



Nelson Tasman Arts Tourism Strategy 2021

Give them what
they have never seen

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Nelson Tasman Arts Tourism Strategy

“Give them what they have never seen”

Executive summary

Overview

This study examines how the Nelson Tasman arts community can inform the development of a Nelson Tasman Arts Tourism Strategy to reinvigorate the region's reputation as home to a vibrant and engaging arts community. Developing an arts tourism strategy will create more opportunities for visitors and locals to enjoy the region's performing and visual arts.

The Nelson Tasman region has a long association with the arts sector. Throughout the region are working artists, ceramicists, jewellers, furniture makers, sculptors, wood carvers, performers and musicians. Nelson city boasts the:

- Theatre Royal - oldest functioning wooden theatre in Australasia
 - Nelson Provincial Museum - oldest museum in New Zealand
 - Suter Gallery opened - in 1899 Nelson Centre for Musical Arts established 1894
 - Brook Waimārama Sanctuary - largest fenced wildlife sanctuary in South Island.
-

This mix of cultural centres and a historical and current association with the arts has created a perception the region is arts friendly.

In recent years other regions in New Zealand have invested in their creative communities and public art. New Plymouth invested in the Govett-Brewster Art Gallery / Len Lye Centre and WOMAD NZ, Whangārei - the Hundertwasser Art Centre, Whanganui - the Whanganui Community Arts Centre and Sarjeant Gallery Te Whare o Rehua Whanganui. Other examples of provincial towns and cities investing in the arts can be seen in, Ōtaki (indigenous film festival), Masterton (pop-up artists' studios in shipping containers), and Invercargill (central city urban art). This development and investment in arts sectors in other regions has created a perception of stagnation in the reputation of Nelson Tasman region's arts. This strategy will help in changing that perception.

Consultation and analysis

Consultation was carried out with a wide range of the community in Nelson Tasman (see appendix 1). Analysed data revealed the following themes:

- Fragmented methods of marketing arts businesses and events.
- Tension between small arts businesses working on their business and marketing.
- Tendency for arts businesses, arts practitioners, cultural centres, NCC, TDC, NRDA, Uniquely Nelson, Chamber of Commerce and Arts Council to work in isolation.
- Successful arts events and activities a result of collaboration between the above mentioned organisations.
- Lack of resources and funding and difficulty in sourcing funding.
- Arts events and activities managed by volunteers creates an expectation art projects can be organised by enthusiasts for no payment. Leads to frustration in the arts community and a perception they are not taken seriously by NCC and TDC
- Nelson Tasman has a vibrant arts community.

Key Recommendations

- Greater collaboration between the Nelson Tasman arts community and NRDA.
- Further develop Changing Threads and Jewellery Week. Work with arts community to create other crafts focussed events e.g. ceramics and wood based crafts.
- Coordinate the establishment of a sculpture trail along The Great Taste Trail.
- Consultation with tangata whenua in any further work emanating from this study.



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Introduction

Background

Te Tau Ihu o Te Waka-a-Māui (Top of the South) is the home to eight iwi forming the region's tangata whenua. The following iwi are guardians of a rich cultural heritage:

- Ngāti Kuia
- Rangitāne
- Ngāti Apa
- Ngāti Koata
- Ngāti Rārua
- Ngāti Toa
- Ngāti Tama
- Te Āti Awa.

Consultation with tangata whenua must occur in any further work emanating from this report.

An examination of a range of Arts, Culture and Tourism strategies in cities around New Zealand highlights the importance placed on local arts and cultural heritage when promoting a region's identity. The strategies examined, link their region's arts and cultural heritage as a tool to engage with visitors. When discussing the development of Auckland's destination strategy, culture and arts development is identified as key in promoting

Auckland to visitors¹. Gisborne District Council recognises the role of working with tangata whenuau and Māori to promote and celebrate indigenous arts and cultural traditions providing a unique and valuable point of difference to the region.² The use of Toi Māori Aotearoa is central to arts tourism strategies in many cities in New Zealand. Partnership with tangata whenua in Te Tau Ihu o Te Waka-a-Māui will ensure an Arts and Culture Tourism strategy is a true reflection of the Nelson Tasman region.

The Nelson Tasman region's arts sector is an eclectic mix of artists, artisans, arts organisations and arts venues. The region is populated by working artists, ceramicists, jewellers, furniture makers, sculptors, wood carvers, performers and musicians. Enclaves of artisans and artists can be found in:

- The Moutere region
- Ruby Bay
- Motueka
- Golden Bay
- Collingwood

Nelson City is home to:

- Nelson Marlborough Institute of Technology
- The Suter Gallery
- The Nelson Provincial Museum
- Nelson Centre for Musical Arts
- Trafalgar Centre
- Theatre Royal
- Founders Park
- Brook Waimārama Sanctuary.
- Working artists and artisans

This mix provides an invaluable resource to the economic development and social wellbeing of the region. As part of this study an online survey asked arts consumers what arts events they attended. Respondents highlighted the importance of theatre and music performances and gallery visits along with Nelson Arts Festival events which is a mix of theatre, music and dance (See Fig. 1).

¹ Destination AKL 2025. A new direction for Auckland's visitor economy.

² Arts and Culture Strategy 2011-2012 (Gisborne District Council).

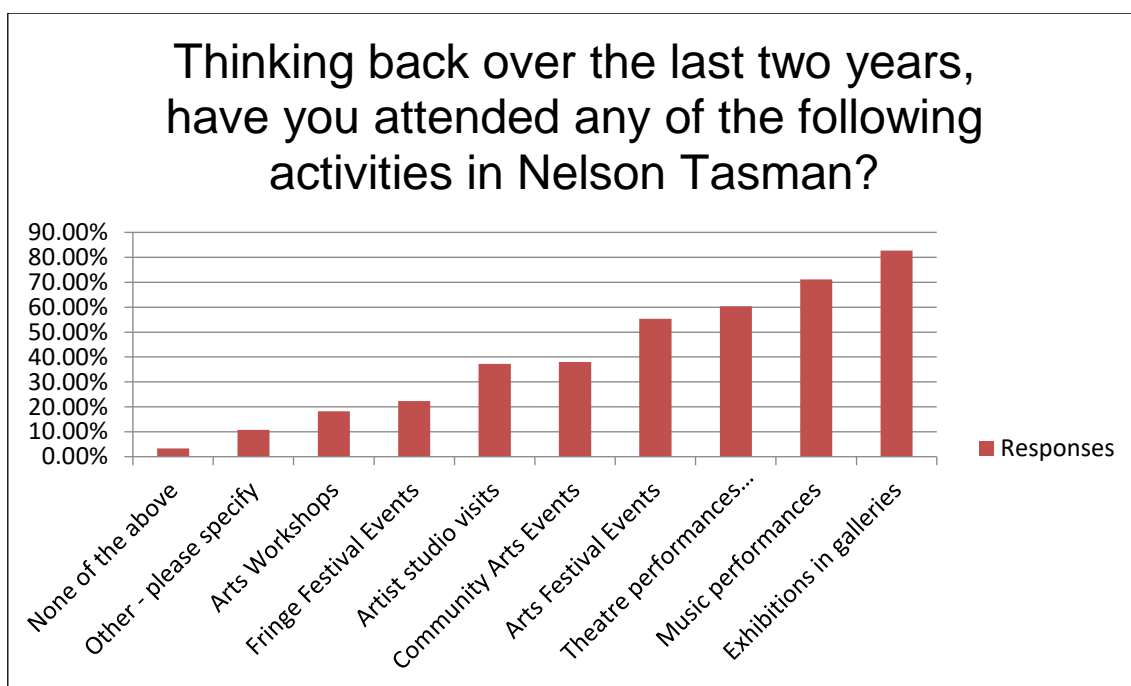


Fig.1

The survey also asked what cultural centres the respondents visited. The Suter Gallery, Theatre Royal and Founders Park were the most visited cultural centres. Analysis of the semi-structured interviews, from this study, revealed high attendance figures for theatre and music events especially at the Theatre Royal and Nelson Centre for Musical Arts. Comparing these three streams of data suggests Nelson's cultural centres are well patronised.

Attracted by the unique Nelson Tasman landscape many New Zealand artists have lived in or visited the region which is reflected in their work. Artists such as Toss Woolaston, Jane Evans, John Gully, Brian Strong, Robin Slow, William Allen, Rita Angus, Leo Bensemann, and Irvine Major are associated with the region.

The World of WearableArt was based in Nelson from 1987 – 2004. This event galvanised the region's arts community attracting thousands of visitors and was an icon of Nelson's quirky creativity. Currently Nelson hosts an Arts Festival, the Adam Chamber Music Festival and Te Ramaroa. The Arts Festival and the Adam Chamber Festival would in part cater for the appetite for live theatre and music highlighted by the study's on-line surveys.

The range of arts events, current working artists and artisans, historical context and range of cultural centres helps to give the region its arts friendly label.



Adam Chamber Music Festival



Te Ramaroa



Nelson Arts Festival

The distinctive nature of the arts community in the region is an important driver in the development of tourism. Nelson City Council's strategic objective is to work with the local arts community to communicate a point of difference for the Nelson Tasman region³. The vision of the Nelson Tasman Regional Arts Strategy 2009⁴ stated 'Arts access, participation and excellence are an essential expression of the Nelson Tasman region'.

Overview

Nelson Regional Development Agency (NRDA) is creating an Arts Tourism Strategy to enhance the unique Nelson Tasman identity and raise the profile of the region for high-value visitors. This study will guide the creation of authentic and engaging visitor experiences with a focus on sustainability to contribute to the local economy as well as enhancing the local community and environment.

To progress the intent of this goal, the study set out to:

- Identify current practice in how the region's arts community engage with locals and visitors.
- Identify barriers preventing further development of the region's arts community engaging with visitors.
- Find examples of successful models of the arts engaging with visitors.

³ NCC 2010 Arts Policy

⁴ Nelson Tasman Regional Arts Strategy 2009

- Establish why certain models have successfully engaged with visitors.
- Provide a range of practical options designed to create an engaging visitor experience driven by the region's arts community.

Consultation

This study is informed by data collected from a mix of semi-structured interviews, focus group discussions and two online surveys. The mix of qualitative and quantitative data was analysed to identify how the arts community can inform the development of a Nelson Tasman Arts Tourism Strategy.

Data was collected throughout the region. Semi-structured interviews and focus group discussions were conducted with those in the Nelson Tasman region who are directly or indirectly involved in the arts and engage with visitors.

A total of 31 participants took part in of semi-structured interviews (18 hrs), six focus group discussions (4.5hrs 14 participants) and a feedback meeting (2 hrs 25 participants). The feedback meeting was conducted with interviewees to discuss emerging themes from the data analysis of the semi-structured interviews and focus-group discussions (See appendix 1 for detail of participants).

All semi-structured interviews (See appendix 2 for questions) and focus group discussions were transcribed. Transcriptions were analysed using Open Coding⁵ to generate common themes. The themes were used to reanalyse interviews and focus-group discussions and analyse the surveys and feedback meeting. Analysed data from the surveys were compared to the themes generated by the qualitative data. Data analysis revealed a series of key themes.

Two on-line surveys were conducted (See appendices 3 & 4). One focused on participants in arts events and activities (consumers, 121 respondents). The second focussed on those involved in creating arts activities and arts practitioners (arts industry, 19 respondents). The arts industry survey complimented data collected from the 70 semi-structured interviews, six focus group discussions and a feedback meeting. In total 210 participants created the mix of qualitative and quantitative data used to inform this study.

The arts consumer survey was made available via social media (Facebook). Using this platform created an age bias, 76% of those who responded were aged 35 – 64 years, whereas only 8.26% were aged 18 – 34 years. The use of

⁵ Open coding is the part of the analysis concerned with identifying, naming, categorizing and describing phenomena found in text.

other social media platforms could have increased the age range of those who responded.

In the absence of a current and comprehensive data base of those working in the arts in Nelson Tasman, the arts industry survey was made available via Nelson Arts Council mailing list. Data from the arts industry survey informed data generated by the semi-structured interviews and focus group discussions.

Key Themes

Analysis of the data revealed the following themes:

- Fragmented methods of marketing the arts. Tension between small arts businesses marketing their business and working on their practice.
- Lack of collaboration between funding organisations and arts community. Difficulty in accessing funding.
- Over reliance on volunteers to organise arts projects/events.
- Attractive and vibrant region.

Fragmented methods of marketing

Small arts based businesses are often operated by few staff equating to being time poor. Being time poor adversely affects effective marketing. All interviewees used social media to market their business (Instagram and Facebook). Arts businesses could also market themselves using the following:

- Nelson App.
- Uniquely Nelson website.
- Arts Council newsletter.
- itsOn (NCC website).
- NRDA website.
- Print media.
- Arts maps.

A prevailing view expressed by interviewees was the variety of ways to present arts businesses to visitors is confusing for businesses and visitors. Confusion for the businesses is further compounded by negative experiences with the NCC website itsOn.

'I was trying to upload the other day and it logged me out. I haven't the time to keep going back.' (Arts business owner).

'..if you're a tourist coming, it's quite a job to try and work out who everyone is and where people are but if you go to one place, it'd be fabulous'. (Arts practitioner and business owner).

'I think the problem is, the arts industry in Nelson has grown and it sits in engine rooms outside. They're nearly all independent organisations and it is fragmented...' (Arts practitioner and business owner).

'...a more cohesive approach to promotion'. (Arts industry on-line survey)

'...there are multiple 'arts trails' and associated brochures promulgated by small groups, some geographic, some media-based. Would love to see a co-ordinated approach'. (Arts industry on-line survey)

The lack of ease using the NCC website creates a vacuum which is then filled with a fragmented range of alternative ways to promote arts businesses. This creates an added expense to the business and confusion for visitors seeking information about the region's arts community.

According to the Nelson Tasman Arts Strategy (2009), marketing the arts in the region was fragmented with artists finding how to market too hard with visitors overwhelmed and confused with the amount of information available⁶. Comparing analysed data from this study and the Nelson Tasman Arts Strategy (2009) suggests very little progress has been made in addressing this issue.

With the exception of four interviewees (all arts businesses) interviewees talked about their own businesses and barriers but did not talk about collaborating with similar businesses. There are some examples in the region where arts businesses do collaborate:

- Golden Bay artists
- Moutere artisans
- Ruby Bay arts community
- Three dealer galleries in Nelson

Where businesses did collaborate the opportunity to market to visitors was easier and cost effective.

⁶ Nelson Tasman Regional Arts Strategy 2009 (pg. 5)

Lack of collaboration between funder and arts community

A common theme from the arts community interviewees is a perception they are not supported by NCC, TDC and NRDA. Their belief is these organisations are more interested in large events. Analysis of this theme provides a possible reason for this perception.

An artist or organiser of a new arts event looking to fund the idea/event can apply for funding and support from the following:

- Nelson City Council
- Tasman District Council
- Creative New Zealand
- Pub Charities
- Rātā Foundation
- NRDA
- Chamber of Commerce
- Uniquely Nelson
- Arts Council Nelson

The convoluted nature of this present relationship (Fig. 2) is inefficient and becomes a barrier in the development of new arts projects and events.

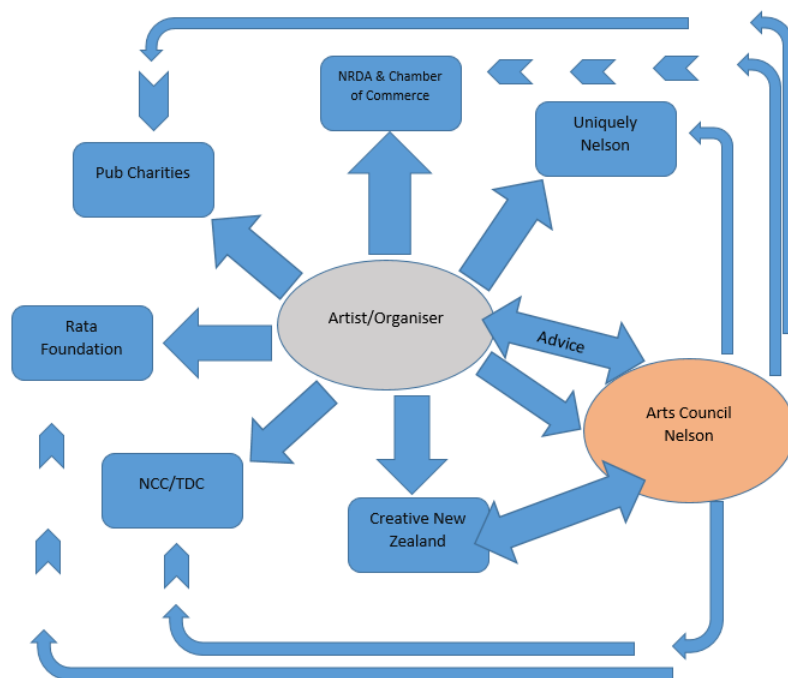


Fig 2

Analysis of the interviews revealed a pattern where those seeking funding approach potential funders (Fig 2). The process is time consuming and

complex. Organisations respond to the request but at no point do they work with the Nelson Tasman arts community to develop the initial ideas. Funders are reactive not proactive in this process. Applications for funding are often unsuccessful, creating the perception the funder does not support the arts community.

