap and lie on a spectrum of direct provision and funding, to indirect facilitation, support and advocacy.

Role	Description
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⁵ Sustainability Aotearoa New Zealand Inc (SANZ), May 2009:12, *Strong Sustainability for New Zealand: Principles and Scenarios*.

⁶ See <http://www.culturalwellbeing.govt.nz/files/WhatIsCulturalWellbeingBrochure.pdf>.

Research, information, communication and monitoring	Understanding the cultural make up and needs of the City, researching cultural issues, fostering understanding of who we are and local identity. Informing local people on key cultural issues and diverse cultural practices
Leadership	This has many forms, including as a Council being inclusive and welcoming of all residents, supporting Maori and other groups to achieve their aspirations, and supporting participation in democracy, community and civic life. Leadership can also be shown in promoting arts and culture, City and local identity, protecting human rights and social cohesion, and role modelling the principles in this strategy
Supporting community engagement	Through supporting the capacity of all groups to take part in Council and community affairs, appropriate consultation processes and input to Council decision making
Promoting cultural diversity	Supporting new settlers and equal opportunity, acceptance and tolerance of others, cultural vibrancy, and integrating new cultures into the City. Advocating and educating on diversity to minimise potential conflicts in cultural values
Culturally appropriate development and provision of Council services	From the Call Centre and front line services to involving our communities in shaping their neighbourhoods and the City, Council services are provided in ways that reflect and meet cultural needs
Strategy, policy and planning	Planning that reflects cultural needs and issues and supports cultural wellbeing
Appropriate decision making	Being aware of who benefits and how from Council decisions, meeting the needs of the most vulnerable members of society, and culturally appropriate and progressive decision making
Provider and enabler of cultural, creative and learning facilities	Libraries, community facilities, parks, open spaces, playgrounds, cemeteries and other arts and cultural institutions
Protector of heritage	Identifying and preserving local traditions and natural and cultural heritage, including sites of significance to Maori and settlers such as wahi tapu, urupā/cemeteries, traditional fishing grounds and gardens, rahui; archaeological sites, built heritage, wild places
Partner and facilitator	Enabling the community, business and government sectors to provide and facilitate cultural and creative wellbeing, and to protect and nurture cultural and natural heritage through activities such as grant schemes, community planting and clean up programmes, festivals events, facilities and in kind support
Regulator	Provide consents and ensure legislative and regulatory requirements are met in relation to cultural and creative activities, including health and safety, resource and building consents. Doing this in a way that helps rather than hinders arts and cultural activity is a key issue for Council
Support interaction and celebration	Events, markets, arts and cultural activities, festivals, sharing stories
Advocate	Advocate on behalf of the City on cultural issues of local, regional and national significance, where appropriate to speak on behalf of diverse groups and represent their views in various for a and provide platforms for these groups to represent themselves
Creative City, place shaping	Developing the City as a work of art through urban

supporting local identity	planning and design, and building art into public infrastructure
Supporting a strong creative sector and economy	Supporting the creative sector and economy, including individual artists, arts and cultural organisations, sectors and industries, creative sector employment, training opportunities, volunteering, crafts and fine arts
Foster a sense of belonging and connection	The community development functions of Council, including support for the community and voluntary sector, grants and funding programmes and community capacity building

This strategy excludes detailed matters of implementation, including the timing and level of investment in cultural and social infrastructure. This is covered in annual and long term plans. Sport and recreation are only briefly referred to, as they are covered in-depth in the Active Recreation Strategic Plan. The next section places this strategy within the context of other Council strategies and policies.

