



Our Strategic Vision

ARTS, HERITAGE AND CULTURE POU

Whakatauki

Whāia te iti kahurangi ki te tūohu koe me
he maunga teitei

Seek the treasure you value most dearly,
if you bow your head,
let it be to a lofty mountain.

Introducing our refreshed Arts, Heritage & Culture Pou

Tēnā koutou katoa

The South's arts, heritage, and culture, in all its diverse forms, is integral to our community, helping to define who we are, contributing to our wellbeing, our economy and our vision of a **Thriving South**.

From the whakapapa of Waitaha, Kāti Mamoe and Ngāi Tahu to the early European settlers, Pacific peoples and people of all ethnic and cultural backgrounds whose art, heritage and culture have overtime enriched the South, connecting us all to this special place, reflecting the South's unique identity and whose art, heritage and culture will shape the South's communities of tomorrow.

Thank you to all who have contributed to our pou refresh and we look forward to partnering and working together with Mana Whenua, individuals, communities, organisations, councils, and other funders across the South to help ensure our arts, heritage and culture continue to thrive.

Nō reira



Mata Cherrington

Kaiwhakahaere - Board Chair, Community Trust South

Our Strategic Vision

A THRIVING SOUTH

Ngā Mātāpono - Our Values



TŪHONOHONO
PROACTIVE



WHANAUNGATANGA
APPROACHABLE



KOTAHITANGA
CONNECTED



MANAAKITANGA
RESPECT



TIKANGA
INTEGRITY



KAITIAKITANGA
RESPONSIBLE



About our Arts, Heritage and Culture Pou Refresh

Our refreshed Arts, Heritage and Culture Pou priorities were identified through:

- An analysis of our granting and review of existing and/or under development strategies.
- Korero with Mana Whenua to understand the aspirations of whānau, hapū and Iwi, and hapori Māori.
- Sector mapping and an engagement plan which included semi structured interviews, focus groups and attendance at sector workshops.
- Surveys including a hardcopy questionnaire at a local arts event and a broadly accessible online survey.

We heard from a range of stakeholders (representing a cross section of people, cultures, places, sectors, and organisations), listening to their views on the strengths and challenges for their sector, and their priorities for our funding of arts, heritage and culture.


Three arts and culture strategies which had been recently developed, the Arts Murihiku Regional Strategy, Three Lakes Cultural Trust Master Plan and Invercargill City Council Arts Culture and Heritage Strategy, all helped to inform the refresh.

What we learned through our engagement has shaped our thinking, our strategy and will influence our funding practices, guidelines, policies, and proactive actions.



Our Arts, Heritage and Culture Pou Priorities

WORKING TOGETHER TO RECOGNISE, CELEBRATE AND PRESERVE OUR ARTS, HERITAGE, AND CULTURE

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- Supporting a sustainable and resilient sector:
 - Strengthening organisation and sector capability and capacity
 - Supporting appropriate infrastructure for quality and responsive programming, enhanced engagement, and participation
 - Grow and develop emerging and established practitioners, artists, creatives, and leaders
 - Recognise and support whānau, hapū, Iwi and Māori communities' aspirations and the protection, preservation, and expression of Māori cultural identity, arts and taonga
 - Strengthen and promote ngā toi Māori (Māori arts) practice and engagement, both heritage and contemporary
 - Protect mātauranga Māori and other taonga (such as te reo, wahi tapu, tikanga)
 - More people understanding, experiencing, and celebrating Māori culture and identity

Our Arts, Heritage and Culture Pou Priorities

WORKING TOGETHER TO RECOGNISE, CELEBRATE AND PRESERVE OUR ARTS, HERITAGE, AND CULTURE

- Encourage greater visibility, access to and reach of arts, heritage, and culture
 - More diverse and responsive opportunities, experiences and places where a broader range of people engage and participate, particularly tamariki and rangatahi (children and youth) and underrepresented communities
 - Attract new participants and audiences through innovative initiatives and enhanced digital practices
- Recognise and celebrate our cultural diversity
 - Strengthen cultural identity through connecting and passing on cultural knowledge and traditions.
 - Share and showcase diversity with the wider community.
 - Encourage initiatives that support a sense of belonging and inclusion



