



# MEETING — AGENDA —

Ngā Take

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TAURANGA CITY COUNCIL  
WESTERN BAY OF PLENTY DISTRICT COUNCIL

# JOINT GOVERNANCE COMMITTEE

*Komiti Whakahaere Ngātahi*

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JG5  
Wednesday, 8 August 2018  
Council Chambers  
Barkes Corner, Tauranga  
1.00pm

# Notice of Meeting No JG5

## Tauranga City Council / Western Bay of Plenty District Council Joint Governance Committee

**Wednesday, 8 August 2018**  
**Council Chambers**  
**Barkes Corner**  
**1.00pm**

### **Western Bay of Plenty District Council**

His Worship the Mayor  
Councillors:

G Webber (Chairperson)  
M Williams

### **Tauranga City Council**

His Worship the Mayor  
Councillors:

G Brownless (Deputy Chairperson)  
K Clout

Media  
Staff

Miriam Taris

**Chief Executive Officer**

**Western Bay of Plenty District Council – Administering Authority**



# **Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee**

## **Role and Scope**

### **Cooperation:**

- Review and monitor agreements between the two Councils and recommend to the respective Councils any changes to agreements, as appropriate.
- Monitor issues affecting both the Tauranga City Council and the Western Bay of Plenty District Council and make recommendations to the respective Councils where required.

### **Joint Initiatives:**

- Receive reports and make decisions on civil defence matters as recommended through the Civil Defence Emergency Management Group.
- Facilitate and monitor any other joint initiatives as agreed to by the Councils.
- Establish protocols and arrangements for joint funding applications to funding bodies for recommendation back to the respective Councils.
- Establish principles and appropriate processes for the consideration and determination of joint service delivery opportunities for recommendation to the respective Councils.
- Establish appropriate process for the consideration and determination of joint cost sharing arrangements for recommendation to the respective Councils.

### **Joint Projects, Plans, Policies and Strategies:**

- Develop and amend joint policies, plans and strategies (as delegated by the respective Councils and subject to funding approval) for recommendation to the respective Councils.
- For joint projects (as delegated by the respective Councils and subject to funding approval) develop implementation plans for recommendation to the respective Councils.
- Oversee the development of strategies relating to sub-regional parks and sub-regional community facilities for the enhancement of the social and cultural well-being of the Western Bay of Plenty communities, for recommendation to the respective Councils.
- Monitor the on-going effectiveness of implemented joint projects, plans, strategies and policies.
- Make decisions and monitor sub-regional park development in regard to the Huharua Harbour Park and the TECT All Terrain Park, and any other sub-regional facility established by the Councils, subject to provision in the respective Councils' LTPs and budgets.

## **Joint Contracts:**

### Priority One

- To approve the contractual arrangements for a three year term within the approved budgets of the two Councils ensuring the contract is in accordance with s17A(5) of the Local Government Act 2002.
- Monitor the performance against the approved contract.

### Tourism Bay of Plenty

- Consider the Statement of Intent in accordance with Schedule 8 of the Local Government Act 2002.
- Monitor the performance against the Statement of Intent.

### Any other joint contracts

- Monitor performance against approved contracts.

## **General Delegations:**

- The Committee may make recommendations to the respective Councils and/or any standing committees regarding matters outside its delegated authority, as it deems appropriate.
- The Committee has the power to co-opt relevant tangata whenua and other advisors when considering matters relating to the Huharua and TECT All Terrain Sub Regional Parks, and any other subregional projects, as required.
- The Committee has the power to work with other agencies, community groups and local authorities in development of joint policies, strategies initiatives and sub-regional projects.

# Agenda for Meeting No. JG5

Pages

**Present  
In Attendance  
Apologies**

## **Public Excluded Items**

The Committee may by resolution require any item of business contained in the public excluded section of the agenda to be dealt with while the public are present.

## **Public Forum (If Required)**

A period of up to 30 minutes is set aside for a public forum. Members of the public may attend to address the Committee for up to three minutes on items that fall within the delegations of the Committee provided the matters are not subject to legal proceedings, and are not already subject to a process providing for the hearing of submissions. Speakers may be questioned through the Chairperson by members, but questions must be confined to obtaining information or clarification on matters raised by the speaker.

Such presentations do not form part of the formal business of the meeting, a brief record will be kept of matters raised during any public forum section of the meeting with matters for action to be referred through the service request system, while those requiring further investigation will be referred to the Chief Executives with the Committee receiving reports on such matters in its information pack.

## **Recommendation (If required)**

*THAT the meeting adjourn for the purpose of holding a public forum.*

JG5.1

**Minutes from the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee JG4 Dated 13 June 2018**

8-10

A copy of the minutes is attached.

## **Recommendation**

*THAT the minutes from the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee (JG4) as*

*circulated in the agenda and held on 13 June 2018 be confirmed as a true and correct record.*

## **Monitoring**

JG5.2                    **Priority One Annual Report**                    11-16

Attached is a report from Ross Hudson (Team Leader Strategy Development Tauranga City Council) and Frank Begley (Community Relationships Manager, Western Bay of Plenty District Council) dated 8 August 2018.

Representatives from Priority One will be in attendance to present the report.

JG5.3                    **Creative New Zealand Survey Findings for Residents in the Bay of Plenty**                    17-77

Attached is a report from Erica Holtsbaum (Group Manager Technology, Customer and Community Services) dated 8 August 2018.

## **Decision**

JG5.4                    **Tourism Bay of Plenty - Statement of Intent - 2018-2019 to 2020-2021**                    78-96

Attached is a report from Anne Blakeway (Manager: CCO Relationships and Governance Tauranga City Council) and Frank Begley (Community Relationships Manager, Western Bay of Plenty District Council) dated 8 August 2018.

## **Local Government Official Information and Meetings Act**

### **Exclusion of the Public**

#### **Schedule 2a**

*THAT the public be excluded from the following part of this meeting namely:*

- *Appointment of the Deputy Chair of Tourism Bay of Plenty*

The general subject to each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

<b>General subject of each matter to be considered</b>	<b>Reason for passing this resolution in relation to each matter</b>	<b>Ground(s) under Section 48(1) for the passing of this resolution</b>
<i>Appointment of the Deputy Chair of Tourism Bay of Plenty</i>	<i>THAT the public conduct of the relevant part of the proceedings of the meeting would likely result in the disclosure of information for which good reason for withholding would exist</i>	<i>Protect the privacy of natural persons, including that of deceased natural persons.</i>

## Western Bay of Plenty District Council

**Minutes of Meeting No. JG4 of the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee held on 13 June 2018 in the Council Chambers, Barks Corner, Tauranga commencing at 1.00pm**

### Present

#### Tauranga City Council

His Worship the Mayor Greg Brownless and Councillor Kelvin Clout

#### Western Bay of Plenty District Council

His Worship the Mayor Garry Webber and Councillor Mike Williams

### In Attendance

#### Tauranga City Council

Garry Poole (Chief Executive Officer), Philip King (Group Manager Community Services), Alana Rapson (Safer Communities Coordinator), and Meagan Holmes (Manager Community Development)

#### Western Bay of Plenty District Council

Miriam Taris (Chief Executive Officer), Erica Holtsbaum (Group Manager Customer and Community Services), Kumaren Perumal (Chief Financial Officer), Frank Begley (Community Relationships Manager), Caroline Lim (Community Team Leader), Peter Hennessey (Strategic Advisor), Ben Wilson (Community Relationships Advisor) and Fleur Sweeney (Democracy Management Advisor)

JG4.1

#### **Minutes from the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee JG3 dated 18 April 2018**

The Committee considered minutes from the meeting JG3 of the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee dated 18 April 2018 as circulated with the agenda.



**Resolved:** Clout / Williams

*THAT the minutes from the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee (JG3) as circulated in the agenda and held on 18 April 2018 be confirmed as a true and correct record.*

JG4.2

### **Joint Governance Committee 2018 Meeting Schedule**

The Committee considered a report from the General Manager City Transformation (Tauranga City Council) and the Community Relationships Manager (Western Bay of Plenty District Council) dated 13 June 2018 as circulated with the agenda.

**Resolved:** Williams / Clout

*THAT the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee:*

- (a) Receives the report titled Joint Governance Committee 2018 Meeting Schedule.*
- (b) THAT two extra meetings are added to the 2018 meeting schedule on Wednesday 8 August and Wednesday 17 October.*
- (c) THAT the report relates to an issue that is considered to be of low significance in terms of both Tauranga City and Western Bay of Plenty District Councils' Significance and Engagement Policies.*

JG4.3

### **Tauranga Western Bay Safer Communities Update Report**

The Committee considered a report from the Safer Communities Coordinator dated 13 June 2018 as circulated with the agenda. Alana Rapson spoke to the report highlighting the key achievements of the programme. In response to questions she advised as follows:

- They did co-ordinate with the Brave Hearts group in regard to methamphetamine programmes.
- The testing of wastewater was part of a national programme.
- The Tauranga Moana Abuse Prevention strategy involved a number of groups and the strategy could be distributed to members of the committee.
- The "Your help may harm" campaign was aimed at issues around begging.

**Resolved:** Williams / Clout

*THAT the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee:*

- (a) *Receives the report titled Tauranga Western Bay Safer Communities Update Report, and notes that it is for information only.*
- (b) *THAT the report relates to an issue that is considered to be of low significance in terms of the councils' Significance and Engagement Policies.*

The meeting concluded at 1.45pm.

Confirmed as a true and correct record

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G J Webber, JP  
**Mayor**

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Date

JG4



**TAURANGA CITY COUNCIL/WESTERN BAY OF PLENTY  
DISTRICT COUNCIL  
JOINT GOVERNANCE COMMITTEE**

**8 August 2018**

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**PRIORITY ONE ANNUAL REPORT**

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**Purpose**

1. The purpose of this report is to provide the Joint Governance Committee with Priority One's Annual Report for the year ended 30 June 2018 (**Attachment A**) in order to assist the Committee with its delegated role to monitor the performance of Priority One against the approved contract. Representatives of Priority One will be in attendance to speak to the report.

**Recommendation**

***THAT the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee receive the Priority One Annual Report for the Year Ended 30 June 2018.***

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Ross Hudson  
**Team Leader Strategy Development  
Tauranga City Council**

Frank Begley  
**Community Relationships Manager  
Western Bay of Plenty District  
Council**

**Attachments**

No.	Title
A	Annual Report

# ANNUAL REPORT

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**Joint Governance Committee  
of Councils - 2017/18**

**Priority 1** Driving  
Economic  
Growth

2nd Floor, Rydal House  
29 Grey Street, PO Box 13057  
Tauranga 3141, New Zealand

Tel: +64 7 571 1401  
Fax: +64 7 571 1402  
[www.priorityone.co.nz](http://www.priorityone.co.nz)

## Chief Executive's Overview

The 2017/18 year for Priority One was notable for two main reasons. Firstly – economic growth in Tauranga and the Western Bay is still very strong, with an unparalleled 6% GDP growth recorded in 2017. This positions us at the top of the country as the highest growing regional economy in New Zealand over the last five years. Importantly, it's not just GDP growth that looks good; we also have strength in:

- Business unit growth (4.1% vs NZ 2.1%);
- Employment growth (4.1% vs NZ 2.4%);
- Growth in the value of commercial building consents issued (68.7%); and
- Growth in mean annual earnings (2% vs NZ 1.8%).

We see the region's prosperity at household level as a key area of importance, so the employment statistics in particular are encouraging – and we know that the jobs we're growing tend to be at the higher end of skill sets. Our sectors continue to perform very well, led by strong horticulture, specialised manufacturing and the Port of Tauranga and associated activities. However, while we are in a good position now, we must recognise that it is important to continue to diversify our economy so that we have ongoing and sustainable strength in the future.

Our economy is being recognised in an increasingly positive light to domestic and international businesses and talent alike, which in turn helps our businesses to attract the right people.

The second area in which 2017/18 was a good year for the sub-region were the real strides we have made around developing more of a knowledge and innovation led economy. This is crucial for us to be able to diversify our industries, produce higher value exports and to position ourselves well for global opportunities.

Key proof points of this move towards innovation are the establishment of the PlantTech Research Institute, which will provide us with world-class research into horticultural growing systems, specifically in the field of artificial intelligence, and being granted one of three national headline events during TechWeek'18 – the agritech '10 Billion Mouths' conference.

This year we also launched the very successful week-long Groundswell Festival of Innovation, which sought to better engage our community with thought provoking content around innovation and entrepreneurship. The festival, which comprised around 28 events, was very well received and we look forward to hosting an expanded programme of events in 2018.

Looking ahead, the outlook for the economy remains strong with our key industries all in good shape. While this is excellent as it provides continued job growth, we must be aware that our ability to provide infrastructure to accommodate this growth is stretched. Our focus for the next year will be around helping influence and enable infrastructure investment, particularly gaining the support of the business community, and continuing to work to ensure Tauranga and the Western Bay are attractive destinations for talent.

We expect initiatives such as the government's Provincial Growth Fund, the regional labour market strategy and Māori economic development to form a large part of our work programme over the next year. This reflects our continued focus on building not only a strong local economy but also one that is sustainable and delivers prosperity to our whole community.

Nigel Tutt  
Chief Executive  
PRIORITY ONE

**GROWTH IN KNOWLEDGE INTENSIVE BUSINESSES**

3.8% vs NZ 2.1%

vs NZ 2017

## Highlights

*This section of the report contains information on Priority One's key highlights for the year or new projects and does not cover work that is considered 'business as usual'.*

### Fostering Innovation

**PlantTech Research Institute:** Lifting the sub-region's ability to add value to jobs, products and business by increasing research and development capacity aligned with our primary production base is a key area of focus for Priority One. PlantTech research institute is a partnership between eight commercial organisations, the University of Waikato and Priority One that focuses on the application of technology and innovation in horticulture and other high worth plant-based value chains. Alongside the industry contribution, PlantTech is supported by an \$8.4 million investment from central government. During the reporting period PlantTech was established as an independent company and a board of directors and chief executive were appointed. It will employ a team of experts in data sciences, automation and mobile technologies to focus on premium value chains, in collaboration with local industry, research organisations and international partners. In the initial stages, PlantTech is based in Priority One's Ignition coworking space.

**Summer Student Programmes:** Supporting successful transitions from education to work is a priority under the Bay of Plenty Tertiary Intentions Strategy. Summer research and internship programmes assist this process by providing students with the opportunity to work on real world problems alongside successful industry practitioners. Priority One partners with its business members to support several summer student initiatives aligned to areas of regional growth, including Project Ignite (entrepreneurship), Summer Innovation Lab (marine biotechnology), and the Bay of Plenty District Health Board Clinical School summer student programme (health). Research undertaken on commercial uses of sea lettuce through the Summer Innovation Lab has led to a new \$13 million research project being developed. It is being led by the University of Waikato and will involve 15-20 world-leading researchers and their teams being based in Tauranga over the next three years.

**Groundswell Festival of Innovation:** The inaugural Groundswell festival of innovation was held in August 2017, featuring more than 28 events facilitated across the sub-region. The purpose was to reinforce a culture

of innovation that is fundamental to the region's future and showcase the people and businesses that are leading the way in this respect. Over 5000 people took part in the festival, which was led by Priority One in partnership with Cucumber, Callaghan Innovation, Tauranga City Council and Bay of Connections. Work is underway planning Groundswell 2018, with around 20 events already in place. Air New Zealand has been secured as a major sponsor for this year's festival.

**Supporting Capital Networks:** The ongoing growth of the region's innovation ecosystem is dependent on the ability of early stage companies or those seeking to take advantage of high growth opportunities to access equity funding and expertise. For this reason, Priority One is a strategic partner, funder and has board representation on the Tauranga branch of Enterprise Angels and is part of a consortium providing funding support to the WNT Ventures technology incubator. During the reporting period WNT Ventures raised \$4.4 million for a second fund which will invest in up to 10 start-ups over the next 18 months. This is in addition to the seven companies it invested in through its initial fund.

**Young Innovator Awards:** YiA supports a culture of innovation in secondary and intermediate schools and helps prepare the future workforce with the skills local employers need to compete in a rapidly changing environment. It is a partnership between Priority One's Instep programme, Woods Brand Innovation and Bluelab and includes a competition to develop an innovative product and service, participation in workshops that demonstrate innovative thinking and opportunities for students to undertake internships in areas such as product design, customer research and marketing in local businesses.

**Fostering Innovation Through Sponsorships:** Priority One supports events and activities facilitated by others that foster innovation, entrepreneurship, new ideas and the establishment of start-ups, eg TEDx Tauranga and Startup Weekend Tauranga. These events help build the Western Bay's innovation system and Priority One's sponsorship helps to reduce risk for organisers of events and encourages more local and national investors to take part.

### BUSINESS UNIT GROWTH

4.1% vs NZ 2.1%

Information (2017)

## Developing Skills & Talent

**Labour Market Strategy:** The Bay of Plenty Tertiary Intentions strategy recognises the distinctive characteristics of the Bay of Plenty's evolving labour market. Priority One partnered with Ministry for Business, Innovation and Employment to lead development of a regional labour market strategy to ensure the Bay of Plenty is well positioned to develop, retain and attract the people and skills needed to ensure sustainable business and community outcomes. In the Western Bay of Plenty, SmartGrowth forecasts an additional 40,000 jobs will be created over the next 30 years. The strategy considers how people in our communities are able to participate in meaningful employment, gain foundational and role specific skills, and adapt to changes in labour market conditions. It also supports employers and employees to be more productive and looks at how local communities form the labour markets that drive the region's economy.

**City Centre Tertiary Campus:** Priority One has worked closely with Tauranga City Council, Bay of Plenty Regional Council, TECT, the Bay of Plenty Tertiary Partnership and SmartGrowth to establish a unique Tauranga city centre tertiary precinct. During the reporting period construction of the campus commenced, for completion in early 2019. Priority One has been working alongside University of Waikato to facilitate industry-focused workshops and field trips to support the development of programmes of study that will be unique to the region.

**Marine Biodiscovery:** Marine resources and ecosystems rank among the world's most valuable assets. The Coastal Marine Field Station has positioned the region as a major centre for marine-based research for pharmaceutical and agrichemical innovation due to the high level of diversity found in local waters. Since 2012 the field station has trebled the size of its operations due to demand for its teaching and research. It has formed international research partnerships with Bremen University and the Yantai Marine Biotechnology Research Centre that will result in commercial and environmental benefits and is part of the Sino-NZ coastal innovation partnership. Due to these alliances, Tauranga hosted the international biotechnology conference, Blue2Green, in August 2017, of which Priority One was a key sponsor.

