

Wellington's Culture Strategy

1. BACKGROUND

Wellington City Council had originally intended to develop a Cultural Strategy as part of the Arts Strategy in 1998. However at that time it was decided to focus on the arts (which is considered as a subset of the wider definition of culture that is being used in the Cultural Strategy). A project brief was approved at the Council's Strategy Committee meeting in September 2000.

2. DISCUSSION

2.1 What is Culture?

Two definitions of culture are generally used. The first focuses on the arts. An example of this is:

...the set of activities, and the products of those activities, such as the practice of the arts. [Craft, dance, drama, film, literature, music and visual arts etc] (Throsby 1997)

The second has a wider focus on the community. An example of this is:

... the set of attitudes, beliefs, practices, values, shared identities, rituals, customs etc, which are common to a group ... (Throsby 1997)

This draft Cultural Strategy for Wellington City Council has used the second wider definition – it is about the identity of Wellington City. The first definition can be considered a subset of the second definition.

For the purpose of this strategy the group referred to above are the people living in Wellington. In the project brief agreed in September the working definition of culture was accepted as:

The expression of Wellington's place and people in terms of our past, present and future.

This definition is very broad. It is therefore necessary to consider more specifically what the Council should be supporting in terms of Wellington's culture.

2.2 Why Develop a Cultural Strategy?

The purpose of developing a Cultural Strategy is so that the Council can fulfil its role to facilitate Wellington's expression of itself, that is, to maintain and develop the city's identity for the people who live in and visit Wellington.

A cultural Strategy:

- helps the Council identify key features of Wellington's identity that it should be supporting in order for the city to thrive and ensure that they are incorporated into the activities of Council
- provides a focus to help the Council decide on key initiatives within the city. When deciding on new initiatives Council can consider whether they fit or conflict with the culture of the city and how this can be managed
- emphasises that a key feature of Wellington's identity is that the city is vibrant and thriving economically. This includes supporting business opportunities and marketing the city as a destination for people to live and visit as key to maintaining Wellington's culture.
- helps identify the needs of the different communities within Wellington and the Council's role in fostering strong communities and the wellbeing of community members Wellington's Culture Strategy
- provides a rationale for much of the work the Council already does. The Cultural Strategy confirms many of the directions Council is already undertaking and enables us to understand the links between these directions and the key features of Wellington's culture
- helps identify gaps in the work that Council does to support the key features of Wellington's identity and provides a basis for new initiatives.

2.3 How the Draft Strategy was developed

The process used for developing this draft strategy was:

- discussion within Wellington City Council
- discussion with external groups
- analysis of ideas from *Our City - Our Future and Points of Difference*
- consideration of the work done in other City Councils within New Zealand, specifically Gore, Dunedin, Christchurch, Waitakere and Auckland
- examination of the literature regarding the development of culture
- identification of the key features of Wellington's culture
- examination of the existing outcomes and objectives across the nine Key Achievement Areas to see what the Council has already established to support these key features. Gaps were identified and either new outcomes or objectives have been written to fill these gaps or existing outcomes and objectives have been amended.

Notably, little work has been undertaken by other City Councils in this area. The main focus of most of their work has been on arts, with some work on heritage and ethnicity.

2.4 Key Features of Wellington's Culture

Eight key features of Wellington's culture have been identified that the Council should support. Some of these features are not unique to Wellington; rather it is the combination of these features that helps to form Wellington's identity and give Wellington its sense of vibrancy. These features were also identified in the vision developed for Our City – Our Future. The eight features are:

- **ARTS** – A LIVELY AND VARIED ARTS SCENE WITH OPPORTUNITIES FOR EVERYONE TO PARTICIPATE
- **CAPITAL CITY** – WELLINGTON'S POSITION AS THE SEAT OF GOVERNMENT
- **DIVERSITY** – CELEBRATING AND NURTURING THE DIFFERENCES AMONGST PEOPLE AND THEIR CUSTOMS
- **Education** – opportunities for wellingtonians to improve the quality of their life through education
- **HISTORY AND HERITAGE** – THE CELEBRATION OF WHAT HAS HAPPENED AND THE TREASURING OF OUR HERITAGE ICONS
- **Natural environment** – the beauty and uniqueness of wellington's coast, harbour and hills
- **Sports and physical recreation** – abundant opportunities to participate in sports and physical recreation
- **Vibrant city** – a dynamic city, full of energy and economic and social wellbeing for its citizens.

