

Cultural well-being

'Culture' means a lot of things. It's about how we embrace and reflect our shared identity as Wellingtonians.

It's about opportunities to express yourself and be challenged by art, music, theatre, dance and other media. It's about understanding and celebrating your identity and heritage. It's about language and food and even celebrating a sporting fixture together. It's also about getting involved and sharing both what we have in common and what sets us apart.

A thriving arts and events scene is important in many ways. It ensures the city is always buzzing with things to see and do, that its atmosphere is lively and vibrant. And it also provides other benefits such as jobs. A city that understands its heritage and celebrates its many cultures will have strong communities and be cohesive.

We fund the city's popular art galleries and museums, operate Toi Poneke – the Wellington Arts Centre, and support the NZ International Arts Festival, the St James Theatre, the NZ Symphony Orchestra, the Wellington Sculpture Trust and many other arts organisations and projects. We also support community events and festivals, and run the City Archives.

THE OUTCOMES WE'RE SEEKING

Our long-term aims are to make Wellington:

- Have a stronger sense of place – with a strong local identity that reflects our heritage, cultures, capital city status, and the landscape that surrounds us
- More eventful – known for its exciting entertainment scene and for its year-round calendar of events, festivals, exhibitions and performances
- More inclusive – celebrating the heritage and culture of people from all backgrounds, being tolerant, and having a sense of shared identity
- More actively engaged – with greater participation in arts and culture activities and greater use of the city's cultural facilities, and easier access to information about our culture and heritage.

STATE OF THE CITY

Wellington is regarded nationwide as New Zealand's arts and culture capital.

By any standard, Wellington's cultural life is strong. A majority of New Zealanders (61%) and Wellingtonians (76%) agree that Wellington is New Zealand's arts and culture capital.

The city offers a wide range of events, from fantastic street festivals and sports events to international-standard arts performances. We're also home to the country's leading orchestras, dance companies and theatre groups. In all, 27 national arts organisations are based here, along with nine theatre groups.

Wellingtonians have a strong sense of local identity.

We relate to the city's dramatic landscape, its café culture, its status as the capital city. Most Wellingtonians (79%) agree that the city's local identity is appropriately valued and protected.

We enjoy the city's diversity and celebrate its wide range of cultures. The vast majority of Wellingtonians (90%) and New Zealanders (81%) agree that the city has a culturally rich and diverse arts scene. There's been long-term growth in recognition of the diversity of Wellington's arts scene nationwide.

Most of us are engaged in the arts in some form or other.

During 2007: 81% of us went to the movies, 58% went to a music performance, 52% saw a visual art exhibition, 45% saw a play, 39% saw a street theatre performance, 37% saw a dance performance.

The arts and culture sector also provides employment. Around 2.2% of Wellington's businesses are in this sector – the proportion has remained fairly steady in recent years. Those businesses account for about 1.6% of employment.

Though there's always something to do here, that isn't as widely recognised outside the city as it should be.

'Cornerstone' cultural and arts events were held on 47 weekends during the year (a cornerstone event is one that's recognised throughout the city and/or region as a feature event for the weekend). Throughout the year, a total of 448 events with more than 300 people attending were held at Westpac Stadium, St James Theatre, Opera House, Wellington Convention Centre, City Gallery, the Queens Wharf Events Centre, Te Papa and Capital E.

While 63% of Wellingtonians agree that the city is New Zealand's events capital, only 38% of New Zealanders hold that view. Though events play a major role in our city's life, there's more work to be done in getting that message out to other New Zealanders.

An important challenge for Wellington in future is to hold on to the buzz that surrounds the city's cultural life.

This can't be taken for granted. The arts scene needs people with talent and the right support. It also needs venues. Another challenge is to ensure Wellingtonians retain a sense of shared identity and continue to celebrate diversity as the population ages and becomes more multicultural.

THREE-YEAR PRIORITIES

For the period 2006–09, we've identified the following four priorities for our contribution to the city's cultural wellbeing. These priorities are important stepping stones towards our long-term outcomes:

- We will take a more pro-active role in protecting and enhancing local sense of place.
- We will strengthen our partnerships with arts organisations, festival groups and institutions.
- We will engage more effectively with the community on the benefits and relevance of a diverse city.
- We will engage more effectively with grassroots community and youth-oriented arts and cultural activities (including music made by youth).

