Hamilton
Arts Agenda
Te Rautaki Toi o Kirikiriroa
Celebrated for our arts and culture
Kia rongonui moo a taatou mahi toi me te ahurea
Setting the scene

Arts and creativity play a key role in shaping our city’s identity. The Council plays a fundamental role in supporting Hamilton’s arts sector. The Council provides funding for many art facilities and art organisations, facilitates strategic investment and collaboration, and promotes and advocates for Hamilton’s arts sector. The Council also owns and manages many of Hamilton’s arts and cultural facilities, including Waikato Museum, ArtsPost, Founders Theatre, Claudelands, Hamilton Gardens and Libraries.

The Council’s vision for Hamilton is outlined in the Hamilton Plan. Celebrated for our arts and culture is one of the Hamilton Plan’s ten priorities for the next ten years to contribute to redefining Hamilton as a major New Zealand city.

In 2011, the Arts Agenda was developed to support and grow Hamilton’s thriving arts sector by providing direction and leadership.

Since the Arts Agenda was adopted, Hamilton’s arts sector has changed significantly. The Council reviewed the Arts Agenda in 2015 to ensure that the priorities and actions continue to be relevant in light of these changes.

The Arts Agenda is a strategic action plan for the delivery of arts-related initiatives and projects to grow the creative economy and enable Hamiltonians to celebrate and enjoy the arts. It will help guide the allocation of the Council’s funding and resources and it will provide direction for the arts sector.

What defines arts and creativity?

The Council’s definition of the arts covers all forms of creative practice and artistic expression, including the following artforms:

- Theatre
- Music
- Dance
- Kapa haka
- Painting
- Photography
- Sculpture
- Ceramic art
- Textile art
- Fashion
- Toi whakairo and carving
- Film and moving image
- Poetry and literature
- Applied arts
- Digital design
- Architecture

Strategic framework

The strategic framework is a planning tool that helps to guide the allocation of resources and the delivery of initiatives that contribute to the arts and culture of Hamilton. It is aligned with the Hamilton Plan and other key plans and strategies that support the arts sector.

The framework includes:

- 10 Year Plan
- District Plan
- 30 Year Infrastructure Plan
- Priority 10: Celebrated for our arts and culture
- Hamilton Arts Agenda 2015
- River Plan
- Central City Transformation Plan
- Public Art Plan and Development Guide
Since the first Arts Agenda was developed in 2011, a lot has changed and good progress has been made on developing Hamilton’s creative sector.

- **Changes**
  - Hamilton Public Art catalogue released
  - Trust Waikato art collection gifted to Hamilton
  - The Barry Hopkins Gallery opened at Waikato Museum
  - Orchestras Central established
  - Creative Waikato established
  - Waikato Creative Infrastructure Plan completed
  - 24 public artworks in the city, valued at over $4.9 million
  - 56 community artworks and murals in the city commissioned by Hamilton City Council

### Waikato region market trends
- 2430 tertiary students studying the arts in Hamilton
- 1309 full-time creative sector employees in Hamilton
- Decrease in arts and cultural spending per person: Four-weekly cultural spend per person 2011 - $38, 2015 - $23.
- More people are attending arts events...
- But less frequently

### Arts Attendance and Participation
Proportion of people who have attended and actively participated in at least one art event in the past 12 months

- **Attendance**
- **Active participation**

Source: New Zealanders and the Arts 2014, Creative New Zealand

### Audience size for arts and culture in the Waikato Region
- Film
- Theatre
- Music
- Craft and object art
- Visual arts
- Toi Maaori
- Literature
- Dance

Source: Audience Atlas New Zealand 2014, Creative New Zealand
Strategic themes

Spaces and Places
Ngaa waahi toi

Toi Maaori
Maaori art

Creative economy
Kia haumako te waihanga toi

Engagement
Whai mana

Promotion
Whakanuia

Image: Hamilton Gardens Arts Festival, photograph by Mark Hamilton.
Spaces and Places
Ngaa waahi toi

Outcomes
• Hamilton offers premier art venues and creative spaces
• Hamilton’s public spaces are used for art activities and events

