

ORDINARY MEETING

OF

**WELLINGTON REGIONAL AMENITIES FUND JOINT
COMMITTEE**

SUPPLEMENTARY AGENDA

Time: 1:30 pm
Date: Friday, 20 April 2018
Venue: Upper Hutt City Council
Upper Hutt Council Chambers
838 - 842 Fergusson Drive
Upper Hutt 5018

Business	Page No.
2. General Business	3
2.4 Wellington Regional Amenities Fund and the Decade of Culture	3

2. General Business

WELLINGTON REGIONAL AMENITIES FUND AND THE DECADE OF CULTURE

Purpose

1. To seek agreement in principle from the Joint Committee to commit to supporting projects over multiple years and aligning the fund with a longer term regional 'Decade of Culture' approach. Funding decisions will be made in August when all proposals have been assessed and evaluated.

Summary

2. Aligning the Wellington Regional Amenities Fund (WRAF) with 'Decade of Culture' will help the region build on the success of significant regional cultural events and organisations and provide an opportunity for regional Councils to invest (via this fund) in a regional and long term approach.
3. Investment from the WRAF of \$4.4m from Hutt City, Upper Hutt City, Porirua and Kāpiti Coast District Council over ten years of the long term plan complements Wellington City Councils investment of \$6.09m through the fund. Wellington City Council has committed over \$400m across arts, culture, events and museums through its long term plan.

Recommendation/s

That the Wellington Regional Amenities Fund Joint Committee:

1. Receive the information.
2. Note the report and agree in principle to commit to supporting projects over multiple years and aligning the fund with a longer term regional 'Decade of Culture' approach.

Background- Decade of Culture

4. The Decade of Culture initiative aims to maintain Wellington's reputation as the undisputed Cultural Capital of New Zealand and to be regarded as one of the World's Creative Capitals. Wellington City Council have committed to this in the draft Long Term Plan. Wellington is known as the cultural capital of New Zealand, reflecting the presence of national arts organisations. It is a city of cultural moments, experienced by residents of the city and region and visitors alike. This did not happen by accident. It is the result of deliberate investment over recent years by the Wellington City Council and other partners. Since its inception WRAF has contributed to this.
5. Inspiration has been taken from the well-established European Capital of Culture programme and the UK's Capital of Culture programme. These have been used to

regenerate cities, increase visibility, increase visitor numbers and foster a greater sense of excitement and confidence in a place. Notable examples include Glasgow, Hull and Liverpool where the city saw a 34% increase in visitor numbers, around \$1.5bn was generated for the economy and 85% of residents said the city was a better place to live than before when the city was the European Capital of Culture in 2008.

6. A Decade of Culture could have a similar impact in Wellington and the benefits will ripple across the entire region.
7. The Decade of Culture is about working in partnership regionally with significant arts organisations and institutions, with Council's and regional organisations like WREDA, tapping into and complementing other funding streams available to events and activity via Council long term plans, regional entities (WREDA Major Events) and Government (via MBIE Major events).
 - The Decade of Culture sets out a coordinated programme of cultural activities to cement Wellington's reputation, taking the region to the world.
 - The Decade of Culture complements existing cultural activities by further building on and amplifying Wellington's unique strengths that make it one of the world's most liveable regions.
 - The Decade of Culture about partnership investment; to create even more unique experiences to strengthen the Wellington brand and identity;
 - improving quality of life for residents;
 - creating more high quality jobs and retaining talent.

Background- WRAF

8. Wellington Regional Amenities Fund was established to support regionally significant events and organisations, providing Councils with a mechanism to invest in key projects and programmes which would have regional, national and international impact. It was set up following the creation of the Auckland Regional Amenities Fund with a \$14m annual budget and the explicit aim of attracting national events and institutions from Wellington.
9. In 2016 new funding priorities were approved by the Joint Committee; these were guided by the results of an economic and social impact study completed in August 2016. The key findings of the 2016 review emphasised the importance of the fund in supporting organisations that are 'regionally significant' and who can make a significant contribution to 'Priority 1; increasing the long-term contribution to the region's economy.'
10. Since 2016 Chief Executives and Mayors have supported a more strategic and proactive approach to this fund. The Mayor of Wellington's plan for a Decade of Culture provides an opportunity for Council's to work together to benefit the region.
11. In March 2017 the process was changed for the 2017/18 financial year, moving from an open call for applications to a commissioning model. Organisations identified through Chief Executives via their representatives shortlisted ten organisations each submitting proposals for support. Recommendations were discussed by Chief Executives prior to the Mayor's Joint Committee meeting.
12. The proposal would continue to see a smaller number of projects and organisations supported well. There would also be flexibility within the process to support initiatives

that grow from new ideas or ones that are not annual, like the National Kapa Haka Festival Te Matatini being considered by the Joint Committee for support in 2018/19.