Having identified these features, the existing strategies have been reviewed to identify gaps. The main gaps are in the areas of Diversity, History and Heritage, and Physical Recreation. A number of new outcomes and objectives have been developed for these areas.

2.5 Mana whenua

All of the Council's work is governed by the principle of partnership with tangata whenua and the Council's responsibilities under the Treaty of Waitangi. This is encapsulated in the outcomes and objectives that the Council has already developed in relation to this partnership. This partnership threads through the different features of Wellington's culture. Of particular importance are the areas of heritage and the natural environment which have special significance to mana whenua.

Outcome

2.5 Partnership

Council and mana whenua partnerships fulfil the city's obligations under te Tiriti o Waitangi (the Treaty of Waitangi).

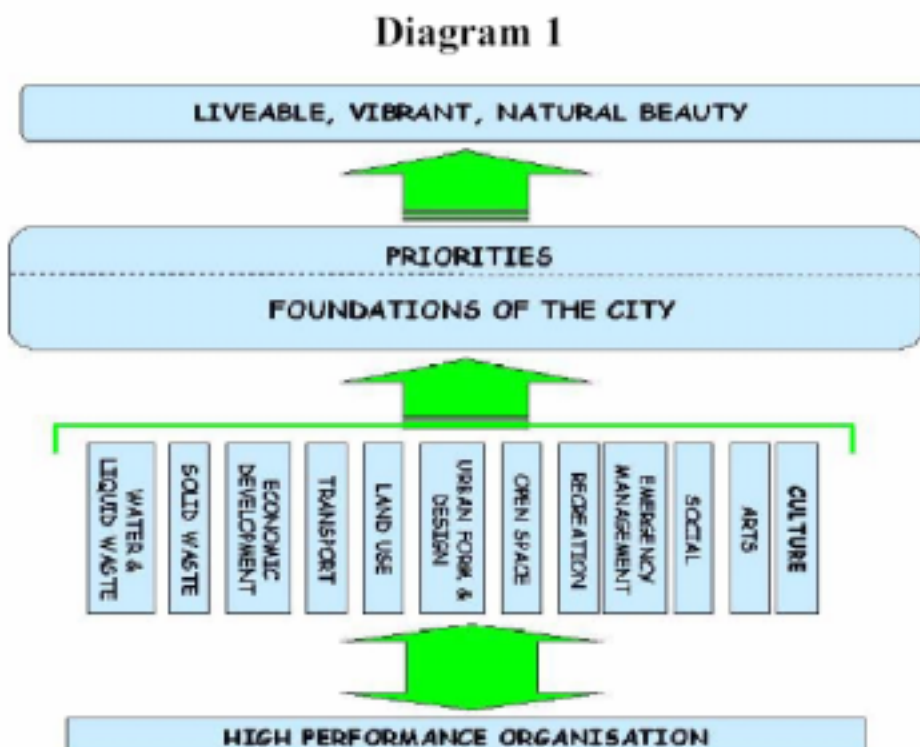
The Council has governance (kawanatanga) over many aspects of the lives of tangata whenua and Maori citizens in the city. The Council must also recognise mana whenua and their rangatiratanga over the city and harbour. It is this rangatiratanga that qualifies the kawanatanga rights of the Council.

Objectives

2.5a To maintain and improve mana whenua involvement in city development

2.6 Linkages

The Council has nine Key Achievement Areas (KAAs) which are used to group related outcome statements. It also has twelve subject areas for which strategies have or are being developed. Culture is one of these subject areas. However culture also has linkages with a number of the other subject areas as shown in Diagram 1, such as arts, social, recreation, open space, urban form and design, land use and economic development.



A separate KAA for the Arts has been established. The reason for this is that the outcomes for culture relate to the following six KAAs, not just arts:

- Built environment
- Community, health and safety
- (Culture and) arts
- City economy
- Natural environment
- Recreation and leisure.

There are many outcomes within the above KAAs that already relate to the culture of Wellington. By placing all the outcomes that relate to culture into the existing KAA structure, it ensures that they become part of the everyday work of the Council and are not isolated in a separate document. The Cultural Strategy cuts across all of the Council's activities and much work is already being done to support the eight features identified. However there is room for more development and this is reflected in the new outcomes and objectives identified. Work is also planned on a number of policies that link to both the Cultural and Arts Strategies. This includes Public Art, Arts Collection, Museums, Archives, Heritage and Busking policies.