Only two organisations consistently provide support to those in the arts community developing projects, they are Arts Council Nelson (ACN) and Motueka Arts Council (MAC). The focus of both organisations is to provide support to the arts community and encourage local community engagement in the arts.

Over reliance on volunteers

Those in the Nelson Tasman arts community who develop arts events or projects are often unpaid during the time of the project's development. A lack of funding at the development stage creates added pressure to the developer. Projects gaining access to funding are often reliant upon volunteers to enable projects to be realised. Reliance on volunteers in the arts community creates an image of arts projects being organised by enthusiastic volunteers. The true cost of developing and realising an arts event or project is never met.

Attractive and vibrant

All interviewees talked about the variety of arts practitioners, arts activities and events in the region. They attributed this variety to creating a sense the region was attractive and vibrant. Analysis of the art consumer survey demonstrates 88.43% of the respondents believe the arts are an integral part of life in Nelson Tasman (See Fig. 3).

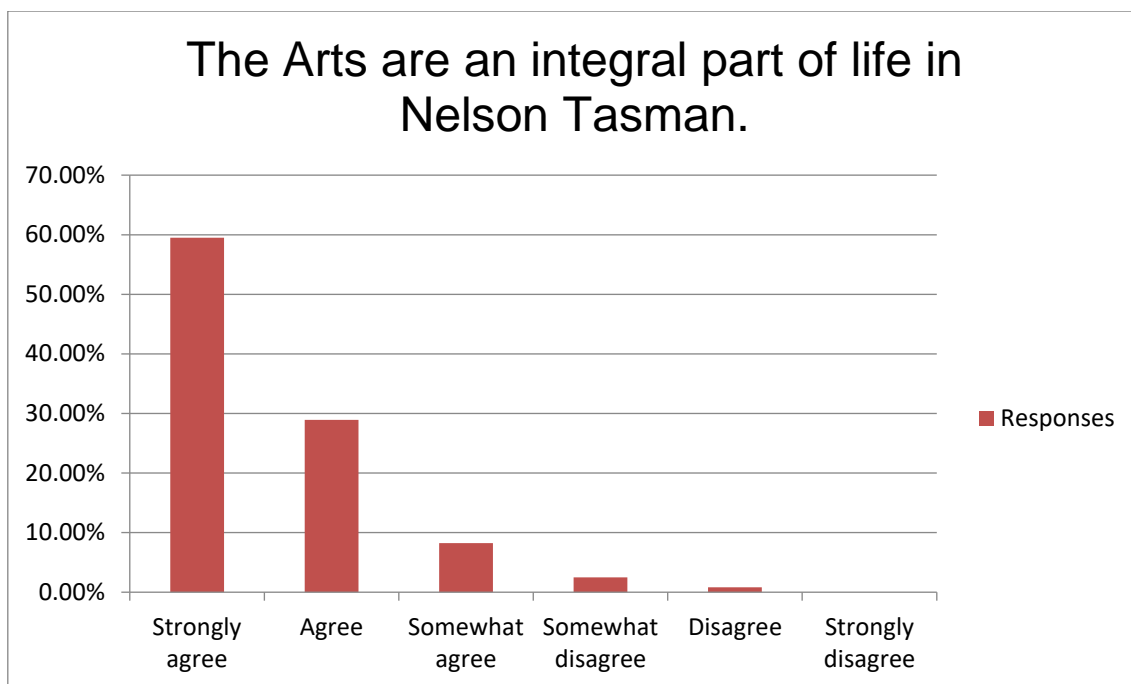


Fig. 3

Analysed data from the semi-structured interviews and surveys highlights the importance of local community events creating the vibrant arts atmosphere. This arts vibrancy is then marketed outside the region to encourage visitors. When talking about the relationship with NRDA and the Nelson Tasman arts community an arts practitioner/business owner said:

'I think it's their job to connect with me. If they're selling the region on the basis of we've got wonderful orchards, they've got to make sure there's some trees in the ground. If they're selling the region on the fact that we have art and culture and stuff, then they've got to make sure that they connect with me.'

There is a desire from the arts community in the region to have a closer relationship with NRDA. The business owner emphasised:

'..then they've got to make sure that they connect with me.'

This sentiment mirrored comments made in the arts industry survey where respondents talked about needing support in advocacy and promotion. Being connected to the arts sector would enable NRDA to advocate and promote them. Talking to the various pockets of arts practitioners in the region would start to develop a closer relationship between NRDA and the arts community. The starting point to this relationship would entail visiting

the arts groups in the region. This initial contact could be made by NRDA or a third party. The key is an approach is made thus reversing the problems highlighted in Fig. 2.

Successful Arts Event (Jewellery Week)

Analysis of a successful arts event in Nelson provides a model of elements needed to build a more consistent process of developing arts events and projects.

Jewellery Week was the idea of one Nelson based jeweller. The jeweller worked with ACN to develop the idea. ACN provided expertise in organising an arts event and an introduction to Uniquely Nelson. Uniquely Nelson provided introductions and links to local jewellery businesses.



Nelson Jewellery week 2021

The jeweller knew an employee of NRDA, who suggested applying for NCC event funding. ACN provided support to the jeweller in making a funding application to Creative New Zealand (CNZ). NRDA went on to write a letter of support for the CNZ application

ACN connected the Jewellery Week concept to the CHAINReaction: HANDSHAKES project. This project is described as an experimental bridge connecting emerging artists with professional practice. Mentors come from all over the world with a helping hand for those asking for it. The **HANDSHAKE** exhibitions are held at national and international locations. As a result of ACN connecting Jewellery Week to CHAINReaction, the 2021 **HANDSHAKE** exhibition was held in Nelson during Jewellery Week. This exhibition raised the profile of Jewellery Week attracting visitors from around New Zealand.

Applications to CNZ and NCC were successful. The jeweller used CNZ funding to pay for time to organise the event. The organiser was not an unpaid volunteer and was able to focus on the event.

CNZ funding enabled the organiser to develop links to The Suter Gallery and Nelson Provincial Museum. The museum hosted an exhibition of contemporary jewellery for Otago Polytechnic and The Suter Gallery hosted an exhibition of New Zealand jeweller Gavin Hitchings.

The event organiser had a professional working relationship with Nelson Marlborough Institute of Technology (NMIT). This relationship led to NMIT providing specialist workshop space. These spaces were used by visiting jewellery specialists to offer practical jewellery making workshops as part of Jewellery Week.

Jewellery Week took place as a result of cooperation between:

- NCC
- ACN
- NRDA
- Suter Gallery
- Nelson Provincial Museum
- CHAINReaction: Handshakes
- NMIT

Collaboration was a result of the organiser approaching ACN, a personal connection to NRDA and a professional connection to NMIT. The combined expertise of the organisations involved helped ensure the event was a success. This raises the question of those opportunities never realised because of the absence of a personal connection. Personal connections are often key aspects of realising new ideas and projects. Building relationships with the arts community and funders in the region would develop personal connections.

Analysis of the way Jewellery Week was developed highlights the importance of using the expertise of a variety of organisations to support the development of an arts project and its realisation.

Recommendations

Collaboration

Analysed data from this study reveals the Nelson Tasman arts community working in a series of unconnected pockets with no coordinated strategy to better connect with visitors. There is no collective profile of the regions arts community. Since the demise of Nelson Bays Arts Marketing (NBAM) and the Art Guide in 2009, there is no central database of artists working in the region. When describing the relationship between the then Nelson Tasman Tourism and NBAM a founder of NBAM said:

'We had a really good relationship with the CEO at Nelson Tasman Tourism and so there was a series of joint strategies that came together with the arts industry.'

When describing one of the functions of NBAM an arts practitioner and business owner said:

'...it did a lot of advocacy for the arts, it drew all the fragments together.'

'...the arts community need someone to advocate and assist with marketing.' (Arts practitioner).

At present the lack of a coordinated Nelson Tasman arts voice makes it difficult to market a regional arts identity. Greater collaboration is needed between regional artists, artisans, community arts groups and:

- Nelson City Council
- Tasman District Council
- Arts Council Nelson
- Nelson Chamber of Commerce
- Nelson Regional Development Agency
- Uniquely Nelson
- Cultural centres.

Collaboration would give a better understanding of the differing needs of each group. It would provide an opportunity to share expertise between groups. The regional arts community needs an advocate to provide a voice in this suggested collaborative process. Initially collaboration could be achieved with a regular forum of all the groups. Re-establishing a database of artists and artisans in Nelson Tasman would provide a tool to connect the region's arts community. NRDA could facilitate this process and give an

opportunity for the groups to share knowledge and develop new arts tourism initiatives.

Arts community suggestions

Analysed data from this study revealed a wide range of suggestions from the arts community to improve the visibility of the arts in the region and connect with visitors:

- Golden Bay artists' studio trail
- Involving the Brook Waimārama Sanctuary in a collaborative arts eco event.
- Providing the Nelson Tasman arts community with a presence in Nelson Airport.
- Better use of cultural centres in connection to conferences.
- Digital version of the Arts Guide.
- A Nelson Tasman craft centre.
- Co-ordinate dealer gallery exhibition openings.
- Market artists' personal stories.
- Combined arts and food tours/events.
- Engage visitors with arts experiences (hands-on).
- Regional sculpture symposium.
- Boutique arts events spread across the year.
- Creative signage throughout the region indicating galleries, artists, and artisans.
- Combining The Great Taste Trail with a sculpture trail.
- Showcase local artists and artisans at Nelson Market.

Analysis of the arts consumer survey for the question, *How the Arts could be a part of rebuilding tourism in Nelson Tasman?* shows strong support for:

- Creative workshops
- Arts hub showcasing local artists work
- Guided arts tours
- Behind the scenes tours.

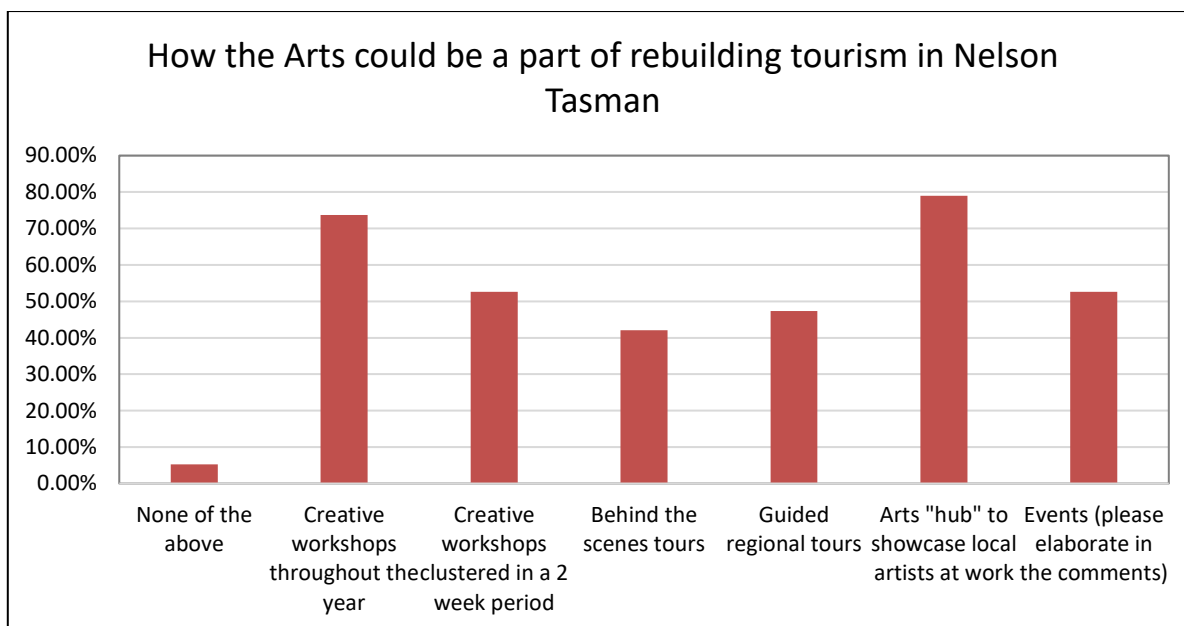


Fig. 4

Analysis of the arts consumer survey reveals strong support for arts engagement involving ‘hands-on’ activities. This mirrors the success experienced by Jewellery Week where ‘hands-on’ workshop experiences were popular.

There is clearly a plethora of creative ideas in the region emanating from the arts community. A more collaborative approach between organisations mentioned in Fig. 2 and the arts community would allow for those ideas to be heard and developed. Fig. 2 demonstrated the convoluted way artists or potential arts event organisers navigate in order to be heard and access support and funding.

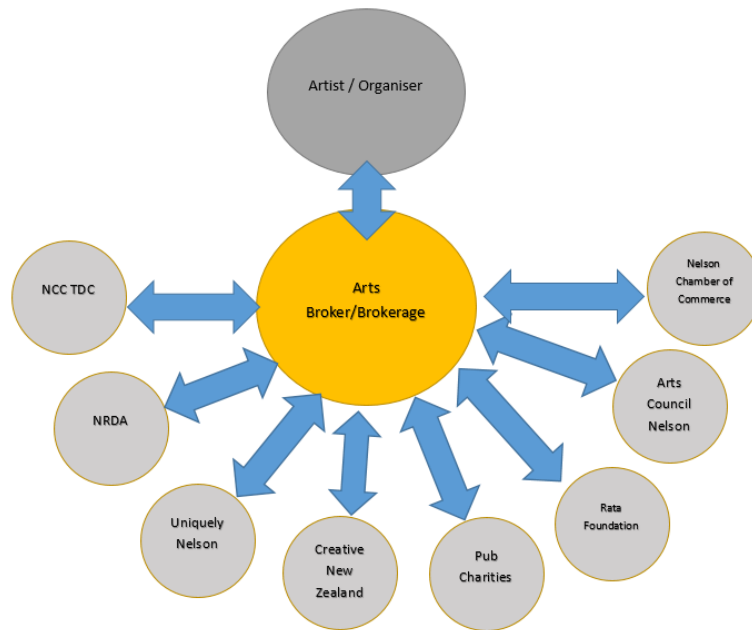


Fig. 5

Fig. 5 illustrates a system where one person or organisation acts as an arts brokerage to support the artist. The broker's role is to provide support to the artist and connect their ideas and needs to organisations able to provide the support. Organisations highlighted in Fig. 5 should be more proactive in consulting with the arts community. This would enable them to support the development stage of creative ideas emanating from the arts community. The outcome would provide the region with more opportunities to engage visitors in a variety of arts experience.

Boutique Events

Jewellery Week connected businesses, the local community and visitors in a range of arts activities. Support given by cultural centres, NMIT and businesses created an opportunity for visitors to experience Jewellery Week in a variety of contexts such as:

- Exhibitions.
- Expert discussions and presentations.
- Practical workshops.

Collaboration between various parts of the community created a sense of vibrancy and cohesion to Nelson. The success of the event was the result of organisations working together.

This event could be further developed and has the potential to become a key attraction for visitors. If the context, jewellery, were changed other similar events could be developed.

Changing Threads has been an annual Nelson event for 12 years. The event, a national contemporary textile fibre art competition, attracts entries from around the country. The event is recognised in Australia and the UK for the quality and creativity of its submissions.