**He Mauri Ohooho:** During the reporting period Priority One employed a Māori economic development navigator (or Kaihautu Ōhanga Māori), in a partnership with Bay of Connections and Te Puni Kōkiri. The role has a strong focus on empowering Māori youth and unlocking the

potential of the emerging Māori workforce. A two day Māori youth leadership summit was held in February for secondary school student leaders, so they could explore what leadership means, consider career pathways and find out about opportunities to be innovative and enterprising for the long term benefit of the Bay of Plenty community.

**Wish You Were Working Here:** This is Priority One's talent attraction campaign, which has a strong social media presence. Over the last two years there has been a significant lift in the number of enquiries from Kiwi expats, skilled migrants and those living elsewhere in New Zealand wanting to work in the Bay, with around 40-50 new registrations received each month. Successful matches between job seekers and skills sought by employers are regularly made through this initiative, benefitting Priority One members and the wider business community.

**Our Place:** Priority One has been supporting the development of Our Place, an exciting activation space being developed on the site of the demolished Tauranga City Council administration building. This has included raising business sponsorship for a canopy over the stage as well as direct financial support. When it opens at the end of July, Our Place will provide a vibrant venue for entertainment, open air events and workshops, and niche hospitality, as well as a hub for business startups, social enterprises and community events.

**Canvas Careers Showcase:** Over 3000 people attended the Canvas Careers Showcase, which has been created to help students and job seekers find their passion and the pathways to achieve their career goals. Sponsored by Priority One in partnership with Rotary Club of Tauranga, the showcase provides opportunity to speak with people from business and tertiary institutions, so students can explore a multitude of study and career opportunities.

## Business & Investment Attraction

**Business Attraction:** Creating an environment that attracts new business and retains those we already have is at the heart of what Priority One does. A targeted approach is taken to business attraction to ensure new businesses support our key sectors and complement those companies already working here. Nearly one thousand new business units established themselves in the Western Bay of Plenty sub-region in 2017 and 3,545 new jobs were created. During the reporting period a refresh of Priority One's business attraction programme was undertaken including the development of new marketing collateral, which will be launched early in the next financial year.

**Western Bay of Plenty International Strategy:** This strategy aims to take a coordinated sub-regional approach to leveraging our international relationships in the areas of tourism, trade, education and investment. Outcomes from the strategy include expanding our pool of 'smart capital' by attracting students, investors and entrepreneurs here; supporting our sister city relationships; and ensuring the Western Bay sub-region is welcoming to newcomers. Priority One partners with Immigration NZ, the sub-region's local authorities and other stakeholders to actively engage with potential skilled migrants, investors and stakeholders, both on- and off-shore, to identify opportunities. During the reporting period Priority One and Education Tauranga organised a mayoral delegation to China where discussions and partnerships were furthered in the areas of international education, marine science, sport, trade and investment. We also took part in the second NZ China Mayoral Forum held in Wellington, which involved 15 Chinese mayors and 33 New Zealand mayors, and supported Tauranga City Council to host a delegation of 13 civic and business leaders from Hitachi in Japan. A network of local service providers has also been established to build capability and capacity so that a seamless service can be offered to migrant investors. In addition, Priority One is working with local authorities on implementation of the Welcoming Communities pilot programme.

### Western Bay of Plenty Regional Partnership

**Agreement:** Skilled migrants play an important role in the transfer of knowledge and skills supporting innovation and growth, as well as addressing the skill gaps in key industry sectors. Priority One partners with Tauranga City Council, Western Bay of Plenty District Council and Immigration NZ to attract and retain skilled migrants into the sub-region. A three-year plan has

been put in place that outlines opportunities to work collaboratively on shared priorities and particularly identifies where Immigration NZ can support the sub-region's migration priorities.

## Key Contract Partners

**Education Tauranga:** Priority One works closely with Education Tauranga to grow the value of international students to Tauranga and the Western Bay of Plenty. The local international education sector has already exceeded the economic value targets it set itself by 35% in the last three years. Currently about 2700 international students bring around \$55 million into the local economy. During the reporting period Education Tauranga and Priority One led three international delegations to meet with education agents and attend international student fairs to talk about the opportunities available in the sub-region.

**ExportNZ Bay of Plenty:** Priority One works closely with ExportNZ Bay of Plenty to support local businesses operating in international markets. ExportNZ Bay of Plenty is also an implementation partner in the Western Bay of Plenty International Strategy and joined Tauranga City Council's mayoral delegation to China in April 2018. Forty events were held during the year to engage and upskill exporting companies, including focusing on specific markets.

**Bay of Plenty Film:** Priority One supported Bay of Plenty Film to establish a regional film office in the Western Bay sub-region in the last financial year. Now up and running, the group has been extremely active supporting film productions and hosting national and international location scouts across the Bay. As a result of this activity and profile, the Regional Film Offices of New Zealand held their annual two day conference in Tauranga during June.





**TAURANGA CITY COUNCIL/WESTERN BAY OF PLENTY  
DISTRICT COUNCIL  
JOINT GOVERNANCE COMMITTEE**

**8 August 2018**

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**CREATIVE NEW ZEALAND SURVEY FINDINGS FOR RESIDENTS  
IN THE BAY OF PLENTY**

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**Purpose**

1. The purpose of this report is to provide the Joint Governance Committee with the Creative New Zealand Survey Findings for Residents in the Bay of Plenty (**Attachment A**). This is in order to assist the Committee with its delegated role to receive reports on joint initiatives, projects, plans, policies and strategies.

**Recommendation/s**

***THAT the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee receive the Creative New Zealand Survey Findings for Residents in the Bay of Plenty.***

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Erica Holtsbaum  
**Group Manager**  
**Technology Customer and Community Services**  
**Western Bay of Plenty District Council**

**Attachments**

No.	Title
A	New Zealanders and the Arts – Survey Findings for Residents in the Bay of Plenty

# NEW ZEALANDERS AND THE ARTS

SURVEY FINDINGS FOR RESIDENTS IN THE BAY  
OF PLENTY



# INTRODUCTION

## Background and objectives of the research

Since 2005 Creative New Zealand has conducted research to measure New Zealanders engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). The surveys have been repeated every three years with the most recent research completed in 2014.

The research is used in a number of ways. It provides:

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

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

20

**'Attendance'** is defined as going to:

- Art galleries or exhibitions or online galleries or film festivals
- Performances in theatres, contemporary dance, ballet, concerts or circuses
- Poetry or book readings, or literary festivals
- Cultural performances, festivals, exhibitions or celebrations of Pacific or Māori arts.

**'Participation'** is defined as :

- The active involvement in the making or presentation of art forms.

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

- Visual arts is defined as sculpture and painting, print-making, typography, photography and film-making
- Craft and object art is defined as ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles
- Performing arts is defined as theatre, dance and music
- Literature is defined as poetry or book readings, writing workshops or literary events, creative writing in poetry, fiction or non-fiction
- Pacific arts is defined as arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music
- Māori arts is defined as arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music

# Approach



606

## ONLINE INTERVIEWS

With adults aged 15+ living in the Bay of Plenty



## FIELDWORK DATES

27 October to 29 November 2017



## NATIONAL COMPARISON

Findings are compared to all New Zealanders (6,101 interviews)

## METHOD

21

Historically *New Zealanders and the Arts* has been conducted using a telephone survey.

In 2017 the decision was made to shift the survey to an online panel. The key reasons were to:

- Future-proof the survey. It is becoming increasingly challenging to reach a representative sample of New Zealanders using randomly generated landline numbers.
- Opportunities to offer additional value. The shift to online has made it more affordable to boost the sample across each of the regions, so we can better understand the extent to which residents in their own area engage with the arts.

## SAMPLING

The overall sampling target in the Bay of Plenty was 600 interviews. In order to achieve a representative sample of residents in the Bay of Plenty, quotas (or interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final sample profile was representative of the Bay of Plenty population. In addition, weighting was applied to the national results to correct for the over-sampling of residents in the Bay of Plenty.

## TREND-DATA

The change in method from telephone to online means the 2017 national data can no longer be compared to the previous published trends.

However, a national telephone survey was conducted in parallel to the online survey. The telephone survey used a cut down version of the questionnaire.

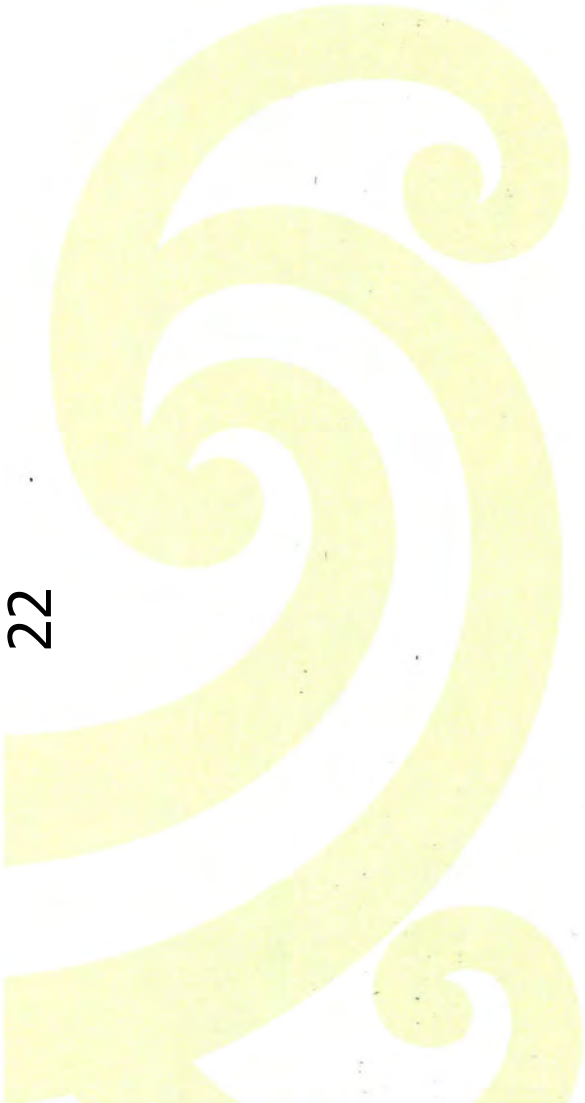
This parallel survey has allowed us to model some questions at a national level to estimate what the previous survey results would have been had an online method been used. Creative NZ can provide further information.

## SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 606 respondents the margin of error is up to +/- 4.0 percentage points.

We have used statistical tests to determine whether the survey findings between the Bay of Plenty and New Zealand are statistically significant or if the difference falls within the margin of error.

A white triangle is shown beside the results to indicate those findings which are statistically significant when compared to New Zealand. The direction of the difference is indicated by the triangle ( $\Delta$ ).



# SUMMARY

## Summary of key findings

**OVERALL:** In general, residents in the Bay of Plenty are engaged with the arts. Their attitudes towards the arts in New Zealand are broadly positive as they recognise the benefits the arts bring to New Zealand and the region. However, there is evidence that more could be done to improve the quality of the arts in the region, as well as choice.

### ENGAGEMENT IN THE ARTS

The majority of residents in the Bay of Plenty are engaged with the arts (77%). This is in line with all New Zealanders (80%).

Engagement is based on those who have either **attended** the arts in the last 12 months (70%) or have **participated** in the arts in the last 12 months (51%).

Overall attendance is lower for the Bay of Plenty region compared to all of New Zealand (70% vs. 73%). This appears to be driven by lower levels of attendance for the performing (46% vs. 51%), Pacific (13% vs. 18%), and literary arts (5% vs. 10%).

Overall participation is consistent with all of New Zealand. However, when looking at the individual art forms participation is lower for the performing (12% vs. 16%), literary (9% vs. 13%), and Pacific arts (5% vs. 8%).

### ADVOCACY OF THE ARTS

Residents hold broadly positive attitudes about the arts. Most attitudes are in line with the views of all New Zealanders, although views on the importance and quality of the arts are less positive.

Most residents recognise the different ways in which the arts benefit New Zealand. Just over half agree that the arts improve New Zealand society (54%), contribute positively to our economy (53%), and help define who we are as New Zealanders (52%).

At a regional level, most residents see there are social goods from the arts. The arts support community cohesion (58%) and enable young people to express themselves (58%). There is also recognition of the importance of the arts (in particular Māori arts) in driving tourism to the region.

Residents receive a range of personal benefits from the arts, but to a lesser extent than average. They are just as likely to feel proud when New Zealand artists succeed overseas (74% vs. 74%), but they are less likely to agree that the arts help them to learn about different cultures (60% vs. 64%), and improve their outlook on life (35% vs. 41%).

Fifty-one percent of residents support public funding of the arts. Additionally, 44% agree that local council should financially support the arts. These views are consistent with all New Zealanders.

### POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Bay of Plenty residents (61%) agree some arts interest them but they still don't go much. We asked these people what might encourage them to go more often.

Choice and price emerged as key barriers. Just over half of residents (54%) indicated that a greater range of events would increase their likelihood of attending. In addition, 50% indicated that reducing the price of tickets would make a big difference to their attendance.

Social isolation is less of a barrier; 37% indicated having someone to go with would make a big difference. This is lower than all New Zealanders (45%).

### KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women and older people express greater engagement with the arts than average in the Bay of Plenty, and hold more positive attitudes about the arts.

### ARTS EVENTS AND ACTIVITIES IN THE BAY OF PLENTY

Close to four in ten (38%) Bay of Plenty residents feel arts and culture are (extremely or very) important to the region's identity.

However, there is a gap between perceived quality of the arts in the Bay of Plenty versus the whole of New Zealand. Fifty eight percent of residents agree the arts in New Zealand are of high quality, whereas only 48% agree the arts in the Bay of Plenty are of high quality.

In addition, residents are less likely than the average to agree that the region has a range of quality arts and culture venues (44% vs. 56%), and they are less likely than the average to be proud of arts in the region than (43% vs. 49%).

These discrepancies indicate there is more that can be done to promote the arts scene in the Bay of Plenty region.



# OVERALL ENGAGEMENT

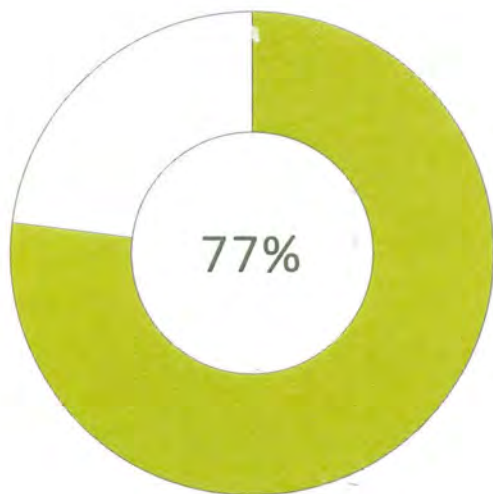
INCLUDING OVERALL ATTENDANCE AND  
PARTICIPATION



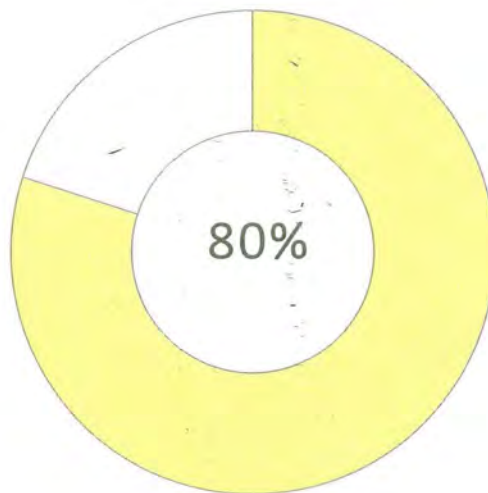
# Overall engagement

**Q** Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts**

Bay of Plenty



New Zealand



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

The results opposite are therefore a nett calculation based on the respondents who said they attended or participated in at least one art form during the survey.

In total, 77% of residents in the Bay of Plenty engaged with the arts in the last 12 months. This is consistent with all New Zealanders (80%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (77%) to have engaged with the arts in the last 12 months:

- Higher income households, earning \$80,001-\$120,000 per annum (90%)
- Women (84%)

The following groups are less likely than average (77%) to have engaged with the arts in the last 12 months:

- Men (69%)
- Middle aged people, aged 40-49 (67%).

25

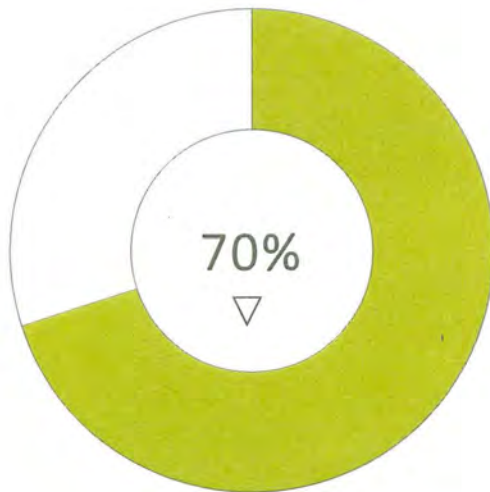
△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

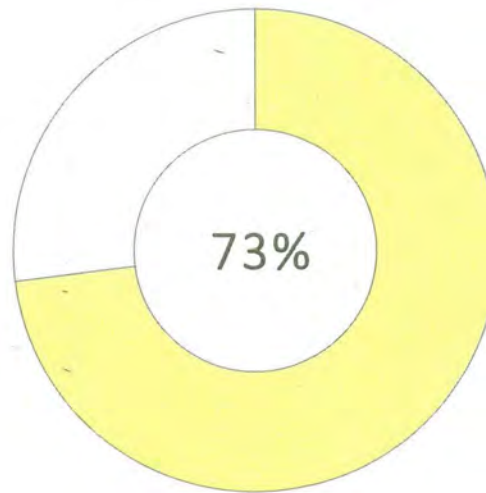
# Overall attendance

**Q** Overall attendance is based on all those who have attended the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

Bay of Plenty



New Zealand



Seven in ten (70%) Bay of Plenty residents have attended at least one arts event or location in the last 12 months. This is less than the national average (73%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (70%) to have attended the arts in the last 12 months:

- Higher income households earning \$80,001-\$120,000 per annum (82%)
- Older people, aged 60-69 (80%)
- Māori (79%)
- Women (79%)

The following groups are less likely than average (70%) to have attended the arts in the last 12 months:

- Middle aged people, aged 40-49 (58%)
- Men (58%)

26

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

# Frequency of attendance

**Q** Frequency of attendance shows the number of times respondents have attended any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

%

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

27

Bay of Plenty



New Zealand



▲▼ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

We have identified four groups in terms of the frequency with which they attend any art form.

Eighteen percent of residents in the Bay of Plenty attend the arts on a regular basis (more than ten times a year). This is lower than the average for all New Zealanders (22%).

