



AGENDA

Community Services Committee Meeting Tuesday, 11 June 2024

Date Tuesday, 11 June 2024

Time Following the Infrastructure Committee

Location Council Chamber
District Council Building
King George Place
Timaru

File Reference 1676482

Timaru District Council

Notice is hereby given that a meeting of the Community Services Committee will be held in the Council Chamber, District Council Building, King George Place, Timaru, on Tuesday 11 June 2024, at the conclusion of the Infrastructure Committee meeting.

Community Services Committee Members

Clrs Stacey Scott (Chairperson), Stu Piddington (Deputy Chairperson), Gavin Oliver, Peter Burt, Allan Booth, Owen Jackson, Sally Parker, Michelle Pye, Scott Shannon and Mayor Nigel Bowen

Quorum – no less than 5 members

Local Authorities (Members' Interests) Act 1968

Committee members are reminded that if you have a pecuniary interest in any item on the agenda, then you must declare this interest and refrain from discussing or voting on this item, and are advised to withdraw from the meeting table.

Beth Stewart
Group Manager Community Services

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- 1 Apologies**
- 2 Public Forum**
- 3 Identification of Items of Urgent Business**
- 4 Identification of Matters of a Minor Nature**
- 5 Declaration of Conflicts of Interest**
- 6 Chairperson's Report**

7 Confirmation of Minutes

7.1 Minutes of the Community Services Committee Meeting held on 16 April 2024

Author: Rachel Scarlett, Governance Advisor

Recommendation

That the Minutes of the Community Services Committee Meeting held on 16 April 2024 be confirmed as a true and correct record of that meeting and that the Chairperson's electronic signature be attached.

Attachments

- 1. Minutes of the Community Services Committee Meeting held on 16 April 2024**



MINUTES

Community Services Committee Meeting Tuesday, 16 April 2024

Ref: 1676482

**Minutes of Timaru District Council
Community Services Committee Meeting
Held in the Council Chamber, District Council Building, King George Place, Timaru
on 1.27pm, Tuesday, 16 April 2024 Following the Infrastructure Committee**

Present: Clrs Stacey Scott (Chairperson), Stu Piddington (Deputy Chairperson), Gavin Oliver, Peter Burt, Allan Booth, Owen Jackson, Michelle Pye, Scott Shannon and Mayor Nigel Bowen.

In Attendance: **Community Board Members:** Charles Scarsbrook (Temuka Community Board)
Officers: Nigel Trainor (Chief Executive), Andrea Rankin (Chief Financial Officer), Hannah Goddard-Coles (Group Manager Engagement & Culture), Paul Cooper (Group Manager Environmental Services), Andrew Dixon (Group Manager Infrastructure), Beth Stewart (Group Manager Community Services), Stephen Doran (Group Manager Corporate and Communications), Nicole Timney (Manager of Property Services and Client Representative), Matt Sisson (Property Projects Officer), Sam Esterhuyse (Continuous Improvement Business Partner), Naomi Scott (Community Development Support Officer), Steph Forde (LTP Project Officer), Jessica Kavanaugh (Team Leader Governance), Rachel Scarlett (Governance Advisor)

1 Apologies

1.1 Apologies Received

Resolution 2024/13

Moved: Clr Stacey Scott

Seconded: Clr Michelle Pye

That the apology of Clr Sally Parker be received and accepted.

Carried

2 Public Forum

There were no public forum items.

3 Identification of Items of Urgent Business

No items of urgent business were received.

4 Identification of Matters of a Minor Nature

No matters of a minor nature were raised.

5 Declaration of Conflicts of Interest

- Clr Scott Shannon declared a conflict of interest and will sit back from the table during item 8.5 (Donations and Loans Subcommittee - Recommendations for Funding)
- Clr Gavin Oliver declared a conflict of interest and will sit back from the table during item 8.5 (Donations and Loans Subcommittee - Recommendations for Funding)

6 Chairperson's Report

6.1 Presentation of Chairperson's Report

The Chairperson has attended a number of meetings including: The Youth initiatives Subcommittee meetings, International Student Mayoral welcome, Theatre Royal and Heritage Facility Reference Group Meeting, Aorangi Stadium Trust meetings, a Timaru drop in session at the Library, Aigantighe house walk through, attended a Community Services tour, Donations and Loan Subcommittee Meeting, Royal and Provincial Sector meetings, Council meetings, Workshops, Citizenship Ceremonies and participation in the Long Term Plan engagement.

Resolution 2024/14

Moved: Clr Stacey Scott

Seconded: Clr Gavin Oliver

Carried

7 Confirmation of Minutes

7.1 Minutes of the Community Services Committee Meeting held on 12 March 2024

That the minutes of the Community Services Committee Meeting held on 12 March 2024 be accepted subject to the changes noted.

- Wording changes of item 8.3 (Progress Report - Aigantighe House Gallery Seismic Repairs) to include an action for a confirmation of budget that went to the Tenders and Procurement Committee on the 14 November 2023.

Resolution 2024/15

Moved: Clr Stacey Scott

Seconded: Clr Scott Shannon

That the Minutes of the Community Services Committee Meeting held on 12 March 2024 be confirmed as a true and correct record of that meeting and that the Chairperson's electronic signature be attached.

Carried

8 Reports

8.1 Actions Register Update

The Chairperson spoke to this report to provide the Community Services Committee with an update on the status of the action requests raised by councillors at previous Community Services Committee meetings.

Resolution 2024/16

Moved: Clr Scott Shannon

Seconded: Clr Stacey Scott

That the Community Services Committee receives and notes the updates to the Actions Register.

Carried

8.2 Progress Report - Aigantighe Heritage House Gallery Seismic Strengthening and Refurbishment Project Update

The Property Projects Officer spoke to this report to update the Committee on the progress of the Aigantighe Heritage House Gallery Seismic Strengthening and Refurbishment Project.

Discussion included the project time frames, and the project still being within contract scope. There was a update provided on the Aigantighe Heritage House Gallery chimneys, with one being removed, and discussion of time lines regarding the roof.

Resolution 2024/17

Moved: Clr Michelle Pye

Seconded: Clr Scott Shannon

That the Committee receives and notes the Progress Report for the Aigantighe Heritage House Gallery Seismic Strengthening and Refurbishment Project.

Carried

8.3 Continuous Improvement Update

The Continuous Improvement Business Partner spoke to this report to provide the Community Services Committee with an update on key initiatives in Continuous Improvement across the whole of Council.

Discussion included, the Cbay teams undergoing extra training. The implementation of a streamlined community funding application process. Clarity was asked of the costings surrounding the annual fee of the Smarty Grants system, Councillors discussed their recommendation of the system.

Resolution 2024/18

Moved: Clr Peter Burt

Seconded: Clr Allan Booth

That the Community Services Committee receives and notes the Continuous Improvement update report.

Carried

8.4 Community Services Group Update

The Group Manager Community Services spoke to this report to provide the Community Services Committee with a regular, high-level update on the functions of the units within the Community Service Group, including key updates, challenges and opportunities, initiatives, projects, and the impact of changes in service delivery as it pertains to the community.

Noted is a mistype in item 8.3 (Community Services Group Update), under the Recreational Facilities Unit Update – District Pool User Data, with the correct dates being ‘the 17 November and finished 17 March at Pleasant Point’. A mistype was also noted in 8.3 (Community Services Group Update), under Community Funding, with the corrected presentation for the Donations and Loans Subcommittee being provided at Community Service Standing Committee in April 2024.

Discussion included budget breakdowns on the Community Pools, a future proposal and feasibility report that will cover the underutilisation of assets. Communication with the Pleasant Point Community Board Committee regarding their costs and figures was also discussed along with Pleasant Point Pools seasons, impact to hours, life guard shortages and increased costs due to heating costs in colder seasons and significant facility improvement over the winter period.

There was a request for information regarding the Capex costs of the Geraldine Pools and a request of a Cbay business report across all activities to be presented in a feasibility study.

Discussion also included the Cbays gyms financial income line, with queries of its finances and subsidy, as well as discussion over issues with the Temuka Community pools, with service being offered but still with subsequent pool closures.

Resolution 2024/19

Moved: Clr Stacey Scott

Seconded: Clr Peter Burt

That the Community Services Committee receives and notes the Community Services Group Update report.

Carried

8.5 Donations and Loans Subcommittee - Recommendations for Funding

The Community Development Support Officer spoke to this report to present recommendations from the Donations and Loans Subcommittee Meeting held on 9 April 2024, for the Community Services Committee to consider.

Clr Scott Shannon and Clr Gavin Oliver noted a conflict of interest and removed themselves from the table.

Discussion included, queries of Timaru Councils involvement with Ashburton’s Safer Community Council Trust and Stopping Violence Services (Christchurch) Incorporated. Query was also asked of the reasoning behind events funding, with this information being presented at a workshop.

Resolution 2024/20

Moved: Clr Allan Booth

Seconded: Clr Peter Burt

That the Community Services Committee approves the recommendations from the Donations and Loans Subcommittee as set out below:

#	Application	Amount Requested	Recommendation
General Donations – Community Services			
1	Community Accounts Service Charitable Trust	\$5,556.00	Approve \$3,000.00
2	NZ Raptor Trust	\$8,515.00	Approve \$2,000.00
3	MDA South Island	\$1,500.00	Approve \$1,000.00
4	The Geraldine District Promotions Association Incorporated	\$3,071.00	Approve \$2,500.00
5	Pleasant Point Climbing Club	\$9999.00	Recommend refer to the Pleasant Point Community Board for Targeted Rates
6	Ashburton Safer Community Council Trust	\$9,999.00	Approve \$9,000.00
7	Family Mental Health Support	\$3,500.00	Approve \$2,000.00
8	Brain Injury Canterbury	\$2,500.00	Approve \$1,500.00
9	Multicultural Aorkai	\$50,000.00	Approve \$7,500.00
10	Royal New Zealand Plunket Trust (Timaru)	\$10,000.00	Approve \$5,000.00
11	Stopping Violence Services (Christchurch) Incorporated	\$10,000.00	Approve \$2,500.00
General Donations – Events			
12	Timaru Festival of Roses	\$5,000.00	Approve \$3,000.00
13	Sustainable South Canterbury Trust	\$5,861.00	Approve \$3,000.00
14	Temuka Leisure Marchers	\$6,758.05	Approve \$2,000.00

General Donations – Rural Community Halls
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15	South Canterbury Highland Pipe Band	\$6,578.28	Approve \$4,000.00
Heritage/Historic			
16	Geraldine Historical Society	\$8,000.00	Approve \$4,000.00
Substantial Donations			
17	South Canterbury Drama League	\$25,000.00	Approve \$10,000.00
18	South Canterbury Hockey	\$150,000.00	Recommendation to transfer to Council as part of Stadium redevelopment

Carried

9 Consideration of Urgent Business Items

No items of urgent business were received.

10 Consideration of Minor Nature Matters

No matters of a minor nature were raised.

11 Public Forum Items Requiring Consideration

There were no public forum items.

The Meeting closed at 2.06pm

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Clr Stacey Scott
Chairperson

8 Reports

8.1 Actions Register Update

Author: Rachel Scarlett, Governance Advisor

Authoriser: Stephen Doran, Group Manager Corporate and Communications

Recommendation

That the Community Services Committee receives and notes the updates to the Actions Register.

Purpose of Report

- 1 The purpose of this report is to provide the Community Services Committee with an update on the status of the action requests raised by councillors at previous Community Services Committee meetings.

Assessment of Significance

- 2 This matter is assessed to be of low significance under the Council's Significance and Engagement Policy as there is no impact on the service provision, no decision to transfer ownership or control of a strategic asset to or from Council, and no deviation from the Long Term Plan.

Discussion

- 3 The Actions Register is a record of actions requested by councillors. It includes a status and comments section to update the Community Services Committee on the progress of each item.

Attachments

1. **Community Services Committee Actions Required** [↓](#) 

Information Requested from Councillors (Community Services Committee)

Information Requested	Confirmation of budget for Aigantighe Art Gallery			
Date Raised:	16 April 2024	Status:	ongoing	
Issue Owner:	Manager of Property Services and Client Representative	Due Date:		Completed Date:
<p>Background: The Chairperson requested confirmation of the budget that was agreed in the Tenders and Procurement Meeting on the 14 November 2023 meeting.</p> <p>Update April: This will be included in the next Aigantighe Art Gallery project update to the Community Services Committee in June.</p>				

Information Requested	Capex costs of the Geraldine Pools			
Date Raised:	16 April 2024	Status:	ongoing	
Issue Owner:	Group Manager Community Services	Due Date:		Completed Date:
<p>Background: The Committee requested information regarding the Capex costs of the Geraldine Pools</p> <p>Update June 2024: The \$69 085 capex works related to the installation of the new sand filter at Geraldine. This was ordered in the 2022/3 financial period however delivery was delayed due to international shipment. It was installed prior to the commencement of the season and payment settled in early 2023/4 financial year.</p> <p>GMCS</p>				

Information Requested	Cbay business report			
Date Raised:	16 April 2024		Status:	ongoing
Issue Owner:	Group Manager Community Services	Due Date:		Completed Date:
<p>Background: The Committee requested information for a Cbay business report across all activities to be presented in a feasibility study.</p> <p>Update June 2024: A full suite of the CBAy financials are provided each month and presented to the Commercial and Strategy standing committee.</p> <p>The feasibility study of the district pools, to be undertaken in Year 1 of the LTP, will include all functions of the district pools. CBay data will be included as part of this study. Completion date of this study in anticipated for 2025.</p> <p>GMCS</p>				

8.2 Community Services Group Update

Author: Beth Stewart, Group Manager Community Services

Authoriser: Nigel Trainor, Chief Executive

Recommendation

That the Community Services Standing Committee receives and notes the Community Services Update Report.

Purpose of Report

- 1 To provide the Community Services Committee with a regular, high-level update on the functions of the units within the Community Service Group, including key updates, challenges and opportunities, initiatives, projects, and the impact of changes in service delivery as it pertains to the community.

Assessment of Significance

- 2 This matter is assessed as being of low significance under Council's Significance and Engagement Policy as it is reporting on community activities and does not propose any initiatives that influence changes in levels of service, strategic assets, or rates.

Discussion

- 3 This report is provided on a regular basis to the Community Services Standing Committee. The Community Services Group includes the main Timaru and two district libraries/service centres (Temuka and Geraldine); South Canterbury Museum; Aigantighe Art Gallery; and the district's recreational facilities (Caroline Bay Trust Aoraki Centre [CBay], district pools and Aorangi Stadium); Continuous Business Improvement function; and the Community Experience portfolio which comprises the Community Development team and Customer Services units. The Group is also involved with several longer-term capital expenditure projects such as the Theatre Royal and Heritage Facility redevelopment project; Aigantighe Art Gallery Heritage House Project (earthquake seismic strengthening); and the Aorangi Park Stadium redevelopment project.

4 Continuous Improvement Update

- 4.1 The Continuous Improvement function provides interdepartmental support in identifying areas for improvement across the business. This includes driving efficiencies in council's systems, processes, software and project management. Recent project developments pertain to:
 - Implementation of the 'Esker Procure to Pay' module (stage 2). This program is an automated solution designed to enhance the efficiency of indirect spend requests and the procurement of goods or services. It ensures that each spending required undergoes authorisation, and every invoice is systematically matched with the applicable purchase order.
 - Attekus Bookable – Stage 1: Ongoing review, support and refinement of existing functions; back-end build for the Aorangi Stadium bookings (anticipated go-live

end June 2024); planning for the development of the Events module in July/August 2024.

- ‘MagiQ Performance’ software project, which aims to standardise the finance operating model utilising a continuous improvement approach, while delivering valuable insights to better enable Officers to make informed key business decisions. Users have been incorporating their forecasting figures into the system. The monthly financial reports have been successfully completed.
- Completion of the ‘Assura Health, Safety & Wellbeing 2.0’ platform for reporting incidents, injuries, safety observations, permit to work and events within council.
- Upgrade of the Recreational Facilities’ use of ‘Links’ software for bookings and Point of Sale (POS). Included in this programme is the Learn to Swim, Gym, (POS) for retail and lane bookings. The “Active Carrot” extension caters to online bookings and enrolments, significantly reducing administrative workload for the Learn to Swim team and other areas within CBay. Rollout is planned for the end of May 2024.
- A small working group is reviewing the Public Place Trading process with support from the District Planning team. Currently, mobile traders are required to submit a costly resource consent application under the operative District Plan, in order to trade in recreational zones. The working group is focussing on options such as umbrella resource consent that enable mobile traders in areas such as Caroline Bay, that complies with the Plan without transferring the costs to applicant traders. Additionally, the process for applications is being refined to enable a clearer and more streamlined application and approvals process.

