

GOAL ONE: All Aucklanders can access and participate in arts and culture

1.1 Increase opportunities for Aucklanders to experience and participate in arts and culture

	Action	Lead Agent	Partners/ Support	Timeframe
				2016-2028
1.1.1	Support more opportunities for diverse communities to access and participate in arts and culture. <i>For example:</i>		<p>Auckland Council Regional Facilities Auckland (RFA) Auckland Transport (AT) Panuku Development Auckland (Panuku) – Wynyard Quarter programme, Transform Development Locations, art and cultural expression in the public realm, events and installations, Arts and culture agencies and facilities including: Alliance Francaise, Artspace, Arts networks, Asia New Zealand Foundation Auckland Arts Festival, Auckland Theatre Company, Foundation North Giant Leap Foundation Charitable Trust, Matariki Arts and Culture Trust, Oryza Foundation, Pacific Arts Cluster, Tautai, TAPAC</p> <p>Business associations Central government agencies Community groups and societies Funding organisations Hauraki Gulf Forum Health sector organisations Mana Whenua Mataawaka Tertiary Sector: MIT, UNITEC</p>	ongoing
	pilot the establishment of art brokers to facilitate local access and participation	Auckland Council	ACE, Local Boards	
	create opportunities that respond to emergent demographic changes		<p>Auckland War Memorial Museum (AWMM) Creative New Zealand (CNZ): Auckland Diversity Strategy and Totara funded organisations, Tautai, Foundation North Te Puni Kōkiri (TPK), Toi Māori Panuku Development Auckland (Panuku) - WQ programme, Transform Development Locations, art and cultural expression in the public realm, events and installations.</p>	
	create opportunities for intergenerational cultural exchange		<p>CNZ Community groups and societies Committee for Auckland Cultural groups Business associations Mana Whenua Mataawaka</p>	
	provide opportunities for people to access and experience 'pop-up' or temporary events in everyday situations and public places	Auckland Council ACE, AT	<p>Auckland Transport (AT) Auckland Council , Committee for Auckland Hauraki Gulf Forum Mana Whenua New Zealand Transport Authority (NZTA) Private water transport companies Panuku Development Auckland: Wynyard Quarter programme, Transform Development Locations, art and cultural expression in the public realm, events and installations</p>	

	Provide opportunities for people to experience arts and culture on public transport and in transit environments (e.g. on buses, trains, stations, ferries)	AT	Auckland Transport (AT) New Zealand Transport Authority (NZTA) Private water transport companies	
1.1.2	Provide more opportunities for children and young people to participate in arts and culture activities and facilities		Auckland Council RFA Arts and culture agencies and facilities: Arts Access Aotearoa, Auckland Arts festival, Creative Access Network (CAN), Circability, Dance Aotearoa New Zealand (DANZ), Spark Centre, TAPAC, Te Uru Waitakere Contemporary Gallery, Toi Ora Foundation North	
1.1.3	Support arts and culture organisations and facilities to engage with Auckland's diverse population in innovative ways.		Auckland Council RFA Panuku Development Auckland (Panuku) – Wynyard Quarter programme, Transform Development Locations, art and cultural expression in the public realm, events and installations Community Art facilities : Lake House, Depot Artspace, Mairangi Arts Centre Arts and culture agencies and facilities Artspace, Alliance Francaise, Auckland Arts Festival, Auckland Theatre Company, Te Uru-Waitakere Contemporary Gallery Foundation North	
1.1.4	Present and support a balanced range of arts and culture programmes and events across the region including:		Auckland Council Auckland transport (AT) Auckland Tourism, Events and Economic Development (ATEED) Panuku Development Auckland (Panuku) - Wynyard Quarter programme, Transform Development Locations, art and cultural expression in the public realm, events and installations Business Associations Central Government agencies Community groups Tertiary Sector Arts and culture agencies and facilities including: Artspace, Alliance Francaise, Waterfront Theatre Company Auckland Film Office, Auckland Theatre Company(ATC) Documentary Edge Festival, Q Theatre, Mapua Studios Story Edge Theatre Community arts facilities: Depot Artspace , Lake House, Mairangi Arts Centre, Uxbridge	
	present major shows, exhibitions and events	ATEED, RFA	Auckland Council ATEED RFA Panuku – Wynyard Quarter Programme Philanthropic sector Arts and culture agencies and facilities including: ANZ Viaduct Events Centre, Auckland Arts Festival, Auckland Art Gallery Auckland Live, Auckland Theatre Company AWMM, Museum of Transport and Technology (MOTAT), The Civic Festival Trusts: Mana Whenua	
	support free and low cost community events		Auckland Council RFA Panuku – Wynyard Quarter Programme Creative New Zealand (CNZ) Business associations Arts and culture creative practitioners, agencies and facilities Community Groups Foundation North Philanthropic sector Tertiary sector	
	provide spontaneous and programmed activities in non-traditional spaces.		Auckland Council Auckland Transport (AT) Panuku – Wynyard Quarter programme and Transform Development Locations. art and cultural expression in the public realm, events and installations Artists and creative practitioners Business associations Community Groups Mana Whenua Mataawaka Tertiary sector	
1.1.5	Support the provision of cultural activities in the Southern Initiative area.		Auckland Council Auckland Museums	