### Sub-group differences in the Bay of Plenty:

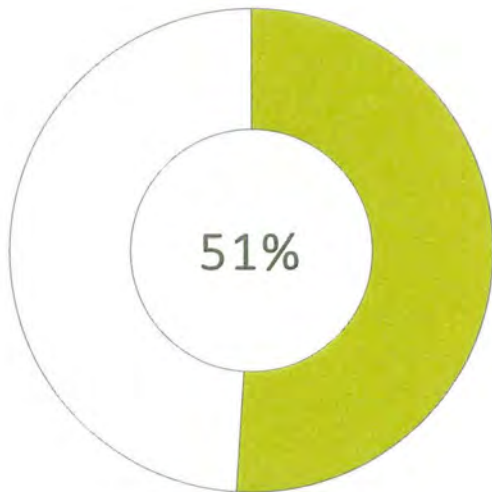
The following groups are more likely than average (18%) to attend the arts on a regular basis (more than 10 times a year):

- Māori (31%)
- Older people, aged 60-69 (30%)
- One person households (26%)
- Women (23%)

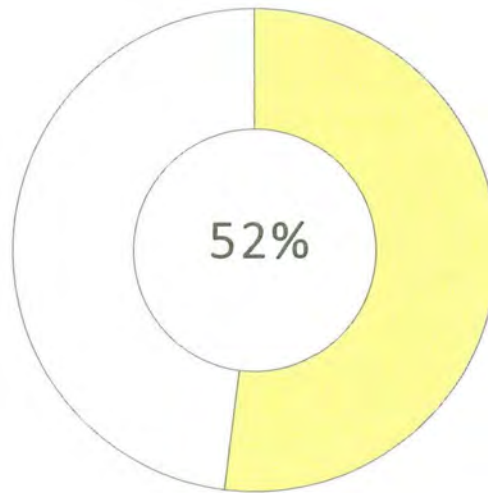
# Overall participation

**Q** Overall participation is based on all those who have participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

Bay of Plenty



New Zealand



Fifty-one percent of Bay of Plenty residents have participated in at least one art form in the last 12 months. This is in line with all New Zealanders (52%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (51%) to have participated in at least one art form in the last 12 months:

- Young people, aged 15-29 (68%)
- Women (57%)

In contrast, the following groups are less likely than average (51%) to have participated in at least one art form in the last 12 months:

- Men (45%)
- Middle aged people, aged 40-49 (40%)

28

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

# Frequency of participation

**Q** Frequency of participation shows the number of times respondents have participated in any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

%

■ Did not participate ■ Participated up to 12 times ■ Participated more than 12 times

Bay of Plenty



New Zealand



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

We have identified three groups in terms of the frequency with which they participate in any art form.

One in five Bay of Plenty residents (20%) participate in the arts on a regular basis (more than 12 times a year). This is in line with all New Zealanders (20%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (20%) to participate on a regular basis (more than 12 times a year):

- One person households (29%)
- Women (28%).

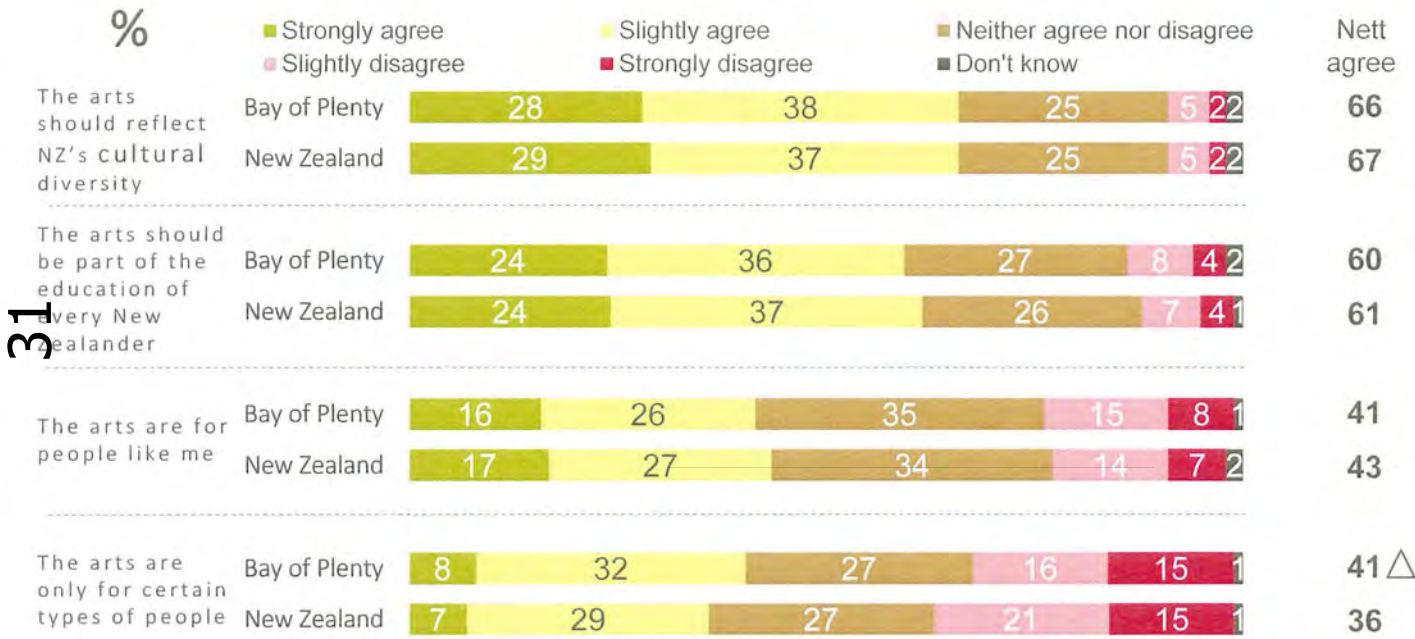
In comparison, men are less likely than average to participate in the arts on a regular basis (more than 12 times a year) (11% vs. 20%).



# ARTS ATTITUDES

# Attitudes towards the arts: Inclusivity and the arts

**Q** To what extent do you agree or disagree?



There is strong support amongst Bay of Plenty residents for the arts to reflect New Zealand's cultural diversity (66%) and to be part of the education of every New Zealander (60%).

The majority of residents in the Bay of Plenty agree with these statements, with only a minority actively disagreeing.

There is a feeling the arts could be more inclusive. Forty-one percent agree 'the arts are only for certain types of people'. This is higher than the average for all New Zealanders (41% vs. 36%). In addition, 23% percent disagree that the 'arts are for people like me'.

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average to agree that the arts should reflect New Zealand's cultural diversity (66%) and should be part of the education of every New Zealander (60%):

- Older people, aged 60-69 (79% and 73% respectively)
- Women (71% and 68% respectively).

Women are more likely than average to agree that 'the arts are for people like me' (49% vs. 41%). Conversely, men are less likely to agree that the arts are for people like me (33% vs. 41%).

The following groups are more likely than average (41%) to agree that the arts are only for certain types of people:-

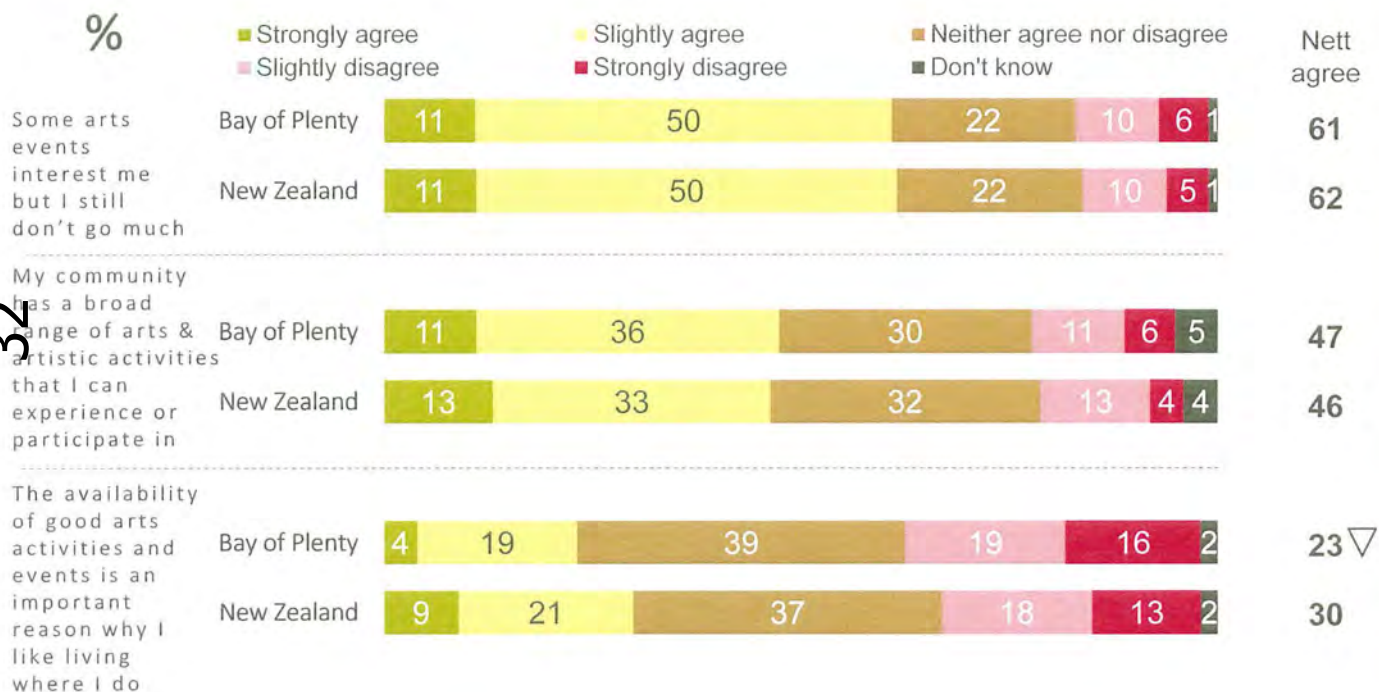
- Middle income households, earning \$50,001-\$80,000 (52%)
- Men (46%).

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

## Attitudes towards the arts: Access to the arts

**Q** To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

There is potential to significantly improve attendance at arts events. Three in five Bay of Plenty residents (61%) agree some arts events interest them but they still don't go much.

Nearly half (47%) of residents agree they have access to a range of arts and artistic activities. Seventeen percent disagree with this, while a high proportion remain on the fence; potentially indicating a lack of knowledge of what is available.

One in five residents (23%) agree that the arts and arts activities available in the Bay of Plenty is an important reason why they like living there. This is lower than for all New Zealanders (30%). It could be that other reasons (such as the natural environment) are more important to residents in determining this, or this reflects a perceived lack of availability.

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (47%) to agree that their community has a broad range of arts to participate in:

- Older people, aged 70+ (57%)
- Women (52%)
- New Zealand Europeans (50%)

The following groups are more likely than average (23%) to agree that the availability of arts is an important reason they like living in the Bay of Plenty:

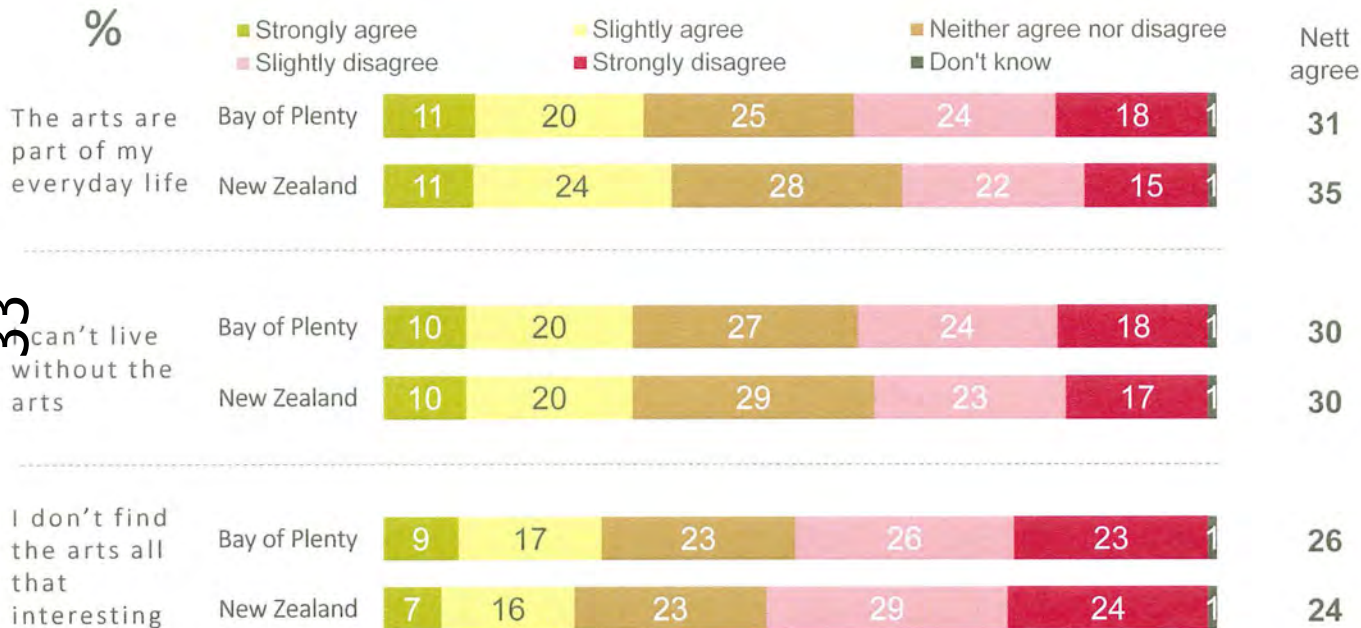
- Older people, aged 70+ (31%)
- Women (27%)

Conversely, men are less likely to agree that the arts are an important reason they like living in the Bay of Plenty (19% vs. 23%)



## Attitudes towards the arts: What the arts mean to me

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

The arts have meaning for a sizeable minority of residents in the Bay of Plenty. Thirty-one percent agree the arts are part of their everyday life while a similar proportion (30%) agree they can't live without the arts.

More residents are interested in the arts than not. While, 26% of Bay of Plenty residents agree they don't find the arts all that interesting, 50% disagree. This is in line with all New Zealanders (53%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (31%) to agree that the arts are part of their everyday life:

- Older people, aged 60-69 (43%)
- Women (42%).

In comparison, the following groups are less likely than average (31%) to agree the arts are part of their everyday life:

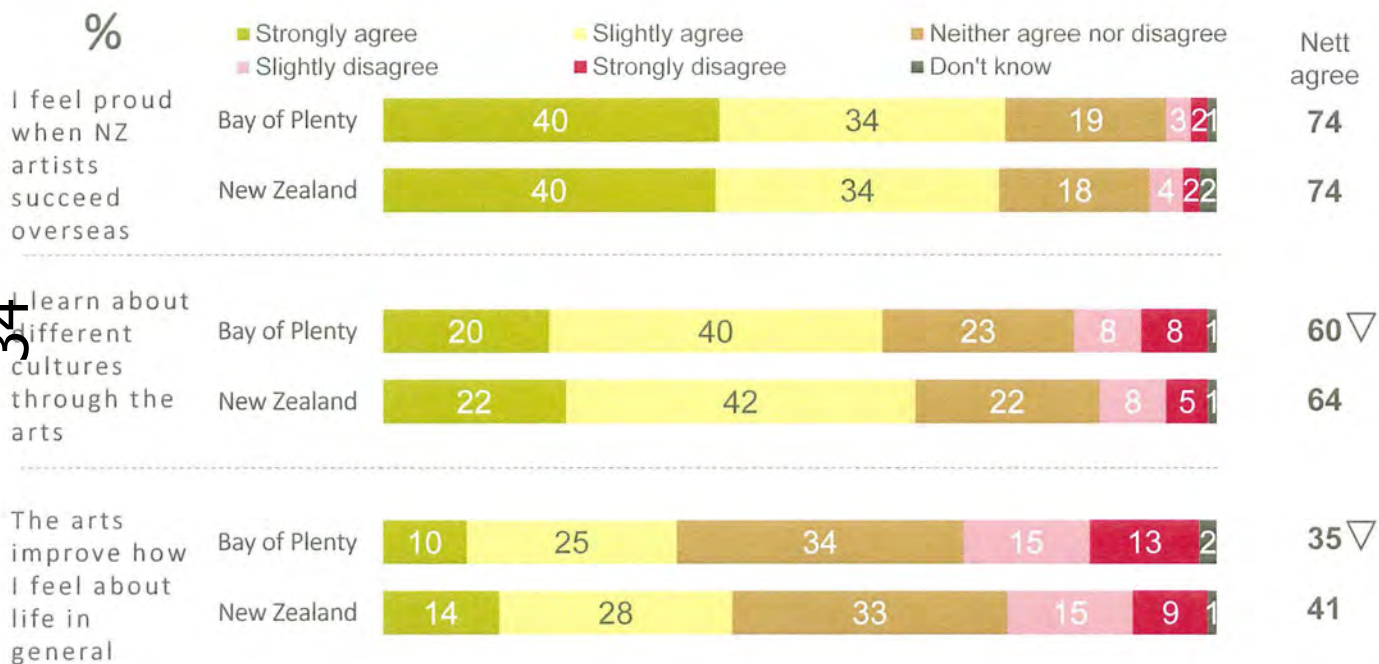
- Men (20%)
- Middle aged people, aged 40-49 (18%).

Women are more likely than average to agree they can't live without the arts (39% vs. 30%). Conversely, men are less likely to agree that they can't live without the arts (20% vs. 30%).

Women are less likely than average to agree that they don't find the arts all that interesting (21% vs. 26%). Conversely, men are more likely to agree they don't find the arts all that interesting (33% vs. 26%).

## Attitudes towards the arts: How the arts benefit me

**Q** To what extent do you agree or disagree?



Bay of Plenty residents recognise some of the ways in which the arts can benefit the individual, but to a lesser extent than all New Zealanders.

While they are just as likely to feel proud when New Zealand artists succeed overseas (74% vs. 74%), they are less likely to agree that the arts help them to learn about different cultures (60% vs. 64%), and improve their outlook on life (35% vs. 41%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (74%) to feel proud when New Zealand artists succeed overseas:

- Older people, aged 60-69 (84%)
- Women (80%).

Women are more likely than average to agree that they learn about different cultures through the arts (70% vs. 60%). Conversely, men are less likely to agree with this (48% vs. 60%).

