

**Local Government
New Zealand**
te pūtake matakōkiri



Cultural policy in New Zealand

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The Government's focus

- Outcome One
 - the diversity, visibility and accessibility of our culture, and participation in cultural experiences, are enhanced
- Outcome Two
 - the programmes, services and products of funded agencies are of high quality and widely accessible
- Outcome Three
 - the value and contribution of culture to New Zealand's social, environmental and economic well-being is recognised



Why cultural policy is important

- 75% of New Zealanders believe cultural activities are extremely important to their identity
- More than 126,000 people work in cultural industries making up 2.1% of Gross Domestic Product
- Expenditure:
 - Central government \$273 million a year
 - Local government \$351 million a year



Local Government's interest

The purpose of local government is to:

- (a) Enable democratic local decision-making and action by, and on behalf of, communities; and
- (b) Promote the social, economic, environmental and cultural wellbeing of communities, in the present and for the future.



Focus on well-being and outcomes

- Addressing the four well-beings a necessary contribution to sustainable development
- Identifying community outcomes the process for engaging citizens
 - Councils design engagement strategies appropriate to their communities
 - Community outcomes largely aspirational
- Culture as the arts versus culture as values and way of life



What is ‘cultural well-being’?

- No definition, however the Ministry of Culture and Heritage describes it as:
 - The vitality that communities and individuals enjoy through participation in recreation, creative and cultural activities and the freedom to retain, interpret and express their arts, history, heritage and traditions.
- Councils required to come to their own understanding about the meaning of ‘cultural well-being’



Wellington City Council's Arts and Culture strategy

- Developed in response to challenges confronting the arts and cultural sector
 - Competition from bigger cities
 - Threats to arts infrastructure from reduction in grants, sponsorship and income
- Proposes that the council
 - Promote the value of investing in the arts
 - Facilitate collaboration between arts organizations
 - Provide greater access to new technologies



Wellington's Vision

- Wellington is the place for all people to experiment with, learn about and experience New Zealand's contemporary arts and culture
- Three priorities
 - Enabling the best and the boldest of contemporary arts and cultures
 - Diverse experiences by diverse communities
 - Thriving creative enterprises
- Culture a 'tool' for achieving other objectives



Conclusion

- Councils comfortable with the idea of a quadruple ‘bottom line’
- Emphasis on taking an integrated approach to enhancing well-being and quality of life
- Recent legislative change has removed the requirement that communities determine their own outcomes.
 - More council-centric outcomes
 - Less ability for citizens to set strategic direction



Useful websites:

- <http://www.culturalwellbeing.govt.nz/node/119>
- <http://www.communityoutcomes.govt.nz/web/coutcomes.nsf/unid/CFIN-7FG3FA?openDocument>
- <http://www.wellington.govt.nz/haveyoursay/publicinput/2011-09-arts/2011-09-arts.html>