			Foundation North Mana Whenua RFA-Auckland Art Gallery Panuku – “Transform Manukau” Development Location Te Papa Tongarewa	
1.1.6	Promote language through arts & culture activities including sign language and Braille.		Auckland Council ATEED RFA Arts and cultural organisations and facilities including: Alliance Francaise Artspace, Giant Leap Foundation Charitable trust, Te Tuhi, Association of Blind Citizens of New Zealand, Central Government agencies Mana Whenua Matawaaka New Zealand sign language /deaf community	
1.2	Better Communicate what’s on offer			
	Action	Lead Agent	Partners/ Support	Timeframe 2016-2028
1.2.1	Develop accessible digital tools to communicate creative activities, events and festivals. <i>For example:</i>		Auckland Council ATEED Artists and creative practitioners Arts and culture agencies and facilities including: Artspace, Te Tuhi Business associations Mana Whenua Mataawaka	
	provide readable and audio information for the sight impaired		Association of Blind Citizens of New Zealand Auckland Deaf Association	
	promote apps to add value to arts & cultural experiences e.g. public art		Auckland Council Ministry for Culture and Heritage (MCH) Uptown Arts Trust Te Tuhi Te Uru-Waitakere Contemporary Gallery	0-5 yrs
	build on existing networks to develop online calendar to co-ordinate programming.		The Big Idea Community Trust (TBICT) Auckland Art Gallery	0-1 yr Once established ongoing
1.2.2	Prominently and positively showcase Auckland’s arts and culture across a wide range of media including:			0-2yrs
	collate research in changing use of media to better understand how to access arts audiences		Auckland Council Better by Design Business associations Creative sector (Whole of sector) Digital Storytelling, Documentary NZ Trust, Doc Lab Internet, blogs & social media ,Print media, Planet FM, Radio (other), Television Screen Edge Forum Story Edge Te Tuhi Te Uru-Waitakere Contemporary Gallery Ngā Aho	
	promote arts & culture as newsworthy		Auckland Council Panuku – Wynyard Quarter Programme and Transform Development Locations. art and cultural expression in the public realm, events and installations The Big Idea Charitable Trust Te Tuhi	
	foster commentary including critical responses		The Big Idea Charitable Trust Te Tuhi CNZ	
1.2.3	Market arts & culture activities and events through accessible networks and mainstream media, including notifying accessibility for people with disabilities		The Big Idea Community Trust (TBICT) Auckland Art Gallery	