Strategic links

The Council has adopted an overarching long-term framework upon which to guide its decisions. When making decisions Council will consider:

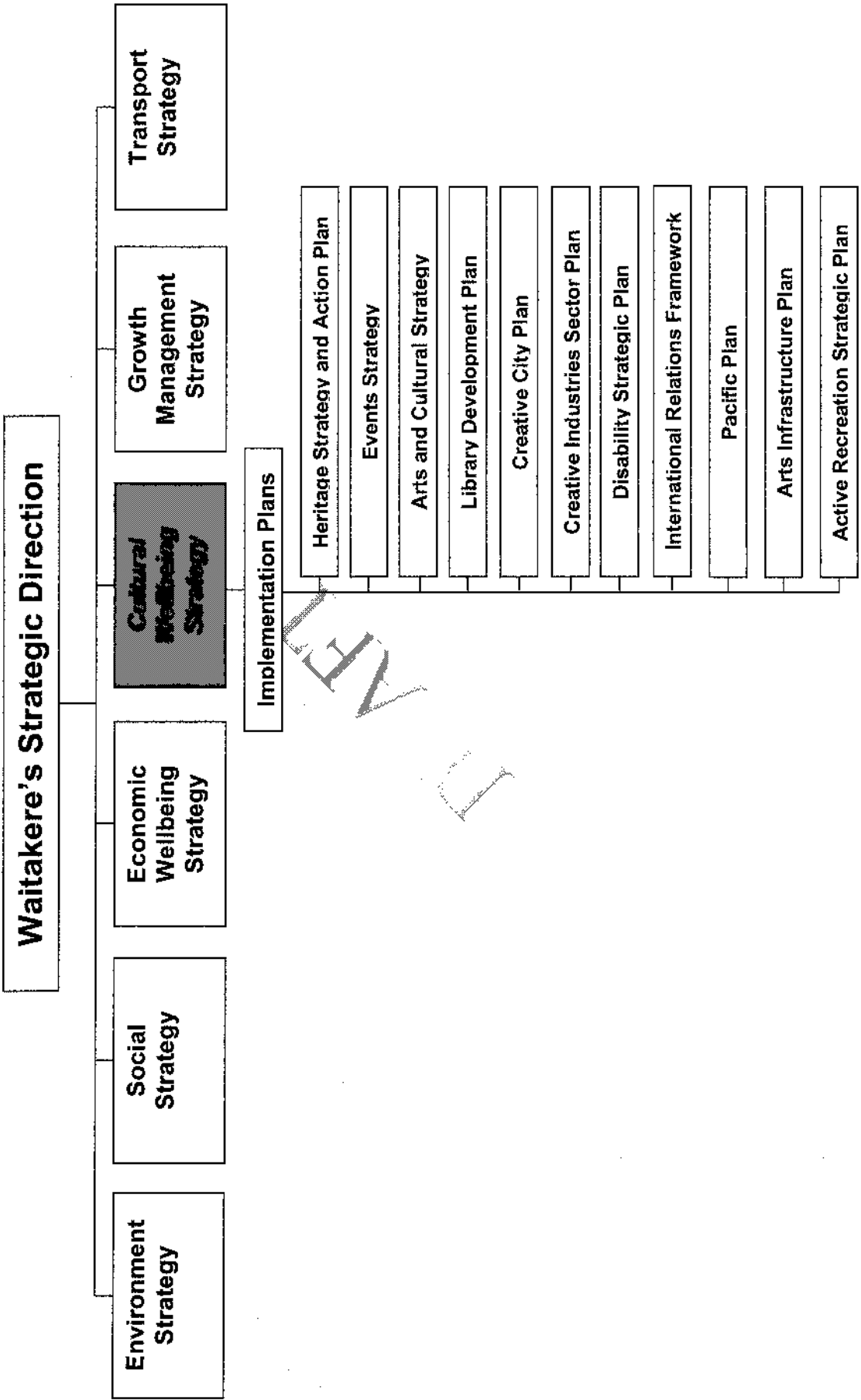
Resilience – the ability to cope with and “bounce back” from social, economic or environmental events that might affect the wellbeing of the City

Liveability – those things that deliver quality of life: environmental quality, social wellbeing, safety, health, education, mobility, access and so on

Sustainability – the fullest delivery to present and future generation of social, economic, environmental and cultural wellbeing

The Cultural Wellbeing Strategy is an integral component of the Council’s strategic framework as it supports the Council’s legislative responsibilities to promote the social, economic, environmental and cultural wellbeing of the Waitakere community.

