

# Regional Strategy 2021



Arts and creativity  
are integral to who  
we are as a dynamic,  
inclusive,  
and trans-  
formative  
region.

When arts and  
creativity is strong and  
visible, communities  
are strong and visible.

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# Introduction

Creative expression simply makes life better. It helps to build resilient and diverse communities and improve our quality of life.

Great art and culture inspires learning, boosts our economy, enhances wellbeing, builds our region's reputation, and more. The arts can also be used as ideal problem solving tools to help us with major challenges such as Covid-19 recovery.

It is important that there is an ongoing framework to support how creative people work. Having access to a thriving arts and cultural sector makes for an exciting and engaging city, town and region. There is great strategic impact from setting things in motion to make this sector sustainable and active. The arts, culture and creative sector makes a substantial contribution to the broader Waikato Region – not only through the lens of cultural wellbeing, but also social, environment and economic wellbeing.



# Blueprint for the future

If all of our local authorities, in partnership with regional enablers, shared a single, simple blueprint for arts aspirations and planning, the impact for our communities would be significantly greater.



We all want the same things for our communities – wellbeing, prosperity, shared experiences, and regional excellence. So let's align our actions to get there.

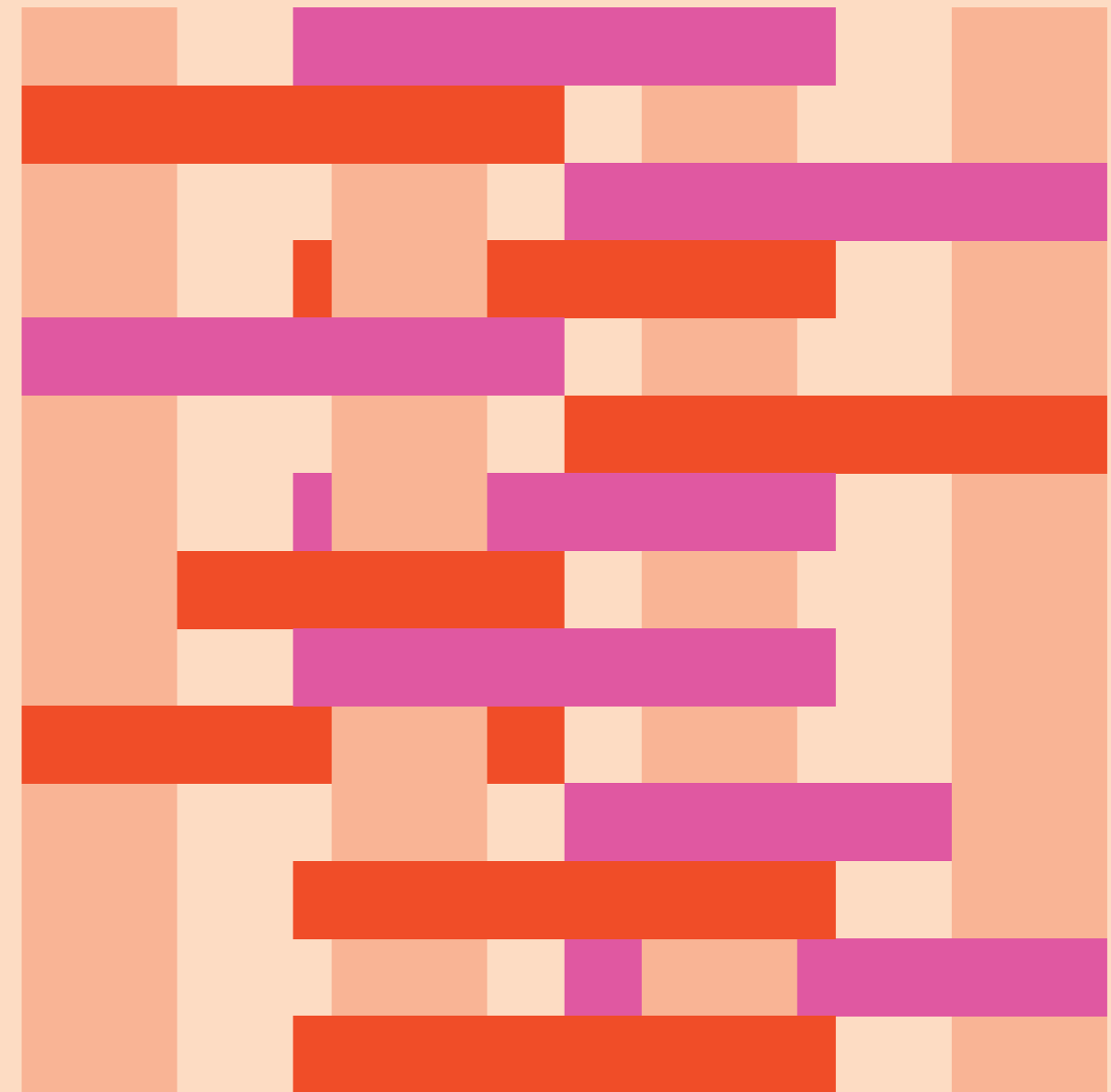


Creative Waikato are your local arts experts. We have been working extensively across the Waikato since 2012. We are here to support your efforts. We want to partner with you to realise exciting and successful outcomes.

# Creativity and wellbeing

Creativity is essential to a thriving humanity. It is how we understand who we are and how we connect to one another. It is interwoven through all facets of our wellbeing.

This intricately woven cloth is our collective experience. In it, we can see the horizontal threads as arts and culture, and the vertical threads as everything else. When both work together, with arts and culture touching each strand of all other aspects of society, the interlocking strands become beautiful, strong and inspiring.



This fabric represents our capacity to live healthy and fulfilling lives, by allowing us to identify who we are, how we engage with each other, and how we think and feel. This is our wellbeing.

Wellbeing looks different within many different cultures, and needs to be addressed as such. It is a living and holistic

thing that is intrinsically connected with who we are. This is connected to the many diverse communities in this region. Because we are based in Aotearoa, at the core of this work we must acknowledge the wellbeing of tangata whenua, and understand wellbeing from a Te Ao Māori perspective as integral to wellbeing in Aotearoa.

