

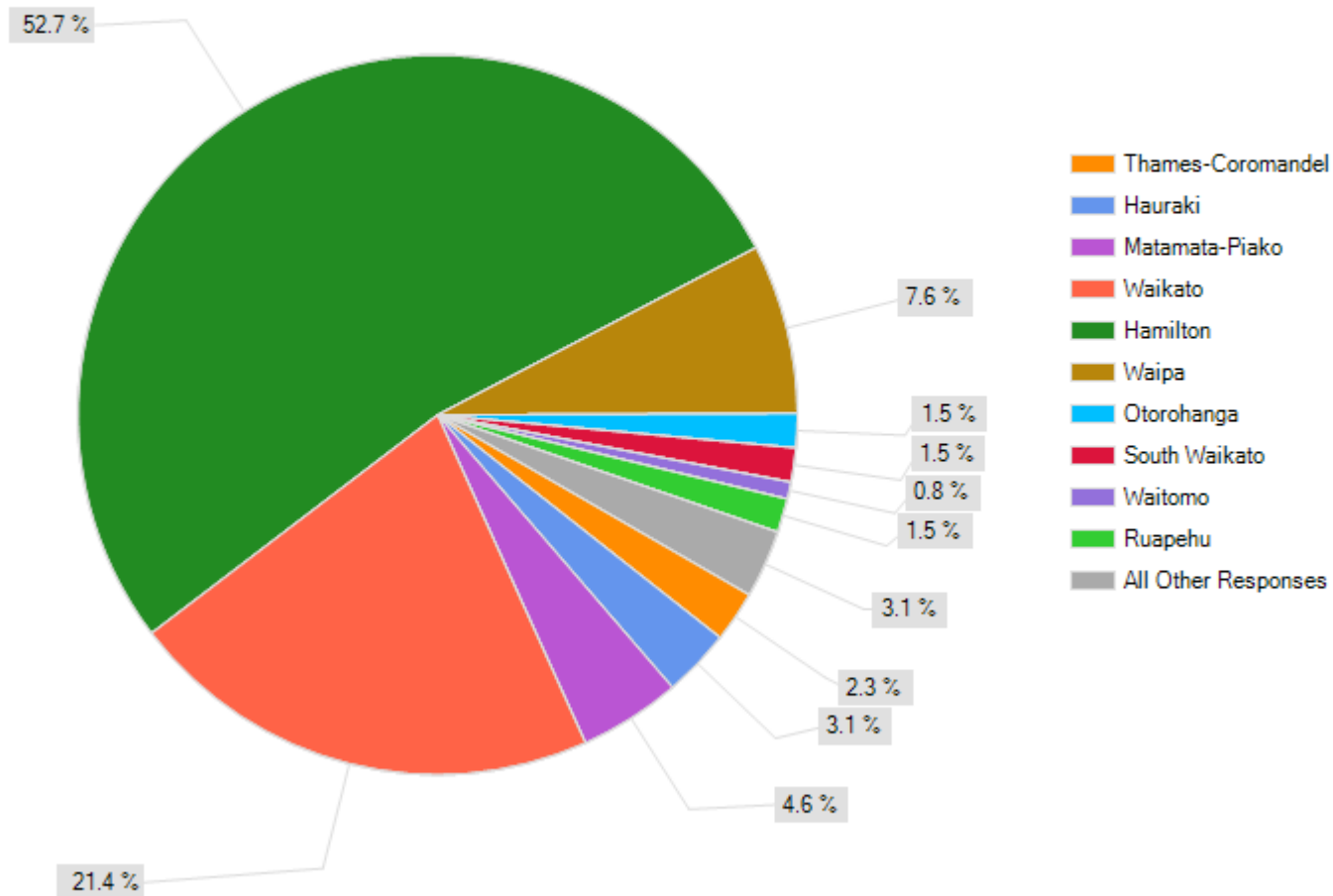


*2011 Community Engagement
Collated results & feedback*

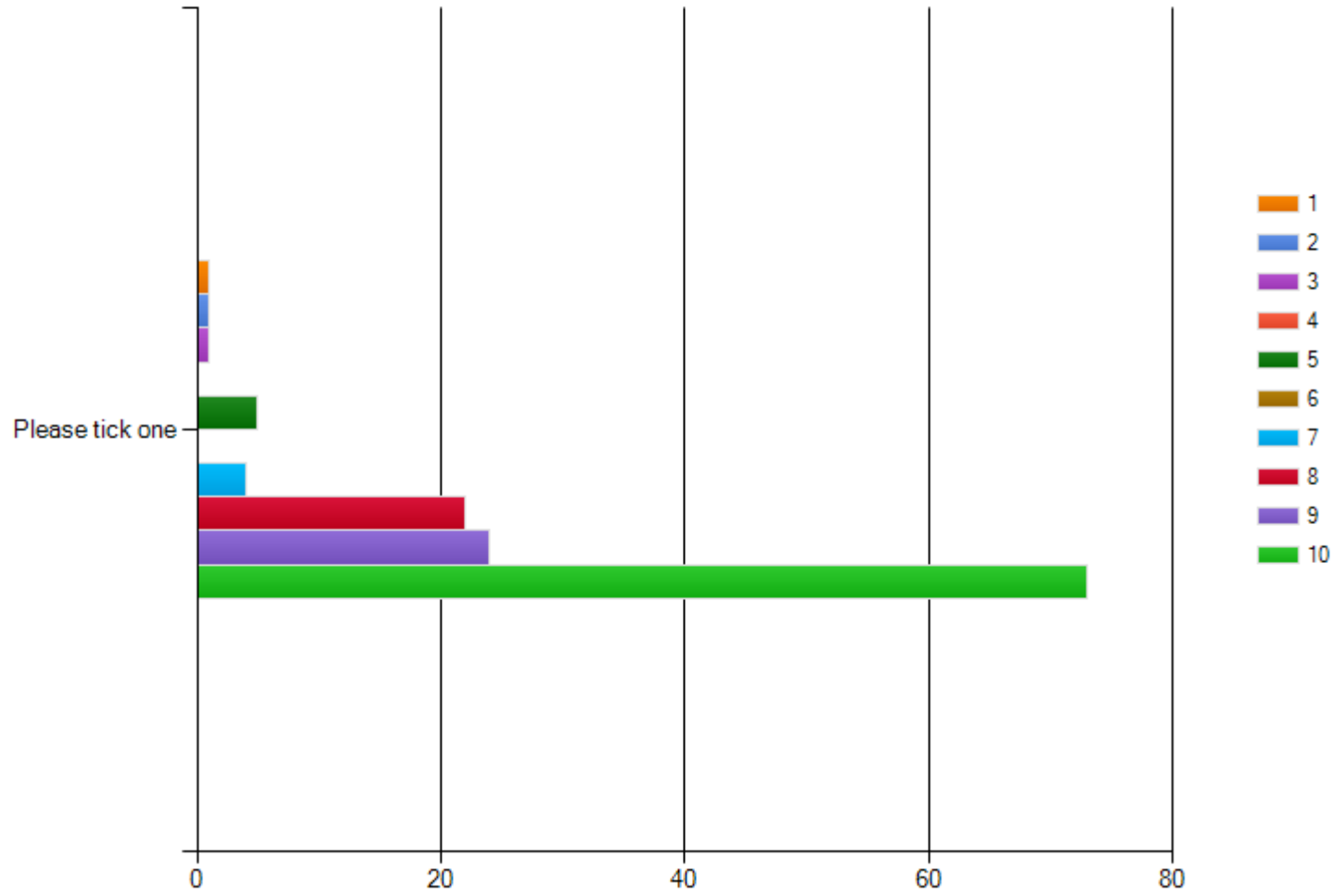
Online survey results

A survey was conducted online during May / June 2011 as a pre-consultative tool. 134 responses were received and the graphs relating to all the rating questions are below.

Please indicate below which area you live in:

