

CULTURAL WELLBEING

Our work reflects and helps shape Wellington's unique cultural identity.

CULTURAL WELL-BEING ACTIVITIES

Cultural well-being is about people and communities participating in recreation and in creative and cultural activities, and retaining and expressing their arts, history, heritage and traditions.

Our cultural well-being activities include:

- provision of the city's popular art galleries and museums, Toi Poneke – the Wellington Arts Centre, and the City Archives, and
- support for the NZ International Arts Festival, the St James Theatre, the NZ Symphony Orchestra, and community events and festivals.

STRATEGIC APPROACH

Wellington is recognised as New Zealand's arts and culture capital, and as a cosmopolitan city where people welcome and celebrate diversity.

The Council's long-term approach focuses on:

- providing a supportive environment in which individuals and communities can celebrate and express themselves and their identities
- supporting greater participation and engagement in arts and cultural activities
- maintaining the city's edge as New Zealand's arts and culture capital and as New Zealand's events capital
- promoting understanding and tolerance among the city's people and communities
- celebrating and enhancing the city's distinct identity, including our capital city status and our bicultural history.

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HIGHLIGHTS

The Council was honoured with a Te Wiki o Te Reo Maori Award for promoting Maori language.

Council initiatives include promotion of Te Wiki o Te Reo Maori (Maori Language Week), Waitangi Day entertainment and commemorations, promotion of Matariki (Maori new year), and development of a Maori heritage trail which was completed in June 2009.

Cuba Carnival celebrated its 10th anniversary as New Zealand's biggest community festival.

More than 150,000 people celebrated at the 21 February carnival, which featured a full day of New Zealand music, food and craft stalls, street performances, and children's entertainment, culminating in the much-loved Meridian Illuminated Night Parade.

The carnival has grown rapidly since it was first held, with attendance of 15,000 a decade ago.

A few weeks earlier, the second Pasifika Festival was held at Waitangi Park, featuring a day of traditional and contemporary entertainment from Tuvalu, Tonga, Niue, the Cook Islands, Samoa, Fiji and Tokelau.

Pasifika is one of the city's many popular cultural festivals and celebrations. Others include Matariki and Waitangi Day, Chinese New Year, Diwali, and the Southeast Asian night market.

A major expansion of the City Gallery got under way.

The expansion, refurbishment and earthquake-strengthening will provide three new exhibition spaces including one for Maori and Pacific art and an expanded Michael Hirschfeld Gallery for Wellington art.

Having more spaces will allow the gallery to display more art from the city's collection and from the collections of Wellington residents. It will also allow the gallery to stay open year-round.

The refurbishment also features an auditorium. The Council is paying for earthquake strengthening while the City Gallery Foundation, Lottery Grants Board and the Hirschfeld, Hancock and Dean families are also contributing to the refurbishment.

PROGRESS TOWARDS LONG-TERM GOALS

Over the next 10 years, we aspire to the following outcomes:

5.1 STRONGER SENSE OF PLACE – Wellington will have a strong local identity that celebrates and protects its sense of place, capital-city status, distinctive landform and landmarks, defining features, history, heritage buildings, places and spaces.

Most residents (79%) think that Wellington's local identity (sense of place) is appropriately valued and protected. We contribute to this outcome through our urban development work, support for community festivals (see highlights) and public art, and promotion of heritage landmarks such as Te Ara O Nga Tupuna – the Maori Heritage Trail.

5.2 MORE EVENTFUL – Wellington will be recognised as the arts and culture capital, and known for its exciting entertainment scene and full calendar of events, festivals, exhibitions and concerts.

Eighty percent of Wellingtonians and 64% of New Zealanders see Wellington as the nation's arts capital, while 65% of Wellingtonians and 42% of New Zealanders see the city as the nation's events capital.

Wellington is home to many of New Zealand's premier cultural organisations – Te Papa, NZSO, Royal NZ Ballet and the NZ International Arts Festival. The city supports four professional theatre companies, an opera house, drama school, plus many other cultural bodies and events, such as Jazz and Fringe Festivals. The city is known for its vibrant contemporary music scene, innovative art, architecture, literary, film and design communities.

5.3 MORE INCLUSIVE – Wellington will celebrate its bicultural heritage and growing ethnic, religious and social diversity, and be tolerant, welcoming and inclusive of people's differences to create a sense of belonging, shared understanding and identity.

The vast majority of Wellingtonians (94%) and New Zealanders (84%) agree that the city has a culturally rich and diverse arts scene. The city's programme of cultural festivals has grown significantly in recent years (see 'highlights').

