

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

Aho Tini 2030 **Action Plan** Years 4-6

Aho Tini 2030
Mahere Kōkiri
mō ngā tau 4-6

June 2025





The Aho Tini 2030 10-year strategy is powered by three action plans, aligned with the Council's Long-term Plan





Aho Tini 2030 is the Council's arts, culture, and creativity strategy

Aho Tini 2030 aims to strengthen and grow the city's creative ecosystem.

Co-designed with the creative sector and multiple parties inside the Wellington City Council, it operates alongside Council policy, Tūpiki Ora Māori Strategy and Action Plan, and in conjunction with the Tākai Here partnership agreement between mana whenua and the Council.

Our vision – what we will see

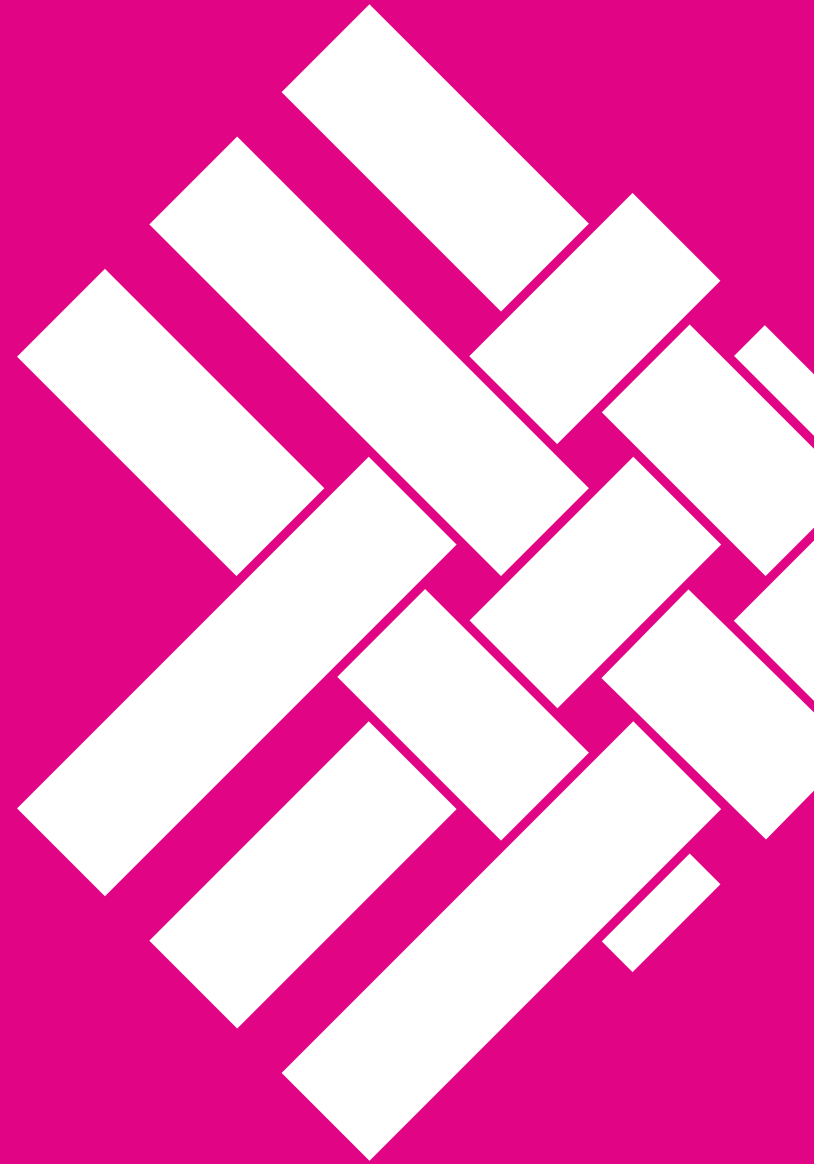
The rich cultural traditions and identity of our capital city inspire our exciting and innovative arts, culture and creativity. Wellingtonians can access and participate in arts and culture, and explore their creativity.