Actions
1. Complete the upgrade of Founders Theatre
2. Complete and implement the Waikato Museum Strategic Review
3. Support the completion of the Embassy Park redevelopment
4. Support the completion of an art gallery pre-feasibility study
5. Encourage the use of spaces that are not usually seen as arts spaces or venues
6. Reduce red tape to make it easier for arts activity to happen in public spaces
7. Support the development of a regional pop-up venue for touring performances and exhibitions
8. Continue to support the development of high-quality public art and urban design
9. Support the establishment of the Hamilton Tourism Centre

Image: Claudelands Arena.
Toi Maaori
Maaori art

Ngaa hua
• He Puna toi Maaori ki Kirikiriroa
  Kirikiriroa is the centre of contemporary Maaori art
• Kia mooho ki nga histori Maaori o Kirikiriroa
  The cultural history of Kirikiriroa is visible and recognised

Ngaa mahi
1. Kia maria ai te toi Maaori i roto i te taataritanga o te Whare Taonga
   Prioritise Maaori art as part of the Museum Strategic Review
2. Kia tautoko ngaa mahi e whakarewa te histori o Tainui
   Support projects that celebrate Waikato-Tainui history
3. Kia whakamaumahara, kia whanaaua i ngaa waahi tuupuna kei tahaki i te awa o Waikato
   Commemorate pa sites along the Waikato River, as outlined in the Maaori Landmarks on Riverside Reserves Management Plan
4. Maa te whakatairanga ka nui ake te kite i ngaa toi Maaori
   Increase the visibility of Maaori art through promotion and marketing
5. Kia tautoko te tipu mai o ngaa toi Maaori me ona tuuwaewae
   Support projects and initiatives that grow Maaori art practices and arts audiences
6. Kia kaha ake te tautoko i ngaa huihuinga toi Maaori
   Support Maaori art festivals and events
Outcomes

- Increased central government investment in the Hamilton art sector
- More students studying the arts in Hamilton
- More arts sector and creative industry jobs in Hamilton

Actions

1. Continue the Council’s investment in the arts sector
2. Use the Multi-Year Community Grant to support creative sector development
3. Advocate for an art-themed hotel in the central city
4. Promote Hamilton as a destination for arts education and employment
5. Support art incubation projects and emerging artists
6. Work with Hamilton and Waikato Tourism on art promotional opportunities
7. Develop a Creative Sector Business Attraction Strategy
8. Facilitate collaboration between art organisations and funders
9. Advocate for increased government and corporate support for the arts

Creative economy
Kia haumako te waihanga toi
Engagement
Whai mana

Outcomes
• Increased participation in the arts
• Increased attendance at art events and festivals

Actions
1. Complete a survey of engagement in the arts in Hamilton
2. Support projects and initiatives that encourage participation
3. Continue the Council’s public programme of free art events and activities
4. Support community projects and events that enable Hamiltonians to access arts in their own neighbourhoods
5. Support art events that celebrate Hamilton’s multicultural communities

Image: The Plant (temporary public artwork installation), Judy Darragh, Ferrybank Reserve.
Promotion
Whakanuia

Outcomes
• Increased national exposure for Hamilton artists, art events and exhibitions
• Increased public awareness of Hamilton’s arts and culture offering

Actions
1. Work in partnership to establish a regional art award event
2. Develop a communications and marketing plan to increase public awareness of arts and cultural activity
3. Update the Hamilton Public Art Catalogue and create a digital platform for Hamilton’s public artworks
4. Support art projects that promote city, suburb and neighbourhood identity
5. Establish an annual reporting scorecard on achievements from the Arts Agenda
Implementation and timeframes

This page identifies the estimated timeframes for projects and actions.

