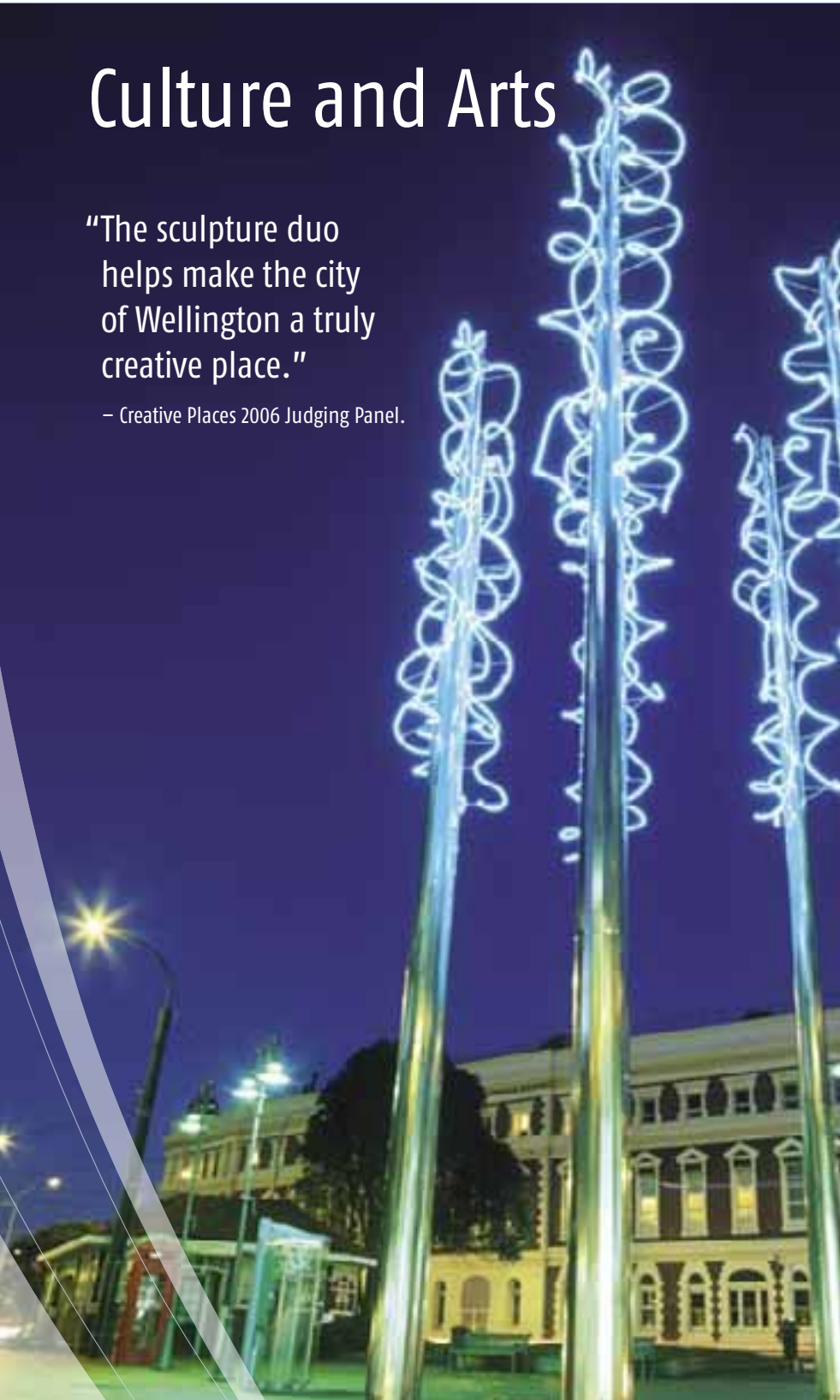


# Culture and Arts

"The sculpture duo helps make the city of Wellington a truly creative place."

– Creative Places 2006 Judging Panel.



## WHAT WE DO

Our cultural well-being work includes:

- providing art galleries and museums
- supporting well over 100 community events and festivals
- providing the Toi Poneke – Wellington Arts Centre
- supporting the NZ International Arts Festival
- providing cultural grants, and supporting the NZ Symphony Orchestra and the St James Theatre
- funding or providing new sculptures, murals and other artworks in public areas.