Together, in partnership with the arts, culture and creative sectors and with mana whenua and Māori, creativity, collaboration and innovation are woven through everything we do.

Aho Tini

Aho Tini means the many threads that bind us to culture/ahurea, energy/te ngao - physical and non-physical (ngoi/korou), including aho-whenua (of land), aho-moana (of sea), aho-rangi (of sky), aho-toi (of the arts), aho-whānau (of family), and more.

The Aho Tini name incorporates 'aho' (the cross threads of weaving or a mat) and 'tini' (many) and expresses the "creative ecosystem" idea. "Aho Tini draws together the many strands of Wellington's creative and cultural genius, and weaves them into something that is stronger, more powerful and more sustaining than they are in isolation."



Four main areas of focus



1

Ngā mahi mō te Aronga 1 Focus Area 1

Aho Tangata

Our people - connected, engaged, inclusive, accessible communities

Our communities are connected by diverse arts and cultural expression.

2

Ngā mahi mō te Aronga 2 Focus Area 2

Aho Hononga

Partnership with mana whenua and Māori

We honour Te Tiriti o Waitangi and the Council's partnership with mana whenua in the outcomes we deliver.

3

Ngā mahi mō te Aronga 3 Focus Area 3

Aho Whenua

Our places, spaces and venues - our city is alive

Our city is alive with the possibility of art around every corner.