The following groups are more likely than average (35%) to agree that the arts improve how they feel about life in general:

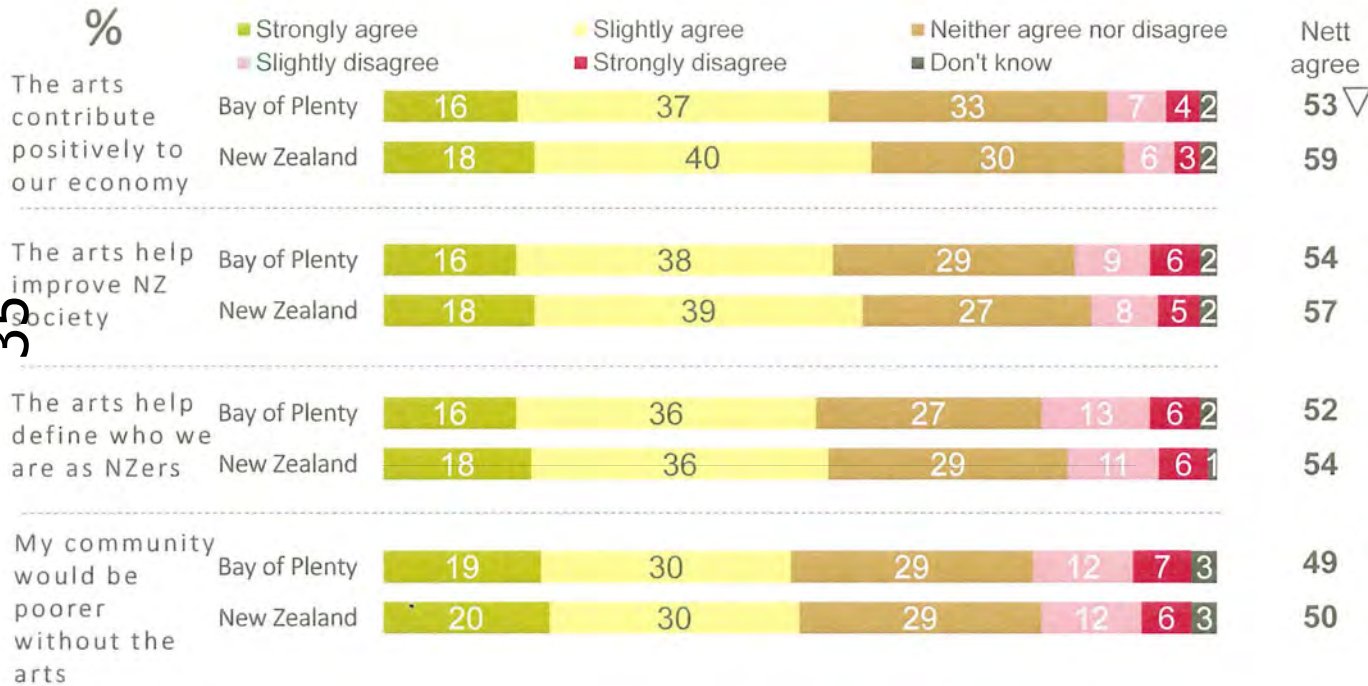
- Older people, aged 60-69 (51%)
- Younger people, aged 15-29 (48%)
- One person households (46%)
- Women (43%).

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

# Attitudes towards the arts: How the arts benefit New Zealand

**Q** To what extent do you agree or disagree?



△ ▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

Most Bay of Plenty residents recognise the different ways in which the arts benefit New Zealand. Just over half agree that the arts improve New Zealand society (54%), contribute positively to our economy (53%), and help define who we are as New Zealanders (52%).

Agreement that the arts help the economy is lower than the national average (59%), while other views are consistent with all New Zealanders.

In addition, almost half (49%) of Bay of Plenty residents agree their community would be poorer without the arts. This is consistent with all New Zealanders (50%).

### Sub-group differences in the Bay of Plenty:

Women are more likely than average to agree that the arts contribute positively to our economy (60% vs. 53%).

In contrast, the following groups are less likely than average (53%) to agree that the arts contribute positively to our economy:

- Men (45%)
- Middle aged people, aged 40-49 (40%).

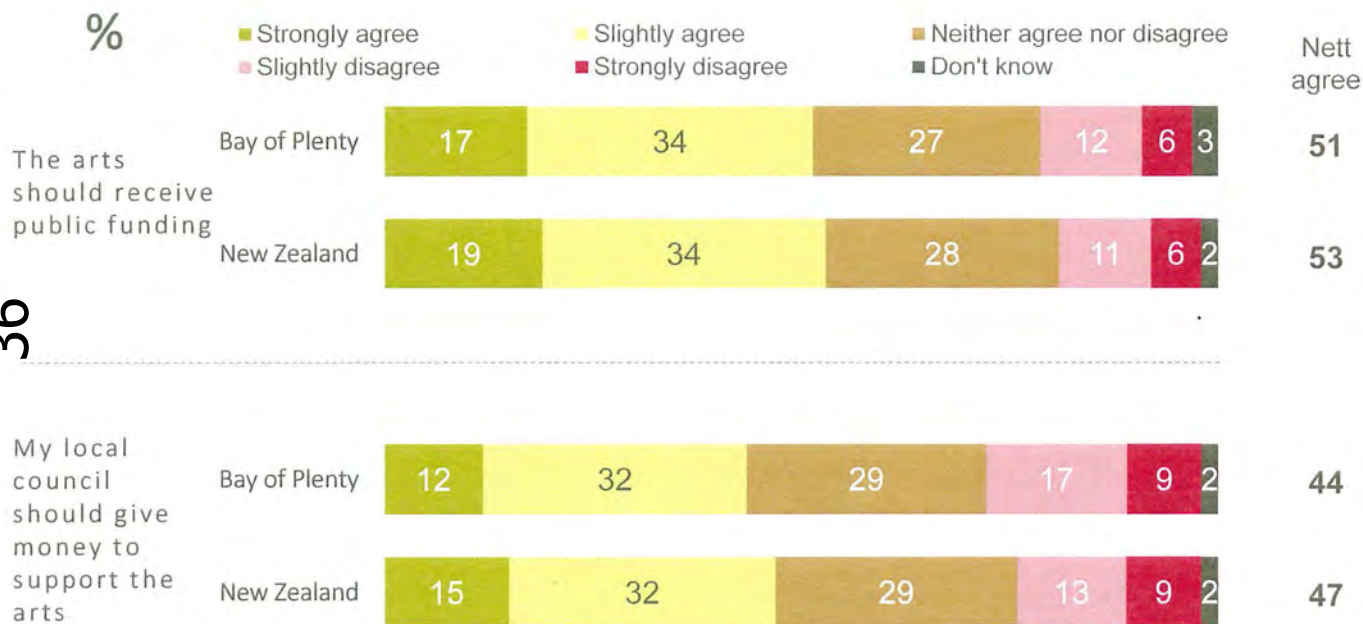
The following groups are more likely than average to agree that the arts help define who we are as New Zealanders (52%) and that their community would be poorer without the arts (49%):

- Older people, aged 60-69 (70% and 73% respectively)
- Lower income households earning \$30,001-\$50,000 per annum (63%)
- Women (57% and 54% respectively).

Younger people, aged 15-29 are less likely to agree that their community would be poorer without the arts (35% vs. 49%).

# Attitudes towards the arts: Funding support for the arts

**Q** To what extent do you agree or disagree?



36

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

There is support for public funding of the arts. Just over half of Bay of Plenty residents (51%) agree the arts should receive public funding. In contrast, 18% disagree, while the remainder are on the fence or do not express an opinion.

Forty-four percent of all residents in the Bay of Plenty feel the local council should give money to support the arts. This compares to 26% who disagree.

### Sub-group differences in the Bay of Plenty:

Women are more likely than average to agree that the arts should receive public funding (59% vs. 51%).

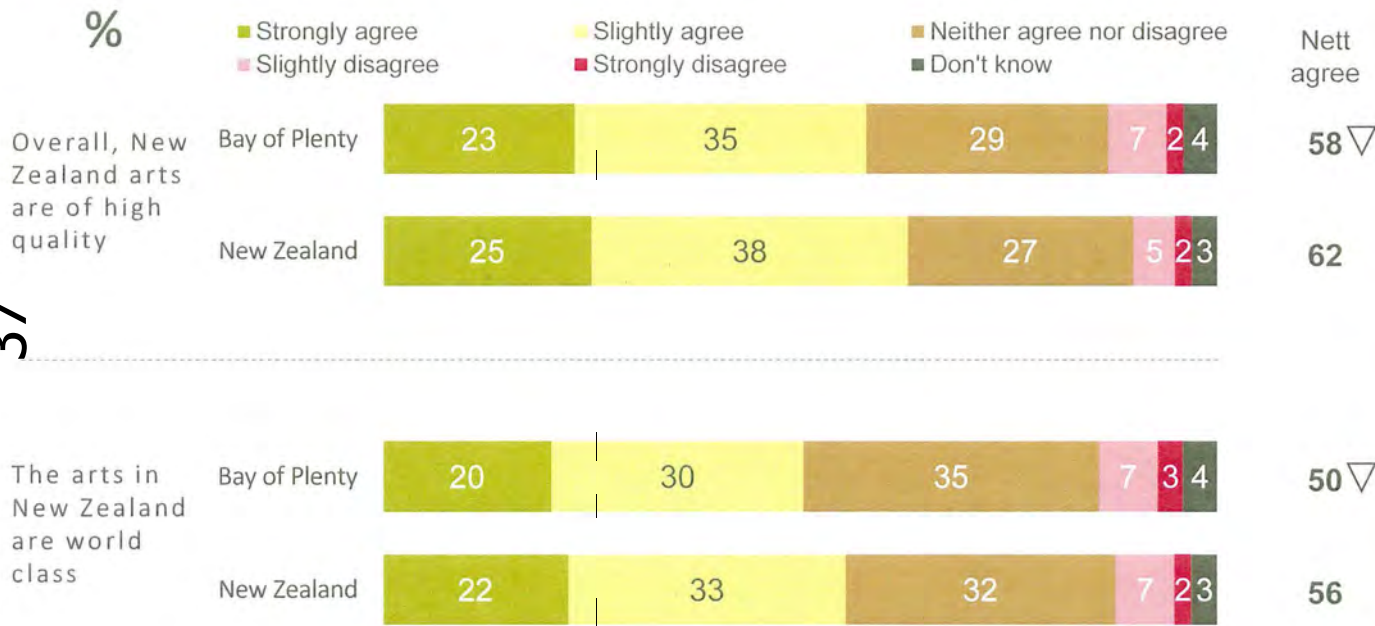
In contrast, the following groups are less likely than average (51%) to agree that the arts should receive public funding:

- Men (43%)
- People aged 30-39 (42%)

Women are also more likely than average to agree that the local council should give money to support the arts (50% vs. 44%). Conversely, men are less likely to agree that the local council should financially support the arts (36% vs. 44%).

# Attitudes towards the arts: Quality of the arts

**Q** To what extent do you agree or disagree?



Compared to the New Zealand average, Bay of Plenty residents are less positive about the quality of New Zealand arts. Fifty-eight percent agree the New Zealand arts are of high quality (58%) and half feel they are world class (50%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (58%) to agree that New Zealand arts are of high quality:

- Older people, aged 60-69 (71%)
- Women (65%).

Conversely, men are less likely than average to agree that New Zealand arts are of high quality (51% vs. 58%).

The following groups are more likely than average (50%) to agree that the arts in New Zealand are world class:

- Older people, aged 60-69 (65%)
- Women (56%).

In contrast, men are less likely than average to agree the arts in New Zealand are world class (44% vs. 50%).

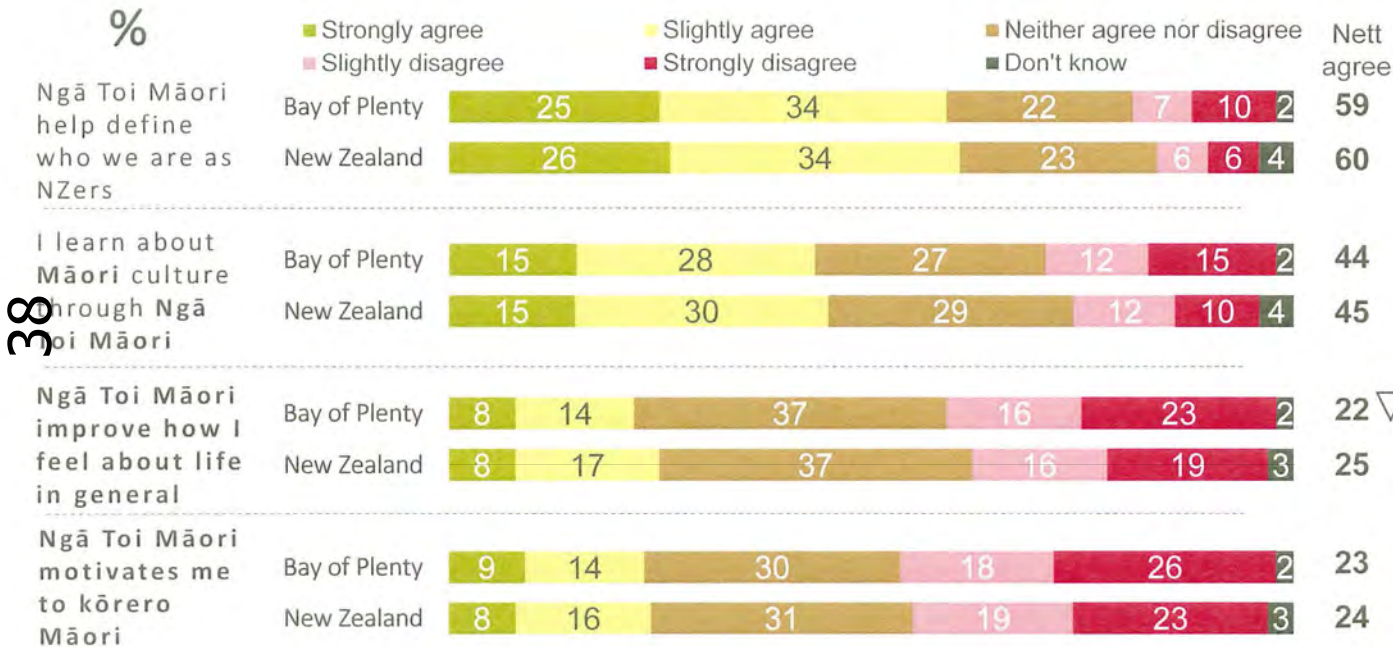
△ ▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

37

# Attitudes towards the arts: Impact of Ngā Toi Māori (Māori arts)

**Q** To what extent do you agree or disagree?



△ ▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

Bay of Plenty residents benefit from Ngā Toi Māori in a number of ways. Three in five (59%) agree Ngā Toi Māori help define who we are as New Zealanders, and two in five (44%) agree they learn about Māori culture through Ngā Toi Māori.

In addition, nearly a quarter of residents agree that Ngā Toi Māori motivates them to speak Māori (23%), and improves how they feel about life in general (22%). Agreement with the latter is lower than the average for all New Zealanders (25%).

Māori in Bay of Plenty are much more likely to benefit from Ngā Toi Māori than all residents (see below)

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (59%) to agree that Ngā Toi Māori help define who we are as New Zealanders:

- Māori (81%)
- Older people, aged 60-69 (71%)
- Women (68%).

The following groups are more likely than average (44%) to agree that they learn about Māori culture through Ngā Toi Māori:

- Māori (61%)
- Younger people, aged 15-29 (59%)
- Women (52%).

The following groups are more likely than average to agree that Ngā Toi Māori motivates them to kōrero Māori (23%) and improves how they feel about life in general (22%):

- Māori (60% and 57% respectively).
- Women (29% and 28% respectively).

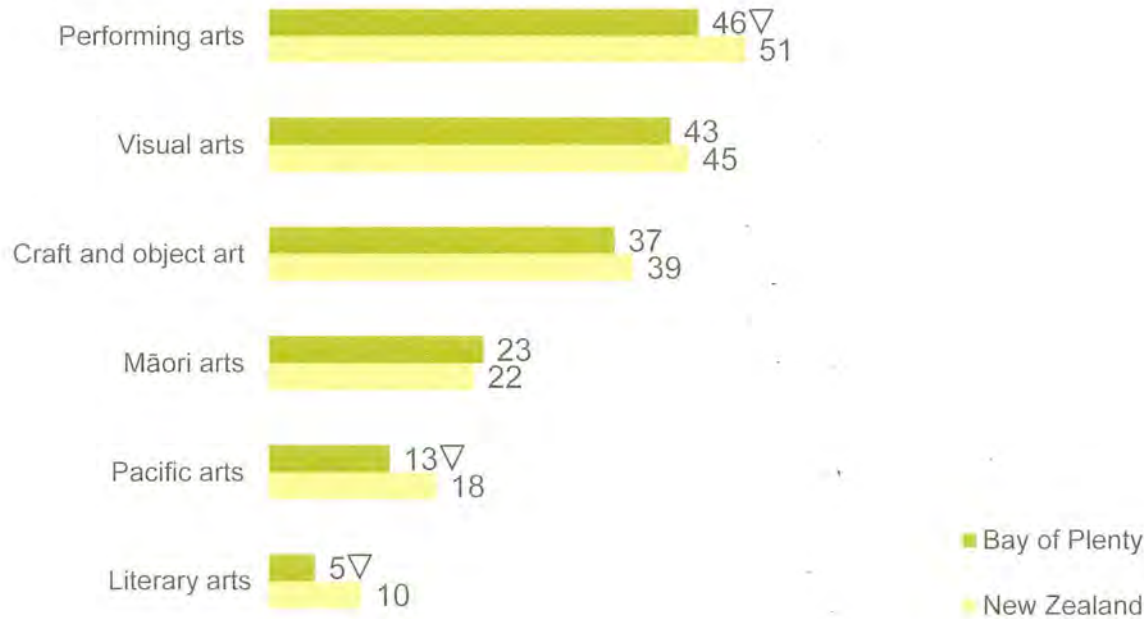


# ATTENDANCE BY ARTFORM

# Attendance by art form

**Q** Proportion who have attended different art forms in the last 12 months.

%



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

The chart opposite shows the proportion of Bay of Plenty residents who have attended at least one event for each art form, in the last 12 months.

The most popular art form to attend in the Bay of Plenty is the performing arts. Forty-six percent of all Bay of Plenty residents have attended a performing arts event in the last 12 months. This level of attendance is lower than the average for all New Zealanders (51%). The next most popular art forms to attend are the visual arts (43%), and craft and object art (37%).

The least popular art form to attend is the literary arts. Only 5% have attended a literary arts event or festival in the last 12 months. This is lower than the average for all New Zealanders (10%).

Pacific arts attendance is also lower than the average for all New Zealanders (13% vs. 18%).