## KEY CHALLENGES

'Culture' includes beliefs, values, customs, identities, and the way we express these things: language, arts, stories, celebrations and so on.

Wellington is a diverse city – an estimated 24 percent of us were born outside New Zealand – yet we also share a strong sense of local identity. From community festivals to world-class performance arts to public sculptures and monuments, the city is alive with cultural expression.

We have a deserved reputation as New Zealand's arts and cultural capital. The challenge is to maintain and enhance this reputation, to ensure Wellingtonians understand their individual and collective identities, and can participate in the city's cultural life.

## CASE STUDY: AN ICONIC VENUE FOR AN ICONIC EVENT

**The 2006 NZ International Arts Festival was among the most successful ever.**

With a varied programme, ranging from world-class acrobats to the best of international and local dance, drama and music, to challenging literary events, this year's festival rivalled the best in the event's 20-year history.

It achieved the highest attendance of any Wellington festival to date (excluding the Edinburgh Tattoo which boosted ticket sales in 2000). Strong growth was achieved among audiences aged 25–35, and among visitors from outside the Wellington region.

Throughout the festival's history we have provided crucial support, including an annual financial contribution of \$750,000, which covers staff salaries and other operational expenses, and supports the free events programme.

"The Festival would not exist without the Wellington City Council," says 2006 Festival creative director Carla van Zon. "This city has supported the festival through thick and thin."

#### The festival also provided the perfect opening for Waitangi Park.

On 25 February, the Festival was opened with 'A Capital Celebration' – a family picnic in the new Waitangi Park, with live music by The Waratahs, Phoenix Foundation and the Wellington Sinfonia.

With the Festival Club, the giant dome for acrobats Les Arts Sauts, a programme of free concerts, and the *Earth from Above* exhibition, the festival provided an ideal launch for the park, which has quickly claimed the hearts of Wellingtonians.

During the festival alone, more than 275,000 people are estimated to have visited the park. And, since then, the park has continued to be one of the city's most popular recreation venues – a place for people of all ages to relax and play, and a site for events such as Matariki celebrations and a new skateboard competition.

Waitangi Park has been the biggest urban design project in New Zealand for a century. There have been some challenges along the way, but the end result is a fantastic park that will serve the city long into the future.

### CASE STUDY: WATER WHIRLER AND SKY BLUES

On a windy evening in March, the Len Lye kinetic sculpture Water Whirler was unveiled.

The internationally-acclaimed Lye (1901–1980) regarded himself as an artist for the 21st century – many of his designs required technology that did not exist during his lifetime. Now, more than 25 years after this death, his vision for Water Whirler – a "tangible motion sculpture" harnessing the power and grace of wind and water – has been realised on Wellington's waterfront.

Nine times a day, the 12m fibreglass sculpture gives a 12-minute 'performance' in what Lye anticipated would be "a fantastic choreography [in which] jet streams fling their spray in three dimensions".

#### Water Whirler contributed to Wellington being named New Zealand's supreme creative place.

In a joint entry, Water Whirler and Bill Culbert's SkyBlues together won Wellington City Council the supreme award at the Creative New Zealand's 2006 Creative Places Awards, which recognise local government investment in the arts.

The shimmering blue neon of SkyBlues also celebrates the dynamism of the natural environment, its colour and rate of vibration varying as weather and light conditions change.

SkyBlues was commissioned by the Wellington Sculpture Trust, with funding from Tower, Creative NZ and the Wellington City Council. It is located on Council land at Post Office Square. Water Whirler was commissioned by the Sculpture Trust in association with Council-controlled Wellington Waterfront Ltd and the Len Lye Foundation.

"The works demonstrate excellence, are a strong response to their environment and reflect Wellington City Council's long-term investment in public art," the award judges said.