5.4 MORE ACTIVELY ENGAGED – Wellington will encourage greater engagement and participation by offering an exceptional range of arts and cultural amenities that cater to all tastes as well as a high quality environment that fosters a vibrant city life.

The vast majority of residents participate in some form of arts or cultural activity from going to the movies (77%), to going to an arts display (50%) to watching a play (38%). There has been a small reduction in participation in most art activities over the last four years.

ACHIEVEMENT OF STRATEGIC PRIORITIES

The Council's 2006–09 strategic priorities:

- **We will take a more pro-active role in protecting and enhancing local sense of place.**

Since 2006, the Council has enhanced 'sense of place' through installation of new public art and signage, expansion of Te Ara O Nga Tupuna (the Maori Heritage Trail), and urban development initiatives such as urban parks and district plan protection for heritage and character.

We have revitalised and expanded the city's Waitangi Day celebrations and established or expanded several other new cultural events (see highlights).

The presence and profile of public artworks has increased through temporary installations (for example in Courtenay Place Park) and permanent installations such as the waterfront sculptures Solace to the Wind, Water Whirler and Te Waka Pou.

The opening of the Te Aro Pa Visitor Centre provided a rare glimpse into Wellington's past.

Te Aro pa was occupied from the 1820s to the 1880s in the early 19th century by Taranaki iwi and, by 1850, had about 200 people living there.

Remains of the pa site were uncovered in November 2005 during excavation for a multi-storey apartment development. Work was halted while the Historic Places Trust, the City Council, the developer and the Wellington Tenth Trust considered options for preserving the structures.

The visitor centre, opened in October 2008, contains the preserved foundations of two whare ponga dating from the 1840s. The pa site is the only 1840s Maori site uncovered in the city and contains the only known whare ponga to have survived from that period.

- **We will strengthen our partnerships with arts organisations, festival groups and institutions.**

We have increased support for the New Zealand International Festival of the Arts and for other community events and festivals (see highlights), and worked with the Wellington Sculpture Trust to increase the number of public artworks in the city.

We also supported exhibitions by New Zealand Portrait Gallery in Shed 11 on the waterfront.

- **We will engage more effectively with the community on the benefits and relevance of a diverse city.**

Wellingtonians are positive about cultural diversity (see Social and Recreation). As noted in 'highlights', the Council has promoted the Maori language and established festivals, an expanded heritage trail and other initiatives that celebrate the place of Maori in Wellington's heritage. We have also supported festivals and grassroots initiatives that celebrate the city's diverse cultures.

- **We will engage more effectively with grassroots community and youth-orientated arts and cultural activities (including music made by youth).**

We have increased our programme of grants for arts and culture initiatives, supported arts and culture activities through Toi Poneke – the Wellington Arts Centre, and conducted an extensive programme of engagement with Wellington arts community.



IN FOCUS ENGAGING ON THE ARTS

A shared vision for the future of arts in Wellington was the goal of a major engagement exercise led by the Council's City Arts team during the year.

More than 400 people from the city's theatre, performance, music, visual arts, literature, and Maori arts communities took part in 'café-style' exchanges during August and September to give their views.

City Arts Manager Martin Rodgers says two real positives from the engagement were the willingness of participants to think more broadly than their own art form and consider the needs of the sector as a whole, "and the incredible consensus around what still needed to be worked on".

Key ideas to emerge included the idea of a 'Push Play' campaign to promote the benefits of the arts, better coordination and sharing of resources among arts organisations, and development of professional management for independent artists and performers.

The engagement has influenced the Council's grants criteria and long-term priorities, and progress has been made on development of an 'arts hub' at Toi Poneke – the Wellington Arts Centre. Other work is ongoing.

"It's really exciting and encouraging to see the local council being proactive about growing the arts in Wellington."

– posted on www.bigidea.org.nz.

ACTIVITY

GALLERIES AND MUSEUM

We want high-quality galleries and museums that contribute to Wellington's status as New Zealand's arts and cultural capital.

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

We also part-fund Te Papa (see city promotions and attractions page 27).