The Council has a suite of high level strategies that express the strategic direction and a number of the Council’s implementation plans that are within the scope of the Cultural Strategy contribute to more than one of the high level strategies. The place of the Cultural Wellbeing Strategy and associated implementation plans is shown in the diagram that follows:



Waitakere City in 2009 and the challenges of change

The profile of Waitakere City in 2009 presents richness, opportunities and challenges for cultural wellbeing into the future. This in turn will be influenced by wider dynamics in a fast changing world, which include the impacts of climate change, shifting to alternative fuels, changes in technology, growing gaps in income, potential conflicts over resources, pandemics and increased migration.

Key aspects of Waitakere City's profile that will influence cultural wellbeing into the future are as follows.

At around 190,000 people in 2009, the City's population continues to grow at one of the fastest rates in the country at around 2 percent per annum, with 250,000 expected residents in 2020. The median age is 33 years and rising, though a quarter of the City's population is aged under 15 years.

This growth places pressure on infrastructure, the environment, preserving heritage assets and protecting the wild places in Waitakere, caring for vulnerable groups and ensuring equal access to resources and opportunities.

As more and more people rub shoulders together, care will be needed to avoid creating ghettos through poor quality housing and urban design. Cultural and social infrastructure provision will also need to reflect increasing cultural diversity, including opportunities for people to speak their own languages and adhere to their spiritual and cultural practices, while interacting with wider society.

In 2006 59% of the population was European (plus another 8% identifying as 'New Zealander' which will include some European), 13% Maori, 15% Pacific peoples, 16% Asian peoples and 2% in total from the Middle East, Latin America and Africa.

In 2006 34% of Waitakere residents were born overseas, most commonly in Asia (11%), Pacific Islands (8%) and the UK and Ireland (7%). Almost three quarters of residents (72%) spoke only one language, 21% two languages, 3% three languages and 1% four languages.

Community facilities from libraries to recreation centres need to cater for increased cultural diversity, and for increasing numbers of older people in Waitakere. Finding ways to cater for a changing population and household structures, and to bring people together positively, is a pivotal challenge for the Council.

A large percentage of new residents to Waitakere are likely to be new settlers. These residents will need support to get settled and adapt to life in Waitakere, and the communities they come in to will need to be open to accepting people from other cultures, with different ways of seeing and doing things.

Westies and the 'Waitakere Way'

"Westies...don't fit the mould. They never did and they never will...The west is about the new New Zealand. Our families reflect it, the colour of our skin, the names in the phone book and on our letterboxes".⁷

Over the years, Waitakere has gained a reputation for being 'upfront and out there'. The eco city vision adopted by the Council in 1993 presents a vision where people and nature can co-exist in a mutually enriching relationship, and where diversity and creativity are celebrated. In a relatively short time 'West Auckland' has carved a new identity as 'Waitakere City', as an increasingly urbanised City framed by the majestic and wild Waitakere Ranges and the sea.

In Waitakere City, diversity, a live and let live approach, acceptance of the 'offbeat' and a frontier mentality tend to be a source of pride and celebration. The 'Westie' identity stems from our shared heritage of pioneers, both Maori and Non-Maori, visionary leaders and straight talking yet friendly people. Local identity and pride has soared in recent years and hearing "I am a Westie" spoken with pride is now common place.

Over time Waitakere has become known for some key traits that together make up the 'Waitakere Way'. These are ways of operating that Waitakere would like to both continue to refine and strengthen within the City and see spread regionally and beyond.

The first is the strong connection the Council has built over time with the mana whenua of the City, Te Kawerau a Maki and Ngati Whatua. This is reflected via Te Taumata Runanga, the Standing Maori Committee of Council, memoranda of understanding and contracts for professional services with both iwi and formal consultation processes for specific issues. The Council firmly believes in the importance of honouring the Treaty of Waitangi through authentic engagement of Iwi Maori in decision making and face to face relationship building.