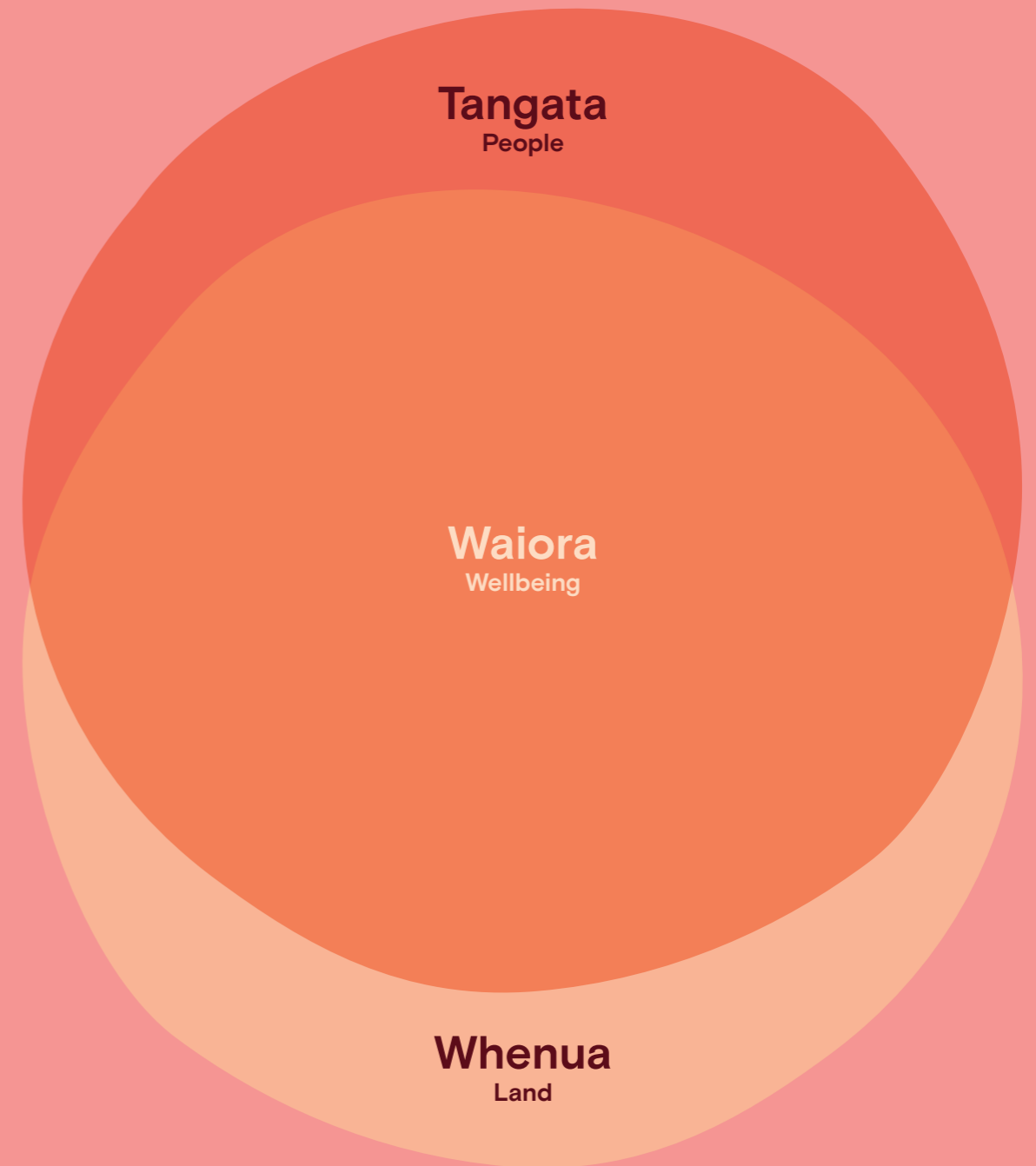


# Te Ao Māori lens

It is vital that we embrace a Te Ao Māori lens in the way we operate and build our collective vision for a shared future.

We must acknowledge the wellbeing of tangata whenua and understand things from a te ao Māori perspective as being central to our understanding of wellbeing in Aotearoa.

A Te Ao Māori (the Māori world-view) lens provides a unique opportunity for us to think and act in a distinctive way. A way that sees the interwoven experience of things. A way that sees creativity as a core part of life and existence. A holistic wellbeing.



Māori values are informed through an indivisible relationship alongside and within the natural world. There are patterns, stories and connections between all living things, and these elements serve to provide clarity and understanding. There is a plurality of

existence where things are connected. The concepts are inclusive and holistic. They let us share and value our human experience and to engage with one another in an empowering way. To give mana to each other and to acknowledge our individual and collective mauri.

# What is the Waikato Arts

# Navigator?



The Waikato Arts Navigator (WAN) creates a shared framework, including a vision and strategy, for supporting and strengthening our arts and culture in the region. It guides planning and decision making.



In using WAN as our common strategy, we can all track in the same direction and cross-regional efforts will support, complement and strengthen one another.

Arts and creativity are integral to who we are as a dynamic, inclusive, and transformative region. When arts and creativity is strong and visible, communities are strong and visible.

## The Vision

The Waikato  
prosper  
with  
diverse  
and  
trans-  
formative  
creative  
activity



# Five Threads of the Waikato Arts Navigator

The ultimate objective of WAN is to have all Councils in the region making decisions with the following outcomes in mind. The effect of this would be transformational for the Waikato.

These threads represent key areas of focus that connect across our broader societal ecosystem.

CREATIVE WELLBEING	CREATIVE PROSPERITY	CREATIVE EXPERIENCES	CREATIVE EDUCATION	CREATIVE INNOVATION
Mental, physical & spiritual wellbeing	Creative economies	People experience local, national, international arts	Participatory art projects	Business partnerships
Positive collective & individual identities	Attract & retain residents	Community & cultural expression	Upskilling creative professionals	Informing local government decision making
Create, grow & strengthen communities	Tourism opportunities	Recreation & interaction	Community art classes & projects	Local problem solving
Inspired responses to challenges such as Covid-19	Positive national perceptions	Community engagement & connection	Youth development	Distinct local expression
Strengthened connection to place	Increased investment from regional & national funders	Local pride	Audience development	Creative export opportunities

## CREATIVE WELLBEING

Creativity can open our minds, relax us, lift our wairua (spirit) and give us hope.<sup>1</sup> The arts provide connection to ourselves, our communities and our sense of place. They help define who we are and who we want to be.

The arts make a huge contribution to the wellbeing of individuals and communities. They are a source of national pride, a chance to learn about different cultures and an opportunity to provide life-enhancing experiences. Creative expression and experiences have a big impact on our mental, physical and spiritual wellbeing.

### EXAMPLES OF ACTIONS TO CONSIDER

An arts response for Covid-19 recovery. This could be an ideal way to restore and protect the wellbeing of your local people.

Ensure that any arts festivals and programmes are actively inclusive of Māori – both for artists and audience.

Support your local arts organisations who are working for the health of local people. These could include youth programmes and other community development programmes.

### PITFALLS TO AVOID

Don't assume that the people who are visible and vocal are the only ones with wellbeing needs. Often those who aren't engaged and visible are of the highest need.

Try to avoid any unnecessary red tape or complications that might stand in the way of public programmes.

<sup>1</sup> 'Using the arts and creativity to imagine wellbeing' <https://www.creativenz.govt.nz/blog/using-the-arts-and-creativity-to-reimagine-wellbeing> Moynahan, M (Chairman of the Arts Council of NZ)

## CREATIVE PROSPERITY

According to government figures from 2020, the creative sector contributes a massive \$11 billion a year to NZ's GDP and employs 90,000 people nationwide. Many people in the Waikato rely on the arts for some or all of their income. The potential to grow the economic activity of this sector in the Waikato is huge.

As well as generating income for people working in the arts, the creative sector creates tourism opportunities, supports innovation and collaboration, and can promote towns and the region as creative and innovative places.

For our towns, the arts can help attract new residents, retain youth, and create positive national perceptions.

### EXAMPLES OF ACTIONS TO CONSIDER

Target funding and development support to start-up creative businesses.

Invest in local arts events and organisations that will encourage tourism and local spending.

Look for opportunities to involve artists in innovative collaborations.

### PITFALLS TO AVOID

Make sure artists are properly remunerated. Their sustainability and the success of your projects depends on you valuing what they do.