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## WHAT IT COST – CULTURE AND ARTS

	NET EXPENDITURE/(REVENUE) BY ACTIVITY \$000				CAPITAL EXPENDITURE \$000				
	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005	
3.1.1 Galleries and Museums	5,682	5,388	(294)	5,326	452	366	(86)	304	
3.1.2 Venues Subsidies	273	200	(73)	270	-	-	-	-	
3.1.3 Venues Partnerships	-	-	-	-	-	-	-	-	
3.1.4 Arts Partnerships	925	1,092	167	796	257	200	(57)	1,312	
3.2.1 The New Zealand International Arts Festival	750	750	-	600	-	-	-	-	
3.3.1 Community Arts	479	329	(150)	288	178	148	(30)	474	
3.4.1 Maori Arts Grants	23	35	12	33	-	-	-	-	
3.5.1 Arts and Culture Grants	431	431	-	428	-	-	-	-	
3.6.1 Civic Square Marketing and Events	83	114	31	95	-	-	-	-	
3.6.2 Access to the Arts	229	230	1	226	-	-	-	-	
<b>OPERATING TOTAL</b>	<b>8,875</b>	<b>8,569</b>	<b>(306)</b>	<b>8,062</b>	<b>CAPITAL TOTAL</b>	<b>887</b>	<b>714</b>	<b>(173)</b>	<b>2,090</b>

## OUTCOME 3.1

## ARTS AND CULTURAL CAPITAL

OUR AIM IS FOR WELLINGTON TO BE NEW ZEALAND'S ARTS AND CULTURAL CAPITAL. WE WANT THE CITY TO PROVIDE STRONG ARTS INFRASTRUCTURE THAT SUPPORTS PERFORMANCE, EXHIBITION AND THE DEVELOPMENT OF ARTS.

## OUTCOME INDICATORS

	2005	2006
Wellingtonians and New Zealanders who say that Wellington is the arts capital of New Zealand (%).	W 76% NZ 59%	W 85% NZ 69%

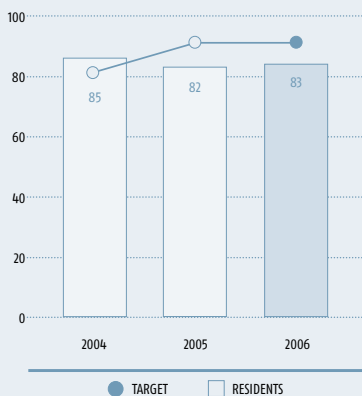
Source: WCC Resident Satisfaction Survey

## HOW WE PERFORMED

We have seen a minor increase in the proportion of residents who have attended an arts event or exhibit and those who have attended a production or performance, though results remain below their respective targets.

Overall, there has been a notable annual increase in the number of people that have visited an exhibition, event, performance or production presented by the Wellington Museums Trust (more than 700,000 in 2005/06 compared to more than 640,000 in 2004/05).

RESIDENTS WHO HAVE ATTENDED AN ARTS EVENT OR EXHIBITION IN THE LAST 12 MONTHS AT ONE OF THE SPECIFIED VENUES (%)



Source: WCC Resident Satisfaction Survey, February 2006

The venues are: Te Papa, Wellington Convention Centre (Michael Fowler Centre and Town Hall), Capital E, Colonial Cottage, Museum of Wellington City and Sea, the City Gallery or Te Whaea (National Dance and Drama Centre), the New Zealand Cricket Museum, or the Cable Car Museum.

## PROGRESS TOWARDS OUR OUTCOME

- There has been a marked increase in the proportion of Wellingtonians and New Zealanders who say that Wellington is the arts capital of New Zealand.
- Wellington continues to be the home of most of New Zealand's key national arts and culture organisations, 23 in total. The city also continues to support six professional and six amateur theatre groups.

## 3.1.1 ACTIVITY: GALLERIES AND MUSEUMS

We fund the Wellington Museums Trust, which operates the City Gallery, Capital E, the Wellington Cable Car Museum, the Colonial Cottage, the Museum of Wellington City and Sea, and the Plimmer's Ark (Inconstant) gallery and conservation project.

We also provide funds to Te Papa (see 4.5.2 Visitor attractions).