The outcomes in the Cultural Strategy also link to both the *Our City - Our Future* and *Points of Difference* documents.

2.7 Our City - Our Future

Our City – Our Future is a strategy for the future of Wellington that was developed over eighteen months in 1996 and 1997 by hundreds of Wellingtonians representing businesses, environmental, community and ethnic groups. More than 2000 residents and 100 organisations took part in an extensive series of workshops, forums, working parties and public meetings to develop a vision and goals for Wellington. This was a plan by the people of Wellington, charting their future.

The themes in the Cultural Strategy are consistent with the themes of the *Our City - Our Future* vision as represented in the above statement.

2.8 Council's Current Role

The Council takes an active role in the development and growth of the city by acting as:

- Advocate – representing the interest of the community to other organisations
- Facilitator – assisting with the provision of facilities or services
- Regulator – controlling activity in an area, and monitoring and enforcing compliance
- Funder – providing financial assistance to enable provision of a service or facility
- Provider – providing programmes, facilities and assets, and undertaking projects

The following outcomes and objectives in the Cultural Strategy fit within these defined roles.

2.9 Outcomes and Objectives of Wellington's Culture Strategy

A list of all the outcomes and objectives related to the eight features identified as contributing to Wellington's culture is presented. The list includes many existing outcomes and objectives with a cross-reference to the related KAA. Changes to existing outcomes and objectives to incorporate new ideas and completely new outcomes and objectives are also provided.

The outcomes and objectives have been ordered according to the eight features to give a clear picture of how they relate to Wellington's culture. Appendix three lists the outcomes and objectives where changes have been proposed according to the KAA they will belong to.

The amendments and additions to the existing outcomes and objectives are in *italics* and **bold**. The text that is not in bold and italics is the outcomes and objectives that Council have agreed in the past.

ARTS

Wellington has for some time seen arts as a major part of the city's identity and has considered itself the 'arts capital' of New Zealand. An Arts Strategy was developed in 1998 that reflects this. The Arts Strategy appropriately used the narrower definition of culture which incorporates craft, dance drama, film, literature, music and visual arts, and is a subset of the wider definition of culture being used in the Cultural Strategy.

The current Arts Strategy has not been altered apart from removing the word culture from the title of the KAA and in other places where it is used in conjunction with arts. Thus Wellington is referred to as the 'arts capital' rather than the 'arts and cultural capital'. All the existing outcomes and objectives within this KAA refer to arts only and none of the other aspects of the culture of the city so there are no significant changes to the outcomes and objectives as a result of removing the word 'cultural'. The purpose of this is to prevent confusion with the Cultural Strategy. It should be noted however that this does not prevent the use of the word culture in its narrower definition as arts, in public marketing strategies.

As the Arts Strategy has been reviewed in May 2001 incorporates changes identified as a result and being presented to Council separately. The outcomes and objectives of the current Arts Strategy are included, as they are a part of the Culture Strategy.

Outcome (Culture and Arts KAA)

2.1 Arts capital

Wellington is New Zealand's arts capital where the arts infrastructure is strong and supportive of the performance, exhibition and development of the arts.

Wellington is home to artists and performers, national arts organisations, professional theatre, international festivals, New Zealand's national museum Te Papa, and many other galleries, film and performance companies. As a consequence, the Council is involved in a variety of roles from a funder and provider through to being an advocate to Central Government for the many national arts groups located in Wellington.

Objectives

- 3.1a To maintain the number of arts activities and events through the city
- 3.1b To enhance the ranges of arts activities and events throughout the city
- 3.1c To promote Wellington as the arts capital of New Zealand
- 3.1d To ensure Wellington sustains its position of arts capital
- 3.1e To support arts organisations through the securing of venues
- 3.1f To facilitate and encourage active and ongoing partnerships in the greater Wellington region between arts organisations, arts training institutions, Council, local authorities, Te Papa, International Festival of the Arts, tourist promoters, sponsors, the commercial sector and other key players
- 3.1g To assist arts organisations to encourage and reward excellence, innovation and developing talents
- 3.1h To maintain Wellington as the preferred location for national arts organisations

Outcome (Culture and Arts KAA)

2.2 Arts enterprises

Wellington is enriched by a strong, diverse and exciting year round range of activities and events that make a significant and increasing contribution to the economy.