5 Libraries

- 5.1 The district libraries offer a range of in-house and outreach community programs in addition to access to education materials. A suite of holiday programs were offered during the school holiday period with a focus on science, and a special ANZAC session was offered at the Timaru Library for people interested in genealogy related to military history. The project was a collaboration between the libraries, South Canterbury Museum and the South Canterbury Genealogists group.
- 5.2 Libraries were also represented at the recent Positive Aging Expo with a particular focus on our Housebound service, digital classes and ReCollect – our online heritage collection.



Library stand at the Positively Aging Expo



Outreach Librarian Ingrid Davies-Martin and Acting Libraries Manager Lynley Simmons manning the stand

6 Recreational Facilities

- 6.1 CBay Fitness memberships are the highest on record with 1340 members and group classes are operating at full capacity. A new Mums and Bubs workout program has been added to the suite of classes, as has Tri Fit – a program which caters to swimmers who wish to train but not compete. Overall Learn to Swim and Squad enrolments are currently around 700 and Term 2 has started taking adult swim lesson bookings again following a brief hiatus due to low staff levels. The uptake of the Water Skills for Life program has been strong.
- 6.2 A couple of major maintenance projects have finally been completed, including electronic access to the gym, pool and chillax areas, offering a much smoother customer experience whilst also enabling better data collection and monitoring of facility use. This system will enable much more accurate and thorough reporting. The sand in the 'tots' sand filter is being replaced and maintenance undertaken to eradicate sand being discharged into the pool. The key focus for the next financial year will be transitioning from CO₂ as the primary method for regulating the PH levels in the pools due to the high cost (\$5,000 per month). The team are currently looking into changing to Sodium Bisulphate.
- 6.3 The Group Manager, Recreational Facilities Manager and the Marketing, Promotions & Bookings Coordinator met with organiser of the highly popular 4 and Rotary car show event. The South Island Champs, hosted at the Aorangi Stadium with demonstrations on site, is a significant event which brings in thousands of visitors every year to Timaru. In 2023 several complaints were received by neighbouring properties, so extra steps will be taken this year to inform residents, reduce noise and smoke. Whilst it is anticipated some complaints may still be received, the event ensures comprehensive police presence, strong health and safety controls, demonstrations are limited to reduce noise disturbances and restoration of the stadium carpark is undertaken at the organiser's expense following the drifting demonstrations. It is widely recognised as a popular community event that is economically beneficial to the Timaru District.

7 Aigantighe Art Gallery

- 7.1 The Gallery's exhibition programme continues to encourage a diverse range of visitors from a broad cross-section of the community. In 2024 the Gallery has delivered three exhibitions in the Main and Entrance Galleries (no exhibitions were held in the House

Gallery due to its current strengthening closure, scheduled to reopen to the public at in time for summer). The Gallery showcased the rich creative talents of our local artists of the region, exhibiting local artists and celebrating collection works from the permanent collection. The current 'The Art Of Giving' is a display of artworks from the private collections of James and Lorna Grant. The exhibition includes artworks by artists such as Charles Goldie, Alice Ross, Peggy Spicer, Walter Webster, William Flint and William Greene.



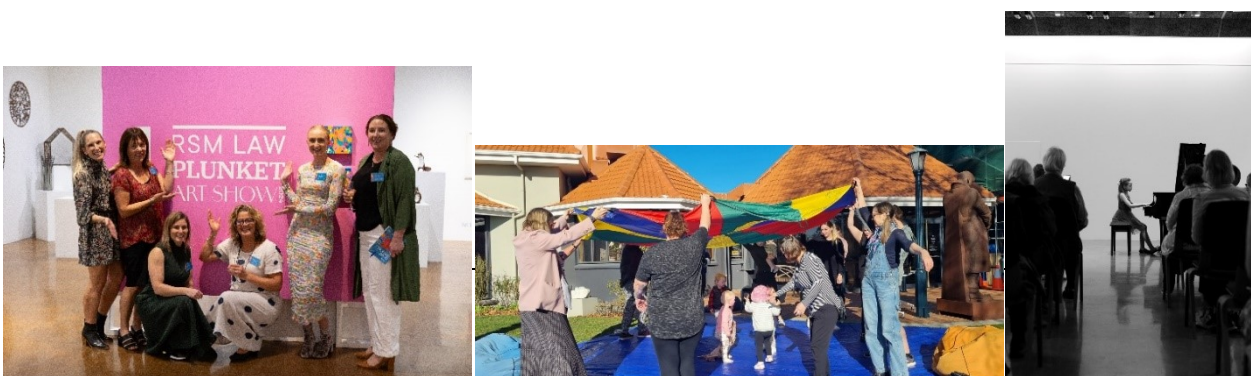
Art of Giving opening

- 7.2 Box City was a drop-in school holiday event where children, along with their parents and caregivers, were encouraged to use their creativity to design and build structures for an expanding cardboard cityscape. Once finished, these structures were displayed in the gallery space.



Box City school holiday program

- 7.3 The RSM Law Plunket Art Show is in its 46th year and showcases artwork from around New Zealand This show is a predominant fundraiser for the Timaru Branch of the Royal NZ Plunket Trust and all the funds raised here are used in the local Plunket in the Timaru District. The opening function held on Friday 10th May was attended by 225 and was a sold-out event. 31 artists are featured in the show with 180 art works on display.



RSM Plunkett Art Show; Movement and Music; Virtuosi concert

- 7.4 Other notable public programs and events include: the Live Art demonstration at the opening of the Art of Giving which involved a live painting performance by local artist Al Blackie during a speech by Tony Bunting; Music Concert – “Virtuosi” – Lomeiko Zhislin Duo Recital; Movement and Music class in the Sculpture Garden and educational tours. Three artworks were donated to the gallery in April and May by artist Peter Winnington.
- 7.5 A total of 4403 visitors attended the Art Gallery’s 3 events hosted over the April/May period.
- 7.6 An update of the House Gallery strengthening project is included in a separate report to this Committee.

8 South Canterbury Museum

- 8.1 To date, Museum attendances have been higher than 3-year average target figure for every month this year. Heritage Education Service bookings are almost full for the current term with some difficulty in accommodating all requests. Staff continue to receive many positive comments from out of district visitors especially about their museum experience.
- 8.2 So far in 2024 the Museum has received and catalogued 23 accessions numbering 35 items. A recent project has been to identify and mitigate any artefacts containing asbestos, such as early electrical items. An asbestos management plan has been developed to ensure safe handling and storage of these items moving forward.
- 8.3 International Museums Day (18 May) and International Biodiversity Day (22 May) public events saw good attendances for behind-the-scenes tours and talks about the Museum’s future development and local insect biodiversity respectively. Staff are now looking at a series of similar events for later in the year.
- 8.4 The curatorial team are continuing design work for the planned long-term exhibitions in the new facility. Currently the exhibition design is being reviewed to identify cost savings. This will help inform a renewed fundraising campaign beginning later this year.
- 8.5 A presentation has been prepared by Philip Howe, Museum Director, to showcase to the elected members the plans for the internal exhibition space in the new Heritage Facility. This presentation will follow at the completion of the standing committee reports.

9 Community Experience

- 9.1 Community Development Update
 - The Community Development Team has successfully secured an external funding contract with the Ministry of Business, Innovation and Employment. The \$30,000 Meaningful Participation Funding Agreement aims to empower former refugees to be a part of decisions that affect their communities, promote civic participation and build refugee capability and capacity at a local level. Planned initiatives include enabling former refugee membership of the Aoraki Settling-In Collective, establishing a refugee

youth group in Timaru, helping to remove cost barriers to participation in local decision-making forums, such transport and interpreting costs.

- The Community Development Advisor continues to actively foster community relationships by participating in various network and committee meetings under the Safer Communities program. Noteworthy engagements include the Social Sector forum which was held in the Council Chambers on 24th April, with guest speakers and networking opportunities for social sector members across the community. Working group meetings for Housing First, the Aoraki Settling-In Collective and E Korowai have taken place, enabling stakeholders to work together on community issues.

9.2 Community funding Project

- A review of the Community Funding programme in the establishment phase currently with policy and process work needing to align before it is fully launched. This platform will not only reduce paperwork for applicants but staff and committee members as well. Along with the reduced paperwork, it will also provide useful reporting. These changes will help to make the process more efficient for all involved and improve transparency in the community. The build of this platform will commence in June 2024 and a period of transition will follow with support and communication provided to all past and potential applicants.
- The Donations and Loans Subcommittee met on 9 April 2024. 18 applications were received, with requests totalling \$321,837. 16 applications were approved to the value of \$62,000. Two applications were referred to other funding sources. The next meeting for funding is the Local Arts Subcommittee on 6 June 2024 and this will be the final meeting for this financial year.

9.3 Customer Services

Timaru District Council participates in an annual Association of Local Government Information Management (ALGIM) Customer Experience audit report, which provides national benchmarking against local councils for customer services. The 2023 Report offered the following high level outcomes for TDC's Customer Services:

- TDC achieved an overall score of 90% in the 2023 National Local Government Customer Experience Benchmark survey which results in a national ranking of 14th (14/80).
- This is a combined score of 89% in the phone audit (25/80) and 92% in the email audit (22/80).
- In relation to all other districts TDC ranks 8th out of 54 district councils.
- The survey of two channels (phone and email) was carried out between August and September 2023 with applied weightings of 66% and 34% respectively, based on the national average percentage of customer contacts made via those channels.
- Phone Summary - Based on the five areas of focus for the 2023 survey Timaru's highest scores came from the morning interaction with 100% scores for first impressions, communication skills, problem resolution, and knowledge. The lowest scores came from the lunch-time interaction with 60% scored for first impressions. Timaru's net level of satisfaction (phone) is higher than the average for New Zealand at 54.9%.
- Email Summary - Based on the five areas of focus for the 2023 survey Timaru's highest scores came from the afternoon interaction with 100% scores for first impressions,

communication skills, problem resolution, knowledge, and overall experience – a perfect score. Scores for the morning interaction were all above 80%. Timaru’s net level of satisfaction (email) is higher than the average for New Zealand at 52.5%.

- The full report can be circulated to elected members at their request.

Attachments

Nil

8.3 New Zealanders and the Arts Survey Summary Report

Author: Samantha Molyneux, Operations Coordinator Community Services

Authoriser: Beth Stewart, Group Manager Community Services

Recommendation

That the Community Services Standing Committee receives and notes the findings from the New Zealanders and the Arts Survey.

Purpose of Report

- 1 To provide the Community Services Committee with a high-level update on the findings of the New Zealanders and the Arts Survey, as conducted of Timaru residents by Kantar Public on behalf of Creative New Zealand.

Assessment of Significance

- 2 This matter is assessed as being of low significance under Council's Significance and Engagement Policy as it is reporting on the outcomes of a controlled survey and does not propose any initiatives that influence changes in levels of service, strategic assets, or rates.

Discussion

- 3 In September 2023, Nigel Ingram, former Group Manager of Recreation and Cultural Services was approached by Kantar Public on behalf of Creative New Zealand to participate in a 2023 New Zealanders and the Arts Survey. This survey has been conducted every three years since 2005, with the current survey being the 7th to date.
- 4 The research intends to track New Zealander's attitudes towards the Arts and their levels of engagement in the arts sector. This includes how often and in what ways they participate in different art forms.
- 5 This report presents the key findings from the survey on public attitudes, attendance, and participation in the arts in Timaru, wider Canterbury and Nationwide. The findings are based on feedback from 265 Timaru residents aged 15 years and above, benchmarked against a national sample of 6527 New Zealand residents.
- 6 The survey explores engagement and attitudes towards the arts, categorised as object art, literature, Ngā toi Māori (Māori arts), Pacific arts, performing arts and visual arts.
- 7 Sampling was done through fieldwork from 30 October – 20 December 2023 with online panels to achieve representative samples of residents in Timaru. Quotas were set by age within gender. The data is then weighted using Statistics New Zealand population data to ensure it is representative of the Timaru population aged 15+.

Key Findings

- 8 The overall findings from the survey indicate that Timaru residents value the arts, considering that the arts contribute to social, community and personal wellbeing. The findings show over the last 12 months, Timaru residents views of the arts have grown positively by 12% and only

3% negatively with the rest suggesting their views have remained unchanged. This is comparable with New Zealanders views overall who saw a 16% positive and 4% negative shift.

9 Between 48% to 65% respectively of those surveyed agree that:

- The arts improve New Zealand Society;
- The arts in their area should reflect the diversity of its communities;
- The arts provide opportunities for them to socialise and connect with others;
- The arts are good for their mental health and wellbeing;
- The arts play a role in raising issues facing our society; and
- The arts should receive more public funding.

10 76% of those surveyed confirmed they have attended or participated in the arts in Timaru, comparable to the National average of 78%.

11 Interestingly, while 67% of Timaru residents surveyed indicate an interest in the arts, low attendance is also reported. This may be attributed to access: *“The arts are only one of the ways that support my wellbeing, however, I believe that Timaru is lacking in accessibility to a variety of Arts. Driving to Christchurch and/or Dunedin is sometimes not an option.”* (Pg 15)

12 Timaru residents are however less likely to attend or participate in Maori and Pacific Arts with attendance sitting at 23% and participation at 14%, compared to the 30% and 24% national averages respectively. With an increasing population of Maori and Pacific Islander within the Timaru District community, currently sitting at 11% of Timaru’s population based on the 2018 Census Statistics, this should be considered an area of interest and development to Council, as we consider our suite of services and where TDC may be able to better foster and support the arts and diversity.

13 Whilst majority of the statistics reported on show Timaru’s results being very similar in nature to the National averages, one area where Timaru indicated a higher percentage (64%) than the National average (63%) was in the belief that the arts are good for people’s mental health and wellbeing, with 34% believing the arts reduces their sense of loneliness and isolation, and 47% believing the arts teach them things that are useful for other areas of their life.

14 Timaru residents recognise the role of the arts in creating communities, with nearly three quarters (72%) of respondents agreeing that arts facilities are important in creating a vibrant place to live, and nearly two thirds (64%) believing that the arts make an important contribution to community resilience and wellbeing.

15 The majority of residents surveyed recognised the social and economic benefits of the arts, with 76% of respondents agreeing that the arts is important in generating employment in creative industries, and that the arts plays a vital role in raising awareness of social issues.

16 Other key findings indicate strong support for public funding of the arts, with 51% believe the local council should contribute money to support the arts sector.

17 The survey gathered data from respondents on their overall attendance for any of the 6 art forms outlined in the study, though the 65% of respondents actively participating is lower than the national average of 72%.

Conclusion

18 There is an opportunity for Council to consider its role in facilitating, promoting and enabling the arts through its suite of facilities and public programs. Findings may suggest that the

platforms we currently offer for live entertainment in Timaru don't provide an enormous amount of variety due to the limitations in size, availability, resourcing, and capacity of the venues in the District. The respondents indicate that the arts play an important and valuable role in promoting and fostering a vibrant and thriving community and there are opportunities Council may choose to consider in the future, in order to increase participation, engagement and support of the arts and entertainment sector across the District.

Attachments

1. **New Zealanders and the Arts - Survey findings for Timaru Residents - Creative NZ / Kantar Public**  

New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for Timaru residents

2023



Introducing Verian

Verian is the new name for Kantar Public (formerly Colmar Brunton).

Following our divestment from our former parent company, we are now an independent research and evaluation agency, providing evidence and advisory services to government and the public realm, across Aotearoa New Zealand and around the world.

Verian is a corporate member of ESOMAR and all research staff are members of Research Association New Zealand.

Contact person

Jocelyn Rout



Powering decisions
that shape the world.

Contents

1. Introduction
2. Summary
3. Arts attitudes
4. Overall engagement, attendance and participation
5. Attendance by art form
6. Participation by art form

Introduction

Background and objectives of the research

Since 2005, Creative New Zealand has conducted research to measure New Zealanders' engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14 years).

The surveys are repeated every three years. The research is used in several ways. It provides:

- Vital insights for Creative New Zealand, selected agencies and arts organisations about the national levels of cultural engagement over time
- Stories to advocate for the arts
- Practical up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.

This report presents findings from the adult survey on public attitudes, attendance and participation in the arts in **Timaru**. The findings are compared to all New Zealanders (aged 15+).