WHAT WE DID

- We supported the Capital E National Arts Festival. The two-week festival in March lived up to its reputation as New Zealand's biggest arts festival for children, selling an estimated 35,000 tickets. With thousands more people enjoying the free public festival events. The headline performance was Kia Ora Khalid, a heart-warming production that explored migration stories across Aotearoa, looking at what it means to be called a kiwi, through a child's eye
- "It's great to see children's theatre of this calibre...creating quality theatre for young people that celebrates New Zealand." The Listener
- We started the major extension to the City Gallery (see 'highlights'). After 11 months of building and refurbishment the new look gallery is scheduled to re-open on 27 September 2009. The opening will include a solo exhibition of internationally renowned Japanese artist, Yayoi Kusama and the Make Way exhibition by local artist Regan Gentry.

- The Council considered future options for the Plimmer Ark heritage collection. The review was prompted by a need to upgrade the existing display space. A decision was made to provide one-off funding of \$280,000 in 2010/11 towards the costs of fit-out of a heritage collection store and the relocation of the Plimmers Ark timbers. This is subject to all remaining costs being met from other sources as proposed by the Wellington Museums Trust.
- Stories of Wellington's history were told through permanent and temporary exhibitions at Wellington City and Sea, the Wellington Cable Car Museum and at the Colonial Cottage located at the start of the heritage trail in Aro Valley.

WHAT IT COST

	ACTUAL 2009	BUDGET 2009	VARIANCE 2009	ACTUAL 2008
OPERATING EXPENDITURE (\$000)				
5.4.1 Galleries and Museums				
Expenditure	6,376	6,498	122	6,245
Revenue	-	-	-	-
Net Expenditure	6,376	6,498	122	6,245
CAPITAL EXPENDITURE (\$000)				
5.4.1 Galleries and Museums¹				
Expenditure	4,370	3,712	(658)	386
Unspent portion of budget to be carried forward	N/A	-	-	N/A

¹ In October 2008 Council approved additional funding for this project due to cost escalations.

HOW WE PERFORMED

We report Galleries and Museums performance in the Report on Council Controlled Organisations section.

ACTIVITY HERITAGE

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.

Our activities under this area include:

- **City archives** – we provide the Wellington City Archives, which holds a vast amount of information about the city's history and development from the 1840s to the present.
- **Heritage landmarks** – we manage the Te Ara o Ngā Tūpuna – the Maori Heritage Trail.

WHAT WE DID

- We added 35,000 items to our online archives database. Items include correspondence records of the Legal, Property and Transport Departments dating back to 1906, plans of the ships and facilities operated by the Union Steamship Company between 1868-1998, and aerial photography of the city suburbs from 1970-1992.
- We also continued our programme to digitise the Building Plan Search Service: 10% of the collection is now in a digital format.
- We improved our educational resources: we worked with Victoria University to better manage use of City Archives by students from the School of Architecture with around 600 student requests processed this year; and we gave presentations to colleges, community groups and contributed to Public History Month with a guided tour of the archives.

- The Maori Heritage Trail – Te Ara o Ngā Tūpuna was extended with the Owhiro Bay pou whenua installed in June. A four-sided glass heritage sign, illuminated at night, was also installed in Midland Park. The sign is similar in style to those along the waterfront from Wellington Railway Station to Waitangi Park. We worked with the Wellington Tenth Trust on this project.
- We received the Te Wiki o te Reo Maori award in the local body agencies category in September 2008. We also worked with Te Taura Whiri i te Reo Maori – Maori Language Commission to promote Matariki (Maori New Year) and Te wiki o te reo (Maori language week) throughout June and July.

WHAT IT COST

	ACTUAL 2009	BUDGET 2009	VARIANCE 2009	ACTUAL 2008
OPERATING EXPENDITURE (\$000)				
5.1.1 City Archives¹				
Expenditure	1,226	1,611	385	1,569
Revenue	(121)	(226)	(105)	(197)
Net Expenditure	1,105	1,385	280	1,372
CAPITAL EXPENDITURE (\$000)				
5.1.2 Heritage Landmarks²				
Expenditure	24	24	-	38
Unspent portion of budget to be carried forward	N/A	68	-	N/A

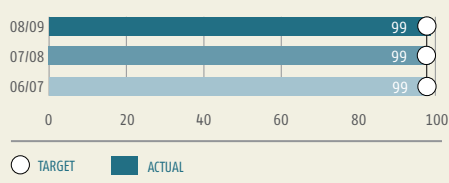
¹ The expenditure variance is due to personnel savings arising from vacancies. The unfavourable revenue variance is due to reduced LIMS requests due to the downturn in the housing market.

² The carry forward relates to deferral of expenditure on Maori heritage trails to allow our partner to consider options around sites of significance.

