



5.8 ARTS AND CULTURAL POLICY

Date Adopted	Next Review	Officer Responsible
1 October 2012	June 2017	Community Arts Officer

Policy Purpose:

This policy sets out Council's commitment to cultural well-being and recognizes the economic and social value of arts and culture to the district.

Definitions:

Art

Art here describes all forms of creative expression, whether by an individual or a collective, whether amateur or professional including but not limited to painting and printmaking, film and photography, sculpture, carving, weaving, kapa haka, theatre, dance, music performance, singing, design and community based arts and cultural activities.

Culture

Culture describes the shared customs, values, norms, language, behaviour and beliefs, which are characteristic of a particular community of people forming their identity and as communicated through creative expression.

A rich living, and woven Maori history and culture, is integral to all forms of the arts in Rotorua. The history and traditions of other cultures are also reflected and embraced, in local events and activities.

Community Cultural Development

Community Cultural Development or CCD is community building using arts and cultural tools. Important components are:

- building relationships and developing trust within/between communities, together identifying issues resources and opportunities for CCD
- developing resources (infrastructure) to support enduring programmes, which can then be shared with the broader community e.g. training in CCD for artists and community development organisations with ongoing support

Policy:

Vision

A district rich with arts and cultural opportunities, and experiences.

Mission

To strengthen the Rotorua creative community, and support opportunities that enable broad participation in the arts and cultural life of the district.

Goals

1. Enriched Communities

To recognise the importance of arts and culture to the quality of life of residents and experiences of visitors to the city

2. Participation and Community Cultural Development

To ensure opportunities for community and individual involvement in the arts and cultural life of the district, whether through active or passive participation, are supported and promoted, across cultures and ages, and to support the use of the arts in the development of our communities.

3. Support of Arts Development

Provision of opportunities to nurture and challenge creative potential, across arts genre, age, ethnicity and ability.

COUNCIL PRIORITIES AND COMMUNITY ASPIRATIONS

i. Enhanced Community

- a. Sharing information about opportunities to experience or participate in arts and cultural programmes, and presenting a range of locally produced arts and crafts, along side touring national and international work, will contribute to the Rotorua district being a great place to live, and to visit.
- b. Promotion, support for and development of arts and cultural opportunities including but not limited to:
 - Support for published arts trails
 - Development and maintenance of the Creative Rotorua Website
 - Participation in tourism and business programmes where appropriate
 - Support for an arts database
 - Support for improved arts and cultural events promotion
- c. Advocacy for a broad range of arts and cultural activities led by RDC, private galleries, community art spaces and artists, local arts and creative industries.
- d. Management (maintenance and implementation) of the Art in Public Places Policy.
- e. Advocacy for the performing arts.

ii. Participation

- a. Arts and cultural opportunities supported through events and programmes. RDC will grow and support new projects where possible and maintain existing programmes and events, where supported by the community.
- b. Active collaboration is necessary with a range of community interests and individuals to enable a range of arts and cultural activities to be explored, developed and run across the district.

iii. Arts and Community Cultural Development

- a. RDC will initiate or support opportunities to grow local arts capacity, skills and experiences.

iv. External Reference Committee (Art in Public Places and Arts and Cultural Policies)

This committee is intended to offer important expert advice and feedback as well as assist in the selection of artists for projects as appropriate. Council will have final decision making responsibilities.

Composition of the committees is to be reviewed in 2017 in line with the policy review.