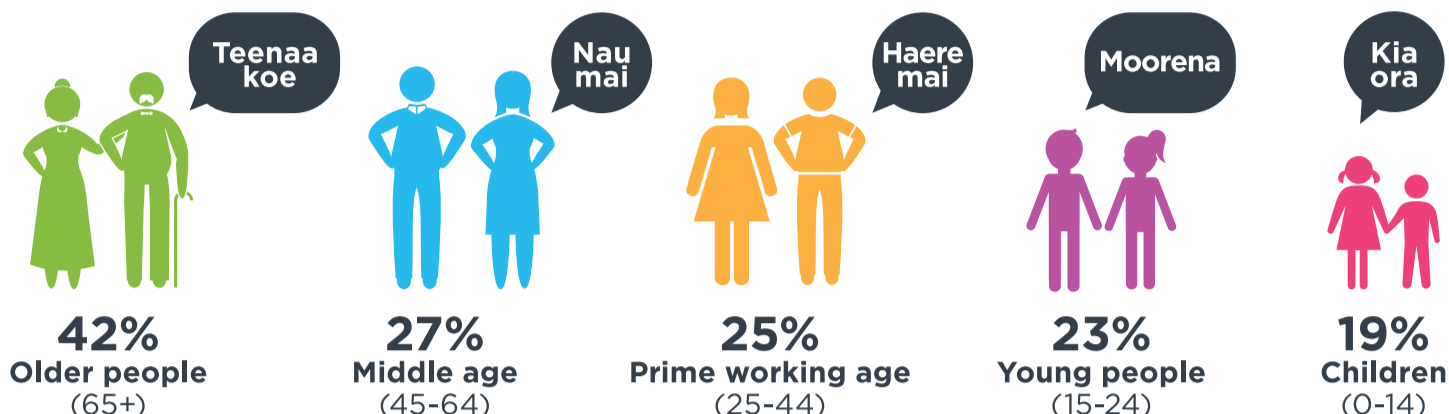




CULTURE & ARTS

A creative community is important to us. Our diversity and vibrancy are the top two things we love most about our region. Culture forms a large part of our creativity, allowing us to celebrate and develop the uniqueness of our community and region. We want inclusive, accessible, collaborative initiatives and events that reflect our cultural heritage and support our increasingly multi-cultural population.

TE REO MAAORI SPEAKERS IN THE MAAORI POPULATION



5.6% of all people living in the in the Waikato region can hold a conversation in Te Reo Maaori - which is much higher than the national average of 3.7%.

Source: Statistics New Zealand, Census Data, 2013.

DIVERSITY IN OUR COMMUNITY

- Over half of **Maaori** are under 25 years old
- More **Asian** people live in Hamilton City than other parts of the region
- Our **Pasifika** population is set to double by 2033
- **All other ethnic groups* will grow** between now and 2033, but the **European/other** population will stay about the same or decrease



*Multiple ethnicity counting means people can identify with more than one ethnic group

ARTS IN THE WAIKATO REGION

83% of people ATTENDED AN ARTS EVENT* slightly lower than the NZ average of 85%.

45% of people PARTICIPATED IN THE ARTS* lower than the NZ average of 58%.

*In the four weeks preceding the 2014 survey.



We have a rich history that needs to be nurtured and taught to younger generations.

Ngaruawahia Vital Signs community engagement participant

DID YOU KNOW - Kapa haka is one of the most popular forms of Maaori arts in the Waikato, positively impacting the community. 6,000 people attended the Tainui Waka Kapa Haka Regionals in 2014.

Source: Tainui Waka Cultural Trust, 2016.

COMMUNITY VOICES - WE WANT TO:

Increase **funding and promotion** to improve culture and arts experiences available in the region.

Foster partnership between cultures, **valuing the strengths** our diverse community brings to the table.

Improve national **perceptions** of culture and arts in our rural town centres.

SHOWCASING A VIBRANT, CREATIVE WAIKATO

Each year the Hamilton Gardens Arts Festival brings 90,000 people to the spectacular Hamilton Gardens, to experience and participate in a feast of creative arts.

Festival Director, Becks Chambers, says the Hamilton event is unique in New Zealand, not only for its location, but because of the significant amount of local content in the programme, alongside national and international acts.

"I think the Waikato has one of the widest arts networks in the country," says Becks. "I am always blown away by the huge amount of work and passion for the arts the people in our region have."

The festival gives local groups and talent a platform to get involved, come together and show their work. Whether it's theatre, music, art, dance, culture, writing, sculpture, print-making or street performance, Becks says locals are often the first to submit their applications and ideas for the coming year. "We're never short of high quality artists and performers."

Within the diverse and vibrant programme, cultural performances are a highlight. Organisers work in partnership with local cultural groups to bring many of the themed

gardens to life, including Indian music and dance, Italian plays, and Maaori stone carving and workshops.

The trust is now focusing on building up the event's wider audience, with a national marketing campaign planned for the coming year. As Becks says, "We want to keep putting Hamilton on the map as a creative, vibrant and exciting place to be."



Kapa Haka performance - Hamilton Gardens Arts Festival (Mark Hamilton Photography)

What new opportunities will our increasing cultural diversity bring to our community in the future?