4

Ngā mahi mō te Aronga 4 Focus Area 4

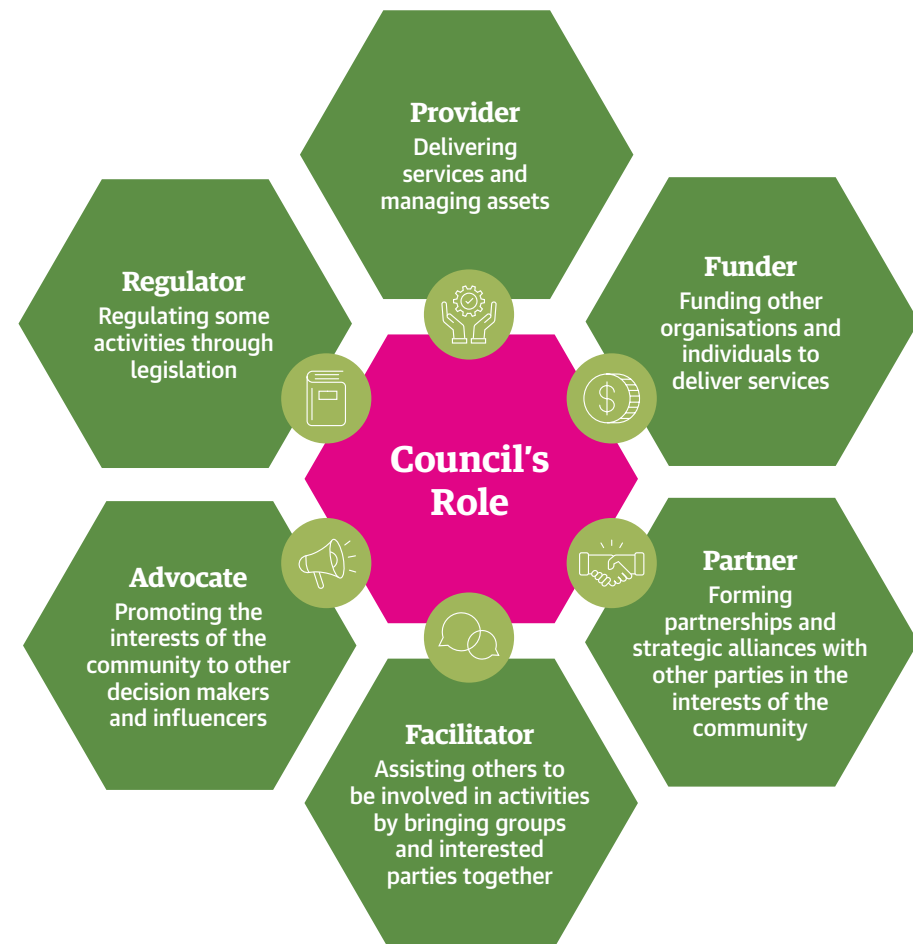
Aho Mahi

Pathways - successful arts and creative sector, and careers

Wellington is an incredible place to create, live, learn and work.

The Council's roles

The Council acts as provider, funder, partner, facilitator, advocate, and regulator to support cultural wellbeing.



Implementation approach

The actions in this plan represent the work that needs to be done over the next three years. The action plan deliberately does not specify who needs to do the work. Many of these actions will require collaborative effort from multiple groups to achieve.

The intention is for Council units, CCOs, and even key sector players to take inspiration from this action plan and commit to specific activities in their business plans.

The Wellington City Council Creative Capital team will be responsible for encouraging others to consider how they can contribute to this action plan and gaining committed action.

Co-ordinated action across the sector to implement Aho Tini



Wellington City Council key business unit plans

- Creative Capital
- Customer & Community Division (City Safety, Libraries, Community Centres, Connected Communities, Parks, Sport & Recreation, Parking)
- Te Ngākau Precinct
- Mataaho Aronui
- Property
- Planning
- City Design

Key Council Controlled Organisations (CCO) business plans

- Experience Wellington
- WellingtonNZ/Venues Wellington

Creative sector organisations' plans

- Council-funded Multi-year and Annual Stability arts organisations and festivals
- Central Government arts & culture facilities and services operating in Wellington

Action Plan Years 1-3 Reporting Back Laying the Foundations



Major Projects

.....

Te Matapihi

Wellington Town Hall

Hannah Playhouse

OPENED

Reimagining Toi Pōneke

National Music Centre

CBD Civic venues

98

events delivered from Tawa and Maupuia to Karori and Island Bay

1.25M

attendees at Council-delivered events

1,268

contractors employed at signature Council events

84%

average attendee satisfaction with Council-delivered events

92%

of event waste diverted from landfill

14

digital projections

Civic venues and National Music Centre underway

\$8M+

granting partnership with arts organisations

St James Theatre

digital projection design award

157

ads placed for

36

arts organisations on Embassy Theatre digital billboard

57

public artworks delivered by Council and Sculpture Trust

City Art Collection

conservation, acquisitions and new website

Toi Pōneke

137

programmes/events

28

exhibitions

96,630

visits

.....

Hannah Playhouse

220

performances

1,239

practitioners (23% Māori/Pasifika)

23,101

audience over 2 years

10

new works in development

Firsts

Major co-designs with mana whenua

Residencies: Māori Arts, D/Deaf-disabilities, Emerging Producer, Make visible Te Whanganui a Tara

Māori and Pasifika events internships

Pasifika community programmer

Events accessibility launch of online content for neurodivergent attendees

Gardens Magic relaxed sessions

Auckland Live MOU

Action Plan Years 4-6 Areas of Focus Realising Investment



Te Whare Whakarauiika

Pictured: New front of house building,
Town Hall complex, opens 2027

1

Ngā mahi mō te Aronga 1

Focus Area 1

Aho Tangata

Our people - connected, engaged, inclusive, accessible communities

Our communities are connected by diverse arts and cultural expression.

