



Creative Strategy

TE ARA TOI O ROTORUA

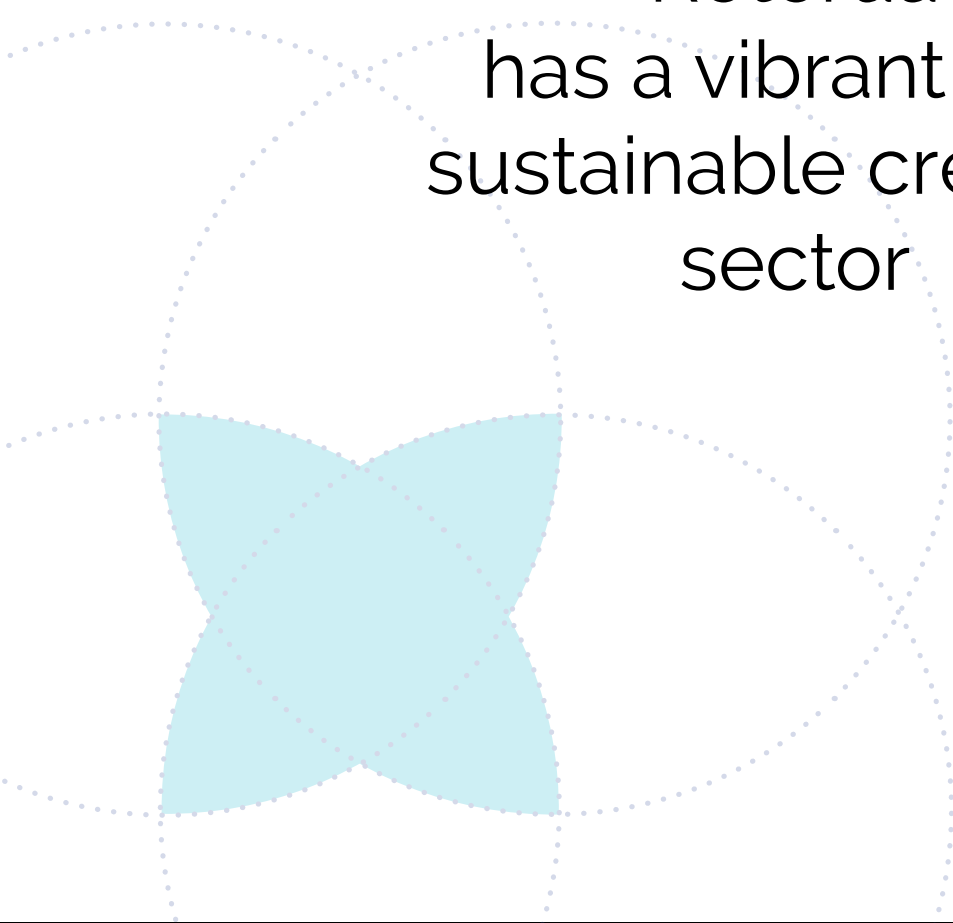
**A COMMUNITY VIEW
TATAU TATAU - WE TOGETHER**

Rotorua 2030

November 2016

He hāpori pūmanawa,
he hāpori toi

Rotorua
has a vibrant and
sustainable creative
sector

A decorative graphic consisting of several overlapping circles with dotted outlines. In the center, there is a solid teal-colored shape that resembles a stylized flower or a cluster of overlapping petals.

Welcome to our way forward



Tena koutou katoa,

The wonderful thing about the arts in a community like ours is that it is totally reflective of our sense of place and of the passion of our people. There is nothing more enchanting than coming across an expression of creativity in an unexpected place and knowing that there is a special reason for how this has come to be. In Rotorua the opportunities to be part of the arts scene are many. It might be appearing in a musical production at the Casa Blanca Theatre that sits in the heart of our industrial precinct, or submitting a piece in the Rotorua Museum Art Awards and being recognised at a glittering event. It may even be creating extraordinary works in your front yard to delight your neighbours.

A city and district alive with music, storytelling, performance, galleries, sculpture, street art, theatres, murals and more; brings beauty and energy to our streets and encourages people and our communities to connect, engage and come to understand each other in new ways. When creativity happens in a community it affects everyone, even those who don't participate directly.