Our Arts, Heritage and Culture Pou Priorities

WORKING TOGETHER TO RECOGNISE, CELEBRATE AND PRESERVE OUR ARTS, HERITAGE, AND CULTURE

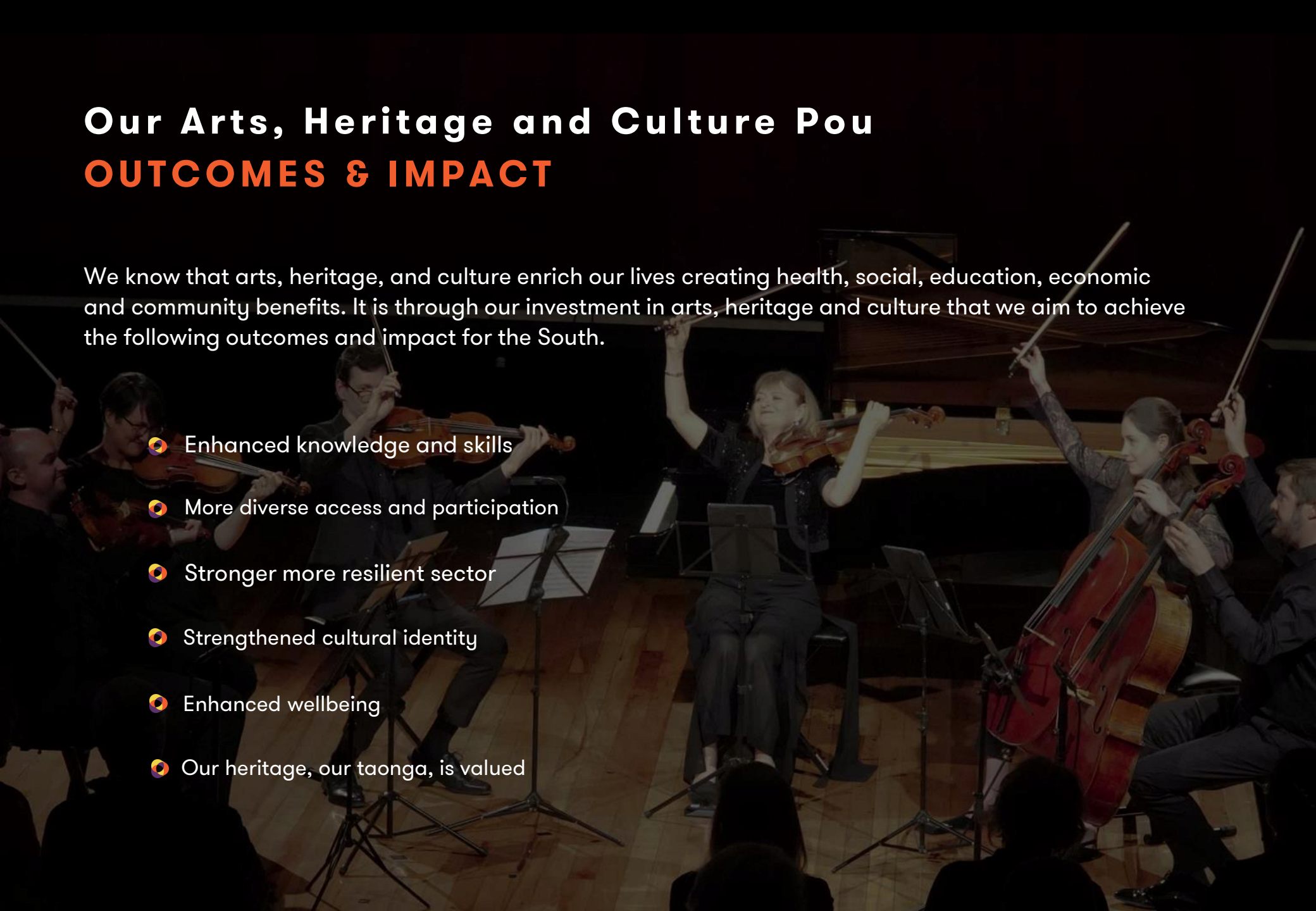
- 🌀 Celebrate, share and care for our heritage, our taonga
 - Recognise and protect Category 1 historic places and other unique heritage spaces, places, objects and stories with demonstrated significance to the South
 - More diverse opportunities for all to understand, access and engage with heritage, our taonga, and in new and innovative ways



Our Arts, Heritage and Culture Pou

OUTCOMES & IMPACT

We know that arts, heritage, and culture enrich our lives creating health, social, education, economic and community benefits. It is through our investment in arts, heritage and culture that we aim to achieve the following outcomes and impact for the South.

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- A string quartet consisting of two violins, a viola, and a cello, performing on a stage. The musicians are dressed in formal attire. The background is dark, and the stage floor is light-colored wood. The text is overlaid on the left side of the image.
- Enhanced knowledge and skills
 - More diverse access and participation
 - Stronger more resilient sector
 - Strengthened cultural identity
 - Enhanced wellbeing
 - Our heritage, our taonga, is valued

Our Art, Heritage and Culture Pou

DEFINITIONS

The following outlines the meaning of terms used in our Pou and priorities.

