

STAFF REPORT

TO: Community Services Committee
FROM: Community and Recreation Advisor
DATE: 17 February 2009
SUBJECT: Adoption of Nelson Tasman Regional Arts Strategy

REASON FOR REPORT

Consideration of the draft Nelson Tasman Regional Arts Strategy for adoption.

BACKGROUND

The Community Services Committee meeting on 23 October 2008 considered a draft of the Arts Strategy and resolved:

**Moved Mayor Kempthorne/Cr King
CS08/10/16**

THAT the Tasman District Council's Community Services Committee, supports the draft Nelson Tasman Regional Arts Strategy document being released for community consultation.

THAT the Joint Working Party will receive and review submissions and report back with a final draft for Council's approval.

CARRIED

DISCUSSION

Public Consultation

99 submissions were received on the strategy, the hearings at Takaka and Richmond heard the 31 oral submissions. As a result of considering the submissions, the Working Party made the following changes to the Strategy including:

- Strengthening references to developing a regional arts brand
- Emphasising public concern about the region not living up to its arts reputation
- Removing the regional heritage archive and research centre as a key action
- Modifying and moving some of the points about the Suter Art Gallery
- Clarifying the Regional Highlights Arts Experience
- Replacing the strategy implementation group with a sector reference group made up of CEOs of key agencies and Council representatives
- Adding extra definitions and a glossary of terms

Iwi and Maori Consultation

Iwi were briefed on the Strategy at an early stage at a Kotahitanga Hui. An invitation to nominate a representative to be on the Working Party was declined due to capacity issues but support for the strategy was conveyed and a desire to be kept informed. The outcomes of a hui for Maori artists were considered in the Strategy and the consultant discussed with her iwi contacts all wording in the draft relating to Maori arts.

Funding

Several actions identified can be progressed using existing budgets. These include Regional Highlights Experience, Festivals, Information and technology and Active Arts Participation.

The Community Recreation budget includes an existing annual allocation of \$5,000 tagged to the development and implantation of the Arts Strategy.

The Draft Tasman District Council Ten Year Plan 2009–2019 has included several new activities identified in the Draft Nelson Tasman Regional Arts Strategy. These projects have been noted and draft budget allocated in the draft Annual Plan and will be open to public submissions.

These projects include:

1. Designing and construction of gateway signage at district township entrances, with allocated draft budget of \$20,660 per annum for three years.
2. Treasured Pathway upgrading and promotional material. This is a collaborative project with other agencies including Marlborough District and Nelson City Councils. Draft budget allocated from TDC is \$5,165 2009/2010, \$15,495 per annum 2010/2012 and \$5,165 ongoing from 2012.
3. Further work is needed to determine what facilities are required in Mapua and Golden Bay but both these areas have been identified within the plan and district facilities planning process.
4. Budget for the purchasing of Public Art has been identified in the draft LTCCP 2009/2010 with allocation made to Golden Bay from 2009 of \$15,495 every two years; allocation made to Motueka from 2010 of \$7,725 per annum and allocation made to Richmond from 2009 of \$15,495 every two years. It is proposed that this fund will be used as catalyst funding to be administered by a separate body conditional on funding from other sources to match the Tasman District Council contribution.

An implementation plan will be developed to identify future actions and funding sources.

The development of the Performing Arts Centre, while discussed as significant arts enabler in the strategy, is a project under and is subject to the process of the Regional Facilities Forum.

WORKING PARTY

It is recommended that the Tasman District Council appoint a Working Party of Councillors, staff and sector representatives to develop and guide the implementation plan of the strategy.

This working party would be tasked with progressing the identified actions above as well as developing systems to enable an arts focus to be brought to broad aspects of council activity including infrastructure development, festivals and events and promotion of arts to both local and visitor communities. It would be helpful, given their experience with the Strategy, if the Council representatives on the Working Party (Councillors Borlase and Ensor) could be included on the Working Party.

The working party would assign a representative to the sector reference group.

SIGNIFICANCE

This decision is not significant in terms of the Significance Policy.

RELEVANT COUNCIL POLICIES

The existing Cultural Policy adopted in 1997 is broad and undefined. There are no actions specified hence no real analysis of success or otherwise or the policy is possible. Anecdotally there seems to be very limited awareness or consideration of the existing policy.

The Strategy is consistent with the Tasman District Council's Community Outcomes as identified in the Tasman District Council Ten Year Plan.

OPTIONS

Option 1: Adopt the attached draft Arts Strategy

Advantages:

- Adopting the Strategy establishes it as an appropriate framework for collaborative effort by the region on the arts;
- Adoption shows the emphasis Council places on supporting and encouraging the role of arts in the region;
- The Strategy is an example of positive regional cooperation with our neighbouring Council.

Disadvantages:

- There are funding implications arising from the Strategy.

Option 2: Do not adopt the draft Arts Strategy

Advantages:

- The funds set aside to implement the Arts Strategy could be diverted to other activities.

Disadvantages:

- This is likely to be seen by the community, especially those who were involved consultation, as an indication that Council does not value the arts;
- Opportunities to promote the economic benefit the arts bring to the region would be lost;
- Council would be left without any policy framework for the arts sector.

Option 3: Request changes to the draft Strategy

Advantages:

- If there are changes Council would like made to the Strategy this is the last opportunity to make them before adoption.

Disadvantages:

- Any changes to the draft would require consultation with Nelson City Council who have adopted the strategy and for the draft to be presented again to both Councils;
- Changes made at this stage could be seen as undermining the public consultation process.

STAFF RECOMMENDATION

Staff recommend that Council adopts the draft Nelson Tasman Regional Arts Strategy.

RECOMMENDATION

THAT Council adopts the draft Nelson Tasman Regional Arts Strategy; and

THAT a set of procedures for implementation be developed as soon as the Arts Strategy is approved; and

THAT a Working Party of Councillors and staff be established to help in the development and guidance of this; and

THAT Councillor _____ and Councillor _____ be appointed as the elected representatives on the Working Party.

Mike Tasman-Jones

Community and Recreation Advisor

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