The second is the collaborative, partnering approach taken by Council to identifying issues and solutions in the City. This involves working with government, business and community agencies, as well as Maori, on a wide range of issues from social wellbeing to economic development. This way of working is reflected in the Council's support for the longstanding Waitakere Pacific Board, the more recent Waitakere Ethnic Board, the Wellbeing Summit process and a host of specific processes including the Mayoral Taskforce on Family Violence, Project Twin Streams and Safe Waitakere.

This recognition that Council can not solve complex problems alone, alongside its commitment to community centred, consultation based governance and willingness to lead joint processes, has attracted international attention and been replicated by many other councils and agencies as best practice.

The third area is a commitment to sustainable development and supporting more sustainable ways of living as reflected in the Council's eco city vision⁸. Catalysed

⁷ Bob Harvey, *Up Front Out There Westies*, 2004, Exisle Publishing Ltd, Titirangi, Auckland.

⁸ Note that the eco city story has been creatively captured in a comic book called *The Journey*, see www.waitakere.govt.nz.

through the Greenprint in 1994, which initially set out how the Council intends to pursue this vision, the eco city is increasingly being brought into fruition through a myriad of projects including low impact urban design and sustainable building practices, alternative management of water systems, guidance for residents on sustainable living and flagship projects such as Project Twin Streams.

The fourth area is leadership, including a willingness to take risks and be innovative. This has been amply reflected in the City being the first to declare itself an eco city in 1993, one of the first to prioritise children through its First Call for Children policy, and the development of a Partnering Policy to articulate the philosophy underpinning the collaborative 'Waitakere Way' of working with our partners and communities.

A fifth area is creating the City as a work of art through weaving art into public infrastructure such as bridges, parks, playgrounds, roundabouts, footpaths, cycle and walkways and the Council building itself. Council also advocates for this to occur in infrastructure funded by others, for example motorway and rail projects. In the last ten years the community facilities in Waitakere have also experienced a renaissance, with new libraries, CABx, community centres and town centre development projects, all with public art and sustainable building practices built in.

While there is much to celebrate, there is also much to improve. Some of the areas where Council would like to enhance its contribution to cultural wellbeing include:

- Less red tape, for example reviewing the regulatory environment as to how it can further support arts and cultural development
- Developing culturally specific community facilities or spaces and policies allowing for cultural practices within existing facilities
- Bringing forth and supporting cultural leaders within the City to help make their dreams and ideas a reality
- Supporting community governance of arts and cultural initiatives and providing greater support for key arts and cultural providers in the City
- Ensuring that the Council itself reflects and responds to diversity more effectively, for example through user friendly services, trained staff, translation and effective community engagement

Section Two: The Cultural Wellbeing Strategy

Guiding Principles

A core value underpinning the Cultural Wellbeing Strategy for Waitakere is the understanding that diverse cultural values strengthen our wellbeing. A set of guiding principles has been developed to provide focus and direction for the strategy as a whole. They underpin the strategic pathways, have been influential in the selection of the action areas and will provide guidance in determining future priorities and actions.

The Council is more likely to contribute to improved cultural wellbeing outcomes if it:

1. works in a manner that actively promotes cultural inclusion and takes account of the diversity of the communities living in Waitakere
2. develops effective mechanisms for engaging with a wide variety of different communities.
3. actively seeks ways to reduce the barriers that people from different communities experience in accessing services and facilities in the City.
4. develops an in-depth understanding of the socio-demographic characteristics of the neighbourhoods and communities in the City, including the challenges facing them and the resources available to them.
5. fosters the pioneering, innovative, creative, risk taking, 'Westie' mentality.
6. focuses on what will unite and connect people when considering issues and making decisions.
7. brings cultural leaders and leadership to the fore in developing our City.
8. acknowledges the fundamental role of places, experiences, history, spirituality, and natural and cultural heritage in shaping our culture and identity.

Outcomes, Pathways and Action Areas

At the core of the Cultural Wellbeing Strategy are a set of high level outcomes and a set of strategic pathways and action areas for achieving those outcomes.