The arts is split into six different **art forms**, and attendance and participation is measured for each:

- **Craft/object art** includes things such as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, fivaevae, woodcraft, spinning, weaving or textiles.
- **Literature or literary arts** includes spoken word, poetry or book readings, literary festivals or events, writing workshops, and personal creative writing (eg poetry, fiction or non-fiction).
- **Ngā toi Māori (Māori arts)** are the works of Tangata Whenua Māori artists across heritage and contemporary artforms. This includes, but is not limited to: whakairo (carving), raranga (weaving), kanikani (dance), tuhinga (literature), puoro (music), whakaari (theatre), kai mā te whatu (visual arts and crafts), digital Māori arts, Māori arts and cultural events (Hui Ahurei, Manu Kōrero), inter-arts and media arts.
- **Pacific arts** are the works of Pasifika artists across heritage and contemporary artforms. This includes but is not limited to: craft/ object art (eg fivaevae, tapa), dance (eg Tongan tau'olunga, Tokelauan hiva), literature, music, theatre, visual arts, digital Pacific arts, Pacific arts and cultural events, inter-arts and media arts.
- **Performing arts** includes theatre (eg comedy, drama, musical theatre, fale aitu, circus, theatre for children, and karetao), dance (eg haka, Pasifika dance, hip hop and ballet), and music (eg contemporary music gigs or performances of choirs, orchestras, and taonga puoro).
- **Visual arts** includes things such as drawing, painting, raranga, fivaevae, photography, whakairo, sculpture, print-making, typography and film-making.

'Attendance' covers these experiences in the last 12 months:

- Seeing craft and object artworks at an exhibition, festival, art gallery, museum, library or online.
- Attending spoken word, poetry or book readings, or literary festivals or events.
- Seeing any artworks by Māori artists or going to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions.
- Seeing artworks by Pasifika artists or going to any Pasifika cultural performances, festivals or exhibitions.
- Attending performing arts events.
- Seeing visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online.

'Participation' is defined as :

- The active involvement in the making or presentation of art in the last 12 months.

Introduction

Research approach

265 ONLINE INTERVIEWS

...with adults aged 15+ living in Timaru

Method

The survey is conducted online.

The questionnaire was refreshed in 2023 to better reflect how New Zealanders value the arts; eight new attitudinal statements were added to the survey. Verian conducted qualitative research (reported separately) to guide this refresh.

Interviews

For the first time, in 2023 Timaru District Council commissioned booster interviews. For this reason, trend data is not available.

FIELDWORK DATES

30 October – 20 December 2023

Sampling

Online panels were used to achieve a representative sample of residents in Timaru. Quotas (i.e. interviewing targets) were set by age within gender.

The data were also weighted using Statistics NZ population data to the final age by gender profile is representative of the Timaru population aged 15+.

In 2023, Disabled People's Organisations shared the survey with d/Deaf and disabled people in their networks to increase the number of d/Deaf and disabled respondents.

NATIONAL COMPARISON

Findings are compared to all New Zealanders (6527 interviews)

Significance testing

There is a margin of error associated with any survey sample. Based on a sample size of 265, the margin of error is up to +/- 6.0 percentage points (at the 95% confidence level).

We have used statistical tests to determine whether any differences between the 2023 survey findings for Timaru and the New Zealand sample are statistically significant. This is indicated on charts by dark grey arrows.

↑↓ = significantly higher / lower than all New Zealanders

Summary

Summary

Executive summary: Timaru residents and the arts

Method: Online survey of 6,527 New Zealanders aged 15+ including 265 Timaru residents.
 Maximum margin of error for Timaru residents: +/- 6.0%

Fieldwork: 30 October - 20 December 2023

Timaru's relationship with the arts

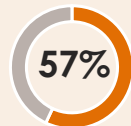
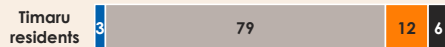
Timaru residents are advocates of the arts. They believe the arts play a key role in creating a better society. While the majority say their views towards the arts have stayed the same, around one in ten say they are more positive about the arts than a year ago.

There is also perceived value at a community and personal level. The arts help us express our diversity, create connection and communities, support individuals' mental health and wellbeing and expand our perspectives. The value residents place on the arts is reflected in majority support for public funding.

How views have changed over the last 12 months

%

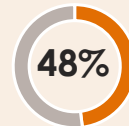
More negative No change More positive Don't know



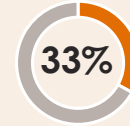
...agree the arts improve New Zealand society



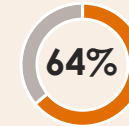
...agree the arts in their area should reflect the diversity of its communities



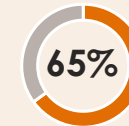
...agree the arts provide opportunities for them to socialise and connect with others



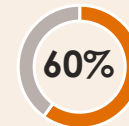
...say the arts are important to their personal wellbeing



...agree the arts are good for their mental health and wellbeing



...agree the arts can play a role in raising issues facing our society



...agree the arts should receive public funding

Engagement with the arts for Timaru residents

Timaru residents

New Zealand

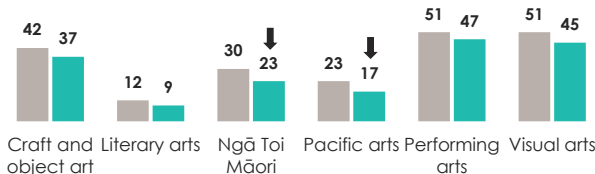


76% of Timaru residents have attended or participated in the arts in the last 12 months. This is similar to the national average (78%).

Attendance

%

NZ - 2023 Timaru residents - 2023

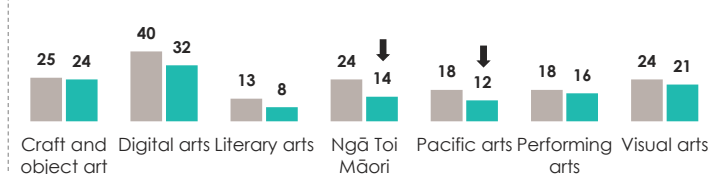


Timaru residents are less likely to attend or participate in Ngā Toi Māori and Pacific arts than the national average.

Participation

%

NZ - 2023 Timaru residents - 2023



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↑↓ = significantly higher / lower than all New Zealanders

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Summary

Key metrics – demographic analysis

40% of Timaru residents believe the arts are part of their everyday life.

Groups **more likely** to believe this are:

- Women (46%)
- Medium household income (\$51-100,000, 56%).

Those **less likely** to believe this are:

- NZ Europeans (38%)
- Men (34%).

64% of Timaru residents believe the arts are good for their mental health and wellbeing.

Timaru residents **more likely** to believe this are:

- Women (67%).

Timaru groups **less likely** to believe this are:

- NZ Europeans (61%)
- Men (61%).

73% of Timaru residents believe the arts should reflect New Zealand's cultural diversity.

Groups **more likely** to believe this are:

- High household income (Over \$100,000, 89%)
- Men (76%)
- 15-39 years (88%).

Groups **less likely** to believe this:

- Women (69%)
- 60+ years (66%).

49% of Timaru residents agree that Ngā toi Māori (Māori arts) helps define who we are as New Zealanders.

Engagement is **higher** among:

- NZ Europeans (51%)
- High income households (Over \$100,000, 67%)
- 15-39 years (58%).

Engagement is **lower** among:

- 60+ years (43%).

Arts attitudes

Arts attitudes

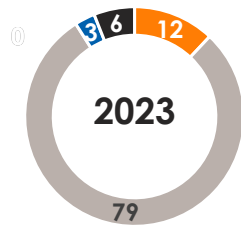
Change in overall perception of the arts

Timaru residents' perceptions of the arts and whether this has changed over the last 12 months

Has your view of the arts changed in the last 12 months?
%

- Yes, more positive about the arts
- No, opinion has not changed
- Yes, more negative about the arts
- Don't know

Timaru residents



New Zealand



Commentary

While most Timaru residents have not changed their view of the arts, 12% feel more positive about the arts over the last 12 months.

This is comparable with the national average (16%).

Just 3% of Timaru residents view the arts more negatively in 2023.

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

↑↓ = significantly higher / lower than all New Zealanders

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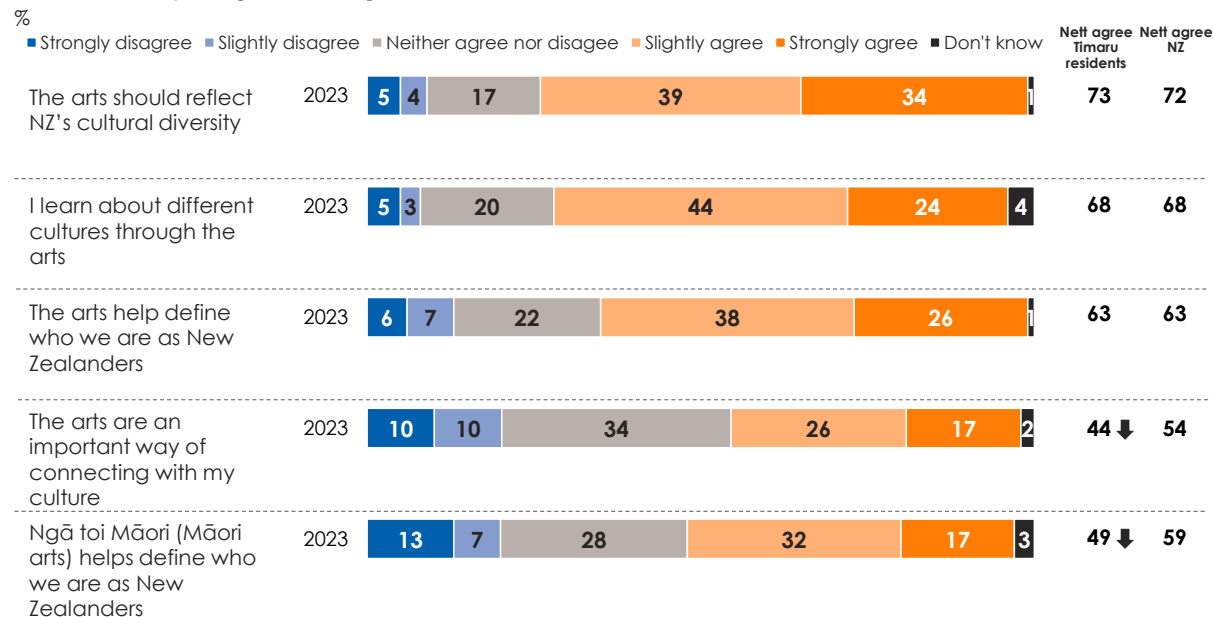
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Arts attitudes

Attitudes towards the arts: Culture and identity

How the arts contribute to our sense of self, nationhood and understanding of others

How much do you agree or disagree?



Commentary

The most common view is that the arts should reflect NZ's cultural diversity (73% of Timaru residents).

Timaru residents are less likely than the national average to believe that:

- The arts are an important way of connecting with my culture
- Ngā toi Māori (Māori arts) helps define who we are as New Zealanders.

Although lower than the national average, nearly half (49%) of Timaru residents feel that Ngā Toi Māori helps define who we are as New Zealanders.

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

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↑↓ = significantly higher / lower than all New Zealanders

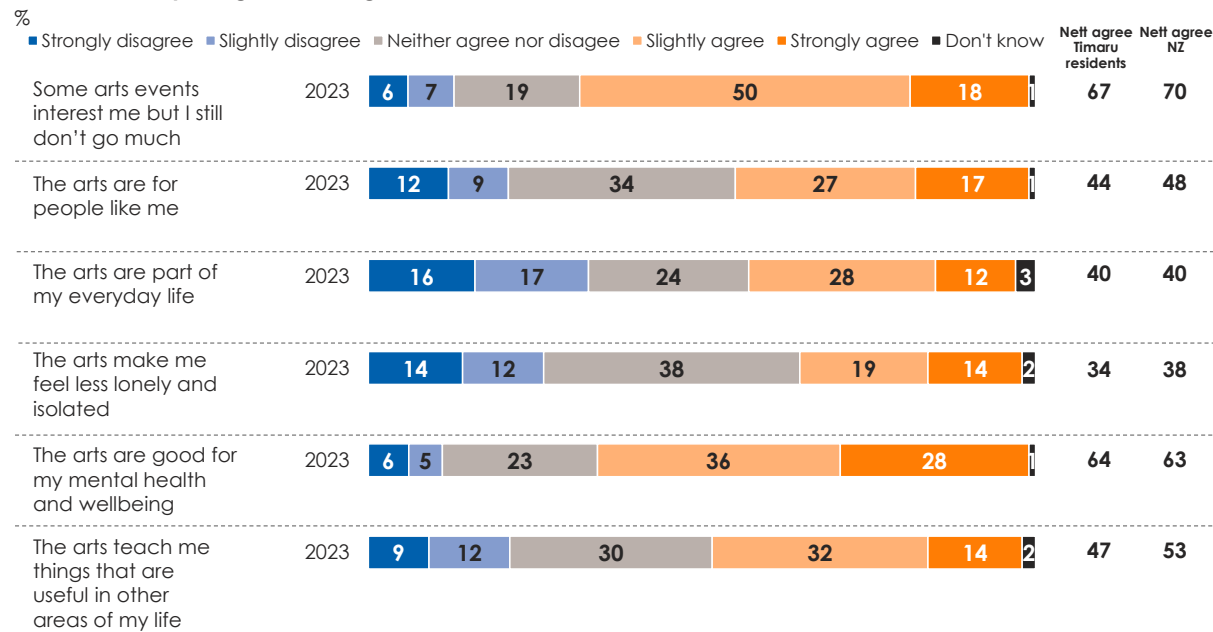
| 12

Arts attitudes

Attitudes towards the arts: Individual’s relationship with the arts

The personal connection that residents have to the arts (including three new measures in 2023)

How much do you agree or disagree?



Commentary

The opportunity to improve attendance at arts events is clear, with around two thirds (67%) of Timaru residents showing interest but reporting low attendance.

Three measures in 2023 speak to the potential for the arts to influence a person's wellbeing: 34% feel the arts reduce their sense of loneliness and isolation, 64% feel the arts are good for their mental health and wellbeing, and for 47% the arts teach them things that are useful for other areas of their life.

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

↑↓ = significantly higher / lower than all New Zealanders

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Arts attitudes

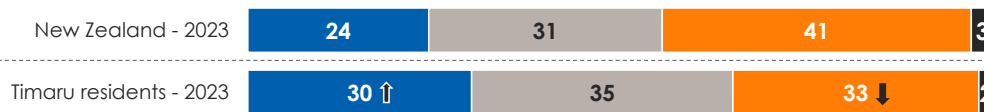
Importance of the arts to wellbeing

The importance that Timaru residents perceive the arts to be to their personal wellbeing

How important is the arts to your personal wellbeing?

%

■ Unimportant ■ Neutral ■ Important ■ Don't know



Commentary

One third (33%) of Timaru residents feel that the arts is important to their personal wellbeing.

This is lower than the national average (41%).

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

↑↓ = significantly higher / lower than all New Zealanders

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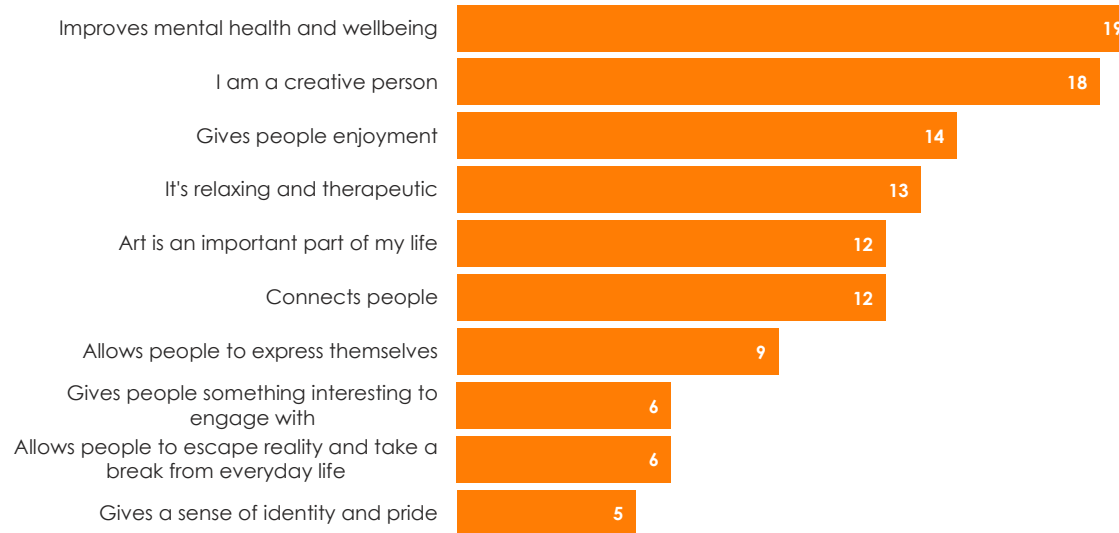
| 14

Arts attitudes

Reasons why the arts are important to Timaru residents' wellbeing

For what reasons do you say that?

% Leading responses



Commentary

We asked the 33% of respondents who feel the arts is important to their personal wellbeing why this is. The chart shows the leading responses.

