

# Arts, Culture & Heritage Action Plan 2018





Vision statement

**“The Horowhenua District has a creative, thriving and sustainable arts, culture and heritage sector and a vibrant community that residents and visitors alike are proud of.”**

# Introduction

There is much to love about the Horowhenua, a diverse district spanning over 1000km<sup>2</sup>. Residents of the district have unparalleled access to beaches, forests, mountain ranges and rivers within a short drive. Its natural beauty has been a source of inspiration and activity for many in the arts, culture and heritage sector.

Horowhenua has a diverse history with strong ties to tangata whenua, as well as to cultural immigrant populations. The district continues to progress towards a more vibrant community through events such as Art in the Park, Matariki and Māori Language Week, Diwali, Local History Week and many more.

The shared vision for Horowhenua is to celebrate our already rich history and community-led achievements. Arts, culture and heritage add value across all facets of human activity and development. These three pillars of arts, culture and heritage build the foundation of this action plan.



# History of the Action Plan

The Arts, Culture and Heritage Action Plan began in 2004 as the Arts, Culture and Heritage Strategy. It has been reviewed multiple times since, and merged with the Pride and Vibrancy Action Plan in 2017. The decision to amalgamate the plans was made as both had similar objectives. A thriving arts, culture and heritage plan will in turn create pride and vibrancy. This plan continues to be supported as one of the five action plans that sit under the Community Wellbeing Strategy.



## Timeframe

This action plan has a three year span and will be reviewed in 2021. Over this time different initiatives and projects related to the plan will be implemented.

Progress on this plan will be reported to the Community Wellbeing Committee. Other community forums such as the Older Persons Network, Access and Inclusion Forum and Youth Network will be contributors to the plan's success.

# How was this plan developed with our stakeholders?

Council consulted a number of groups to ensure the action plan captured different perspectives from across the sector. Care was taken to ensure that a diverse range of stakeholders were represented.

The following list includes some of the major stakeholders, but does not reflect all who were involved in the review process.



# Definitions and keywords



## Art

The expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power.



## Culture

The shared beliefs, values, customs, behaviours and artefacts that the members of society use to cope with their world and with one another and that are transmitted from generation to generation through learning.



## Heritage

Valued objects and qualities such as historic buildings and cultural traditions that have been passed down from previous generations.



## Pride

Pride encompasses the way we feel about the district and the perception that all stakeholders have about the district.



## Vibrancy

Vibrancy is the physical manifestation of pride; shown through lively and joyous public spaces, attendance at community events and interactions with our local arts, culture, heritage activities.



# Success would look like

- Pride in the heritage and diversity of our district and our people
- Celebration of our community's cultural diversity
- Increased community participation (individually and collectively) in community development
- Increased cross-sector collaboration and sharing of information
- A community rich in community-led initiatives
- A vibrant, colourful community
- Better communication
- More frequent place-making initiatives
- Communities that have a 'sense of place' making people proud to live here.

# Outcomes



## Outcome One:

**Horowhenua will be a place full of vibrant events and activities**

1. Council will regularly support the communication of local events to the public through a variety of communication methods e.g. social media, event pages, local events calendar.
2. Horowhenua District Council will hold an annual Horowhenua's Got Talent competition.
3. Horowhenua District Council will explore the opportunity of an open busking stage in Levin and Foxton by 2020.
4. Horowhenua District Council will complete two annual place-making initiatives.



## Outcome Two:

**Horowhenua, a district rich in arts, culture and heritage, will publicly celebrate its depth and diversity**

1. Horowhenua will have many sectors working together to unlock creativity and resources.
2. Civic awards will be held annually to recognise those who greatly contribute to the sector.
3. Community and Council will support our diverse cultures to maintain and enhance their traditions and taonga.
4. Horowhenua District Council will honour the Treaty of Waitangi and its principles.



## Outcome Three:

**Our communities will feel well supported by Council and community to complete community-led initiatives**

1. Community capacity-building programmes relevant to arts, culture, and heritage groups will be made available, with the aim to assist in creating sustainable organisations with knowledgeable and skilled members.
2. Arts, culture, and heritage initiatives will be identified and supported as key drivers in attracting more visitors to the district, and creating economic growth.
3. Community and Council will facilitate and support networking opportunities for creative organisations to enable information and idea sharing between groups.
4. Te Takeretanga o Kura-hau-pō and Te Awahou Nieuwe Stroom will continue to be vehicles for the community and Council to create a thriving arts, culture and heritage sector.
5. Council will operate grants and funding schemes (including both Vibrant and Creative Communities) to increase community access to, and engagement in, initiatives.



## Outcome Four:

**Horowhenua will reflect vibrant communities that our residents and visitors alike are proud of**

1. Council will explore the option of 'window exhibitions' for empty shop windows in town centres.
2. Community clean-up initiatives will target rubbish and anti-graffiti vandalism.
3. Public displays of art, such as murals and sculptures, will be encouraged and advocated.
4. Arts, culture and heritage will be encouraged through community development initiatives.
5. Council and community will celebrate and protect a rich history that continues to inform and shape the district's future.



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