## HIGHLIGHTS OF WHAT THE TRUST DELIVERED

- During the year, more than 700,000 people visited an exhibition or event or took part in educational programmes presented by the Trust.
- The City Gallery had a record year, with more than 230,000 visitors through the doors – the Festival exhibition featuring the work of Michael Smither and Patricia Piccinini being a standout season.
- The new extension to the Wellington Cable Car Museum, featuring the restored Grip Car 3 and new interpretation, was opened in December. The museum is a finalist in the New Zealand Tourism Industry Awards.
- A new winter public programme featuring performance, lectures and events proved a great success at the Museum of Wellington City and Sea. Options are now being investigated to find a permanent building solution for the museum's collection.
- At Capital E, a range of new programmes and workshops were introduced and the tour of the production of "Hinepau" by the Capital E National Theatre was confirmed for two Australian venues – Sydney Opera House and Melbourne Arts Centre for October 2006.

## WHAT IT COST

COST OF ACTIVITY \$000	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005
<b>Operational projects</b>				
Expenditure	5,774	5,393	(381)	5,331
Revenue	92	5	87	5
Net expenditure	5,682	5,388	(294)	5,326
<b>Capital projects</b>				
Expenditure	452	366	(86)	304

The level of internal rent charged for museum properties exceeded the budget. This was partially offset by recognition of vested assets. The Council agreed to provide additional capital expenditure funding for the Cable Car Museum extension during the year.

### 3.1.2 ACTIVITY: VENUES SUBSIDIES

We subsidise community groups using the Wellington Convention Centre, to ensure that this venue is open to a wide range of organisations. This subsidy brings these up-market venues in the city centre within reach of community groups while not impacting on the commercial viability of the convention centre.

#### WHAT WE DID AND HOW WE PERFORMED

We provided subsidies for over 40 different events. These ranged from parts of the Artsplash kids festival, to the New Orleans Relief Concert, to a variety of smaller events that have supported the community fabric of the city.

#### WHAT IT COST

COST OF ACTIVITY \$000	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005
<b>Operational projects</b>				
Expenditure	273	200	(73)	270
Revenue	-	-	-	-
Net expenditure	273	200	(73)	270
<b>Capital projects</b>				
Expenditure	-	-	-	-

### 3.1.3 ACTIVITY: VENUES PARTNERSHIPS

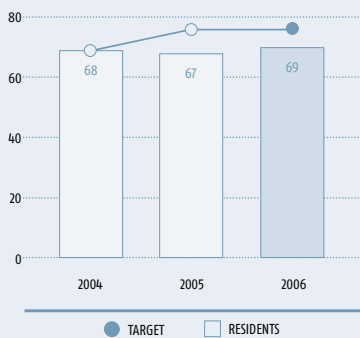
We make contributions on a case-by-case basis to the development of arts or cultural venues. No new venue partnerships were established during 2005/06.

We did, though, continue to provide a home for the New Zealand Symphony Orchestra and to Toi Poneke – the Wellington Arts Centre. The budget for this is outlined in Activity 3.1.4 Arts partnerships.

**HOW WE PERFORMED**

We have seen a minor increase in the proportion of residents who have attended an arts event and those who have attended a production or performance, though results remain below their respective targets.

RESIDENTS WHO HAVE ATTENDED A PRODUCTION OR PERFORMANCE IN THE LAST 12 MONTHS AT ONE OF THE SPECIFIED VENUES (%)



Source: WCC Resident Satisfaction Survey, February 2006

The venues are: Taki Rua Productions, Downstage Theatre, Bats Theatre, Circa Theatre, Soundings Theatre, St James Theatre and the Opera House, the NZ Symphony Orchestra in Wellington.

**3.1.4 ACTIVITY: ARTS PARTNERSHIPS**

We provide performance and rehearsal spaces for a wide variety of Wellington artists and organisations so that the city's art scene continues to flourish.

**WHAT WE DID**

- We operate Toi Poneke – the Wellington Arts Centre which celebrated its one-year anniversary in August 2006. Located in the Cuba precinct, Toi Poneke sits at the heart of the city's creative scene. It has been buzzing with more than 100 creative people in an environment of artistic exploration. We worked closely with the city's arts communities during the establishment of the centre, and we're providing ongoing support. We had planned to separate it off from other Council activities, handing it over to a community trust to fund and manage. But we've reconsidered: creativity is so integral to Wellington's way of life, and to our role in the city, that we're considering the establishment of a new Arts Wellington unit within the Council whose brief would include the management of the centre.
- We continued to support the New Zealand Symphony Orchestra by providing it with access to the Town Hall and Michael Fowler Centre auditoriums for rehearsals, recording space, and concerts. The orchestra calls Wellington home and plays over 100 performances each year including seasons of major symphonic repertoire and a wide range of educational programmes throughout New Zealand. The partnership means that residents and visitors can enjoy a wider variety of music that might otherwise have been the case.