Changing Threads 2021

Like Jewellery Week, Changing Threads has the potential to be further developed and become a key visitor attraction.

The Nelson Tasman region also has a historical and current connection to craft ceramics and bespoke furniture making. Both these could be developed in the same way as Jewellery Week to create a week-long event to engage the local community and visitors. Creating a series of events to showcase the talent and creativity in the Nelson Tasman region would raise the profile of the region's arts community and provide an opportunity for each event to become a major attraction. These events would also provide the opportunity to widen the appeal to visitors by providing more 'hands-on' opportunities to participate in creating something they associate with the region.

All these events have the potential to be linked to other unique aspects of the region. One key regional industry that could be partnered with these suggested events is the food and beverage industry.

Three established events in the region, Nelson Arts Festival, Te Ramaroa and Adam Chamber Festival also have the potential to be further developed linking local arts expertise to the events. This would create more opportunities to offer unique arts experiences across the region.

Currently NCC are developing and trialling a series of new community events linked to the arts. This development stage would provide an opportunity for NRDA to work with the NCC team cultivating these events and link them to the arts community in the region.

The Great Taste Trail

A suggestion from the arts community was to establish a sculpture trail along The Great Taste Trail.

'Give them what they have never seen'. (Arts business owner).

The Great Taste Trail is part of the government funded Great Rides initiative and is seen as a key element in attracting visitors to the region. The Great Taste Trail's board initial focus has been to get the trail functional. They would now welcome collaboration from the region's arts community to further enhance the trail. The trail could provide an opportunity to showcase the creativity of the region's arts community.

A series of sites along the trail could become places to exhibit sculpture. Each sculpture would be a response to the landscape adjacent to the site. These sculptural interludes along the trail would also give an opportunity to provide an interactive information station at the site. The information stations would provide the historical and current context of the site and landscape. Information stations could be housed in shipping containers painted by local artists. The sites would also provide an opportunity for local artists and designers to design public seating for picnic areas. Solar powered charging stations for electric bicycles could be placed at the sites. Solar power could also generate lighting for the site giving the opportunity for some sites to be used for performances.



Solar powered electric bicycle charging station.



Shipping container information centre.

The Nelson Provincial Museum has expressed interest in providing digital artefacts to tell the history of each site. All the arts community, The Great

Taste Trail and local businesses interviewed in this study have also expressed support for this proposal.



Examples of sculptures sited on cycle trails in the UK

Possible streams of funding a Great Taste sculpture trail (see Appendix 5 for detail):

- Ministry of Business Innovation and Employment
- Creative New Zealand
- Manatū Taonga, the Ministry for Culture and Heritage
- Local industry (food and beverage)
- Rātā Foundation
- NCC and TDC
- The Lions Foundation



Examples of containers painted by local artists in Australia and Scotland

The Nelson Tasman region has a wealth of creativity to make this suggestion successful. This would provide an opportunity for NRDA to support and lead the project. Using their expertise in working with organisations and

businesses in Nelson Tasman would create a focused collaborative team to realise a unique visitor attraction in the Nelson Tasman region.

If NRDA choose to adopt these recommendations a series of achievable goals, based on the recommendations, need to be developed. The goals should be clearly defined and measurable. These goals can then inform an evaluation framework designed to measure the impact of the adopted recommendations.

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Whitehorse City Council Arts and Cultural Strategy

Appendix 1

Individual Interviewees	
Name	Organisation
Lloyd Harwood	Arts Council Nelson
Gill Starling	Quiet Dog Gallery
Simon Sheppard	Bridge Street Studios
Lee Woodman	Sculptor & arts entrepreneur
Judy Finn	Neudorf Vineyards
Debbie Lavery	Jellyfish Café Mapua District Business Association
Grant Knowles	Gallery owner ex-Golden Bay arts council manager, arts event organiser, sculptor
Leonie Sharp	Parkers Gallery
Sophie Kelly	Te Ramaroa Adam Chamber Music Festival
Tanya Nock	Cultural Conversations (Makeshift Spaces)
Darryl Frost	Ceramicist
Mary Nicholls	Motueka Arts Council
Kay van Dyk	Nelson Jewellery Week
Julie Catchpole	Suter Art Gallery
Eliane Polack	Theatre Royal
Hal Martin	Brook Wāimarama Sanctuary
Helen Gerry	The Centre for Fine Woodworking
Nick Roland	The Playhouse
Simon Duffy	Uniquely Nelson
Neville Parker	Arts practitioner and business owner
Lisa Chandler	Artist and business owner
Lucinda Blackley Jimson (CEO)	Nelson Provincial Museum
Stef Naldi	NMIT Visual Arts Student
Rebecca Leach	Nelson Regional Development Agency
Ali Boswijk (CEO)	Nelson Chamber of Commerce
Gill Wratt	Great Taste Trail
Anne Rush	Artist Makeshift Spaces Nelson Arts Trail
Axel de Maupou	Team Leader, Events, Nelson City Council
Shanine Hermsen	Nelson Arts Festival
Nona Jackson	Arts Tourism Business Organiser
Janine Dowding (CEO)	Tasman District Council

Focus Group Interviewees	
Names	Organisation
Esther Remnant Paula Ossevort	The Little Beehive
Jan Trayes (Chair) James Donaldson (Director)	Nelson Centre Musical Arts
Jamie Brown Tom Baker	Kiln Studio
Anne Pokel Amanda Raine Maria Anderson Samara Davis	Arts Council Focus Group
Suzi and Ant Stevens	Red Gallery
Tom Ransom Sarah Newman-Watt	Nelson City Council Arts & Heritage Team Nelson City Council Arts & Heritage Team Founders Park
Feedback Meeting	25 attendees

Semi-structured interview question.

Appendix 2

Interviewee..... Date.....

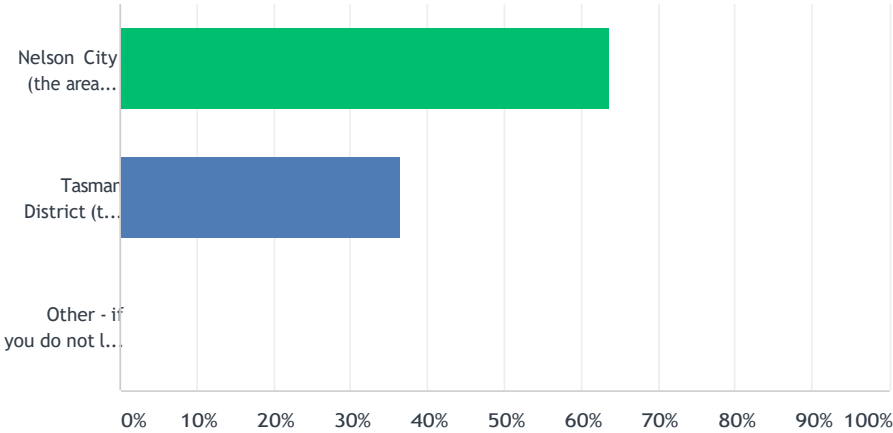
How the arts community could be utilised to further develop and enhance tourism in the Nelson and Tasman region?

- What is the relationship between your arts practice (or business, courses, classes, organisation) and tourism in the Nelson and Tasman region?
- What do you do to connect with tourists in the Nelson and Tasman region?
- How could you further develop your relationship with tourism in the Nelson and Tasman region?
- What barriers prevent you from further developing your relationship with tourism in the Nelson and Tasman region?
- What could help/support you further developing your relationship with tourism in the Nelson and Tasman region?
- How could the Nelson and Tasman arts community be better connected with the regions tourism industry?
- Could any current events/projects/courses be further developed to encourage tourism in the Nelson and Tasman region?
- What new events/projects/courses be developed to encourage tourism in the Nelson and Tasman region?
- What further ideas do you have that could help NRDA develop a Nelson and Tasman regional arts tourism strategy?

Appendix 3

Q1 Where do you live?

Answered: 121 Skipped: 0

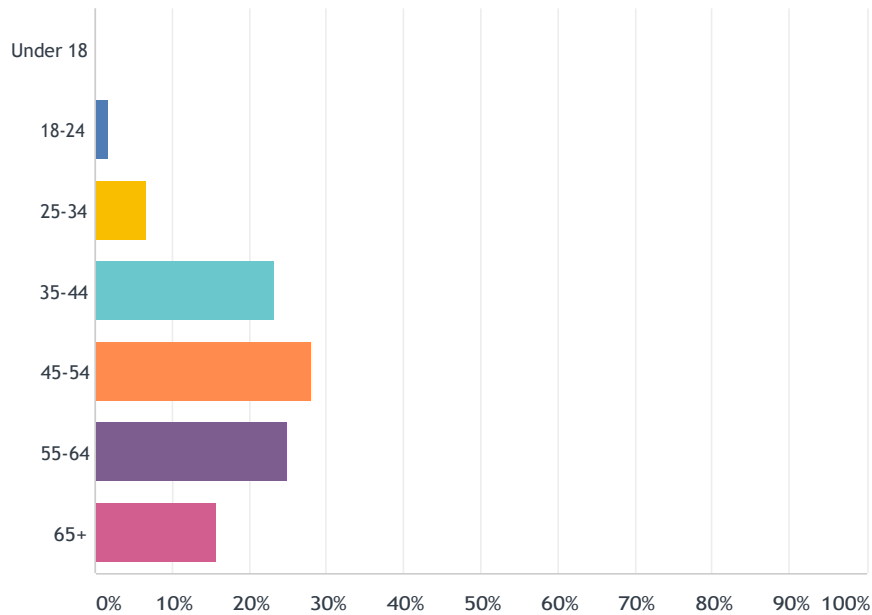


ANSWER CHOICES		RESPONSES	
Nelson City (the area covered by NCC, from Nelson North and nearly to approx Saxton Field)		63.64%	77
Tasman District (the area covered by TDC, from Richmond to Golden Bay and Murchison)		36.36%	44
Other - if you do not live in Nelson Tasman you do not need to complete this survey.		0.00%	0
TOTAL			121

#	OTHER - IF YOU DO NOT LIVE IN NELSON TASMAN YOU DO NOT NEED TO COMPLETE THIS SURVEY.	DATE
	There are no responses.	

Q2 How old are you?

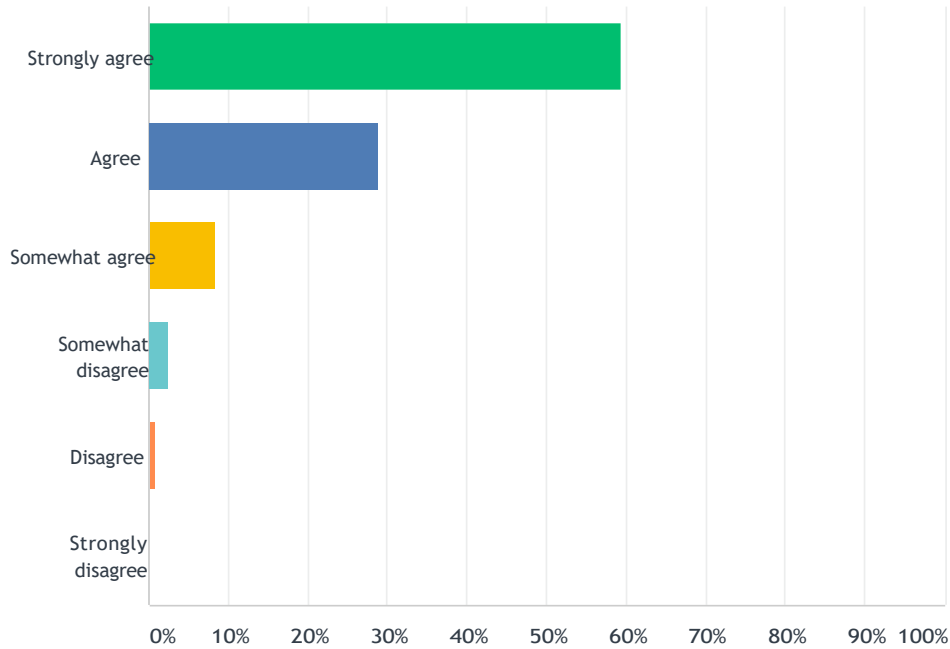
Answered: 121 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	1.65%	2
25-34	6.61%	8
35-44	23.14%	28
45-54	28.10%	34
55-64	24.79%	30
65+	15.70%	19
TOTAL		121

Q3 The Arts are an integral part of life in Nelson Tasman.

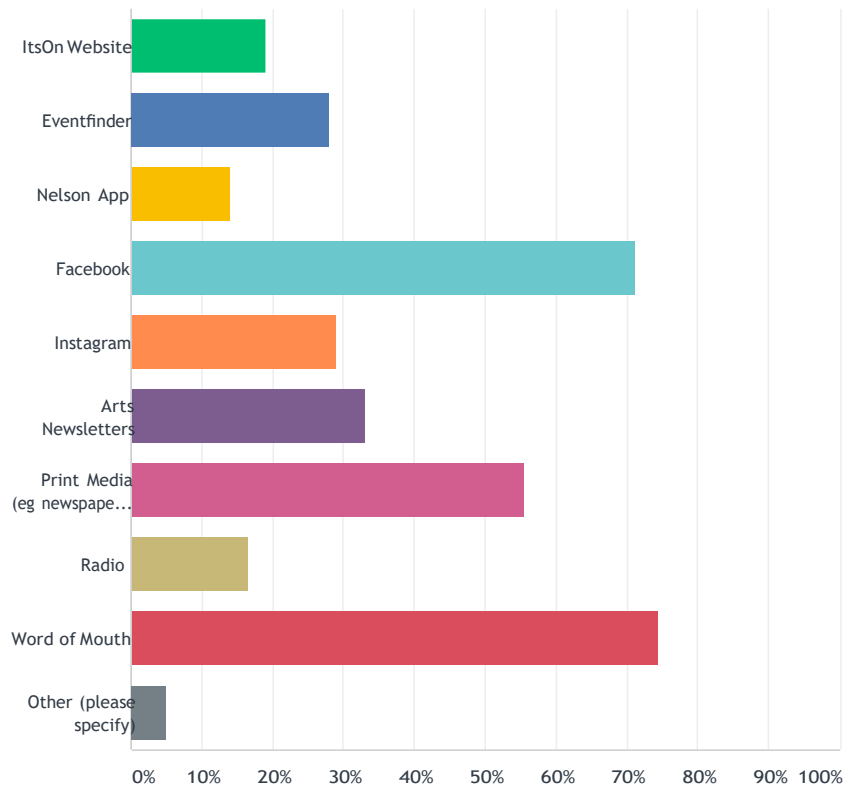
Answered: 121 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	59.50%	72
Agree	28.93%	35
Somewhat agree	8.26%	10
Somewhat disagree	2.48%	3
Disagree	0.83%	1
Strongly disagree	0.00%	0
TOTAL		121

Q4 How do you find out about arts events and activities in Nelson Tasman? Select all that apply.

