

## **TARANAKI 2050 ARTS PATHWAY**















# Lead strategy, coordination and communications in the region

a) Create a Taranaki regional arts development agency

b) Create a Taranaki arts website and social media

c) Develop a Taranaki creative strategy

d) Create an arts and creativity hub





# **Grow the Creative Economy**

- a) Develop an artists and arts community groups support programme
- b) Actions that build the creative sector





# Taranaki as an arts and culture destination

Leverage Taranaki's strengths and build its reputation as an arts destination for visitor sector benefits and widening sales of artistic products and services, and audience markets.









# **Lead Group**



Stacey Hitchcock



Morgana Watson



Elvisa van der Leden



Nelita Byrne



Sam Kelly



Lisa Berndt



# **Operations Team**



Ian Pasha Clothier



Luke Millard



Andy Bassett







alt.Andy Bassett



Casie Smith

Kerry Smith

**Charlotte Littlewood** 

Sally Barnett

# CREATIVE













# What you told us

Online survey in May 2020 - 254 responses from around the Mounga

Widespread support for proposed initiatives:

92% supported the establishment of a regional organisation (with no one disagreeing)
87% supported developing a website and social media
89% supported the development of an arts and culture strategy for Taranaki
95% supported having a database and network of Taranaki artists, creatives and cultural groups



# What you told us

**Other comments:** 

Work must be led by **artists** Significant potential for collaboration Must be **TARANAKI-WIDE** 

Nurturing and supporting *young artists* is important Agree on benefits of physical hub/space where artists can CONNECT and SUPPORT each other Need to provide more **arts education** opportunities, resourcing to develop the creative community







# **Recommendations from other agencies**

Set up a charitable trust that exists purely for arts, creativity and cultural development Make sure that Taranaki councils have good cultural policy Inclusive, broad representation – North/South, Māori/Pakeha, Visual Arts/Performance Arts, Professional/Community, Mature/Youth - use community engagement indicators

Create a clear vision/strategy - 1, 3, 5, 10-year goals Feed regional needs into national discussion Understand the relationship between a RAO and Creative NZ

Use Sports Model – a strong collective mechanism to measure the impact of the Arts. Create the research to show the value.











## **Coaching for funding applications**

Local Representation in each town

Regular regional 'connecting' events.

Regional alignment, support and resource (councils etc)

Increase accessibility to the creative arts





A report on progress and developments in the creation of a regional arts, creativity and culture development agency







### **Overview of activities**

The total cost of the project is \$590k, including \$43k of in-kind support. It includes a suite of activities that work together to provide multiple access points and levels of support. All activities have elements that build skills and knowledge and provide access to external advice and services. The online resource centre provides access to tools and resources. Total costs for each activity include all administration associated with that activity.

These activities provide a wide access of services across the region with multiple touch points

These activities provide specialist capability building, with different levels of support, depending on need

Woven into all work will be Te Ao Mãori and tikanga. This proposal includes a resource dedicated to ensuring delivery from Creative Taranaki and building capability for Ngã Toi Mãori.

#### Regional online resource centre (\$80k)

This includes website build, content development and creation of online capability materials from workshops (e.g. videos)

4 regional hubs (plus central project hub) with advisor for 6 hours per week (\$74k)

6 networking and support events across the region (\$32k)

#### Capability Workshops (\$122k)

#### General workshops

16 workshops run across five locations

#### Specialised workshop

Five specialist workshops delivered which cover performance art, Ngā Toi Māori arts, visual arts, literacy and event/ production management.

Costs include content development, administration, marketing and delivery costs.

#### 120 hours of specialised coaching. Includes costs of administration

#### Professional advice fund (\$30k)

Coaching (\$15k)

 Grants of \$500-\$1,000 available to support access to professional services e.g. accountancy, legal, digital services. Total includes cost of administration

#### Ngā Toi Māori capability building (\$55k)

Resource to integrate Te Ao Maori and tikanga through all activity, particularly the workshops and online resource centre

#### Project Management, administration and overhead (\$182k + \$43k in kind)

Management of the overall project and shared overheads. Includes governance and reporting and evaluation