The arts are a vital part of the Wellington lifestyle and economy. To ensure the city is an exciting place to live in and visit, the Council supports a wide range of venues and city events. This infrastructure is an important point of difference for Wellington. The arts contribute to the quality of life of residents and provide an economic benefit to the city.

Objectives

- 3.2a To increase visitor and residents' spending in the arts and related industries
- 3.2b To co-ordinate the staging of arts activities with the provision of related services and products
- 3.2c To increase the number and dollar value of art sponsorships

Outcome (Culture and Arts KAA)

2.3 Art in public spaces

Art enriches the built and natural environment of Wellington's central city and suburbs.

Art in public spaces enhances the urban environment and can be used to create unique identities for different parts of the city. The Council has a commitment to art in public spaces because it enhances the value of the Wellington experience and makes art accessible to all people.

Objectives

- 3.3a To significantly increase the number of art works in the public domain
- 3.3b To ensure that art work in the public domain reflects our position as a South Pacific nation

3.3c To capitalise on the compact nature of the city by strengthening, supporting and promoting established entertainment precincts

Outcome (Culture and Arts KAA)

2.4 Maori art

The arts of mana whenua and nga iwi o nga hau e wha are valued, promoted and enhanced.

Art works that express Maori culture and heritage reflect the partnership between mana whenua and the city. Art has an important role in building understanding and awareness of the city's cultural heritage.

Objectives

- 3.4a Maori language, crafts, visual and performing arts are promoted, celebrated, enjoyed and accessible
- 3.4b To support Maori arts and cultural groups to perform or exhibit their work
- 3.4c To ensure that art in the public domain includes art works or components from a taha Maori perspective

Outcome (Culture and Arts KAA)

2.5 Quality of life

The city provides lifelong opportunities for access to the arts, thereby enhancing the quality of life of residents.

The arts are very much part of the every day lives of Wellingtonians. Its diversity, accessibility and value to educate, interest and challenge enhance the quality of life of residents and bring wide social benefits. Council involvement in the arts is grounded on the value they create for Wellington.

Objectives

- 3.5a To increase the numbers and range of Wellingtonians participating in the arts (as member of groups or at classes)
- 3.5b To increase opportunities for participation in the arts for all Wellingtonians

Outcome (Culture and Arts KAA)

2.6 Diversity of arts

The city values and celebrates the arts of a wide diversity of cultures.

Community and ethnic culture are important sources of expression and art. Meaningfully expressed it encourages understanding and builds a wider and more inclusive sense of community in the city. The Council takes an active role in facilitating and supporting this expression.

Objectives

- 3.6a To assist the artistic expression of ethnic and cultural groups in the city
- 3.6b To reduce barriers to participation in arts programmes and educational opportunities

CAPITAL CITY

Wellington as the seat of Government is an essential part of the identity of the city and the Council can capitalise on this to the City's advantage. This is already recognised in the existing outcome but specific objectives have been added.

Outcome (City Economy KAA)

4.2 Nationhood

Wellington ***maintains its position and*** maximises the benefits of being the capital city, the hub of New Zealand and the centre of our nationhood.

Wellington, as the capital city houses Parliament Buildings, Te Papa, the National Library, the national offices of many public services, arts and not for profit bodies. This is one of the unique aspects of Wellington.

Wellington is also a transport gateway between the North and South Islands, and by air – both nationally and internationally. Travelling around New Zealand means passing through Wellington and the Council recognises the opportunity this creates for people to stop and enjoy Wellington's unique attractions.

Objectives

- 4.2a To remain the preferred site for national bodies and the seat of Government**
- 4.2b To promote Wellington as a destination for educational visits for schools throughout New Zealand and other visitors, both from New Zealand and overseas**

DIVERSITY

Wellington has a diverse population. For example, age, ethnicity, religion, disability and sexual orientation differentiate the community. Wellington has a higher percentage of people born overseas than the national average and this percentage appears to be increasing. In addition to this the city is home to a range of ethnic cultures that have been part of Wellington for a long time. The contribution of the diverse communities to the culture of Wellington is significant and needs to be supported in order to maintain a healthy city. New strategies have been developed to support this.