LOOKING AHEAD

During the year, progress was made on several of these priorities through initiatives such as installation of new public artworks, running the city's first Matariki Festival, and supporting Capital E's national arts festival for children. A major expansion of the City Gallery is planned for 2007/08.

Wellington celebrates its diversity and is rightly regarded as the nation's arts and culture capital. The key challenge we face is to maintain those strengths.

CULTURAL WELL-BEING

Galleries and museums

Wellington's art and heritage deserve to be celebrated.

High-quality galleries and museums contribute to Wellington's status as New Zealand's arts and culture capital. They are significant visitor attractions, benefiting the city's economy. They entertain and challenge residents and visitors alike, encouraging engagement and participation in the arts. They play critical roles in protecting the city's heritage - enhancing our sense of shared identity. In addition, several of the museums and galleries are housed in listed historic buildings which contribute to the city's heritage and 'sense of place'.

We fund the Wellington Museums Trust, which operates the Museum of Wellington City and Sea, the City Gallery, Capital E, the Wellington Cable Car Museum, the Colonial Cottage Museum, and the Plimmer's Ark conservation project.

WHAT WE DID

During the year, more than 600,000 people visited an exhibition or event presented by our museums and galleries.

Highlights of the City Gallery's programme included the biennial Telecom Prospect Exhibition 2007: New Art New Zealand and the exhibition of the work of international artist Sam Taylor Wood. Prominent New Zealand artists that were featured included Elizabeth Thompson, Peter Madden, Guy Ngan, Tony Lane and Laurence Aberhart.

The City Gallery received the inaugural Arts Award at this year's Te Tohu Whakanui i te Wiki o te Reo/Maori Language Week Awards for its education activities and public events.

We made plans for a major redevelopment of the City Gallery.

In 2007/08, we are carrying out a major redevelopment of the City Gallery to provide an exhibition space for the city's art collection. This \$3.4 million project will include a new Maori and Pacific art gallery, relocation of the Michael Hirschfeld Gallery to a larger space on the second floor, redevelopment of the existing theatre into exhibition and function space, and developing a new auditorium on the ground floor. The work is funded by the Council and private donors including \$1.5m from the Hancock Bequest.

A new national photography and portrait gallery in Shed 11 – a joint initiative of the NZ Portrait Gallery and the NZ Centre for Photography with funding from the Council – is expected to hold their first exhibition in early 2008. Instead of a permanent exhibition space dedicated to photography and portraits they will provide exhibitions for a period totalling six months a year at Shed 11 and look to have a permanent presence in shed 11 in two years time.

Capital E ran the country's premier children's festival.

More than 32,000 tickets were sold for the two-week National Arts Festival for Children in March 2007, establishing this event as the premier children's festival in the country. Capital E also successfully toured its production of *Hinepau* to venues at the Arts Centre Melbourne and the Sydney Opera House.

The Museum of Wellington – City and Sea had a record year.

More than 90,000 people visited the museum – the most in its history. The museum's changing exhibition programme included *Strike 1913 – War on the Wharves* and *Public Zoo* (celebrating Wellington Zoo's centenary).

The Wellington Cable Car Museum won a number of awards including the 2006 New Zealand Tourism Award for visitor activities and attractions: culture and heritage tourism and a Council of Tramway Museums of Australasia award for the display and restoration of Grip Car 3.

WHAT IT COST

OPERATING EXPENDITURE (\$000)	2007			2006
	Actual	Budget	Variance	Actual
Galleries and Museums (5.4.1)				
Expenditure	5,808	5,759	(49)	5,774
Revenue	-	-	-	(92)
Net expenditure	5,808	5,759	(49)	5,682
CAPITAL EXPENDITURE (\$000)				
Actual cost	133	134	1	452
Budget to carry forward to 2007/08	-	1,198	1,198	-

Capital works at the City Gallery have been rescheduled for 2007/08.

CULTURAL WELL-BEING

Heritage

It's worth understanding the past ...

Wellington's history is worth preserving for many reasons. The most obvious is that understanding the past contributes to people's sense of shared heritage and identity as residents of the city and as members of particular groups or families. History can contribute to our sense of pride in the city, and our sense that we all have a stake in its future.

Maintaining records of our heritage also has an inherent educational value. Historic records are used by historians, genealogists, students and other members of the public. They also have practical value – they can help people to conduct their business with better information, or understand their property before carrying out building work.

WHAT WE DID

A database of city historical records went online.