By 2030 we will see

- Wellington as New Zealand's most creative city
- Contracted and funded activities increasingly reflect population diversity
- Audience and participation reflect our diverse communities
- Creative vibrancy in city and neighbourhoods
- People with disabilities or barriers to participation can access and engage in arts and culture

Our priority areas in the next three years are

- 1.1** Actively expand diversity and engagement in our venues and programmes
- 1.2** Know and grow audiences, participants and end users across the arts and creative offerings of the city
- 1.3** Seek out and remove barriers that prevent people with disabilities from fully experiencing and contributing to the arts and creative offerings of the city

Major projects in years 4-6

- New home for Toi Pōneke
- Reopening Te Matapihi, Town Hall, City Gallery
- Te Ngākau audience/visitor objectives established and implemented
- Rollout of new Grants Framework including 26 multi-year funding and up to 25 annual stability contracts
- ArtSplash relaunched, and new Sister City Festival implemented
- Review of Public Art Policy
- Increased funding to Public Art fund implemented
- Accessibility initiatives across all signature events expanded
- Include investment in infrastructure for disability access to event sites



2

Ngā mahi mō te Aronga 2

Focus Area 2

Aho Hononga Partnership with mana whenua and Māori

We honour Te Tiriti o Waitangi and the Council's partnership with mana whenua in the outcomes we deliver.

By 2030 we will see

- Consultation with mana whenua and Māori early and often
- Increased tikanga capacity within the Council
- Increased use of te reo Māori
- Increased equity of funding system and proportion of funding for ngā toi Māori
- Strong and thriving ngā toi Māori economy

Our priority areas in the next three years are

- 2.1** Consolidate and develop specific structures to actively engage mana whenua and Māori as advisors across Aho Tini programmes
- 2.2** Ensure mana whenua and Māori remain integral to the operation of facilities and programmes after they are launched
- 2.3** Extend the Te Matapihi Kawa and Tikanga Framework to cover more Council facilities and programmes
- 2.4** Utilise council programmes, venues, places and spaces to showcase ngā toi Māori and te reo Māori

Major projects in years 4-6

- Establish appropriate Māori reference groups working with Mataaho Aronui
- Rollout of Te Matapihi Kawa and Tikanga Framework and co-design across Te Ngākau
- Increased support to Māori arts organisations through new Arts Grants Framework
- Introduction of Tuakana-Teina Kaupapa at Toi Pōneke
- Significant focus on delivering ngā Toi Māori and te reo Māori across Council facilities and programmes



3

Ngā mahi mō te Aronga 3

Focus Area 3

Aho Whenua

Our places, spaces and venues – our city is alive

Our city is alive with the possibility of art around every corner.

By 2030 we will see

- More spaces for people to create in the city and neighbourhoods
- Council venues are suitable for current and future needs
- Customers are satisfied with Council processes
- Venues, facilities, and spaces are more accessible
- Artists and creatives are involved in infrastructure projects
- Wellingtonians and visitors experience the city's heritage and the nation's story in our landscape

Our priority areas in the next three years are

- 3.1** Continue to improve the quality of venues, places and spaces to ensure the city has the right mix of spaces to meet the creative sector and communities' needs
- 3.2** Co-ordinate the return of Council and CCO key venues, places and spaces into a sequenced multi-year programme
- 3.3** Increase the usage of our venues, places and spaces by local producers, arts and community organisations
- 3.4** Ensure infrastructure and cityscape projects are using contemporary visitor experience design from the outset
- 3.5** Ensure that public art is a core component of cityscape design from the outset
- 3.6** Ensure a vibrant annual programme of activity is running across the city's venues, places and spaces

Major projects in years 4-6

- Venues review of performing arts civic venues, including earthquake-prone buildings etc
- Construction and implementation of new modern Town Hall front of house building and service
- Enhancement of core technical infrastructure in Town Hall
- Operating model developed for Town Hall and National Music Centre
- Rollout of new Arts Grants Framework to support creative sector "programming" the city
- Town Centre upgrades, including public art contributing to placemaking
- Amplification of festival and event activity through use of Te Matapihi and Te Ngākau ongoing programming
- Broaden regional reach of community events



4

Ngā mahi mō te Aronga 4

Focus Area 4

Aho Mahi

Pathways – successful arts and creative sector, and careers

Wellington is an incredible place to create, live, learn and work.



