

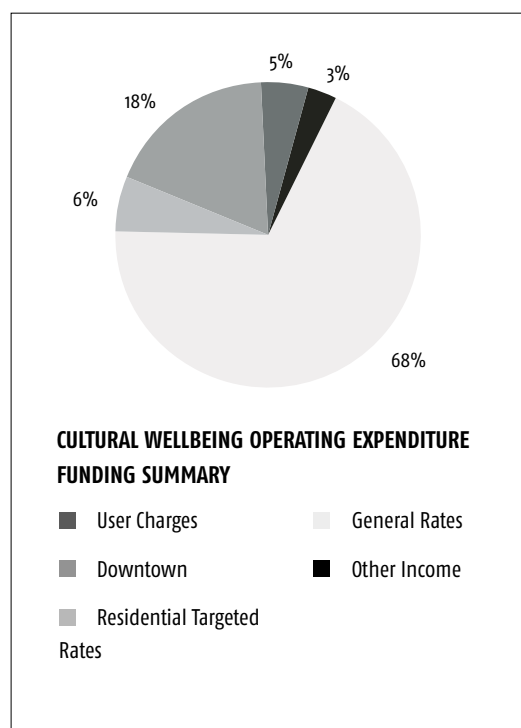
V) CULTURAL WELLBEING STRATEGY

SHAPING WELLINGTON'S UNIQUE IDENTITY

The Council supports a wide range of cultural and artistic activity in Wellington. The aim is to foster a lively and creative city that offers rich and varied cultural experiences to residents and visitors. We fund galleries, museums, arts organisations, and art and sculpture in public spaces. We also provide grants to community programmes that foster diversity and encourage people to participate in the arts.

OPERATING ACTIVITIES

The funding sources for this strategy are illustrated in the graph below.

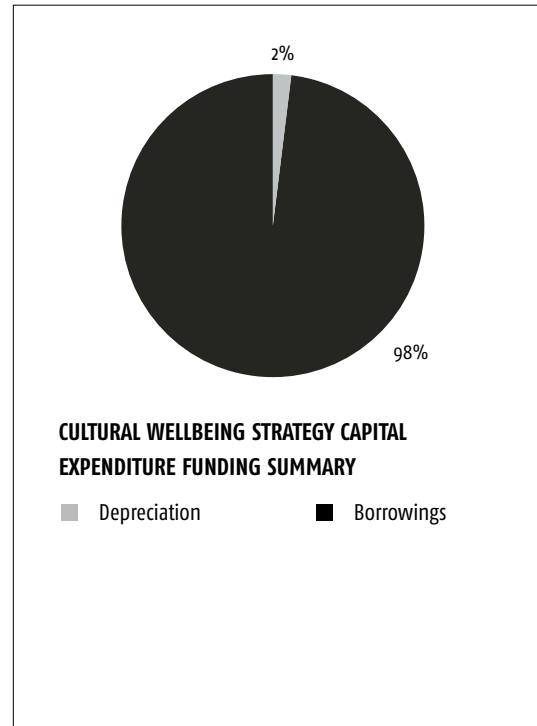


Activity	Funding Sources						
	User Charges	Other Income	General Rates	Targeted Rates			
				Residential	Commercial	Downtown	Other
5.1.1 Provision of City Archives	10%	0%	90%	0%	0%	0%	0%
5.1.2 Promotion of heritage landmarks	0%	0%	100%	0%	0%	0%	0%
5.2.1 Promoting and hosting cultural festivals	0%	35%	65%	0%	0%	0%	0%
5.2.2 The New Zealand International Arts Festival	0%	0%	0%	0%	0%	100%	0%
5.2.3 Cultural grants	0%	0%	0%	100%	0%	0%	0%
5.3.1 Access and support for community arts	0%	0%	100%	0%	0%	0%	0%
5.4.1 Provision of galleries and museums	0%	0%	75%	0%	0%	25%	0%
5.4.2 Facilitator arts partnerships	0%	30%	70%	0%	0%	0%	0%

CAPITAL EXPENDITURE

The interest and depreciation costs relating to capital expenditure are incorporated in the operating costs of each activity.

Cultural wellbeing capital expenditure projects are funded through a combination of rates funded depreciation and borrowings, as detailed below.