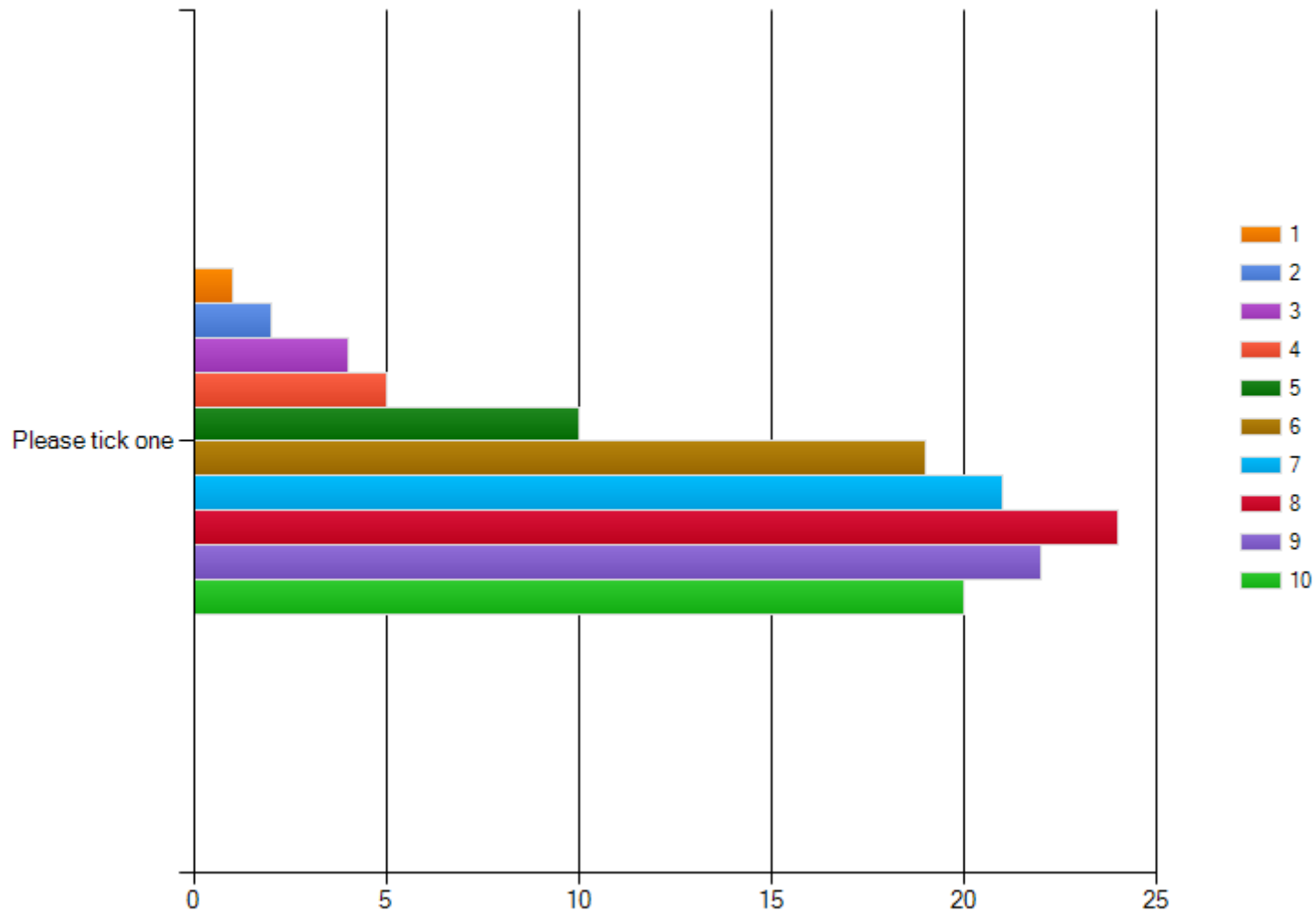


How much do you value living in a community that is vibrant, creative and expressive? Please rate on the scale below from 1 to 10. (1 = "don't value at all", 10 = "highly value")



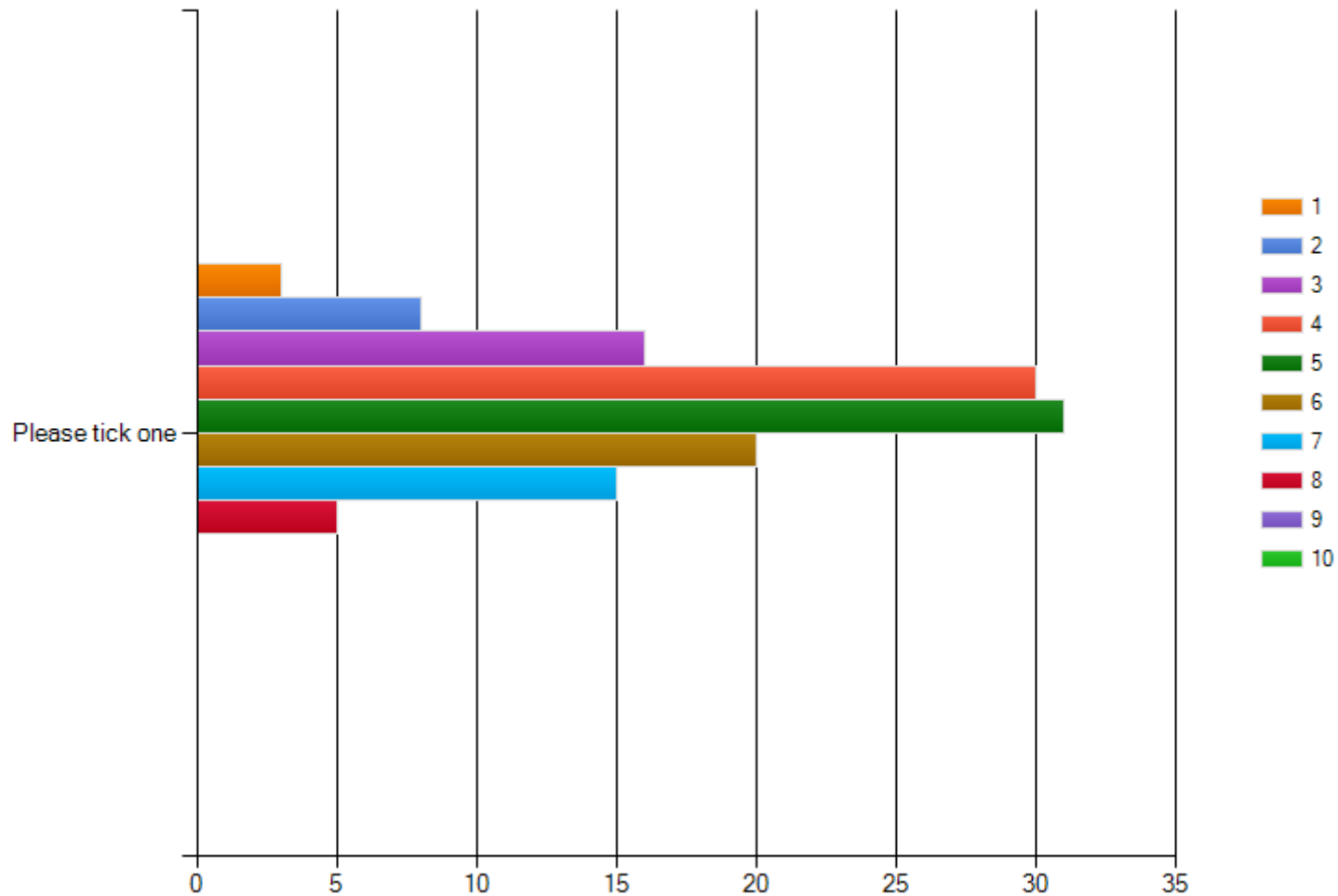
Average response: 9

How achievable do you think reaching the BHAG is in the next 10 years? Please rate on the scale below 1 = "not at all achievable" to 10 = "highly achievable")



