



Ōtepoti Performing Arts Action Plan



Workshop outline

- Workshop purpose
- Defining “performing arts”
- Ōtepoti Dunedin creative landscape
- The value add of a Performing Arts Action plan
- The progress so far
- Ōtepoti Performing Arts Action Plan
- Next steps





Workshop Purpose

- Introduce you to the Ōtepoti Performing Arts Action Plan: a document that has been co-designed in partnership with the Dunedin performing arts community.
- This plan:
 - supports **progress** and **industry development**, building on the current ecosystem
 - highlights where we can work together to support the performing arts in Ōtepoti
 - outlines a pathway that reflects the goals and aspirations of the performing arts community, which in turn
 - contributes to the social, cultural and economic fabric of our city.



What is “Performing Arts”?

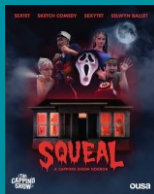
The performing arts are arts such as music, dance, drama and cultural forms which are typically performed for an audience.

This is an embodied form of expression that can be delivered individually, but more often involves a collaborative process that brings creatives, technicians, and support crew together to create a unique experience for an audience.

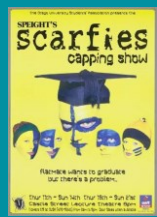
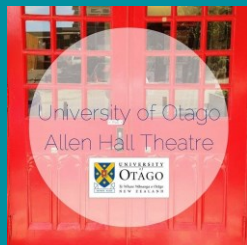
Question 1: What are some Ōtepoti examples of performing arts ?



Otepoti Dunedin: a creative city



Proud history of playwrights and performance (Burns Fellowships, Allen Hall Lunchtime Theatre, Capping Shows and Roger Hall)



33 years of the Otago Polyfest



60+ years of the Playhouse Theatre



26 years of the Dunedin Fringe Festival



Dunedin Arts Festival established in 1999



Ōtepoti Live Music Action Plan 2023
(the only live music action plan in Aotearoa NZ)



UNESCO City of Literature since 2015

Why do we need an ŌPAAP?

This document brings together the most pressing concerns facing the performing arts, and opportunities for growth in Ōtepoti Dunedin. Through conversations with the community and in discussion with the Performing Arts Advisory panel, we know that:



We need to build on the existing ecosystem, which is full, rich, and ready



We have the educational framework that has the potential to support performing arts from infancy to professional practice



The economic, social, and cultural benefits of this plan supports entertainment and performances that feed into: public programming, paid opportunities, festivals and events that fill our calendar.

These conversations reflect a desire to build and implement a plan that outlines a future for performing arts in Ōtepoti Dunedin, a city that relies on and benefits from this sector year-round.

Question 2: What was the last live performance you attended?

The progress so far

- Almost 70 conversations were undertaken with:

**Mana Whenua
representatives**

Event organizers

Arts Facilitators

**Performing Arts
Educators**

**DCC Disability Issues
Advisory Group**

**Venue owners/
managers**

**Professional
Practitioners**

**Professional Collective
representatives**

**Dunedin Youth
Council**

The progress so far

- Conversations with the Performing Arts Community; almost 70 conversations with:



- We asked four questions:



1. What do you like about the Performing arts here in Dunedin?



2. Other than venues, what are the main challenges or issues for performing arts in Dunedin?



3. What would a great performing arts scene in Dunedin look like?



4. Anything else you would like to add?

What we heard

What people loved:

Community and supportive networks

Festival and the city “buzz”

University of Otago performing arts “pipeline” and the education ecosystem

Diversity and variety of work happening in the city

Pride in the history and creative legacy of Ōtepoti Dunedin

What people saw as challenging

Funding and financial pressure

Audience decline and booking behaviour

Governance, training, and sustainability

Marketing and visibility issues

Fragmentation, silos & disconnection

Career Pathways

What we heard

When asked what a great performing arts scene in Ōtepoti Dunedin would look like, the community said:



"Our audience gets to go and see lots of good stuff. Full houses, happy audiences."



"Improved access - accessible spaces for disabled and neurodiverse performers and audience"



"Strategic ongoing long-term investment into our people has made the sector here strong, built capacity at all levels, back stage, governance, production, fundraising, and people who have left city to work are coming back."



"Celebrating what does happen, the message of where and who is doing things is widely received. Visible outdoor performances."



"Dunedin is investing more in local work for the stuff that happens year round."