Activity	Funding Sources			
	LTNZ Capex Subsidies	Development Contributions	Depreciation	Borrowings
5.3.1 Access and support for community arts	0.0%	0.0%	1.7%	98.3%

ACTIVITY 5.1.1: PROVIDER – CITY ARCHIVES

This activity covers the operations of and community access to the City Archives.

COMMUNITY OUTCOME

This activity primarily contributes to the outcome of ‘Wellingtonians celebrating their unique cultural identity’.

WHO BENEFITS?

<i>Whole community</i>	50%
<i>Individuals</i>	50%

The whole community benefits from this activity. Maintaining the City Archives collection for posterity and ensuring that it can be easily accessed is an important community service. The City Archives contribute to our understanding of the past and to forging a strong local community – it contributes to our sense of place.

Individuals who choose to use the City Archives can be seen to benefit directly from their access the collection. The collection is used for private study and for research. Staff provide assistance with searches and with photocopying and with copying of archived photographs.

WHO SHOULD PAY?

<i>Individual</i>	10%
<i>Whole community</i>	90%

Although the individuals that access the collection receive benefits from this activity, the Council believes that preserving aspects of the city's past are of significant benefit to the community as a whole.

Nevertheless it is considered appropriate that individual users should bear a small cost for any staff research and associated copying costs that they may generate.

The user charges for these services are broadly in line with those charged by the Alexander Turnbull Library and Archives New Zealand.

OUR FUNDING TARGETS: OPERATING EXPENSES	
User charges	10%
Other revenue	0%
Targeted rate	0%
General rate	90%
Total	100%

ACTIVITY 5.1.2: PROVIDER – PROMOTION OF HERITAGE LANDMARKS

This activity covers the promotion of heritage landmarks and features, in particular it covers the maintenance of Te Are o Nga Tupuna – Maori heritage trails.

COMMUNITY OUTCOME

This activity primarily contributes to the outcome that “Tangata Whenua and our multicultural diversity will be recognised and valued, and reflected in our city’s culture.”

WHO BENEFITS?

Whole community 100%

The whole community benefits from this activity. Access to the heritage trails is open and maintaining them for posterity contributes to our understanding of the past and to forging a strong local community – it contributes to our sense of place.

WHO SHOULD PAY?

Whole community 100%

Since this activity benefits the community as a whole, the fairest and most effective way to fund it is from general rates.

OUR FUNDING TARGETS: OPERATING EXPENSES

User charges	0%
Other revenue	0%
Targeted rate	0%
General rate	100%

Total	100%
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ACTIVITY 5.2.1: FUNDER AND PROVIDER – ARTS AND CULTURAL FESTIVALS

The Council runs and supports artistic and cultural events that encourage Wellingtonians to get out and enjoy themselves. These include Summer City, the Sky Show, and the Diwali festival and more than 100 other events, all of which are provided free to the public.

We aim to use the Civic Square as the stage for a large number of these events. As the civic and cultural heart of the city the Square offers a safe and accessible venue.

COMMUNITY OUTCOME

By supporting and hosting events we contribute to “Wellingtonians celebrating their unique cultural identity” and to “the venues that suit a range of events and reflect the needs of the city.”

WHO BENEFITS?

Whole community 100%

While the people attending these events obviously benefit from the enjoyment they receive, the events are generally run outdoors in public areas making it impossible to identify individual beneficiaries. The benefits, in any case, are not exclusive.

There are generally no limits on the number of people who attend these events and, as the intention is to encourage participation, it would not be appropriate or acceptable to charge for entry.

The principal benefits are to the community as a whole. These events bring people together, encouraging community identity and cohesion. They help build a sense of pride in the city and add to Wellington’s reputation as an “events capital”. Many events attract people to the city centre, bringing economic benefits.

WHO SHOULD PAY?

Whole community 100%

Since this activity benefits the community as a whole, the fairest and most effective way to fund it is from general rates.

The Council receives significant sponsorship for this activity from organisations such as the New Zealand Community Trust. We expect this to continue and are increasing our sponsorship target from 2008/09 to 35 percent.

OUR FUNDING TARGETS: OPERATING EXPENSES	
User charges	0%
Other revenue	35%
Targeted rate	0%
General rate	65%
Total	100%

ACTIVITY 5.2.2: FUNDER – THE NEW ZEALAND INTERNATIONAL ARTS FESTIVAL

The Council provides ongoing funding for the New Zealand International Arts Festival. Held every two years, the festival brings international acts to Wellington and provides entertainment to city residents and a large number of visitors.