The Wellington City Archives holds a vast amount of information about the city's history and development from the 1840s to the present. The archives are accessible to members of the public. During the year, the number of information/research requests continued to climb, reaching record levels. An online archives search feature was added to our website www.Wellington.govt.nz, allowing users to search records of more than 370,000 items including digital images of 9,000 photographs.

New sites are being recognised as part of Te Ara o Nga Tupuna – the Maori Heritage Trail.

The trail begins at Pipitea Marae in Thorndon and ends at Owhiro Bay. Officers completed the text for new information panels to be located at Pipitea Pa and Kumutoto/Midland Park. We continue to work with mana whenua to ensure these important sites and any newly recognised Maori historical features are incorporated in the trail.

In addition to these projects, we use our District Plan to protect historical sites and artefacts (see urban planning) and we provide grants for the restoration of heritage buildings (see earthquake risk mitigation).

HOW WE PERFORMED

CITY ARCHIVES (5.1.1)	2004/05	2005/06	2006/07	TARGET	COMMENTS
1. Archives information requests (%) that are completed within agreed (with the client) time-frames. (Source: WCC City Archives)	-	-	99%	98%	Nearly all (99 percent) requests for information at City Archives were completed within agreed (client) time-frames, exceeding our target.
2. Items added to the Archives on-line database each year. (Source: WCC City Archives)	-	-	30,260	33,000	Our progress against adding items to the Archives database fell slightly below our targets for the year. We aim to add 33,000 more items in the coming year.
PROMOTION OF HERITAGE LANDMARKS (5.1.2)	2004/05	2005/06	2006/07	TARGET	COMMENTS
Cultural heritage sites added to the Maori Heritage Trail – Te Ara O Nga Tupuna. (Source: WCC Treaty Relations Team)	-	-	0 sites	3 sites	There have been a number of delays to installing additional heritage sites including the desire to include newly recognised historical features in to designs as part of the Maori Heritage Trail. The placement of panels and casting of pouwhenua will occur once discussions with mana whenua are complete. We have carried forward expenditure to provide for this work.

WHAT IT COST

OPERATING EXPENDITURE (\$000)	2007			2006
	Actual	Budget	Variance	Actual
City archives (5.1.1)				
Expenditure	1,530	1,621	91	1,650
Revenue	(209)	(190)	19	(152)
Net expenditure	1,321	1,431	110	1,498
Heritage landmarks (5.1.2)				
Expenditure	3	4	1	-
Revenue	-	-	-	-
Net expenditure	3	4	1	-
CAPITAL EXPENDITURE (\$000)				
Heritage landmarks (5.1.2)				
Actual cost	-	-	-	-
Budget to carry forward to 2007/08	-	68	68	-

CULTURAL WELL-BEING

Community arts and cultural support

Wellington's community arts scene is thriving.

A buzzing local arts and festival scene is important in many ways. It ensures there's always plenty to see and do, and that the city's atmosphere is lively and vibrant. It also provides other benefits, such as the chance to celebrate Wellington's many cultures. By sharing our experiences through art and performance, we'll build stronger, more cohesive communities.

Our work includes supporting arts and cultural events, providing grants for arts projects, and enhancing the city by installing art in public spaces.

WHAT WE DID

We supported well over 100 arts and cultural events/festivals during the year.

The festivals include the Diwali Festival of Lights, Chinese New Year celebrations, Cuba Carnival, Summer City, Christmas Carols at the Stadium, Waitangi Day celebrations, the Round the Bays Fun Run, and dozens of other suburban fairs, cultural events, parades and community and charity events.

In June 2007, the city held its first festival to celebrate Matariki (Maori New Year). We worked with external partners including Te Papa, Carter Observatory, and Kata Kata to bring together an exciting cultural event. Highlights included a Waka Ama race on the harbour with entrants from around the country, a Hangi Cook-off at Te Papa, and a Matariki concert in the Town Hall.

Artsplash, the city's children's arts festival, celebrated its 20th year in July 2007. A five-day event, Artsplash features dance (from hiphop to line dancing), music, drama, visual art and wearable art for primary and intermediate school children. About 5000 children take part in the event each year.

We provided grants for arts and culture projects that benefit the city.

Longer-term grants are provided to organisations that contribute to our strategic objectives for culture and arts: Arts Access Aotearoa, Chapman Tripp Theatre Awards, Fringe Festival, Katherine Mansfield Birthplace, NBR Opera, Randell Cottage, Wellington Sinfonia, Wellington Professional Theatres and Wellington Jazz Festival.