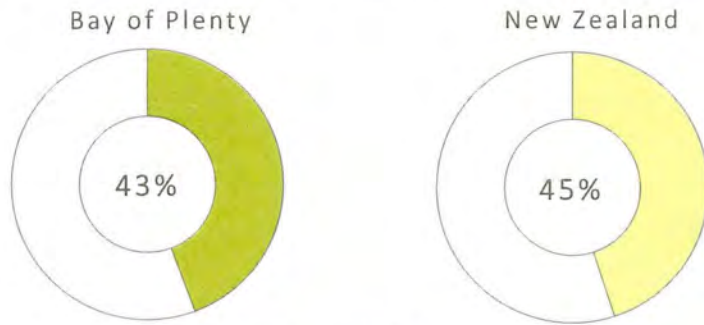
Further analysis of each art form (including sub-group differences) is presented in the following slides.

40



# Visual arts attendance

**Q** Firstly thinking about the visual arts such as sculpture and painting, print-making, typography, photography and film-making, have you visited any art galleries or exhibitions or online galleries or attended any film festivals in the last 12 months?



Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All who have attended the visual arts - Bay of Plenty (258); New Zealand (2,786)

▲▽ = significantly higher / lower than New Zealand

Forty-three percent of Bay of Plenty residents have attended a visual arts event in the last 12 months. This is consistent with the average for all New Zealanders (45%).

The majority (76%) of those who have attended have done so between one and three times. Compared to the national average, Bay of Plenty residents are more likely to have only attended the visual arts once (30% vs. 25%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (43%) to have attended a visual arts event in the last 12 months:

- Higher income households earning \$80,001-\$120,000 per annum (58%)
- Women (47%).

Amongst those who have attended, the following groups were more likely than average (23%) to have attended four or more visual arts events in the last 12 months:

- Older people, aged 60-69 (44%)
- Women (30%).

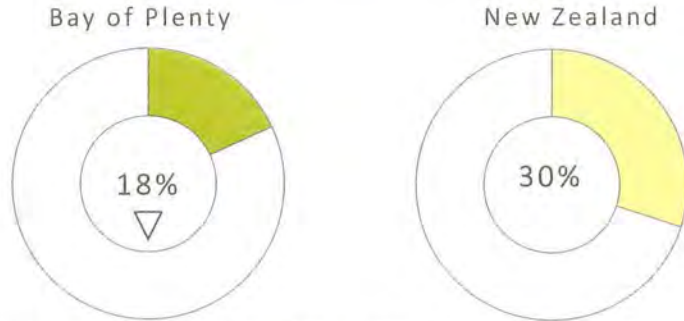
In contrast, the following groups are less likely than average (23%) to have attended four or more visual arts events in the last 12 months:

- Men (15%)
- People aged 30-39 (6%).

41

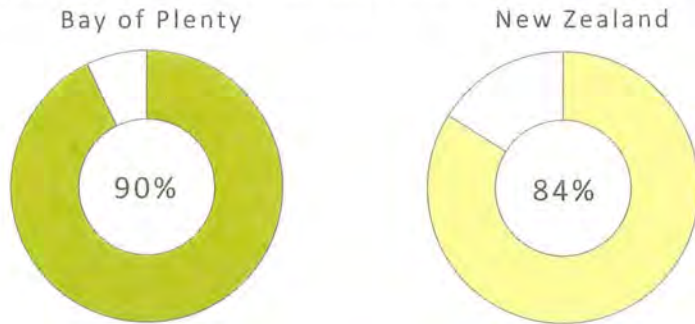
# Visual arts attendance: impact of film festivals

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



42 Base: All who have attended the visual arts - Bay of Plenty (258); New Zealand (2,786)

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



Base: All who have attended film festivals - Bay of Plenty (44); New Zealand (817)  $\triangle \nabla$  = significantly higher / lower than New Zealand

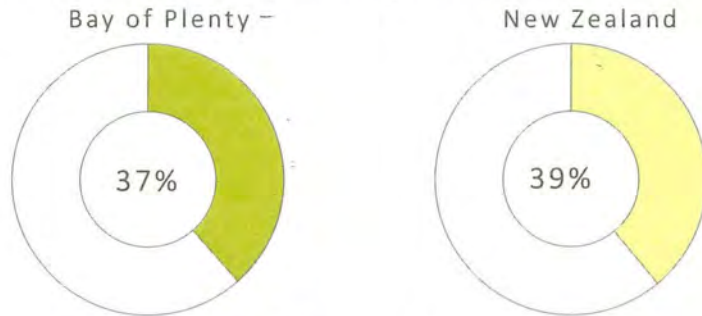
Of those who have attended the visual arts, 18% have attended at least one film festival in the last 12 months. This is lower than the national average (30%).

The majority (90%) of those who attended film festivals in the last 12 months also attended other visual art forms. The result is broadly in line with all New Zealanders (84%).

There are no sub-group differences of note for either of these survey findings.

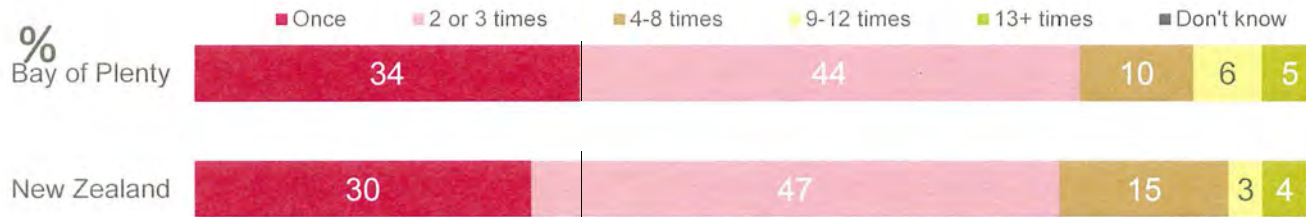
# Craft and object art attendance

**Q** Thinking now about craft and object art such as ceramics, furniture, glass jewellery embroidery, quilting, pottery, spinning and weaving, or textiles, have you visited any art galleries or exhibitions or online galleries in the last 12 months?



43 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All who have attended craft and object art - Bay of Plenty (228); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Thirty-seven percent of Bay of Plenty residents have attended a craft and object art event in the last 12 months. This is consistent with all New Zealanders (39%).

The majority (78%) of those who have attended have done so between one and three times. This is similar to levels of attendance for all New Zealanders (77%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (37%) to have attended a craft and object art event in the last 12 months:

- Older people, aged 60-69 (39%)
- Middle aged people, aged 50-59 (48%)
- Māori (47%)
- Lower income households earning \$30,001-\$50,000 per annum (47%)
- Women (45%).

In comparison, the following groups are less likely than average (37%) to have attended a craft or object event:

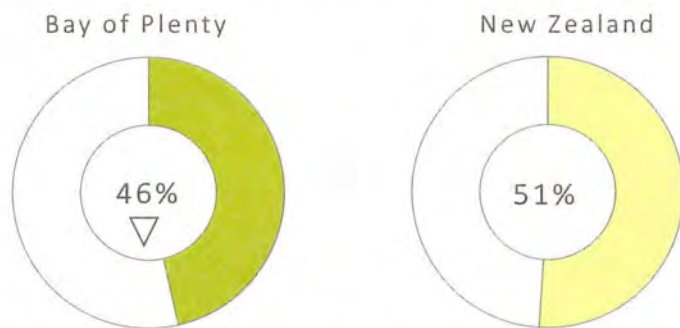
- Men (27%)
- Middle aged people, aged 40-49 (24%).

Of those who have attended, the following groups are more likely than average (21%) to have attended four or more craft and object events in the last 12 months:

- Older people, aged 60-69 (37%)
- Women (26%)

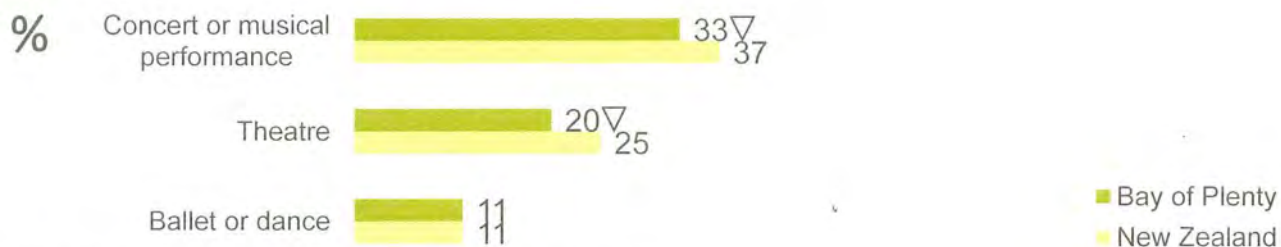
## Performance arts attendance

**Q** Now thinking about the performing arts such as theatre, dance, and music. Have you gone to any ballet or contemporary dance performances, live theatre, concerts, musical performances or circuses in the last 12 months?



Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Just under half (46%) of Bay of Plenty residents have attended at least one performing arts event in the last 12 months. This rate of attendance is lower than for all New Zealanders (51%). This appears to be driven by lower than average attendance at concert or musical performances (33% vs. 37%) and theatre performances (20% vs. 25%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (46%) to have attended a performing arts event in the last 12 months:

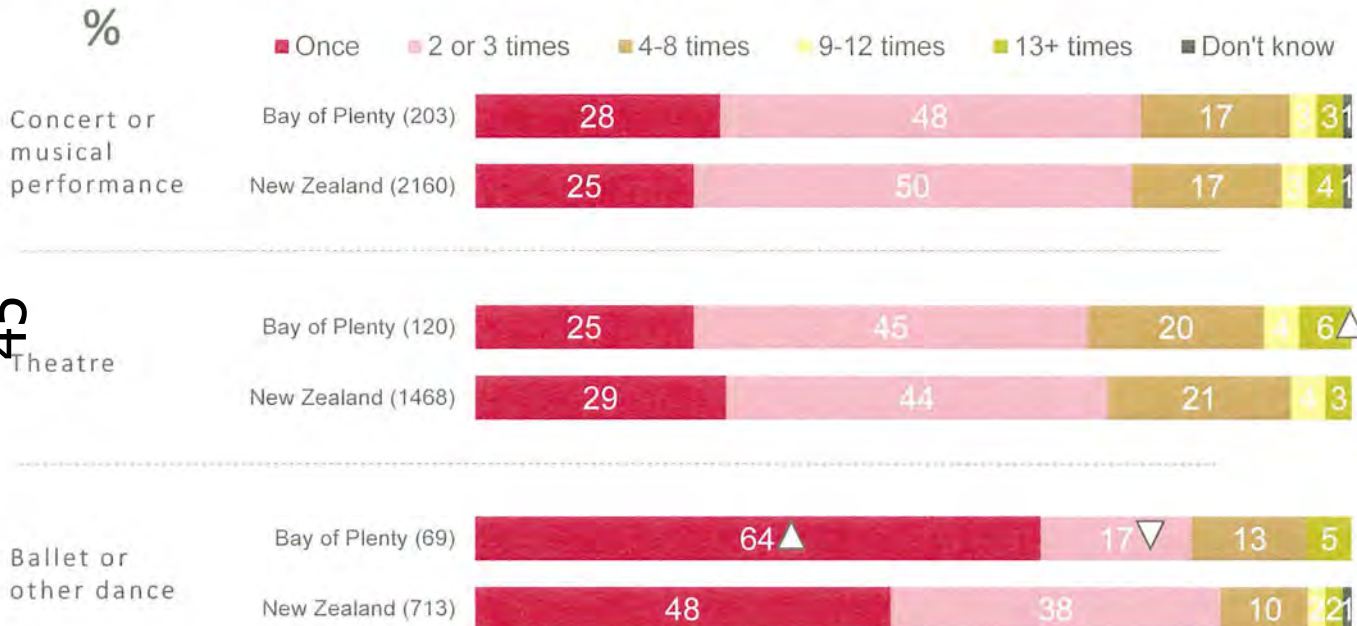
- High income households earning more than \$120,000 per annum (59%)
- Middle aged people, aged 50-59 (57%)
- Women (54%)

In comparison, the following groups are less likely than average (46%) to have attended a performing arts event in the last 12 months:

- Men (37%)
- Low income households earning up to \$30,000 per annum (36%).

# Performance arts attendance

**Q** On average, how often have you attended [concerts or other musical performances / theatre / ballet or other dance events] in the last 12 months?



Base: All respondents who have attended each art form, numbers shown in brackets

▲▼ = significantly higher / lower than New Zealand

The majority (76%) of those who have attended concert or musical performances have done so between one and three times. This is consistent with all New Zealanders (75%).

Similarly, the majority (70%) of those who have attended theatre performances have done so between one and three times. Again, this is broadly in line with all New Zealanders (73%).

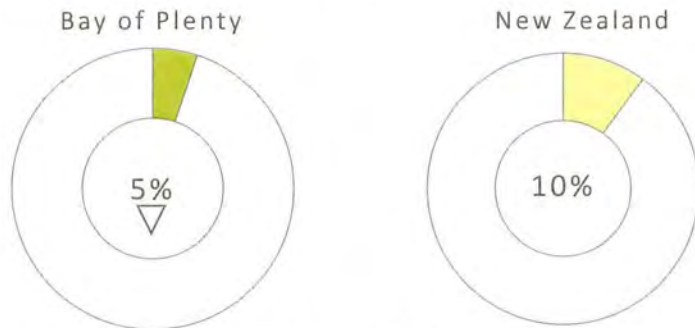
Finally, the majority of Bay of Plenty residents who have attended ballet or other dance performances have also done so between one and three times (81%). This is also in line with all New Zealanders (86%), although the proportion who have only attended once is higher (64% vs. 48%).

There are no sub-group differences of note, base sizes are too small to test for statistical significance across sub-groups for 'theatre' and 'ballet or other dance'.

45

# Literary arts attendance

**Q** Now thinking about literature, have you gone to any poetry or book readings, or literary festivals or events in the last 12 months?



46 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All who have attended the literary arts - Bay of Plenty (34); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

Five percent of Bay of Plenty residents have attended a literary arts festival or event in the last 12 months. This is lower than the national level of attendance (10%).

The majority (72%) of those who have attended have done so between one and three times. This is similar to levels of attendance for all New Zealanders (78%). Due to low sample size (34) the results for frequency of attendance need to be treated with caution.

### Sub-group differences in the Bay of Plenty:

Women are more likely than average to have attended a literary arts event in the last 12 months (8% vs. 5%). Conversely, men are less likely than average to have attended a literary arts event (2% vs. 5%).

The base sizes are too small to test for statistical significance across sub-groups for frequency of attendance to literary arts.

## Pacific arts attendance

**Q** Now thinking about Pacific Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the last 12 months?



47 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All who have attended the Pacific arts - Bay of Plenty (83); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Thirteen percent of Bay of Plenty residents have attended a Pacific arts event in the last 12 months. This is lower than the national level of attendance (18%).

The majority (89%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%). Bay of Plenty residents are more likely than the national average to have attended a Pacific arts event once (63% vs. 51%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (13%) to have attended a Pacific arts event in the last 12 months:

- Māori (34%)
- Low income households earning up to \$30,000 per annum (21%)
- Women (17%).

Conversely, the following groups are less likely than average (13%) to have attended a Pacific arts event in the last 12 months:

- New Zealand Europeans (11%)
- Men (9%)
- Older people, aged 70+ (7%).

Please note there are too few Pacific respondents in the survey in Bay of Plenty to test for statistical significance.

# Māori arts attendance

**Q** Thinking about Māori arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Māori people or groups in the last 12 months?



48 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All who have attended Maori arts - Bay of Plenty (145); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

One in five Bay of Plenty residents (23%) have attended a Māori arts event in the last 12 months. This is in line with the national level of attendance (22%).

Eighty-four percent of those who have attended have done so between one and three times. This is in line with all New Zealanders (83%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (23%) to have attended a Māori arts event in the last 12 months:

- Māori (48%)
- Women (35%)

In comparison, the following groups are less likely than average (23%) to have attended a Māori arts event in the last 12 months:

- New Zealand Europeans (20%)
- Men (15%)

Māori are more likely than average to have attended four or more Māori arts events in the last 12 months (34% vs. 15%). Conversely, New Zealand Europeans are less likely than average to have attended four or more Māori arts events in the last 12 months (8% vs. 15%).

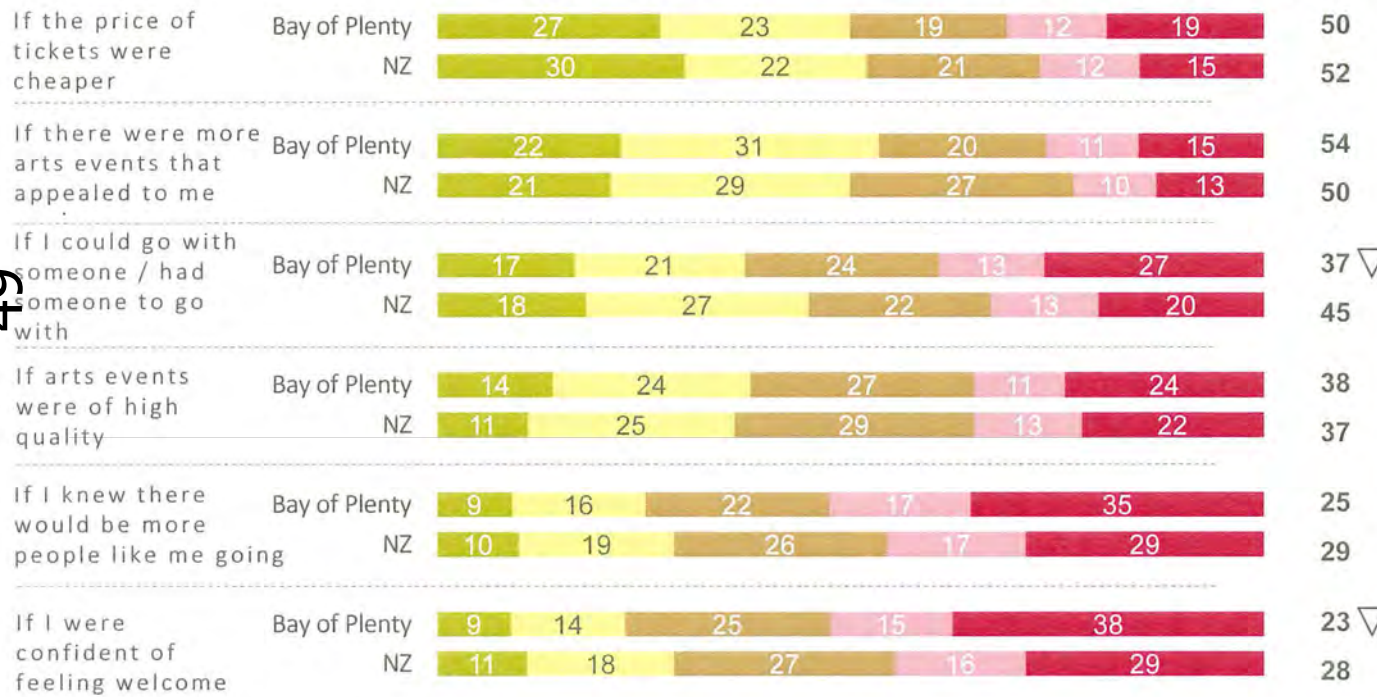


# Encouraging greater attendance in the arts

**Q** You earlier agreed that the arts interest you but you still don't go much. What difference would the following make in encouraging you to go to the arts more often?