COMMUNITY OUTCOME

Our support for the Festival contributes to the outcome that 'Wellington will be recognised as New Zealand's arts and cultural capital, encouraging visual and performing arts'.

WHO BENEFITS?

<i>Identifiable part of the community</i>	60%
<i>Whole community</i>	30%
<i>Individuals</i>	10%

The Festival is a major event which brings significant numbers of people to the city. This, along with the fact that it attracts Wellingtonians into the central city in large numbers, enhances the local economy and is of considerable benefit to the local businesses, particularly in the tourism, hospitality and retail sectors.

The wider community also benefits from the Festival. It helps make the city a vibrant place, and plays an important part in the city's identity as New Zealand's arts and culture capital. It also provides residents with opportunities to see major national and international acts.

Those individuals who perform and attend shows at the Festival clearly benefit from their participation.

WHO SHOULD PAY?

Identifiable part of the community 100%

The Council believes this activity is most appropriately funded from rates targeted to the Downtown sector. While the Festival benefits the wider community, the Council funds it principally as an economic development initiative. The Festival contributes both to cultural and economic well-being. It should also be noted that, as this is a funding arrangement, the Council's contribution to the Festival reflects the collective benefit to businesses in the Downtown area and the wider public, while any private benefit received by people attending Festival shows is reflected in the tickets they purchase to attend.

OUR FUNDING TARGETS: OPERATING EXPENSES

User charges	0%
Other revenue	0%
Targeted rate (Downtown)	100%
General rate	0%
Total	100%

ACTIVITY 5.2.3: FUNDER – CULTURAL GRANTS

The Council maintains a cultural grants pool to allow community organisations access to funding.

COMMUNITY OUTCOME

These grants help us achieve the outcome that “Wellington will be a dynamic and multicultural city that respects and celebrates cultural diversity”.

WHO BENEFITS?

<i>Individuals and identifiable part of the community</i>	50%
<i>Whole community</i>	50%

The direct beneficiaries of this activity are the individuals and groups who receive funding. The grants provide them with opportunities for artistic and cultural expression. This activity gives individuals the opportunity to participate, even though they may choose not to. Though these benefits are private, they are not exclusive – all residents are able to apply for funding.

Funding cultural initiatives also benefits all city residents by making the city a more vibrant place, enhancing community identity, and contributing to the city’s reputation as New Zealand’s arts and culture capital.

WHO SHOULD PAY?

<i>Whole community</i>	100%
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The purpose of this activity is to add to the mix of cultural events in the city and to encourage participation. Clearly, this means that someone other than the grant recipients has to pay. This activity has no benefit, economic or otherwise, to the commercial sector. Funding is directed to residents, and as such, the Council believes it is appropriate to fund the cost of this activity from rates targeted to the residential sector.

The people and groups who receive funding also contribute their own resources to initiatives that benefit the city’s cultural and social well-being.

OUR FUNDING TARGETS: OPERATING EXPENSES	
User charges	0%
Other revenue	0%
Targeted rate (Residential)	100%
General rate	0%
Total	100%

ACTIVITY 5.3.1: FUNDER – ACCESS AND SUPPORT FOR COMMUNITY ART

This activity covers the wide range of community arts programmes that the Council runs every year. It also covers a subsidy for non-profit community groups using the Wellington Convention Centre. This ensures the venue is open to a wide range of organisations.

Note that the Convention Centre itself operates under Activity 3.1.2.

COMMUNITY OUTCOME

Support for the art programme contributes to the outcome that “Wellington will be a dynamic and multicultural city that respects and celebrates cultural diversity”. The provision of the subsidy ensures that there is access to a “venue that suits a range of events and reflects the needs of the city”.

WHO BENEFITS?

<i>Whole community</i>	50%
<i>Individuals</i>	50%

Both the individuals that take part in the arts programmes and the non-profit groups that make use of the venue subsidy directly benefit from this activity. But the activity also benefits the community as a whole. The arts programmes are open events and the groups who are supported by the subsidy help make the city a vibrant place and foster cultural identity.

WHO SHOULD PAY?

<i>Whole community</i>	100%
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The purpose of this activity is to promote tolerance and, celebrate through the arts, people's differences to create a sense of belonging. The provision of the community arts programme eliminates cost as a barrier as does the venue subsidy. Clearly, the cost of this support has to be met elsewhere. The Council believes the cost is most appropriately funded from general rates.