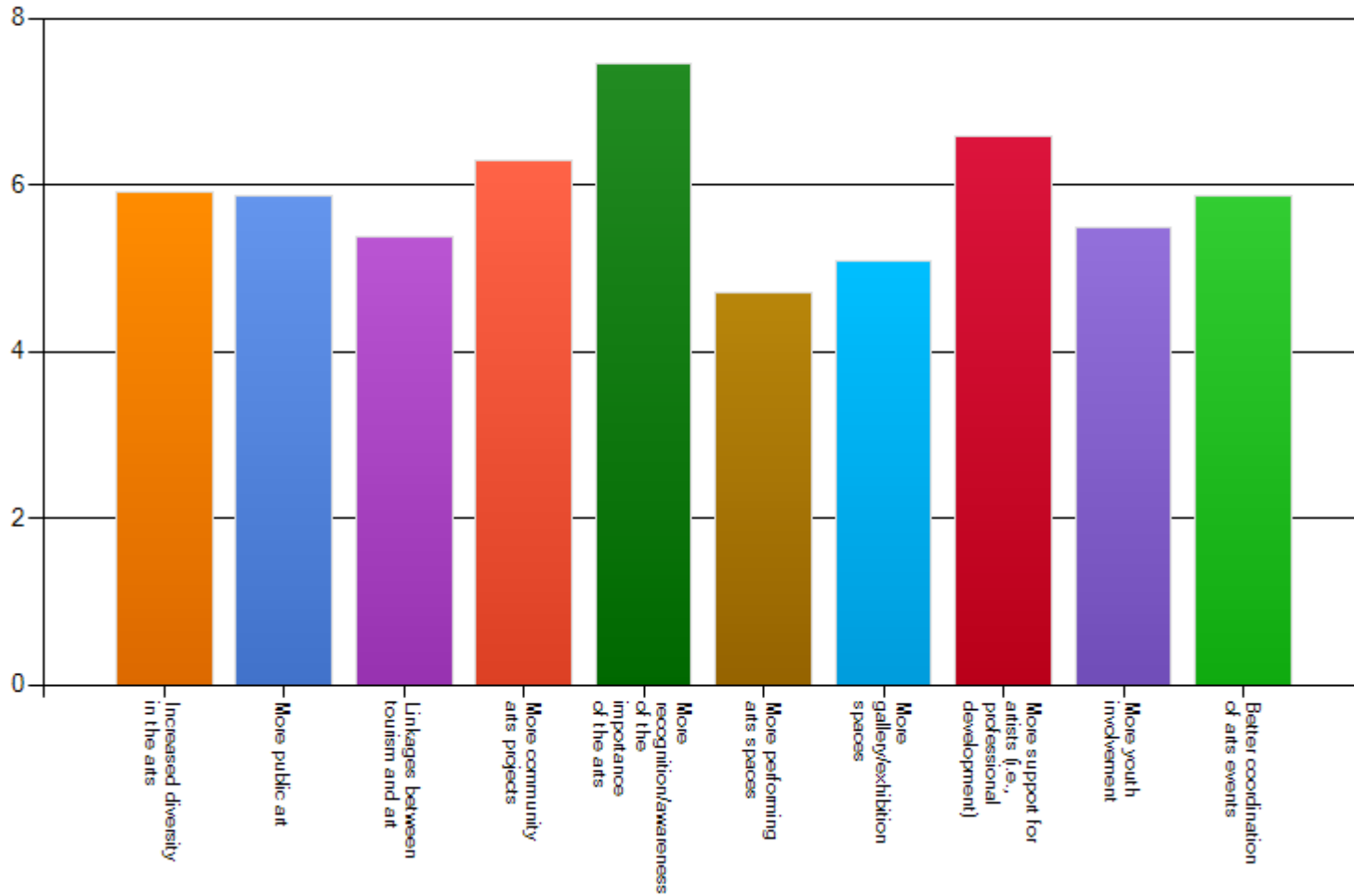
Average response: 7.5

Where do you think the Waikato region is at the moment? Please rate on the scale below (1 = "not at all vibrant, creative and expressive" to 10 = "highly vibrant, creative and expressive")

