Our aim is to shape Wellington’s unique cultural identity.

The challenges we face
- Maintain and strengthen Wellington’s ‘edge’ as New Zealand’s arts and culture capital in the face of increasing competition.
- Monitor and respond to changes in attitudes towards ethnic diversity.

Our strategic approach
- Provide a supportive environment in which arts and cultural activities can flourish.
- Build on the city’s status as New Zealand’s ‘arts and culture capital’ and ‘events capital’.
- Provide a welcoming environment for the city’s diverse population.
- Foster and celebrate ‘sense of place’—the combination of landscape, buildings, public art and other features that give the city its unique look and feel.

In this section
4.1 Galleries and museums
4.2 Heritage
4.3 Community arts and cultural support
4.4 Arts partnerships

Wellington’s a place where art and culture thrives
outcomes

Our 2009-19 long-term plan identified the following outcomes (i.e. what we’re working towards) for the city’s cultural well-being.

STRONGER SENSE OF PLACE:
Wellington will have a strong local identity that celebrates and protects its sense of place, capital city status, distinctive landforms and landmarks, defining features, history, heritage buildings, places and spaces.

MORE EVENTFUL:
Wellington will be recognised as the arts and culture capital, and known for its exciting entertainment scene and full calendar of events, festivals, exhibitions and concerts.

MORE INCLUSIVE:
Wellington will celebrate its bicultural heritage and growing ethnic, religious and social diversity, and be tolerant, welcoming and inclusive of people’s differences to create a sense of belonging, shared understanding and identity.

MORE ACTIVELY ENGAGED:
Wellington will encourage greater involvement and participation by offering an exceptional range of arts and cultural amenities that cater to all tastes as well as a high quality natural environment that fosters a vibrant city life.

snapshot of the city

65% of New Zealanders think Wellington is the arts capital of New Zealand

42% think we are the events capital

94% of Wellingtonians think their city has a culturally rich and diverse arts scene

42,000 people attended the Capital E National Arts Festival for children

750,000 attendees went to arts and cultural festivals in the city 3.8x the city’s population

TE PAPA VISITATION HAS BEEN DROPPING FOR THE PAST TWO YEARS
DOWN 14% SINCE 2008/09

1 A full set of outcomes will be presented in the appendices. Monitoring information on page 139.

The exhibitions and educational programmes run by the galleries and museums allow for reflection and consideration of different views and stories.

**ACTIVITY 4.1**

galleries and museums

Through this activity we fund the Wellington Museums Trust, which operates the Museum of Wellington City and Sea, the City Gallery, Capital E, the Wellington Cable Car Museum, the Colonial Cottage Museum, the New Zealand Cricket Museum and Carter Observatory. These facilities stage displays and events that showcase our culture and arts to residents and visitors alike, encouraging engagement and participation in the arts. They also provide funding to Te Papa (see 3.1 City promotions, events and attractions).

**WHY IT'S IMPORTANT**

Galleries and museums entertain and challenge residents and visitors alike, encouraging engagement and participation in the arts. They help make the city vibrant and interesting, preserve its heritage, form events and attractions.

**KEY PROJECTS**

During the year:

- The Museum of Wellington City & Sea exhibition: ‘Back & Beyond & Here’ was a finalist in the Museums Aotearoa 2011 Achievement Award Exhibition Excellence – Art, and received praise from the judges as an “excellent example of art education reaching out in a new way; inspiring questioning of art”.
- The City Gallery’s expansion and refurbishment (completed in 2009) won the New Zealand Institute of Architects’ national award for Significant Public Architecture in 2011.
- The City Gallery in partnership with the Museum of New Zealand Te Papa Tongarewa secured a $400,000 grant from Government to present the exhibition Oceania, as part of the Real New Zealand Festival in conjunction with RNZ 2011. New Zealand Lottery Grants Board has also funded RNZ 2011 projects at the Museum of Wellington City & Sea, Carter Observatory and Capital E.
- The fifth biennial Capital E National Arts Festival for young people was the most successful yet, with over 42,000 people attending. The City Gallery in partnership with the Museum of New Zealand Te Papa Tongarewa also presented the exhibition Oceania, as part of the Real New Zealand Festival in conjunction with RNZ 2011. New Zealand Lottery Grants Board has also funded RNZ 2011 projects at the Museum of Wellington City & Sea, Carter Observatory and Capital E.
- The Cable Car Museum celebrated ten years in December and was the subject of a Spectrum programme on Radio New Zealand National.
- In November, the Colonial Cottage Museum at 68 Narrow Street celebrated its 30th anniversary of becoming a museum.