Answered: 121 Skipped: 0

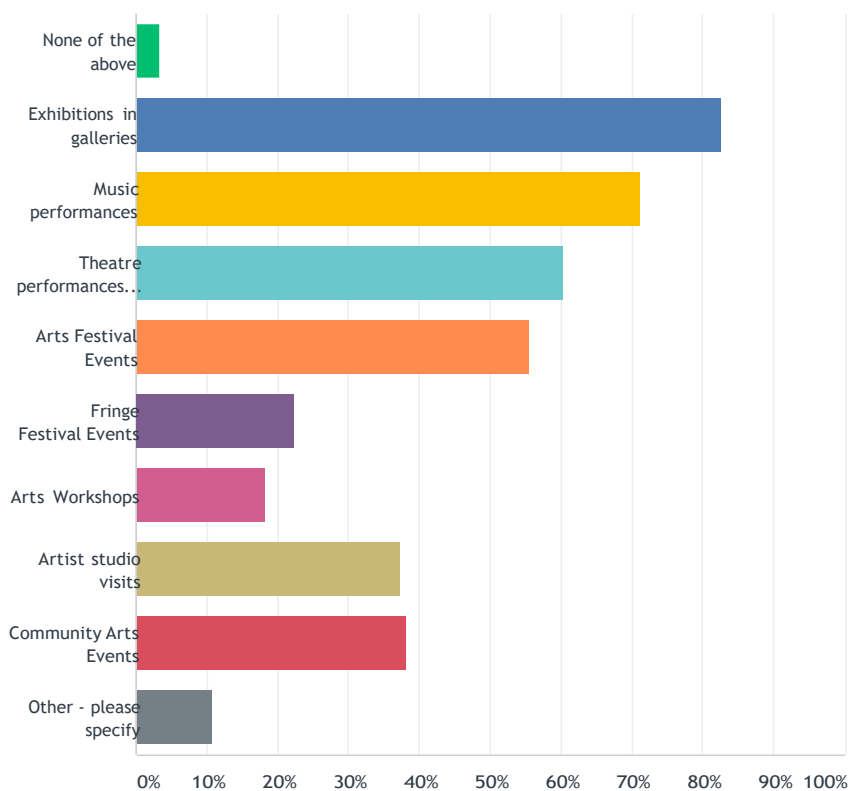


ANSWER CHOICES	RESPONSES	
ItsOn Website	19.01%	23
Eventfinder	28.10%	34
Nelson App	14.05%	17
Facebook	71.07%	86
Instagram	28.93%	35
Arts Newsletters	33.06%	40
Print Media (eg newspapers, fliers)	55.37%	67
Radio	16.53%	20
Word of Mouth	74.38%	90
Other (please specify)	4.96%	6

#	OTHER (PLEASE SPECIFY)	DATE
1	Email	5/18/2021 10:00 PM
2	The Refinery Art Space, Creative Industries NMIT	5/18/2021 12:02 PM
3	The Golden Bay Weekly	5/18/2021 10:56 AM
4	Arts Council Nelson newsletter, Uniquely Nelson newsletter	5/14/2021 12:01 PM
5	Emails	5/14/2021 8:16 AM
6	Internet	5/13/2021 5:48 PM

Q5 Thinking back over the last two years, have you attended any of the following activities in Nelson Tasman? (select all that apply)

Answered: 121 Skipped: 0

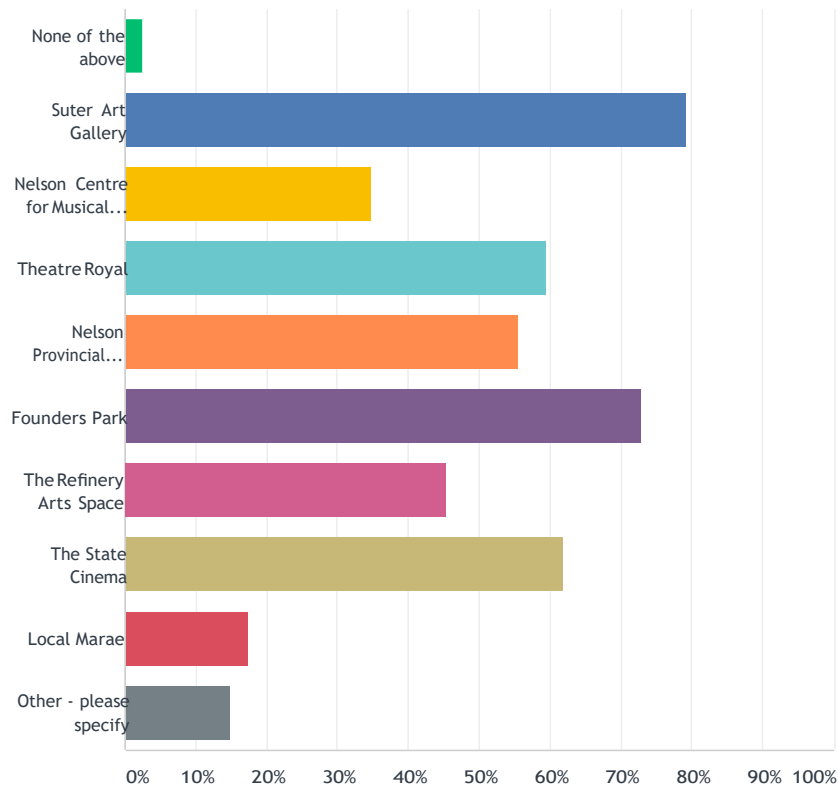


ANSWER CHOICES	RESPONSES	
None of the above	3.31%	4
Exhibitions in galleries	82.64%	100
Music performances	71.07%	86
Theatre performances (plays, musical theatre, dance)	60.33%	73
Arts Festival Events	55.37%	67
Fringe Festival Events	22.31%	27
Arts Workshops	18.18%	22
Artist studio visits	37.19%	45
Community Arts Events	38.02%	46
Other - please specify	10.74%	13

#	OTHER - PLEASE SPECIFY	DATE
1	*	5/20/2021 7:45 PM
2	poetry reading	5/19/2021 8:23 PM
3	Heritage festival	5/19/2021 7:42 AM
4	Shopped in galleries	5/18/2021 10:13 PM
5	Summer Shakespeare	5/18/2021 10:00 PM
6	Outdoor arts events: Te Ramaroa, Nelson City Centre ArtWalk, Nelson Summer Shakespeare, Nelson Buskers Festival	5/18/2021 7:08 PM
7	Bay Art	5/18/2021 10:56 AM
8	Attended a pottery class and a Printing class	5/18/2021 9:36 AM
9	Art Expo	5/18/2021 8:36 AM
10	I regularly host visual art workshops	5/17/2021 10:23 AM
11	Film nights	5/17/2021 9:41 AM
12	Comedy at Trafalgar	5/16/2021 1:05 PM
13	Poetry event	5/14/2021 10:08 AM

Q6 Thinking back over the last two years, which of the following arts or cultural centres have you visited? (select all that apply)

Answered: 121 Skipped: 0

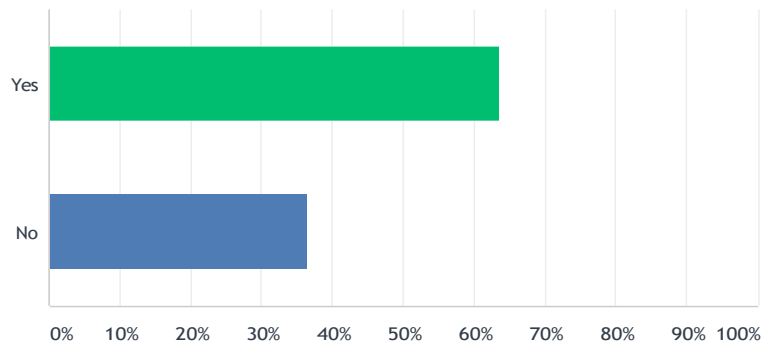


ANSWER CHOICES	RESPONSES	
None of the above	2.48%	3
Suter Art Gallery	79.34%	96
Nelson Centre for Musical Arts	34.71%	42
Theatre Royal	59.50%	72
Nelson Provincial Museum	55.37%	67
Founders Park	72.73%	88
The Refinery Arts Space	45.45%	55
The State Cinema	61.98%	75
Local Marae	17.36%	21
Other - please specify	14.88%	18

#	OTHER - PLEASE SPECIFY	DATE
1	Wow	5/19/2021 10:05 AM
2	Artists studios	5/19/2021 8:56 AM
3	Cooperative galleries that receive no support from ACN	5/18/2021 10:13 PM
4	WOW museum (no longer there)	5/18/2021 7:08 PM
5	E	5/18/2021 1:09 PM
6	The Art Bank in Takaka and also Bay Art and the Farewell Spit/Cobb residency exhibitions, and Drama Lab Performances of Aperature	5/18/2021 10:56 AM
7	Retail outlets - e.g. Rare Creations in Mapua	5/18/2021 10:26 AM
8	Golden Bay arts	5/17/2021 12:20 PM
9	community Art Works	5/17/2021 9:23 AM
10	Fairfield- theatre	5/15/2021 5:45 PM
11	Various galleries in Nelson City	5/15/2021 12:45 PM
12	Village theatre, Monza Gallery, Bay Art, Kereru Gallery, Mussel Inn	5/15/2021 10:23 AM
13	Red Gallery Framing Rooms/Quiet Dog Gallery Royal Theatre in Nelson	5/14/2021 11:36 AM
14	Tragfalgar center	5/14/2021 10:08 AM
15	Hoglund Glassblowing Studio	5/14/2021 8:44 AM
16	Private dance studios	5/13/2021 6:05 PM
17	Trafalgar Centre ... Crowded House	5/13/2021 5:48 PM
18	Steam museum	5/12/2021 10:29 PM

Q7 Does hosting friends and family from out of town, encourage you to attend arts activities and events?

Answered: 121 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	63.64%	77
No	36.36%	44
TOTAL		121

#	IF YES, PLEASE TELL US WHAT KINDS OF ART ACTIVITIES YOU LIKE TO DO WHEN FRIENDS AND FAMILY VISIT?	DATE
1	Historic sites, art galleries, artists & ceramicists	5/22/2021 2:12 PM
2	Visiting local attractions	5/21/2021 4:02 PM
3	Food and music events	5/20/2021 9:54 AM
4	Going to the Suter, visiting art galleries, maybe catching live music	5/19/2021 8:23 PM
5	Galleries, events if on	5/19/2021 4:03 PM
6	Wow was a favourite We miss it	5/19/2021 10:05 AM
7	Sometimes the suter	5/19/2021 8:56 AM
8	The Suter art exhibitions. Local galleries, including jewellery and art at the Saturday Market.	5/19/2021 7:42 AM
9	Activities for kids that are family friendly! Eg museum exhibits, Founders where kids can play etc.	5/18/2021 9:40 PM
10	Visit a museum, music gigs	5/18/2021 5:13 PM
11	Outdoor Summer movies	5/18/2021 3:40 PM
12	Founders and Suter - they provide for many different tastes in one venue Galleries and winery visits Local artisans	5/18/2021 12:07 PM
13	Te Aratoi O Whakatū	5/18/2021 11:44 AM
14	Galleries, plays, music, weaving	5/18/2021 10:56 AM
15	Suter, State, Theatre Royal, School Of Music	5/18/2021 10:18 AM
16	Looking for street art Walls of business etc	5/18/2021 10:11 AM
17	Visit art studios and support local artists	5/18/2021 10:07 AM
18	exhibitions	5/18/2021 9:36 AM
19	visiting galleries/ artist studios	5/18/2021 8:47 AM

20	Theatre, seeing live music, movies, visiting art galleries.	5/18/2021 8:36 AM
21	Studio / gallery / combining food / cycling and art	5/18/2021 5:49 AM
22	Art Gallery visits to escape the sun or the rain	5/17/2021 6:20 PM
23	fine arts, nelson market, craft studios,	5/17/2021 4:02 PM
24	Tend to visit Art Galleries. Not so much theatre, as friends tend to come from larger centres such as Auckland or Christchurch where Theatre is professional. Often visit the State Cinema as it has such a special atmosphere.	5/17/2021 11:38 AM
25	galleries, movie, a performance if there is one on	5/17/2021 11:34 AM
26	Gallery	5/17/2021 10:57 AM
27	shows/ music events/ theatre/ cinema/ galleries	5/17/2021 10:42 AM
28	Art exhibitions Music events Dance Theatre	5/17/2021 10:23 AM
29	Nelson market, visit artists studios, Suter Red Gallery	5/17/2021 6:50 AM
30	local concerts at Mussel Inn	5/16/2021 1:05 PM
31	Family friendly markets and events. e.g cider, jazz sundays etc	5/15/2021 12:45 PM
32	Suter art gallery, studio/gallery visits	5/14/2021 1:58 PM
33	Suter, Musuem, Refinery, sculptures or artworks around town	5/14/2021 12:52 PM
34	Good music	5/14/2021 11:36 AM
35	Visit artists studios and galleries	5/14/2021 11:31 AM
36	Gallery visits	5/14/2021 10:08 AM
37	Visiting galleries	5/14/2021 10:08 AM
38	As many as possible	5/14/2021 9:41 AM
39	road trips around local attractions	5/14/2021 9:09 AM
40	visiting artists studios, art galleries, music concerts, theatre, movies	5/14/2021 8:44 AM
41	Arts in other centres tend to be better.	5/14/2021 8:29 AM
42	Library Founders Marae Theatres	5/14/2021 7:58 AM
43	Suter, movies, music events	5/13/2021 10:24 PM
44	anything good thats on plus some favourite destinations / venues	5/13/2021 8:50 PM
45	Blues day at founders	5/13/2021 8:21 PM
46	Galleries, Exhibitions	5/13/2021 8:13 PM
47	Arts festival events	5/13/2021 7:59 PM
48	Music, festival, cultural evenrs. I'd love family friendly music events and more high end events	5/13/2021 7:50 PM
49	Festivals, galleries	5/13/2021 7:01 PM
50	Galleries movies live music	5/13/2021 6:44 PM
51	Ride Mountain bikes as well	5/13/2021 6:30 PM
52	Dance shows	5/13/2021 6:03 PM
53	Theatre	5/13/2021 5:48 PM
54	Arts festival Gallery visits	5/13/2021 12:25 AM
55	It depends on the demographic of the family and friends who are visiting... The Nelson Arts Festival usually always has something for everyone.	5/12/2021 9:37 PM
56	Suter exhibition	5/11/2021 4:41 PM

Q8 Please name any arts activities and events that you can remember attending in Nelson Tasman in the last two years

Answered: 109 Skipped: 12

#	RESPONSES	DATE
1	Museum of exhibitions Nadia Reid concert	5/23/2021 9:44 PM
2	Founders park events, Suter art gallery many times, Moutere Artisans, many music events	5/22/2021 2:12 PM
3	Dr Seuss at the theatre royal, light nelson	5/21/2021 4:02 PM
4	Masked parade	5/20/2021 7:45 PM
5	Nelson Arts Fest, Marlon Williams, Nelson Jewellery Week, Suter Art Events	5/20/2021 9:54 AM
6	Couch Stories, Fringe Play, Nelson School of Muysic (2 concerts), Beerfest???, Movies	5/19/2021 8:23 PM
7	Fringe festival, arts walk, Nelson Arts Festival, Nght Vision, various exhibitions and events, Nrlson Jewellery Week, Voice Collective, virtual Heritage Week.	5/19/2021 8:07 PM
8	Nelson Arts Festival, Fringe festivals, a great number of exhibitions in various galleries, Theatre Royal shows, concerts and music gigs (e.g. East St, Devilles, Theatre Royal), museum exhibits, art activations in the streets	5/19/2021 6:29 PM
9	Youth theatre, theatre royal, lion King	5/19/2021 4:03 PM
10	Red art Gallery exhibitions ; Suter art Gallery exhibitions ; light show ; concerts	5/19/2021 2:18 PM
11	Adam festival Exhibition openings at the surer Exhibition viewing at refinery Performance at the Theatre Royal NDFas lectures at the Suter Lunch time concerts at the school of musical arts Multiple events at Founders.	5/19/2021 10:05 AM
12	Suter exhibitions Arts festival - music Theatre royal youth theatre NCMA concert Masked spread warts festival	5/19/2021 8:56 AM
13	Multiple exhibitions at The Suter, Fringe Festival, Jewellery week, exhibition openings at Quiet Dog gallery and Red gallery	5/19/2021 7:42 AM
14	Local galleries and their openings, light show, live shakespeare	5/18/2021 10:13 PM
15	5 x Fringe Festival shows, Film Festival, Suter Gallery Christine Boswijk exhibition, Readers and Writers, Wairau Affray open rehearsal, Wakefield Country Players, The Father, Russell Howard, Drag Bingo, Bill Bailey, Ben Elton, Waimea College Our House, Empire Annual Show, Museum Dunedin study exhibition, Summer Shakespeare x3, and more ... two years is a bit much to ask for, but z lot was cancelled cos of COVID.	5/18/2021 10:00 PM
16	Museum exhibits, jazz festival, beer and cider festival etc	5/18/2021 9:40 PM
17	Nadia Reid Suter	5/18/2021 9:16 PM
18	Nelson Arts Festival (I worked on it), Nelson Fringe Festival (I volunteered on it), Theatre Royal productions (I work there), Refinery ArtSpace exhibitions, Nelson Jewellery Week, Nelson Summer Shakespeare, Buskers Festival, Museum exhibitions (Moon), Opera in the Park, Multicultural Festival @ Victory, Founders Book Fair, Four Lanes, and more I'm sure.	5/18/2021 7:08 PM
19	Exhibitions, theatre/performance, Nelson Jewellery Week, cultural conversations, light Nelson,	5/18/2021 6:49 PM
20	Shakespeare in the park, jewellery week, prenatal depression exhibition at the library, John butter trio, matariki celebration at victory community centre, cinema multiple movies, pottery exhibition at the suter, red gallery, Jo Tyson exhibition, the Group Nelson Tasman Exhibition at the suter, collection at the suter, fringe festival multiple shows, stand up comedy	5/18/2021 5:13 PM
21	Mostly live music concerts (Tiny Ruins, Marlon Williams etc), 'Solitude' (fantastic) etc	5/18/2021 4:33 PM
22	Exhibitions at Suter, Refinery and museum.	5/18/2021 3:40 PM
23	Light Nelson, Fringe FESTIVAL	5/18/2021 1:53 PM