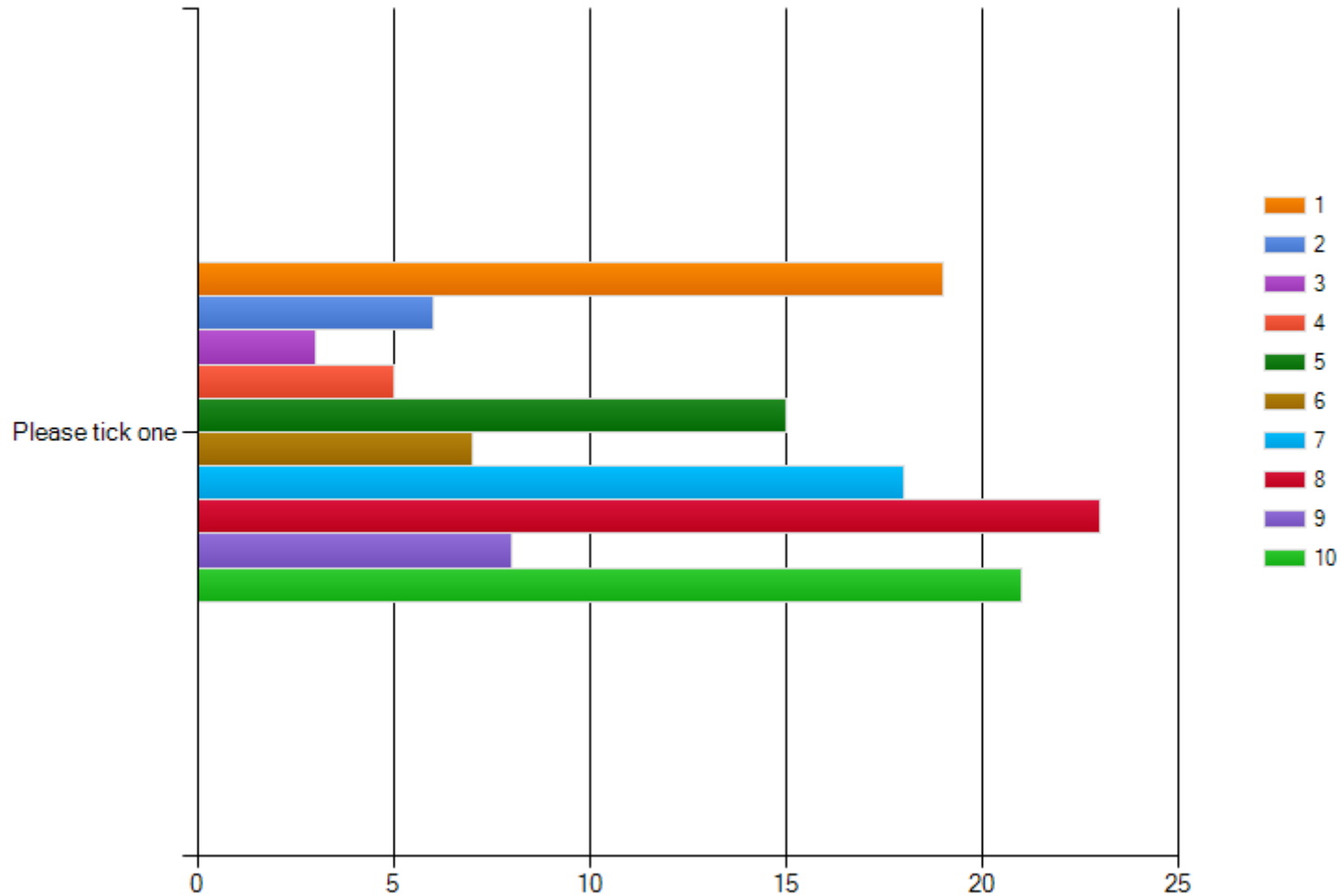


Average response: 4.75

Please choose from the options below, what you think is the most important (please rank options on scale below from 1 = "least important" to 10 = "most important") Please Note, you can only use each ranking once.