## CREATIVE EXPERIENCES

Creative experiences add to our quality of life. Whether it's watching something at home, listening to the radio in the car, or getting out to a gallery, theatre, or music venue, experiencing and participating in the arts supports our understanding of ourselves and of others.

The arts allow us to intelligently reflect on our communities and the wider world. They provide moments of joy and recreation. Local arts can build local pride in our people and places.

### EXAMPLES OF ACTIONS TO CONSIDER

Ensure that local venues are accessible.

Support the promotion of local arts events to increase participation.

Distribute funding so that people have the opportunity to experience the arts without having to travel out of your area.

### PITFALLS TO AVOID

Work to ensure that there are a wide range of arts experiences available for the different cultures, ages and walks of life in your communities.

Strike a balance between supporting local creatives, and bringing in fresh new content and skills.

## CREATIVE EDUCATION

Artistic literacy is making meaning through the arts as a way to connect with our own humanity and the humanity of others.<sup>2</sup>

Enabling audiences to engage or be co-creators of art, provides a sense of pride in who they are and their place in the world, as well as their connection with others.

As well as engagement with the arts, upskilling creative professionals and providing community art classes and projects is important. Artists and creatives provide unique ways of looking at the world and help to develop design-thinking, creativity and critical thinking – all skills important for our future workforce.<sup>3</sup>

### EXAMPLES OF ACTIONS TO CONSIDER

Valuing new ways of thinking and problem solving.

Encouraging and supporting arts vocations as a feasible career pathway.

Providing access for all communities to connect with art.

Support for mentoring and development programmes.

### PITFALLS TO AVOID

Lack of recognition of how the arts can facilitate critical thinking and problem solving.

<sup>2</sup> What is artistic literacy? <https://artistic-literacy.institute>  
<sup>3</sup> Arts-based teaching of literacies – [www.aare.edu.au](http://www.aare.edu.au)  
<sup>4</sup> Ibid

## CREATIVE INNOVATION

Creativity and innovation are two concepts which are increasingly becoming more synonymous with one another.

Creativity provides the inspiration and idea that something is possible. Innovation takes this idea and transforms it into a practical reality.

Creativity can be the spark and innovation the gas to the pedal that produces results.<sup>4</sup>

Creative innovation considers ideas and processes, and turns these into action. There are endless opportunities to use this to inform local government decision making, assess potential export options, foster business partnerships and encourage unique ways of local expression.

### EXAMPLES OF ACTIONS TO CONSIDER

Providing environments in which opinions, new ideas and thoughts are valued and encouraged.

Embracing diverse experiences, different perspectives on difficult questions and a willingness to embrace creativity to find new and better solutions.

Adequately funding local arts to help create innovative opportunities.

Involving artists in decision-making processes across different areas of work.

### PITFALLS TO AVOID

Lack of recognition for the skills and insight artists can provide across a variety of different areas.

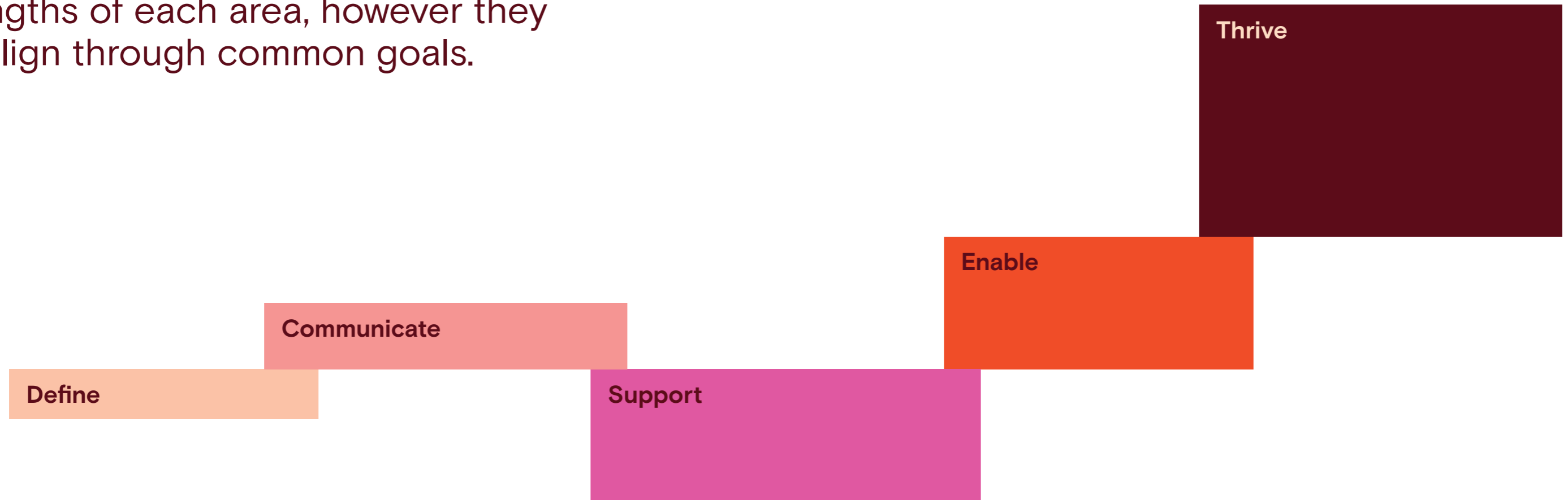
Leaving input from artists as an after-thought rather than integrating critical problem solving solutions at the start of a project, when it has more impact.

# How does the Waikato Arts Navigator

**work?**



Councils can utilise WAN to develop simple and practical plans that support arts and culture in their community. The plans can be tailored to the unique strengths of each area, however they will align through common goals.



By aligning local actions within the five key threads of the Arts Navigator strategy, the result for the Waikato will be regional synergy which will magnify collective efforts. Additionally, when we grow a common understanding of the benefits of the arts and culture we will be in a better position to support regional progress.

- COUNCILS AND COMMUNITIES WILL BE ABLE TO**
- Clearly see their communities within the plan
  - Agree with the priorities and understand how they can benefit their communities
  - Identify elements within the plan that they can support or action, thus contributing to the realisation of the vision
  - Recognise the importance of relationships between stakeholders and other communities in order for the vision to be realised

Creative Waikato’s goal is to support and enable our arts communities to thrive. We are here to provide a creative lens to guide and enable decision-making that leads to the best possible outcomes, not only for the arts sector, but for all communities.