"Enabling every wee [tamariki] who wants ..to do some work or be a star for a while, be valued or feel clever for 5 minutes and have someone look at them and go 'Jeez you're [really] amazing mate!'"



"Strategic collaborations between different artforms"



"A place to go to be together."



"Dunedin is more connected to national developments, we are included in national initiatives and to national organisations."

The progress so far

- Conversations with the Performing Arts Community
- Implemented a Performing Arts Advisory Panel:

Martyn Roberts (Chair)

Cindy Diver

Brent Caldwell

Kim Morgan

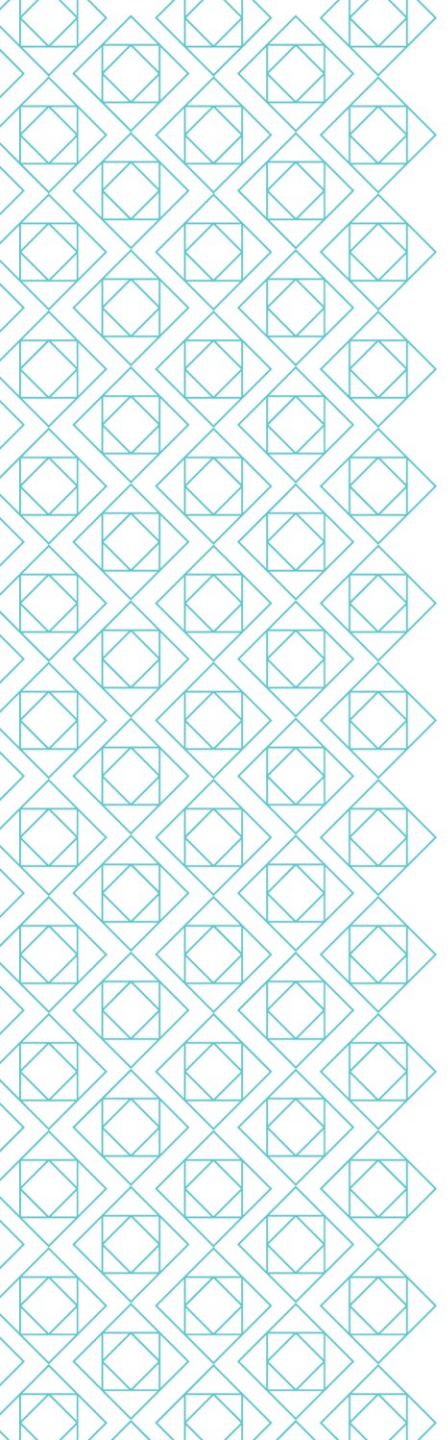
Rachel Ruckstuhl-Mann

Jeremy Beck

Tom Acklin

Councillor Christine Garey

Councillor Mandy Mayhem



The progress so far

- Conversations with the Performing Arts Community
- Implemented a Performing Arts Advisory Panel
- Drafted an action plan that:
 - a) Celebrates the history of Dunedin performing arts
 - b) Reflects on the current ecosystem and what the gaps are
 - c) Acknowledges the value of pathways for both audiences and practitioners, and
 - d) Addresses the areas for improvement through an implementation plan.

Resources available to the Performing Arts Community

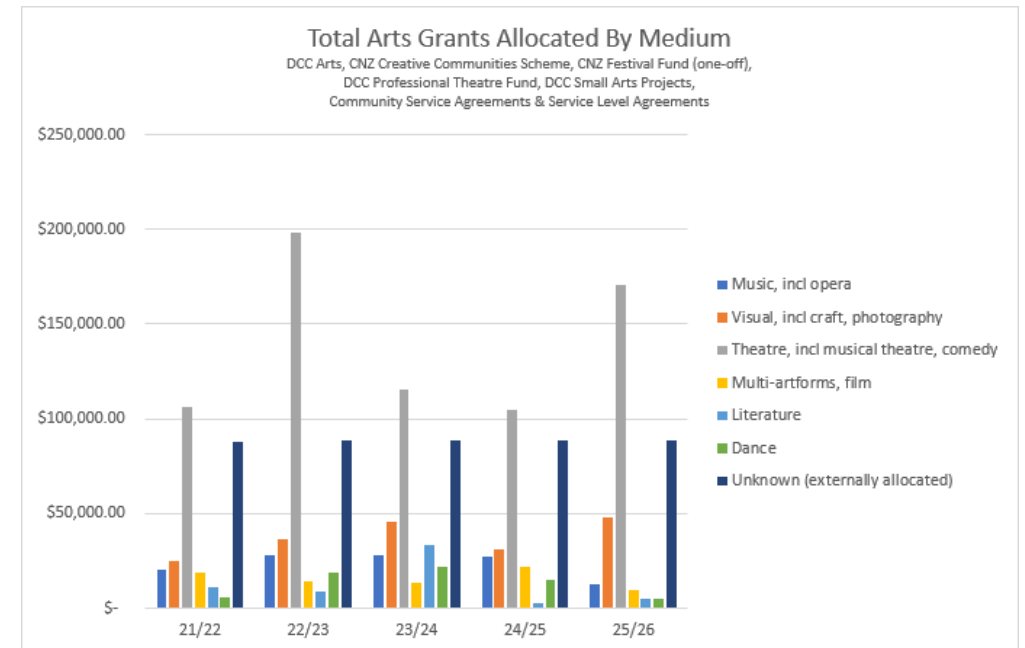
- As a city, we support the performing arts in several ways already:

DCC Major and Community Events Fund

Reduced rent for DCC-owned buildings

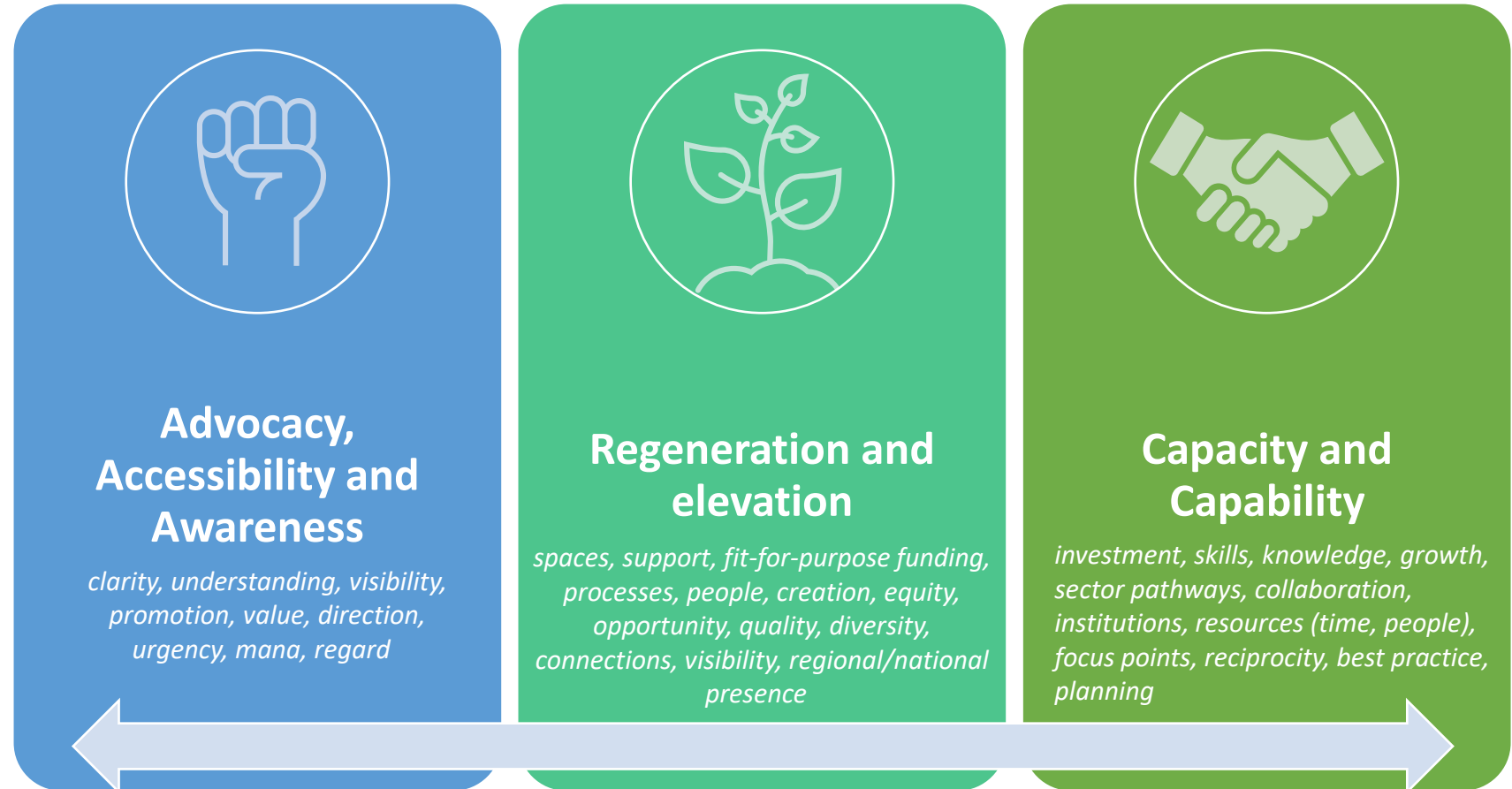
Rates relief

Professional Theatre Fund



Ōtepoti Performing Arts Action Plan

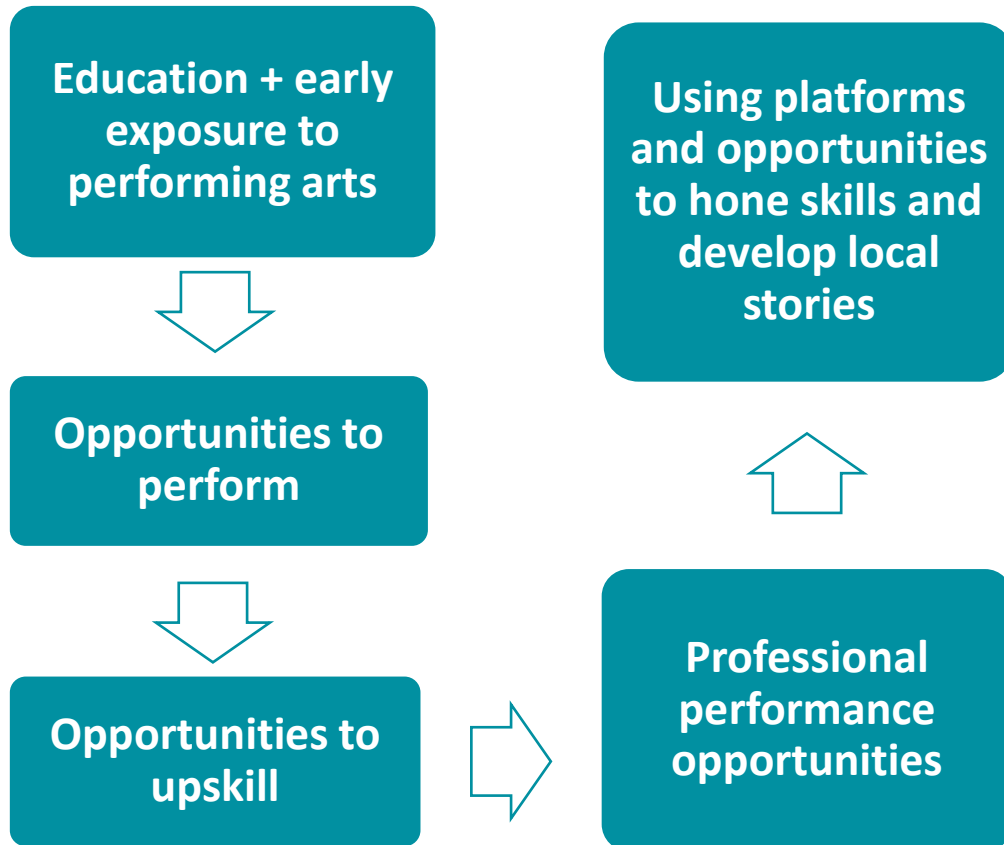
Three key themes that inform the plan:



These themes underpin the way forward for performing arts in the city.

Ōtepoti Performing Arts Action Plan

- As a city, we also have the potential to provide the full spectrum of performing arts opportunities:



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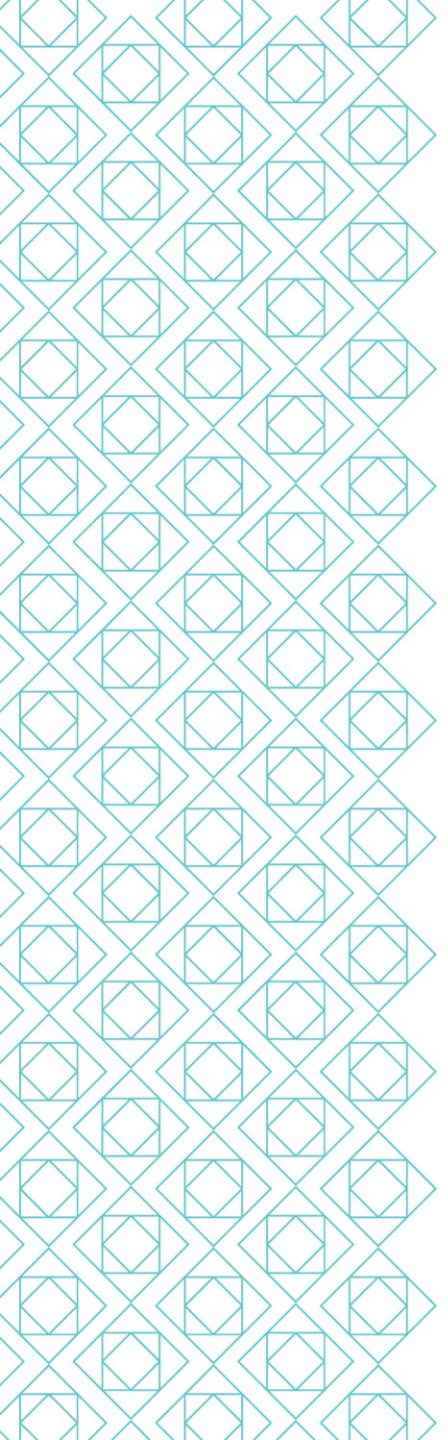
- Looking to the future, the ŌPAAP will extend what is already on offer, and provide sustainable pathways



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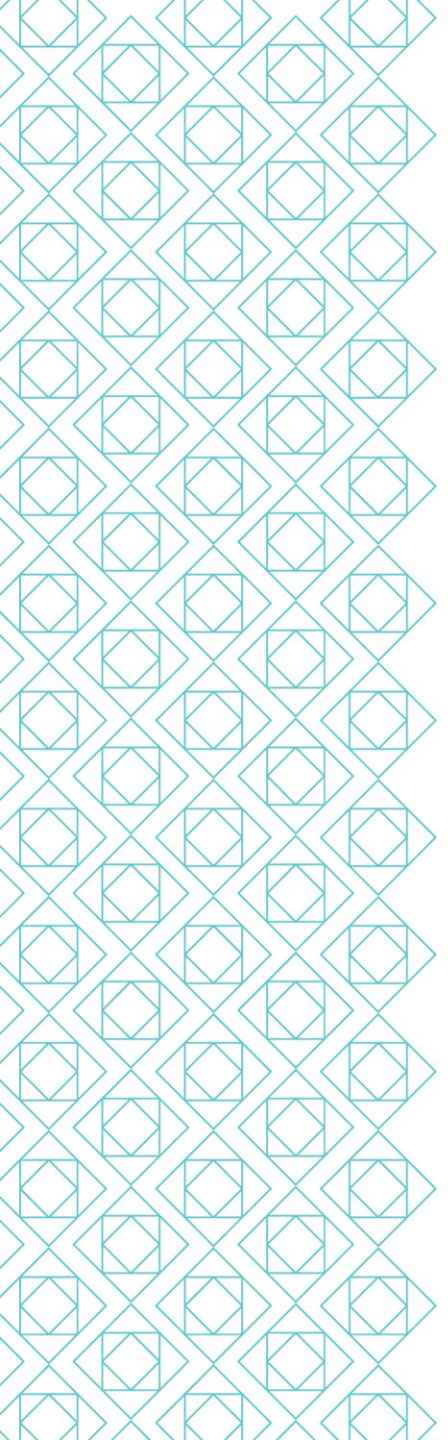
ŌPAAP and the current landscape

- Funding issues
- Appropriate venues for performance
- Professional opportunities
- Audience behaviour changes
- Post-covid
- Cost of living crisis
- Accessibility

Close to 4 in 10 in the culture market could recall at least one instance in the past 12 months when they had wanted to attend a specific arts organization or event but were prevented from doing so.

This represents a significantly larger proportion of the market than five years ago (36% in 2020) and equates to an estimated 1.6 million 'missed' opportunities for arts engagement in 2025.

Audience Atlas Aotearoa New Zealand 2025



Next steps

- DCC staff will finish drafting the plan
- The draft plan will come to Council for approval in September
- If approved, the final plan will be designed and launched to the public
- The Performing Arts workstreams will commence in partnership with the community and stakeholders

Kā mihi nui

Thank you for your time

