

REFRESHING OUR STRATEGIES: CULTURAL WELLBEING

Council workshop October 2024



WORKSHOP OBJECTIVES



Status update: Cultural Wellbeing Strategy development



Outline process



Answer any initial questions



Gather Councillor feedback



Arts, culture, and creativity = a public good

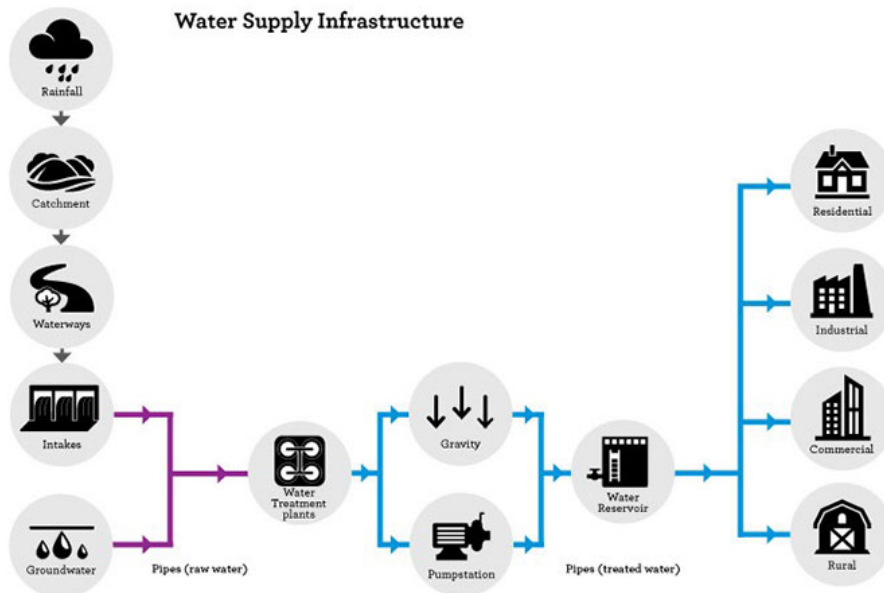
TO THINK ABOUT...

What does our city's cultural infrastructure look like?

Is it linear, networked, cyclical?

Do parts need replacing? Are there blockages?

Are systems fit for purpose or are some operating on outdated models and data?



Develop your cultural infrastructure map



DANCERS

Local elements:

Pink = people, individuals

Green = community groups, collectives, arts organisations

Grey = creative events , activities

Peach = place & spaces

IMPROSAURUS

**WHARE FLAT
FESTIVAL**

**VOLTA
ARTSPACE**

How do you see everything fitting together?

Where are the pressure points?

What are they?

FROM Arts and Culture TO

Cultural Wellbeing



Cultural Wellbeing is when:

people's sense of belonging is nourished through experiencing arts, culture, and creativity that matters to them.

Dunedin City Council's Strategic Framework

Dunedin City Council Vision ‘Dunedin is one of the world’s great small cities’							
Overarching Commitments: the Treaty of Waitangi and Sustainability							
Community Outcomes							
Sustainable City	Connected City	Creative City	Successful City	Healthy City	Connected City	Active City	Compact City
Wellbeing Strategies				Infrastructure/Planning Strategies			
Environmental	Social	Cultural	Economic	Three Waters	Transport	Parks & Recreation	Future Development
Long Term Plan							
Activities/Services		Levels of Service			Performance Measures		
Operational Implementation, Monitoring, Reporting							

Strategic Line of Sight

**Tō tatou eke whakamuri | the future of us Ōtepoti | Dunedin 10-year plan 2021-2031*

The Strategic Refresh aims to articulate and embed DCC's overarching commitments in a consistent way.