Quotes

"The Arts are only one of the ways that support my wellbeing, however, I believe that Timaru is lacking in accessibility to a variety of Arts. Driving to Christchurch and/or Dunedin is sometimes not an option."

Woman, 60-69 years, NZ European, Timaru

"I am a carver and the knowledge that you've learnt tells the story of your carving."

Man, 60-69 years, Māori, Timaru

Base: Respondents who feel the arts are important to their personal wellbeing: Timaru residents 2023 (n=94)

Note: Themes mentioned by fewer than 4% of respondents are not shown

↑↓ = significantly higher / lower than all New Zealanders

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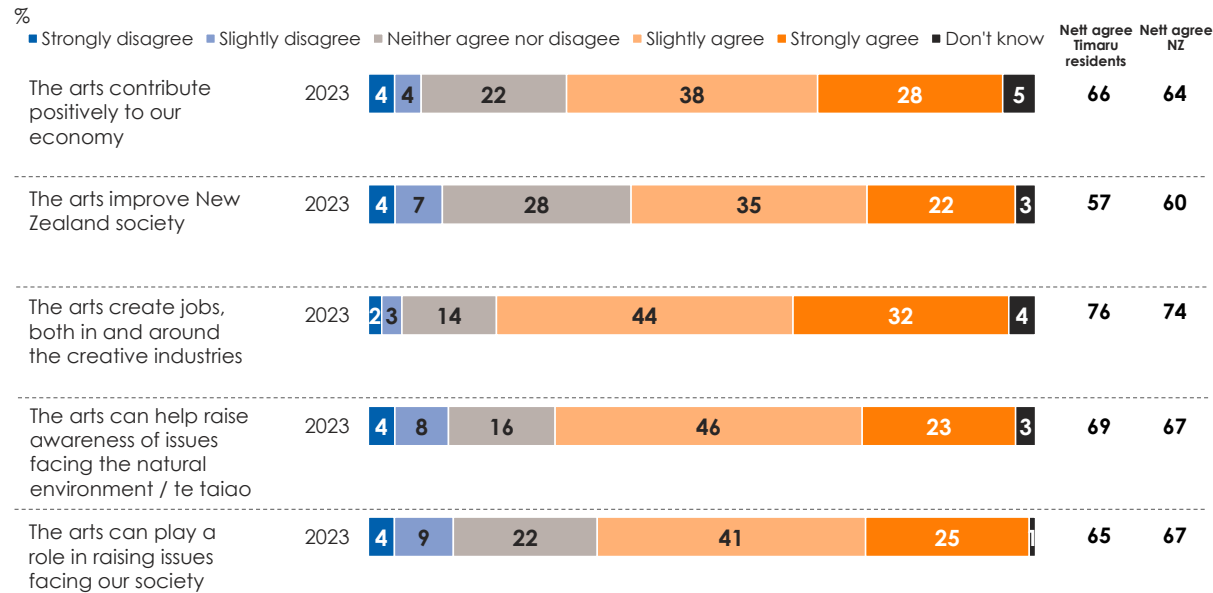
| 15

Arts attitudes

Attitudes towards the arts: How the arts benefit New Zealand

Timaru residents' recognition of the social and economic benefits of the arts

How much do you agree or disagree?



Commentary

Most Timaru residents continue to widely recognise the social and economic benefits of the arts.

Three new measures to Creative New Zealand's survey show most Timaru residents believe the arts have a positive role to play in creating employment in creative industries and bringing attention to environmental and societal issues.

76% of Timaru residents see the value of the arts in generating employment in creative industries.

69% of Timaru residents believe the arts can raise awareness of environmental issues.

And 65% of Timaru residents believe the arts can play a role in raising awareness of societal issues.

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

↑↓ = significantly higher / lower than all New Zealanders

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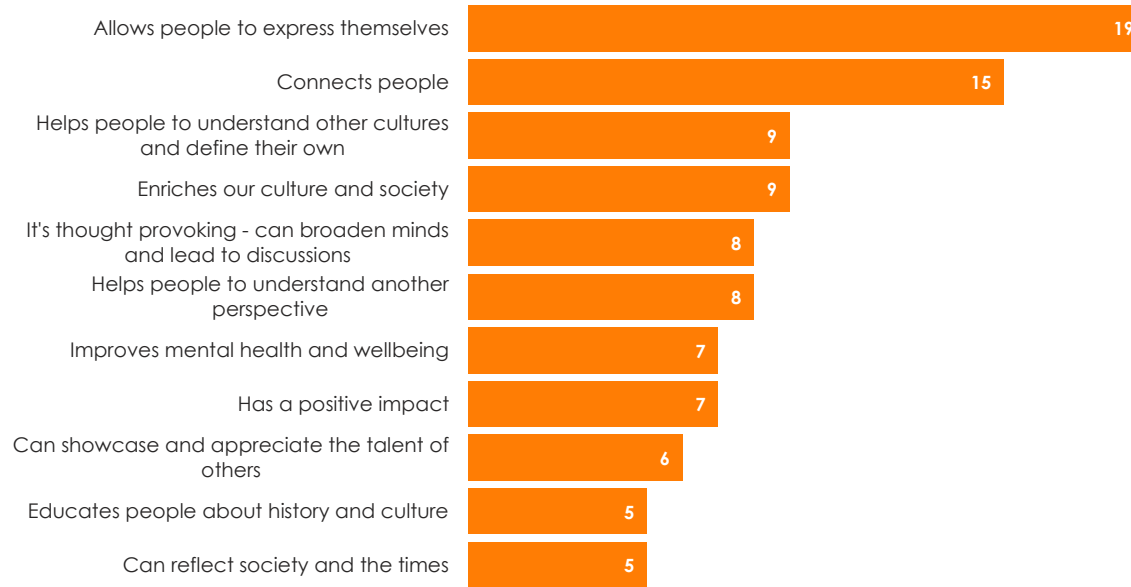
Arts attitudes

Reasons why the arts improve society

Why Timaru residents feel the arts improve New Zealand society

For what reasons do you feel the arts improve society?

% Leading responses



Commentary

We asked the 57% of respondents who feel that the arts improve New Zealand society why this is. The chart opposite shows the leading reasons given.

Quotes

"As a diverse community there should be opportunities for all to express themselves or obtain enjoyment through the arts."

Man, 70+ years, NZ European, Timaru

"I think they bring people of all backgrounds together, art doesn't discriminate . you can interpret it whichever way you like and being able to share your thoughts with people you may not necessarily associate with outside of "art" ."

Woman, 30-39 years, NZ European, Timaru

Base: Respondents who feel the arts improve New Zealand society: Timaru residents 2023 (n=154)

Note: Themes mentioned by fewer than 4% of respondents have been suppressed

↑↓ = significantly higher / lower than all New Zealanders

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Arts attitudes

Attitudes towards the arts: Funding support for the arts

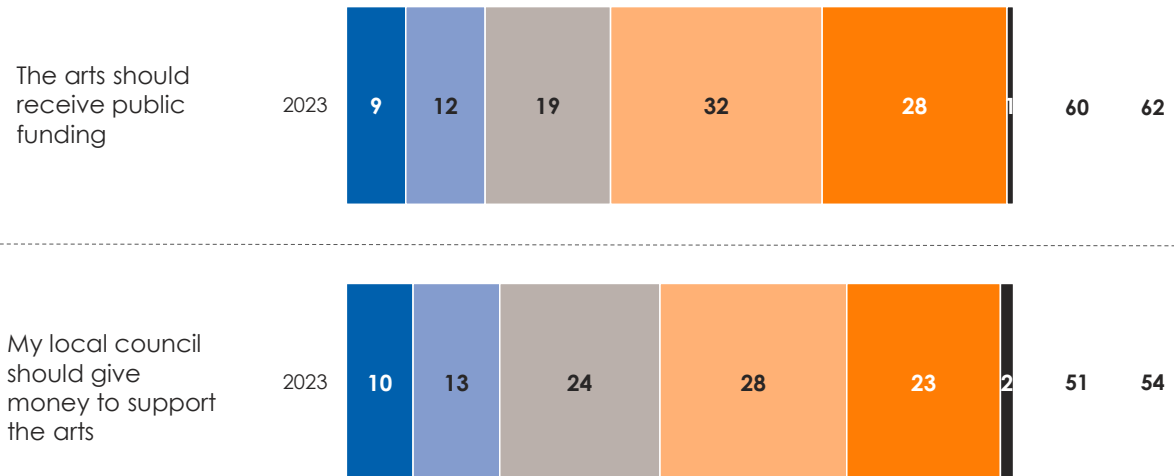
The strength of public support for arts funding

How much do you agree or disagree?

%

■ Strongly disagree
 ■ Slightly disagree
 ■ Neither agree nor disagree
 ■ Slightly agree
 ■ Strongly agree
 ■ Don't know

Net agree Timaru residents
 Net agree NZ



Commentary

Support for public funding of the arts is strong.

60% of Timaru residents believe that the arts should receive public funding.

This is comparable with the national average (62%).

51% of Timaru residents support the idea that Council should help fund the arts.

This is in line with the national average (54%).

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

↑↓ = significantly higher / lower than all New Zealanders

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Arts attitudes

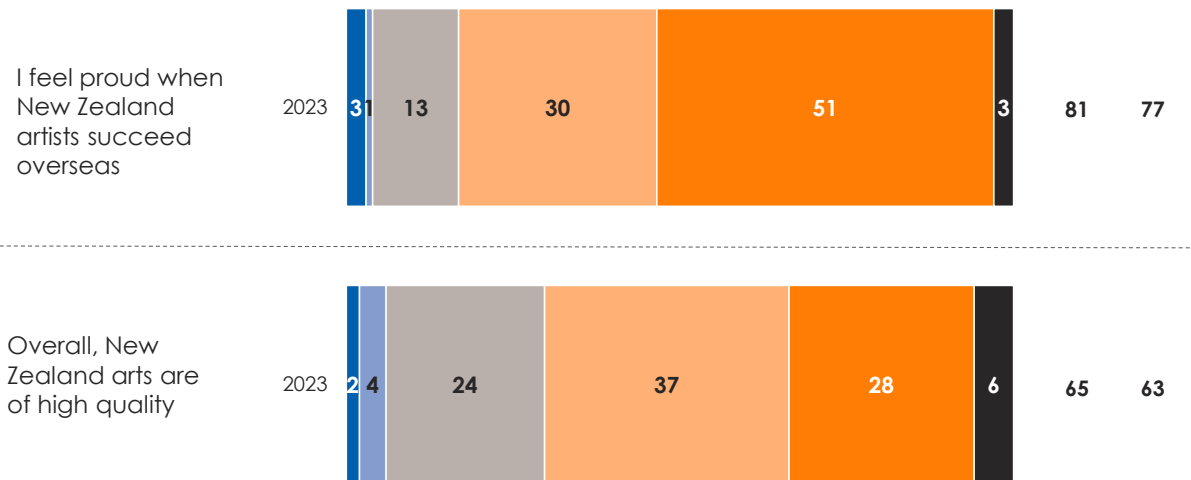
Attitudes towards the arts: New Zealand arts on the international stage

Perceptions of the quality of arts in New Zealand and how proud Timaru residents feel when New Zealand artists enjoy overseas success

How much do you agree or disagree?

%

■ Strongly disagree
 ■ Slightly disagree
 ■ Neither agree nor disagree
 ■ Slightly agree
 ■ Strongly agree
 ■ Don't know



Commentary

Timaru residents are positive about the quality of the arts in New Zealand and are enthused when they see New Zealand artists succeed overseas.

81% of Timaru residents feel proud when New Zealand artists succeed overseas.

This is in line with the national average (77%).

Overall, 65% of Timaru residents agree that New Zealand arts are of high quality.

This is in line with the national average (63%).

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

↑↓ = significantly higher / lower than all New Zealanders

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Arts attitudes

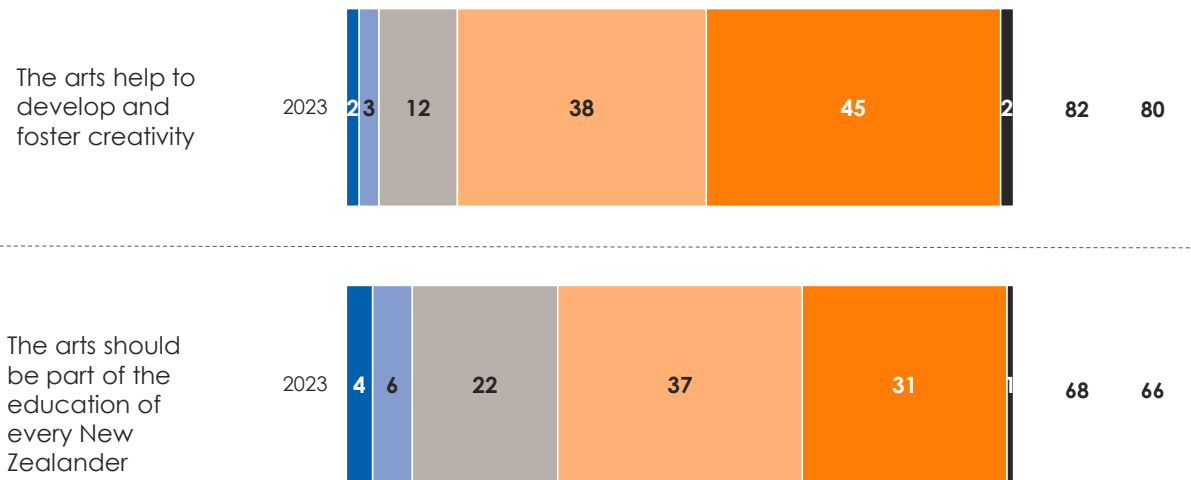
Attitudes towards the arts: Education and development

Timaru residents' recognition of the value of the arts in fostering creativity, and whether this translates into support for the arts being part of everyone's education

How much do you agree or disagree?

%

■ Strongly disagree
 ■ Slightly disagree
 ■ Neither agree nor disagree
 ■ Slightly agree
 ■ Strongly agree
 ■ Don't know



Commentary

82% of Timaru residents recognise the value of the arts in developing and fostering creativity. This is in line with the national average (80%).

68% of Timaru residents support the idea that the arts should be part of the education of every New Zealander.

This is in line with the national average (66%).

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

↑↓ = significantly higher / lower than all New Zealanders

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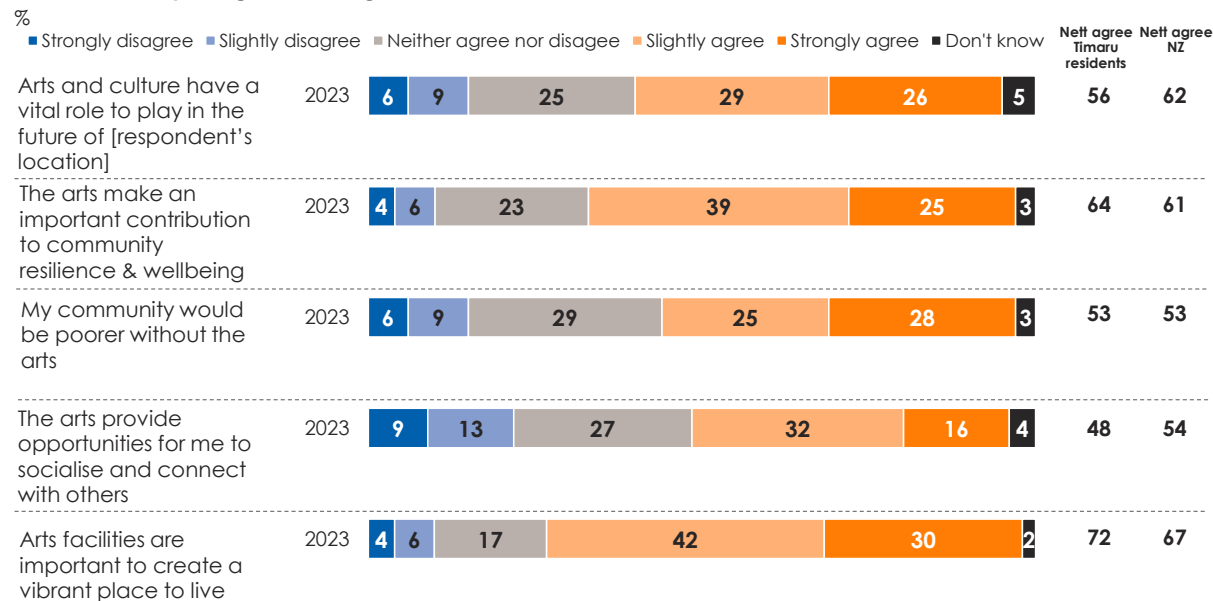
| 20

Arts attitudes

Attitudes towards the arts: Role of the arts in creating communities

These attitudes speak to the role of the arts in creating communities. The role of the arts in supporting social connections was explored for the first time in 2023.