The Creative Strategy has been developed in collaboration and partnership with Rotorua's creative communities. What we have learned, through our community engagement is that people want Rotorua to be a connected and vibrant arts and cultural hub, and arts and culture to be a sustainable and supported activity.

The strategy aims to deliver on these ambitions, in clear alignment with the Rotorua 2030 vision to have a prosperous, vibrant, sustainable city and district; a lifestyle that includes outstanding places to play and a public domain that supports cultural and community activities including public art.

Te Ihi Te Wehi Te Matakū - we watch spellbound, by the enthusiasm and commitment to succeed

Noho ora mai,

A handwritten signature in blue ink, appearing to read 'Steve Chadwick'.

Hon Steve Chadwick JP
Rotorua Mayor

Steering Group message

People of the tribe originally known as Ngati Ohomairangi, migrated the vast ocean of Kiwa to finally settle between Maketu and Tongariro as Te Arawa. The journey, though at the time, while difficult and testing of relationships, resulted in a highly prosperous people regarded for their tenacity, vivacity, commitment to each other and beautifully distinctive art forms. It is upon this foundation of exploration and discovery that the people of modern-day Rotorua will work toward the collective creative vision of our diverse community.

Internationally, creativity is adding positive vibrancy to cities in the face of challenging economic conditions. Creativity can provide a strong platform for renewal because the creative sector attracts people / audiences / customers, and it shares the attention.

However, creativity is an asset that needs the right conditions to flourish. The creative portfolio has overseen research on the right conditions in our unique environment, and have been working to ensure they are optimised. It sets out the challenge, and invites our city to embrace the need for change and to partner in the solutions.

Creativity has potential to contribute to Rotorua's current industries - through innovation and value-added design; to further contribute to cultural tourism; and to promote heritage, culture and NZ art and design.

It has the potential to enrich the lives of all those involved in its conception, creation and appreciation. This document is important for the work that we are all doing to make this potential a reality.



A handwritten signature in black ink, appearing to read 'Trevor Maxwell', written in a cursive style.

Cr Trevor Maxwell
Creative Portfolio Lead

The Steering Creative Group

Debra Laraman
Tawhanga Nopera
Colleen Mullin
Bridget Thornton
Chanz Mikaere
Michael Staite
Bobby Howard
Jill Walker
Mary-Beth Acres
Val Dyson
Sarah Ziessen

Introduction **He kupu arataki**

In settling the district, one of the earliest challenges to find place, is recounted through a pūrakau (story), about the revered tohunga Ngātoro-i-rangi and his encounter with the tipua (supernatural being), Tama-o-hoi. In this narrative, Ngātoro encounters Tama-ō-hoi at the summit of Tarawera, and after a momentous struggle, defeats him. Subdued, Tama-ō-hoi is transformed into the dormant energy within our sleeping maunga (mountain). The engagement between these two powerful forces has forever altered our landscape.

Our shared vision for Rotorua is similarly about transformation and the journey through change. It contains seven goals, with a further commitment to engage with the community to develop our future, support community leadership, and to work innovatively. While it is recognised that arts and culture add value across all facets of human activity and development, four of the seven goals are more closely aligned, and so sit at the foundation of this strategy.

The strategy was developed by a steering group made up of members of the wider arts and cultural community. The group has provided leadership and guidance in the development of the strategy, meeting monthly to shape the overall direction and content, and refining the views received from the wider community.

The strategy outlines the strategic focus and context, key objectives and measures and examples of strategy in action.