24	Clay at Miyazu Gardens for kids Founders park All Museum exhibitions SUTER Gallery THEATRE Royal shows Nelson school of music shows	5/18/2021 1:09 PM
25	Artwalk opening, Red Gallery opening, Exhibitions at the Suter Gallery, art classes at the Suter Gallery, concert at theatre royal (Marlon Williams)	5/18/2021 12:59 PM
26	Numerous concerts, petcha kutcha, a few film nights	5/18/2021 12:16 PM
27	Many different Suter exhibits, jazz concerts at Founders, School of Music performances, street art and entertainment, kapa haka,	5/18/2021 12:07 PM
28	Loads... jewellery week, etc etc	5/18/2021 12:04 PM
29	Changing Threads, Nelson Jewelry Week, Youth Mural project with Whanake Youth.	5/18/2021 12:02 PM
30	Nelson Jewellery Week	5/18/2021 11:44 AM
31	Already did in previous answer	5/18/2021 10:56 AM
32	Crowded House, Writers at Lunchtime	5/18/2021 10:42 AM
33	Painting workshops at NMIT Suter gallery	5/18/2021 10:26 AM
34	the moon at nelson museum, little women theatre royal, art before dark suter,	5/18/2021 10:23 AM
35	Marlon Williams concert, Italian Film Festival opening, Nathan Haines concert, Pic's book launch, several NCMA concerts, Fine Woodwork exhibition,	5/18/2021 10:18 AM
36	Nil	5/18/2021 10:11 AM
37	We own an art studio	5/18/2021 10:07 AM
38	artist exhibition openings at Red and Refinery. Comedy and theatre and live music at Theatre Royal. Printing classes and pottery classes at Founders.NCG Performance of Witches of Eastwick (amazing); live music at Playhouse and Salmonella Dub at Marahau	5/18/2021 9:36 AM
39	Suter openings, Wall to Wall Art artist demos , various exhibitions	5/18/2021 8:47 AM
40	Nadia Reed at the Theatre Royal. Ewen McGregor exhibition at Quiet Dog Gallery.	5/18/2021 8:36 AM
41	The light festival	5/18/2021 5:49 AM
42	Sorry - it was an arts festival event - cant remember the name of it though	5/17/2021 6:20 PM
43	N/A	5/17/2021 5:23 PM
44	arts festival , exhibitions at suter, exhibitions at quiet dog gallery, craft studios	5/17/2021 4:02 PM
45	Crowded House All Refinery Art Exhibitions NMUIT Exhibitions Suter Gallery- all exhibitions Founders- Jazz in the Park Victory Multi Cultural Event	5/17/2021 11:38 AM
46	openings and talks, Night Vision, movies, exhibitions, dance performance(s), comedian, play	5/17/2021 11:34 AM
47	Te chills many suter exhibitions Changing threads state cinema films Nadia reed boswijk exhibition my gallery has local paintings and pottery	5/17/2021 10:57 AM
48	Cider fest/ Beerfest/ Comedy show at Theatre Royal/ Comedy show at Suter/ Opera in the park	5/17/2021 10:42 AM
49	Hosting events at The Armarie Room Meremere A song, A dance, And A Painting Body In Residence Art Before Dark Numerous visual art exhibitions at a variety of galleries	5/17/2021 10:23 AM
50	Big Bike Night Film Festival	5/17/2021 9:41 AM
51	Arts Festival, Light Nelson, Book review Suter Art Gallery, Nelson Provincial Museum, Art Gallery openings, Musical theatre Youth theatre. Lunch time concerts NCMA	5/17/2021 9:23 AM
52	Jazz festival Suter floor talks Museum exhibition talks Founders Park christmas market and others there	5/17/2021 6:50 AM
53	Bill Bailey, Good Habits, Poetry at Mussel Inn, Estere,	5/16/2021 1:05 PM
54	Bill Bailey Photo exhibition at the Museum	5/16/2021 12:56 PM
55	Too many to list!	5/16/2021 12:23 PM
56	Mask Parade	5/16/2021 11:47 AM

57	Empire Dance show Frost gallery	5/16/2021 9:25 AM
58	Royal NZ Ballet, Light Nelson Festival	5/16/2021 9:18 AM
59	Too many to list.	5/15/2021 5:45 PM
60	Woodwork display by the fine wood working students	5/15/2021 12:45 PM
61	Bay Art, GB Quilters Weekend, Go Wild with Weaving, pottery classes, live music at Mussel Inn, Poets Night at Mussel Inn	5/15/2021 10:23 AM
62	light festival	5/15/2021 7:30 AM
63	Art in the Gardens	5/14/2021 3:13 PM
64	Nelson Lights Festival, Music gigs at the Theatre Royal, every exhibition at the Suter	5/14/2021 1:58 PM
65	Arts festival suter musuem	5/14/2021 12:52 PM
66	Many exhibitions and exhibition openings, music gigs in town, Light Nelson, Art in the park,	5/14/2021 12:01 PM
67	None	5/14/2021 11:37 AM
68	local bands at Fairfield House and Moana at Royale Theatre in Nelson recently	5/14/2021 11:36 AM
69	Film Festival	5/14/2021 11:31 AM
70	unsure	5/14/2021 10:21 AM
71	Changing Threads Exhibition, many other exhibitions. Light Nelson, Night Vision, Ballet, Theatre events +++	5/14/2021 10:08 AM
72	7 Days in that royal Pink floyd in trafilgar center	5/14/2021 10:08 AM
73	Festival of lights	5/14/2021 9:55 AM
74	There are too many to recall - approx ten per year	5/14/2021 9:41 AM
75	Arts festival Art Exhibitions Live music	5/14/2021 9:35 AM
76	film festival Bill bailey performance	5/14/2021 9:30 AM
77	Regularly visit The Suter plus events in the Tasman Area - Artisan Open Days and The Chanel Arts regularly in Motueka. Several local wineries also have art galleries we visit.	5/14/2021 9:26 AM
78	Only just festivals and events, Living Wood Fair etc.	5/14/2021 9:11 AM
79	gallery visits, markets, classic cars	5/14/2021 9:09 AM
80	Art Expo Comedians at comedy festival Jazz fest Fringe theatre Bay dreams	5/14/2021 8:57 AM
81	A movie and a couple of live musicians. Can't remember!	5/14/2021 8:29 AM
82	Concerts at NCMA	5/14/2021 8:16 AM
83	Jewellery Week Exhibition, Christine Boswijk Retrospective, Ben Elton, Fine Woodworking Exhibition, Avantdale Bowling Club, Te Ramaroa Launch,	5/14/2021 8:08 AM
84	Comedy Shows Concerts Arts Festival Kai Festivals Powhiri Suter and Nelson Museum	5/14/2021 7:58 AM
85	Comedy shows	5/14/2021 7:49 AM
86	The Chills at Boathouse, The Suter, Fine Furniture at Refinery, Marlon Williams at Theatre Royal, street performances during Arts Festivals, Greg Johnston concert, Steve Fulmer Gallery, Katie Gold Gallery, MacMillan Gallery, Red Gallery, Frost & Fire Gallery, Quiet Dog Gallery; Light Nelson; The Beth's at the Playhouse	5/13/2021 10:24 PM
87	Visting the Suter and the Museum. Seeing Arts fest shows at Founders and Theatre Royal. Masked Parade. Live music at many locations.	5/13/2021 10:00 PM
88	Arts Festival Jazz Festival Cider Festival Street theatre performances	5/13/2021 8:51 PM
89	Every new Suter exhibition, Petcha Kucha, NCMA 4 times a year, International / French film festival, various private commercial galleries,	5/13/2021 8:50 PM
90	Playhouse events	5/13/2021 8:21 PM
91	Exhibitions at Refinery and Suter	5/13/2021 8:13 PM
92	Arts festival; Suter Gallery exhibition, film festivals	5/13/2021 7:59 PM

93	V	5/13/2021 7:50 PM
94	Art walk opening Tiny Ruins at NCMA Christine Boswijk exhibition	5/13/2021 7:25 PM
95	Too many to start writing down	5/13/2021 6:44 PM
96	Gallery	5/13/2021 6:30 PM
97	Cant sorry	5/13/2021 6:25 PM
98	Suter gallery, Nelson provincial gallery	5/13/2021 6:22 PM
99	Footnote	5/13/2021 6:07 PM
100	Grooves, Footnote, Nutcracker, Cinderella, 7 days	5/13/2021 6:03 PM
101	Nelson, Mapua, Motueka StreetFest's	5/13/2021 2:44 PM
102	Bad memory sorry	5/13/2021 12:27 PM
103	Art Expo Nelson, theatre shows, 4 Lanes Festival, Suter open day & various exhibitions, stand up comedy, live bands, Nn Arts Festival events, Opera in the Park.	5/13/2021 9:14 AM
104	...	5/13/2021 7:32 AM
105	Ben Elton at Theatre Royal	5/13/2021 2:31 AM
106	Arts festival Concerts Exhibitions	5/13/2021 12:25 AM
107	Nelson arts festival (the year before covid), A few different gigs (such as Avantdale Bowling Club) at The Theatre Royal, attended a variety of NMIT Community classes short art workshops, felting workshop in Tasman, ceramics classes in Nelson, Summer Sounds Festival in Nelson, Kids theatre show in Theatre Royal, Variety of music gigs in local nelson venues...	5/12/2021 9:37 PM
108	Arts Festival Art Expo Artisans in Moutere Bay Dreams Nelson City ArtWalk Various art galleries around the region PaintVine event at Workshop Pottery making at Alchemy Arts	5/11/2021 6:12 PM
109	Music performance Theatre Royal Exhibition opening Suter and Dealer gallery	5/11/2021 4:41 PM

Q9 What other arts activities and events would you like to see and experience in the Nelson Tasman region?

Answered: 121 Skipped: 0

#	RESPONSES	DATE
1	Love more outdoor music festivals	5/23/2021 9:44 PM
2	Sculpture & ceramic tours, blacksmith & knife making	5/22/2021 2:12 PM
3	Kid friendly stuff. Fireworks displays, interactive things.	5/21/2021 4:02 PM
4	Anything	5/20/2021 7:45 PM
5	Music events	5/20/2021 9:54 AM
6	Pretty happy	5/19/2021 8:23 PM
7	More for the Youth to participate in and experience in an accessible and non intimidating way. More truly bicultural and multicultural arts events.	5/19/2021 8:07 PM
8	More street art	5/19/2021 7:43 PM
9	more events like the Arts Festival's Night Vision, collaborative across the arts and with lots of community involvement. Would love to see Nelson Jewellery Week repeated. Workshops for art making. Street festivals e.g. for Church St	5/19/2021 6:29 PM
10	master classes and workshops	5/19/2021 4:03 PM
11	Opera ; Theatre ; street arts	5/19/2021 2:18 PM
12	We want the return of the WOW MuSEUM an artistic showcase for Nelson....	5/19/2021 10:05 AM
13	Sculpture park	5/19/2021 8:56 AM
14	Celebrate our heritage architecture. Arts & heritage shape our identity and make Nelson unique. Imagine how different Trafalgar & Hardy streets would look without our heritage buildings.	5/19/2021 7:42 AM
15	More live shows. More photography exhibitions. Loved the jewellery week. And always love the light shows. Interactive and exciting are needed.	5/18/2021 11:19 PM
16	Happy with what we have	5/18/2021 10:13 PM
17	Dance and Comedy and Drag	5/18/2021 10:00 PM
18	More family friendly events.	5/18/2021 9:40 PM
19	More free accessible community events.	5/18/2021 9:16 PM
20	It's not an event, but I think an update and reprint of the Arts Guide would be useful for locals and visitors. Nelson Tasman has a lot of popular and well delivered arts activities and events. They would benefit from funding to help them reach wider audiences.	5/18/2021 7:08 PM
21	Workshops, national and international artist talks and workshops, ceramics,	5/18/2021 6:49 PM
22	Street art and art creation and market in the middle of town	5/18/2021 5:13 PM
23	Looking forward to Light Nelson this winter. Multimedia outdoor shows.	5/18/2021 4:33 PM
24	More plays by NZ performers at the Suter or Theatre Royal	5/18/2021 3:40 PM
25	More local theatre	5/18/2021 1:53 PM
26	More murals.	5/18/2021 1:09 PM
27	Art workshops, artist talk, curator talk, market	5/18/2021 12:59 PM

Shake things up a bit. I'd love to see some proper street artists roll through town one night and spray paint or stencil some work in a location that gets people talking...

29	Not sure	5/18/2021 12:07 PM
30	I would like to see more public art. More community arts programs. More kids arts events and the light festival to go for far longer like the one in New Plymouth	5/18/2021 12:04 PM
31	The Marae, The Whare Kookiri 'Rangikapua', used as a Cultural centre for Maori and the Community. For example, A marae based Gallery, A Maori performing Arts Suite, and a Room for Waananga . To support Maori Arts has been a need identified by the NCC and TDC in 2008, when it was proposed to create a performing arts suite at the Rutherford hotel. 2014 Creative NZ Roadshow Tour, it was then Identified by Maori Artists and Practitioners in the region, that there was no place in Te Tau Ihu, where Maori could present their works in a Maori way.	5/18/2021 12:02 PM
32	A good venue for local touring bands within Nelson CBD. Council funding of innovative projects that support activities by contemporary arts and crafts people living in the region that help enliven the CBD	5/18/2021 11:44 AM
33	Community art classes, community projects and murals, workshops and artist interviews, and free events	5/18/2021 10:56 AM
34	More big-name, touring performers	5/18/2021 10:42 AM
35	More top quality international artists	5/18/2021 10:38 AM
36	Dont know	5/18/2021 10:26 AM
37	more comedy, more bigger concerts,	5/18/2021 10:23 AM
38	some larger scale concerts	5/18/2021 10:18 AM
39	Street Art	5/18/2021 10:11 AM
40	We would like to see NRDA support better the actual local arts and crafts in our region. It is getting harder to make a living so we are loosing artists through age, but few new artists. One possible idea is to put out a brochure / website that lists all the permanent open most of the time artists / galleries. This should be done for no cost as it would have a better coverage of the arts in the region. Not all artists can afford \$500+ for each pamphlet that wants to list them. So we have a VERY fragmented approach to our arts and crafts	5/18/2021 10:07 AM
41	more comedy; more NZ music acts; art exhibitions	5/18/2021 9:36 AM
42	Artist studio tours and workshops promoted throughout the region- not everything happens in the city!	5/18/2021 8:47 AM
43	More dance. More live bands coming through Nelson. Art Expo to start again.	5/18/2021 8:36 AM
44	Textile workshops / recreate amd recycling / dance community dance	5/18/2021 5:49 AM
45	Something new and unique to Nelson e.g. the art of the sea, a sky photography festival	5/17/2021 6:20 PM
46	Concerts	5/17/2021 5:23 PM
47	more of all arts events, including highlighting the art/artisan community in the region. many of the above function at a national level but receive little exposure locally	5/17/2021 4:02 PM
48	Cobb valley exabition Bay arts	5/17/2021 12:20 PM
49	More Maori Cultural opportunities and Activities and performances	5/17/2021 11:38 AM
50	kapa haka; NZ Ballet	5/17/2021 11:34 AM
51	Artist lectures art fair	5/17/2021 10:57 AM
52	More food/ wine festivals/ things like opera in the park where you can sit and enjoy /	5/17/2021 10:42 AM
53	Some larger theatre or dance productions Visiting artists in residence	5/17/2021 10:23 AM
54	Mountain Biking on a professional level. We have the talent and area to make it a massive industry for Nelson but we do not have world class facilities (Jump parks, pump tracks, easy access to FREE shuttles everything is on private land.) this would make a big difference for people choosing Nelson over Queenstown. We would also like to see the noisy port disappear.	5/17/2021 9:41 AM
55	More of the same	5/17/2021 9:23 AM