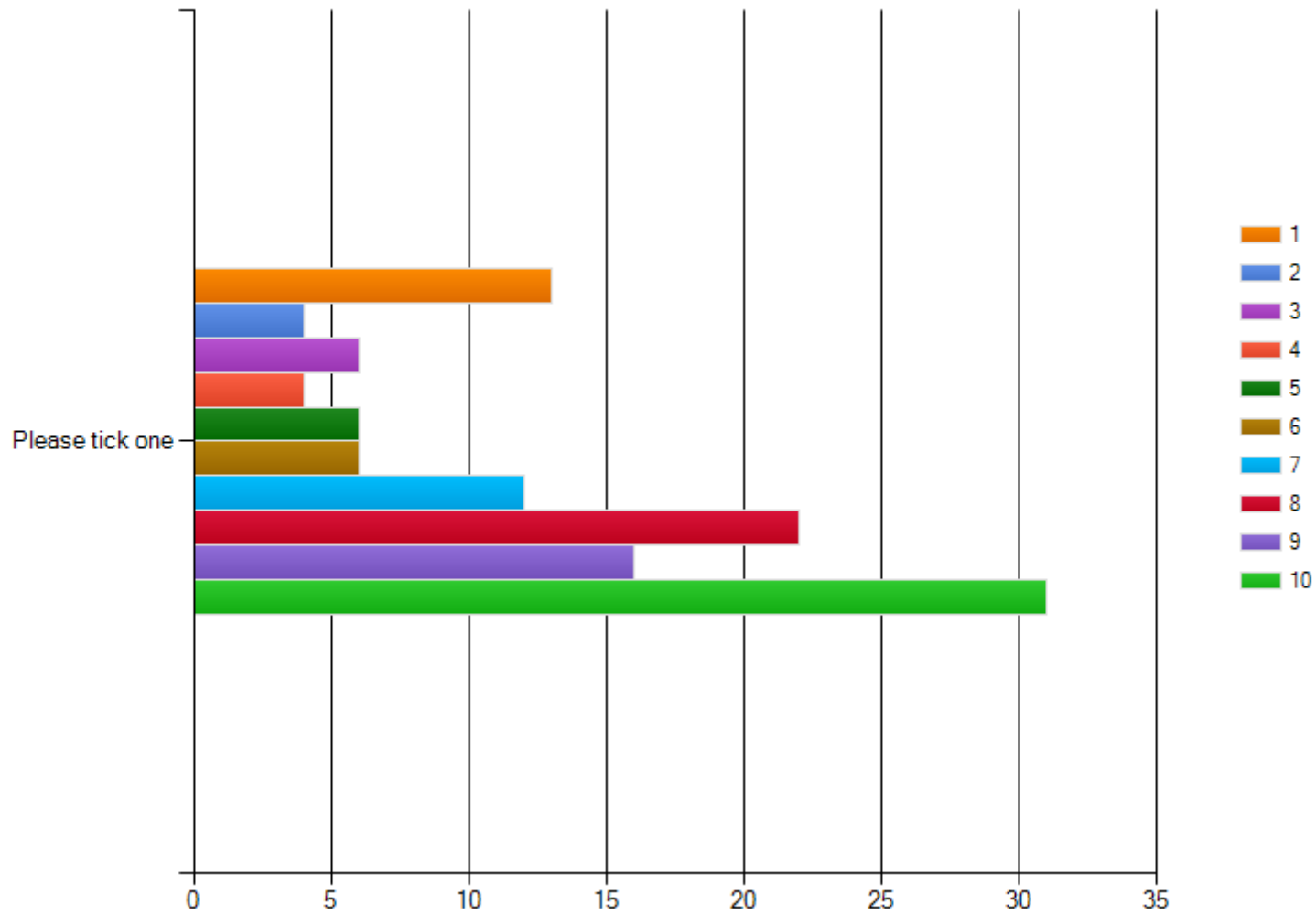


To what extent do you agree that our name should be changed from "Arts Waikato" to "Creative Waikato"? Please rate on the scale below (1 = "don't agree" to 10 = "highly agree")