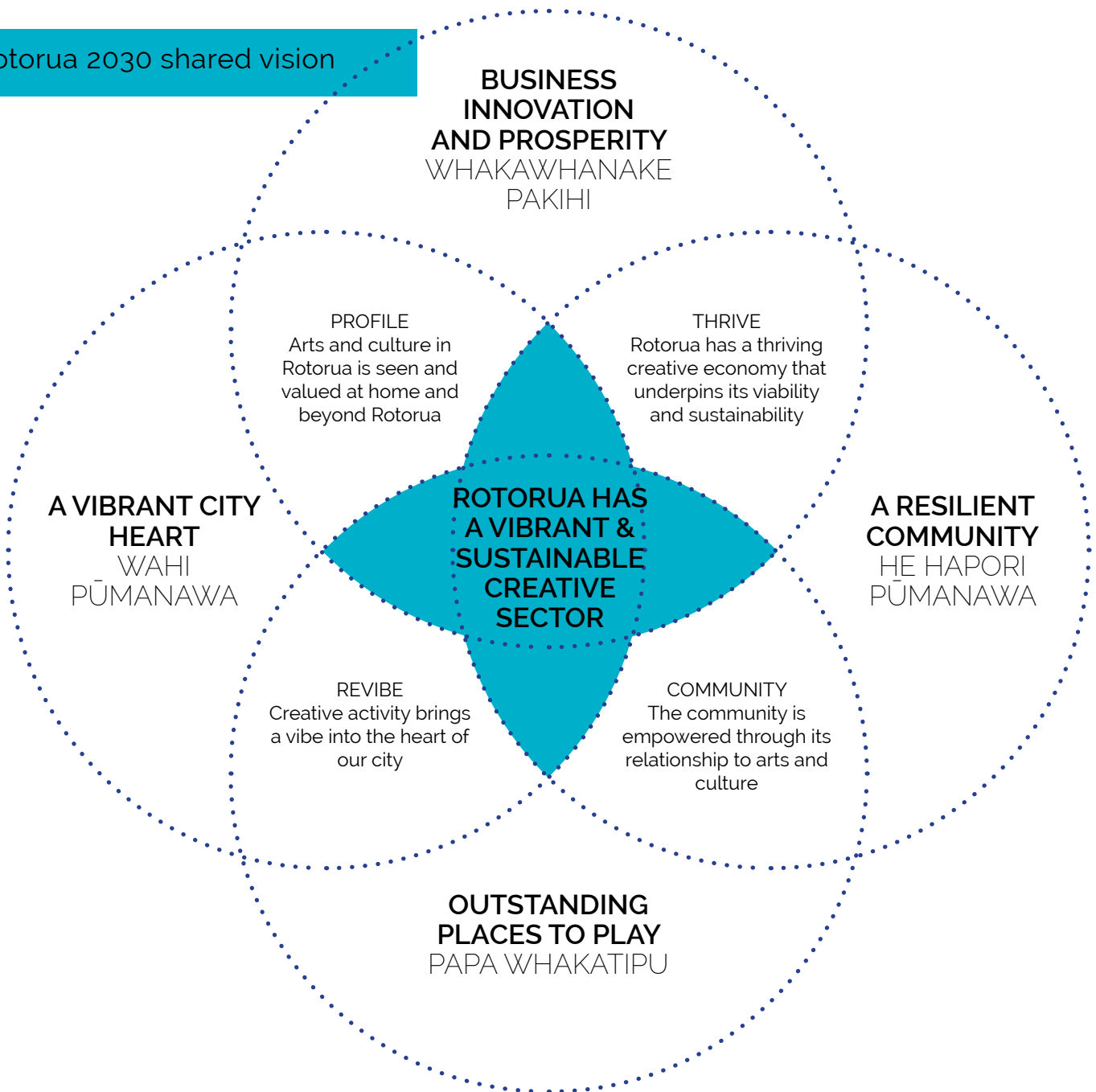
Our Vision Ngā moemoeā

As a community we have developed the Rotorua 2030 shared vision, which reflects our aspirations for what we want Rotorua to be.

The Creative Strategy emphasises a spirit of shared endeavour that Council will foster to achieve Rotorua's goals for arts and culture. The strategy has the vision **"Rotorua has a vibrant and sustainable creative sector"**.

The arts and cultural sector has the potential to significantly transform, and this vision seeks to highlight the economic potential of the sector. Our actions must be dynamic, engaging and transformational.

Rotorua 2030 shared vision



Arts and Culture in New Zealand

New Zealand's arts and cultural sector encompasses a broad range of cultural and creative industries and activities: film, music, broadcasting, design, gaming and digital technologies; the built environment, libraries, literature, museums and galleries, performing and visual arts.

DEMOGRAPHICS

Urbanisation, an ageing population and increasing ethnic diversity are changing the face of arts and culture in New Zealand.

There are now 213 ethnic groups in the country with an increasing number of people identifying with multiple ethnicities.

CONNECTION

Technology and digital connectivity are changing the way in which we communicate. This provides the opportunity for the arts and cultural sector to reach bigger markets.