**WHAT IT COST**

COST OF ACTIVITY \$000	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005
<b>Operational projects</b>				
Expenditure	1,251	1,100	(151)	819
Revenue	326	8	318	23
Net expenditure	925	1,092	167	796
<b>Capital projects</b>				
Expenditure	257	200	(57)	1,312

Funding for this activity was transferred from the Community Arts 3.3.1. Activities 3.1.4 and 3.3.1 have a combined favourable variance of \$16,000. Additional capital expenditure was required to ensure that the Arts Centre fully complies with OSH requirements.

## OUTCOME 3.2

## ARTS AND CULTURAL ENTERPRISE

OUR AIM IS FOR WELLINGTON TO BE ENRICHED BY A STRONG, DIVERSE AND EXCITING RANGE OF ACTIVITIES AND EVENTS. WE WANT THESE EVENTS TO MAKE A SIGNIFICANT AND INCREASING CONTRIBUTION TO THE ECONOMY.

## PROGRESS TOWARDS OUR OUTCOME

- There has been a slight reduction in the proportion of Wellington employees and businesses engaged in the library, museums and arts industry. This reduction has also been experienced at a national level.
- Proportionally, more Wellington employees and businesses are engaged in library, museum and arts industry than there are nationally.

## OUTCOME INDICATORS

	2005	2006
Employees engaged in library, museum and arts industry, compared to national levels (proportion of total employees) (%).	Wgtn 1.58 % NZ 0.75%	Wgtn 1.47% NZ 0.62%
Businesses engaged in library, museum and arts industry, compared to national levels (proportion of total businesses) (%).	Wgtn 2.14% NZ 0.97%	Wgtn 2.11% NZ 0.94%

Source: Statistics New Zealand

## 3.2.1 ACTIVITY: THE NEW ZEALAND INTERNATIONAL ARTS FESTIVAL

The New Zealand International Arts Festival is the country's premier arts and culture event, and Wellington is its ideal home. Held every two years, the festival celebrates the very best of international, national and local theatre, dance, music, opera, writing, and visual arts, providing entertainment to city residents and

attracting thousands of visitors to the city. With so many high-quality venues close together in the city centre and around the waterfront, Wellington is a perfect home for the festival. The festival brings thousands of residents and visitors into the city every evening for three weeks, creating an unrivalled atmosphere.

## HIGHLIGHTS OF THE 2006 FESTIVAL

- The *Earth From Above* exhibition was the largest free event ever staged as part of the Festival. An estimated 250,000+ people visited this during the six weeks that it was running in Waitangi Park.
- The varied programme attracted the highest box office income and attendance of any Festival to date (excluding the Edinburgh Military Tattoo in 2000).

## WHAT IT COST

COST OF ACTIVITY \$000	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005
<b>Operational projects</b>				
Expenditure	750	750	-	600
Revenue	-	-	-	-
Net expenditure	750	750	-	600
<b>Capital projects</b>				
Expenditure	-	-	-	-

## HOW WE PERFORMED

**TICKETS FOR THE FESTIVAL SOLD TO PEOPLE OUTSIDE OF WELLINGTON CITY**  
Approximately 38 percent of tickets sold for the Festival were sold to people who lived outside Wellington city. This result exceeded our Annual Plan target (30 percent). Preliminary assessment of this year's Festival has seen a marked increase in visitors from outside the Wellington city, as well as strong growth in audiences in the 25-39 years age group.

Note: at the time of printing this report, figures are preliminary.

Source: Festival Ticketing Agency

### OUTCOME 3.3

## ART IN PUBLIC SPACES

OUR AIM FOR WELLINGTON IS TO ENRICH THE CITY AND SUBURBAN ENVIRONMENTS BY PROVIDING ART IN PUBLIC SPACES.