How much do you agree or disagree?



Commentary

Timaru residents recognise the role of the arts in creating communities, with nearly three quarters (72%) agreeing that arts facilities are important in creating a vibrant place to live, and nearly two thirds (64%) believing that the arts make an important contribution to community resilience and wellbeing.

The new 2023 measure delivers insight into the value that the arts provide to individuals in building community: nearly half (48%) of Timaru residents say the arts provide opportunities for them to socialise and connect with others.

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

↑↓ = significantly higher / lower than all New Zealanders

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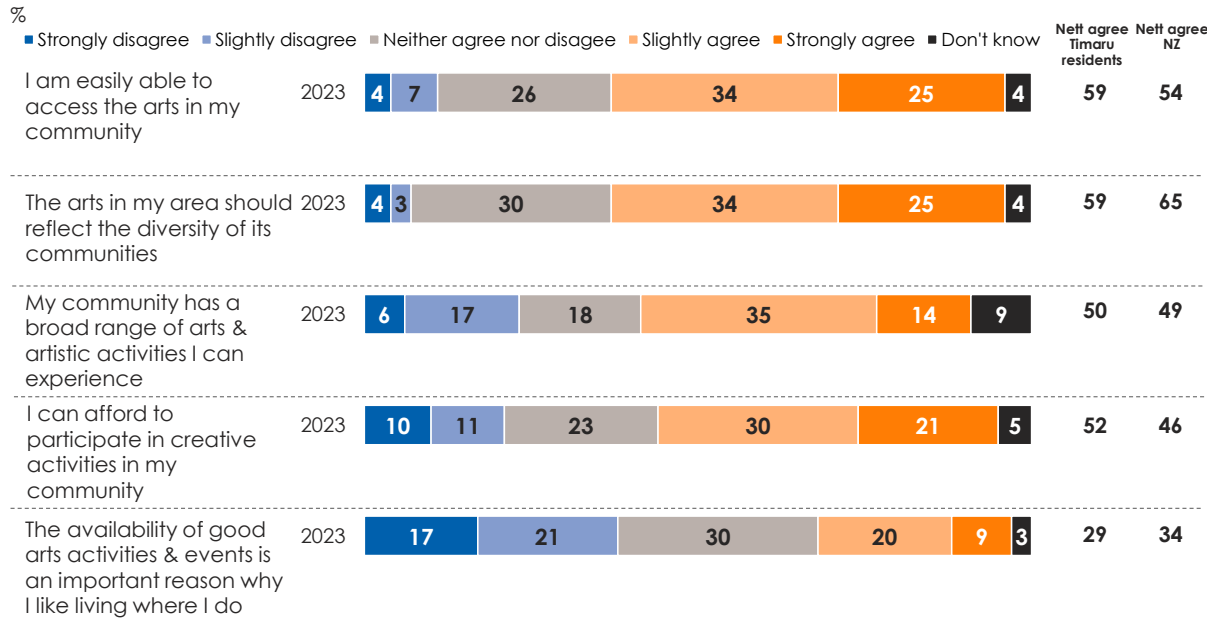
| 21

Arts attitudes

Attitudes towards the arts: Accessibility and inclusiveness

Perceptions about whether the arts are accessible and inclusive

How much do you agree or disagree?



Commentary

Nearly six in 10 (59%) Timaru residents can easily access the arts. A similar proportion feel the arts should reflect the diversity of their community.

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

↑↓ = significantly higher / lower than all New Zealanders

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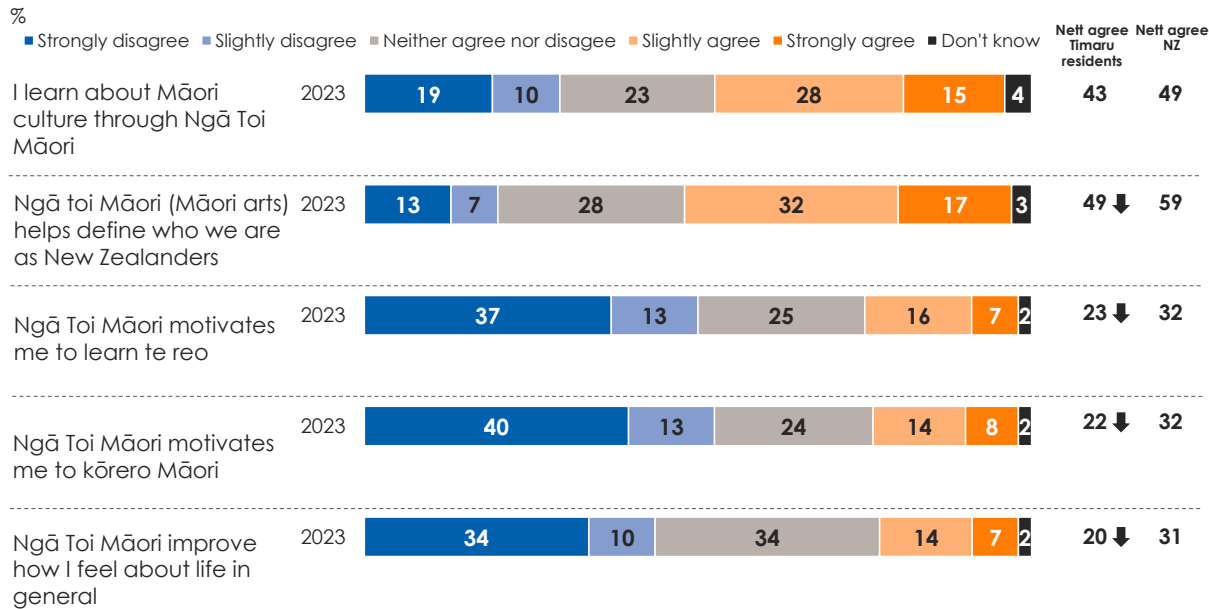
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Attitudes towards Ngā Toi Māori and Pacific Arts

Attitudes towards Ngā Toi Māori (Māori arts)

Attitudes describing the benefits people personally experience from Ngā Toi Māori

How much do you agree or disagree with the following about Ngā Toi Māori (Māori arts)?



Commentary

Most commonly, Timaru residents feel Ngā Toi Māori helps define who we are as New Zealanders, and that they learn about Māori culture through Ngā Toi Māori.

The value that Timaru residents place on Ngā Toi Māori is not as high as the rest of New Zealand. Timaru residents rated four of these five statements about Ngā Toi Māori lower than the national average.

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

↑↓ = significantly higher / lower than all New Zealanders

Verian |

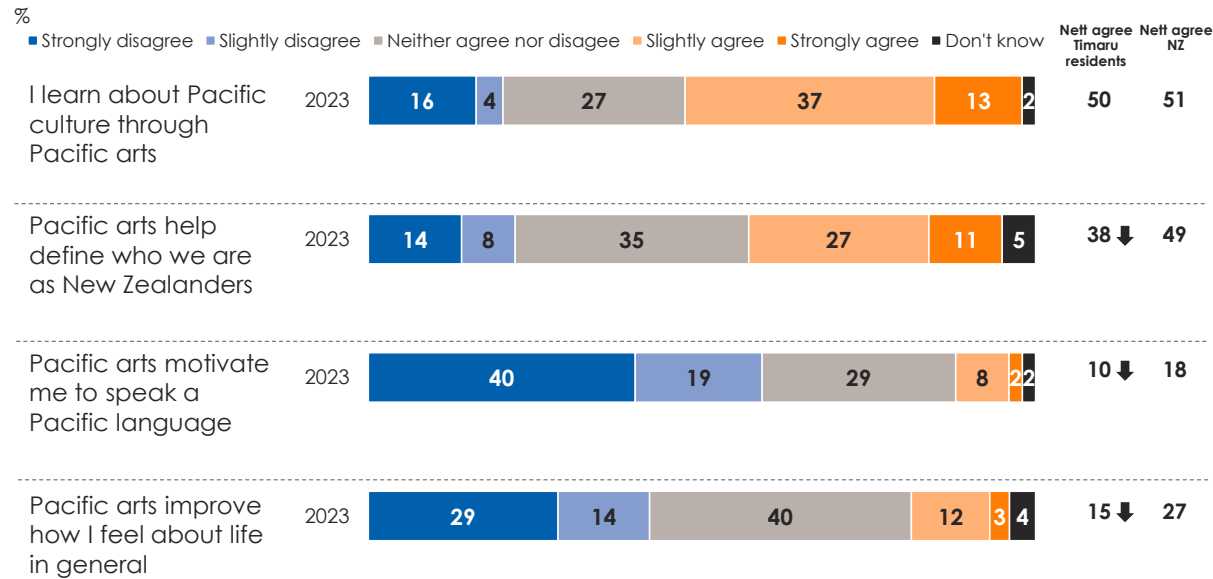
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Attitudes towards Ngā Toi Māori and Pacific Arts

Attitudes towards Pacific arts

Attitudes describing the benefits people personally experience from the Pacific arts

How much do you agree or disagree with the following about the Pacific arts?



Commentary

Most commonly, Timaru residents feel that Pacific arts teaches them about Pacific culture and helps define who we are as New Zealanders.

Timaru residents are less likely than the national average to believe three of the four statements depicting the value of Pacific arts.

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527)

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↑↓ = significantly higher / lower than all New Zealanders

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Overall engagement, attendance and participation

Overall engagement, attendance and participation

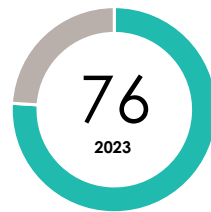
Overall engagement

Overall engagement is based on all those who have either **attended** or **participated** in the following art forms in the last 12 months: craft & object art, literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

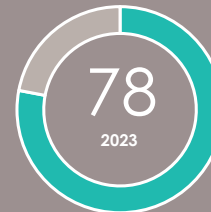
Have you [attended or participated in any art forms] in the last 12 months?

%

Timaru residents



New Zealand



Commentary

The survey asks respondents about their attendance at, and participation in, six separate art forms. There are no questions that measure attendance or participation in the arts at an overall level.

The results opposite are therefore a nett calculation that includes the respondents who said they attended or participated in at least one art form in the last 12 months.

76% of Timaru residents have engaged with the arts in the last 12 months.

The level of engagement is comparable with the national average (78%).

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527).

↑↓ = significantly higher / lower than all New Zealanders

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Overall engagement, attendance and participation

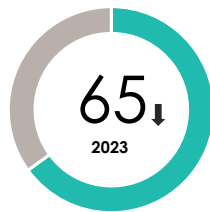
Overall attendance

Overall attendance is based on all those who have **attended** the following art forms in the last 12 months: craft & object art, literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

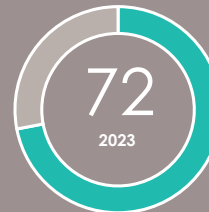
Have you [attended any art forms] in the last 12 months?

%

Timaru residents



New Zealand



Commentary

65% of Timaru residents have attended at least one arts event or location in the last 12 months.

The level of attendance is lower than the national average (72%).

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527).

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↑↓ = significantly higher / lower than all New Zealanders

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Overall engagement, attendance and participation

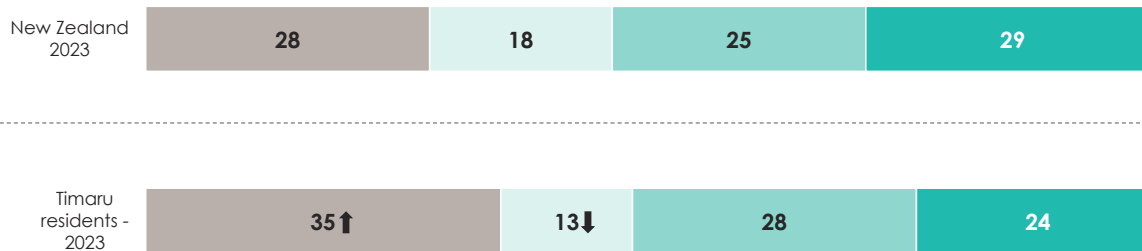
Frequency of attendance

Frequency of attendance shows the **number of times** people have attended any of the following art forms in the last 12 months: craft & object art, literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

On average, how often have you [attended any art form] in the last 12 months?

%

■ Did not attend ■ Low (1-3 events) ■ Medium (4-10 events) ■ High (11+ events)



Commentary

We have identified four groups defined by the frequency with which they attended any art form over the last 12 months:

- Did not attend any art form at all
- Attended one to three times
- Attended four to 10 times
- Attended more than 10 times.

52% of Timaru residents have attended any art form more than three times in a year.

The proportion of Timaru residents attending more than 10 times a year (24%) is in line with the national average (29%).

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527).

↑↓ = significantly higher / lower than all New Zealanders

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Overall engagement, attendance and participation

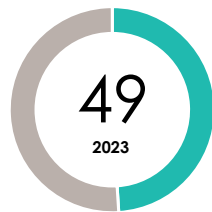
Overall participation

Overall participation is based on all those who have **participated** in the following art forms in the last 12 months: craft & object art, literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

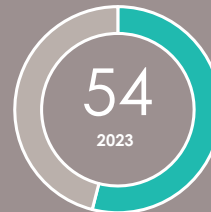
Have you [participated in any art forms] in the last 12 months?

%

Timaru residents



New Zealand



Commentary

Nearly half (49%) of Timaru residents have participated in at least one art form in the last 12 months.

The level of participation is not significantly different from the national average (54%).

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527).

Verian |

↑↓ = significantly higher / lower than all New Zealanders

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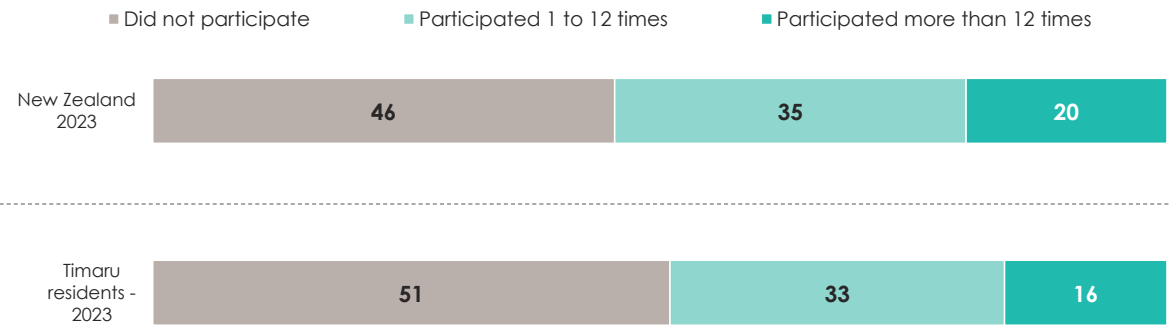
Overall engagement, attendance and participation

Frequency of participation

Frequency of participation shows the number of times people have participated in any of the following art forms in the last 12 months: craft & object art, literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

On average, how often have you [participated in any art form] in the last 12 months?

%



Commentary

We have identified three groups based on the frequency with which they participated in any art form over the last 12 months:

- Did not participate in any art form at all
- Participated one to 12 times
- Participated more than 12 times.

16% of Timaru residents participate in the arts on a more regular basis (more than 12 times a year) and this is not significantly different from the national average (20%).

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527).

↑↓ = significantly higher / lower than all New Zealanders

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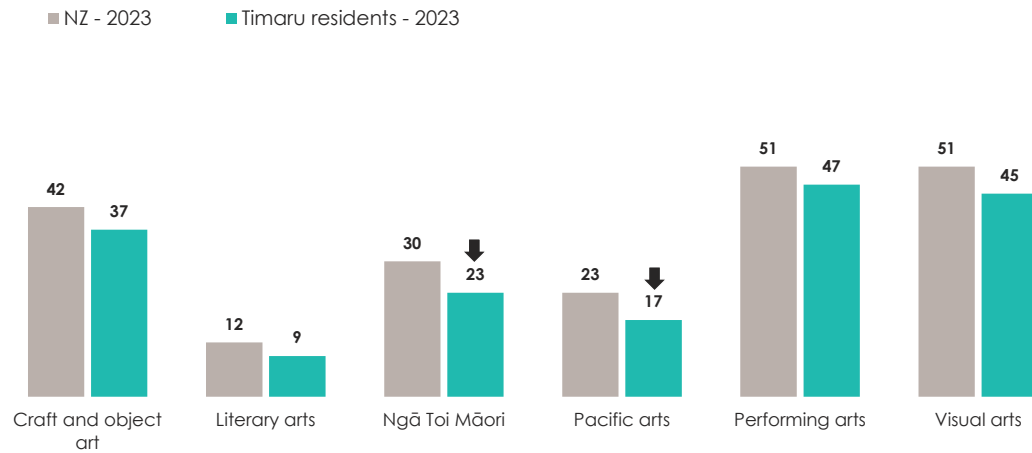
Attendance by artform

Attendance by art form

Attendance by art form

The proportions of Timaru residents who have attended each art form at least once in the last 12 months.