Discussion

13. As Fund Administrators we are seeking commitment from participating Councils to think beyond existing annual pattern of funding and to support the Decade of Culture by backing projects with regional, national and even international significance. Shifting to longer term planned approach mirrors what Auckland Regional Amenities Fund does, with most activity pre-determined and committed over multiple years.
14. Timing of the three year funding cycles would fit with Council LTPs, as shown in table 1 below.

Table 1

2018/19 to 2020/21		2021/22 to 2023/24		2024/25 to 2026/27	
Commissioning	July 2018	Commissioning	July 2021	Commissioning	July 2024
Decision	August 2018	Decision	August 2021	Decision	August 2024

15. We propose, subject to business cases and processes set out in the WRAF Terms of Reference for approval by the Joint Committee.
16. WRAF would continue to use these key criteria;
 - Projects should demonstrate a strong return on investment which might include; economic impact, employing and retaining talent
 - Be uniquely Wellington- telling our unique story- or be unique events/attractions
 - Have a focus on Maori identity and stories, demonstrating strong partnership with Mana Whenua
 - Have high levels of participation and access- with regional interest, free/ low cost and open to public
 - Deliver to regional partnerships
17. 2018/21 key projects for Decade of Culture would include

The New Zealand Festival

 - Our significant international arts festival
 - Building on success of Waka Odyssey without year events boosted by WRAF support in the out years, building on regional focus for Festival years.
 - Support from year 2 onwards, supplementing WCC's \$3m annual funding.

CubaDupa

- Aiming to become the largest street art festival in the Southern Hemisphere, local, national and international acts with an estimated 95,000 visitors.
- Strong focus on local business partnerships, WREDA 'festival city marketing campaign.
Support annually in addition to WREDA support

Matariki Mid Winter Festival– 'Ahi Kaa'

- Developing a major national mid-winter event. Skyshow has been moved from November to June/July to become part of the Matariki celebration.
- Celebrate Matariki as a unique New Zealand experience; growing over time it into an iconic event for the region and positioning it as the most significant Matariki event in the country attracting regional, national and international audiences.
- Support from year 2 onwards

Movie Museum

- International marketing campaign and activation for this new visitor attraction
- Documentary film, preview exhibition at Te Papa, opening events and activities
- Exhibition at Singapore and Heathrow Airports.
- Support from year 3 onwards

18. Additional funding from WRAF will ensure that these events reach new audiences, increase return on investment for the region, all of the above have significant funding committed by Wellington City Council.
19. Potential contributions subject to detailed business cases which will be considered by Chief Executives representatives in advance of Mayors Joint Committee meeting in August 2018
20. By committing to help deliver the Decade of Culture Council's will strengthen the offering of major events and provide certainty of funding for significant events and programmes. This integrated and long term approach will also ensure that we can develop and deliver successful strong Decade of Culture branding campaigns and leveraging opportunities for the region (including new programmes planned by local Councils).

Attachments

Nil

Authors	Kevin Lavery, Chief Executive Natasha Petkovic-Jeremic, Manager City Arts
---------	--

SUPPORTING INFORMATION

Engagement and Consultation

NA

Treaty of Waitangi considerations

Strong partnerships demonstrated through key significant projects and events supported through WRAF

Financial implications

Current contributions 2018/19, subject to confirmation through respective long term plan's

- Hutt City Council; \$200,000
- Kapiti Coast District Council; \$48,000
- Porirua City Council; \$50,000
- Upper Hutt City Council ; \$106,000
- Wellington City Council ; \$609,200

Policy and legislative implications

NA

Risks / legal

Governance; decisions for WRAF are delegated to 'Joint Committee' of Mayors of participating Councils, as set out in Terms of Reference. Advice from Wellington City Council Legal is that entering into Multi-year commitments would not require any changes to existing terms of reference. Contracting would require annual reporting against KPI's and be subject to availability of funding annually through each Council LTP and continued membership of the Wellington Regional Amenities Fund.

Climate Change impact and considerations

NA

Communications Plan

NA

Health and Safety Impact considered

NA