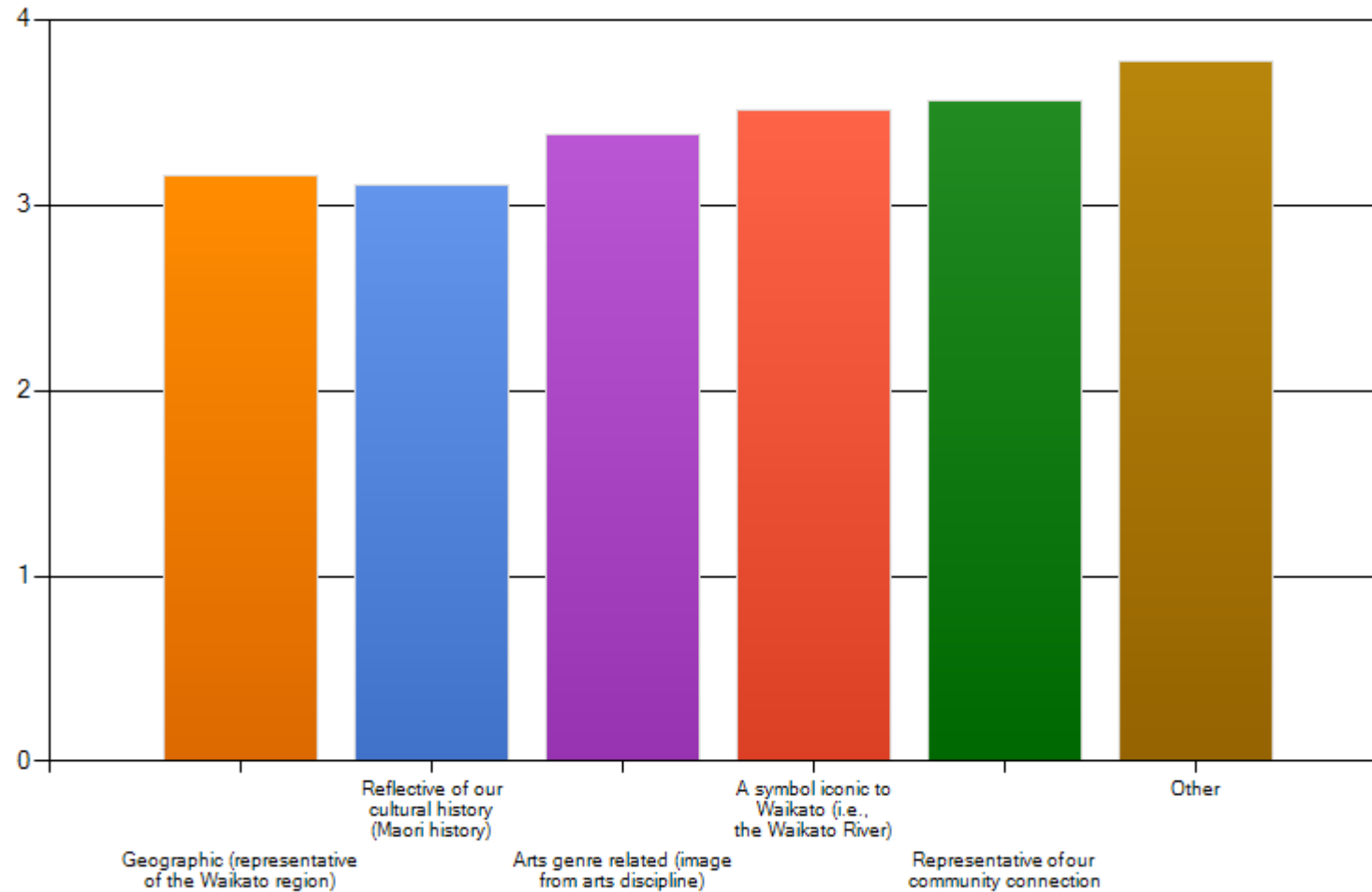
Average response: 6.1

To what extent do you agree that 'Creative Waikato' should be used as a brand to promote our region as an arts destination? (1 = "don't agree" to 10 = "highly agree")



Average response: 7

Arts Waikato's current logo is shown above. What elements do you think a new logo should reflect? (Please rate on the scale below from 1 = "not important" to 5 = "most important"). A new logo should reflect an image that is...



Consultation workshop feedback

BHAG - By 2020, the Waikato region will be the most vibrant, creative and expressive community in New Zealand

Is this the vision we want for our region?	If not, what could it be?
Yes	
Quite audacious goal, more like a 20-year vision	
No	By 2020, the Waikato region will be <u>a connected</u> , vibrant, creative and expressive community in NZ
What does vibrant, creative and expressive really mean?	
Yes and no, how can you measure these aims?	
Yes, although not necessarily number one	By 2020, the Waikato region will be <u>a</u> vibrant, creative and expressive community in NZ
Yes	Links with existing strategies i.e., "Home of Champions", "Home of Creativity (Te Awamutu)
Yes, as long as we are not marginalised by bigger areas of population (response from Waitomo)	

What do we need to do to achieve the vision?	Who needs to be involved?	What could you/or your organisation contribute?
Define the vision, make it measurable, stage development and set achievable goals	<u>Government</u>	<u>Networking</u>
<u>Communication</u> <ul style="list-style-type: none"> - Inform local communities of what you already do and can provide (Arts Waikato) - Collate and market what is already being done i.e., collective list of arts events, shows, programmes, galleries - Communication between local groups themselves - Promote arts activities - Create opportunities/networks (build mortar) 	<ul style="list-style-type: none"> - Local Councils - Central government <u>Funders</u> <ul style="list-style-type: none"> - Creative NZ - Local Arts Councils <u>Media</u> <ul style="list-style-type: none"> - Waikato Times, Hamilton Press - Regional papers Representatives from all <u>Districts</u> <ul style="list-style-type: none"> - Coordinated approach 	<ul style="list-style-type: none"> - Work with similar groups to share experiences Assist with <u>resources</u> <ul style="list-style-type: none"> - Provide facilities for arts groups to use <u>Support the vision</u> <ul style="list-style-type: none"> - Enthusiasm and commitment - Promote events - Schools (all levels) have facilities that can be accessed by negotiation (classroom spaces etc)