1.3 Remove barriers to access and participation				
	Action	Lead Agent	Partners/ Support	Timeframe
				2016-2028
1.3.1	research barriers and enablers to access and participation.		Auckland Council AT RFA Better by Design CNZ, Ministry for Culture and Heritage (MCH) Creative sector Mana whenua	
1.3.2	Establish a regional 'outreach' framework for arts and culture organisations and facilities.		RFA North Shore Theatre and Arts Trust	
1.3.3	Enable "universal access" for people with disabilities, by promoting existing toolkits for arts and culture providers, and advertising where universal access is applied.		Arts Access Aotearoa Auckland Council RFA Arts and culture agencies and facilities: CAN, Open NZ, Pacific Arts Cluster, Toi Ora: arts and resiliency toolkit	
1.3.4	Advocate for increased funding for community art education, and subsidised programmes for marginalised groups.		Auckland Council Arts and culture agencies and facilities: Circability Community centres Giant leap Te Mapua Studios Te Tuhi Education sector Philanthropic sector	
1.3.5	Support audience development initiatives. <i>For example:</i>			
	explore ways to work with communities to provide outreach programmes		Arts and culture agencies and facilities Auckland Council Auckland Tourism Events and Economic Development (ATEED) Auckland Transport (AT) Business associations Regional Facilities Auckland (RFA) Wynyard Quarter Programme and Transform Development Locations. art and cultural expression in the public realm, events and installations	
	undertake a feasibility study on an 'arts buddy' scheme, i.e. where experience and knowledgeable audience members accompany 'first timers'			
	share findings from Creative NZ Auckland Audience Development Pilot with arts and culture agencies and facilities	CNZ	Auckland Council	
	pilot a networked audience development programme across the region's major facilities and arts organisations		Auckland Council RFA	
	investigate the feasibility of arts passports schemes.		Auckland Council Arts and culture agencies and facilities Auckland Tourism Events and Economic Development (ATEED) Auckland Transport (AT) Business associations Documentary Edge Festival	
	develop a place-making forum for resource sharing and integrated programmes across Auckland			

GOAL TWO: Auckland values and invests in arts and culture

2.1 Grow and deliver strategic investment in arts and culture to enable a thriving and resilient sector				
	Action	Lead Agent	Partners/ Support	Timeframe 2016-2028
2.1.1	Ensure governance and funding arrangements of council funded institutions enable them to operate sustainably and collaboratively		Auckland Council RFA National funding organisations Private trusts WA	
2.1.2	Map investment in arts and culture and develop shared guidelines and a strategic framework(s) to guide future investment	Auckland Council ATEED RFA	CNZ	End 2016
2.1.3	Increase sponsorship by supporting successful business/creative sector partnerships.		Auckland Council ATEED Auckland Chamber of Commerce British Arts Council Committee for Auckland Ministry of Business, Innovation, and Employment (MBIE) Private Industry Artists and creative practitioners Arts and culture agencies and facilities including: Artspace, Arts Foundation, Artists Alliance, Arts Regional Trust (ART), Enrich-Arts and Business Enrichment Partnership Programme, GROW,KEA, Matariki Arts & Culture Trust (MACT), Te Tuhi, The Big Idea Charitable Trust, Te Uru-Waitakere Contemporary Gallery	
2.1.4	Build the capability of artists and arts organisations to attract and grow diverse revenue streams.		CNZ , MCH Ministry for Social Development (MSD) Auckland Council Artists and creative practitioners Arts and culture agencies and facilities including: Artspace, Arts Regional Trust (ART), Boosted, Enrich-Arts and Business Enrichment Partnership Programme, The Big Idea Charitable Trust Philanthropic Sector :Charities commission, Foundation North Corporate sponsors	
2.1.5	Leverage arts and culture off major international events and conferences			
2.2. Evaluate and promote the economic, social, cultural and environmental value of investment in Auckland's arts and culture				
	Action	Lead Agent	Partners/ Support	Timeframe 2016-2028
2.2.1	Communicate the social, cultural, economic and environmental benefits of arts and culture. <i>For example:</i>		Auckland Council ATEED, Panuku Development Auckland LWynyard Quarter Programme and Transform Development Locations. art and cultural expression in the public realm, events and installations RFA CNZ, MCH Mana Whenua Arts and culture agencies and facilities: Artists Alliance, Auckland Film , Corban Estate Arts Centre, Creative Coalition, McCahon House, Script to Screen , The Big Idea Charitable Trust, Te Uru-Waitakere Contemporary Gallery Foundation North Committee for Auckland Statistics New Zealand	