The outcomes are a synthesis of the Community Outcomes, ideas from national and international literature and the Council's current strategic direction. They are intended to be clear, simple, aspirational statements that spell out what people and communities in Waitakere need in order to enhance cultural wellbeing and prosperity.

The strategic pathways are the mechanisms for achieving the outcomes and outline both the focus of Council and suggest priority action areas for investment and activity. They are intended to encapsulate the best ways for Council to achieve improved cultural wellbeing outcomes and to build the capacity to sustain those outcomes into the future and under changing circumstances.

The Outcomes

Outcome 1

Everyone feels a sense of connection and identity.

Outcome 2

Te iwi Maori as tangata whenua are valued and respected.

Outcome 3

Waitakere takes pride in the rich fabric of cultures in the City.

Outcome 4

Waitakere's diverse communities are involved in shaping their neighbourhoods and the City.

Outcome 5

Waitakere's natural and cultural taonga are cherished.

Outcome 6

Waitakere is a work of art where cultural expression and creative opportunities abound.

What would they look like on the ground?

<p>Outcome 1 Everyone feels a sense of connection and identity.</p>	<ul style="list-style-type: none"> • Everyone feels part of a group and included in society • Our City is a great place for children • We all feel safe and connected to others • People have a shared sense of pride and belonging in Waitakere • Waitakere is a dynamic and fun City that people want to be a part of • Local neighbourhoods have strong identities that reflect the communities living in them • Local venues for social and cultural interaction meet the needs of the local community • Community, arts and cultural organisations and networks are supported and enhanced
<p>Outcome 2 Te iwi Maori as tangata whenua are valued and respected</p>	<ul style="list-style-type: none"> • Residents understand and support the role of Maori as tangata whenua • The bicultural basis of Aotearoa/New Zealand is understood and upheld • All people are proud to support the Treaty of Waitangi • Non-Maori cultures understand what biculturalism means for them
<p>Outcome 3 Waitakere takes pride in the rich fabric of cultures in the City</p>	<ul style="list-style-type: none"> • We enjoy our range of lifestyles and people • Diversity between people is recognised and valued • People see cultural diversity as a strength and addition to the City
<p>Outcome 4 Waitakere's diverse communities are involved in shaping their neighbourhoods and the City</p>	<ul style="list-style-type: none"> • Local leadership and governance is supported • Council services cater for a range of different needs • People are able and willing to be part of City

	<p>issues, and feel that they can make a difference</p> <ul style="list-style-type: none"> • There are high levels of community involvement and people respect each other's views • We have up to date communications technology in place and our people are skilled in using the internet and other relevant technologies
<p>Outcome 5 Waitakere's natural and cultural taonga are cherished</p>	<ul style="list-style-type: none"> • The rich cultural Maori and non-Maori heritage of the City is treasured and preserved • Children learn about the cultural and natural wonders of the City, and ecological education is central to school curricula • There is recognition and pride in Waitakere's natural environment • Places that are of particular value to the community are protected and restored • The Waitakere Ranges are permanently protected and a Green Network links the Ranges and the sea, connecting our everyday lives with the natural world • Our streams and forests are full of life
<p>Outcome 6 Waitakere is a work of art where cultural expression and creative opportunities abound</p>	<ul style="list-style-type: none"> • The local creative sector builds a sustainable creative economy, with abundant local jobs and training • Young people can freely express themselves culturally and creatively • People see themselves reflected in the look and feel of the City, enhancing local pride • Public art representing the diversity of the community is incorporated into City life • Opportunities are freely available for all people to express their cultures, creativity and languages • Waitakere has public transport and communication systems that provide fast, effective services to the whole City • Community facilities and public places teem with people; the streets are alive and busy

needs
are able on.