OUR FUNDING TARGETS: OPERATING EXPENSES

User charges	0%
Other revenue	0%
Targeted rate	0%
General rate	100%

Total	100%
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ACTIVITY 5.4.1: FUNDER – GALLERIES AND MUSEUMS

The Council is the main funder of the Wellington Museums Trust, which operates the Museum of Wellington City and Sea, the City Gallery, Capital E, the Wellington Cable Car Museum and the Colonial Cottage Museum.

COMMUNITY OUTCOME

Our support for the Trust contributes to a number of outcomes. It contributes to “Wellington having venues that suit a range events and reflect the needs of the city” and to the goal that “Wellington will be recognised as New Zealand’s arts and cultural capital, encouraging visual and performing arts.”

WHO BENEFITS?

<i>Individuals</i>	70%
<i>Identifiable part of the community</i>	15%
<i>Whole community</i>	15%

The individuals who attend the exhibitions and shows at the galleries and museums clearly benefit from their attendance.

The various venues are also important attractions for visitors and residents alike. The location of these in these draws people into the downtown area and boosts local businesses, particularly those in the tourism, hospitality and retail sectors.

The museums and galleries funded by this activity also benefit the whole community in many ways. They help make the city vibrant and interesting, preserve its heritage, form a vital part of Wellington’s image as a creative city, and are a source of civic pride. The exhibitions run by the galleries and museums also foster community identity. These benefits are felt even by people who choose not to visit the facilities.

WHO SHOULD PAY?

<i>Whole community</i>	75%
<i>Downtown sector</i>	25%

The Council funds the museums and galleries to encourage greater participation in the arts and because it believes that high quality cultural amenities add to a vibrant city life.

While there are clearly direct benefits to people who choose to visit the galleries and museums, the Council believes these are outweighed by the overall community benefit and the benefits that flow to the businesses in the downtown sector.

OUR FUNDING TARGETS: OPERATING EXPENSES	
User charges	0%
Other revenue	0%
Targeted rate (Downtown)	25%
General rate	75%
Total	100%

ACTIVITY 5.4.2: FACILITATOR – ARTS PARTNERSHIPS

The Council maintains a number of partnerships with artistic organisations that call Wellington home. We provide subsidised rehearsal space for the NZ Symphony Orchestra and are paying the interest on a loan that helped the St James Theatre Trust upgrade its flying system. We also provide grants to: the Chapman Tripp Theatre Awards; Professional Theatres; the NBR Opera; and to the NGC Sinfonia.

The Council also houses a number of independent artists at the Wellington Arts Centre, which is covered by this activity.

COMMUNITY OUTCOME

Our support for this activity contributes to the outcome that 'Wellington will be recognised as New Zealand's arts and cultural capital, encouraging visual and performing arts'.

WHO BENEFITS?

<i>Identifiable part of the community</i>	60%
<i>Whole community</i>	30%
<i>Downtown sector</i>	10%

The artists and organisations are clearly direct beneficiary of these partnerships. These benefits are private and exclusive to the extent that the Council's support cannot be transferred.

The community also benefits from this activity in many ways. Through our support we help ensure these organisations remain viable and based in Wellington. In the example of the orchestra this means the city is home to one of the nation's foremost arts institutions, which contributes to Wellington's vibrancy and its image as a creative city. It also means residents have the option of attending concerts on a regular basis, and have far greater access to top-class music than would otherwise be the case.

These partnerships add to the city's exceptional range of artistic and cultural amenities that cater to all tastes, which in turn add to an environment that fosters a vibrant city life and boosts the local economy.

WHO SHOULD PAY?

<i>Whole community</i>	70%
<i>Individuals</i>	30%

The overall aim of this activity is to encourage greater engagement and participation in the arts. By supporting these organisations and artists we are ensuring that their work continues and can be experienced by residents and visitors. The Council believes that the majority of the cost is most appropriately funded from general rates.

It is also considered appropriate that those artists that are housed at the Arts Centre should make a contribution to the cost of the space that they have exclusive use over.

OUR FUNDING TARGETS: OPERATING EXPENSES

User charges	0%
Other revenue	30%
Targeted rate	0%
General rate	70%

Total	100%
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