	promote research results and exemplary case studies		Auckland Council The Big Idea Charitable Trust	
	communicate the value of arts to health and wellbeing	DANZDanceAotearoa	CAN, Circability , Te Mapuna Studios Ngā Rangatahi Toa Sistema	
	identify champions to advocate for particular art forms			
2.2.2	Map and benchmark Auckland's creative sector outputs and communicate through annual snapshot report.	RIMU	Auckland Council Museums Aotearoa	
2.2.3	Develop tools to measure and show the economic, social, cultural and environmental returns of investment in arts and culture		Auckland Council ATEED, Panuku Development Auckland (Panuku) - Wynyard Quarter Programme and Transform Development Locations. art and cultural expression in the public realm, events and installations RFA Arts and culture agencies and facilities Creative Coalition Matariki Arts and Culture Trust (MACT)North Shore Theatre & Arts Trust Toi Ora – collective impact research Committee for Auckland Central Government agencies including : MCH CNZ, MBIE Funding organisations: Foundation North Tertiary sector: University of Auckland	

GOAL THREE: A network of vibrant arts and culture organisations and facilities

3.1 Support a network of complementary arts and cultural institutions and facilities				
	Action	Lead Agent	Partners/ Support	Timeframe
				2016-2028
3.1.1	Investigate the demand for arts and cultural facilities and infrastructure to meet gaps in future provision, including:		Arts and culture agencies and facilities Auckland Council Creative New Zealand (CNZ) Council controlled organisations Panuku Development Auckland (Panuku) - Development Locations RFA	Planning 1-3 years Delivery 3-5, 0-5Years
	Conservation and storage facilities and operational needs for collections and museums sector		Auckland Council RFA AWMM Archivists Archives NZ Government agencies including MCH, DIA Historical societies Libraries, Mana Whenua Private collectors Small museums Writers	
	Coordinated repository for Auckland's documentary heritage and the long term viability of digital storage.		"	
	Facilities to meet demographic growth, specific sector, community or audience needs		Panuku - Development Locations – collaboration with the council's service units to incorporate facilities in precinct planning within Panuku project areas where needs have been identified and budgeted.	
	Arts and culture facilities to meet demographic growth, specific sector, community or audience needs		Auckland Council RFA CNZ Panuku - Development Locations - collaboration with the council's service units to incorporate facilities in precinct planning within Panuku project areas where needs have been identified and budgeted.	
3.2 Promote the city centre as Auckland's major cultural destination				
	Action	Lead Agent	Partners/ Support	Timeframe
				2016-2028
3.2.1	Promote and expand the Aotea Quarter as the city's centres premier arts and cultural precinct including:		RFA ATEED Panuku Development Auckland – incorporating consideration of this outcome within development planning for Civic Admin building. Arts and culture agencies and facilities including: APO, Artists Alliance, ASB Waterfront Theatre, Auckland Circus, Auckland Festival Auckland Theatre Company, CNZ, CAN, Creative Coalition, Documentary NZ Trust Enrich-Arts and Business Enrichment Partnership Programme, Matariki Arts & Culture Trust (MACT),New Zealand Symphony Orchestra (NZSO),NZ Opera, Ngā Aho, Objectspace, Pacific Arts Cluster, RNZB, Silo Theatre, Show Me Shorts Film Festival, Te Mapuna Studios, Te Tuhi, The Big Idea Charitable Trust, TPK	
	deliver coordinated destination branding, marketing and activation to strengthen the cultural offer of the Aotea Quarter.		Auckland Live RFA ATEED	
	support development of a creative hub in the Aotea Quarter which includes rehearsal and office spaces for arts groups and creative businesses		RFA	