<u>Publicity/media</u> <ul style="list-style-type: none"> - Use variety of different media - Arts focus in local press 	<u>Central coordination</u>	<u>Local Councils</u>
Create a <u>database</u>	<ul style="list-style-type: none"> - One person to push, coordinate and gather info from everyone i.e., groups, hall hire, art supplies etc 	<ul style="list-style-type: none"> - Distribute information - Encourage contact - Assist with applications (CCS)
Create an <u>events calendar</u>	<u>Community groups</u> <ul style="list-style-type: none"> - Youth - Elderly - Disability 	<u>Creative Hamilton</u> <ul style="list-style-type: none"> - Database access to artists, administer Creative NZ funding
<u>Creative spaces</u> <ul style="list-style-type: none"> - Creative working spaces which are publicly accessible - Art Gallery (Te Awamutu/Waitomo) 	<u>Business</u> <ul style="list-style-type: none"> - Chamber of Commerce - Retailers 	<u>Trust Waikato</u> <ul style="list-style-type: none"> - Possible grant to fund a facilitative process
	<u>Education</u> <ul style="list-style-type: none"> - Schools - Training establishments - Tertiary institutions 	<u>Waitomo Society of Arts</u> <ul style="list-style-type: none"> - Creative programmes and workshops <u>Matamata Writer's group</u> <ul style="list-style-type: none"> - Competitions

<p>Support from local <u>Councils</u></p> <ul style="list-style-type: none"> - Developing Arts Policies - Funding - Lobby government 		
<p><u>Knowledge/Expertise</u></p> <ul style="list-style-type: none"> - Contract/employ specific expertise - Learn from other art centres that are doing well i.e., Raglan - Support Arts Waikato identity so that it can in turn support smaller groups and lobby government for their distinct needs/wants/desires and vice versa 	<p><u>Cultural institutions</u></p> <ul style="list-style-type: none"> - Libraries - Museums - Theatres - Galleries - Guilds - Societies of Arts 	<p><u>Matamata Floral Art Group</u></p> <ul style="list-style-type: none"> - Demonstrations - Beautify venues
<p>Develop <u>partnerships</u></p> <ul style="list-style-type: none"> - MOU with arts groups/Wintec/Uni/Councils - Both public and private - Regional collaboration – one voice, one arts organisation - A neutral facilitative process – a neutral agent (e.g., Regional Orchestra Steering Group process) 	<p>Event organisers Citizens Advice Bureau Information centres Four Iwi Regional Tour Operators People with lots of money and time Artists and arts groups Leading practitioners and visionaries from the various communities in the Waikato region who support the vision People who show passion, knowledge and “walk the talk”</p>	