Outcome (Community, Health and Safety KAA)

2.3 Diversity

Wellington welcomes, values, celebrates ***and supports*** the diversity of people.

The diversity of Wellington's **citizens** is one of its great strengths, **helping to create a city that is exciting and stimulating for both residents and visitors**. Diversity enriches the lives of all community members, produces new ideas, and provides different ways of looking at things. Harnessing these positive aspects of diversity is something the Council is strongly committed to. **The Council wants to create an environment where people are able to maintain the balance between retaining and expressing the individual culture that defines who they are and being part of the wider community they live in. It is the balance between these two factors that enables people to retain their sense of self and their overall health and wellbeing.**

Objectives

- 2.3a (New) To ensure that WCC policies and practices are considerate of the needs of people from diverse groups**
- 2.3b (New) To ensure that people from diverse groups are able to access Wellington City Council's services**
- 2.3c (New) To support people from diverse groups to understand and access services from other agencies – government and non-government**
- 2.3d (New) To support and promote a range of events and celebrations which reflect the diverse composition of the city**

EDUCATION

Wellington has several leading education and knowledge institutions. This contributes to the sense of Wellington as a city that values the education of its citizens as the basis for growth and development in our society, as a significant contributor to Wellington's economy and as an opportunity to increase the well being of its citizens. The Council has already defined its role in the existing strategies to recognise and support education. Education has been established as a business cluster by the Capital Development Agency with a focus on:

- Building centres of excellence and specialisation
- Co-operating to compete for overseas education markets and assisting in the co-ordination of those efforts
- Ensuring that Wellingtonians have the skills necessary to support the business clusters and therefore Wellington's economy.

Outcome (City Economy KAA)

4.7 Education

Wellington recognises education as an essential contributor to a strong economy.

The city has two university campuses, the National Library, Government, many research institutions and large consulting firms. Wellington is home to some of the country's leading researchers and thinkers. Knowledge is the primary driver for many modern economies and Wellington recognises the advantage it gains from this base. The Council provides support to a number of innovative business clusters and its library services support the city's information needs.

Objectives

- 4.7a (New) To facilitate the tertiary, secondary and primary education sectors to work together and with community groups to ensure that Wellingtonians have the necessary skills to participate in businesses in the city**
- 4.7b (New) To facilitate the education sector to build centres of excellence and specialisation, and collaborate to compete for overseas markets**

Outcome (Community, Health and Safety KAA)

2.2 Developing potential

People are encouraged to develop their full potential as individuals and members of the community.

For a community to achieve its potential, all its members must be able to fulfil their needs as human beings. This extends from fundamental needs for such things as food, shelter and clothing, through to higher order needs such as the need for socialisation and self-fulfilment. Also important is the way that people contribute to the greater good of the community, through leadership, helping others, or being involved in community affairs.

Objectives

- 2.2a To maximise employment opportunities for all members of the community
- 2.2b To ensure a broad range of education and learning opportunities, especially for those whose access is limited.

HISTORY AND HERITAGE

The history and heritage of a city is essential to its current identity. The Council developed a Heritage Policy in 1997 and has also developed policies and objectives as part of the District Plan. However this is not reflected in the strategies and so this is an area where significant outcomes and objectives have been developed.

1.5 Outcome: Historic city (Built Environment KAA)

Wellington's history is recognised, protected and told in a way that is accessible to residents and visitors.

Wellington has a strong and diverse history deriving from Maori, European, Pacific Island, Asian and many other migrant cultures. This history is recognised and protected in the wealth of stories, visible landmarks, defining features and heritage buildings, areas and sites. The telling of Wellington history has tended to be dominated by British postcolonial history but there is a wealth of pre colonial and postcolonial migrant history that needs recognition. Historic places need to be put into their social context and recognised for their social, architectural and aesthetic value.

Access to history and heritage enhances the quality of life of residents and enriches the visitor experience. The range of organisations promoting Wellington's history and heritage make significant contributions to the city. Wellington City Council has an important role in ensuring that Wellington's history is researched, recorded, valued, protected, visible and alive for both visitors and residents.