**WHAT IT COST**

**OPERATING EXPENDITURE ($000)**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
<th>VARIANCE 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditure</td>
<td>-</td>
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<td>-</td>
</tr>
<tr>
<td>Net Expenditure</td>
<td>-7,769</td>
<td>7,942</td>
<td>173</td>
</tr>
</tbody>
</table>

**CAPITAL EXPENDITURE ($000)**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
<th>VARIANCE 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditure</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>Net Expenditure</td>
<td>-7,769</td>
<td>7,942</td>
<td>173</td>
</tr>
</tbody>
</table>

**ACTUAL**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
<th>VARIANCE 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Outlay</td>
<td>7,769</td>
<td>7,942</td>
<td>173</td>
</tr>
</tbody>
</table>

**Revenue -**

- -

**Net Expenditure**

- 7,769

- 7,942

- 173

- 7,066

**Te Raukura: a new landmark on Wellington’s waterfront**

A dawn ceremony on Waitangi Day marked the opening of the wharenui Te Raukura near Taranaki Wharf. An iconic new landmark for the waterfront, Te Raukura also provides powerful recognition of the mana whenua status of Taranaki Whānui ki Te Upoko o Te Ika. Te Raukura is ‘a building you couldn’t see anywhere else in the world’, says Mayor Celia Wade-Brown.

Te Raukura’s exterior form reflects that of a kowhaiwhai (flower cloaks), which symbolises mana and prestige, and projects from sun and wind just as a kowhai provides the body. The panels that make up this kowhai wharohi the triangular shape of traditional waka sails.

The building is located near the harbour frontage of Taranaki Whānui’s Te Ao Pa. It also recognises Wellington’s links with earlier Polynesian explorers through its relationship with the Epe statue beside it and the representation of a traditional aroha marae (star compass) at its front.

Te Raukura has exhibition and function areas, a cafe, commercial kitchen and office space. It will host powhiri and cultural performances, and feature carvings and interactive history displays.

Te Raukura will be the centrepiece of Wellington’s Rugby World Cup 2011 (RNZC 2011) ‘Samoa’. The Council has worked with the Whānau o Fonfonu Trust to ensure that the city’s Rugby World Cup Carlvale showcases Maori culture and the role of mana whenua, providing visitors with a unique experience.

The wharenui was originally intended to house the waka Te Raukura, which was commissioned in 1990 for New Zealand’s sesquicentennial. The Council took court action after Whānau Mārio Māori refused to return that waka, but this action was settled when the marae paid $150,000 to the council.

Te Raukura will now house two new waka: one a waka tāua (war canoe) and the other a smaller waka tītī (fishing canoe). The Council committed $1 million to the $11.5m project, with other funding came from the Government ($7 million), Port Nicholson Block Settlement Trust, Wellington Trusts Trust, and the Porirua North Māori Reserve Trust.

**HOW WE PERFORMED**

We support the Wellington Museums Trust to deliver high quality gallery and museum experiences and events. We measure performance through visitor numbers, number of events and exhibitions held, and average subsidy per customer. For results, see ‘Wellington Museums Trust’ on page 187 in the Council-controlled organisations section of this report.

The exhibitions and educational programmes run by the galleries and museums allow for reflection and consideration of different views and stories.
ACTIVITY 4.3 community arts and cultural support

A strong local arts scene helps keep the city vibrant, and stimulates interest in professional art and performance. By sharing experiences through art and performance, we build stronger and more cohesive communities.

This activity includes:
- Arts and cultural festivals – We fund and provide a range of arts and culture events/festivals.
- Cultural grants – We provide grants to support community-based arts initiatives.
- Access and support for community arts – We support community arts by providing community groups with subsidised access to performance spaces.
- We also provide access to space at Toi Poneke – the Wellington Arts Centre (see 4.4 Arts partnerships).

WHY IT’S IMPORTANT

By sharing our experiences through art and performance, we build stronger, more inclusive communities. A local arts and festival scene ensures there is always plenty to see and do, and that the city’s atmosphere is vibrant and eventful. It also provides other benefits, such as the chance to celebrate Wellington’s many cultures. Community festivals and events offer low- or zero-cost opportunities for people to come together and enjoy themselves and ensure access to the arts in tough economic times.

HOW WE PERFORMED

We aimed to support a wide range of arts and cultural festivals adding to a sense of inclusiveness. To assess our contribution we monitor the number of events and groups supported, and measure attendance and satisfaction with events and festivals.