Almost two-thirds of Kiwis own or have access to a smartphone (59%). Over three-quarters of New Zealanders have internet access (77%).

THE CONSUMPTION OF ARTS

According to information on the Creative New Zealand website (creativenz.govt.nz), in the Audience Atlas New Zealand survey, most New Zealanders value the arts and are involved as participants or audience members. This national survey examining attitudes, attendance and participation in the arts found that:

"Nine out of ten New Zealanders (89%) have either attended or participated in at least one arts event in the past 12 months."

Other key findings are:

"People are attending more arts events, but they are spending less."

"Online platforms are increasingly essential for the arts; and crucially, it doesn't replace the real thing."

While this shows that New Zealand is culturally engaged as a nation, the results also show us that there is capacity to increase engagement with a wider audience base and via new platforms.

EMPLOYMENT IN THE ARTS

0.93% of all people in New Zealand are employed in the arts and cultural sector. Auckland sits at 1.26%, Nelson at 1.05%.

The majority of all New Zealand's arts and cultural employment, or 63%, is in Auckland, Wellington and Christchurch. An average of 9% of the total employed in the sector nationally are Maori.

According to information on the careers website, (careers.govt.nz) "many artists do not earn enough from their art to make a living, and can expect to have a portfolio career where they do additional jobs to supplement their income".

INDUSTRY

A new report commissioned by wecreate.org.nz shows that the books, music, television and film sectors of New Zealand's creative industries annually contribute more than \$3.5 billion to the New Zealand economy.

The creative industries is a fast growing sector, and due to digital technologies, provides opportunities for local creative sector growth.

Arts and Culture in Rotorua

Rotorua's creative communities have said that they want to live in an exciting place with lots of activities and events, where organisations and individuals thrive, audiences are engaged, and communities are connected.

One of the key challenges for Rotorua is our size, and ability to achieve scale. Audience Atlas New Zealand tells us that:

"More than two-thirds of the country's arts and cultural market are located in regions with the biggest populations – Auckland, Waikato, Wellington and Canterbury... and regionally Waikato, Nelson and Christchurch are the country's leaders in cultural activity."

According to the latest Census, Rotorua has a population of approximately 65,000 which is forecast to grow to 74,000 by 2031. Rotorua also has almost 7,000 visitors each day that are not included in the census data, but provide a significant addition to the local milieu.

The demographic is predominantly bi-cultural, with 56% of the population being of European descent and 36% who identify as Māori. This compares to a national Māori population average of 14%.

Rotorua's creative sector employment is boosted by the relationship between Māori performing arts and the tourism industry. Employment in cultural industries accounts for 0.82% in Rotorua, with 219 people stating that this is their main source of income.

Given the wide range of creative practices in Rotorua, and the challenges around developing a critical mass in any one practice area, how can Rotorua become an increasingly creative city?

Part of the answer lies in the statistics about Māori and Te Arawa. In the Rotorua district, Māori arts and culture make a substantial contribution to community identity, creativity and tourism.

Through the engagement process, strengths have been highlighted across many areas related to traditional artistic practices or Toi Māori. Rāranga (weaving), whakairo (carving), and kapa haka are popular in Rotorua. Kapa haka is widely embraced in schools and supported by whānau, and this provides a strong foundation for continued success.

Toi Māori practices operate mostly within an autonomous Māori context, and largely independently of most community run arts and cultural organisations. Consequently Māori audiences within a generic arts and cultural context are in the minority. The reverse

is also true, with little cross-over happening between cultures, other than with tourism-based audiences.

To achieve real cultural diversity, Rotorua organisations might seek to involve audience members in decision-making on key issues including programming.

Further leveraging the strengths inherent in Toi Māori may hold the key to growing a successful arts and cultural sector in Rotorua.

Rotorua has many excellent private and community owned facilities, from the Rotorua Museum, Rotorua District Library, Te Puia / NZ Maori Arts and Crafts Institute, The Arts Village, Sir Howard Morrison Performing Arts Centre, The Children's Art House, Shambles Theatre and the Rotorua Musical Theatre.

Rotorua offers low-cost living and facilitates for some the choice to live as an artist.

There is an ageing population in many of the existing clubs and organisations, and across many creative practices there is an issue of ongoing audience sustainability. Raising the visibility of the sector might also help to draw new members.