Proportion who have attended the art form in the last 12 months
%



Commentary

The most popular art forms for attendance are performing arts and visual arts.

Timaru residents are less likely than the national average to attend:

- Ngā Toi Māori
- Pacific arts

Further analysis of each art form is presented on the following pages.

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527).

↑↓ = significantly higher / lower than all New Zealanders

Attendance by art form

Craft and object art attendance

The overall level of craft and object art attendance, as well as the channel used and frequency of attendance (among attendees)

Have you seen any craft and object artworks at an exhibition, festival, art gallery, museum, library, or online in the last 12 months?

%

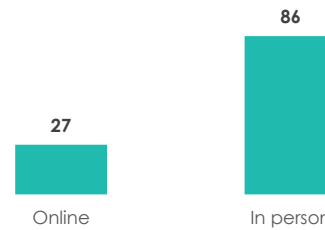


Base: All respondents: Timaru residents 2023 (n=265).

Did you do this online or in person?

%

■ Timaru residents - 2023



Base: All who attended craft and/or object art: Timaru residents 2023 (n=115).

On average how often have you done this in the last 12 months?

%

■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know



Base: All who attended craft and/or object art: Timaru residents 2023 (n=115).

Commentary

Overall, 37% of Timaru residents have attended craft and object art in the last 12 months.

Attendees are much more likely to attend craft and object art in person than online.

Most Timaru residents who attended craft and object art in the last 12 months did so one to three times (75%).

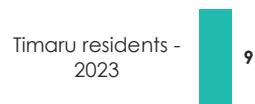
Attendance by art form

Literary arts attendance

The overall level of literary arts attendance, as well as the channel used and frequency of attendance (among attendees)

Have you gone to any spoken word, poetry or book readings, or literary festivals or events in the last 12 months?

%

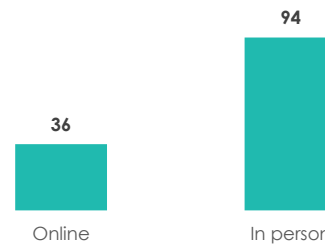


Base: All respondents: Timaru residents 2023 (n=265).

Did you do this online or in person?

% *Caution: small sample sizes*

■ Timaru residents - 2023



Base: All who attended literary arts: Timaru residents 2023 (n=28).

On average how often have you done this in the last 12 months?

% *Caution: small sample sizes*

■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know



Base: All who attended literary arts: Timaru residents 2023 (n=28).

Commentary

Overall, 9% of Timaru residents have attended literary arts in the last 12 months.

Attendees are more likely to attend literary arts in person than online.

Most Timaru residents who attended literary arts did so one to three times (66%).

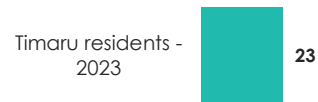
Attendance by art form

Ngā Toi Māori (Māori arts) attendance

The overall level of ngā Toi Māori attendance, as well as the channel used and frequency of attendance (among attendees)

Have you seen any artworks by Māori artists or gone to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions in the last 12 months?

%

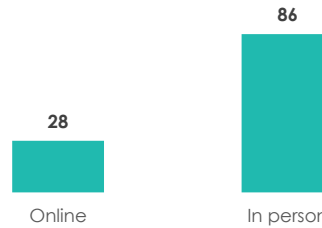


Base: All respondents: Timaru residents 2023 (n=265).

Did you do this online or in person?

%

■ Timaru residents - 2023

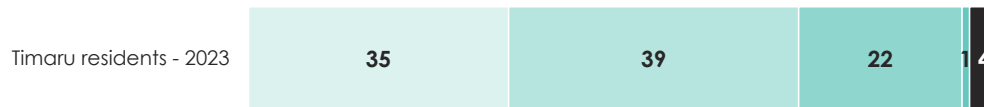


Base: All who attended Māori arts: Timaru residents 2023 (n=65).

On average how often have you done this in the last 12 months?

%

■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know



Base: All who attended Māori arts: Timaru residents 2023 (n=65).

Commentary

Overall, 23% of Timaru residents have attended Ngā Toi Māori in the last 12 months.

Attendees are more likely to attend Ngā Toi Māori in person than online.

Most Timaru residents who attended Ngā Toi Māori in the last 12 months did so one to three times (74%).

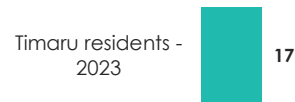
Attendance by art form

Pacific arts attendance

The overall level of Pacific arts attendance, as well as the channel used and frequency of attendance (among attendees)

Have you seen any artworks by Pasifika artists or gone to any Pasifika cultural performances, festivals or exhibitions in the last 12 months?

%

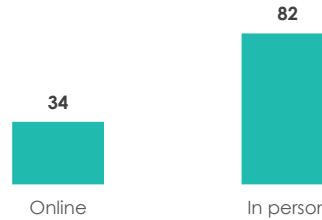


Base: All respondents: Timaru residents 2023 (n=265).

Did you do this online or in person?

%

■ Timaru residents - 2023



Base: All who attended Pacific arts: Timaru residents 2023 (n=49).

On average how often have you done this in the last 12 months?

%

■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know



Base: All who attended Pacific arts: Timaru residents 2023 (n=49).

Commentary

Overall, 17% of Timaru residents have attended Pacific arts events in the last 12 months.

Attendees are more likely to attend Pacific arts events in person than online.

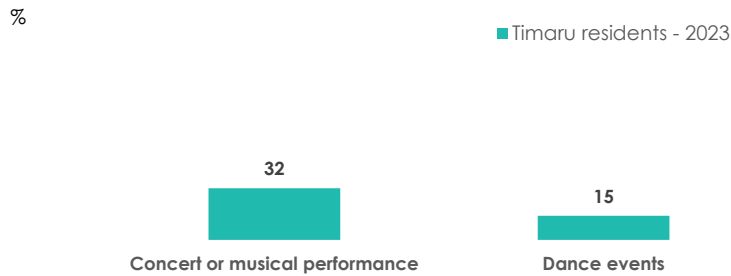
Most Timaru residents who attended Pacific arts events in the last 12 months did so one to three times (78%).

Attendance by art form

Performing arts attendance

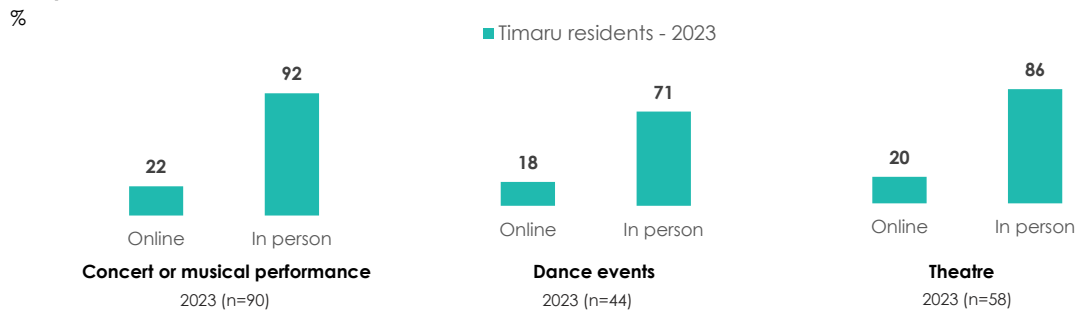
The overall level of performing arts attendance, as well as the channels attendees use

Which of these have you been to in the last 12 months?



Base: All Timaru residents 2023 (n=265).

Did you do this online or in person?



Commentary

Overall, 47% of Timaru residents have attended the performing arts in the last 12 months.

In the last 12 months, 32% of Timaru residents have attended a concert or musical performance, 15% attended a dance event and 21% attended theatre.

Timaru residents typically attend the performing arts in person, but between 18% and 22% of attendees attend each art form online.

Attendance by art form

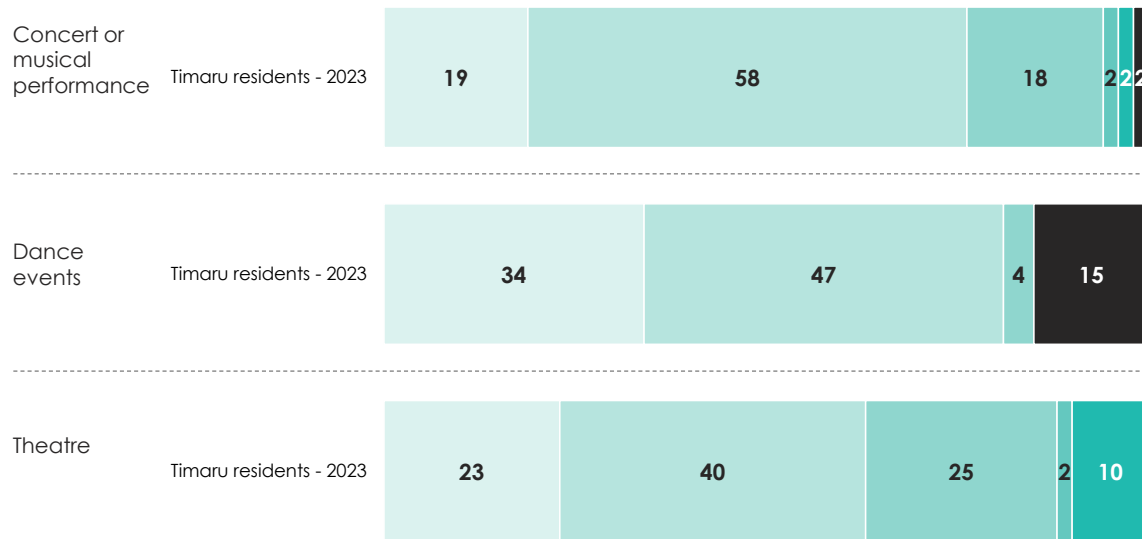
Performing arts attendance

The frequency of attending performing arts (among attendees)

On average, how often have you attended (concerts or other musical performances / dance events / theatre) in the last 12 months?

%

■ Once
 ■ 2 or 3 times
 ■ 4-8 times
 ■ 9-12 times
 ■ 13+ times
 ■ Don't know



Base: All Timaru residents who have attended each art form: n=90, n=44, n=58 respectively.

Commentary

Most Timaru residents who attended the performing arts in the last 12 months did so one to three times.

Attendance by art form

Visual arts attendance

The overall level of visual arts attendance, as well as the channel used and frequency of attendance (among attendees)

Have you seen any visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online in the last 12 months?

%

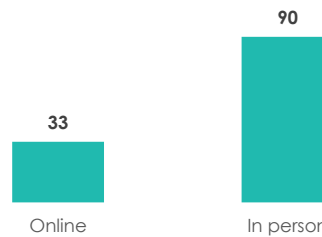


Base: All respondents: Timaru residents 2023 (n=265).

Did you do this online or in person?

%

■ Timaru residents - 2023



Base: All who attended visual arts: Timaru residents 2023 (n=125).

On average how often have you done this in the last 12 months?

%

■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know



Base: All who attended visual arts: Timaru residents 2023 (n=125).

Commentary

45% of Timaru residents attended the visual arts in the last 12 months.

90% of attendees did so in person and 33% attended online.

In terms of frequency 18% are enthusiasts of the visual arts, attending more than eight times in the 12-month period.

Attendance by art form

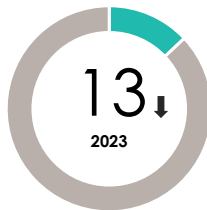
Visual arts attendance: impact of film festivals

A breakdown of visual arts attendance by assessing the contribution that film festivals have in attracting Timaru residents to the visual arts (versus other visual arts)

Were film festivals included among the visual arts you have visited in the last 12 months?

%

Timaru residents



Base: All who attended visual arts: Timaru residents 2023 (n=125).

New Zealand



Base: All who attended visual arts: New Zealand (n=3386)

Commentary

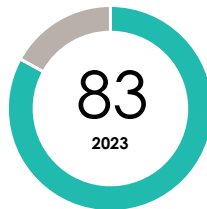
13% of Timaru residents who have attended the visual arts, have attended a film festival in the last 12 months.

This is lower than the 2023 national average (22%).

And have you visited visual arts other than film festivals in the last 12 months?

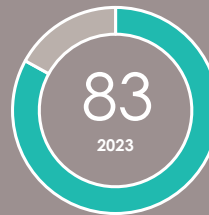
% *Caution: small sample sizes*

Timaru residents



Base: All who attended film festivals: Timaru residents 2023 (n=17).

New Zealand



Base: All who attended film festivals: New Zealand (n=757)

83% of those who have attended a film festival in the last 12 months have also attended other visual art forms.

This is in line with the 2023 national average (83%).

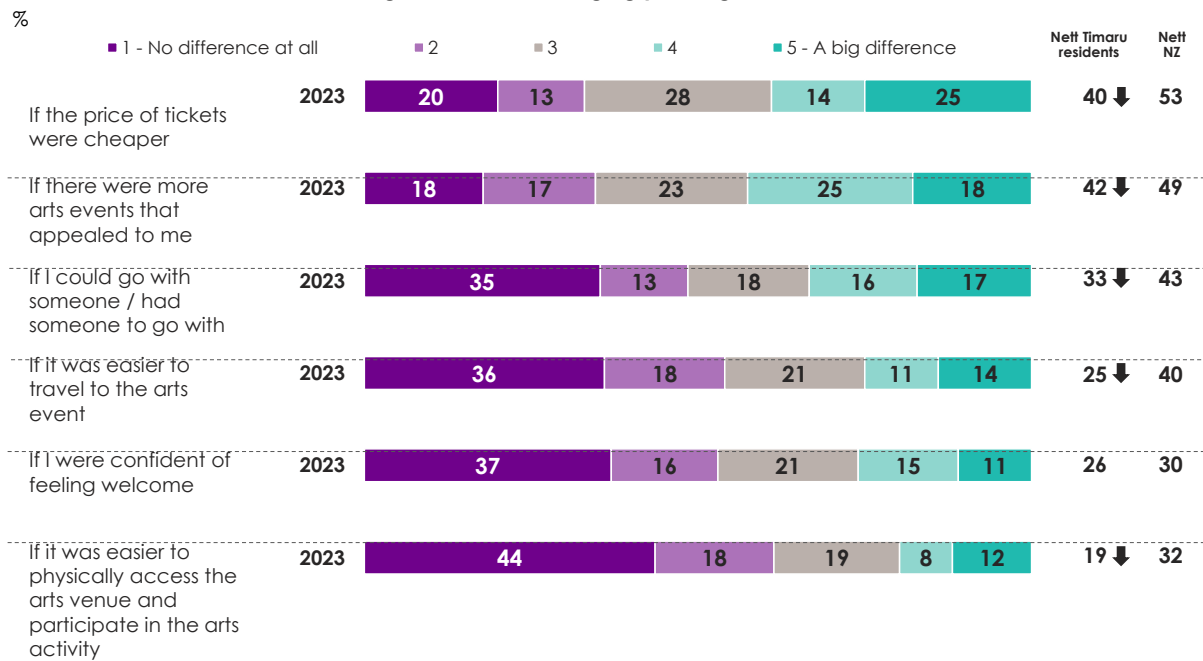
↑↓ = significantly higher / lower than all New Zealanders

Attendance by art form

Encouraging greater attendance in the arts

Factors that may encourage residents to attend the arts more frequently are explored here. Two new factors were added in 2023 covering travel and physical accessibility.

What difference would the following make in encouraging you to go to the arts more often?



Commentary

We asked respondents what factors might encourage them to attend more often.

The top three factors are:

- Cheaper tickets (40%)
- More appealing arts events (42%)
- Having someone to go with (33%).

Base: All respondents who are interested in the arts but do not go much; Timaru residents 2023 (n=192); New Zealand: (n=4587).

Note: Due to decimal point rounding, there may be slight percentage point differences between chart and nett totals.