3.2.2	support the development of the St James Theatre as a major contributor to the Aotea Quarter	Funding organisations Property Developer/owner Auckland Council	Community funders Documentary NZ Trust (re National Screen Centre Idea) Event Promoters Jasmax MCH Ngā Aho	
3.3	Provide a regional spread of vibrant, diverse and affordable creative spaces			
3.3.1	Increase supply and access to affordable creative and maker spaces across Auckland <i>For example:</i>		Arts and culture agencies and facilities Creative Coalition Auckland Council Panuku Development Auckland (Panuku) - WQ programme, Tenancy Portfolio and Development Locations Business associations Community groups and societies Committee for Auckland Council controlled	
	enable temporary/pop up arts and culture spaces through investigating opportunities for 'mean-while' leases of council owned buildings	Panuku	Auckland council AT Panuku-Auckland Development Business community Business associations Committee for Auckland	Ongoing 0-10yrs
	facilitate creative utilisation of vacant space		Business associations Committee for Auckland Panuku AT	0-5yrs
	include spaces for arts and culture as part of developing existing and new community facilities		Panuku	
	explore the opportunity for a central storage space where resources and assets can be accessed by loan or rented between arts organisations when not in use		Corban Estate Arts Centre	
	support access to hot desk space for arts and culture professionals		Auckland Council Biz Dojo Q Theatre	
	support access to rehearsal space for theatre and dance.		Arts Regional Trust (ART) RFA Auckland Council ATC Q Theatre Silo Theatre	
3.3.2	Improve access to information on booking of venues			
3.3.3	Grow creative precincts throughout the region by building on existing creative hubs and clusters. <i>For example:</i> Corban Estate Arts Centre, Wynyard Quarter, Karangahape Road		Arts and culture agencies and facilities Artspace and K'Rd precinct North Shore Theatre & Arts Trust Te Tuhi Uptown Arts Trust Panuku	ongoing

GOAL FOUR: Arts and culture are intrinsic to Auckland's place-making

4.1 Tell our stories by encouraging unique and distinctive public art that reflects and responds to our place				
	Action	Lead Agent	Partners/ Support	Timeframe
				2016-2028
4.1.1	Develop specific place-making projects that honour Māori and other stories at significant cultural and heritage sites. <i>For example:</i>		Auckland Council Panuku Development Auckland ATEED RFA Auckland Design Office Business associations Heritage societies MCH (Maunga project) Mana Whenua Arts and Culture agencies and facilities Central government agencies Local carvers Mataawaka	
	Art & culture walking trails			
	Integrate cultural rituals into architecture and urban design e.g. spaces for welcome ceremonies (Pōwhiri), access to flax (Pā Harakeke)			
	Whakamana (give prestige by regenerating)cultural sites		Mana Whenua Auckland Council	
	appropriately acknowledge the many Pā, (the remains of fortified Māori villages)		Auckland Council AT Design Institute New Zealand (DINZ) Ngā Aho New Zealand Landscape Architects (NZLA)	
	interpretation on site,		"	
	cultural mapping of wahi tapu (burial grounds) for developers etc.		"	
4.1.2	Place a strong emphasis on Maori and Pacific influence to architecture and landscaping.		Auckland Council Auckland Transport (AT) Auckland design Office (ADO) Design Institute New Zealand (DINZ) New Zealand Landscape Architects (NZLA)	
4.1.3	Include public art and design opportunities in the early stages of place-making, Including:		Mana Whenua Auckland Council Panuku Development Auckland Auckland Transport (AT) Property developers Artists and creative practitioners Mataawaaka New Zealand Transport Authority Ngā Aho Te Tuhi	
	hold regular meetings with Mana Whenua at the earliest stages to identify, and work together on areas of shared interest	Panuku-Auckland Development	Mana Whenua, Auckland Council including: ADO, CDAC: Public Art, City Transformations	
	Encouraging property developers to engage Māori in early discussions on opportunities in urban renewal or development		Auckland Council Panuku Development Auckland (AD) Auckland Transport (AT) Property developers Mana Whenua Mataawaka Māori artists and designers	