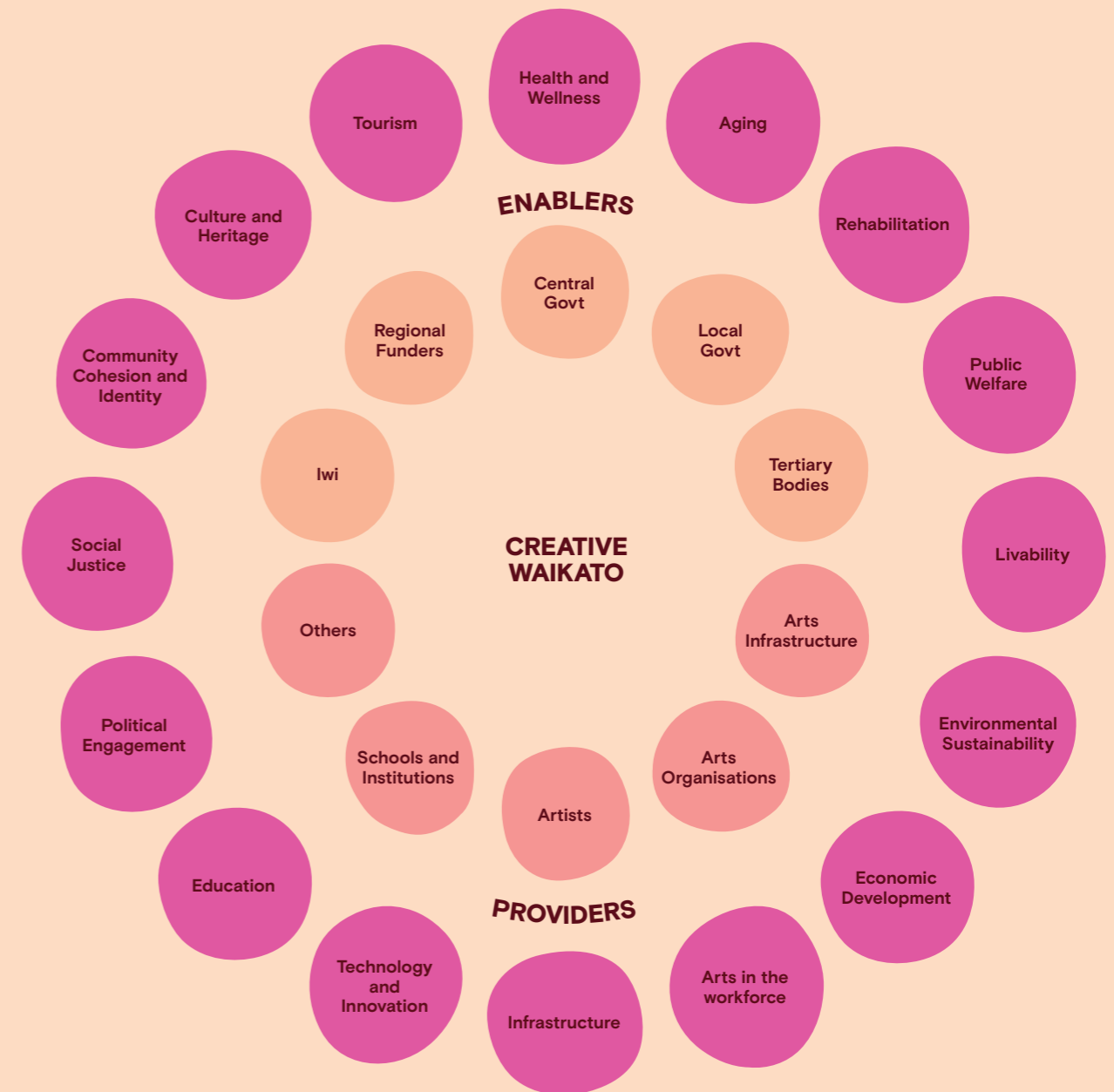


# Arts as part of our community ecosystem

The arts can be, and should be, embedded in all facets of our community. They feed into a broader understanding of the ecosystem of our community and place. When we collectively use arts-based approaches we move forward in an inclusive and engaging way.

It is important for local government, industry and sector leaders to see artists as a more embedded component within the rest of society. This encourages a collaborative space where the value of artists in society can be better recognised and utilised. As part of this, it would include a diverse but interconnected ecosystem of arts infrastructure (both hard and soft) that would provide clear pathways for artists and community members at any stage of the journey.

Arts and cultural ecosystem within the broader society and community



**Health and Wellness**  
Wellbeing for individuals  
Better care for each other  
Increased quality of life

**Aging**  
Physical and mental stimulation  
Entertainment  
Social interaction

**Rehabilitation**  
Purpose  
Self-care  
Social interaction  
Capability Development

**Public Welfare**  
Community Pride  
Mutual trust  
Safer and healthier communities

**Livability**  
Arts create vibrant cities  
Environmental impact  
Quality of Life

**Environmental Sustainability**  
Education and Innovation  
Advocating and driving awareness  
Communication

**Economic Development**  
Economic Wellbeing  
Support services and impact  
Sustainable Funding  
Workforce Development

**Arts in the workforce**  
Well-rounded workers who drive innovation  
Creative thinkers  
Solid communicators

**Infrastructure**  
Advocacy, communication, design, breaking down barriers  
Agriculture, Food, Transport, Housing, Planning and Community Development

**Technology and Innovation**  
Symbiotic relationship for creation and development  
Technology can be used to create and disseminate art

**Education**  
Arts are part of a well-rounded education  
Curiosity and exploration  
Important at all levels of education

**Political Engagement**  
Can encourage political engagement, voting, and activation

**Social Justice**  
Civic dialogue to discuss issues and policies  
Arts facilitate dialogue

**Community Cohesion and Identity**  
Binds people together through shared experience  
Creates common vision for the future  
Arts bring people together

**Culture and Heritage**  
Art activity  
Diversity/Access/ Identity  
History and Tradition

**Tourism**  
Economic impact  
Empathy between communities  
Arts for travel

# Arts and culture

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where  
are we  
now

By investing in the creative sector to deliver creative and cultural activities, local government can deliver long-term value to communities.<sup>5</sup>

We already know that the arts help improve New Zealand society, make us feel more confident and contribute positively to our economy.<sup>6</sup>

There is no doubt that Covid-19 has had a significant impact on the arts and cultural sector. There was an increase in creative activity throughout the lockdown, but in-person participation (as audience, as performers, as members of groups, societies and classes) ceased, causing major challenges for arts organisations in the Waikato region.

<sup>5</sup> Creative New Zealand, "Supporting Your Arts Community through Covid-19 - He Waka Eke No", June 2020  
<sup>6</sup> Creative New Zealand, New Zealanders and the Arts 2017

As a region, we value the arts<sup>7</sup>

56%

agree the arts help create connection between different people in the community

47%

agree the arts activities available in the Waikato give young people an opportunity to express themselves