To start immediately / in progress

- Complete and implement the Waikato Museum Strategic Review
- Continue to support the development of high-quality public art and urban design
- Reduce red tape to make it easier for arts activity to happen in public spaces
- Advocate for increased government and corporate support for the arts
- Facilitate collaboration between art organisations and funders
- Use the Multi-Year Community Grant to support creative sector development
- Support projects and initiatives that encourage participation
- Continue the Council’s public programme of free art events and activities
- Support community projects and events that enable Hamiltonians to access arts in their own neighbourhoods
- Support arts events that celebrate Hamilton’s multicultural communities
- Establish an annual reporting scorecard on achievements from the Arts Agenda

Short-term (1-3 years)

- Support the completion of the Embassy Park redevelopment
- Support the completion of an art gallery pre-feasibility study
- Encourage the use of spaces that are not usually seen as arts spaces or venues
- Support art incubation projects and emerging artists
- Support projects that celebrate Waikato-Tainui history
- Increase the visibility of Māori art through promotion and marketing
- Support projects and initiatives that grow Māori art practices and art audiences
- Support Māori art festivals and events
- Promote Hamilton as a destination for arts education and employment
- Develop a Creative Sector Business Attraction Strategy
- Work in partnership to establish a regional art award event
- Develop a communications and marketing plan to increase public awareness of arts and cultural activity
- Update the Hamilton Public Art Catalogue and create a digital platform to discover Hamilton’s public artworks
- Support art projects that promote city, suburb and neighbourhood identity
- Work with Hamilton and Waikato Tourism on art promotional opportunities
- Complete a survey of engagement in the arts in Hamilton

Long-term

- Complete the upgrade of Founders Theatre
- Support the development of a regional pop-up venue for touring performances and exhibitions
- Support the establishment of the Hamilton Tourism Centre
- Commemorate pa sites along the Waikato River, as outlined in the Māori Landmarks on Riverside Reserves Management Plan
- Advocate for an art-themed hotel in the central city

Image: Assault on Precinct 13, Ramp Gallery.
How to approach the Council with a project

Art sector projects and initiatives
If you are developing a project that aligns with one of the actions listed in the Arts Agenda, we would love to hear from you. For all art project enquiries, please email art@hcc.govt.nz or call 07 838 6699.

Public art projects and installations
The Public Art Plan and Development Guide outlines the Council’s public art vision and provides a step-by-step process for developing a public art project in Hamilton. If you have a proposal for a permanent or temporary artwork in a public space, Council staff are available to discuss your project. For all public art enquiries, please email art@hcc.govt.nz or call 07 838 6699.

Exhibition space
ArtsPost is dedicated to developing and promoting artists, and to growing a dynamic and supportive environment for the arts in the Waikato Region. ArtsPost offers a high profile space, high foot traffic and substantial sales and promotion opportunities for established and emerging artists and art organisations. To find out more about exhibiting at ArtsPost, please visit waikatomuseum.co.nz/artpost or call 07 838 6546.

Performance venues
Claudelands Arena has hosted performances from some of the world’s top comedians, musicians and solo performers. Superior acoustics, superior comfort and viewing make this new arena a favourite for touring shows and one-off events.

To find out more about the Council’s event facilities, please visit www.h3group.co.nz or call 07 929 3000.

Outdoor venues
Hamilton has more than 200 parks and reserves ranging from expansive sports parks to small neighbourhood reserves. To book a park for an art project or event, please enquire through the Council’s Park Booking Request Form.

Hamilton Gardens, winner of the International Garden of the Year 2014 and home to the Hamilton Gardens Arts Festival, is also available to hire for art events. To find out more about bookings at Hamilton Gardens, visit www.hamiltongardens.co.nz or call the bookings team on 07 958 5940.

Community facilities
The Council’s community facilities are available for arts events and projects. Community facilities in Hamilton include Enderley Park Community Centre, Celebrating Age Centre, Fairfield Park Hall, Te Rapa Sportsdrome, and the Old St Peters Hall.

The Community Facilities Team can help with organising or booking events at these facilities. To find out more, please email booking.communityfacilities@hcc.govt.nz or call 0800 77 23 23.
For more information, please contact the Council

- 07 838 6699
- art@hcc.govt.nz
- hamiltoncitycouncil
- @CouncilHamilton
- Find out more at: hamilton.govt.nz