	engaging with local communities to ensure our unique stories are considered		Mana Whenua Historical societies Panuku	
	Implement the Te Aranga design principles.	ADO	Auckland design Office, Ngā Aho	
4.1.4	Implement the Public Art Policy as a guiding document for planning and delivering public art across the region.		Auckland Council: Auckland Transport (AT) Panuku Development Auckland (Panuku) Business associations Artists and creative practitioners Funding organisations Property developers	
4.1.5	Promote the “creative points of difference” of communities as part of local branding and place-making		Auckland Council Panuku Business Associations Community ATEED	
4.1.6	Record Auckland’s oral history through digital storytelling and other mediums.		Artspace Auckland Library Auckland Council	
4.2	Make it easier to plan, create and deliver innovative art and design in public places			
4.2.1	Foster temporary projects and actions through:			
	a regional programme of temporary public art and pop-up experiences that respond to their locations		Auckland Council: RFA, AT Panuku Mana Whenua Arts and culture creative practitioners, agencies and facilities Corbans Estate Arts Centre/Temp project, Cut Collective Tautai Arts Te Tuhi, Te Uru-Waitakere Contemporary Gallery, Pacific Arts Cluster Independent Curators Artist run spaces Splore Trust Business associations	
	More public spaces that do not require specific resource consent and enable spontaneous use		Panuku - WQ programming process and Development Locations	
	Streamlined processes for permits		Consents	
	Consider opportunities and impact of councils planning and regulatory framework			
4.2.2	Activate public places through programming or engaging specialist designers.		CEAC/TEMP PROJECT Auckland Council Panuku Artist and Creative practitioners Architects Jasmax Te Tuhi	
4.2.3	Encourage local communities to work alongside practitioners on place-making		Architects, Landscape architects, Urban designers Arts and culture, agencies and facilities Ngā Aho, Pacific Arts Cluster Auckland Council Council controlled organisations (CCOs) AT, Auckland Festivals, Matariki Arts Culture Trust Central government agencies, NZTA, Kiwi Rail Creative practitioners Mana Whenua Mataawaka Ngā Aho Funding organisations Property developers Public Sector Capital works organisations Panuku	

GOAL FIVE: Auckland celebrates a unique cultural identity

5.1 Celebrate Māori and their culture as a point of difference				
	Action	Lead Agent	Partners/ Support	Timeframe
				2016-2028
5.1.1	Promote the visual and spoken use of Te Reo Māori as a core component of Auckland's unique Māori culture. <i>For example:</i>		Auckland Council RFA ATEED Panuku Development Auckland (Panuku) COMET Arts and culture sector Mana Whenua Mataawaka Māori Language Commission Te Tuhi Central government agencies	
	promote functional signage in Te Reo, across Council	Auckland council		
	create user friendly ways to access Māori language and experiences – web, guide books, and signage.			
5.1.2	Promote and develop marae as regional cultural hubs.	Mana Whenua	Auckland Council- Te Waka Angamua IMSB Auckland Council Auckland Tourism, Events and Economic Development (ATEED) Auckland Festivals Central Government agencies Mataawaka	
5.1.3	Support Māori entrepreneurship and the growth of innovative indigenous business, to create domestic and international opportunities		Auckland Council ATEED Te Waka Angamua Mana whenua Mataawaka Ministry of Foreign Affairs and Trade	
5.1.4	Promote Māori art and culture, locally and internationally through the development of Māori cultural centres. <i>Consider:</i>		Mana Whenua, Auckland Council, ATEED, DA, RFA (Auckland Museum) Mataawaka, Kura Gallery, Committee for Auckland	5-7yrs
	traditional toi mahi (art and craft) centre or whare tapere(theatre) where weaving, carving and other traditional arts can be practiced and learned			
	promoting contemporary creative practice			
	a waka (Māori canoe) culture centre in downtown waterfront Auckland, fostering design, construction, navigating and sailing of waka			
	a gateway for manuhiri (visitors) close to the airport			
5.1.5	Establish mana whenua co-governance and partnership models consistent with Treaty of Waitangi settlement principles in major cultural organisations	RFA	Mana Whenua Auckland Council RFA	2-4yrs