Objectives

- 1.5a To ensure that the history of Wellington is recorded, recognised and protected***
- 1.5b To ensure that the history is presented in a variety of imaginative ways that are visible and accessible for residents and visitors and link to the historic places of the city***
- 1.5c To conserve, enhance and celebrate Wellington's built and natural heritage***
- 1.5d To ensure that the heritage buildings, trees, objects and sites of significance to mana whenua are recognised and protected***
- 1.5e To maintain and enhance the city's heritage in a way that ensures continuity with the past in the development of the city***
- 1.5f To increase the number and range of Wellingtonians involved in the celebration of the city's history and heritage***
- 1.5g To increase the opportunities for participation in Wellington's history and heritage for residents and visitors***
- 1.5h To work in partnership with mana whenua***
- 1.5i To encourage ongoing and active partnerships between organisations supporting Wellington's history and heritage and between those organisations and the Council***

NATURAL ENVIRONMENT

The natural environment in Wellington - the coast, harbours and hills - is an intrinsic part of Wellington's identity and is one of the few things that makes Wellington truly unique. It is something that Wellingtonians are very proud of and are strong in their desire to protect. It defines much of Wellington's architecture and the recreation pursuits of its citizens and as such plays a significant part in shaping the lives of Wellingtonians. The Council has considerable existing strategies, which relate to the preservation and enhancement of the natural environment, so only very minor changes and additions have been made. The most significant of these is the recognition of the importance of the natural environment to mana whenua.

Outcome (Built Environment KAA)

1.3 Memorable *and beautiful* city

Wellington is a memorable, beautiful city, celebrating its distinctive landmarks, defining features and ***natural and built*** heritage.

Wellington's natural setting is an important advantage for the city. The way in which the built environment (city and suburbs) and open spaces interact with the harbour, ***coastline*** and hills enhances the amenity of the city. The Council's planning provisions aim to strengthen this relationship. The greening provided by parks and

trees planted near streets softens the built environment and provides a visible bridge to the natural surroundings.

The city's compact form offers almost immediate access to all of the natural areas of the city. Public space is limited in the inner city and therefore needs to be carefully developed to ensure the greatest benefit to Wellington. Careful development is needed to ensure areas are safe and useable all year round. Public spaces are important focal points for Wellington's different communities and provide unique opportunities to enhance the quality of life in the city.

Objectives

- 1.3a To develop strong visual differentiation between urban and natural environments
- 1.3b To promote unified treatment of large scale planting
- 1.3c To create high quality memorable public space and design
- 1.3d To develop the quays and bays as memorable routes through the city
- 1.3e To enhance and protect a high quality public waterfront and coastline
- 1.3g To enhance the identity of suburban centres
- 1.3h To ensure and enhance Wellington's unique and distinctive character
- 1.3i (Amended) To encourage and assist development of unique attractions***
- 1.3j (Amended) To promote diversity and compatibility in streetscape and building design***
- 1.3k (New) To encourage high quality architecture and design for public and private developments***

Outcome (Natural Environment KAA)

5.1 Biodiversity

The city environment hosts and protects a representative range of indigenous and non-indigenous plants and animals in their natural communities and habitats.

The Council manages significant areas of land in the city. Developing these areas requires a long-term commitment, particularly where there is a reliance on natural succession.

Intervention is however required to control pests and increase diversity. The Botanic Gardens, Otari Reserve and the Karori Wildlife Sanctuary help protect a range of indigenous and non-indigenous species of flora and fauna in their natural habitat.

Objectives

- 5.1a To protect and enhance the range of native habitats for plants and animals in the City's open space

Outcome (Natural Environment KAA)

5.2 Ecosystems

The city's varied marine, ***coastal*** and land-based ecosystems are valued and where ***practicable***, protected and restored.

The Council protects a range of ecosystems through legal provisions and designations. The viability of many existing natural areas could be greatly enhanced by linking adjacent areas with ecological corridors. This is a focus for the Council, which continues to add areas to the Town Belt and outer town belt. Partnerships in the protection of natural areas represent an important mechanism to ensure long-term protection of important areas. ***Management of the coastal and marine environment needs to be integrated between mana whenua, Department of Conservation, the Regional Council and Wellington City Council.***

Objectives

- 5.2a To protect and ***maintain*** the natural processes which sustain the City's natural landscapes and ecosystems
- 5.2b To contribute to the City's structure and identity by defining and containing urban areas with open spaces (CSS)
- 5.2c To protect and emphasise prominent landforms and natural features (CSS)

Outcome (Natural Environment KAA)

5.3 Open space recreation

Wellington's open spaces including the coastline, harbour, Town Belt and outer green belt are accessible to all and provide a wide range of recreational opportunities that do not compromise environmental values.