38%

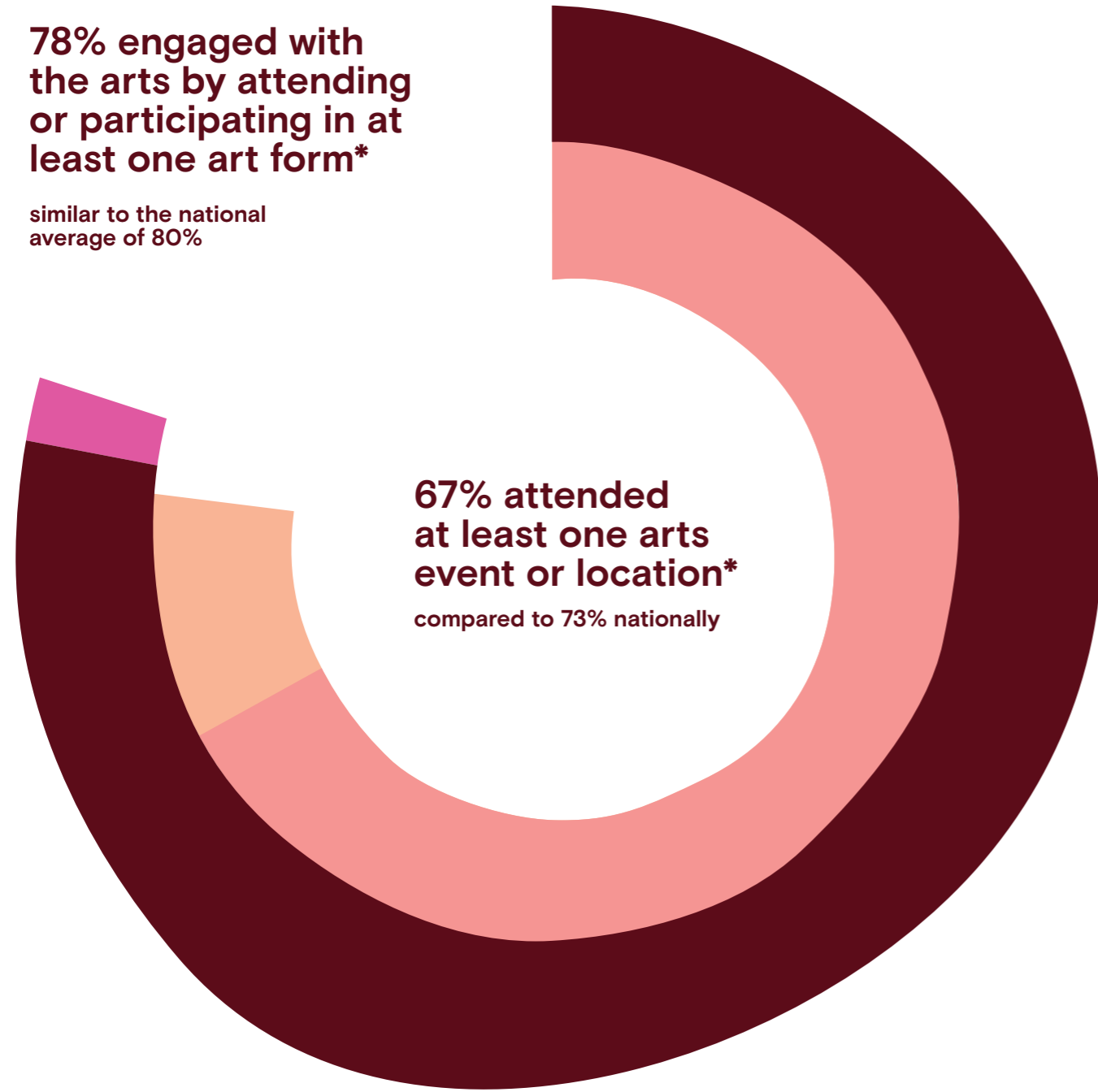
feel the arts and culture are very, or extremely, important to the region's identity

<sup>7</sup> Momentum Waikato - Waikato Vital Signs 2020 'Culture and Arts' report (other ref Creative New Zealand, 'New Zealanders and the Arts 2017')