Dunedin City Council Vision *'Dunedin is one of the world's great small cities'*

Overarching Commitments: Te Tiriti o Waitangi | the Treaty of Waitangi and Sustainability

Te Tiriti o Waitangi | Treaty of Waitangi

Te Taki Haruru

Emphasises the recognition and integration of te ao Māori into Council policies and actions

Outlines the shared strategy for enhancing Māori wellbeing across all communities of Ōtepoti

Sustainability

Sustainability framework

A SDGs-based framework to be developed for the local context to articulate and embed the sustainability commitment into its operations

Institutional Context



Ara Toi Ōtepoti

completes its cycle 2015-2025



Cultural Wellbeing Strategy
from 2024



Councillor Wellbeing Panel

(est. Feb 2024)

Progress the refresh of the four wellbeing strategies

Provide governance and oversight of the process

Ara Toi Ōtepoti 2015

- Good strategy bones
- Strong sense of ownership from the community/partnership
- Highly ambitious
- Wide-ranging actions
- Showed strategic leadership and partnership
- Sector-leading
- DCC delivered on most goals/actions

STRENGTHS

- Overly ambitious
- GLAM sector on the periphery
- Strategic directions and operational activity conflated
- The measurement of outcomes was unclear for staff and community
- Reporting methods inconsistent

WEAKNESSES



Cultural Context

The arts are good for my mental health and wellbeing.

Arts and culture have a vital role to play in the future.

The arts make an important contribution to community resilience & wellbeing.



Cultural Context



Arts, culture, and creativity are essential infrastructure for healthy, vibrant communities where people want to live, work, and raise their families.

64% of New Zealanders think "the arts contribute positively to our economy."

Cultural Wellbeing 2024

- Recognition that arts, culture, and creativity are a public good and contribute to all four wellbeings
- Improved reporting cycle and the measurement of progress
- Alignment with other strategies and Council activities
- Embedding Te Taki Haruru – drawing upon its values and principle as an approach to creative endeavour
- Developing actions that are achievable, measurable, and beneficial to the city's residents
- On-going evolution of community stakeholder partnerships

OPPORTUNITIES

- Funding uncertainty
- Encouraging external stakeholder engagement with the strategy's outcomes
- Ensuring that implementation planning is relevant, nimble, and adaptable
- Developing evaluation approaches that go beyond audience, subsidy and economic modelling to build a more comprehensive picture of value and impact

CHALLENGES

Council told us:



A city where everyone feels welcome, and the Arts are part of our DNA and seen as such

Enabling creative stuff to happen

the city should be a place that feels like home and that people come home to

The University draws in people from other cultures and place – the city should be somewhere they want to stay and live.