%

■ 5 - A big difference ■ 4 ■ 3 ■ 2 ■ 1 - No difference at all **Nett 4-5**



△ ▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Bay of Plenty (379); New Zealand (3,822)

Three in five Bay of Plenty residents (61%) agree some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more.

Choice and price emerged as key barriers. Just over half of residents (54%) indicated that a greater range of events that appealed to them would make a big difference to their likelihood of attending. In addition, 50% indicated that reducing ticket prices would make a big difference.

Quality is a concern for 38% of residents who indicated that higher quality arts events would make a big difference.

Social isolation is less of a barrier in the Bay of Plenty; 37% indicated having someone to go with would make a big difference. This compares with 45% of all New Zealanders.

Finally, there is evidence a minority find the arts elitist. Twenty-five percent indicate that knowing there were more people like them going would make a big difference, while 23% point to being made to feeling welcome, which is lower than the national average (28%).

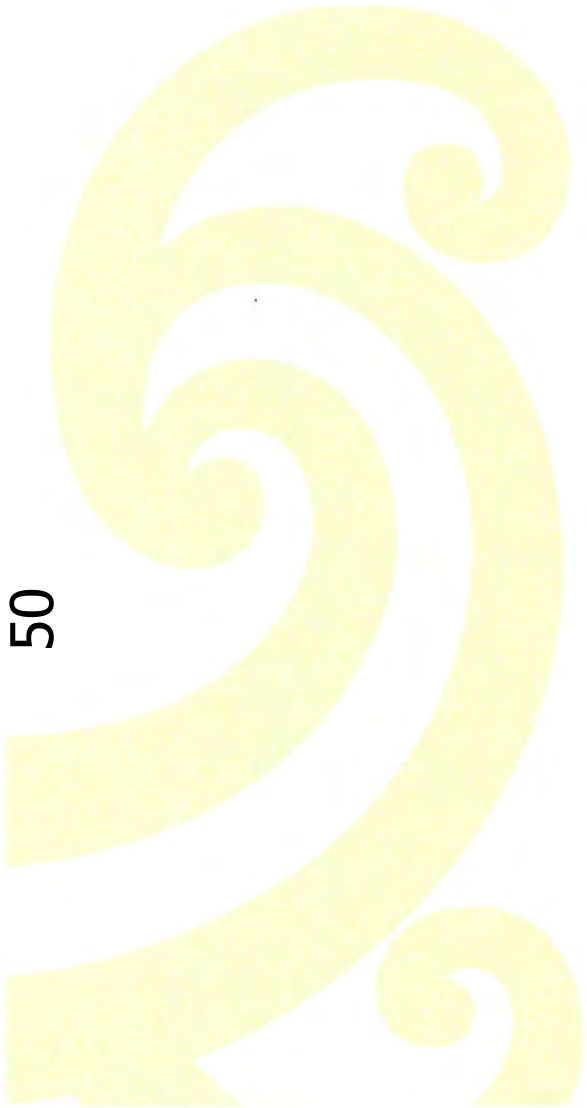
**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (50%) to indicate that cheaper tickets would make a big difference to their attendance:

- Younger people, aged 30-39 (65%)
- Women (59%).

Younger people, aged 15-29, are more likely than average to indicate that they would attend the arts more if there were more events that appealed to them (69% vs. 54%).

50

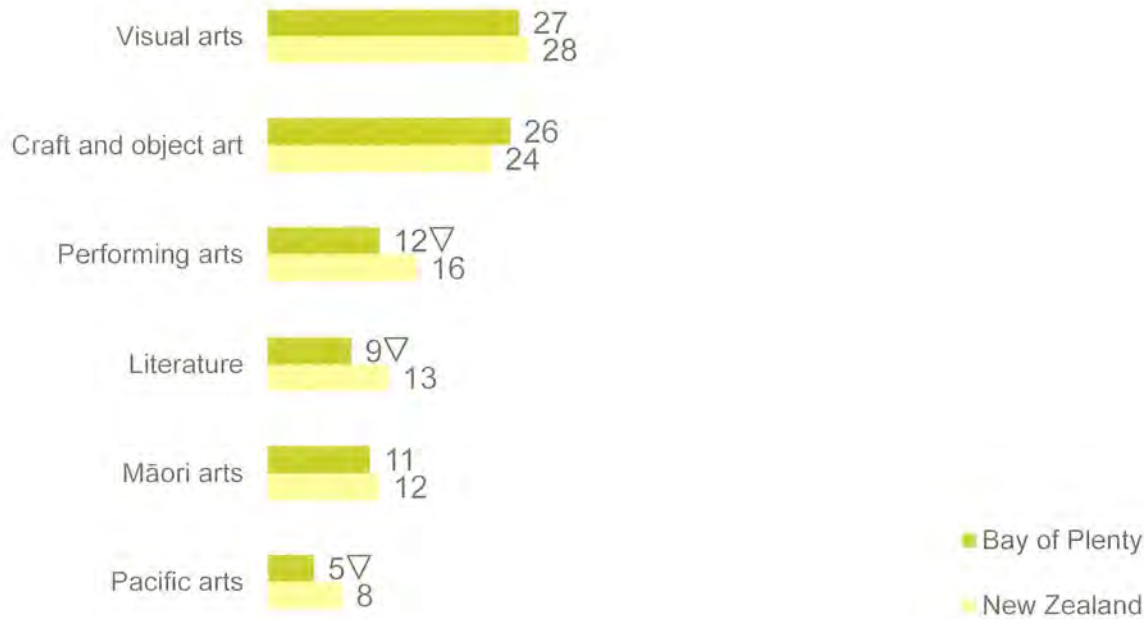


# PARTICIPATION BY ARTFORM

# Participation by art form

**Q** Proportion who have participated in different art forms in the last 12 months.

%



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

The chart shows the proportion of Bay of Plenty residents who have been actively involved in each art form at least once in the last 12 months.

The most popular art forms for participation are the visual arts and craft and object art. One in four Bay of Plenty residents (27%) have participated in the visual arts and a similar proportion (26%) have participated in craft and object art in the last 12 months.

Residents of the Bay of Plenty are less likely than all New Zealanders to have participated in performing arts (12% vs. 16%) and literary arts (9% vs. 13%).

The least popular art form is Pacific arts. Only 5% have participated in Pacific arts in the last 12 months. Again, this is lower than the national average (5% vs. 8%).

Further analysis of each art form (including sub-group differences) is presented in the following slides.

51

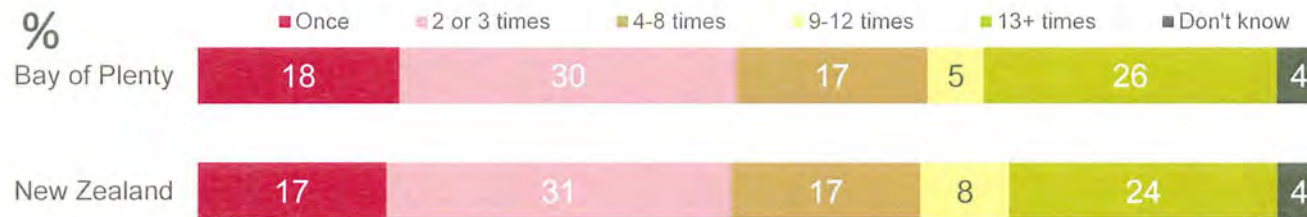
# Visual arts participation

**Q** Have you been actively involved in the visual arts in any way in the last 12 months? For example, painting, photography, sculpting, drawing, print-making, typography, web-based digital art, or film making?



Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All those who have participated in the visual arts - Bay of Plenty (155); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

Twenty-seven percent of Bay of Plenty residents have participated in the visual arts in the last 12 months. This is in line with all New Zealanders (28%).

Of those who participate, 31% do so on a regular basis (at least nine times in the last 12 months). This is in line with the average for all New Zealanders (32%).

### Sub-group differences in the Bay of Plenty:

Younger people, aged 15-29, are more likely than average to have participated in the visual arts in the last 12 months (43% vs. 27%). In contrast, high income households earning more than \$120,000 per annum are less likely than average to have participated in the visual arts (12% vs. 27%).

Women are more likely than average to have participated in the visual arts four or more times in the last 12 months (63% vs. 48%).

Conversely, men are less likely than average to have participated in the visual arts four or more times (31% vs. 48%).

# Craft and object art participation

**Q** Have you been actively involved in craft and object art in any way in the last 12 months? For example, ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving or textiles.



Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All those who have participated in craft and object art - Bay of Plenty (162); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Twenty-six percent of Bay of Plenty residents have participated in craft and object art in the last 12 months. This is consistent with the average for all New Zealanders (24%).

Of those who participate, 37% do so on a regular basis (at least nine times in the last 12 months).

**Sub-group differences in the Bay of Plenty:**

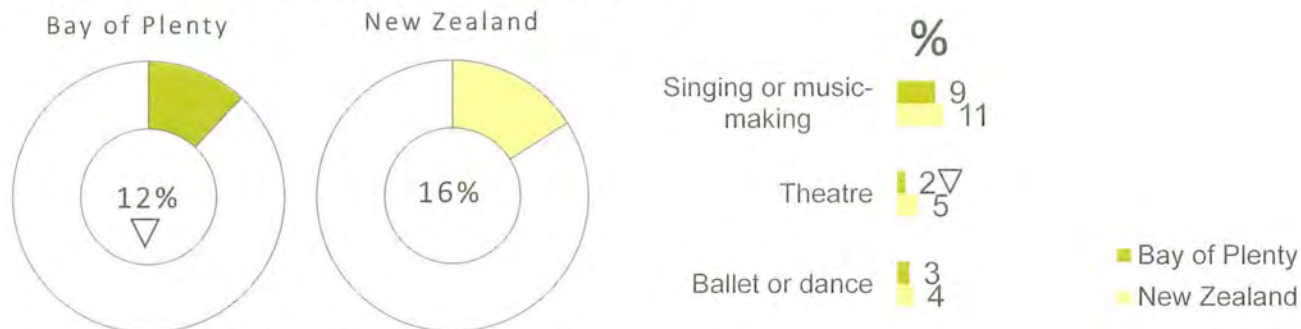
Women are more likely than average to have participated in craft and object art in the last 12 months (36% vs. 26%). In contrast, men are less likely to have participated in craft and object art (16% vs. 26%).

Women are more likely than average to have participated in craft and object art four or more times (63% vs. 55%). Conversely, men are less likely to have participated in craft and object art four or more times (34% vs. 55%).

53

# Performance arts participation

**Q** Still thinking about the performing arts, in the last 12 months have you been actively involved in theatre, dance, singing or other music-making? Which of these were you actively involved in?



Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All those who have participated in the performance arts - Bay of Plenty (65); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Twelve percent of Bay of Plenty residents have participated in the performing arts in the last 12 months. This is lower than the average for all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 9% of residents have been involved in singing or music making, while 3% have done some form of dance and 2% have participated in theatre. Theatre participation is lower than the national average (2% vs. 5%).

Of those who participate in the performing arts, 39% do so on a regular basis (at least nine times in the last 12 months). This is consistent with the New Zealand average (38%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (12%) to have participated in performing arts in the last 12 months:

- Young people, aged 15-29 (21%)
- Women (15%).

In contrast, the following groups are less likely than average (12%) to have participated in performing arts in the last 12 months:

- Two person households (9%)
- Men (8%).

Younger people, aged 15-29, are more likely than average to have participated in singing or music-making (16% vs. 9%).

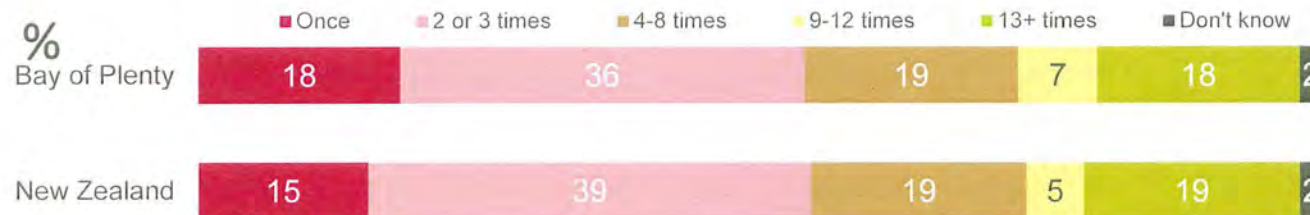
# Literary arts participation

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



Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All those who have participated in the literary arts - Bay of Plenty (53); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

Nine percent of Bay of Plenty residents have participated in the literary arts in the last 12 months. This is lower than the average for all New Zealanders (13%).

Of those who participate in the literary arts, 25% do so on a regular basis (at least nine times in the last 12 months), this is in line with the national average (24%).

### Sub-group differences in the Bay of Plenty:

Younger people aged 15-29, are more likely than average to have participated in literary arts in the last 12 months (17% vs. 9%). While those aged 50-59, are less likely than average to have participated in literary arts (4% vs. 9%).

55

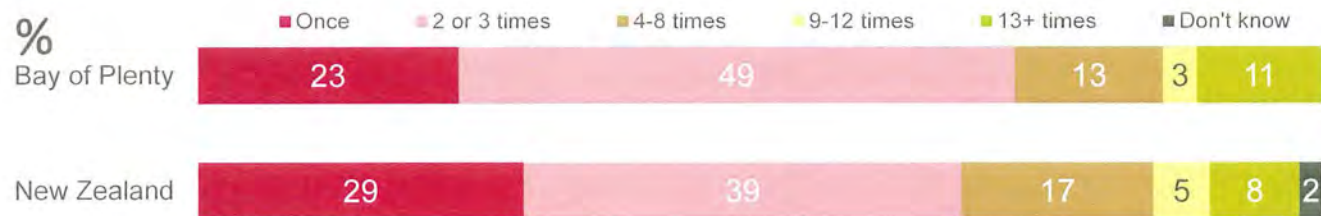
## Pacific arts participation

Q Still thinking about Pacific Arts, in the last 12 months have you been actively involved in any Pacific arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music?



56 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All those who have participated in the Pacific arts - Bay of Plenty (33); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

Five percent of Bay of Plenty residents have participated in the Pacific arts in the last 12 months. This is lower than the national average (8%).

Of those who participate in the Pacific arts, 14% do so on a regular basis (at least nine times in the last 12 months). This is in line with the national average (13%). These results should be treated with caution due to the small base size (33 participants).

### Sub-group differences in the Bay of Plenty:

Māori are more likely than average to have participated in the Pacific arts in the last 12 months (15% vs. 5%).

The following groups are less likely than average to have participated in the Pacific arts in the last 12 months:

- New Zealand Europeans (4%)
- Older people, aged 70+ (1%).

Please note that there are too few Pacific residents in the survey in Bay of Plenty to test for statistical significance.



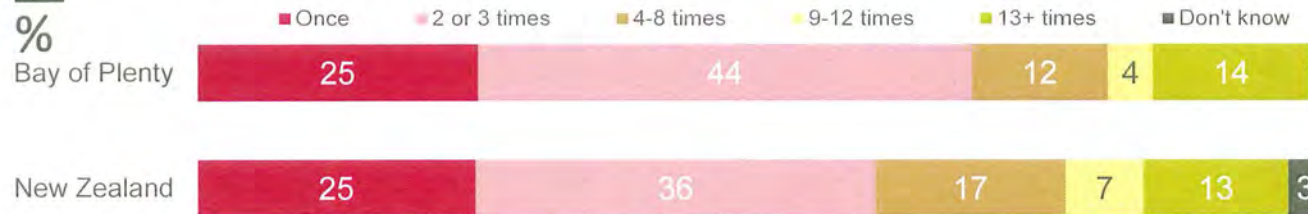
# Māori arts participation

**Q** Still thinking about Māori arts, in the last 12 months have you been actively involved in any Māori arts or craft activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music?



Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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



Base: All those who have participated in the visual arts - Bay of Plenty (72); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

Eleven percent of Bay of Plenty residents have participated in Māori arts in the last 12 months. This is consistent with the average for all New Zealanders (12%).

Of those who participate in the Māori arts, 18% do so on a regular basis (at least nine times in the last 12 months). This is in line with the national average (20%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (11%) to have participated in the Māori arts in the last 12 months:

- Māori (41%)
- Women (14%).

In comparison, the following groups are less likely than average (11%) to have participated in the Māori arts in the last 12 months:

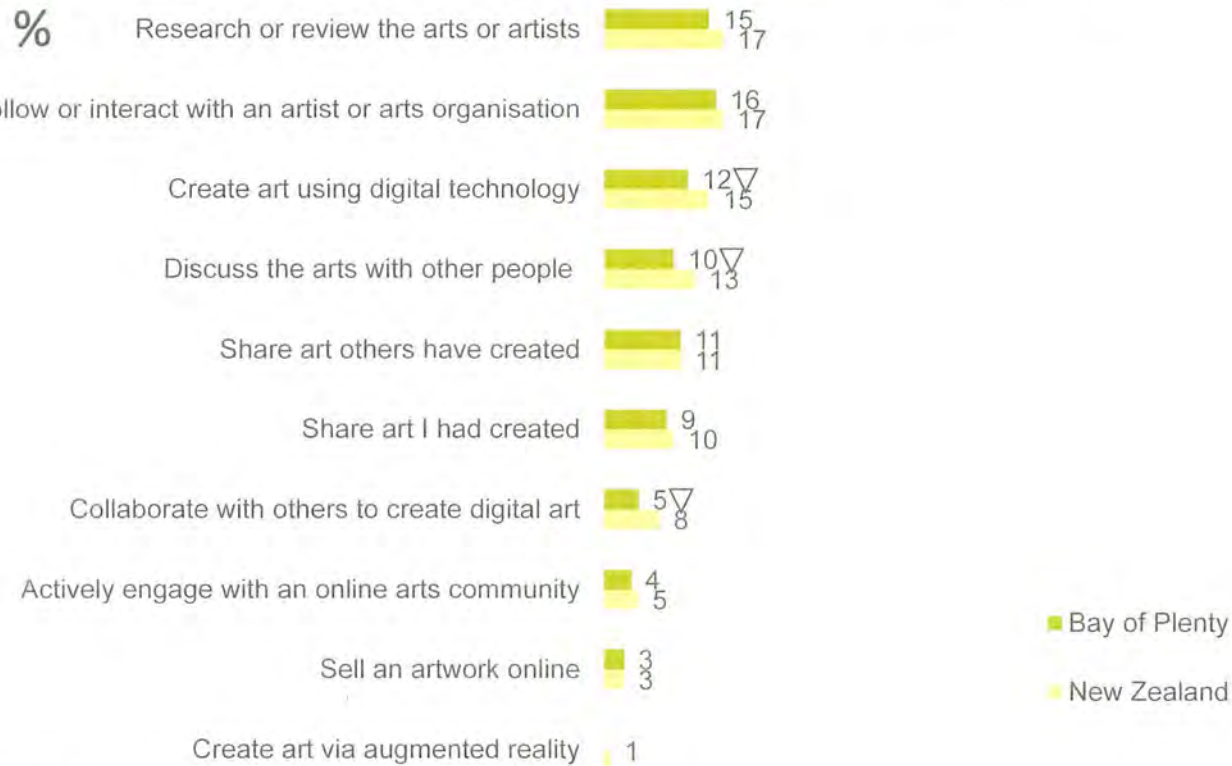
- New Zealand Europeans (8%)
- Older people, aged 70+ (3%).