			MCH	
5.1.6	Facilitate the design and delivery of a Māori signature festival for Auckland.	ATEED	<p>Mana Whenua Mataawaka Mana Whenua Auckland Council Panuku – WQ and wider W/front programming, as well as Marina management Mataawaka Māori organisations Matariki Arts & Culture Trust (MACT) Māori networks Major events producers Māori education providers Ngā Aho Kura Gallery</p>	0-2yrs
5.1.7	Leverage off Matariki festival to develop a seasonal calendar of Māori events.	ATEED	<p>Mana Whenua Auckland Council ATEED Panuku Development Auckland (Panuku) Mataawaka Māori artists and organisations Matariki Arts & Culture Trust (MACT)</p>	
5.2	Action Area: Support and celebrate creative excellence			
	Action	Lead Agent	Partners/ Support	Timeframe 2016-2028
5.2.1	Support, recognise and celebrate excellence in Auckland's creative sector <i>For example:</i>		<p>Arts and culture agencies and facilities Arts foundation Arts Regional Trust (ART) Alliance Francaise Artspace DANZ Objectspace Show me Shorts Silo Theatre Te Tuhi Te Uru-Waitakere Contemporary Gallery</p>	
	acknowledge Auckland's creative innovation champions with awards for young people		<p>Auckland Council Show Me shorts Film Festival Te Tuhi Tertiary sector</p>	
	programme events that recognise and celebrate arts and culture success		<p>Arts Regional Trust (ART) Arts Foundation Object Space:(Best in Show) Te Tuhi</p>	
	support continuation of mayoral grants to recognise excellence	Auckland council		ongoing
	celebrate success and best practice as part of regular creative sector forums		Te Tuhi, _Uxbridge	
	promote community arts awards		Local Boards	
	support arts laureate programmes			
5.3	Promote Auckland as a creative city with a unique cultural identity			
	Action	Lead Agent	Partners/ Support	Timeframe 2016-2028
5.3.1	Develop and grow the capacity of Asian networks to increase participation in arts and culture.		<p>CNZ Lantern Festival Mandarin Newspapers Foundation North</p>	

			Orzya Foundation	
5.3.2	Develop and grow the capacity of Pacific networks to increase participation in arts and culture.		Pacific Arts Cluster Tautai Foundation North CNZ	
5.3.3	Develop networks for increasing Māori participation in arts and culture. <i>For example:</i>		Auckland Council RFA ATEED Panuku Development Auckland (Panuku) Foundation North COMET CNZ Arts and culture sector Māori artists and creative practitioners Mana Whenua Mataawaka Māori Language Commission Te Tuhi Toi Māori Tertiary Sector	
	compile a comprehensive list of Auckland's Māori creative practitioners and make this available to those planning events, working on site- specific development and other projects and other projects		Mana Whenua Auckland Council Mataawaka TPK	
	hold regular wānanga (meetings and forums) for Māori artists to network, discuss function and shared purpose, and learn from new technologies and processes.		Mana Whenua Auckland Council Mataawaka TPK	
5.3.4	Promote and showcase the richness of Auckland's creative offer including:		Auckland Council Arts and culture agencies and facilities	
	mapping the breadth and depth of creative activity in Auckland			
	regularly showcase exemplars of Auckland's cultural diversity			
5.3.5	Reflect Auckland's cultural identity through ATEEDs Global Auckland Project.	ATEED	Auckland Council ATEED	
5.3.6	Support knowledge retention and transmission of traditional arts, crafts and cultural practices including harvesting, acquisition, preparation and the use of essential raw materials		Auckland Council Panuku Development Auckland (Panuku) Parks and reserves Central government agencies Mana Whenua Ngā Aho	