[I] would like to see the future cultural life of the city secured

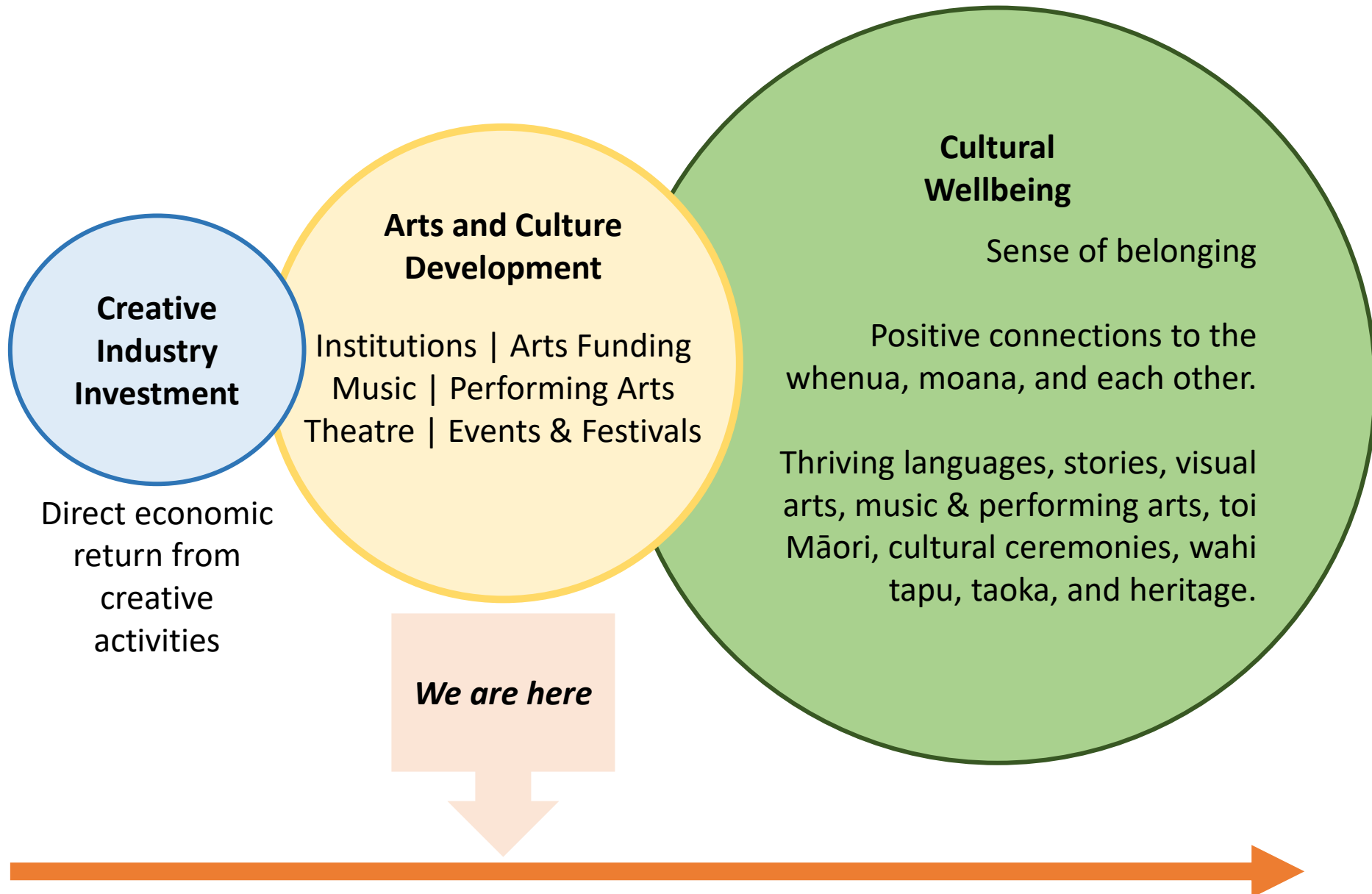
People need to feel pride in their city and celebrate it

Where are we heading?

Building upon the firm foundations already in place to create a Cultural Wellbeing Strategy that is inclusive, flexible, and broad in scope.