57

# Use of digital technology for arts activities

**Q** In the last 12 months have you used the internet or digital technology to do any of the following? By digital technology we mean laptops, tablets or smartphones.

58



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

Digital technology is enabling greater engagement in the arts for a substantial minority in the Bay of Plenty. Thirty-seven percent of Bay of Plenty residents have used digital technology for arts activities. However this is lower than the average for all New Zealanders (43%).

The most popular activities are following or interacting with artists or arts organisations (16%), followed by researching or reviewing arts or artists (15%).

Compared with the national average, Bay of Plenty residents are less likely to create art using digital technology (12% vs. 15%), discuss the arts with other people (10% vs. 13%), and collaborate with others to create digital art (5% vs. 8%).

### Sub-group differences in the Bay of Plenty:

Women are more likely than average to use digital technology for the arts (43% vs. 37%). In contrast, men are less likely than average (32% vs. 37%) to have used digital technology for the arts.

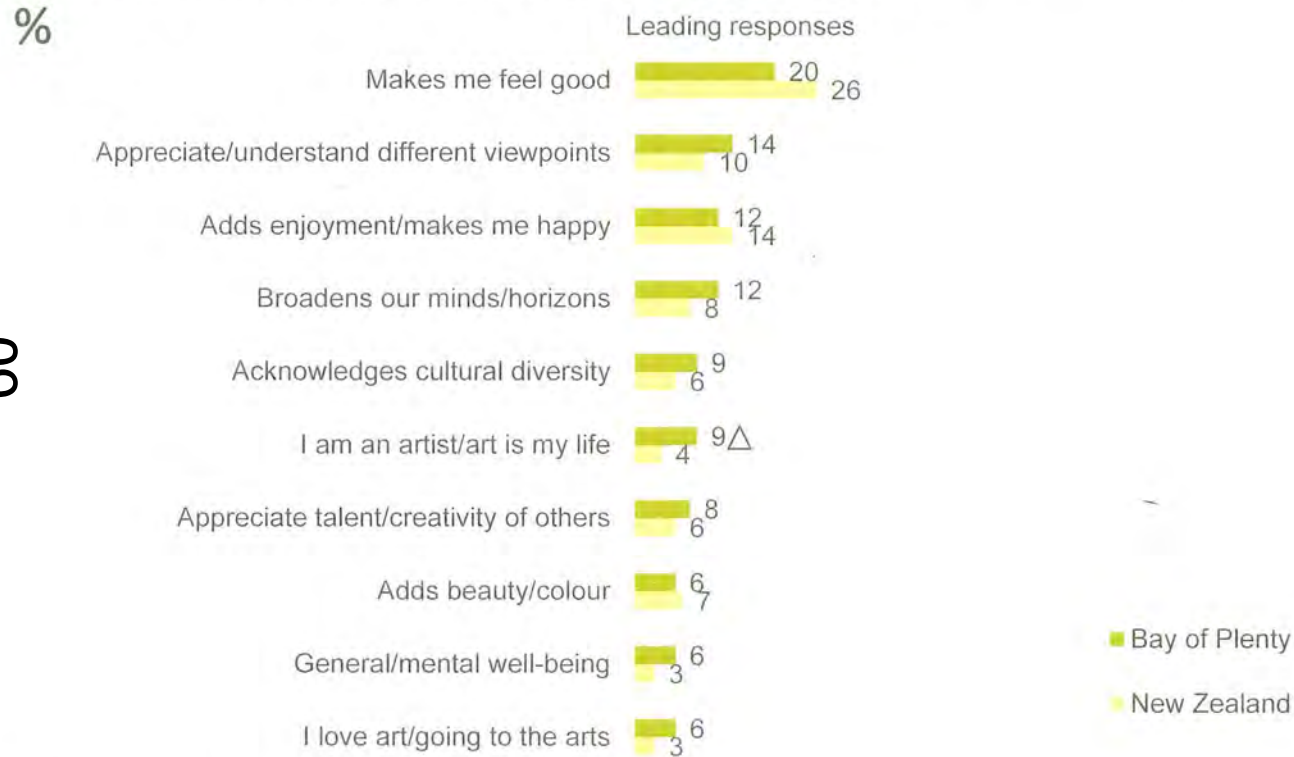
Women are more likely than average to have followed or interacted with an artist or arts organisation using digital technology (20% vs. 16%).



# ADVOCACY OF THE ARTS

## Reasons why the arts improve how New Zealanders feel about life

**Q** You earlier agreed that the arts improve how you feel about life in general. For what reasons do you feel the arts improve how you feel about life?



△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Bay of Plenty (108); New Zealand (1,397)

Respondents who agree the arts improve how they feel about life in general or agree they help improve society, were asked the reasons why they think this. To reduce respondent burden if someone had agreed with both statements they were only asked one follow-up question.

The chart opposite shows the leading responses. The top two reasons why Bay of Plenty residents feel the arts improve their outlook on life is that the arts make them feel good (20%) and make them appreciate and understand other points of view (14%).

Compared to the national average, Bay of Plenty residents are more likely to mention that art is a big part of their life (9% vs. 4%).

“

*We all need to know about things we aren't familiar with and artists broaden the scope of knowledge.*

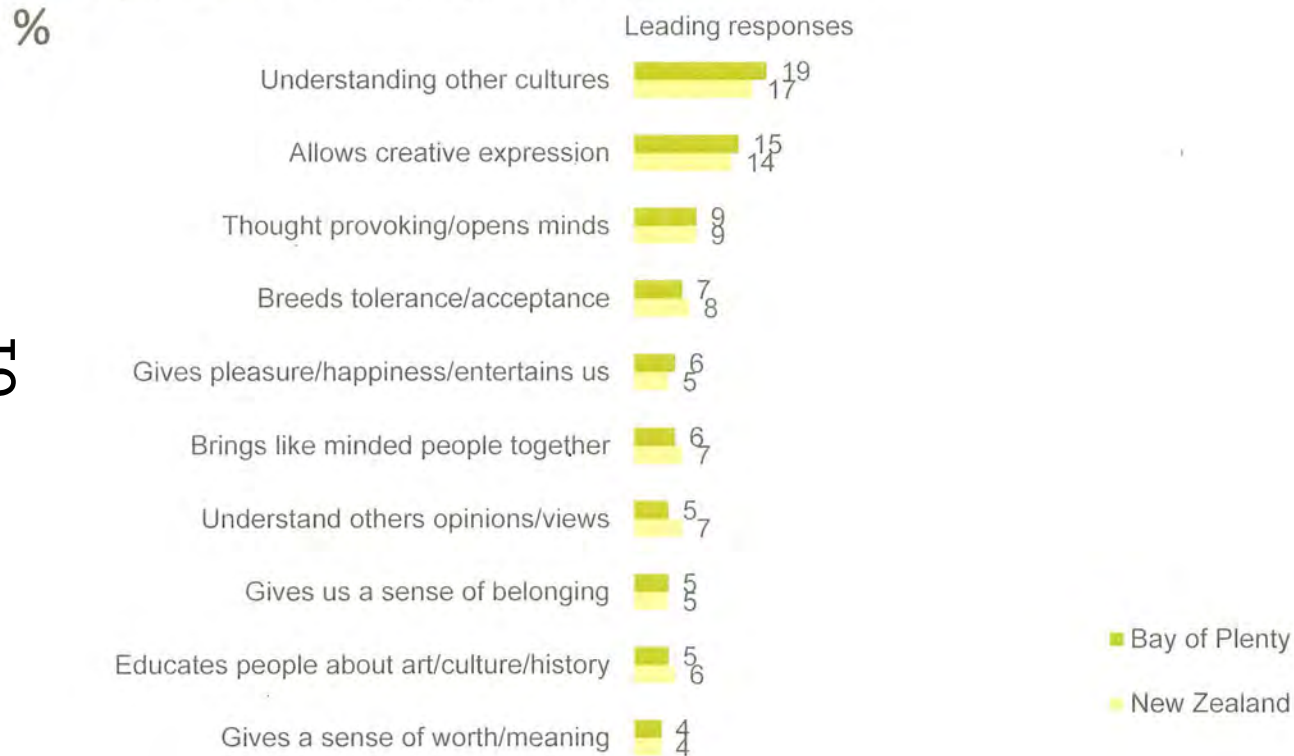
*Being creatively involved in making something has always been an essential part of life for me and promotes positive feelings and thoughts.*

*I am an anxious person and drawing and listening and singing to music help calm my mind and makes me feel calm.*

”

## Reasons why the arts improve society

**Q** You earlier agreed that the arts help improve New Zealand society. For what reasons do you feel the arts help improve society?



△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Bay of Plenty (236); New Zealand (2,323)

The chart opposite shows the leading responses why residents in the Bay of Plenty feel the arts help improve society.

The top two reasons are that the arts enable greater understanding of other cultures (19%) and allow creative expression (15%).

There are no statistically significant differences in the proportion mentioning each response between those living in the Bay of Plenty region and all New Zealanders.



*It's beautiful and expands our view on the world and compassion and understanding for those around us especially of other cultures.*

*It expresses that group of people's feelings and taste, and you can learn sometimes about their philosophy. It broadens the mind.*

*When I see the amount of creativity in my community I am impressed with their cleverness, diligence, and insight into the issues and emotions they are depicting.*

*Give me an outlet for personal expression, uplift me and allow me to lose myself in music/dance/theatre that I love.*





# BAY OF PLENTY REGION

Questions in this section of the report were designed specifically for Creative Bay of Plenty

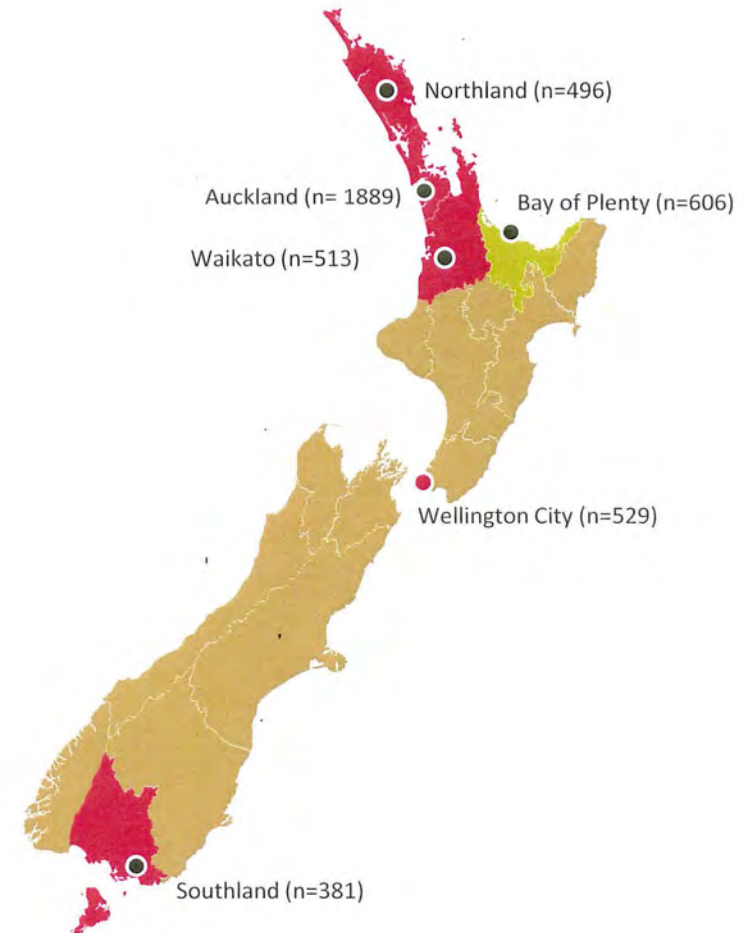
## Bay of Plenty region questions

### HOW TO INTERPRET THIS SECTION

The Bay of Plenty is one of six regions or cities (including Northland, Auckland, Waikato, Wellington City, and Southland) that commissioned additional questions to the main survey to further explore how residents engage with the arts. This section of the report presents the findings of these additional questions.

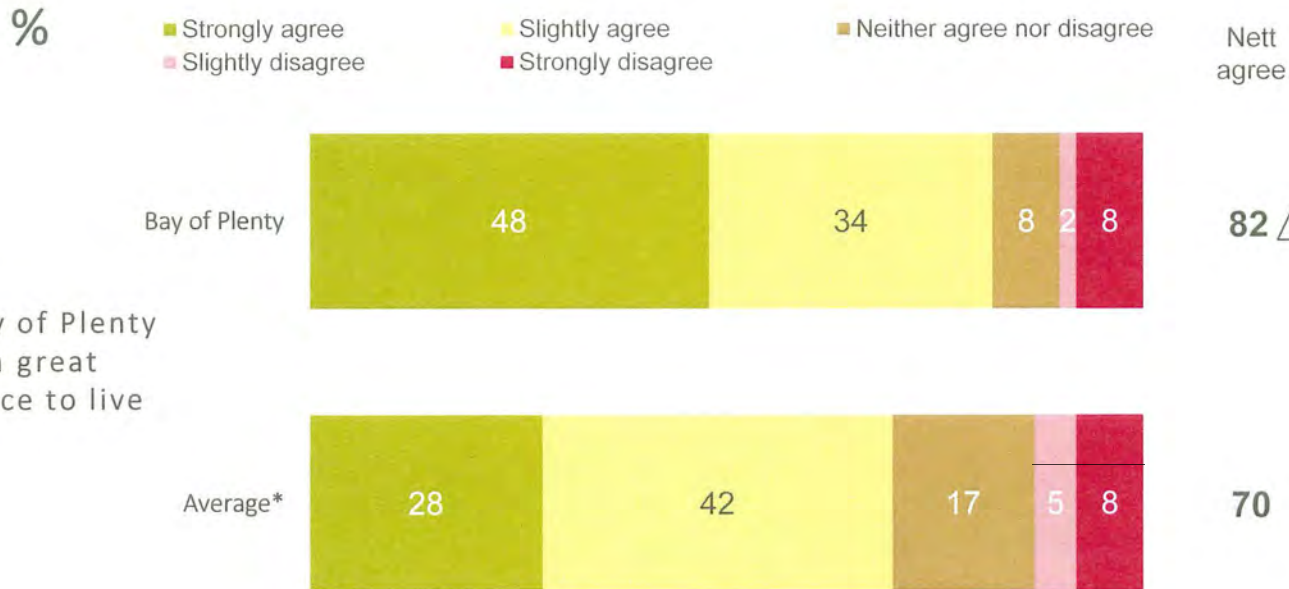
Where possible, questions asked by the six regions or cities were kept consistent to allow for comparability. Findings are compared to the weighted average across the other regions or cities asked the same question. The specific regions or cities included in the averages are detailed on each slide.

63 Due to the population size, where Auckland has been included this will have a strong influence on the average.



# Place attachment to Bay of Plenty

**Q** To what extent do you agree or disagree?



64 Bay of Plenty is a great place to live

Residents were asked to what extent they feel that the Bay of Plenty is a great place to live.

Over four in five residents believe that the region is a great place to live. This is higher compared to the average (82% vs. 70%).

**Sub-group differences in Bay of Plenty:**

Older people aged 70+ are more likely than average to agree that Bay of Plenty is a great place to live (90% vs. 82%).