Networks of tracks and other recreational facilities create a range of recreational opportunities, which is effectively greater than the sum of the parts. People have the choice of mixing different recreational activities across a range of natural environments. The Council often must balance enhanced access with the need to protect sensitive ecosystems and habitat.

Objectives

- 5.3a To continue to reinstate the inner Town Belt around central Wellington
- 5.3b To link natural ridgelines, vegetation corridors and coastal escarpments between Tawa, Johnsonville and Belmont Regional Park
- 5.3c To provide a wide range of opportunities for people to use and enjoy the city's open spaces

Outcome (Natural Environment KAA)

5.4 Landscape and Natural Heritage

Features of Wellington's landscape and natural environment with special importance are recognised and, where appropriate, protected. ***These features include the beauty and uniqueness of Wellington's coast, harbour and hills with ready access to rural hinterlands.***

The Wellington area has significant landscape and natural heritage value. These values include the patterns of landform, scenic beauty and a range of sites and areas with specific heritage or cultural importance. ***Many people have a spiritual relationship with our natural heritage. The mana whenua have customary and spiritual beliefs that need to be respected in relation to the preservation of Wellington's natural heritage. There is a wealth of Maori, pre-colonial and post***

colonial migrant history that forms our heritage. The Council has an important role in helping the city's different communities to recognise these valuable areas and to provide appropriate protection. The Council's role extends to helping both residents and visitors to learn about these unique features of Wellington ***as well as respect private property rights.***

Objectives

5.4a To protect and enhance the cultural and historic values of open space

5.4b (Amended) To ensure areas of significance and spiritual values are protected and respected.

5.4c (New) To ensure those areas of significance to mana whenua are protected and spiritual matters respected while at the same time respecting private property rights.

SPORTS AND PHYSICAL RECREATION

Sports and physical recreation is a significant part of the culture of New Zealand in general and Wellington specifically. The Council already has many initiatives that it supports in relation to this. Within the existing strategies sports and physical recreation is part of the Recreation and Leisure KAA. However, due to the significance of physical recreation for Wellingtonians, some of the outcomes and objectives have been altered to more specifically incorporate sports and physical recreation.

Outcome (Recreation and Leisure KAA)

7.1 Recreation Opportunities

Wellington offers a diverse range and an abundance of quality recreation and leisure activities and facilities that are easily accessed and affordable.

People are interested in a diverse range of recreation activities, including sports and physical recreation, arts and craft activities as either active participants or observers. Recreation activities impact on social cohesion and people's sense of belonging.

The Council provides a diverse range of facilities and activities that encourage people to participate in some form of recreation. Often people see the range of available recreation activities, quality, access and cost as the main barriers to them taking part.

Physical recreation is a significant feature of New Zealand's culture and this is as true for Wellington as it is for the rest of the country. Interest in physical recreation includes participating in a range of traditional sports activities and physical recreational activities. In Wellington this links to our natural environment as much of this activity takes place around the harbour, the coastline and the green belt as well as in sports venues and in the streets of the city.

Objectives

- 7.1a To ensure the availability of a diverse range of **quality** recreation **activities and venues that** satisfies the needs of Wellington citizens
- 7.1b To increase the number of quality recreation
- 7.1c **To ensure that all sectors of the community are aware of and have access** to recreation and leisure facilities and activities
- 7.1d To ensure a more equitable distribution of different types of recreation facilities and opportunities across the city and the region
- 7.1e Make more intensive use of and improve the linkages between sportsfield, recreation facilities and resources in the city
- 7.1f To encourage active and ongoing partnerships between organisations involved in the provision of recreation and between those organisations and the Council
- 7.1g To improve the delivery of recreation activities and events organised by and for communities within Wellington
- 7.1h To maintain and enhance the public recreation access to the Town Belt in accordance with the Wellington Town Belt Management Plan
- 7.1i To maintain and enhance public access for recreational use, to the harbour edge and coast
- 7.1j To increase and enhance recreation
- 7.1k (New) To provide a range of natural recreation spaces, which include the harbour, coastline and green belt, and which are accessible and inviting and cater for the variety of recreation interests of the people of Wellington while managing any detrimental effects on the environment**
- 7.1l (New) To encourage and ensure that people are able to use the city for recreation (such as parks, streets, cycle paths etc)**

Outcome (Recreation and Leisure KAA)

7.2 Participation and Health

Increased participation in recreation and leisure activities enhances overall health and wellbeing.