56	More festivals	5/17/2021 7:06 AM
57	Art Centre to host music and events	5/17/2021 6:50 AM
58	More events in Golden Bay	5/16/2021 1:05 PM
59	Nothing in particular	5/16/2021 12:56 PM
60	Nelson Jewellery Week was great - so more of this ... ceramics week?! Night markets in town ...	5/16/2021 12:23 PM
61	Music	5/16/2021 11:47 AM
62	Can't think of any atm	5/16/2021 9:25 AM
63	more ballet	5/16/2021 9:18 AM
64	Happy with what we have.	5/15/2021 5:45 PM
65	Upcycling event. Event where people can showcase their ingenious ways to make waste into a product.	5/15/2021 12:45 PM
66	Artisans trail weekend in Golden Bay, similar to that in Moutere Valley. More variety of classes, more often.	5/15/2021 10:23 AM
67	our beautiful region and scenery is art in itself.	5/15/2021 7:30 AM
68	Further opportunities and encouragement for emerging artists.	5/14/2021 3:13 PM
69	Interactive open studios. The arts scene was once a big draw card for Nelson, but it's dying. We need more of the likes of Flamedaisy, or Kiln Studio — interactive spaces where people can experience the act of making, with access to buying the artwork as well. An option could be to open up unused council spaces for short-medium length lease options that nurture the creative arts, but put emphasis on high quality craft while letting people experience the act of making while also being able to purchase product.	5/14/2021 1:58 PM
70	Light Nelson More Theatre and performance, more live music.	5/14/2021 12:52 PM
71	More concerts. There are A LOT of bands who tour NZ and skip Nelson. I don't know if this is due to lack of a suitable venue or lack of support. More free art events that get people out and involved like the Masked Parade and Light Nelson. More public exhibition opportunities where local Artists can have their work on display (ie. something like the former Nelson Art Awards, or an Art in the Park type event that all local artists could have the opportunity of being involved in). There used to be cultural dance performances at and around the stage area at the top of Trafalgar St. I'd love to see more of that back again, or lunchtime concerts etc. Plus better advertising when things are on.	5/14/2021 12:01 PM
72	N/A	5/14/2021 11:37 AM
73	more good acoustic music (and jazz too)	5/14/2021 11:36 AM
74	Artists in action, creating	5/14/2021 11:31 AM
75	more live music from NZ and International artists	5/14/2021 10:21 AM
76	Roaming Street Theatre, Sculpture Symposium,	5/14/2021 10:08 AM
77	na	5/14/2021 10:08 AM
78	Whatever creative ideas you come up with :)	5/14/2021 9:55 AM
79	Possibly more workshop type experiences in the city itself and more after hours events.	5/14/2021 9:41 AM
80	More international bands	5/14/2021 9:35 AM
81	documentary film festival any events held in Richmond would be good. Most are Nelson based which discourages me from travelling that far.	5/14/2021 9:30 AM
82	Big drawcards/concerts like Bryan Adams. Huge sadness at losing the WOW Museum clothing section as visited regularly and as a B & B owner sent many guests there. We need a big event in September to launch the 'summer guest season' whilst promoting people come to the area for the event but stay and experience the wonderful area we live in and all it has to offer.	5/14/2021 9:26 AM
83	Events are always very good, since they are only on for a short period of time, a day or two, it draws people to go visit them. There is a nice sense of community at festivals and events too.	5/14/2021 9:11 AM

84	more local craft markets	5/14/2021 9:09 AM
85	Sculpture symposium Street Art festival	5/14/2021 8:57 AM
86	Just more emphasis on arts generally - Nelson/Tasman as a art hub	5/14/2021 8:46 AM
87	events similar to the Wearable Art Awards	5/14/2021 8:44 AM
88	Overseas acts	5/14/2021 8:29 AM
89	Some in Motueka or even recitals at Dunbar Estates	5/14/2021 8:16 AM
90	?	5/14/2021 8:08 AM
91	Kapahaka Waka ama national events Historical tours	5/14/2021 7:58 AM
92	.	5/14/2021 7:49 AM
93	Multidisciplinary street art events; more events for children; more public spaces combining sculpture, landscape and interaction with natural elements; events themed around Nelson landscape features such as Tasman Haven (the harbour on front of Haulashore) or Rabbit Island; creative events themed around our industries such as the apple or hop industry; commission landscape designers to work with artists to develop projects, either temporary or permanent; commission younger artist/ makers (yes there are a few around) to work with established artist/makers to design new work;	5/13/2021 10:24 PM
94	More music festival style events in central city.	5/13/2021 10:00 PM
95	Return of WOW museum	5/13/2021 8:54 PM
96	More music and dance	5/13/2021 8:51 PM
97	more focus on a Nelson Tasman art trail (we have a winery cellar door and a gallery and the Wine Nelson trail map (hardcopy & online) is very successful, bit the Tasman Pathways brochure is a random private sector publication, quite expensive, which is a bit hit & miss (delivers less visitors than the Moutere Artisans brochure/guide)	5/13/2021 8:50 PM
98	The beths	5/13/2021 8:21 PM
99	Digital immersive art - interactive art	5/13/2021 8:13 PM
100	Nothing specific - more of	5/13/2021 7:59 PM
101	C	5/13/2021 7:50 PM
102	none	5/13/2021 7:25 PM
103	Cider festival, Crowded Hse, Sutter Gallery	5/13/2021 7:01 PM
104	Can't think of any	5/13/2021 6:44 PM
105	Any	5/13/2021 6:30 PM
106	I really enjoy the buskers	5/13/2021 6:25 PM
107	Garden tours	5/13/2021 6:22 PM
108	More visiting artists	5/13/2021 6:07 PM
109	Participation is the key for us mainly dance and singing	5/13/2021 6:05 PM
110	NZ Ballet	5/13/2021 6:03 PM
111	More concerts and Rave parties. Also orchestral events	5/13/2021 5:48 PM
112	More touring larger bands and comedians	5/13/2021 2:44 PM
113	Help for new artists	5/13/2021 12:27 PM
114	Public dance events (coin operated machine for spontaneous dance offs in 1903 Square), regular street buskers/pavement art (i.e take the art to the people), interactive opportunities, a dedicated/definitive 'go-to' creative sector website. A mural/sculpture/drawcard that naturally encourages tourists to have their photo taken in front of it and share with their friends (think holding up the Leaning Tower of Pisa, distorted selfies in Chicago Cloud Gate sculpture). Not exactly an event or activity but could become one ;-)	5/13/2021 9:14 AM

to our lack of all the above. Think Wellington or Dunedin, more street art and murals, real funky decor and vibey at restaurants.. that's it - more vibe!

116	Need a decent performing arts centre to attract more performers. Suter Gallery needs to be more fun and inclusive	5/13/2021 2:31 AM
117	Symphony Ballet	5/13/2021 12:25 AM
118	I need to get out more and see what's there. More publicity but need to know where to look as dont get newspaper	5/12/2021 10:29 PM
119	More things happening over winter in Nelson. Hoping the Arts festival will continue to grow. Community classes and one day workshops are great. I love what Bloom cafe in Motueka are doing, hosting accessible creative workshops every now and then with local artists sharing their knowledge.	5/12/2021 9:37 PM
120	More hands on immersive experiences that aren't just one off workshops eg if you could do something in the Moutere on a scheduled daily experience. More PaintVine events. More music festivals.	5/11/2021 6:12 PM
121	Street performances	5/11/2021 4:41 PM

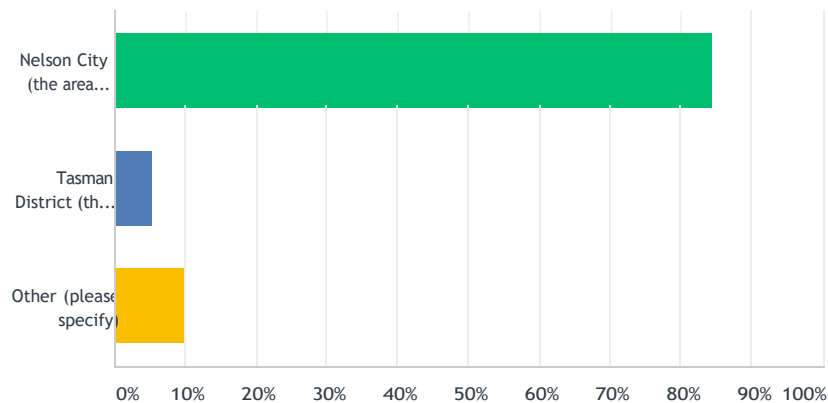
Nelson Tasman Arts Tourism Strategy - industry survey

SurveyMonkey

Appendix 4

Q1 Where are you based?

Answered: 19 Skipped: 0

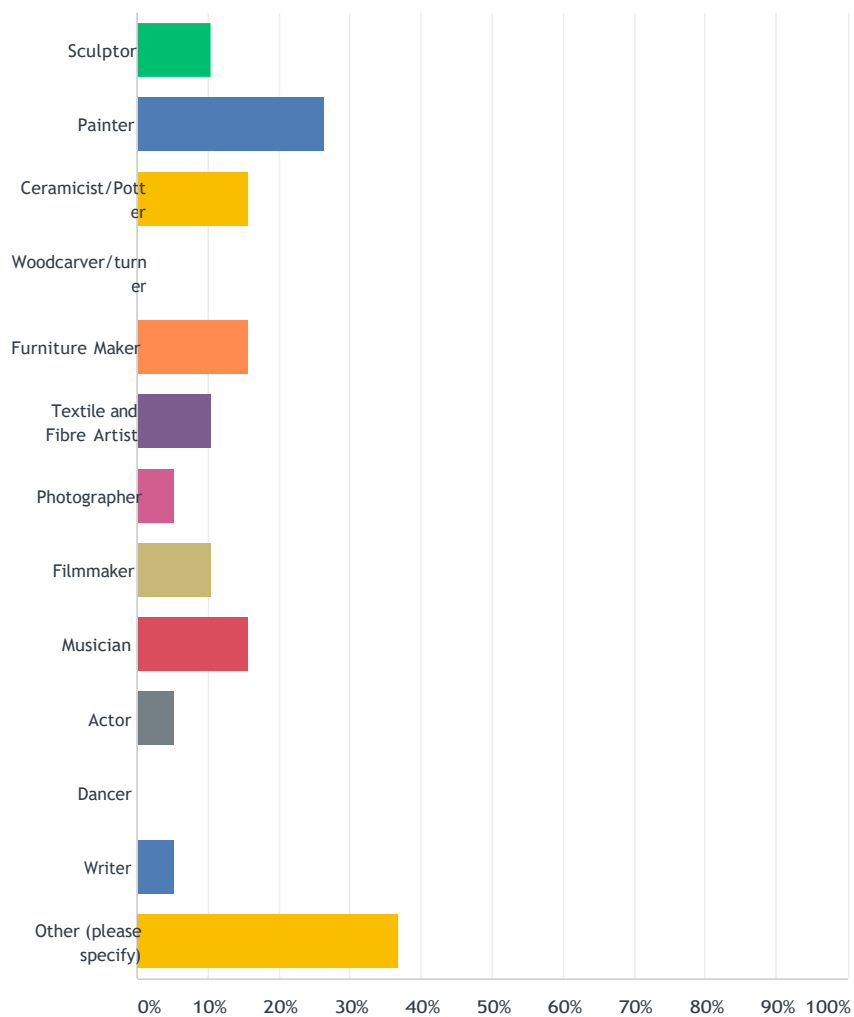


ANSWER CHOICES		RESPONSES	
Nelson City (the area covered by NCC from Nelson North to approx Saxton Field)		84.21%	16
Tasman District (the area covered by TDC from Richmond to Murchison and Golden Bay)		5.26%	1
Other (please specify)		10.53%	2
TOTAL			19

#	OTHER (PLEASE SPECIFY)	DATE
1	Waikanae, Kapiti Coast	5/21/2021 12:15 PM
2	Both - Top of the South	5/20/2021 6:09 PM

Q2 What sector(s) of the arts do you predominantly work in?

Answered: 19 Skipped: 0

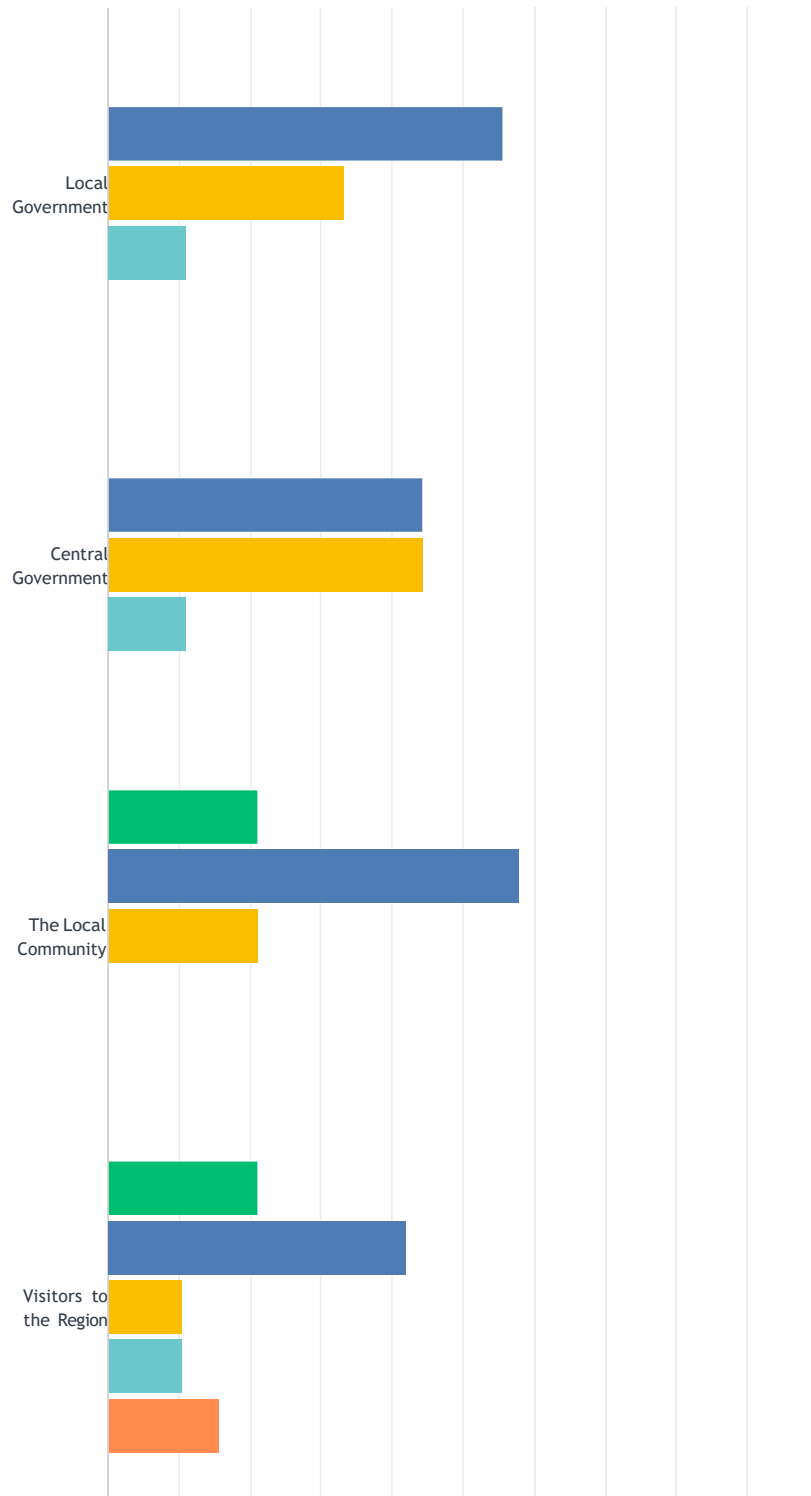


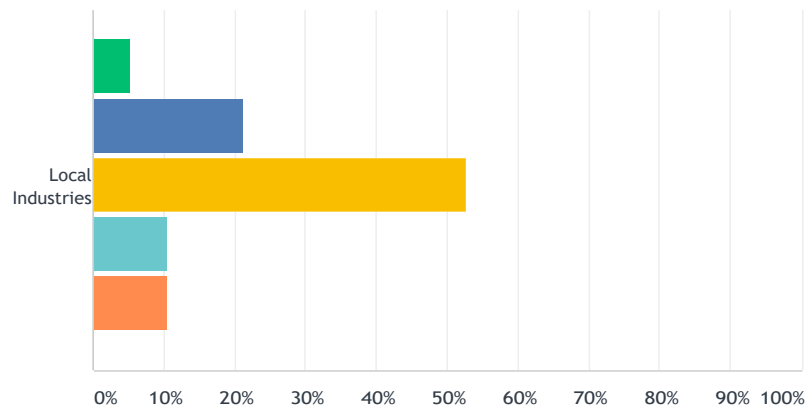
ANSWER CHOICES	RESPONSES	
Sculptor	10.53%	2
Painter	26.32%	5
Ceramicist/Potter	15.79%	3
Woodcarver/turner	0.00%	0
Furniture Maker	15.79%	3
Textile and Fibre Artist	10.53%	2
Photographer	5.26%	1
Filmmaker	10.53%	2
Musician	15.79%	3
Actor	5.26%	1
Dancer	0.00%	0
Writer	5.26%	1
Other (please specify)	36.84%	7
Total Respondents: 19		