Successful applicants for one-off arts and cultural grants pool included the Aro Valley Community Council for a youth performance programme, St Mary of the Angels for four organ recitals to re-launch the church

organ, Te Ao Marama Tapui for venue hire for a return season of Maui, Theatre Militia for the New Zealand premiere performance of *A Bright Room Called Day*, the Ethnic Council of Wellington for a multi-cultural festival.

During the year, several new public artworks were installed to enhance the city.

Our Public Art Panel established processes for commissioning artists, for artists proposing an artwork, and for artists/organisations wanting to gift an artwork to the city. A public art webpage was added to our website www.Wellington.govt.nz, and the panel funded the production of an information package about our involvement in public art.

The Panel also agreed to fund the development of a work on the façade of Toi Poneke, Wellington Arts Centre. Work was initiated on this in June 2007. The design is projected to be completed by 17 August 2007.

The Guy Ngan sculpture *Progression* was refurbished and moved to a new home outside the Michael Fowler Centre.

The Wellington Sculpture Trust added three significant sculptural pieces to the city in the further development of sculpture walks: *Per Capita* by Cathryn Monro, *Seismic* by Louise Purvis and *Urban Forest* by Leon van den Eijkel.

HOW WE PERFORMED

ARTS AND CULTURAL FESTIVALS (5.2.1)	2004/05	2005/06	2006/07	TARGET	COMMENTS
1. Free events held at the Civic Square and the estimated attendance. (Source: Wellington Convention Centre)	121 events/ 142,000 people	117 events/ 117,000 people	75 events/ 46,6000 people	110 events/ 130,000 people	We have seen a considerable reduction in the number of free events at the Civic Square and the estimated attendance. Our results for the year were heavily impacted by the bad weather during spring and early part of summer (a peak time for outdoor events)
2. Community festivals and events supported by WCC and the estimated attendance. (Source: WCC City Events)	87 events/ 608,000 people	84 events/ 863,000 people	50 events/ 700,000 people	80 events/ 600,000 people	The number of community and festival events we have supported during the year has also reduced, but estimated attendance figures remain high and above our target.
3. Resident (%) satisfaction with WCC associated events and festivals. (Source: WCC Resident Satisfaction Survey)	-	-	84%	90%	Although we did not achieve our targets, the vast majority of residents surveyed stated they are satisfied or very satisfied with Council associated events and festivals.

ACCESS AND SUPPORT FOR COMMUNITY ARTS (5.3.1)	2004/05	2005/06	2006/07	TARGET	COMMENTS
1. Community groups that access the Wellington Convention Centre with assistance from the venues subsidy, and the number of events held.	-	-	25 groups/ 25 events	34 groups/ 38 events	Although our targets for the number of community groups that access the Wellington Convention Centre and the number of events held were not met, the total budget for providing subsidised access to the venue was spent.
2. Budget (%) spent to provide groups with subsidised access to the Wellington Convention Centre (Wellington Convention Centre venues subsidy budget).	-	-	Achieved	Total budget spent	The number of community groups that are assisted by the venues subsidy can vary from year to year. We seek to support as many groups as possible within our budget restrictions.
3. New Council supported artworks installed in public spaces.	We also supported the installation of a number of new artworks in public spaces. <i>Major stand-alone works:</i> We supported three new major sculptural pieces: Per Capita by Cathryn Monro at Cobham Drive, Seismic by Louise Purvis on Bunny Street and Urban Forest by Leon van den Eijkel at the corner of Cable and Tory streets. <i>Integration of art/design into the urban environment:</i> We commissioned artist Bodhi Vincent to create the exterior design for the renovated toilet facilities at Te Aro Park. <i>Temporary public art:</i> We commissioned Daniel Mills to paint 16 panels with a south coast theme to cover the construction fence for the extension to the Wellington Regional Aquatic Centre.				
CULTURAL GRANTS (5.2.3)	2006/07				COMMENTS
Total number of grant applicants; Total number of applicants receiving grants; Total budget allocated to grants;	CULTURAL GRANTS				All grants from our cultural grants pool were distributed in-line with our eligibility criteria. Note: the remainder of the budget was allocated to cultural organisations on 3-year fixed term contracts.
	Total number of grant applicants			81	
	Number of applicants receiving grants			66	
	Total budget available to applicants			\$327,000	
	Total budget distributed to applicants			\$323,280	