Our Objectives

Four objectives have been identified that reflect the Council and community aspirations for art and culture in Rotorua.

1

COMMUNITY

The community is empowered through its relationship to arts and culture

More opportunities will be created to attend, initiate, own, participate or collaborate in the arts, with resources and costs being shared where feasible. The diversity of what is on offer will better reflect the changing make-up of our community, and Rotorua's children and young people in particular will be positively engaged with arts and culture.

2

REVIBE

Creative activity brings a vibe into the heart of our city

More use will be made of our inner city spaces by creative practitioners/businesses. The inner city experience will be enhanced by further temporary and permanent arts and cultural activity.

3

PROFILE

Arts and culture in Rotorua is seen and valued at home and beyond

Rotorua will increasingly be known as a creative community, where arts, culture and creativity are celebrated. Arts and culture will reflect our people, identity and significant cultural partnership with Te Arawa. The community will have improved access to creative sector information.

4

THRIVE

Rotorua has a thriving creative economy that underpins the sector's vitality and sustainability

Organisations, practitioners, festivals and events succeed and attract high levels of patronage. Employment opportunities in the creative sector increase.

Objective 1 - COMMUNITY

The community is empowered through its relationship to arts and culture

1

Embodied within Hinemihi, were the whakapapa of her tūpuna Ngātoro-i-rangi and Tama-te-kapua, who both helped bring their Ngāti Ohomairangi relations to settle and live in the Rotorua Lakes District. Hinemihi was a woman of great mana as is storied through her friendship with the kaitiaki (guardian) Kataore, a taniwha who protected Hinemihi and her relations from attacks by other hapū and iwi. Pūrakau about Hinemihi symbolise an ability to remain as cohesive groupings, and they show us ways to both protect and share resources over many generations. Through stories about her, we can interpret ways to belong and contribute as part of a collective ongoing prosperity.

Key themes to come out of consultation for this strategy include the value of community collaboration, the importance of developing and sharing skills, resources and time, and putting diversity and inclusion at the heart of the new strategy.

Rotorua's creative offerings should provide for the community throughout life: engaging with children early on, providing opportunities for young people to be creative, and working as a conduit for the intergenerational sharing of culture, while at the same time facilitating participation in the arts - as part of healthy 'positive ageing'.

STRATEGY

1. Provide leadership towards greater cultural diversity
2. Build relationships and partnerships among community leaders, community organisations and community groups:
 - to gain a better understanding of the barriers that inhibit access and participation in the arts and develop strategies that address these;
 - for targeted programme development;
 - to address community need
3. Ensure that children and young people's creativity is celebrated and grown
4. Identify the opportunities to develop community resource hubs for shared access to equipment and as places to collaborate, engage and share and to build capability
5. Encourage relationships building across the performing arts community (music, drama and dance)
6. Support projects that reflect our diverse community (including culture, geography, interest and age)
7. Include art installations within suburban centre developments
8. Prioritise projects that include community participation and engagement and encourage and support ownership and projects that are community led
9. Support clusters that bring practitioners together in shared environments

Strategy in Action

CREATIVE SECTOR DATABASE

Council has compiled a comprehensive database of the local creative sector, so that communication channels can be improved, and opportunities can be more easily shared amongst the community. The community has been asking for better connectivity, and have said that they want to be better informed. Over time, this resource will be used for audience development purposes.

THE CHILDREN'S ART HOUSE

With Council support, the Gardener's Cottage in the Government Gardens has been developed into the Children's Art House; a special place where children can discover themselves and their art. Trustees have been appointed and a programme manager to oversee activities. The Children's Art House and the Arts Village will collaborate and work together to ensure that their programmes complement each other and that they also align with Council's 2030 Vision.

COMMUNITY MURALS

Council's Community Arts Advisor works with communities to support them with artistic enhancement projects in suburban shopping centres, playgrounds and open spaces. The Selwyn Heights beautification project, was a joint venture between the Neighbourhood Policing Team, Council, the Western Heights Community Association and three schools; Selwyn Primary School, Kaitao Intermediate and Kea Street Special School. Community/Council partnerships such as these are positive vehicles for increased community connectedness, and a deterrent to tagging and other anti-social behaviours. Alongside the colourful mural projects, small gardens, some tidying up of buildings and other initiatives signalled by the affected communities might also be undertaken. Participation gives real 'ownership' and projects such as Selwyn have seen community respond with further self-driven beautification initiatives, a further positive outcome of the collaboration.