By 2030 we will see

- Increased use of local talent
- Sector careers are more sustainable in Wellington
- Programmes offered make a difference and support career and business development
- New partnerships are developed and flourish

Our priority areas in the next three years are

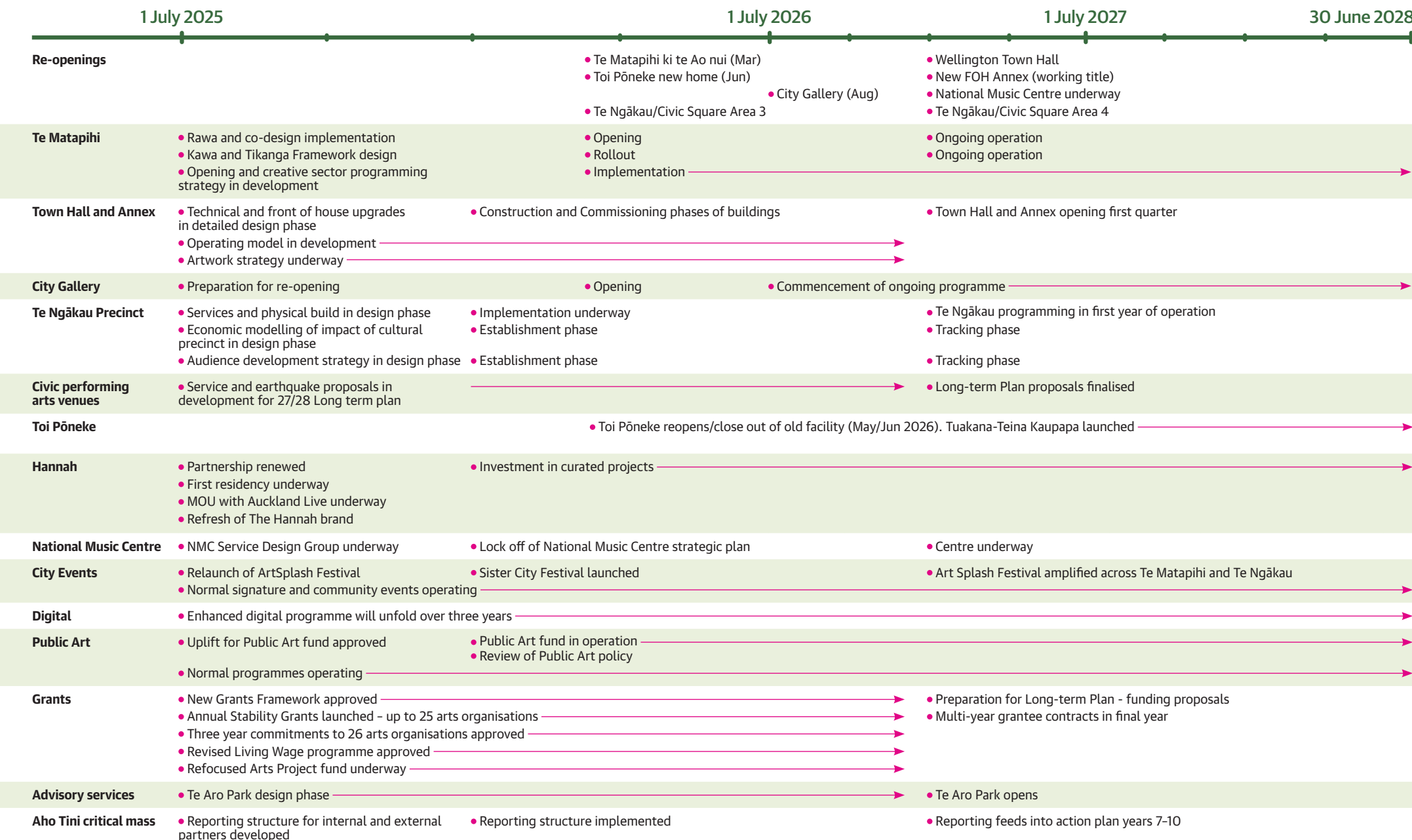
- 4.1** Engage with the sector, including independent artists and related education partners, to develop a shared commitment around what can be done to drive growth in the sector for the city
- 4.2** Leverage Council facilities and assets along the cultural spine of the city to build a critical mass of arts and cultural tenancies and collaborative opportunities
- 4.3** Raise profile of Wellington as a home of creative sector innovation
- 4.4** Undertake strategic targeted investments in innovative ideas that have the potential to unlock growth but require assistance to get started
- 4.5** Provide a stable level of support to the sector through an effective granting programme
- 4.6** Continue to employ artists and art workers as frequently as possible in Council programmes