- **Activators and Practitioners** the range of people/professions, contributing to, creating, presenting, distributing protecting and supporting our arts, heritage and culture such as heritage craftsmen and women, producers, technicians, curators, directors, coordinators and facilitators.
- **Arts** the creative skill, imagination and expression of artists, practitioners and organisations that contribute to creating, presenting, and distributing the arts (in all its diverse forms) and that make up the diverse forms of arts practice, such as dance, music, sculpture, visual, performing and literary and ngā toi Māori.
- **Culture** is the shared values, ideas, knowledge, stories, customs and social behaviours of people, society, or a social group.
- **Diversity** includes different social, ethnic or cultural backgrounds, different perspectives, abilities, ages, genders, identities, religion or lived experiences.
- **Heritage** is diverse, meaning different things to different people and cultures. It's what we have inherited from the past, creates meaning for our present and what we value today and look to preserve for generations to come. It can be tangible/physical (such as historic buildings, structures and objects, precincts, bridges, archaeological and site/places, marae) natural (such as places/areas, landscapes and landforms, tribal landmarks, flora and fauna or intangible (such as voices, customs and rituals, knowledge, language).
- **Mātauranga Māori** refers to Māori knowledge, world views and perspectives.
- **Ngā toi Māori** includes Māori heritage and contemporary arts practice such as waiata, kapa haka, raranga, whakairo.
- **Taonga (or taoka)** refers to treasured objects, possessions, resources, ideas, traditions and other things of social or cultural value which can be tangible, natural or intangible.



Art, Heritage and Culture Pou

ACTIVATION


A key part of any strategy is the action that follows. Some of the proactive opportunities we will be working on as a result of the refresh are outlined below.

Need/Opportunity	Related pou priorities	Our response	Expected outcomes
We heard about the importance of resourcing to support the capability and capacity of the predominantly volunteer based sector in areas such as compliance, innovation, adoption of new technologies and digitisation, marketing and promotion and audience development	Strengthening organisation and sector capability and capacity	<ul style="list-style-type: none"> Engage with sector representative organisations to progress Engage with councils and others to identify opportunities for partnering 	<ul style="list-style-type: none"> Stronger more resilient sector Enhanced knowledge and skills
Te reo Māori is a taonga, as an indigenous language and an official language of New Zealand. The Trust through its activities wants to reflect the importance of te reo Māori preservation, revitalization, and celebration	Protect mātauranga Māori and other taonga (such as te reo Māori, wahi tapu, tikanga)	<ul style="list-style-type: none"> Seek ongoing guidance from Mana Whenua Engage with mātauranga Te Whai Hua, a Board sub committee, established to assist in developing and reflecting our commitment to Te Tiriti o Waitangi Continue to provide te reo and tikanga training for staff Continue to provide Te Tiriti o Waitangi training for new Trustees and staff In line with our Trust Deed we continue to have regard to the principles of Te Tiriti o Waitangi and embedding this across the organisation 	<ul style="list-style-type: none"> Grow the visual and spoken use of te reo Māori in Trust activities Enhanced Trustee and staff knowledge and skills
We heard of the importance of arts and taonga to Māori cultural identity and wellbeing and the importance of transferring this knowledge	Recognise and support whānau, hapū, iwi and Māori communities' aspirations and the protection, preservation, and expression of Māori cultural identity, arts and taonga (heritage)	<ul style="list-style-type: none"> Seek ongoing guidance from Mana Whenua Engage with mātauranga Review and refresh our Create Fund and Leadership Scholarships to better reflect and respond to Māori aspirations 	<ul style="list-style-type: none"> Enhanced knowledge and skills Strengthened cultural identity

Art, Heritage and Culture Pou

ACTIVATION

Need/Opportunity	Related Pou Priorities	Our response	Expected outcomes
For the sector to thrive creatives, heritage and cultural activators and practitioners need to be supported to achieve their aspirations	Grow and develop emerging and established practitioners, artists, creatives, and leaders	Review and refresh our Create Fund for individuals to better reflect and engage practitioners and creatives from more diverse fields and backgrounds including greater relevance to nga toi Māori, other cultures and the heritage sector	<ul style="list-style-type: none"> • Greater diversity in Create Fund applications • Enhanced knowledge and skills • Stronger more resilient sector
Groups and organisations told us they want to be able to engage a greater range of people in arts, heritage and culture and see participation and activities out and about in the community – so more people can access to arts, heritage and culture	Encourage greater visibility, access to and reach of arts, heritage, and culture	<ul style="list-style-type: none"> • Include a diversity, equity and inclusion question in application forms to encourage groups to think about this • Place a greater focus on considering how an application encourages increasing or diversifying opportunities and participation and greater visibility in the community 	<ul style="list-style-type: none"> • More diverse access and participation • Enhanced wellbeing
We heard of the importance of supporting heritage skills development, to encourage younger people and sharing of heritage skills and knowledge for the benefit and sustainability of the sector	Grow and develop emerging and established practitioners, artists, creatives, and leaders	We will consider this as part of reviewing and refreshing our Create Fund for individuals	<ul style="list-style-type: none"> • Enhanced knowledge and skills • Stronger more resilient sector



Community Trust South NZ

Images: Cover Matariki, Page 3 Rakiura Museum, Page 4 James Hargest College Kapa Haka - Polyfest, Page 6 Arrowtown Police Hut, Page 7 ILT Kidzone Festival, Page 8 South Sea Spray Motupōhue - Bluff, Page 9 At the World's Edge Festival Queenstown, Page 10 Diwali-Festival of Light Event Invercargill