Creative and Cultural Vibrancy

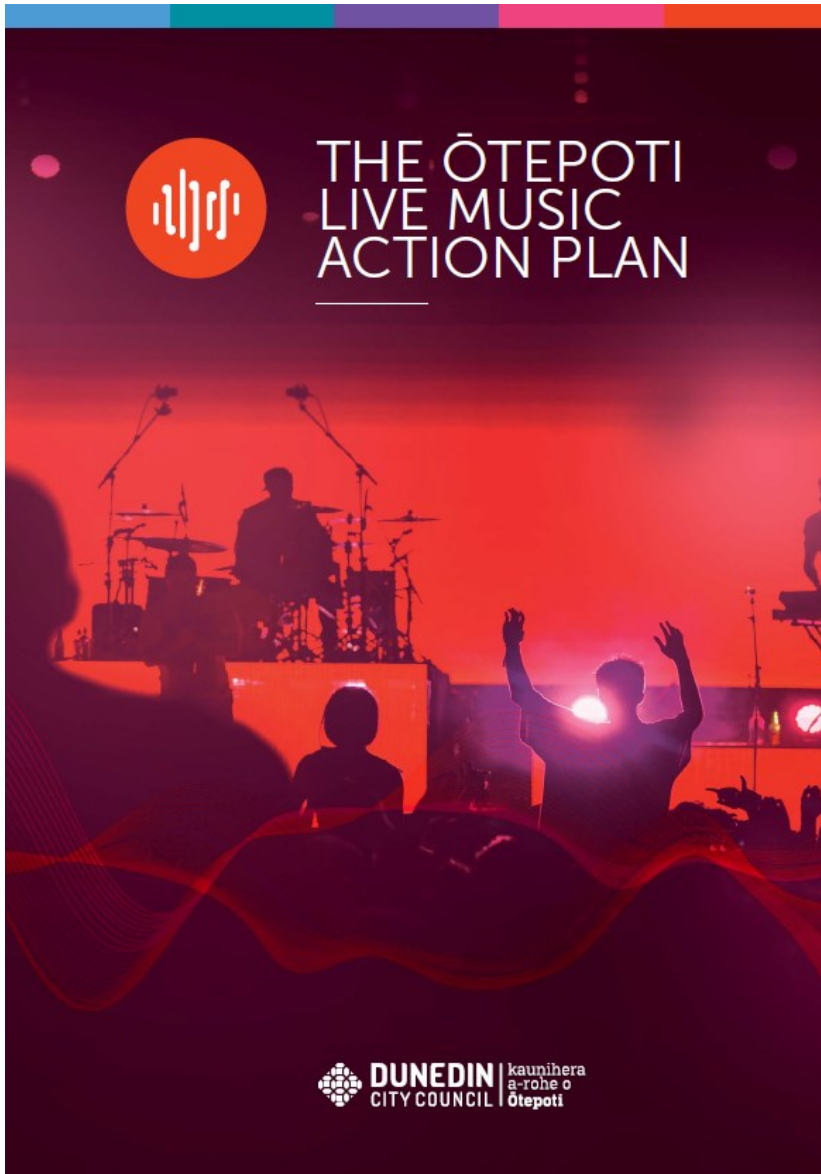


Refreshed Principles/Direction/Outcomes

Cultural wellbeing is when people's sense of belonging is nourished through experiencing arts, culture, and creativity that matters to them

PRINCIPLE	DIRECTION	OUTCOME
Cultural & Creative Potential	Our people's individual value and their cultural and creative potential are nourished, celebrated, and supported equitably.	People see, explore, and experience stories and histories from Ōtepoti Dunedin and beyond.
Culturally Connected People	Our people are connected when they actively engage in cultural and creative activities and experiences.	People from all communities are included in cultural and creative activities and experiences.
Vibrant Spaces & Cultural Places	All people feel nurtured by the spaces and cultural places of Ōtepoti Dunedin.	Vibrant spaces and cultural places are accessible and allow people to thrive.
Viable Creative Economy	People participate in the local creative economy.	The local creative economy provides viable and sustainable opportunities for all people.

Existing plans and measures



Plans & Policies

- Festivals & Events Action Plan
- Ōtepoti Live Music Action Plan
- Heritage Action Plan (action 21)
- Recreational Track Plan 2022 - Implementation Plan
- GLAM plans & policies

Data sources

- DCC Activity Reports
- Infometrics data
- Creative New Zealand Data
- Quality of Life Survey
- Residents Opinion Survey

How can Council contribute?



Present Ōtepoti Dunedin as a city that fosters people's sense of belonging through experiencing arts, culture, and creativity that matters to them.



Connect people with the information, expertise and resources needed to make informed decisions for their cultural wellbeing.



Work with communities and individuals that help foster cultural wellbeing.



Empower people by providing tools and knowledge for them to achieve their creative objectives.



Next steps or, ‘it won’t happen overnight but...’



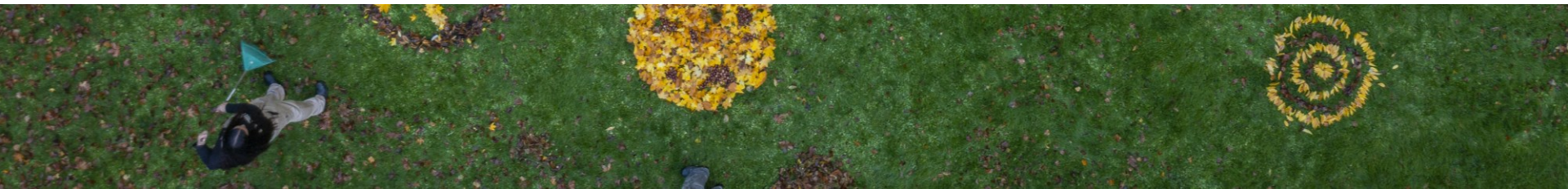
Develop indicators and measures to report on the strategic key directions



Engage with stakeholders and communities



Build an implementation plan
E.g. Ōtepoti Live Music Implementation Plan



Questions?