As a region, we value the arts

**78% engaged with the arts by attending or participating in at least one art form\***

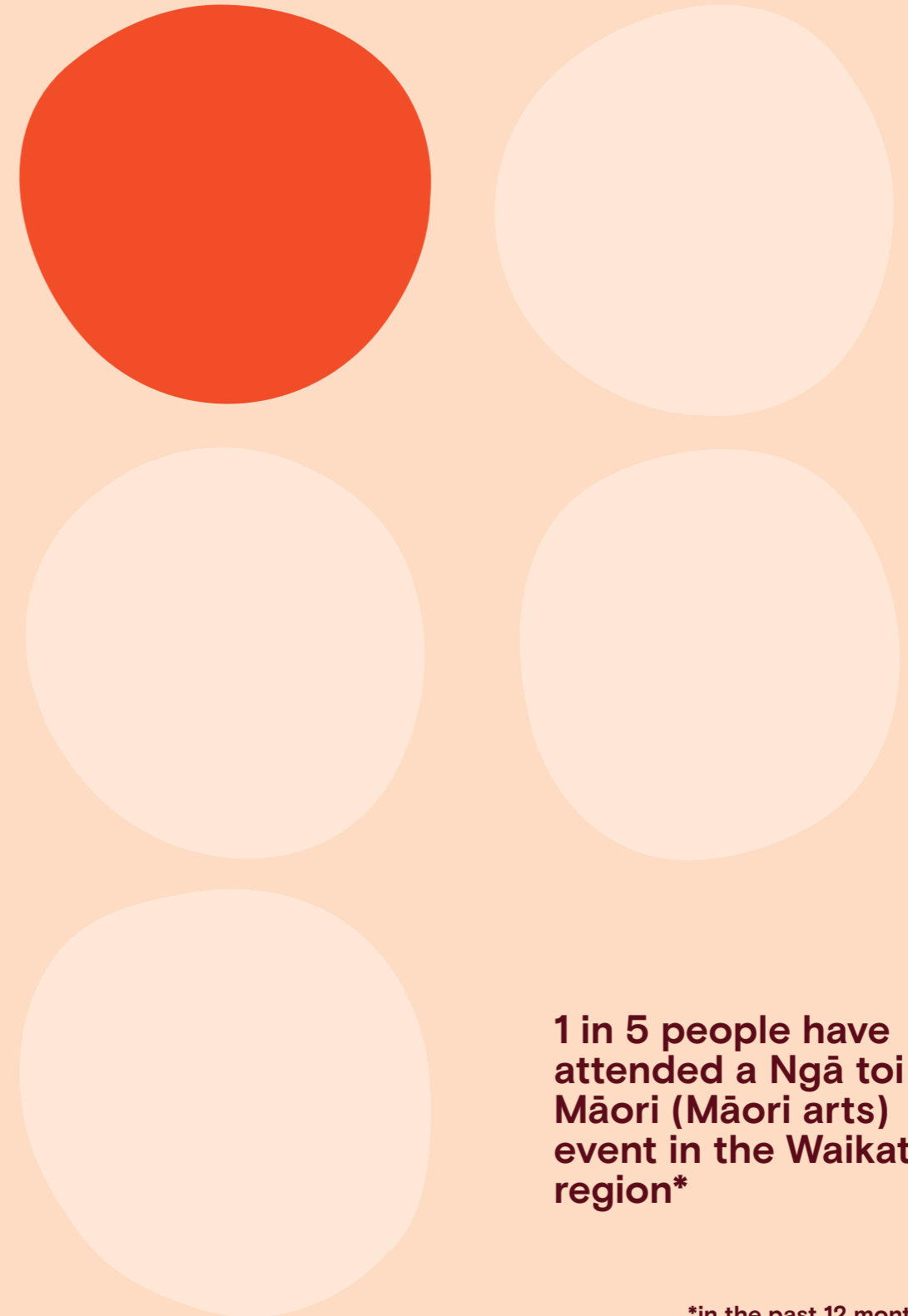
similar to the national average of 80%



**67% attended at least one arts event or location\***  
compared to 73% nationally

\*in the past 12 months

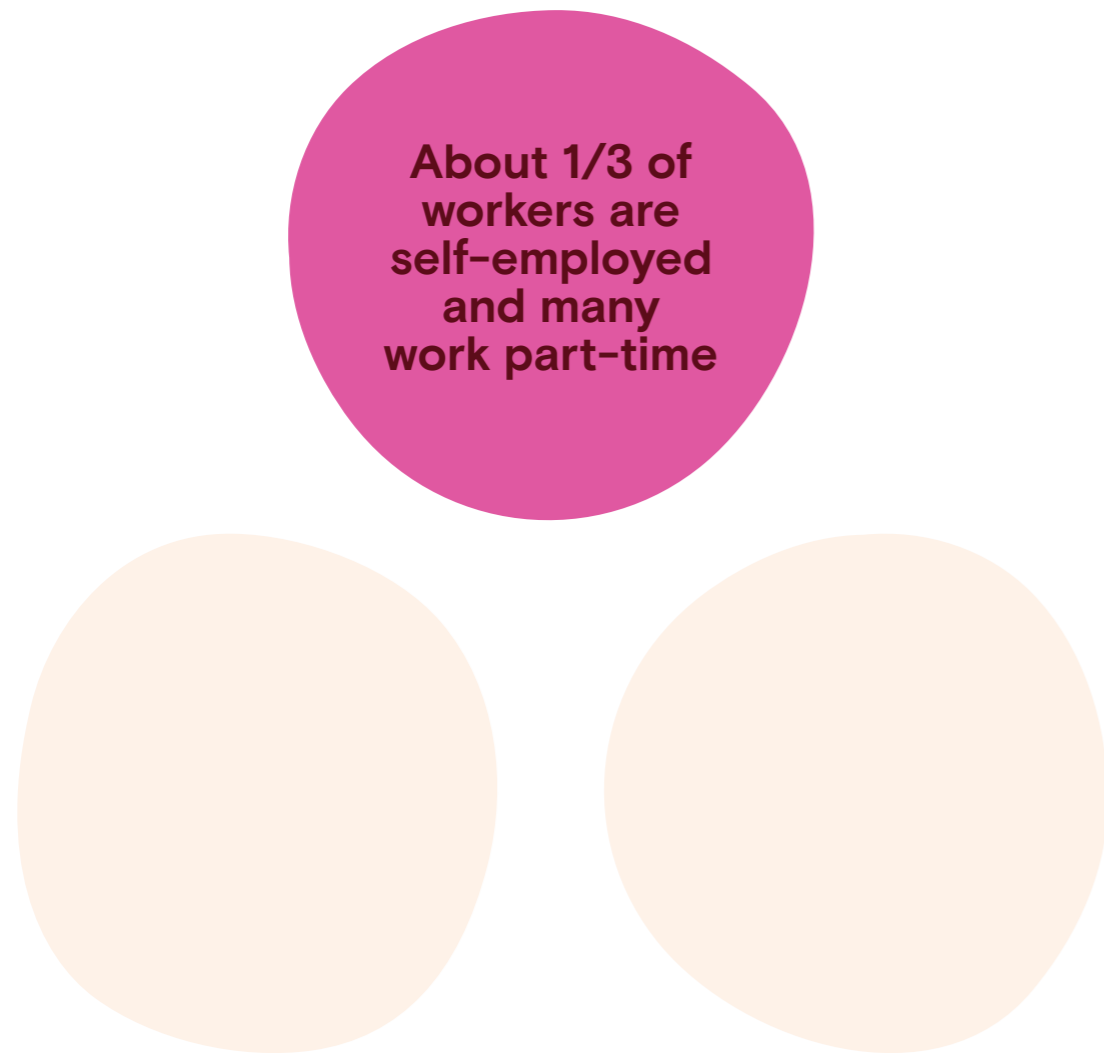
As a region, we value the arts



**1 in 5 people have attended a Ngā toi Māori (Māori arts) event in the Waikato region\***

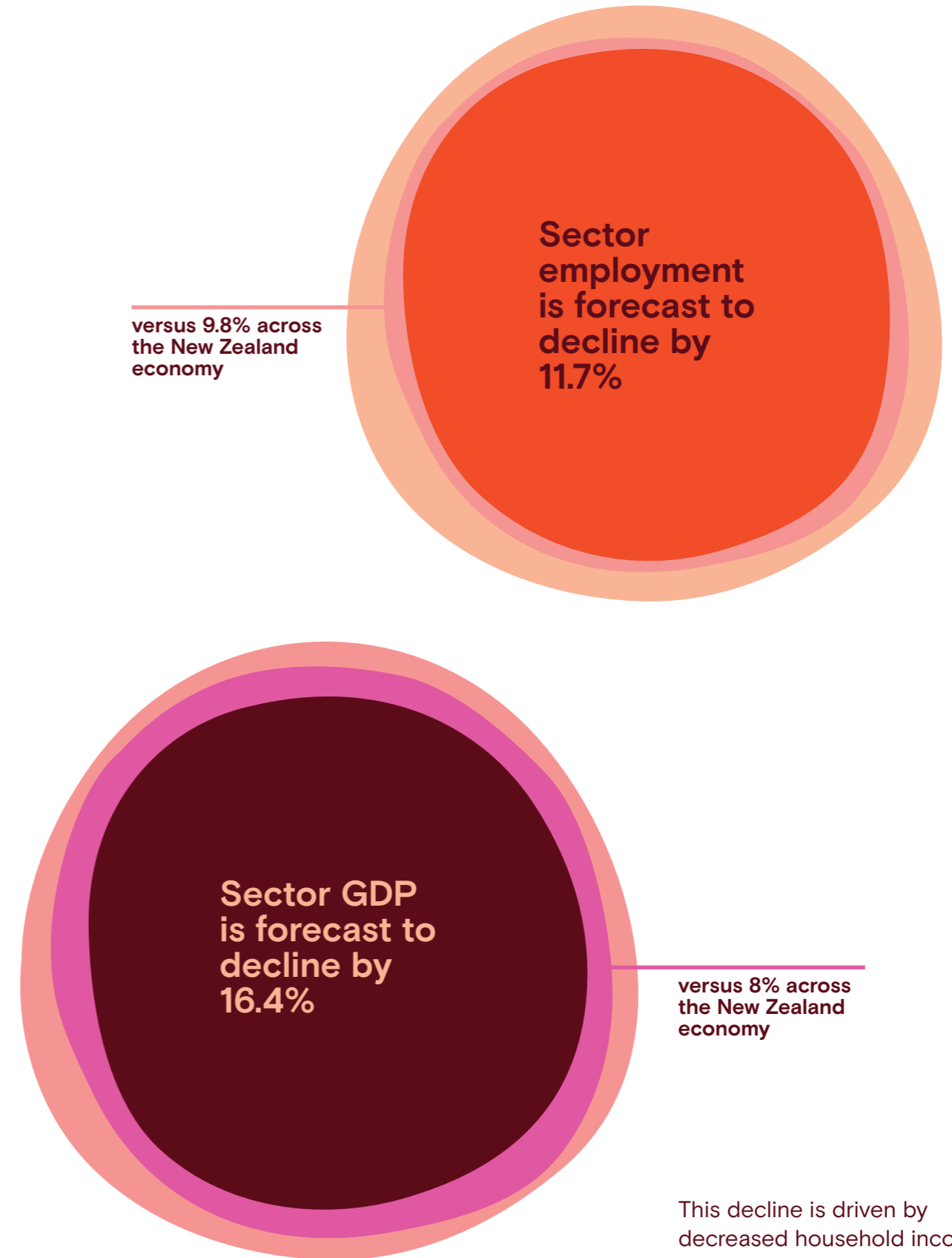
\*in the past 12 months

Nationally, in the arts and creative sector, for the 12 month period to March 2021



Two key sources of secondary employment for creatives – hospitality and construction – will be the hardest hit sectors.