#### OUTCOME INDICATORS

	2005	2006
Residents who think that art enriches the built and natural environment of Wellington (%).	87%	93%

Source: WCC Resident Satisfaction Survey

#### PROGRESS TOWARDS OUR OUTCOME

- There has been a notable increase in the proportion of residents who think that art enriches the built and natural environment of Wellington.



From graffiti artists, sculptors, painters and special effects gurus, to the Wellington Sculpture Trust and Council's Public Art Panel – we work together to bring the city alive with public art.

### 3.3.1 ACTIVITY: COMMUNITY ARTS

We fund sculptures and other artworks for installation in public places. We also deliver programmes in association with arts organisations resulting in a diverse year-round community arts programme.

#### WHAT WE DID

- We established a Public Art Panel to fund and oversee the commissioning of public art in Wellington. The panel advises the Council on the annual allocation of a \$300,000 fund. Commissions for the year included: a full scale bronze baby rhinoceros for the Wellington Zoo; a temporary art project at the Bucket Fountain on Cuba Street; and the re-casting of a Guy Ngan sculpture.
- We worked with Wellington Sculpture Trust (WST) as they added another significant sculptural piece to the cityscape: SkyBlues, a work by Bill Culbert, was officially opened in March 2006 to much critical acclaim. Wellington City Council and WST took top honours in the Creative Places Awards 2006, with the Sculpture Duo application featuring the Water Whirler and SkyBlues.
- Security guards were posted around the clock to protect the Henry Moore bronze sculpture, Inner Form, in the Botanic Gardens after a tip-off that it could be stolen. Henry Moore is rated as one of the 20th century's greatest sculptors and his works are highly valued internationally. The large sculpture is valued at up to \$8 million. Another of his large works, Reclining Figure, was stolen from the Henry Moore Foundation's sculpture park near London in the same week that the tip-off was received. We have since put in place a new security system.

#### WHAT IT COST

COST OF ACTIVITY \$000	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005
<b>Operational projects</b>				
Expenditure	488	345	(143)	312
Revenue	9	16	(7)	24
Net expenditure	479	329	(150)	288
<b>Capital projects</b>				
Expenditure	178	148	(30)	474

Funding for this activity was transferred to the Arts Partnership activity 3.1.4. Activities 3.1.4 and 3.3.1 have a combined favourable variance of \$16,000.

#### HOW WE PERFORMED

##### NUMBER OF NEW COUNCIL-SUPPORTED ARTWORKS INSTALLED IN PUBLIC SPACES

We measure the number of Council-supported artworks installed in public spaces through the following categories: major stand-alone pieces (e.g. sculptures or monuments); the integration of public art design into the urban and suburban environment; community public art (e.g. public murals); and temporary public art. Our 2005/06 Annual Plan target was to increase the number of artworks in public spaces across all categories.

*Major stand-alone art works:* We supported four major stand-alone pieces of public art. The first was Tail of the Whale donated by New Zealand artist Colin Webster-Watson, a stylised bronze whale's tail installed on Oriental Parade. The second was Tripod, created by Richard Taylor and Weta Workshop, a 6.5m bronze tripod figure, acknowledging the contribution of the film and television industry to Wellington. The work is located at the top of Courtenay Place. The third was SkyBlues, by Bill Culbert. The work comprises seven slim, tapering stainless steel poles, each nearly 11m tall, set out in the pattern of a Fibonacci or koru spiral. The work is located at the Post Office Square. The fourth is Water Whirler, a posthumously-realised work created from the drawings and descriptions of Len Lye, New Zealand's eminent kinetic artist and filmmaker. The work is installed along Wellington's Waterfront.

##### *Integration of art/design into the urban environment:*

We supported the placement of the Buzzy Bee sculptural sign in Bunny Street pointing the way to Parliament.

*Community public art:* We commissioned local artist Ellen Coup to paint a 60m long mural on a retaining wall at the intersection of The Terrace and Ghuznee Street. The work, called Wellington's Living Cloak, looks at native plant species and landscapes that once flourished in Wellington. We also added new components to the Oriental Bay Seascape Mural.

*Temporary public art:* We have been working with several crews of local graffiti artists who have been provided with a legal wall that surrounds the parking area of the Arts Centre. The crews re-design new aerosol murals every few months, so the urban spaces are always changing. We also provided funding to artist John Radford, who provided the Cuba Mall Bucket Fountain with an extreme clay makeover transforming it into a temporary artwork.