↑↓ = significantly higher / lower than all New Zealanders

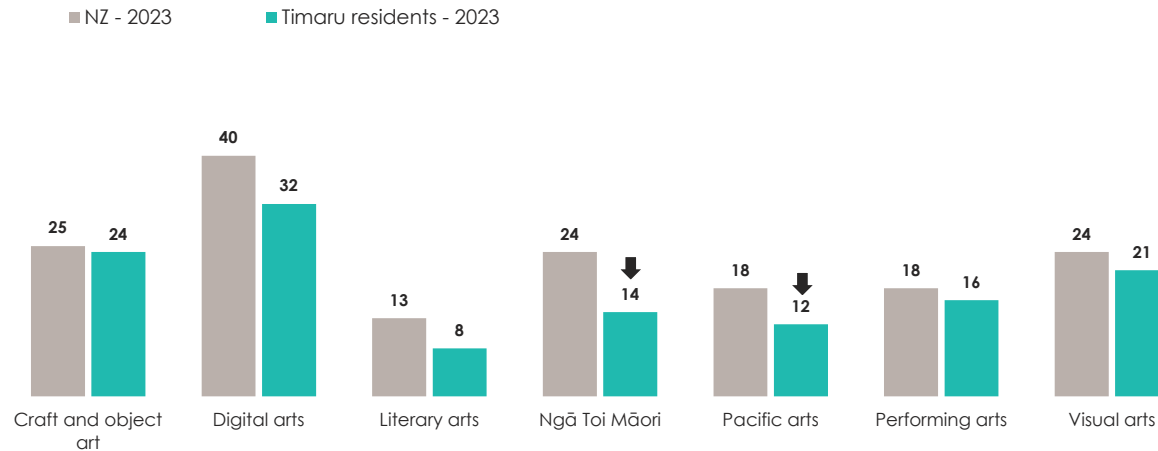
Participation by artform

Participation by art form

Participation by art form

The proportions of Timaru residents who have participated in each art form at least once in the last 12 months

Proportion who have participated in the art form in the last 12 months.
%



Commentary

The most popular art forms for participation are digital arts and craft and object art.

Timaru residents are less likely than the national average to participate in:

- Ngā Toi Māori
- Pacific arts

Further analysis of each art form is presented on the following slides.

Base: All respondents: Timaru residents 2023 (n=265); New Zealand: (n=6527).

↑↓ = significantly higher / lower than all New Zealanders

Participation by art form

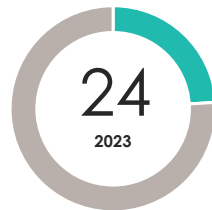
Craft and object art participation

The level and frequency of craft and object art participation

Thinking again about craft and object art, have you created anything in the last 12 months?

%

Timaru residents



Base: All respondents: Timaru residents 2023 (n=265).

On average how often have you done this in the last 12 months?

%

Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know



Base: All who participated in craft and object art: Timaru residents 2023 (n=67).

Commentary

24% of Timaru residents participated in craft and object art in the last 12 months.

34% of participants in craft and object art participate regularly (at least nine times in the last 12 months).

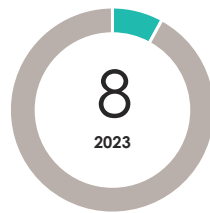
Participation by art form

Literary arts participation

The level and frequency of literary arts participation

Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?
%

Timaru residents



Base: All respondents: Timaru residents 2023 (n=265).

On average how often have you done this in the last 12 months?

% *Caution: small sample sizes*

Legend: ■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know



Base: All who participated in literary arts: Timaru residents 2023 (n=25).

Commentary

8% of Timaru residents participated in literary arts in the last 12 months.

18% of participants in literary arts participate regularly (at least nine times in the last 12 months).

Participation by art form

Ngā Toi Māori participation

The overall level and frequency of participation in Ngā Toi Māori (Māori arts), as well as participants' involvement in specific Ngā Toi Māori activities

In the last 12 months have you taken part in any Ngā Toi Māori (Māori arts)?

%

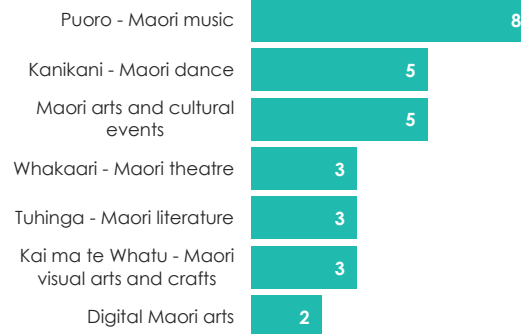
Timaru residents



Base: All respondents: Timaru residents 2023 (n=265).

Choose all the activities you have done.

%



Base: All respondents: Timaru residents 2023 (n=265).

On average, how often have you done this in the last 12 months?

%

Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know



Base: All who participated in Māori arts: Timaru residents 2023 (n=43).

Commentary

14% of Timaru residents participated in Nga Toi Maori in the last 12 months.

The 2023 survey results show that 59% of Māori residents and 13% of non-Māori residents participated in Ngā Toi Māori in the last 12 months.

The most popular Ngā Toi Māori activity is puoro (music).

14% of participants in Nga Toi Maori participate regularly (at least nine times in the last 12 months).

Participation by art form

Pacific arts participation

The overall level and frequency of participation in Pacific arts, as well as participants' involvement in specific Pacific arts activities

In the last 12 months have you taken part in any of the following Pacific arts?

%

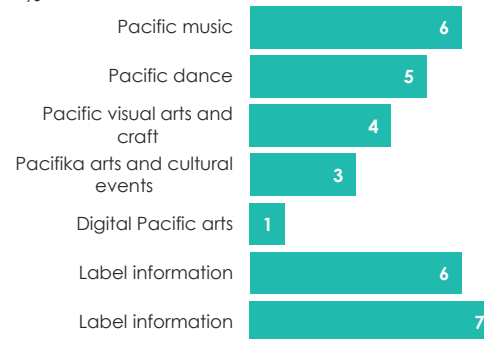
Timaru residents



Base: All respondents: Timaru residents 2023 (n=265).

Choose all the activities you have done.

%



Base: All respondents: Timaru residents 2023 (n=265).

On average, how often have you done this in the last 12 months?

%

Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know



Base: All who participated in Pacific arts: Timaru residents 2023 (n=31).

Commentary

12% of Timaru residents participated in Pacific arts in the last 12 months.

The most popular Pacific arts activities are music and dance.

10% of participants in Pacific arts participate regularly (at least nine times in the last 12 months).

Participation by art form

Performing arts participation

The level and frequency of performing arts participation

Still thinking about the performing arts, have you taken part in this in the last 12 months?

%

Timaru residents



Base: All respondents: Timaru residents 2023 (n=265).

Which of these were you actively involved in?

%

■ Timaru residents - 2023



Base: All respondents: Timaru residents 2023 (n=265).

On average how often have you done this in the last 12 months?

%

■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know



Base: All who participated in performing arts: Timaru residents 2023 (n=41).

Commentary

16% of Timaru residents participated in performing arts in the last 12 months.

Singing or music making is the most popular type of performing arts Timaru residents take part in.

31% of participants in the performing arts participate regularly (at least nine times in the last 12 months).

Participation by art form

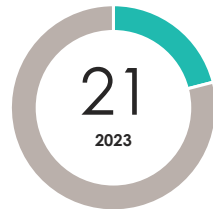
Visual arts participation

The level and frequency of visual arts participation

Have you created any visual artworks in the last 12 months?

%

Timaru residents



Base: All respondents: Timaru residents 2023 (n=265).

On average how often have you done this in the last 12 months?

%

Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know



Base: All who participated in visual arts: Timaru residents 2023 (n=53).

Commentary

21% of Timaru residents participated in the visual arts in the last 12 months.

36% of participants in the visual arts participate regularly (at least nine times in the last 12 months).

Participation by art form

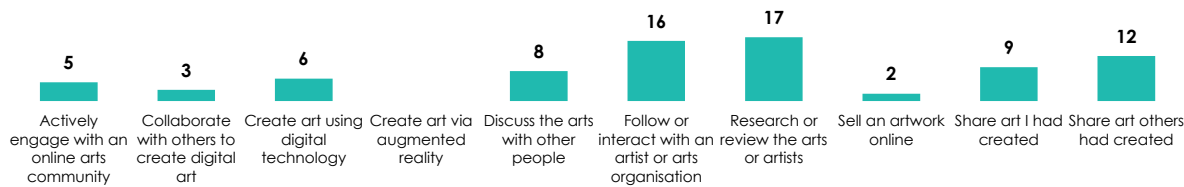
Use of digital technology for arts activities

Timaru residents use digital technology to engage with arts activities and frequency of digital art consumption

In the last 12 months have you used the internet or digital technology to do any of the following?

%

■ Timaru residents - 2023



Base: All respondents: Timaru residents 2023 (n=265).

Thinking back, how often did you look at or listen to the arts online?

%

■ Not at all ■ Once a month or less ■ Once every 2-3 weeks ■ Once a week ■ Several times a week ■ Daily ■ Don't know



Base: All respondents: Timaru residents 2023 (n=265).

Commentary

32% of Timaru residents have used digital technology for arts activities in 2023.

The most popular activities are:

- Researching or reviewing art/artists
- Following or interacting with an artist or arts organisation
- Sharing art others had created

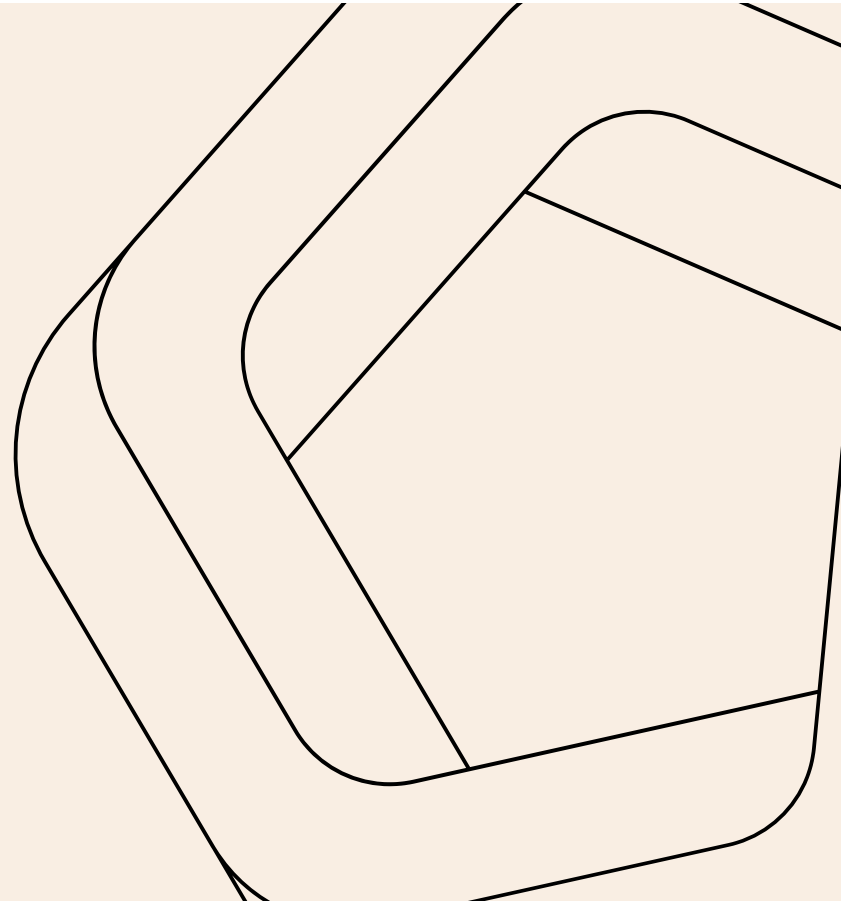
19% of Timaru residents used digital technology for arts activities at least once a week in 2023.

↑↓ = significantly higher / lower than all New Zealanders

For further information please contact

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8.4 Presentation on the Museum Permanent Exhibition Design at the Proposed Theatre Royal and Heritage Facility

Author: Philip Howe, Museum Director

Authoriser: Beth Stewart, Group Manager Community Services

Recommendation

That the Community Services receives and notes the Presentation on the Museum Permanent Exhibition Design at the Proposed Theatre Royal and Heritage Facility.

Purpose of Report

- 1 The purpose of this report is to provide a segue into a presentation to elected members on the proposed permanent exhibition design for the South Canterbury Museum at the new Theatre Royal and Heritage Facility (TR&HF).
- 2 The presentation aims to showcase the proposed exhibition design, as was presented to the TR&HF Governance Reference Group meeting on 17 April 2024.

Assessment of Significance

- 3 This report is assessed as being of low significance under Council's Significance and Engagement Policy as it is reporting on planned activities under the current direction for the Theatre Royal and Heritage Facility development. The proposal as it stands has no impact on current levels of service. It should be noted however, that if the Theatre Royal and Heritage Facility development proceeds, the implementation of these plans will be of medium/high significance as it has a direct impact on level of service, rates, and has a high degree of public interest.

Discussion

- 4 On 14 November 2023 a report was presented to the Community Services Standing Committee requesting access to Bequeathed Funds to supplement the \$3 million fundraising campaign, covering the permanent exhibition design of the new museum space in the proposed TR&HF. These costs are in addition to the overall design and build budget of \$57.1 million. So far \$2.06 million has been raised to support this undertaking, with approximately \$190 000 spent to date on design costs.
- 5 Significant work has been undertaken by the museum team in designing and developing the new museum component of the facility to ensure it delivers a high-class visitor experience. In particular, the new permanent exhibition space will feature state of the art exhibits and interactive displays showcasing local and national history, educational programs, and events spaces.
- 6 In advance of the July 2024 meeting at which the final cost and draft operational modelling for new facility will be presented, the museum team have put together a presentation which showcases the plans for the new museum, in particular the permanent exhibition space.
- 7 The presentation follows this report.

Attachments

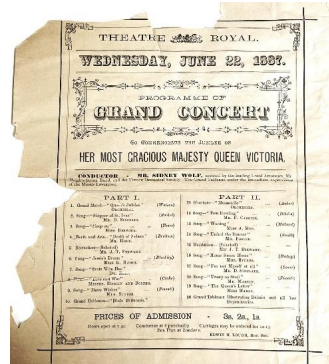
- 1. Museum spatial and exhibition development presentation** [↓](#) 

Why build a new museum?

What a Museum is for

A place to explore our region's heritage:
Nature – History - Culture

Heritage collections, exhibitions,
education, community space & civic
pride, visitor attraction - a resource
centre for heritage



Current Museum issues

- Size – lacking space for collections, exhibitions, events
- Quality – does not meet recognised museum and public facility standards
- Access – difficult for public, large items, travelling exhibitions
- 2014 feasibility study, 2018-28 LTP decision





A new entry experience

- Accessible, spacious and welcoming
- Orientation, information, retail, ticket sales, personal contact
- Event space
- Linked to Theatre



What a new Museum will provide

- A destination for locals and visitors
- A place to explore, learn and enjoy
- A place for people and community
- A central point for heritage
- A tourist attraction
- A collaborative space

Education centre

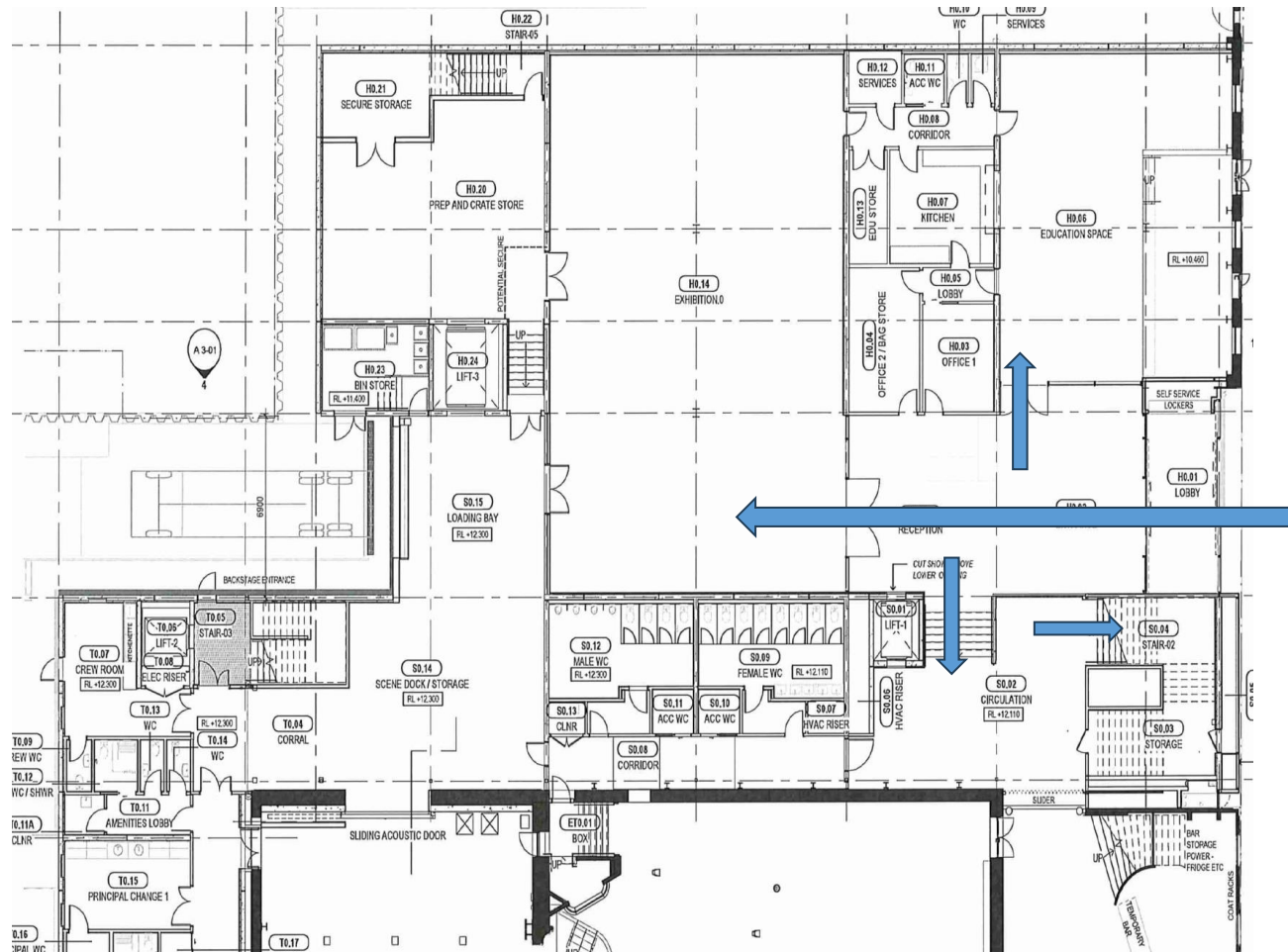
- Adjacent to street and main entry
- 130m² – ample for schools and community activities
- Standalone or connected space
- Kitchen and amenities