Nationally, in the arts and creative sector, for the 12 month period to March 2021



This decline is driven by decreased household incomes and tourism spending, and changes in audience behaviours.



# Challenges

# and

# Opportunities

This time of uncertainly forced the arts sector to pause and reflect on how it would respond. We all know that there will always be a need for arts and creativity.

Global catastrophes change the world. Before Covid-19, the labour market was already undergoing a significant transformation, driven by automation but also other factors such as climate change<sup>8</sup>. The impact of Covid-19 has also amplified challenges that already existed, such as social inequality, mental health and economic fragility.

Arts and cultural activities serve as a coping mechanism for humanity. They help us to adjust to new conditions. They help us find clarity around who we are and how we connect. Because of this, post-Covid, we saw creativity on a level never before seen in human history. An appetite for culture was shown around the world. Online concerts, virtual galleries and musical performances not only provided entertainment and cultural uplift, but served to remind us of our humanity. What is needed now is to translate this into a broader understanding of the concept of the value of the arts in the wider community.

<sup>8</sup> Culture Lab 2030 'Voices of the City', p 4 – [https://en.unesco.org/creative-cities/sites/creative-cities/files/16\\_pages\\_villes\\_creatives\\_uk\\_bd.pdf](https://en.unesco.org/creative-cities/sites/creative-cities/files/16_pages_villes_creatives_uk_bd.pdf)

### EXAMPLES OF ARTS BASED COVID-19 RECOVERY

Public murals can encourage people back into our towns, uplift spirits and stimulate economic activity.

Transform empty shop windows into temporary gallery spaces to showcase local artwork and installations. If your town saw an increase in vacant shops, this can transform depressed areas into spaces of pride.

Run an arts festival. This can bring people back together, strengthen the bonds in our communities, and support a sense of belonging.

### PITFALLS TO AVOID

When investing in local arts initiatives, make sure you have the right people behind these projects to ensure success. Sometimes that means bringing in expert knowledge.



The power of art to restore some wholeness to psyches and souls shaken by disaster has emerged as a major theme in artist-led recovery efforts.<sup>9</sup>

Artists have been the first to respond to disasters and crises. They have galvanised efforts to connect communities in providing post-recovery solutions. Artists have shown they are able to take initiative and create innovative forms of leadership and local governance to provide necessary services and amenities in their communities,<sup>10</sup> this has been in spite of the fact they are not always supported monetarily.

The arts can be, and should be, embedded in all facets of our community. They feed into a broader understanding of the ecosystem of our community and place. When we collectively utilise an understanding of arts-based methodologies there is a way to ensure that we can move forward in an inclusive and engaging way.

<sup>9</sup> Forecast 'How artists help communities heal' – <https://forecastpublicart.org/how-artists-help-communities-heal-after-disasters/>  
<sup>10</sup> 'Gauging the Impacts of Post-Disaster Arts and Culture Initiatives in Christchurch' - <https://www.eqrecoverylearning.org/assets/downloads/2045-Gauging-the-Impacts-of-Post-Disaster-Arts-and-Culture-Initiatives-in-Christchurch-main-document.PDF>

### EXAMPLES OF ACTIONS TO CONSIDER

Supporting projects that support and raise awareness of psychological and emotional wellbeing.

Celebrating local identity and using arts to bring communities together.

Using the arts to reframe how we respond to crisis.

### PITFALLS TO AVOID

Not taking advantage of artists' critical thinking and creative skills to be able to bring communities together.





## Arts-enabled decision making

It is vital for government, sector leaders, and strategic organisations to acknowledge the role that arts can play in terms of wider sector engagement, communication, creative thinking, and the reimagination of what our world could be.

By definition artists are innovators and lateral thinkers. They see ideas and solutions where others may not. They are masters at problem solving as this is a core part of their creative work.

There is strength in applying an arts-informed framework to decision making, and strategic development in all facets of community leadership. By engaging in an artistic and creative process we are embracing vulnerability, opening our minds and tapping into what makes us human.

Creative thinking is vital to thriving communities. Artists should be involved wherever possible in decision-making processes, as they look from different angles, engaging imaginations, testing new ideas, and shaking and prodding wherever they can.

### EXAMPLES OF ACTIONS TO CONSIDER

Artists can be instrumental in contributing to civic projects and developments i.e., infrastructure projects, spaces etc.

Artists ability to think laterally and innovatively can make connections across sectors i.e., health care, community development and civic engagement

### PITFALLS TO AVOID

Leaving artist input as an after-thought, when ideas have less impact.



Arts, culture and creativity are powerful levers for positive social change. They show us that we make the world rather than simply inherit it.

**A 10-year**

**outlook**



WAN provides an aspirational vision to see our region become a place with a vibrant arts and cultural sector that thrives with diverse and transformative creative activity. This means that there is the ongoing sustainable development of a wide range of artistic and cultural activities.

The arts are valued and celebrated in our communities with robust and flourishing pathways from participation and audience engagement, training and capability development through a range of practical activities culminating in having a sector of creative professionals whose careers are able to live and thrive.

A strategic framework with a long-term view point, recognises that transformational change takes time. There are many elements that must coincide to enable such transformation – hard

infrastructure (physical assets) and soft infrastructure (people and services), arts activity, regeneration, supporting artists and arts organisations, valuing creativity and creative thinking. Proactive collaboration and strong advocacy from Councils and other leadership organisations such as philanthropic funders, tertiary organisations, regional leadership organisations, Iwi and other regional networks will inevitably empower the broader community to work towards a common vision.



There is an opportunity to continue to make this change with a strategy that is forward in its intent but localised in its action.



'The most defining aspect of the next age is that it is a creative age – the world will be shaped by creatively minded citizens developing creative processes and ideas' <sup>11</sup>

# Long-term focus areas

To ensure arts and creativity becomes integral to who we are as a region, we need to understand the environments in which we operate, how we connect, work and play together.

This requires a consistent, collaborative approach to ensure the arts and creativity can inform and enhance what we do and how we do it.

This vision is a long-term one, however, there are some focus areas that can lead us on the path toward a dynamic, inclusive and transformative region.

## Embedding arts and creativity

The arts in our society is like an iceberg floating in the ocean. The visible bits above the water are the tangible products of culture – paintings, sculpture, music, dance, theatre, poetry, etc. Then extending down beneath the water we discover the foundation and ephemeral, intangible elements of the arts – the values, beliefs, thoughts, and emotional responses that are essential in our understanding of ourselves and each other.

The extent to which our communities can see the arts in their places and spaces, in the activity around them and in the interactions with others, is a reflection of how embedded the arts and creativity are in their community.

The arts can have a transformative effect on how people see themselves and the world. It contributes hugely to overall wellbeing as well as creating employment. By embedding the arts in our soft infrastructure (people and services) and hard infrastructure (physical assets) we will really start to see transformation.

**Surface Culture**  
Tangible elements

**Deep Culture**  
Values, beliefs, thoughts and emotions

## Ongoing sustainable investment

To be truly transformational there must be ongoing sustainable investment into the arts sector. Investment is not only monetary, it is also supporting and enabling arts activity to become integrated into the lifeblood of our region.