#	OTHER (PLEASE SPECIFY)	DATE
1	Comedian	5/23/2021 1:06 PM
2	gallery	5/22/2021 5:01 PM
3	Writer	5/19/2021 6:11 PM
4	Graphic design	5/19/2021 11:02 AM
5	Theatre and events	5/19/2021 8:42 AM
6	Jewellery	5/18/2021 10:05 PM
7	Producer	5/18/2021 9:17 PM

Q3 The arts in Nelson Tasman are valued and supported by:

Answered: 19 Skipped: 0





■ Stongly supported
 ■ Somewhat supported
 ■ Not supported much
■ Not supported at all
 ■ Don't Know

	STONGLY SUPPORTED	SOMEWHAT SUPPORTED	NOT SUPPORTED MUCH	NOT SUPPORTED AT ALL	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Local Government	0.00% 0	55.56% 10	33.33% 6	11.11% 2	0.00% 0	18	2.56
Central Government	0.00% 0	44.44% 8	44.44% 8	11.11% 2	0.00% 0	18	2.67
The Local Community	21.05% 4	57.89% 11	21.05% 4	0.00% 0	0.00% 0	19	2.00
Visitors to the Region	21.05% 4	42.11% 8	10.53% 2	10.53% 2	15.79% 3	19	2.13
Local Industries	5.26% 1	21.05% 4	52.63% 10	10.53% 2	10.53% 2	19	2.76

#	COMMENT IF YOU WISH	DATE
1	My involvement in the region is as Chair of the Board of Trustees for the Centre for Fine Woodworking so my knowledge of local conditions for the arts is restricted to what I know from that field plus fairly regular visits over my long lifetime to Nelson.	5/21/2021 12:15 PM
2	I'm speaking specifically about support for filmmaking and the Top of the South Filmmakers. https://www.topofthesouth.org/	5/20/2021 6:09 PM
3	Need more central government funding (Creative NZ don't provide enough to the regions) and local government needs to support more infrastructure.	5/18/2021 9:17 PM

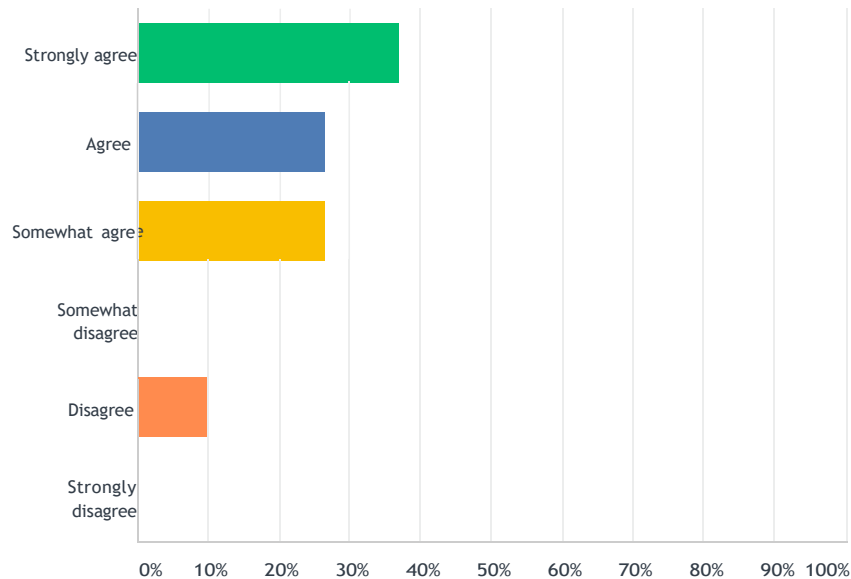
Q4 What kinds of support do the Arts in Nelson Tasman need to better engage with visitors?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Having working studios available to visit. Creating a community place to artist s without access to a studio to be able to work. Creates community for artists and an attraction to visit.	5/24/2021 10:42 AM
2	More money, better infrastructure, a better dedicated funding body ie not just the creative communities grant but a dedicated body to find art and creative projects. Access to low cost, versatile venues for project and talent development	5/23/2021 1:06 PM
3	Smaller funds for community led development projects ie) murals, painting fences, poetry slams	5/23/2021 9:09 AM
4	help Nelson as a region develop a stronger identity around arts - it has been lost	5/22/2021 5:01 PM
5	Cohesive relevant and inclusive promotion through Nelson Tasman tourism. In particular some of the smaller and more unique creative endeavours which are special to Nelson.	5/21/2021 12:15 PM
6	Coordination, support and promotion of greater collaboration between artists and arts organisations will be crucial to achieving any real traction in this regard. This is something the NRDA would be better placed than any other organisation to provide.	5/21/2021 12:15 PM
7	More funding. Better venues. There needs to be a multi-purpose venue like Blenheim's ASB Theatre.	5/20/2021 6:09 PM
8	Better regional marketing to support artists.	5/19/2021 6:11 PM
9	a more cohesive approach to promotion - there are multiple 'arts trails' and associated brochures promulgated by small groups, some geographic, some media-based. Would love to see a co-ordinated approach - an excellent example is the Kapiti Coast Arts Trail which promotes all participating artists in one brochure and designates two open-studio weekends that are now are a focus for visitors to the area, and make it easy to see who is located where	5/19/2021 11:44 AM
10	More avenues pointing to a centralised information hub	5/19/2021 11:02 AM
11	Publicity	5/19/2021 8:42 AM
12	Far greater recognition, support- financial and advocacy from councils	5/19/2021 7:14 AM
13	Provide more financial support to artists to enable them to continue what they offer to visitors. Support events more.	5/19/2021 4:03 AM
14	The arts festival backing local practitioners with main stage opportunities	5/18/2021 10:49 PM
15	Better publicity, bring back WOW	5/18/2021 10:05 PM
16	The arts equivalent of Sport Tasman so there's an advocacy and promotional body.	5/18/2021 9:17 PM
17	I would like to see the same amount of funding that goes into our NCC sports facilities, go into our arts facilities	5/18/2021 9:04 PM
18	An arts centre and a large venue for touring musicians.	5/18/2021 7:51 PM
19	Better marketing	5/18/2021 6:32 PM

Q5 The Arts play an important role in attracting visitors to the Nelson Tasman region.

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	36.84%	7
Agree	26.32%	5
Somewhat agree	26.32%	5
Somewhat disagree	0.00%	0
Disagree	10.53%	2
Strongly disagree	0.00%	0
TOTAL		19

#	PLEASE ELABORATE IF YOU WISH	DATE
1	Art is a universal language. Both visual and performance arts cross language and cultural barriers while celebrating communities. I overheard audience members who had traveled from Kaikoura to attend Nelson Fringe. Performers themselves visited from Wellington, Christchurch, etc.	5/23/2021 1:06 PM
2	I think it use to with wareable arts and that there are some incredible artists in Nelson. Think there's a bigger need to be celebrated by the whole community	5/23/2021 9:09 AM
3	Most visitors to Nelson would make an assessment of our "creative region" based on a visit to the Saturday market which does not really represent a real picture of the strong creative community here.	5/21/2021 12:15 PM
4	There is a vague idea outside the region that Nelson Tasman is an "arty" place and that is an attractive aspect when considering tourism destinations. However, finding out about those arts activities is far from easy beyond the very well-known names.	5/21/2021 12:15 PM
5	The Arts are as important to our region as all of the outdoor activities. Not every visitor either wants (or is physically able) to spend time walking.kayaking etc.	5/19/2021 4:03 AM

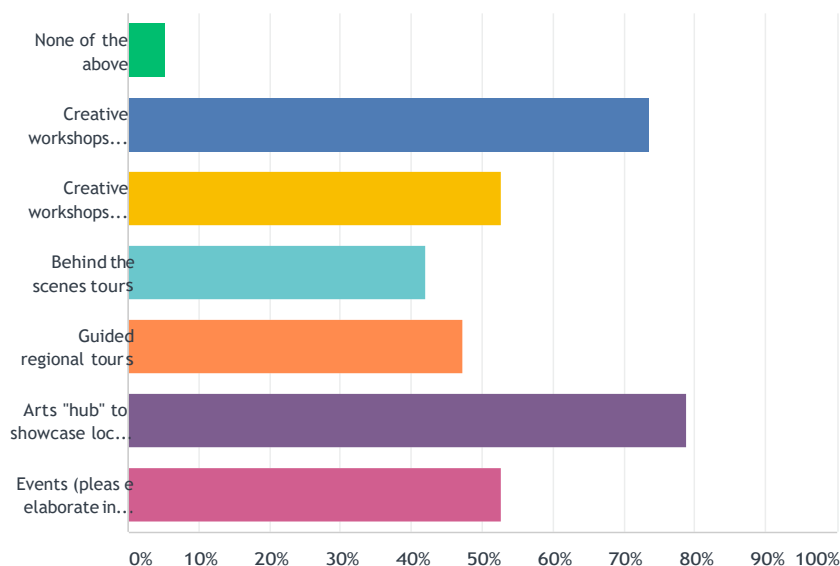
Q6 How could the Arts be better integrated in regional promotion and marketing?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Offering workshops and classes that attract people to the area to participate, This is done successfully in other communities	5/24/2021 10:42 AM
2	There is a thriving/surviving arts community in Nelson that should become part of our brand identity. We are not just a town full of apples, seafood and grapes	5/23/2021 1:06 PM
3	Keep having festivals which celebrate our art. I.e) jazz festival, photography feat, arts Fest, lights fest Also, alternative music festivals at Trafalgar park. Similar theme to womad	5/23/2021 9:09 AM
4	events supported/marked artist profiles elevated	5/22/2021 5:01 PM
5	So much could be done. If there was as much focus on the creativity within the region as is for the outdoors (Abel Tasman, Cycle Trail, etc) visitors would most definitely stay an extra night or two. We are all working in isolation with limited resources yet all want the same result.	5/21/2021 12:15 PM
6	Being integrated at all would be a start! This page on the NelsonTasman.nz website says it all. https://www.nelsontasman.nz/visit-nelson-tasman/itineraries/abel-tasman-itineraries/art-abel-tasman/ It purports to be about the arts (and culture and heritage) but the arts component is certainly incidental to cycling, eating, drinking and retail.	5/21/2021 12:15 PM
7	Yes	5/20/2021 6:09 PM
8	Being more creative with your approach - engaging more creatives in the process. The WE GOT THIS campaign was a great example of doing that.	5/19/2021 6:11 PM
9	see previous response re Kapiti Arts Trail approach - also Wanganui Open Studio week/weekends - promoted nationally and both are destinations for interested visitors	5/19/2021 11:44 AM
10	Have greater media presence, print, radio as well as web	5/19/2021 11:02 AM
11	A coordinated approach, rather than multiple small uncoordinated methods. Especially areas targeting visitors.	5/19/2021 8:42 AM
12	By spending some money on doing just that -	5/19/2021 7:14 AM
13	Awareness and support of events, galleries etc. with advertising and help to promote these.	5/19/2021 4:03 AM
14	Local authorities have a 20 year old view of the arts sector. In reality the arts is massively unsupported and neglected.	5/18/2021 10:49 PM
15	Better coverage in media	5/18/2021 10:05 PM
16	As per previous. Marketing by NRDA only looks at large events at our major venues, and also mixes us in with artisans... jams, pickles, wine etc. We're very different!!	5/18/2021 9:17 PM
17	Unsure	5/18/2021 9:04 PM
18	As much money that is put into Saxton sports stadium put into an arts venue plus similar funding.	5/18/2021 7:51 PM
19	A more collective view of the region's arts community.	5/18/2021 6:32 PM

Q7 Please tell us about any specific ideas related to how the Arts could be part of rebuilding tourism in Nelson Tasman. Select all that apply and feel free to come up with more ideas!

Answered: 19 Skipped: 0



ANSWER CHOICES		RESPONSES	
None of the above		5.26%	1
Creative workshops throughout the year		73.68%	14
Creative workshops clustered in a 2 week period		52.63%	10
Behind the scenes tours		42.11%	8
Guided regional tours		47.37%	9
Arts "hub" to showcase local artists at work		78.95%	15
Events (please elaborate in the comments)		52.63%	10
Total Respondents: 19			

#	OTHER (PLEASE SPECIFY)	DATE
1	Events e.g. Talent showcases, support for open mic events for performing artists. Project development opportunities including acting, singing, comedy, dance workshops, funding workshops, tech lighting and sound training, production management training. Tours of art galleries including the smaller galleries like Atkins Gallery etc. Guides for venues that can be used and what they can be used for.	5/23/2021 1:06 PM
2	Have a group of stalls at Nelson Market which are under the umbrella of tourism where guest artists could showcase their work. Trying to get a regular slot at the market is nigh on impossible and some of the artists that are there at the market have been there for years so it starts to look a little predictable. This would encourage new and emerging artists for sure. Nelson Airport !!! All that space. What a wasted opportunity - tried looking at advertising on their billboards and it is too expensive for individuals Your question is interesting "how the arts could be part of rebuilding tourism" implies that it never has been part of promoting tourism. We have over 120 students come through the Centre for Fine Woodworking each	

year for periods of time between 2 days and 32 weeks. A common comment I have received is that if there were activities or workshops that were co-ordinated in their timing that would be of great benefit. By the time they arrive in Nelson it is hard to try and find something to do other than the obvious visits to the Suter, Museum, etc. The creative activities need to be at the front end of when people are planning their visit and not when they are here. Some of the events websites are clunky and overloaded.