HOW WE PERFORMED

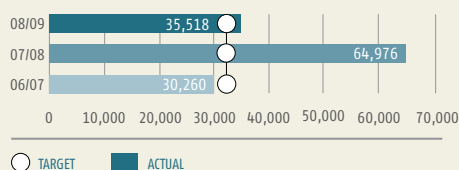
ARCHIVES INFORMATION REQUESTS (%) COMPLETED WITHIN AGREED TIMEFRAMES

Source: WCC City Archives



ITEMS ADDED TO THE CITY ARCHIVES ONLINE DATABASE

Source: WCC City Archives



CULTURAL HERITAGE SITES ADDED TO THE MAORI HERITAGE TRAIL – TE ARA O NGA TUPUNA

Source: WCC Treaty Relations

Our target was to add four cultural heritage sites to the Maori Heritage Trail – Te Ara o Ngā Tūpuna.

We added two further sites to Te Ara o Ngā Tūpuna: Midland Park and Owhiro Bay. Further additions to the trail have been carried over to the 2009/10 year in order for our iwi partner Te Runanga o Toa Rangitira Incorporated to further consider the form and content of the markers for their sites of significance.

ACTIVITY

COMMUNITY ARTS AND CULTURAL SUPPORT

We aim to foster an environment where Wellington's creative communities can thrive.

Our activities under this area include:

- **Cultural grants** – we provide grants to support community-based arts and cultural organisations and initiatives.
- **Access and support for community arts** – we run a popular community arts programme, provide exhibition space and subsidies for community groups to access performance spaces.
- **Arts and Cultural Festivals** – we provide a wide range of cultural and arts events/festivals.

A buzzing local arts scene is important in many ways. It means there's always plenty to see and do and that the city's atmosphere is lively. 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, cohesive communities as they become even more diverse.

WHAT WE DID

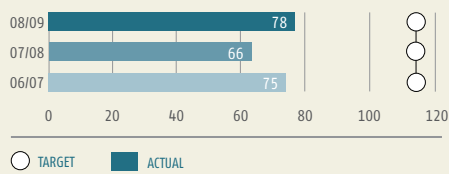
An extensive range of arts and cultural festivals and community events were held during the year.

- The inaugural Southeast Asian Night Market was held at the TSB Bank Arena and was so popular that crowds queued outside to get in. Other cultural festivals included the ever popular Diwali and Chinese New Year events and we hosted the 30th annual Wellington Schools Tu Tangata polyfest. Pasifika and Waitangi Day celebrations were held at Waitangi Park and attracted large crowds.
- The Cuba Street Carnival including the night parade attracted crowds of well over 100,000 while the Newtown Festival attracted an estimated 40,000 people.
- November saw the annual Pelorus Trust Sky Show and the Tip Top Santa Parade. The NZ Community Trust Summer City programme delivered a diverse range of events ranging from a New Years Eve concert, One Love at Hataitai Velodrome, Teddy Bears Picnic at the Gardens, Children's Pantomimes, Outdoor Circuses and twilight concerts at Frank Kitts Park. ASB Gardens Magic at the Botanic Gardens attracted large crowds each night in January.
- We granted over \$1 million to 73 cultural projects through the contestable grants pools, three year funding contracts and the Mayor's discretionary fund. Programmes supported included: Eko Theatre, a project bringing together Maori and African communities; Acting Up Charitable Trust to deliver drama and percussion workshops for people with an intellectual disability; and emerging groups to a share and celebrate their culture such as a Ukrainian festival and Nepalese language classes. We also promoted local theatre and supported the Young & Hungry Arts Trust to deliver an ambassadors programme to introduce theatre to schools.

HOW WE PERFORMED

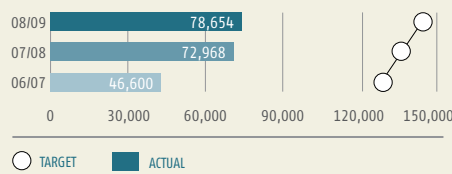
CIVIC SQUARE FREE EVENTS – # HELD

Source: Wellington Convention Centre



CIVIC SQUARE FREE EVENTS – ESTIMATED ATTENDANCE

Source: Wellington Convention Centre



NEW COUNCIL SUPPORTED ARTWORKS INSTALLED IN PUBLIC SPACES

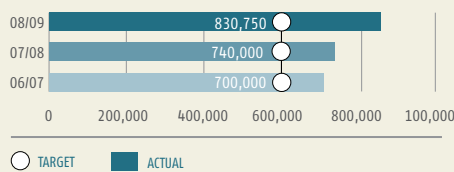
Source: WCC City Arts

We supported the installation of a number of new public artworks in public spaces:

- Solace to the Wind was purchased by Wellington Waterfront Limited and the Public Art Fund.
- With funding from the Public Art Panel, Massey University staged a successful series of eleven one day sculpture projects throughout Wellington over the course of the year.
- The temporary artwork Portal was installed by Victor Berezovsky on the façade of Freyberg Pool.
- Two exhibitions were staged in the Courtenay Place Park Lightboxes, curated by the City Gallery. They were Love Notes and Give Us a Sign.
- Eco-artist Heidi Threlfo undertook the public art project Home in the Botanical Gardens as part of the Summer City.
- As part of the Cuba Street Carnival, the Public Art Panel funded the Graffiti Bus and Laser Tag temporary public art projects.

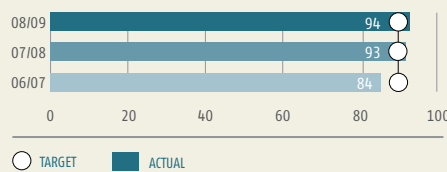
WCC SUPPORTED COMMUNITY FESTIVALS AND EVENTS – ESTIMATED ATTENDANCE

Source: WCC City Events



WCC SUPPORTED FESTIVALS AND EVENTS – ATTENDEES' SATISFACTION (%)

Source: WCC Resident Survey 2008



- Community and youth-focused activities at Toi Poneke – the Wellington Arts Centre included the Young & Hungry Festival rehearsal, drama classes by First Gear productions and art classes offered by Artsight and others such as rock and African drumming, Mau Rakau, and Bollywood dance and singing.
- We partnered with Creative New Zealand to survey and report Wellington attitudes, attendance and participation in arts events. It confirmed the importance of the arts to Wellingtonians with 91% having attended at least one arts event in the past 12 months and 85% believing that Wellington's Cultural Capital status is important to their city.
- The Artsplash! Festival was successfully staged with 10,000 children from across the lower North Island participating.
- In partnership with Asia New Zealand, the Council hosted three artists in residence at the historic Bolton street Cottage. Ding Jie from Beijing, China, staged an exhibition in The Engine Room at Massey University. Ai Sasaki from Sakai in Japan, held workshops in Crofton Downs Primary School ahead of her acclaimed exhibition in the Toi Poneke Gallery. Sayaka Ishizuka, from Tokyo, Japan and Wellington eco-artist Heidi Threlfo undertook the public art projects Home and Whispers respectively in the Botanical Gardens as part of the Summer City.

WHAT IT COST

	ACTUAL 2009	BUDGET 2009	VARIANCE 2009	ACTUAL 2008
OPERATING EXPENDITURE (\$000)				
5.2.1 Arts and Cultural Festivals¹				
Expenditure	2,471	1,854	(617)	2,543
Revenue	(401)	(352)	49	(608)
Net Expenditure	2,070	1,502	(568)	1,935
5.2.3 Cultural Grants				
Expenditure	738	738	-	670
Revenue	(1)	-	1	(3)
Net Expenditure	737	738	1	667
5.3.1 Access and Support for Community Arts				
Expenditure	532	486	(46)	455
Revenue	(32)	-	32	(20)
Net Expenditure	500	486	(14)	435
CAPITAL EXPENDITURE (\$000)				
5.3.1 Access and Support for Community Arts				
Expenditure	43	42	(1)	41

¹ Sponsorship funding is event specific. Some traditional funding has been lost, however funding was received for new and enhanced events. This combined with increases in the number and cost of delivering events has resulted in an overspend in community events

CULTURAL GRANTS

Source: WCC Grants

	2006/07	2007/08	2008/09
Total number of grant applicants	81	107	106
Total number of applicants receiving grants	66	73	73
Total budget available to applicants	\$327,000	\$328,000	\$361,349
Total budget distributed to applicants	\$323,280	\$328,000	\$357,997

COMMUNITY GROUPS THAT ACCESS THE WELLINGTON CONVENTION CENTRE WITH ASSISTANCE FROM THE VENUES SUBSIDY, THE NUMBER OF EVENTS HELD AND THE PROPORTION OF BUDGET SPENT

Source: Wellington Convention Centre

Our target was for 34 groups to access the Wellington Convention Centre, for 38 events to be held, and for the total WCC venues subsidy budget to be spent.

Our targets for venue access were not met, with 26 community groups accessing the Wellington Convention Centre for 30 events.