"There is strong evidence that participation in the arts can contribute to community cohesion, reduce social exclusion and isolation, and/or make communities feel safer and stronger... and the use of art, when delivered effectively, has the power to facilitate social interaction".
The Value of Arts and Culture to People and Society' by The Arts Council of England



Objective 2 - REVIBE

Creative activity brings a vibe into the heart of our city

2

The ability to course new directions by breaking down barriers can be unsettling. However, the pūrākau of Hinemoa and Tūtanekai endures because their risks taken to simply love each other, resulted in connectivity for their relations and descendants. Their vibrant identities enabled them with ways to open new pathways, focused around and through Mokoia Island. The love-story of Hinemoa and Tūtanekai has helped bind Te Arawa for many generations through the knowledge that when people can create their own pathways, the positive outcomes can empower for generations.

'Revibe' means to bring back to life. This implies activity, and participation is key - with making, attending, engaging in and experiencing art at the basis of this objective.

When inner city spaces come alive, business thrives. Creative activity is in turn supported by a strong business sector, because when business is thriving there is more discretionary spending, more jobs, and everyone in our community stands to benefit.

The creative sector will add to Rotorua's inner city vibe by improving the look and feel of our shared environment; through energising the streets with creative activity; and through more creative industries activity within our shop spaces. Projects will also focus on bringing city spaces alive with performance art, drama, music, temporary visual arts, and will give priority to the 'Spine/Tutanekai Street'.

STRATEGY

1. Encourage creative industries in the inner city
 - in collaborative spaces
 - on footpaths
 - into start-up businesses
2. Leverage the arts and culture community as key partners to inner city economic growth and development
3. Activate spaces, focusing priority on Tūtanekai Street
4. Develop an Arts Precinct in the Government Gardens, that connects to Tūtanekai Street
5. Consider ways to reduce red tape in processes to gain momentum on projects
6. Draw people into the inner city by supporting and promoting arts events
7. Increase enjoyment and likelihood of return to the inner city through a programme of street performances
8. Ensure inner city venues exist and are accessible for the community
9. Draw people into the inner city through a variety of visual and performing arts
10. Increase enjoyment and the likelihood of return to the inner city, by shaping a creative visual environment
11. Use all opportunities to add a creative element to public and private infrastructure

Strategy in Action

ART IN THE CITY/STREET FURNITURE

Murals, water fountains, bus shelters, sculptures and toilet block enhancements have been commissioned by Council, signalling a continued intention to showcase the talent of our creative sector while at the same time injecting beauty and life into the inner city.

SULPHUR LAKE SCULPTURE TRAIL

Seventeen artists carved to the theme of 'The Returning Soldier' in keeping with the historic linkages of the Sulphur Lake area, and the co-incidence of WW1 commemorations. This public art trail, located in the recently completed sculpture trail in the Southern Government Gardens, now serves to connect The Arts Village, The Blue Baths, Rotorua Museum, and the Children's Art House to create a dynamic inner city creative precinct for the enjoyment of locals and tourists alike.

TULIP FESTIVAL

Initiated in 2014 by the Inner City Focus Group (a group of independent city retailers), The Tulip Festival was designed to capitalise on Rotorua's beautiful spring showing of flowers. In the two years since its conception it has grown into a 10 day festival of over 50 events with over 100,000 bulbs planted throughout the city. The programme includes art projects, talks, tours, music and community workshops, Rotorua Yarnbombers custom-made stitched tulip murals and free paper tulip making workshops. As well as adding a colourful and quirky creative component to this inner city festival, community engagement has added awareness and given ownership to the wider community.



Objective 3 - PROFILE

Arts and culture in Rotorua is seen and valued at home and beyond

3

The most high profile artist of the Rotorua region in recent times, was without doubt Tene Waitere. After the devastation of the eruption at Tarawera, Tene was forced to create partnerships with new communities so that he could support and care for his whānau. Through his whakairo he blended the traditional forms of his tūpuna with the new aesthetics encountered through the tourism industry; as a result, he was the first Māori artist to have a global profile. His whakairo began a new wave of Māori aesthetics which have evolved over time into the new contemporary Māori forms we enjoy both inside and outside our community today.