WHAT IT COST

OPERATING EXPENDITURE (\$000)	2007			2006
	Actual	Budget	Variance	Actual
Cultural Grants (5.2.3)				
Expenditure	661	667	6	454
Revenue	(10)	-	10	-
Net expenditure	651	667	16	454
Access and support for community arts (5.3.1)				
Expenditure	362	353	(9)	761
Revenue	(15)	(15)	-	(9)
Net expenditure	347	338	(9)	752
Arts partnerships (5.4.2)				
Expenditure	1,447	1,666	219	1,480
Revenue	(386)	(452)	(66)	(326)
Net expenditure	1,061	1,214	153	1,154
CAPITAL EXPENDITURE (\$000)				
Access and support for community arts (5.3.1)				
Actual cost	26	25	(1)	178
Budget to carry forward to 2007/08	-	-	-	-
Arts partnerships (5.4.2)				
Actual cost	-	-	-	257
Budget to carry forward to 2007/08	-	-	-	-

CULTURAL WELL-BEING

Arts partnerships

Wellington's reputation as New Zealand's arts and culture capital depends on the quality and breadth of its professional arts scene.

Wellington is home to top-class orchestras and dance, theatre and opera companies, as well as Toi Poneke – Wellington Arts Centre and The New Zealand International Arts Festival. These organisations entertain residents and visitors, contribute to the city's economy, foster the development of the city's emerging artists and entertainers, and provide opportunities for high-quality artistic expression.

We operate the Wellington Arts Centre – Toi Poneke, support the Wellington Sculpture Trust, and provide the New Zealand Symphony Orchestra with a permanent home within the Wellington Convention Centre. We also support the country's premier arts and cultural event – the New Zealand International Arts Festival – with an annual grant. Held every second year the festival celebrates the very best of international and national theatre, dance, music, writing and visual arts. The next festival will be held in late summer 2008.

WHAT WE DID

Cuba Carnival, New Zealand's biggest and most diverse street festival, was a huge success.

Held amid brilliant weather on February 23 and 24, the Carnival was a two-day extravaganza for people of all ages. It featured live music on three stages – including Phoenix Foundation and the Wellington International Ukulele Orchestra – making it the biggest free music event in the country. It also featured outdoor films, music, street food, market stalls and the colourful Illuminated Night Parade.

The carnival, which was based at Toi Poneke and received Council funding, was commemorated with a photography exhibition at the City Gallery.

The Government confirmed funding for the School of Music proposed for Civic Square.

In June 2007, the Government announced an \$11 million contribution towards new premises for the New Zealand School of Music – a partnership between Massey and Victoria Universities. The new purpose-built

facility has the Council's support. We will provide the former Circa Theatre site on Jack Hott Green. Private donors have also pledged assistance.

Established as a centre of musical excellence in 2005, the school has been operational since January 2006. It has about 300 students – a number that is expected to increase with a central city base.

Breakout: "[The School of Music's] location will bring more students into the inner-city and enliven the vicinity socially and economically." – Massey Deputy Vice-Chancellor (Wellington) Andrea McIlroy

HOW WE PERFORMED

ARTS PARTNERSHIPS (5.4.2)	2004/05	2005/06	2006/07	TARGET	COMMENTS
Occupancy of the Toi Poneke – the Wellington Arts Centre (by art studios, tenancies and room hire).	-	-	Artist Studios 99%, Tenancies 95%, Room Hire 34%	<i>Artist Studios 95%, Tenancies 95%, Room Hire 60%</i>	This is the second year that Toi Poneke has been open. Two of the three targets were either met or exceeded. Room hire was well below target - but the second half of the year saw a considerable increase in hire. We expect to see increased room hire maintained in 2007/08.

WHAT IT COST

OPERATING EXPENDITURE (\$000)	2007			2006
	Actual	Budget	Variance	Actual
Arts and cultural festivals (5.2.1) ¹				
Expenditure	1,525	1,372	(153)	1,739
Revenue	(376)	(376)	-	(391)
Net expenditure	1,149	996	(153)	1,348
New Zealand International Arts Festival (5.2.2)				
Expenditure	750	750	-	750
Revenue	-	-	-	-
Net expenditure	750	750	-	750

¹The increase in operating costs is due to increased support for Community Events.