Summary of the Seven Strategic Pathways and Action Areas

Pathway 1: Improve Council's understanding of how it can best contribute to cultural wellbeing and a sense of belonging

Action areas:

1. Improve cultural planning and research capacity
2. Work alongside cultural leaders, agencies and institutions to support belonging and cultural wellbeing
3. Recognise and support leadership roles in diverse community groups
4. Ensure demographic profiles capture changing cultural aspirations, needs and issues fully
5. Develop and implement a cultural impact assessment tool

Pathway 2: Support Maori aspirations and promote the social, economic, cultural and environmental wellbeing of Maori people

Action Areas:

1. Support the establishment of a mana whenua marae for Te Kawerau a Maki and a community marae at Te Atatu
2. Support the establishment of the region's first marae-based tertiary institution, Te Whare Wananga o Hoani Waititi
3. Recognise and support the leadership role of te iwi Maori in their relationship with the Council
4. Grow and sustain Maori leadership
5. Provide opportunities for Maori self governance and representation on decision making bodies

Pathway 3: Promote positive cultural interaction, acceptance, understanding and expression of cultural practices

Action Areas:

1. Support an environment in which individuals can be empowered, respected and have equal opportunity to be secure in their identity
2. Facilitate opportunities for intercultural interaction and expression (e.g. iconic events, markets, programmes, language nests, faith based institutions)
3. Support learning about culture, including through events, language, stories, music, arts, cultural protocols and customs, and food
4. Actively support and where appropriate, provide positive migrant and refugee settlement and integration into the communities of Waitakere
5. Raise awareness of the importance of cultural diversity and preservation of culture
6. Regularly monitor and report on attitudes towards cultural interaction, acceptance and understanding

Pathway 4: Ensure Council planning, services and community engagement processes reflect cultural needs

Action Areas:

1. Ensure Council staff reflect the City's diversity
2. Provide intercultural awareness training for Council staff
3. Ensure community engagement processes and tools are creative, reflect diversity and inform policy, planning and responsive service delivery

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4. Explore and support the provision of digital arts and cultural infrastructure
5. Undertake a regular Library Collections Review
6. Engage with different cultural groups about the design of infrastructure and community facilities so that these reflect the diversity of the community
7. Ensure that Council services are responsive to diverse needs

Pathway 5: Protect and nurture Waitakere City's natural and cultural heritage assets

Action Areas:

1. Protect and nurture cultural and natural heritage
2. Develop cultural precincts and villages that reflect our history and communities
3. Support ecological education and connection with nature, particularly with children and new settlers
4. Support strategic cultural acquisitions
5. Support and enable learning about the culture and heritage of our communities

Pathway 6: Develop Waitakere as a creative City, with a strong sustainable creative sector and economy

Action Areas:

1. Develop sustainable cultural infrastructure and precincts e.g. creative practitioner networks, Lopdell House and Corban Estate
2. Establish a multi-sector 'Creative City Panel' to advise the Council on developing Waitakere as a creative City
3. Grow sustainable creative business, employment and not for profit initiatives
4. Support the establishment of a Pacific arts and cultural centre
5. Use the Rugby World Cup as an opportunity to profile the diverse cultures, creative sector and economy in Waitakere

Pathway 7: Support the provision of arts and cultural infrastructure, public art and open access to arts and cultural opportunities

Action Areas:

1. Increase the number and diversity of sustainable studios, facilities and spaces for the expression of arts and culture
2. Continue to incorporate art into the built environment and public infrastructure
3. Support access to arts and culture through programmes, subsidies, advocacy and public transport infrastructure

Measuring cultural wellbeing over time

A core part of this strategy is monitoring changes to cultural wellbeing in Waitakere City over time. This section presents a core set of indicators that provide the baseline for measuring progress against the outcomes in this strategy.

The main existing sources of information for these indicators are:

- Annual Plan and LTCCP reporting
- State of the City Report
- Quality of Life Report
- Waitakere City Council Household Survey
- Community profiles

These indicators will be reported upon every three years, alongside demographic and community profiles of the City and its communities.