Source : Wellington City Council

## OUTCOME 3.4

## MAORI ART

OUR AIM IS FOR WELLINGTON TO ENSURE THAT THE ARTS OF MANA WHENUA AND NGA IWI O NGA HAUE WHA ARE VALUED, PROMOTED AND ENHANCED.

## OUTCOME INDICATORS

	2005	2006
Residents who think that an increasing number of art works with a Maori influence:		
a) make the city's art more interesting (%).	59%	67%
b) enhance the city's environment (%).	56%	65%
c) build awareness of the city's cultural heritage (%).	60%	67%

Source: WCC Resident Satisfaction Survey

## PROGRESS TOWARDS OUR OUTCOME

- There has been a marked increase in the proportion of residents who appreciate the value of Maori art in the city.

## HOW WE PERFORMED

During the year we distributed all grants from the Maori arts grants pool in line with our eligibility criteria. We managed only to distribute a proportion of the fund.

MAORI ARTS GRANT	
Total number of grant applicants	5
Number of applicants receiving grants	4
Total budget available to applicants	\$35,000
Total budget distributed to applicants	\$23,460

Source: Community Services, Wellington City Council

## 3.4.1 ACTIVITY: MAORI ART GRANTS

We provided grants for initiatives that demonstrate an emphasis on traditional or contemporary Maori cultural influences.

## WHAT WE DID

We provided an \$11,000 grant to assist the production of a public season of The Battalion – a project bringing together a group of young actors to tell an ANZAC story. This was the largest of four projects funded from Maori Arts Grants this year.

## WHAT IT COST

COST OF ACTIVITY \$000	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005
<b>Operational projects</b>				
Expenditure	23	35	12	34
Revenue	-	-	-	1
Net expenditure	23	35	12	33
<b>Capital projects</b>				
Expenditure	-	-	-	-

## OUTCOME 3.5

## DIVERSITY OF ARTS

OUR AIM IS FOR WELLINGTON TO VALUE AND CELEBRATE THE ARTS OF A WIDE DIVERSITY OF CULTURES.

## PROGRESS TOWARDS OUR OUTCOME

- There has been a minor increase in the proportion of Wellingtonians and New Zealanders who agree 'Wellington has a culturally rich and diverse arts scene'.

## OUTCOME INDICATORS

	2005	2006
Percentage of Wellingtonians and New Zealanders who agree that Wellington has a culturally rich and diverse arts scene.	W 90% NZ 81%	W 92% NZ 83%

Source: WCC Resident Satisfaction Survey

## 3.5.1 ACTIVITY: ART AND CULTURAL GRANTS

We make arts and culture grants for projects that promote creative and cultural expression.

## WHAT WE DID

- We funded 44 projects through our arts and cultural grants scheme this year.
- The largest projects funded included the overhaul of the Steinway grand piano at St Andrew on the Terrace's (\$9,000) and the opening of Zeal and Glover Park in May 2006 (\$10,860). A number of dance events within the "Dance Your Socks Off" festival received funding, as did plays aimed at young people including Goldilocks and the Three Bears and Three Little Pigs.
- We also supported the DOCNZ Festival Trust for an international documentary festival, and the Jambalaya Education Trust for a tango festival. Photographic exhibitions were also funded. These included an exhibition by the Lesbian and Gay Archives of NZ Trust on the 1986 law reform campaign, and a 25th year anniversary photographic essay of Wellington Access Radio.

## WHAT IT COST

COST OF ACTIVITY \$000	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005
<b>Operational projects</b>				
Expenditure	431	431	-	428
Revenue	-	-	-	-
Net expenditure	431	431	-	428
<b>Capital projects</b>				
Expenditure	-	-	-	-

## HOW WE PERFORMED

During the year we distributed all grants from the arts and cultural grants pool and the non-contestable grants pool in line with our eligibility criteria.