3	The effectiveness of all of these things could be leveraged by coordinating collaborations between the various organisations.	5/21/2021 12:15 PM
4	More quirky events in the CBD and elsewhere	5/19/2021 8:42 AM
5	More local govt support for cultural events	5/19/2021 7:14 AM
6	All of the ideas above are an excellent base point for promoting tourism in our area. The loss of major events (such as Wow) need to be replaced by excellence in other areas. Events such as Light Nelson, the wonderful Changing Threads Awards and Jewellery Week exhibitions need full support .They have all proved that tourists will come to Nelson if we offer World class events such as these.	5/19/2021 4:03 AM
7	Provide some real funding so that artists aren't bankrupted while they try to deliver creative work.	5/18/2021 10:49 PM
8	Nelson jewellery week!	5/18/2021 10:05 PM
9	Performing arts facility or more funding to enable more performance. Most are voluntary with rehearsals at night. This is unsustainable.	5/18/2021 9:17 PM
10	An incubator space for artist setting up in business, with mentors and a retail space	5/18/2021 9:04 PM
11	Affordable events that match the price of attending events as Wellington and Auckland. A more diverse selection of what's available ie. less circus skills and more theatre.	5/18/2021 7:51 PM
12	Street performances. Artists studio tours.	5/18/2021 6:32 PM

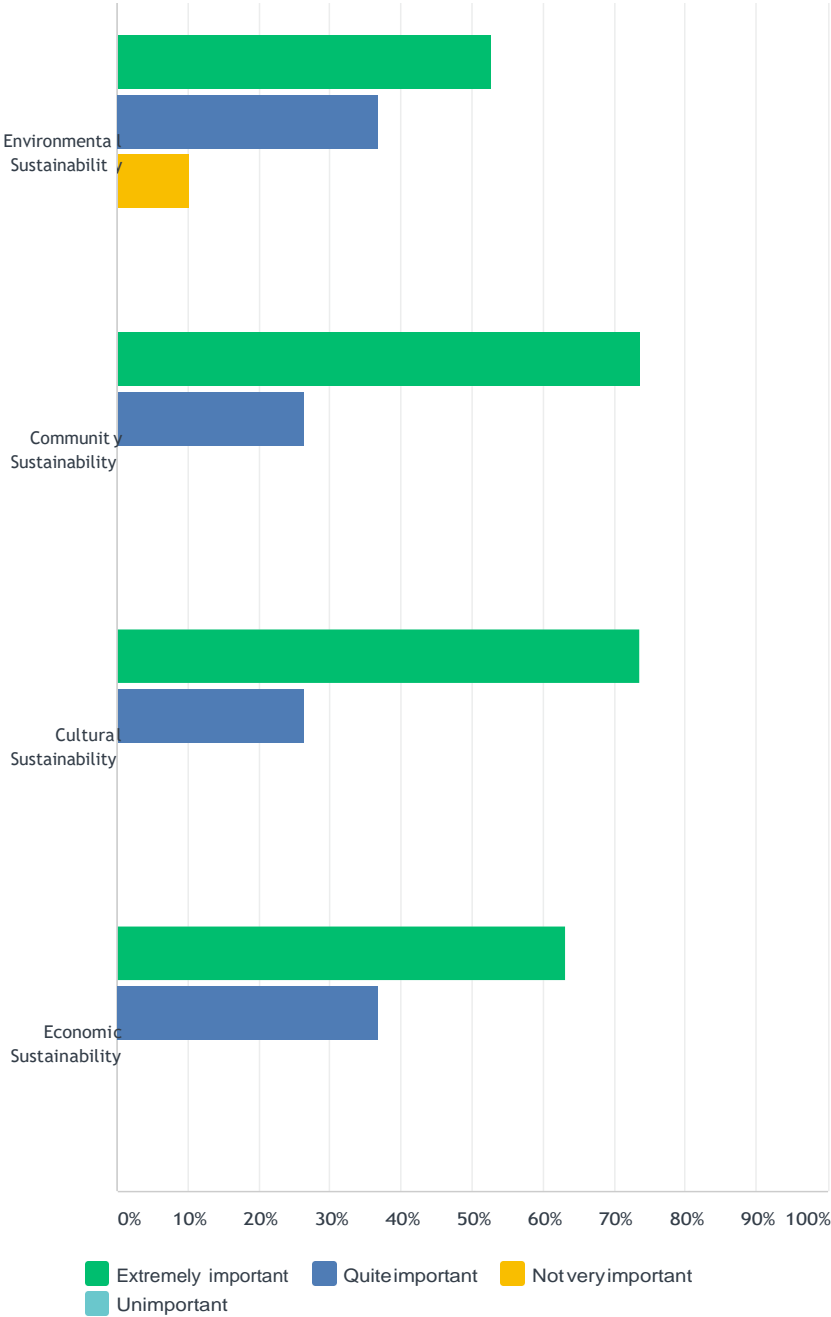
Q8 How do you see yourself contributing to improving engagement with visitors?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	I am a dabbling artist who has sold work but has not studio and would like to create in a community space. I have taken visitors on tours of artists and love to share. I was involved in the set up and running of Art Expo Nelson. I've worked in a gallery. I would love to be involved in any projects that are involving art.	5/24/2021 10:42 AM
2	I participate in and produce variety and line up shows with other performers which we advertise through it's on, eventfinda, newspapers etc. These shows are universal and welcome tourists. I aim to produce shows that take place at tourist-attracting sites like Founders Heritage Park. I also integrate creative arts into Nelson Pride events which we intend to advertise nationally. Many members of the LGBTQ+ community "tour" the Pride events around the country, stopping in at different cities.	5/23/2021 1:06 PM
3	I think it adds something for visitors to do, so they stay in Nelson or Tasman for a few nights. I think it could pull a lot of people for domestic travel I think the CBD is losing it's foot traffic and vibrancy. Arts could help contribute to bringing it back	5/23/2021 9:09 AM
4	strengthening concepts of art being important part of nelson	5/22/2021 5:01 PM
5	High contribution - 95% of visitors to our centre are from outside of the region, and they are offered help in finding accommodation, and other activities available. Our students bring partners, family and friends with them who all contribute to the economy whilst staying here in Nelson.	5/21/2021 12:15 PM
6	The Centre for Fine Woodworking welcomes between 100 and 120 students per year. Until 2020, up to 80% of these were from out of the Nelson Tasman area with a significant number coming from overseas. We offer a very high quality learning experience in fine woodworking and try to wrap other services around them such as pointing them to appropriate accommodation in Nelson and directing them to car hire providers, restaurants and entertainment. They often find it hard to find these things tailored to their personal needs and interests - we try to fill that gap.	5/21/2021 12:15 PM
7	We work hard to promote the annual Top of the South Film Festival at the Suter	5/20/2021 6:09 PM
8	Writing workshops	5/19/2021 6:11 PM
9	Difficult without having my own open gallery space, but work with local galleries, and through my website and social media	5/19/2021 11:44 AM
10	By contributing to media profile of different art enterprises	5/19/2021 11:02 AM
11	Creating events for both visitors and locals	5/19/2021 8:42 AM
12	Advocating for more cultural events - especially in the summer months	5/19/2021 7:14 AM
13	Through helping with these events, promoting them with friends and social media, attending myself and encouraging awareness.	5/19/2021 4:03 AM
14	In my field of music we need an audience. Local authorities can help with audience development e.g. insisting in a quote for local performers as a requirement of big happening here. Once the audience is there we can deliver engagement via concerts, workshops, and masterclasses.	5/18/2021 10:49 PM
15	Open studio	5/18/2021 10:05 PM
16	I market a lot of shows.	5/18/2021 9:17 PM
17	Unsure	5/18/2021 9:04 PM
18	Providing content and marketing.	5/18/2021 7:51 PM
19	Working more collaboratively.	5/18/2021 6:32 PM

Q9 There is a significant shift in focus towards creating sustainable visitor experiences in the region. How important are these areas of sustainability to your business?

Answered: 19 Skipped: 0

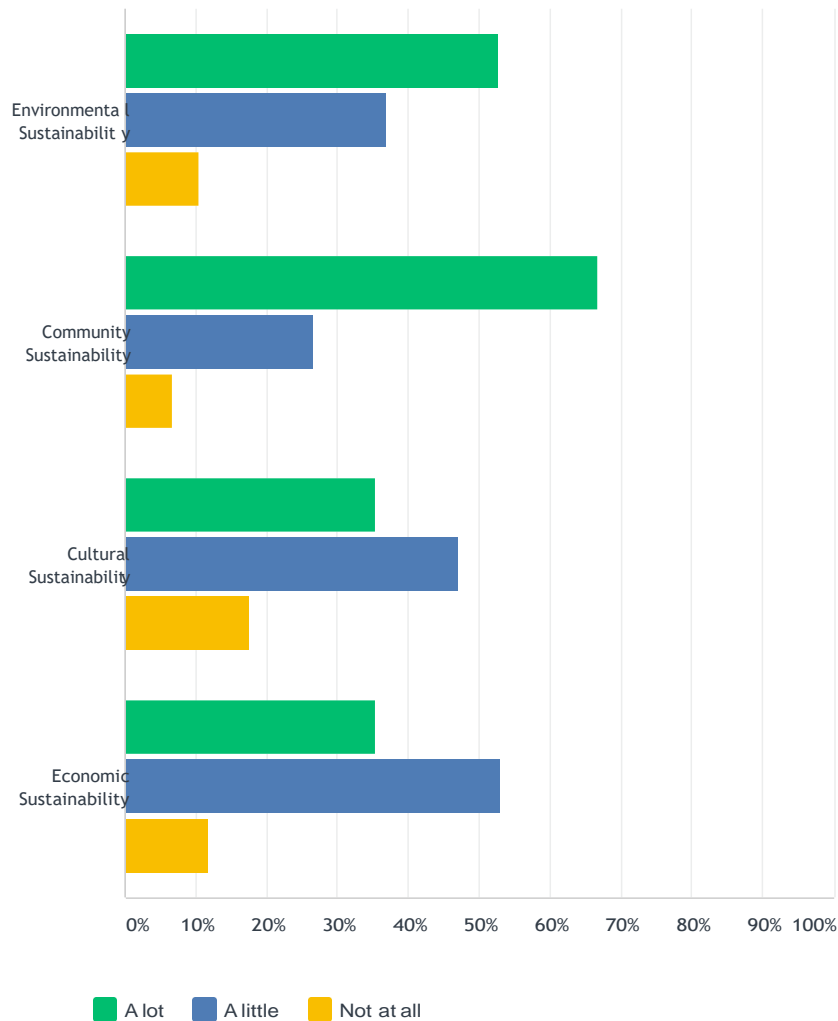


	EXTREMELY IMPORTANT	QUITE IMPORTANT	NOT VERY IMPORTANT	UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Environmental Sustainability	52.63% 10	36.84% 7	10.53% 2	0.00% 0	19	1.58
Community Sustainability	73.68% 14	26.32% 5	0.00% 0	0.00% 0	19	1.26
Cultural Sustainability	73.68% 14	26.32% 5	0.00% 0	0.00% 0	19	1.26
Economic Sustainability	63.16% 12	36.84% 7	0.00% 0	0.00% 0	19	1.37

#	COMMENT IF YOU WISH.	DATE
1	We are just beginning our organisation's push towards environmental sustainability with a commitment to focusing increasingly on locally-grown wood. Other initiatives will follow. Without an integrated focus on all 4 areas by the region, no one area will achieve optimum performance. Like a stool with 4 legs, if you remove one leg, it will fall over.	5/21/2021 12:15 PM
2	Although environmental issues are crucial the current NCC obsession with event sustainability is over the top. Events which the audience pack in and packs out waste are required to have full plans. One event I organised spent nearly \$900 on waste management to produce approx 5 bags of waste recycling. A significant part of the budget.	5/19/2021 8:42 AM
3	Art is only sustainable if the artist can survive.	5/18/2021 10:49 PM
4	Not sure what community sustainability means to you. Economic sustainability ... most of us never get paid!!!	5/18/2021 9:17 PM

Q10 Please tell us if you are working proactively in these areas of sustainability

Answered: 19 Skipped: 0



	A LOT	A LITTLE	NOT AT ALL	TOTAL	WEIGHTED AVERAGE
Environmental Sustainability	52.63% 10	36.84% 7	10.53% 2	19	1.58
Community Sustainability	66.67% 10	26.67% 4	6.67% 1	15	1.40
Cultural Sustainability	35.29% 6	47.06% 8	17.65% 3	17	1.82
Economic Sustainability	35.29% 6	52.94% 9	11.76% 2	17	1.76

#	PLEASE GIVE EXAMPLES IF YOU CAN	DATE
1	NOT really sure of what you are asking in this question - too broad	5/24/2021 10:42 AM

2	Cultural sustainability.- ensuring events are open to all people, ensuring line up shows feature culturally diverse acts. Community sustainability - workshops and training opportunities for up and comers, performing at a variety of locations, encouraging grassroots artistic movements. Economic sustainability- working with venues and performers to create positive relationships and sustainable careers for artists	5/23/2021 1:06 PM
3	I have answered this from my personal perspective, rather than that of CFW. I have worked on community-based conservation and climate change initiatives in the Wellington region for the last couple of decades, including community engagement initiatives and working groups focused on finding solutions to issues. WRT cultural matters, my involvement is in choral singing (where I am one of the organisers of the annual Summer School at Teapot Valley), and in working hard to ensure the continuing viability of the CFW. Research exists which shows that choral singing is a major strengthener of community connection. During my time as a local government officer, I worked on economic development strategies and was CEO of Wellington Zoo for 7 years which involved conservation, environmental, cultural and economic sustainability initiatives.	5/21/2021 12:15 PM
4	reducing waste, minimising energy use	5/19/2021 11:44 AM
5	While still a student at NMIT, I am contributing my time as a trustee of Te Ramaroa festival and am working on some media projects that will hopefully come to fruition in the coming year or two	5/19/2021 11:02 AM
6	I work hard on actual environmental sustainability creating plans that generate little waste. Then lay over the top the NCC plans. The vast majority of my events are intended to be ongoing so both community and cultural sustainability are crucial and with every step we take we consider how we can bring back audiences as well as grow and how we can engage more fully with the community. We constantly look at ways we can diversify both our audience and participation across all sectors such as age, cultural background and income. Cultural sustainability is a complex issue. Some of my events are highly engaged with this, others relate more to cultural diversity and development. Economic sustainability is crucial for any ongoing event, however at the moment there seem to be limited routes for ongoing financial stability. If the question had been 'are you working proactively for project based economic stability' the answer would be an awful lot.	5/19/2021 8:42 AM
7	Advocating for equitable resourcing of arts and cultural facilities and activity NRDA should be pursuing activities that encourage the economic benefit of the arts and cultural sector generally - not just cultural tourism	5/19/2021 7:14 AM

Appendix 5

Funding and expert support Opportunities

Creative New Zealand

Arts Grants: Arts Grants offer short-term project funding for New Zealand artists, arts practitioners and arts organisations (including groups and collectives). Amount \$5,000 - \$75,000. Potential to fund realisation of sculptures.

Creative Communities Scheme (CCS): Focus of this fund is community arts projects. In Nelson the fund is administered by Arts Council Nelson. Amount \$2,000. Potential to fund a local artist to paint the shipping containers.

Ngā Toi ā Rohe – Arts in the Regions Fund. This fund, created for organisation, aims to incentivise local and regional investment in the development and presentation of new local arts activity. Amount up to \$150,000. Potential to fund the the organisation and realisation of the project.

Toi Ake – Mātauranga Māori Te Awa Kōtuku Fund. Supports marae, hapū , iwi, whakapapa-based rūpū and mātāwaka to protect, cultivate and retain mātauranga Māori related to heritage ngā toi Māori and foster their distinctive arts and cultural practices. Amount \$5,000 to \$75,000. Potential to fund any toi Māori works on the trail associated with local iwi.

Ministry of Business Innovation and Employment

The New Zealand Cycle Trail Enhancement and Extension Fund. This fund provides up to \$6 million each year to eligible organisations whose projects extend or improve the Great Rides of New Zealand Cycle Trail. Potential for The Great Taste Trail to use this proposal as the context to apply for funding from this fund.

Manatū Taonga, the Ministry for Culture and Heritage

Innovation Fund. The Cultural Sector Innovation fund provides \$60 million over three years to support innovative projects that improve sustainability and resilience of the sector. Potential to use this fund to support the Nelson

Provincial Museum create interactive digital artefacts to tell the story of each sculpture site along the cycle trail.

Rātā Foundation

Potential to fund any community engagement aspect of the proposal. An example would be partnerships with local schools providing student voice (film clips, artworks, stories etc.) describing their connection the each site.

The Lion Foundation

The foundation has funds available for any charitable, philanthropic or cultural purpose that benefits the local community. Potential is similar to Rātā Foundation in funding community engagement in the project.

Local industry/ business sponsorship

Each sculpture site could have a geographical association with an industry e.g. forestry, wine/grape growing, hop growing. There is the potential for these industries to sponsor each sculpture site adjacent to a particular industry. .

NCC

Historically Nelson City Council have funded public sculptures and contracted out the project management of siting the sculptures. It is likely the majority of the sculpture sites would be in Tasman District. NCC could provide advice and support in project managing this proposal.

TDC

Tasman District Council could also provide professional support in the project management of each site. They may also be able to provide funding for some of the development of each site.