KEY PROJECTS

- The 2013 Pacifica Festival was held in Waitangi Park, attracting 10,200 people.
- Waitangi Day festivities were held on the waterfront in a combined event with the opening of Te Raukura – Te Wharaewae o Poneke (see case study, page 48).
- ASB Gardens Magic continues to be a popular event, attracting 20,000 people over three weeks.
- The annual Santa Parade attracted over 60,000 spectators.
- The Polynesian Trust Sky Show attracted more than 100,000 people to the waterfront and surrounding vantage points around Wellington.
- We hosted four artists (from Indonesia, India and Korea) on the Wellington Artist Residency Exchange.
- We ran the 2010 Artelapai children’s arts festival which involved over 7000 pupils from 97 schools and was attended by 10,000 people.
- Toi Poneke was established as a welfare centre to receive people leaving Christchurch following the earthquake (see case study, page 62).

WHAT IT COST

OPERATING EXPENDITURE ($000)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Budget 2011</th>
<th>Actual 2011</th>
<th>Variance 2011</th>
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<tr>
<td>Cultural grants</td>
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<tr>
<td>Access and support for community arts</td>
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<td>100</td>
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<tr>
<td>Total</td>
<td>1008</td>
<td>1010</td>
<td>2</td>
</tr>
</tbody>
</table>

KEY PROJECTS

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- Toi Poneke was established as a welfare centre to receive people leaving Christchurch following the earthquake (see case study, page 62).
A local arts scene ensures that the city’s atmosphere is vibrant and eventful.

ACTIVITY 4.4
arts partnerships

Through this activity, we support professional artists and arts organisations to ensure that Wellington continues to be recognised as New Zealand’s arts and culture capital. This includes:
• operation of Te Pātiko Arts Centre — which provides spaces for artists and arts organisations
• provision of a home for the New Zealand Symphony Orchestra
• supporting the St James Theatre Charitable Trust through Wellington Venues Limited
• funding public art through the Wellington Sculpture Trust
• providing advice and support for arts and culture groups and practitioners; and facilitation of street closures, permits and other requirements for arts and performance activities.

WHY IT’S IMPORTANT
Our arts partnerships ensure Wellington continues to be home to top-class arts organisations and retain its reputation as New Zealand’s arts and culture capital. The range of arts activities we support provides entertainment and contributes to the local economy. The benefits of the partnerships go well beyond the direct support the Council might offer. They can only thrive in a city that supports the arts as a whole. Wellington’s knowledgeable audiences and committed sponsors coupled with the critical mass of creative people, together generate the unique cultural dynamic that sets our city apart.

HOW WE PERFORMED
Cultural grants
Source: WCC City Communities and Services

<table>
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<tr>
<th>ACTUAL</th>
<th>BUDGET</th>
<th>VARIANCE</th>
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<tr>
<td>Revenue</td>
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<td>(27)</td>
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Net Expenditure 553 557 4 530

Revenue (47) - 47 (27)

Net Expenditure 737 738 1 738

Revenue (8) - 8 (1)

Our support arts as a catalyst for the professional institutions to draw sponsorship from other sources. It ensures sponsors have confidence that their support is valuable and that the shows they sponsor will be of high quality and attract audiences.

KEY PROJECTS
During the year:
• We established a new Council-controlled trading organisation, Wellington Venues Limited, to manage the St James Theatre, Opera House, and Wellington Convention Centre.
• The Meridian Energy Wind Sculpture series of public artworks on Cobham Drive won an NZR 2013 Sponsorship of the Arts Award.
• We partnered with the Ministry for Culture and Heritage to develop an online survey tool for cultural organisations to use with their customers.
• We held four sessions with the arts sector to inform them about, and encourage their involvement in, the Rugby World Cup 2011 festival.
• We partnered with Arts Access Aotearoa to hold workshops with arts organisations and help them develop accessibility plans for their venues and activities.

WHAT IT COST
OPERATING EXPENDITURE ($000) | ACTUAL | BUDGET | VARIANCE |
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<tbody>
<tr>
<td>2011</td>
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<td>2011</td>
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<tr>
<td>Operating Expenditure</td>
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<tr>
<td>Revenue</td>
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<td>(398)</td>
<td>(113)</td>
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<tr>
<td>Net Expenditure</td>
<td>2,038</td>
<td>2,166</td>
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Four sessions with the arts sector to inform them about, and encourage their involvement in, the Rugby World Cup 2011 festival.

Capital Expenditure ($000) | ACTUAL | BUDGET | VARIANCE |
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<tbody>
<tr>
<td>2011</td>
<td>2011</td>
<td>2011</td>
<td></td>
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<tr>
<td>Expenditure</td>
<td>745</td>
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<td>7</td>
</tr>
<tr>
<td>Revenue</td>
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<td>(1)</td>
<td></td>
</tr>
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WHY IT’S IMPORTANT
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