Regional Brand – Creative Waikato

Benefits	Pitfalls
<p><u>Quality</u></p> <ul style="list-style-type: none"> - Creates quality by applying for use of brand and being “approved” to use it 	<p><u>Quality control</u></p> <ul style="list-style-type: none"> - Needs time to develop - Who would be the group that holds quality control? How would they ensure quality control? - Who decides who uses this name?
<p><u>Strengthens relationships</u></p> <ul style="list-style-type: none"> - Goes a long way to strengthening the arts - Creates a “band of brothers” - Collaboration - Instills pride - Encourages greater participation 	<p><u>Creative Waikato (as a name)</u></p> <ul style="list-style-type: none"> - “Creative” seems to denote “handmade”, leaves out performing arts e.g., a band wouldn’t identify themselves as creative - Confusion with “Creative Hamilton” - Conflict with “Creative Waitomo” brand - “Creative” can be lost in the mix – there are too many already - “Creative Waikato” is boring and repetitious - Still the stigma of “creative” vs “arts” - Name “Waikato” could be a problem i.e., doesn’t encompass the whole region
<p><u>Inclusive</u></p> <ul style="list-style-type: none"> - Increases inclusiveness – unity - Terminology is inclusive of all arts - Everyone will know what, where it is (the Waikato region) - “Creative” covers all arts 	<p><u>Not inclusive</u></p> <ul style="list-style-type: none"> - “Waikato” does not include Ruapehu, Coromandel etc - Region too big - Artists/groups would feel they lose individual status - Needs ongoing buy-in - Need to listen – not impose - Question as to whether it will actually encourage unity of groups
<p><u>Shared knowledge/resources</u></p> <ul style="list-style-type: none"> - Collective marketing (ability to distinguish and be great) - Reduces costs – administration, advertising, publicity - Resource sharing – facilities, expertise - Avoids duplication of newsletters, services - Potentially can increase promotion of the arts - Audience development - Support events 	<p><u>Loss of “local” identity</u></p> <ul style="list-style-type: none"> - Dilutes smaller/strong brands e.g., Thames/Coromandel - Little places can’t get lost (King Country cannot be lost) - Needs support from bottom-up i.e., no point promoting “Creative Waikato” if locally no-one is organised - Perception of value – not evident if local groups working well - People not keen to lose autonomy – lack of support

<p><u>Cohesion</u></p> <ul style="list-style-type: none"> - Collective voice - One brand is a good idea - Many voices – one overall vision - Still allows individuals to do their thing - Very strong overarching brand for region = success - Recognisable as a region - Power in advocacy 	<p><u>Cost</u></p> <ul style="list-style-type: none"> - If changing will cost significant amounts of money, then spend money elsewhere - Waste of money - Another new idea, would have to start from scratch
<p><u>Visibility</u></p> <ul style="list-style-type: none"> - Creates visibility - Increases public awareness - Instantly recognisable - Opportunity for region to be seen as creative 	<p><u>Competition with other brands</u></p> <ul style="list-style-type: none"> - Dilution of other brands - Two vehicles doing the same thing – Tourism Waikato and Arts Waikato? – why not have one brand? - Won't work if not relevant
	<p><u>Marketing</u></p> <ul style="list-style-type: none"> - Requires strong marketing push to support it and implementation of a marketing strategy - Needs to tie in with other broad strategies i.e., tourism - Risk of it being “airy fairy” with no tangible gains - A brand must be lived up to - Failings will be identified with brand

What do we need to do to develop & implement a regional brand?	Who needs to be involved?	What could you/or your organisation contribute?
Identify <u>lead group/key stakeholders</u> <ul style="list-style-type: none"> - Who will lead and champion and then develop (and support) strategy. Identify brand, identify logo(s), District by District, Community by Community - Develop broad plan, implementation process, guidelines for use/monitoring - Get a logo 	Everyone – but need visionaries with history, knowledge, understanding of the arts in the region	Hamilton Film Society <ul style="list-style-type: none"> - Build community across Waikato and key filmmakers
Advertise Arts Waikato and what it does (rather than create new brand)	Funders i.e., Creative NZ	Flowers (Floral Art Society)
Make a lot of noise so that you know we are here (Waitomo)	Iwi	Support
Obtain buy in from groups, artists, events, Councils etc	Migrant and Pacific communities	Networking
Be more involved in smaller communities	Artists	Resources
Leave it alone, it's not broke so don't fix	Schools, youth	Participation
Monitor brand association – would not want it to be associated with poorly organised or inappropriate events	Councils	
Choose a time of year to promote the region i.e., alongside existing iconic events such as Matariki, Field days, Ngaruawahia regatta	Tourism boards and i-sites	