Temporary exhibition space

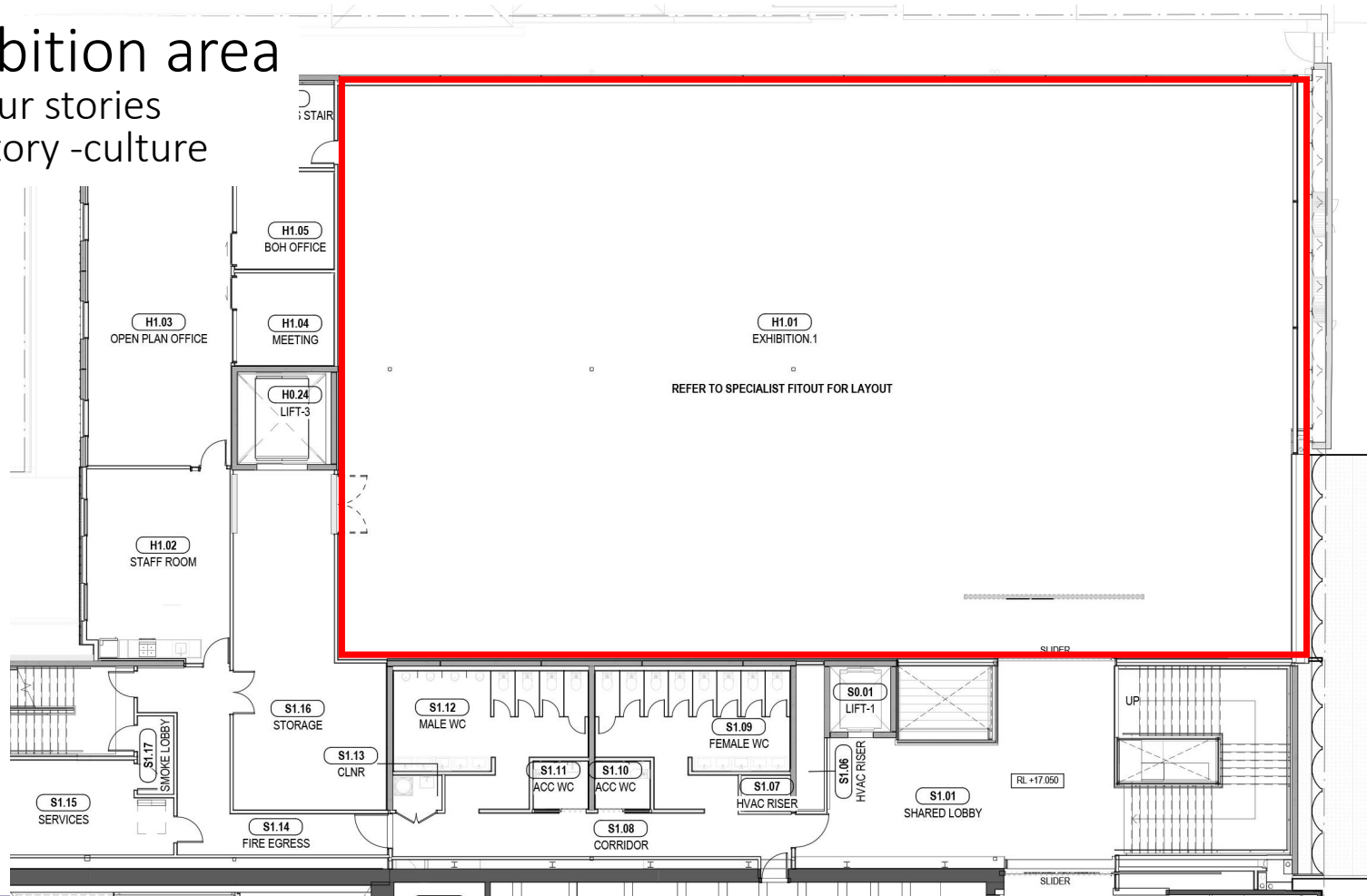
- Ample space for multiple changing exhibitions
- Flexible space for events
- Adjacent to entry & loading area

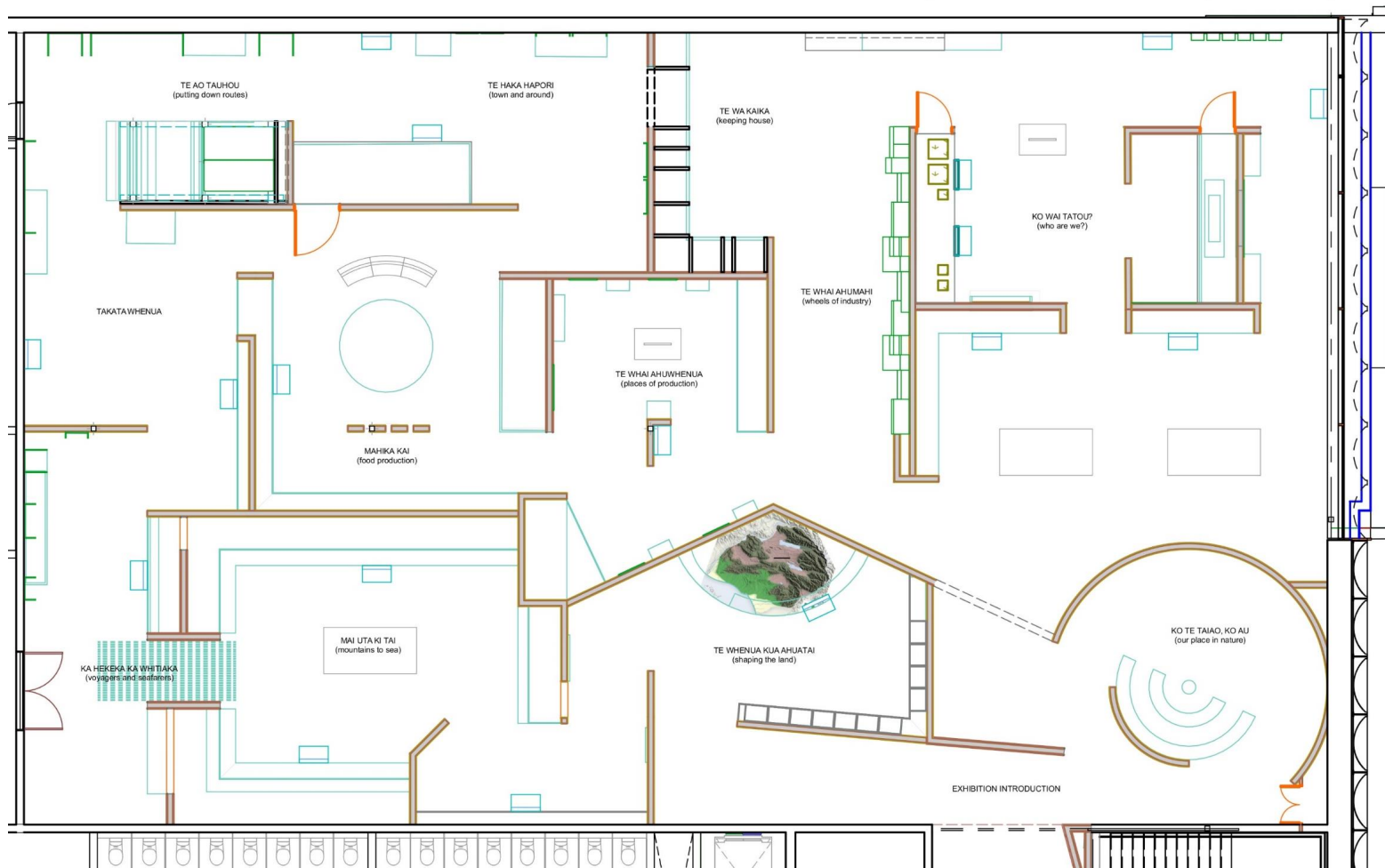




Main exhibition area

telling our stories
nature-history -culture









Why do it? The opportunity

- Current Museum – building limits what can be done
- New building provides new opportunity
- Significant advances in exhibition and story-telling technology and techniques
- High-end museum developments - visitor destinations, tourism enhancers and community assets
- Create a high-impact international standard experience



Developing a plan

- \$600k in 2021-31 LTP – would enable shifting current displays with some improvements and additions
- Opportunity to develop new displays to much higher standard and impact
- **Workshop E** engaged to develop initial concept plan, funded by SC Museum Development Trust - \$3m estimated cost developed
- Full concept plan developed by mid 2023, **WSE** role finishes
- New project team formed to work through developed design phase
- Iwi engagement and involvement



Costing and funding a plan

\$190k spent to date – Development of **Initial Concept Plan** and **Full Concept Plan** with Developed Design phase now underway.

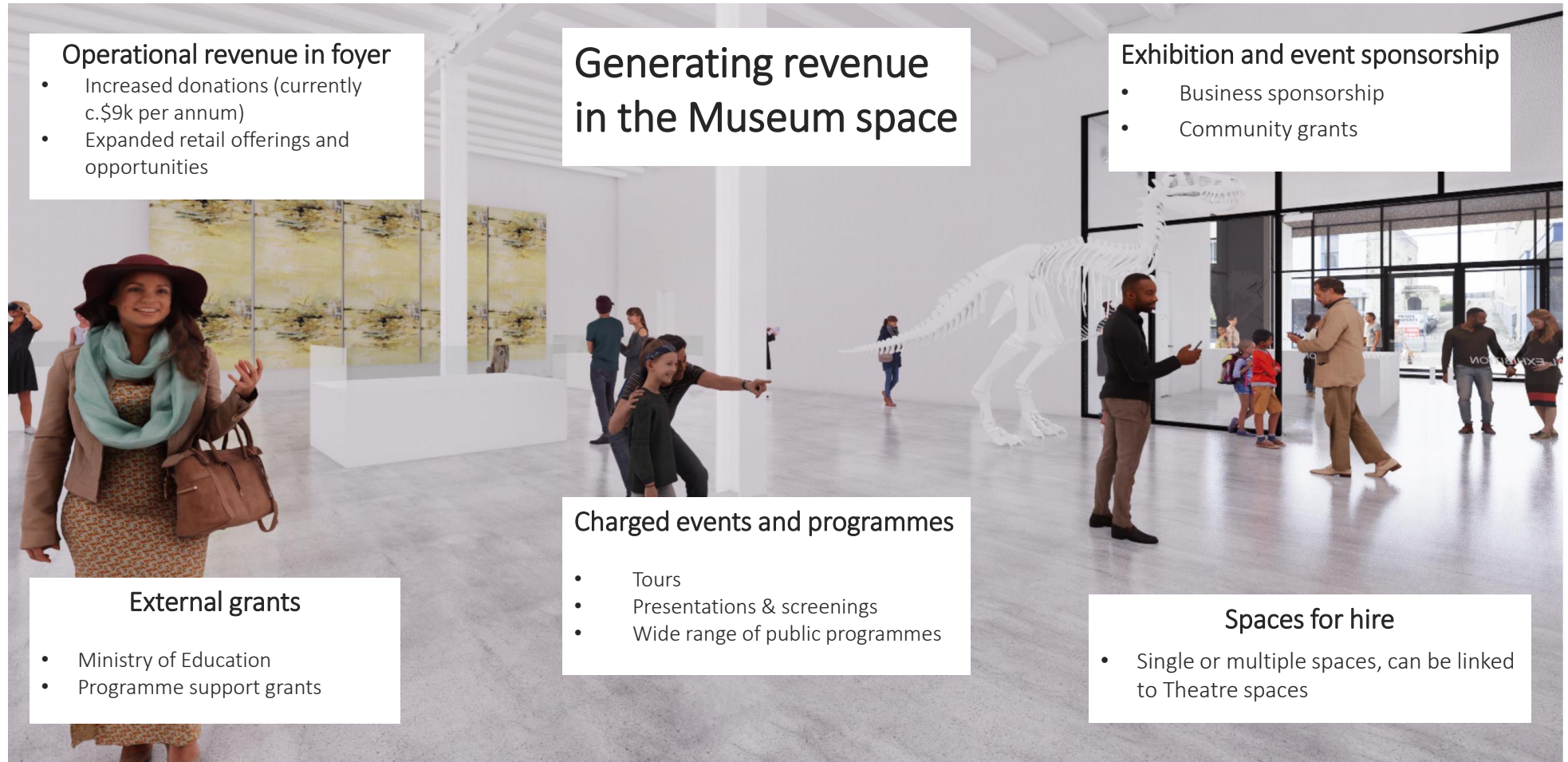
2024 (current) review of plan budget - modifications to identify cost savings through value engineering

Further fundraising July 2024 – Dec 2025

- Lotteries application (up to \$400k)
- Targeted grant applications and specific donor approaches
- Ongoing SCMDT public fundraising campaign: www.scmdt.org.nz

Funding to date	
Funding source	Amount
2021-31 Long Term Plan	\$600,000
SC Museum Development Trust fundraising	\$620,000
Collett and Jordan bequests	\$840,000
Total	\$2,060,000
Remaining fundraising target	\$940,000





Operational revenue in foyer

- Increased donations (currently c.\$9k per annum)
- Expanded retail offerings and opportunities

Generating revenue in the Museum space

Exhibition and event sponsorship

- Business sponsorship
- Community grants

External grants

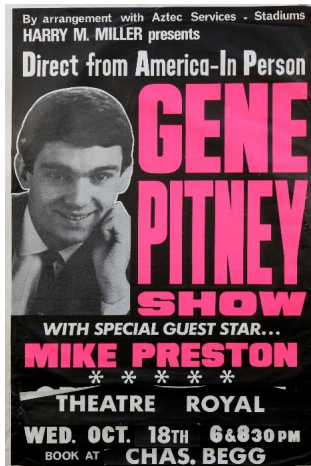
- Ministry of Education
- Programme support grants

Charged events and programmes

- Tours
- Presentations & screenings
- Wide range of public programmes

Spaces for hire

- Single or multiple spaces, can be linked to Theatre spaces



9 Consideration of Urgent Business Items

10 Consideration of Minor Nature Matters

11 Public Forum Items Requiring Consideration

12 Exclusion of the Public**Recommendation**

That the public be excluded from the following parts of the proceedings of this meeting on the grounds under section 48 of the Local Government Official Information and Meetings Act 1987 as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Plain English Reason
13.1 - Progress Report - Aigantighe Heritage House Gallery Seismic Strengthening and Refurbishment Project Update	s7(2)(h) - The withholding of the information is necessary to enable any local authority holding the information to carry out, without prejudice or disadvantage, commercial activities s7(2)(i) - The withholding of the information is necessary to enable the Council to carry out, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)	To enable Council to carry out commercial activities To enable Council to carry out commercial or industrial negotiations

13 Public Excluded Reports

- 13.1 Progress Report - Aigantighe Heritage House Gallery Seismic Strengthening and Refurbishment Project Update**

14 Readmittance of the Public