This objective focuses on connecting the arts and cultural sector with its audience. The internet has made it really easy to connect beyond our physical borders. Rotorua also provides a ready audience in its domestic and international tourists.

However, developing and maintaining relationships with our local community is vital to raising the overall perceived value of the arts and cultural sector. The key is in building communities of interest not just customers. This involves getting curious about the people we want to reach – who they are, what they're like, what they like and what they care about. It's about developing our understanding of our community and working with that understanding at all levels. What blossoms from this relationship should eventually inform everything, from the programming of content through to the way creativity is packaged and delivered.

STRATEGY

1. Seek to partner in community led projects that have the potential to enhance Rotorua's reputation as a creative city
2. Work with media to:
 - Profile local organisations, alongside individual talents
 - Ensure that the benefits are discussed as a mainstream issue rather than in the margins
 - Communicate information
3. Utilise the digital environment to extend the reach of local art and culture
4. Embrace best practice audience development initiatives by developing a creative database
5. Engage in conversation on issues of arts and culture
6. Collaborate with industry and partners to promote general arts and cultural literacy

Strategy in Action

INFO HUB

Our community has signalled poor access to information as a significant barrier to engagement with arts and cultural activities. Info Hub is a developed response, with the aim of getting information around community art projects directly to the public.

Working together with the sport and recreation portfolio, Council have developed three distinct projects for sharing information.

- 1. Poster stations - visible spaces in the inner city for community to display printed material to promote upcoming creative events*
- 2. Coreflute sign boards - planned for a number of sites within a 3km radius of the inner city, for large format printed temporary events promotion*
- 3. Digital App - developed by local software designers and supported by Council, "Around Town" was built. To enable local event organisers to upload events and the general public to keep abreast of whats on in Rotorua.*

"Cultural experiences are amongst the most personal, powerful and memorable we can have. So every encounter, real or virtual, is an opportunity to make a really powerful connection with an audience member"

CREATIVE NEW ZEALAND,

THE BIG CONVERSATION



Objective 4 - THRIVE

Rotorua has a thriving creative economy that underpins its viability and sustainability

4

*During her life, Makareti Thom, also known as 'Maggie Papakura', was regarded as the Ariki, or high chieftainess, because within her body pulsed the eight beating hearts of Te Arawa. Makareti was the first Māori woman to attend Oxford University. Her thesis, *The Old-Time Māori*, challenged anthropologists' views of Māori people and Māori culture; she was charged by her elders to represent Te Arawa knowledge often ignored by male academics at the time. Makareti travelled to various parts of the world with her relations to perform kapa haka at large gala events and international festivals. Her innovations provided opportunities for the collective group to share their culture on a grand scale with people of other cultures, and provides the inspiration for continuing success into the twenty first century.*

Rotorua enjoys almost 7,000 visitors every day of the year. This objective is about building the capacity of the arts sector to meet the market. It is about building the foundations of a strong economic base; mapping clearer pathways for new graduates; supporting the next generation of creatives; and providing a sound platform for community organisations to be sustainable.

In order to support a thriving creative community at the ground level, there is a need for general business skills; operational understanding; access to mentoring; increased opportunities to collaborate; and support for shared working spaces that group creative disciplines together and allow teams to develop. In the case of most community organisations, there is also a need for succession planning.

STRATEGY

1. Encourage projects that link artists with businesses
2. Enhance sustainability by creating networks focused on the sharing of resources
3. Strengthen capability, through creative sector training
4. Encourage conference coordinators to use local performers
5. Support new growing businesses by linking them to funding opportunities
6. Assess performing arts pathways to employment, and develop programmes that seek to support growth
7. Investigate the opportunities to make Council venues more accessible
8. Build partnerships with education organisations
9. Ensure that awareness is raised with regards to digital innovation

Strategy in Action

ROTORUA MUSEUM / ARTISTS ALLIANCE INTERNSHIP

During the July 2014 Creative Think Tank, mentoring was highlighted as a priority focus for our creative community. Following on from those initial meetings, a programme was established between national arts advisory organisation Artists Alliance and Rotorua Museum, facilitating a 22 week museum curatorial paid internship open to a recent arts graduate. Being a part of this programme has opened doors to further creative sector employment for Auckland graduates of the Artists Alliance internships, providing a much needed entry into an arts career. The aim is for interns to leverage their own careers through this platform.