<p>Outcome 1 Everyone feels a sense of connection and belonging</p>	<p>Percentage of people who thought it was important to feel a sense of community in the local neighbourhood</p> <p>Percentage of people who feel there is a sense of community in their neighbourhood</p> <p>Percentage of residents who agree that the community works together and people support each other</p>
<p>Outcome 2 Te iwi Maori as tangata whenua are valued and respected.</p>	<p><i>To be developed</i></p>
<p>Outcome 3 Waitakere takes pride in the rich cultural fabric of cultures in the City.</p>	<p>Percentage of Waitakere residents who think that cultural diversity makes the City a better place to live</p> <p>Perceived fear of crime affecting quality of life by ethnic group</p> <p>Numbers of people from new settler communities reporting family violence</p>
<p>Outcome 4 Waitakere's diverse communities are involved in shaping their neighbourhoods and the City.</p>	<p>*Percentage of residents who feel they are adequately informed about key council policies, decisions and services</p> <p>Voter turnout at local body elections</p>
<p>Outcome 5 Waitakere's natural and cultural taonga are cherished.</p>	<p>Percentage of residents who deliberately took action to improve the natural environment</p>
<p>Outcome 6 Waitakere is a work of art where cultural expression and creative opportunities abound.</p>	<p>*Percentage of infrastructure projects with specific arts components</p> <p>*Number of arts programmes and attendees per annum</p> <p>*Number of attendees at council events</p> <p>*Percentage of attendees satisfied with council events</p> <p>Percentage of residents who think there are sufficient things for children to do in the City</p> <p>The range of arts and cultural events in the City continues to grow</p>

* Denotes an LTCCP performance measure

LTCCP

GLOSSARY

Aotearoa	New Zealand
Iwi	Tribe
Kaitiakitanga	Exercise of guardianship
Kapahaka	Performing Arts
Karakia	Prayer
Ngati Whatua	Iwi group
Manaakitanga	Host responsibility, to care for and take of
Mana Whenua	Customary authority in an identified area
Marae	Meeting house and associated buildings
Papatüānuku	Earth
Pou whakairo	Carvings
Ranginui	Sky
Rahui	Ban on a area of significance
Tangata whenua	Local people
Taonga	Treasures, gift, prized possessions, property
Te iwi Maori	Indigenous people of Aotearoa, Maori people
Te Kawerau A Maki	Iwi group
Te Taumata Runanga	Standing committee of Waitakere City Council
Turangawaewae	Right to stand, rightful place
Tino rangatiratanga	Self determination
Wahi Tapu	Scared sites
Waiata	Song
Wairua	Spirit
Whaikōrero	Formal Speech
Whakapapa	Genealogy
Whare wananga	Higher learning, Institution of learning

A Cultural Wellbeing Strategy for Waitakere

Guiding Principles

A core value underpinning the Strategy is that diverse cultural values strengthen our wellbeing. The Council is more likely to contribute to improved cultural wellbeing outcomes if it:

1. works in a manner that actively promotes cultural inclusion and takes account of the diversity of the communities living in Waitakere
2. develops effective mechanisms for engaging with a wide variety of different communities
3. actively seeks ways to reduce the barriers that people from different communities experience in accessing services and facilities in the City
4. develops an in-depth understanding of the socio-demographic characteristics of the neighbourhoods and communities in the City, including the challenges facing them and the resources available to them
5. fosters the pioneering, innovative, creative, risk taking, 'Westie' mentality
6. focuses on what will unite and connect people when considering issues and making decisions
7. brings cultural leaders and leadership to the fore in developing our City
8. acknowledges the fundamental role of places, experiences, history, spirituality, and natural and cultural heritage in shaping our culture and identity

Vision

We all feel we belong, treasuring our diversity, creativity, culture and heritage

Cultural Wellbeing Strategy Outcomes

- Outcome 1** Everyone feels a strong sense of connection and identity
Outcome 2 Te iwi Maori as tangata whenua are valued and respected
Outcome 3 Waitakere takes pride in the rich fabric of cultures in the City
Outcome 4 Waitakere's diverse communities are involved in shaping their neighbourhoods and the City
Outcome 5 Waitakere's natural and cultural taonga are cherished
Outcome 6 Waitakere is a work of art where cultural expression and creative opportunities abound