GOAL SIX: Auckland has a robust and flourishing creative economy

6.1 Champion the creative sector to grow Auckland's economy				
	Action	Lead Agent	Partners/ Support	Timeframe
				2016-2028
6.1.1	Encourage investment in research and development in partnership with the sector, other industries, tertiary sector and local and central government.			0-5 yrs
6.1.2	Champion Auckland's creative sector as part of our distinct identity to attract international talent, and forge business opportunities			
6.1.3	Support migrant entrepreneurship and initiatives that leverage talent and international connections	ATEED	ATEED Development Auckland (DA)?? – Not sure... The Big Idea Charitable Trust	
6.1.4	Foster opportunities for the sector to access international markets including Asian-Pacific region, for development, exchange and presentation.			0-10yrs
6.1.5	Support the Wynyard Innovation Quarter and the development of other such precincts to contribute to Auckland's economic growth, including: <ul style="list-style-type: none"> • Incubators • Start-ups • Accelerator programmes 		Panuku ATEED Biz Dojo	
6.2 Foster education, collaboration and professional development for the creative sector				
6.2.1	Support and enable professional development opportunities, such as: <ul style="list-style-type: none"> • internships • residencies • mentoring • paid work experience • paid training events • peer facilitation • free temporary hot desk in creative industry • cultural laureates. 		Auckland Council RFA ATEED Panuku Development Auckland Callaghans Innovation Arts and culture agencies and facilities including: Alliance Francaise, Artspace, Artists Alliance, Auckland Theatre Company, Circability, Enrich-Arts and Business Enrichment Partnership Programme, Film Auckland Arts Regional Trust (ART) Auckland Museums	
6.2.2.	Promote and develop vocational pathways in Auckland's creative sector.		Auckland Council RFA, AWMM, APO, Auckland Art Gallery Arts and culture agencies and facilities including: Auckland Arts Festival, Artspace , Auckland Theatre Company, Kumeu Arts Centre, The Basement, Artists Alliance, CAN, CEAC/TEMP, Massive Theatre Company North Shore Theatre & Arts Trust, Silo Theatre, Spark Centre, TBICT, Toi Ora Te Uru-Waitakere Contemporary Gallery Artists and creative practitioners Independent arts and culture organisations RNZB	
6.2.3	Increase opportunities across council facilities and funded institutions for mentorships, internships, incubator programmes and professional development.		Auckland Council RFA Arts and culture agencies and facilities including: Artspace, Artists Alliance, Arts Regional Trust (ART), CEAC/ TEMP Project, Global Cafe (Zeal), Spark Centre	

			Toi Ora, TBICT, Te Tuhi Writers and Readers Festival, Tertiary and Independent training organisations: UNITEC (PASA), MIT, Graduate Development Programmes	
6.2.4	Encourage networks for arts and creative practitioners to connect, collaborate, and share best practice.		Auckland Council ATEED Panuku - WQ programme, Development Locations Museums Aotearoa Arts and culture agencies and facilities including: Arts Regional Trust (ART), Artspace, DOC Labs, Enrich-Arts and Business Enrichment Partnership Programme, GLAM, Kumeu Arts Centre, Screen Edge and Documentary NZ Trust Show Me Shorts Film festival, Story Edge Digital Storytelling Programme, TBICT, Te Tuhi Industry organisations: Callaghan Innovation Entrepreneurs challenge NZFC Sparkbox Start-up weekends VCA (Venture capitalist) Tertiary Sector: MIT UNITEC, AUT-Co Lab Creative Thinking Auckland Project	
6.2.5	Support professional development for community organisations focusing on diversity.			