ARTS AND CULTURAL GRANTS	
Total number of grant applicants	57
Number of applicants receiving grants	44
Total budget available to applicants	\$153,000
Total budget distributed to applicants	\$153,000
NON-CONTESTABLE GRANTS	
Number of recipients	6
Total budget available to applicants	\$280,000
Total budget distributed to applicants	\$280,000

Source: Community Services, Wellington City Council

### OUTCOME 3.6

## QUALITY OF LIFE

OUR AIM IS FOR WELLINGTON TO PROVIDE LIFELONG OPPORTUNITIES FOR ACCESS TO THE ARTS, ENHANCING RESIDENTS' QUALITY OF LIFE.

#### OUTCOME INDICATORS

	2005	2006
Residents within age groups who participate in two or more arts pursuits (%):		
15-24 yr age group	72%	73%
25-39 yr age group	81%	87%
40-59 yr age group	80%	83%
60+ yr age group	68%	72%

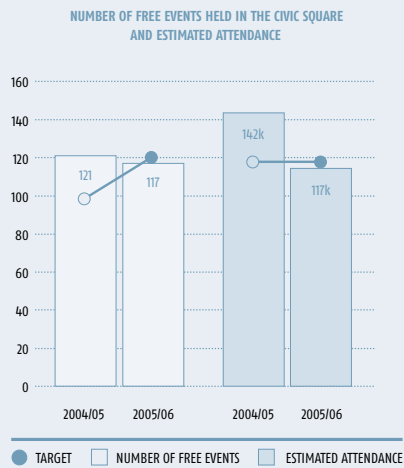
Source: WCC Resident Satisfaction Survey

#### PROGRESS TOWARDS OUR OUTCOME

- More Wellington residents are participating in arts pursuits. The largest increase in participation rates came from the 25-39 year old and 60+ age groups.

#### HOW WE PERFORMED

Although we did not meet our Annual Plan targets for the number of events and the number of days when a free event is held, we did exceed our target for estimated attendance at our free events at Civic Square.



Source: Recreation Wellington, Wellington City Council

### 3.6.1 ACTIVITY: CIVIC SQUARE MARKETING AND EVENTS

Civic Square is the civic and cultural heart of the city. It offers the people of Wellington a safe and accessible venue for festivals and performance opportunities. We fund free arts and culture events in the square.

#### WHAT WE DID

- From ghosts and goblins to death-defying freestyle Moto-X to the colourful celebrations of our brightest graduates Civic Square burst year-round with a host of events, parades and parties. Over 200,000 people attend more than 100 events throughout the year.
- Amongst the most popular were Halloween, the Vodafone X games, Second World War 60th Anniversary celebrations, and the brilliant Diwali and Chinese New Year celebrations. The Volvo Ocean Race, Women's World Cup Cycling, Rugby Sevens, and graduation parades for the city's two universities were among the many civic receptions that were held in the square.
- During the year, there were 117 days (32 percent) where at least one free event was held in Civic Square. This result fell short of our target of 201 days (55 percent).

#### WHAT IT COST

COST OF ACTIVITY \$000	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005
<b>Operational projects</b>				
Expenditure	87	117	30	98
Revenue	4	3	1	3
Net expenditure	83	114	31	95
<b>Capital projects</b>				
Expenditure	-	-	-	-

### 3.6.2 ACTIVITY: ACCESS TO THE ARTS

We seek to enhance residents' quality of life by improving their access to the arts. We assist the St James Theatre Charitable Trust to encourage young people and people who do not normally go to the theatre to attend shows. The project involves subsidising admission charges to schools and employing a staff member for new audience development.

#### WHAT THE TRUST DID TO PROMOTE YOUTH AUDIENCES

- Two new teacher guides were hired to assist teachers to get the most out of theatre tours and prepare students before going to a show. The trust secured a full house for the Royal New Zealand Ballet's Nutcracker schools performance. This included 142 tickets subsidised to ensure children from lower decile schools could attend.
- The Opera House played host to 230 performances from nine schools as part of the Council's Artsplash drama festival.

#### WHAT IT COST

COST OF ACTIVITY \$000	ACTUAL 2006	BUDGET 2006	VARIANCE 2006	ACTUAL 2005
<b>Operational projects</b>				
Expenditure	229	230	1	226
Revenue	-	-	-	-
Net expenditure	229	230	1	226
<b>Capital projects</b>				
Expenditure	-	-	-	-