Major projects in years 4-6

- Employment and contracting of artists and artworkers in Council programmes
- Engagement with Council Spatial Network Plan
- Co-ordinated programming across all venues and facilities in Te Ngākau Precinct
- Economic modelling and objectives tracking of Te Ngākau Precinct
- Increased digital commissions in Te Matapihi and in external locations as part of digital strategy rollout
- Rollout of new Arts Grants Framework supporting arts ecosystem at an organisation and project level. Includes refreshed Living Wage Fund
- Review and recommend actions to ensure Wellington is an events-friendly city
- Commencement of National Music Centre
- Review and update Council creative sector data in preparation for the final action plan years 7-10

Key Projects timeline

Action Plan Years



Summary of actions

2025-2027

1

Focus Area 1 - Aho Tangata Our people - connected, engaged, inclusive, accessible communities

- 1.1** Actively expand diversity and engagement in our venues and programmes
- 1.2** Know and grow audiences, participants and end users across the arts and creative offerings of the city
- 1.3** Seek out and remove barriers that prevent people with disabilities from fully experiencing and contributing to the arts and creative offerings of the city

2

Focus Area 2 - Aho Hononga Partnership with mana whenua and Māori

- 2.1** Consolidate and develop specific structures to actively engage mana whenua and Māori as advisors across Aho Tini programmes
- 2.2** Ensure mana whenua and Māori remain integral to the operation of facilities and programmes after they are launched
- 2.3** Extend the Te Matapihi kawa and tikanga programme to cover more Council facilities and programmes
- 2.4** Utilise council programmes, venues, places and spaces to showcase ngā toi Māori and te reo Māori

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Focus Area 3 - Aho Whenua Our places, spaces and venues - our city is alive

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- 3.6** Ensure a vibrant annual programme of activity is running across the city's venues, places and spaces

4

Focus Area 4 - Aho Mahi Pathways - successful arts and creative sector, and careers

- 4.1** Engage with the sector to develop a shared commitment around what can be done to drive growth in the sector for the city
- 4.2** Leverage Council facilities and assets along the cultural spine of the city to build a critical mass of arts and cultural tenancies and collaborative opportunities
- 4.3** Raise profile of Wellington as a home of creative sector innovation
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What we'll see in 2030

1

Focus Area 1 - Aho Tangata **Our people - connected, engaged, inclusive, accessible communities**

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Focus Area 2 - Aho Hononga **Partnership with mana whenua and Māori**

- Consultation with mana whenua and Māori early and often
- Increased tikanga capacity within Council
- Increased use of te reo Māori
- Increased equity of funding system and proportion of funding for ngā toi Māori
- Strong and thriving ngā toi Māori economy

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Focus Area 3 - Aho Whenua **Our places, spaces and venues - our city is alive**

- More spaces for people to create in the city and neighbourhoods
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Focus Area 4 - Aho Mahi **Pathways - successful arts and creative sector, and careers**

- Increased use of local talent
- Sector careers are more sustainable in Wellington
- Programmes offered make a difference and support career and business development
- New partnerships are developed and flourish