Recreation activities, whether active or passive, have significant benefits to individual health and wellbeing. It is important to recognise that encouraging people to participate and providing adequate opportunities provides a real and tangible benefit to the city and community.

Objectives

- 7.2a To increase participation in all forms of sporting, cultural and arts-related recreational activity in Wellington
- 7.2b (New) To promote the benefits of physical recreation for general health and wellbeing to all members of the community.**
- 7.2c (New) To provide and promote opportunities for children and young people to participate in physical activity that interests them**

Outcome (Recreation and Leisure KAA)

7.3 Events

Residents of Wellington are able to watch and participate in a variety of local, national and international events in the city, which contribute to the economic growth of Wellington and the overall wellbeing of the residents.

Quality recreation activities and events enhance the city as a visitor destination and are important for helping people to identify with the city. The Council provides diverse venues catering to a range of recreational activities and events at all levels.

Objectives

7.3a (New) To provide venues for local, national and international events

7.3b To increase the amount of money that events contribute to the city's economy

7.3c (New) To market the city as an appropriate venue for events and actively seek opportunities for Wellington in partnership with other organisations

7.3d (New) To support and promote the provision of a variety of forms of entertainment within the inner city and the suburbs of Wellington

VIBRANT CITY

Wellington is a city with a compact and intense heart that is a centre for business, eating, entertainment and shopping. There are already many strategies in place to develop these themes and only minor adjustments and additions have been made. A number of outcomes and objectives in relation to events can be found under the Sports heading but they equally apply to this section.

Outcome (Built Environment KAA)

1.1 Liveable city

Wellington is a great place to live and offers a variety of places to live, work and play within a high quality public environment.

The Council has an important regulatory role in protecting residents' health and safety in the places they live. This role extends beyond the safety of people's homes, to suburbs and the city as a whole – protecting the character of different areas, their amenity, access, recreation and social opportunities.

Objectives

1.1a To enhance the quality and safety of the streets and other spaces

1.1b To provide parks and a range of other active and passive open space throughout the city

1.1c To maximize choice by promoting a range of residential types and living environments

1.1d (Amended) To support and promote the use of open spaces throughout the city, where appropriate, as sites for entertainment

Outcome (City Economy KAA)

4.3 Premier City

Wellington's central city is the premier and most rapidly growing retail, entertainment, service and knowledge centre for the region.

Wellington's central business district is the 'heart' of the city and the wider region. The Council takes an active role in promoting the area for business and as a visitor destination. Also important are the Council's ongoing improvements in the transport system and street environment. Each precinct of the central business district has a distinct character and feel, which adds to the Wellington experience.

Objectives

- 4.3a To examine innovative ways of retaining key businesses, organisations and company offices in Wellington
- 4.3b To work closely with the business community of the city
- 4.3c To further develop and brand Wellington as a centre of excellence for information technology industries and businesses
- 4.3d To assist and encourage economic development through the support of the city's key business clusters

Outcome (City Economy KAA)

4.6 Supportive population

Residents recognise the importance of a strong and vibrant economy to the wellbeing of the city and themselves.

The Council continues to advocate the importance of a strong local and regional economy to the vibrancy and wellbeing of the city. On behalf of the community, the Council looks to actively improve the quality of the business environment. Equity in rating and user charges also provides an important avenue for the Council to support the city's economy.

Objectives

- 4.6a To increase citizens' satisfaction with the amenities and experience of living in the city

3. CONCLUSION

... the set of attitudes, beliefs, practices, values, shared identities, rituals, customs etc, which are common to a group ... (Throsby 1997)

The Cultural Strategy relates to a wide definition of Culture that encompasses the expression of Wellington, the place and the people in terms of the history of Wellington, the identity of Wellington now and the vision of Wellington for the future.

The strategy has identified eight key features of Wellington's culture that the Council should support. The Arts is one of these features and is considered a subset of Culture. The Cultural Strategy cuts across all the existing KAAs and so the word has been removed from the Culture and Arts KAA.

This strategy acknowledges and incorporates the many outcomes and objectives that already exist within the Council's KAAs. It has also identified gaps and attempted to fill those by amending and adding to the outcomes and objectives.