KHARL WIREPA FASHION

Glamour dresser Kharl WiRepa was born with a romantic predilection for fashion. Since studying fashion and textiles at Waiariki in 2013 his label has grown exponentially. WiRepa debuted on the New Zealand Fashion Week runway in 2014, and was invited again in 2015 to showcase his winter and summer ranges across five shows.

One event that Kharl is particularly excited about is the OHO Fashion Showcase which was established in 2015. OHO is about exposing Rotorua talent. It presents the work of local designers, models, photographers, make-up artists, and hairstylists, and is a collaborative effort that brings together the best of what Rotorua has to offer. It gives newcomers an opportunity to put their talents in front of Rotorua influencers and New Zealand's fashion elite.

THE ROGUE STAGE

The Rogue Stage is a nomadic theatre of unique listening spaces, which began in 2012 as an extension of Director Karin Vincent's passion for performance art and the collective experience of listening to live music. It has taken all of the four years since she first started, to transition The Rogue Stage from a creative idea to the busy part-time business that it now is. The Rogue Stage isn't yet the million dollar money maker, and Karin describes it as being tough, but worth it. "I put my house on the line, worked two jobs, every extra dollar went into printing posters and paying for venues. But that was what I had to do, because I wanted to live in a place where there's a buzz, a vibe, something that gets people talking."



Action Plan

An action plan has been drawn up to support the objectives. At all times, any initiative must deliver the objectives and assessment will be undertaken accordingly to determine priorities.

The Council also maintains a Public Arts Policy that outlines the framework as to how Council achieves the objectives of this strategy and selection and assessment of creative projects.

The implementation of a percent for arts mechanism in 2013 provided a foundational level of commitment to art inclusion in capital projects from design stage onwards and ensures that creative potentials are less likely overlooked.

Creative projects listed in the action plan that are led or supported by Council have been provided for in the Long Term Plan with the percent for arts policy.

Community

Refresh the Unison cabinets in the inner city

Explore the possibility of combining visual arts and literature into a bus

Identify and support creative hubs as places for collaboration and sharing

Support a Made in Rotorua campaign

Develop and maintain a database of culturally diverse artists, performers, and community, that allows for targeted engagement and collaborative opportunities

Revibe

Establish opportunities to bring a variety of art to Tutanekai Street through temporary art projects and performance

Continue to build on the inner city murals and sculptures as strategic inner viewshafts

Develop and produce a public art trail aimed at tourists/locals

Build the infrastructure to support increased performances in the Inner City

Actively programme local content into events and venues

Develop ways to make the Sir Howard Morrison Performing Arts Centre (SHMPAC) a better fit for the needs of our community

Consider creative ways to bring visual arts and performances to inner city laneways

How it will be achieved

Profile

Develop a biannual sculpture symposium that brings new artwork to inner city locations

Develop an app that can promote local art and cultural events

Create entranceways/ gateway features to the city that show visitors that Rotorua has a large arts and culture heart

Partner with the Young Enterprise Scheme to promote creative industry

Identify opportunities for digital art in community spaces

Highlight the work of our local creative people and organisations across a variety of media platforms

Thrive

Partner with the Rotorua Public Art Trust in the establishment of major public art projects

Explore financing options making sure creative industries businesses have a greater knowledge of how to access and win finance

Research opportunities to address financial barriers for purchase of local art

Develop a variety of effective information sharing choices for arts and cultural information



What does our success look like?



ROTORUA HAS AN ESTABLISHED CULTURE OF CREATIVE ENTERPRISE



ROTORUA'S PERFORMING ARTS ATTRACTS VISITORS



**ROTORUA'S
COMMUNITY IS
CONNECTED**



**INCREASED
FOOT TRAFFIC**



**ROTORUA'S POPULATION IS
BOOSTED BY PEOPLE WHO
MOVE HERE FOR A LIFESTYLE
ENHANCED BY CREATIVITY**



**CREATIVE INDUSTRY
THRIVES**



**ROTORUA IS RECOGNISED
AS BEING THE CAPITAL OF
MAORI ART AND CULTURE**



CREATIVE STRATEGY
TATAU TATAU - WE TOGETHER

for more information see rotorualc.nz