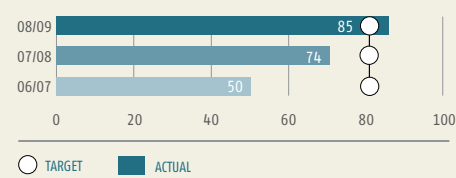
The total budget for providing subsidised access to the venue was spent, reflecting the high occupancy for these events.

The number of community groups that are assisted by the venues subsidy can vary from year to year, and we allocate our budget according to the needs of the groups.

We seek to support as many groups as possible within our budget restrictions.

WCC SUPPORTED COMMUNITY FESTIVALS AND EVENTS – # HELD

Source: WCC City Events



ACTIVITY

ARTS PARTNERSHIPS

Our aim is for Wellington to be recognised as New Zealand's arts and culture capital – this depends on the quality and breadth of its professional arts scene.

Our support in this area includes:

- **New Zealand International Arts Festival** – we provide funding to the country's premier arts and cultural festival.
- **Arts partnerships** – we provide and operate Toi Poneke – Wellington Arts Centre; we also support the Public Arts Panel and a number of arts organisations.

These organisations entertain residents and visitors, contribute to the city's economy, foster the development of emerging artists and entertainers and provide opportunities for artistic expression.

WHAT WE DID

- We supported a new and revamped Wellington Jazz Festival that was staged in March 2009. The 2009 Jazz Festival was an event of truly international standard in line with the quality and reputation of the New Zealand International Arts Festival. Total attendance at the Jazz Festival was 14,000. The intention is to present a biennial Jazz Festival in the alternate years to the Arts Festival.
- We hosted over 400 people from the arts sector at six sessions to 'map the future of the arts in Wellington'.

- More than a dozen exhibitions were staged in the Toi Poneke Gallery including:
 - Home Made by Kerry-Ann Lee
 - In the Museum of Curious Intent curated by Arlo Edwards
 - WelTec's Bachelor of Visual Arts graduate exhibition
 - Invisible Scapes by Ai Sasaki
 - Wonderland co-ordinated by Sian Torrington
 - Allotropy by Jeanette Schäring
 - His Remembering Heart by Anoushka Athique
 - The Candidate by John Lake.
- The popular waterfront artwork, Solace in the Wind was purchased by Wellington Waterfront Limited and the Public Art Fund for permanent display.
- With funding from the Public Art Panel, Massey University staged a successful series of one day sculpture projects throughout Wellington over the course of the year.
- The temporary artwork Portal was installed by Victor Berezovsky on the façade of Freyberg Pool.
- With Council funding and support, renowned artist Michal Tuffery worked with young people in Newlands to create a mural for the new Community Centre.

HOW WE PERFORMED

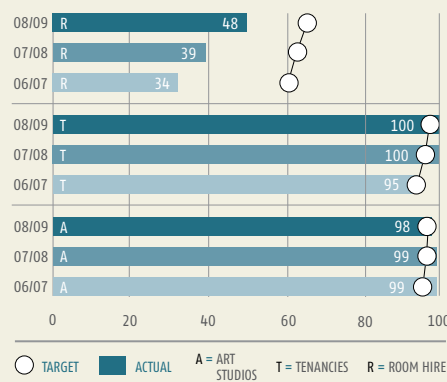
THE NEW ZEALAND INTERNATIONAL ARTS FESTIVAL

Source: The New Zealand International Arts Festival

There was no Festival held this year, the next Festival will be held in 2010.

TOI PONEKE – THE WELLINGTON ARTS CENTRE OCCUPANCY

Source: Toi Poneke – Wellington Arts Centre



Toi Poneke room hire is at a historical high. However, it remains a stretch target as it is calculated on the rooms being available for hire throughout the whole day and weekends. There is currently no demand for the rooms early in the day and for periods over the weekend. Efforts to encourage use at these times are ongoing.

WHAT IT COST

OPERATING EXPENDITURE (\$000)	ACTUAL 2009	BUDGET 2009	VARIANCE 2009	ACTUAL 2008
5.2.2 New Zealand International Arts Festival				
Expenditure	750	750	-	750
Revenue	-	-	-	-
Net Expenditure	750	750	-	750
5.4.2 Arts Partnerships				
Expenditure	1,870	1,831	(39)	1,740
Revenue	(473)	(497)	(24)	(430)
Net Expenditure	1,397	1,334	(63)	1,310

There was no capital expenditure associated with this activity in 2009.

“Our aim is for Wellington to be recognised as New Zealand’s arts and cultural capital.”