



Hamilton City Council – Staff Feedback

Amplify: A Creative and Cultural Strategy for New Zealand (Draft) 2024–2030 (31 October 2024)

Ministry for Culture and Heritage

13 December 2024



Hamilton
City Council
Te kaunihera o Kirikiriroa

Improving the Wellbeing of Hamiltonians

Hamilton City Council is focused on improving the wellbeing of Hamiltonians through delivering to our five priorities of shaping:

- **A city that's easy to live in**
- **A city where our people thrive**
- **A central city where our people love to be**
- **A fun city with lots to do**
- **A green city**

The topic of this staff submission is aligned with all of the Council's five priorities.

Council Approval and Reference

This staff feedback was approved by Hamilton City Council's Chief Executive on 13 December 2024.

Feedback # 783

It should be noted that the following feedback is from staff at Hamilton City Council and does not therefore necessarily represent the views of the Council itself.

Introduction

1. Hamilton City Council staff welcome the opportunity to provide feedback to the Ministry for Culture and Heritage on **Amplify: A Creative and Cultural Strategy for New Zealand (Draft) 2024–2030 (31 October 2024)**.
2. We support the need for a national strategy that outlines how the government will prioritise support for our creative and cultural sectors to 2030.
3. We support the vision statement to *‘Amplify our arts and culture to make New Zealand a global creative powerhouse’*, noting that this vision requires time, effort, resources, and infrastructure to execute.
4. We are keen to continue to work collaboratively together with central government, Iwi, and regional creative organisations to provide better outcomes for the creative sector and our community.

Key Messages and Recommendations

5. Introduction

6. Our feedback is of a high-level nature, noting that we generally support the vision statement, guiding principles, and strategic pillars and actions. Our feedback also has the support of Creative Waikato.
7. We have a particular interest in several key components of the framework, that are aligned to the priorities of Hamilton City Council and have provided further commentary to these as follows.

8. 2023 Targets

9. Overall, we support the targets of the strategy. However, we recommend that these should be reordered, with a view to better reflect the importance and prioritisation of critical impact measures. Namely, *‘More New Zealanders are actively engaging with New Zealand arts, culture and heritage’* should be reprioritised as the leading target.
10. Increased engagement in arts and culture has a significant impact on community wellbeing and is a key driver in outcomes such as reduced isolation, increased social cohesion, and personal and community identity¹.

11. Guiding Principles

12. We support the principles as outlined in the strategy but recommend a reordering to prioritise the importance of te ao Maaori as a taonga to Aotearoa, and to better recognise the value of access to arts and culture to increase community wellbeing.
13. We recommend the following order:

1. Government supports and recognises the value to people’s lives of lifelong engagement with arts, culture, creativity and ngā toi Maaori.
2. Government acknowledges Maaori arts, culture and heritage as taonga and important to New Zealand’s culture and identity, and partners with Maaori to enable their cultural aspirations.

¹ https://creativenz.govt.nz/-/media/Project/Creative-NZ/CreativeNZ/PageDocuments/cnz-future_for_local_government-submission-23062022.pdf

3. Government values all creative work, people, and audiences, and takes the unique attributes and benefits of the creative and cultural sectors into account during policy development and investment.
4. Government provides support for creative and cultural practitioners at all stages of their development, and clear pathways into work that uses their skills.
5. Government works to connect New Zealand creatives to local and global audiences.

14. Toi Maaori is unique to Aotearoa and should be emphasised as a critical principle and recognised as a key driving force to support Aotearoa as being a global creative powerhouse.

15. Strategic Pillar – Investing for Maximum Impact

16. We support the concept of investing strategically to increase access and maximise value for the creative and cultural sectors. It would be useful to understand how investment aligns with this strategy, and how central government views the role of local government in improving access to the arts for all.

17. We wish to indicate the importance of the impact made through collaboration and partnership between Hamilton City Council, regional community-activated organisations, and individuals in the creative sector. This creates vital opportunities for increased community access and participation in arts and culture.

18. Hamilton City Council currently provides strategic investment into our arts and cultural sector, through direct funding of a major regional institution – Te Whare Taonga o Waikato Museum and Gallery, community partnerships, policy and planning, and specific creative sector funding, to support arts and culture-focused community initiatives. It would be useful to understand how targeted funding may support the work already being implemented by community philanthropy and local government, noting these sources are already oversubscribed.

19. It would also be useful to understand how support may be leveraged for this sector, and how this will work towards clear strategic outcomes for local communities.

20. We also acknowledge the importance of collaboration and the benefits this has in providing opportunities and outcomes for local communities. However, we acknowledge the time and effort collaboration takes, therefore we look forward to understanding what collaboration incentives outlined in the strategy may be.

21. Hamilton City Council recently adopted Creative Waikato's Arts Navigator and Performing Arts Strategy to progress positive community outcomes. This joined approach will support and guide planning and decision-making through utilising strengths, removing barriers to access, enabling more activity, and ensuring arts and culture is strong and visible in our community.

22. Additionally, our strategy, He Pou Manawa Ora ([refer here](#)) sets out how we celebrate our special Maaori heritage and history, including Toi Maaori. Our Play Strategy frames our vision for how Hamiltonians play in our city, including how art and playfulness may intersect and how cultural institutions contribute to these strategic outcomes.

23. We support the statement that '*Government will also continue to invest in creative activity that has social benefits*' and we are keen to explore how we can work with central government and the arts sector to provide opportunities for our community to participate and engage in arts and cultural activities, museums and galleries.

24. Strategic Pillar – Reducing Barriers to Growth

- 25.** We support the concept of streamlining government regulation to enhance outcomes for the creative and cultural sectors. Specifically, we would be keen to explore ways to reduce barriers, and to increase access and engagement to arts and culture for all.

Further Information and Opportunity to Discuss our Feedback

- 26.** Should the Ministry for Culture and Heritage require clarification of the feedback from Hamilton City Council staff, or additional information, please contact **Rebecca Whitehead** (Community Services Unit Director) on **027 808 6392**, or email rebecca.whitehead@hcc.govt.nz in the first instance.
- 27.** Hamilton City Council representatives would welcome the opportunity to discuss the content of this feedback in more detail with the Ministry for Culture and Heritage.

Yours faithfully



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CHIEF EXECUTIVE

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