<p>Pathway 1 Improve Council's understanding of how it's activities can best contribute to improved cultural wellbeing outcomes</p> <p>Action Areas</p> <ol style="list-style-type: none"> 1. Improve cultural planning and research capacity 2. Work alongside cultural leaders, key agencies and institutions to support belonging and cultural wellbeing 3. Recognise and support leadership roles in diverse community groups 4. Ensure demographic profiles capture changing cultural aspirations, needs and issues fully 5. Develop and implement a cultural impact assessment tool 	<p>Pathway 2 Support Maori aspirations and promote the social, economic, cultural and environmental wellbeing of Maori people</p> <p>Action Areas</p> <ol style="list-style-type: none"> 1. Support the establishment of a mana whenua marae for Te Kawerau a Maki and a community marae at Te Atatu 2. Support the establishment of the region's first marae-based tertiary institution, Te Whare Wananga o Hoani Waititi 3. Recognise and support the leadership roles of te iwi Maori in their relationship with the Council. 4. Grow and sustain Maori leadership 5. Provide opportunities for Maori self governance and representation on decision making bodies 	<p>Pathway 3 Promote positive cultural interaction, acceptance, understanding and expression of cultural practices</p> <p>Action Areas</p> <ol style="list-style-type: none"> 1. Support an environment in which individuals can be empowered, respected and have equal opportunity to be secure in their identity 2. Facilitate opportunities for intercultural interaction and expression (e.g. iconic events, markets, programmes, language nests, faith based institutions) 3. Support learning about culture, including through events, language, stories, music, arts cultural protocols and customs and food 4. Actively support and where appropriate, provide positive migrant and refugee settlement and integration into the communities of Waitakere 5. Raise awareness of the importance of cultural diversity and preservation of culture 6. Regularly monitor and report on attitudes towards cultural interaction, acceptance and understanding 	<p>Pathway 4 Ensure Council planning, services and community engagement processes reflect cultural needs</p> <p>Action Areas</p> <ol style="list-style-type: none"> 1. Ensure Council staff reflect the City's diversity 2. Provide intercultural awareness training for Council staff 3. Ensure community engagement processes and tools are creative, reflect diversity and inform policy, planning and responsive service delivery 4. Explore and support the provision of digital arts and cultural infrastructure 5. Undertake a regular Library Collections Review 6. Engage with different cultural groups about the design of infrastructure and community facilities so that these reflect the diversity of the community 7. Ensure that Council services are responsive to diverse need 	<p>Pathway 5 Protect and nurture Waitakere City's natural and cultural heritage assets</p> <p>Action Areas</p> <ol style="list-style-type: none"> 1. Protect and nurture cultural and natural heritage 2. Develop cultural precincts and villages that reflect out history and communities 3. Support ecological education and connection with nature, particularly with children and new settlers 4. Support strategic cultural acquisitions 5. Support and enable learning about the culture and heritage of our communities 	<p>Pathway 6 Develop Waitakere as a creative City, with a strong sustainable creative sector and economy</p> <p>Action Areas</p> <ol style="list-style-type: none"> 1. Develop sustainable cultural infrastructure and precincts e.g. creative practitioner networks, Lopdell House and Corban Estate 2. Establish a multi-sector 'Creative City Council' to advise the Council on developing Waitakere as a creative City 3. Grow sustainable creative business, employment and not for profit initiatives 4. Support the establishment of a Pacific arts and cultural centre 5. Use the Rugby World Cup as an opportunity to profile the diverse cultures, creative sector and economy in Waitakere 	<p>Pathway 7 Support the provision of arts and cultural infrastructure, public art and open access to arts and cultural opportunities</p> <p>Action Areas</p> <ol style="list-style-type: none"> 1. Increase the number and diversity of sustainable studios, facilities and spaces for the expression of arts and culture 2. Continue to incorporate art into the built environment and public infrastructure 3. Support access to arts and culture through programmes, subsidies, advocacy and public transport infrastructure
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