Sustained, long-term investment ensures key infrastructure is entrenched, spaces and places are activated, arts activity can flourish and pathways for employment are supported.

This strategy provides key threads as areas of investment to ensure our region remains dynamic and strong moving forward.

Investment in the arts is an investment in communities. Investment over an extended period of time allows for a more strategic consideration of how this can be used—to have broader visions for activity because there is more time to plan, opportunity to collaborate with both the arts and cultural sector and wider communities because there is more time and scope to create meaningful relationships.

Many arts organisations in the Waikato region rely on a range of funding sources, and a lot of time is spent finding and securing funding. There is a need for more sustainable funding streams for arts and cultural activity. If we see investment as people focused we can then look at opportunities to explore the way our community and arts funding models work.

## Collaboration to foster and grow creative activity

There is a whole ecosystem that is required to keep a functioning and beneficial artistic culture alive: having spaces to present work, having people to help make work, having access to materials and technology to craft work, and having audiences to engage with the work. Many times, each of these elements is running on volunteer hours and goodwill.

To strengthen and grow creative activity, a collaborative approach recognises that all sectors make an important contribution to the cultural wellbeing of our region.

These partners form part of an interconnected eco-system that can support a regeneration of ideas, cultivate new connections and realise transformative ideas.

A stronger region is a collaborative one, where we are all working toward a common purpose and believe in the power of the arts and importance it has for humanity.

## Supporting artistic pathways through capability building

Art is a strong manifestation of culture, and having sustainable and accessible arts activities is fundamental for strong cultural identity. Making, sharing and enjoying art is foundational to our collective cultural life. It engages our creativity and allows us to experience the world through someone else's reality. The arts encourage us to tell our stories, and allow us to share ideas.

Supporting artists and arts organisations, with capability building, ensures the arts are valued and celebrated in our communities.

With robust and flourishing pathways — from participation and audience engagement, to training and capability development through to a range of practical activities, we will have a sector of creative professionals whose careers are able to thrive.



**Where to**

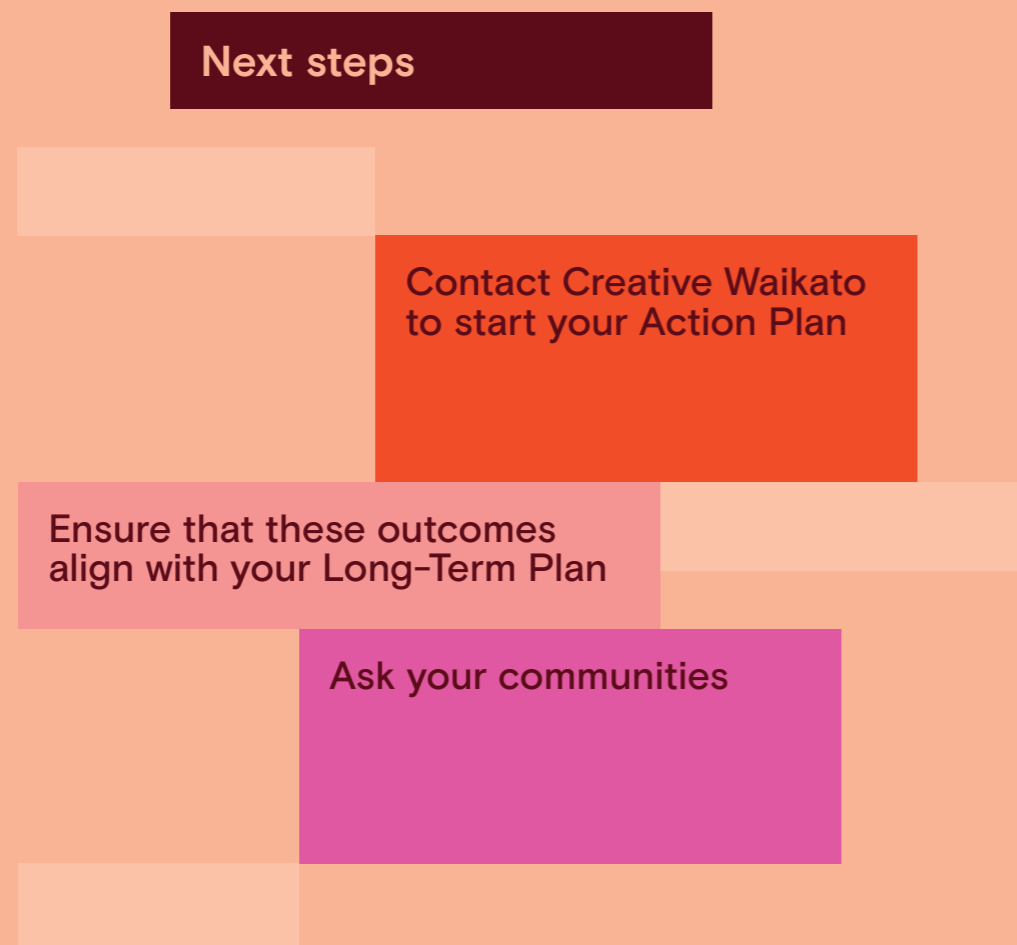
**from  
here**



# A call to action

Creative Waikato will work with Councils, funders and other partners on their specific plans, to help focus efforts, while creating a common language and purpose that can be used across many areas and align direction and decision-making.

We look forward to working with you to devise an action plan to enable your communities to prosper.



## Find us

Creative Waikato  
11 Garden Place  
Hamilton

## Opening hours

Monday to Friday  
Main space: 10am–4pm  
Office: 9am–5pm

## Contact us

[hello@creativewaikato.co.nz](mailto:hello@creativewaikato.co.nz)  
0508 427 892  
PO Box 9304  
Waikato Mail Centre  
Hamilton 3240

# About Creative Waikato

Creative Waikato is the regional arts organisation for the Waikato region, which includes 10 local authorities – Thames-Coromandel, Hauraki, Matamata-Piako, Waikato, Waipa, Hamilton, Waitomo, Otorohanga, South Waikato and Ruapehu. Our region also spans four Iwi – Waikato, Hauraki, Raukawa and Maniapoto.

We provide creative capability development for artists and arts organisations, strategic direction and support for sustainable arts, culture and creativity in our region.

Our vision is that

‘The Waikato prospers with diverse and transformative creative activity’

## What does this mean

The arts are valued and celebrated in our communities.

Our region has robust and flourishing pathways for participation and audience engagement and our creative and artistic professionals.

Ongoing sustainable development of a range of artistic and cultural activities throughout the region.

The arts, artists, arts and cultural organisations and arts activity is seen as a being a vital part of the Waikato region and the wellbeing of its people.

## Our purpose is

We are navigators who lead the elevation of creativity in our region and collaborate to provide opportunities for cultural wellbeing.

## Our role is

To help navigate our connections with our community and guide the way we work with artists, arts organisations and other key stakeholders.

## We have four key pou that support our work

### ELEVATE

We help you to succeed through advice, training and support.

### CONNECT

We connect you with people and places for stronger creative outcomes.

### AMPLIFY

We share stories far and wide and drive engagement with creative activity.

### ADVOCATE

We stand up for the arts as they are essential to the wellbeing of our region.

This is a time  
for vision.

A time for  
collaboration.

A time for  
creativity.