\*Average include; Northland, Auckland, Waikato, Bay of Plenty, Southland

$\Delta \nabla$  = significantly higher / lower than Average\*

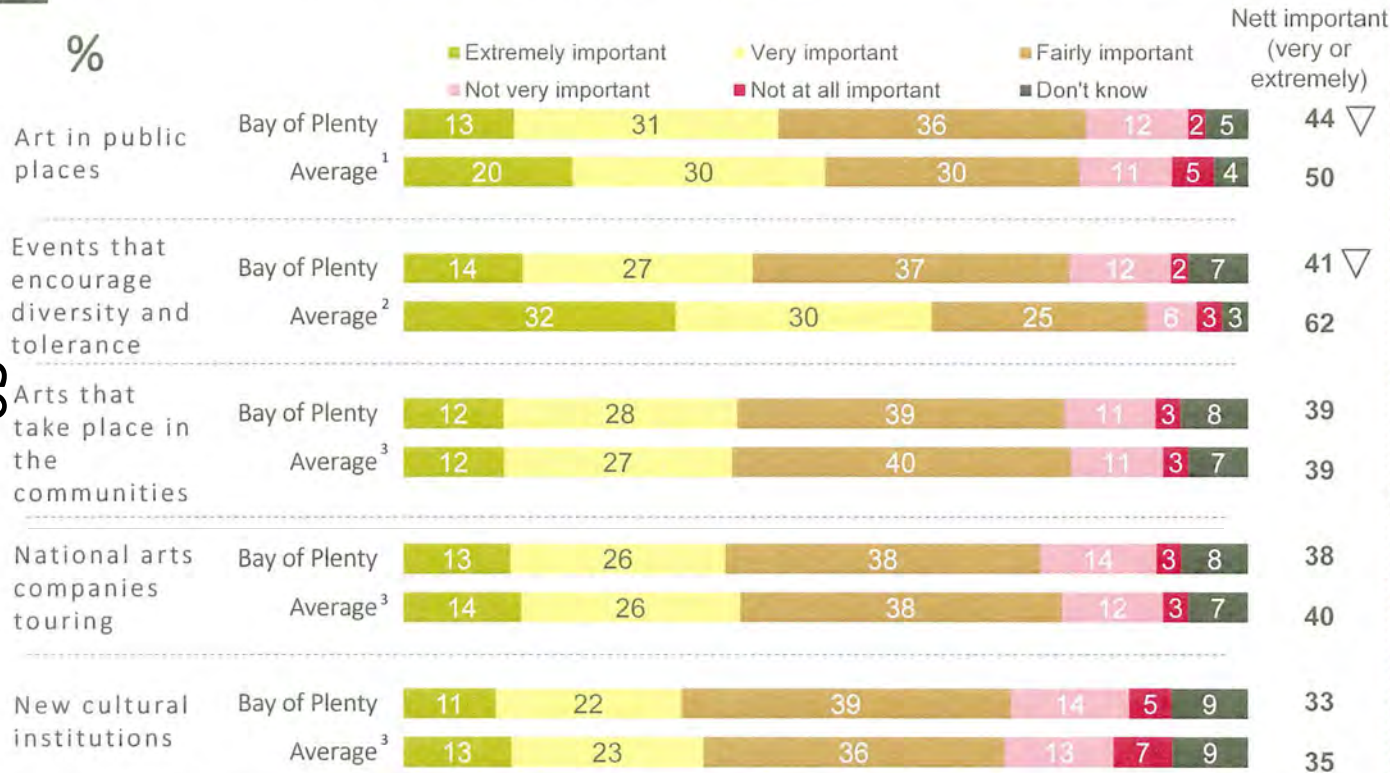
Base: All respondents: Bay of Plenty (606); Average (3,885)



# Importance of the arts in making the Bay of Plenty a great place to live

**Q** How important, or not, is the following in making the Bay of Plenty a great place to live?

65



△ ▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1=1631; 2=2495; 3=1102)

Note: (1) Average is made up of Bay of Plenty, Wellington, and Northland (2) Average is made up of Bay of Plenty and Auckland (3) Average is made up of Bay of Plenty and Northland

More than four in ten Bay of Plenty residents feel that art in public places (44%) and art events that encourage diversity and tolerance (41%) are (very or extremely) important to making the Bay of Plenty a great place to live. However, agreement that these two things are important is lower than average (50% and 62% respectively).

In addition, nearly four in ten agree that arts events that take place in the communities (39%), and national arts companies touring the region (38%) are important to making the Bay of Plenty a great place to live.

Less importance is placed on new cultural institutions, with only one third (33%) agreeing that this is important to making the region a great place to live.

The relative importance of each factor to those residents who strongly agree that the Bay of Plenty is a great place to live, is consistent with all residents.

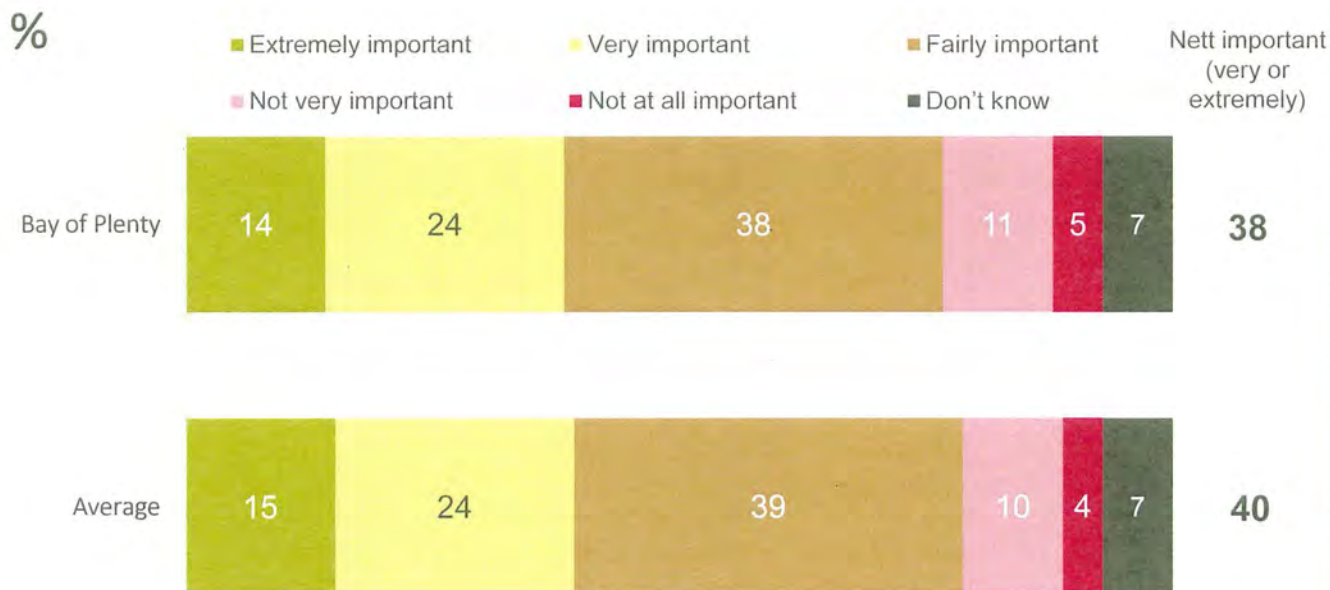
### Sub-group differences in the Bay of Plenty:

Women are more likely than average to agree that the following are important to making the Bay of Plenty a great place to live:

- Art in public places (57% vs. 44%)
- Events that encourage diversity and tolerance (51% vs. 41%)
- Arts that take place in communities (51% vs. 39%)
- National arts companies touring the region (48% vs. 38%)
- New cultural institutions (42% vs. 33%)

# The importance of the arts to regional identity

Q How important are the arts and culture to the identity of a region?



Thirty-eight percent of Bay of Plenty residents feel that the arts and culture are (very or extremely) important to the region's identity. The same proportion believe that the arts are fairly important. This is in line with the average.

A small minority do not feel that the arts are important to the Bay of Plenty's identity (16%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (38%) to feel that arts and culture are important to the identity of the region:

- Māori (50%)
- Women (46%)

In contrast, men are less likely than average to feel the arts and culture are important to the identity of the region (30% vs. 38%)

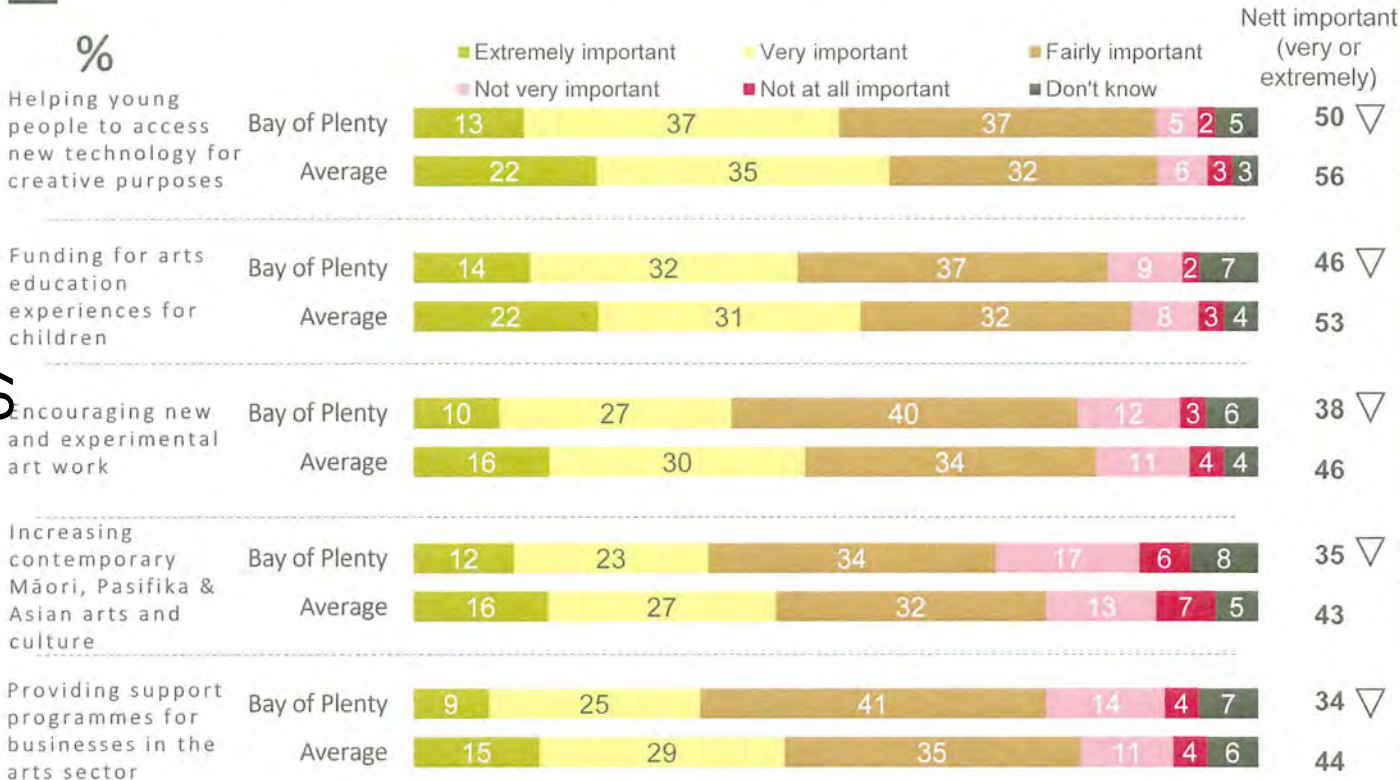
△▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1996)

Note: Average is made up of Bay of Plenty, Northland, Southland and Waikato

# Importance of the arts to Bay of Plenty's future as a creative region

**Q** How important, or not, is the following to the Bay of Plenty's future as a creative region?



Enabling young people to engage with the arts is seen as most important to the Bay of Plenty's future as a creative region. Half (50%) of residents think that helping young people access new technology for creative purposes is (very or extremely) important to the region's creative future, and 46% believe that funding arts education experiences for children is important.

In addition, 38% believe encouraging new and experimental art work is important for the region's creative future, 35% believe increasing contemporary Māori, Pasifika and Asian arts and culture is important, and 34% feel providing support programmes for businesses in the arts sector is important.

Bay of Plenty residents view each factor as less important to the region's creative future than average.

**Sub-group differences in the Bay of Plenty:**

Women and those aged between aged 15-29, are more likely than average to see the importance in increasing contemporary Māori, Pasifika and Asian arts (35%), funding arts education for children (46%) and encouraging new/experimental art work (38%):

- Increasing Māori, Pasifika and Asian arts (47% & 48% respectively)
- Funding arts education for children (57% & 63% respectively)
- Encouraging new/experimental art work (48% & 49% respectively)

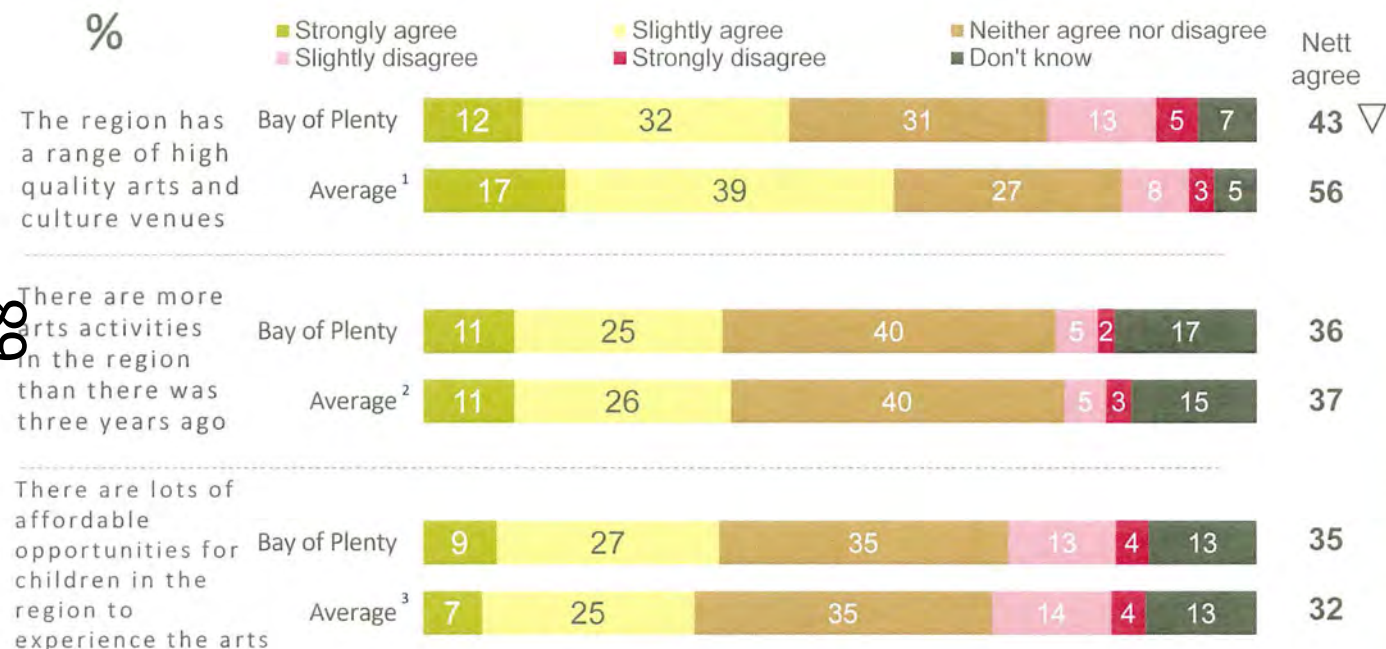
△ ▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1631)

Note: Average is made up of Bay of Plenty, Wellington, and Northland

# Accessibility of arts

**Q** To what extent do you agree or disagree?



△ ▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1=3372; 2=1102; 3=1996)

Note: (1) Average is made up of Auckland, Bay of Plenty, Southland and Northland (2) Average is made up of Bay of Plenty and Northland (3) Average is made up of Bay of Plenty, Southland, Northland and Waikato.

There is evidence that the arts scene in the Bay of Plenty is expanding but is not yet as strong as other regions.

More than one third of residents (36%) agree that there are more arts activities in the Bay of Plenty region than there were three years ago, whereas just 8% disagree.

In addition, four in ten (43%) Bay of Plenty residents agree that the region has a range of high quality arts and culture venues. However, this is lower than the average (56%).

One in three (35%) agree that there are lots of affordable opportunities available for children to experience arts within the Bay of Plenty, whereas 18% disagree.

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (36%) to agree that there are more arts activities in the region than there were three years ago:

- Higher income households earning \$80,001-\$120,000 per annum (51%)
- Women (40%).

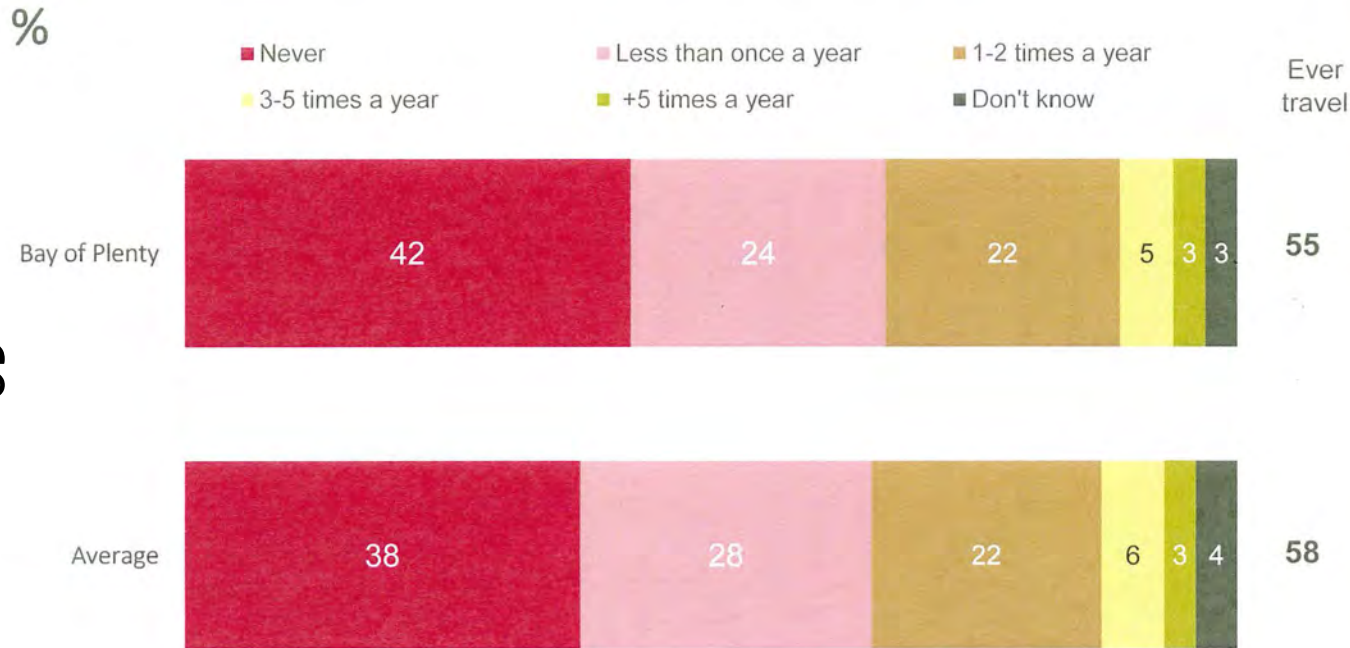
The following groups are more likely than average (36%) to agree that there are lots of affordable opportunities for children in the region to experience:

- Lower income households earning \$80,001-\$120,000 per annum (49%)
- Older people, aged 70+ (44%)

Women are more likely than average to agree that the region has a range of high quality arts and culture venues (48% vs. 44%).

# Travelling outside for the arts

Q How often do you travel out of the Bay of Plenty for arts events?



Over half of Bay of Plenty residents (55%) travel outside of the region for the arts. This is consistent with the average (58%).

While many Bay of Plenty residents do travel for the arts, close to one in four (24%) do so infrequently (less than once a year).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (55%) to have travelled outside of the Bay of Plenty region for the arts at least once:

- Higher income households earning \$80,001-\$120,000 per annum (67%)
- Older people, 60-69 (66%)
- Women (63%).

The following groups are less likely than average (55%) to have travelled outside of the Bay of Plenty region for the arts at least once:

- Men (45%)
- Low income households earning up to \$30,000 per annum (43%).

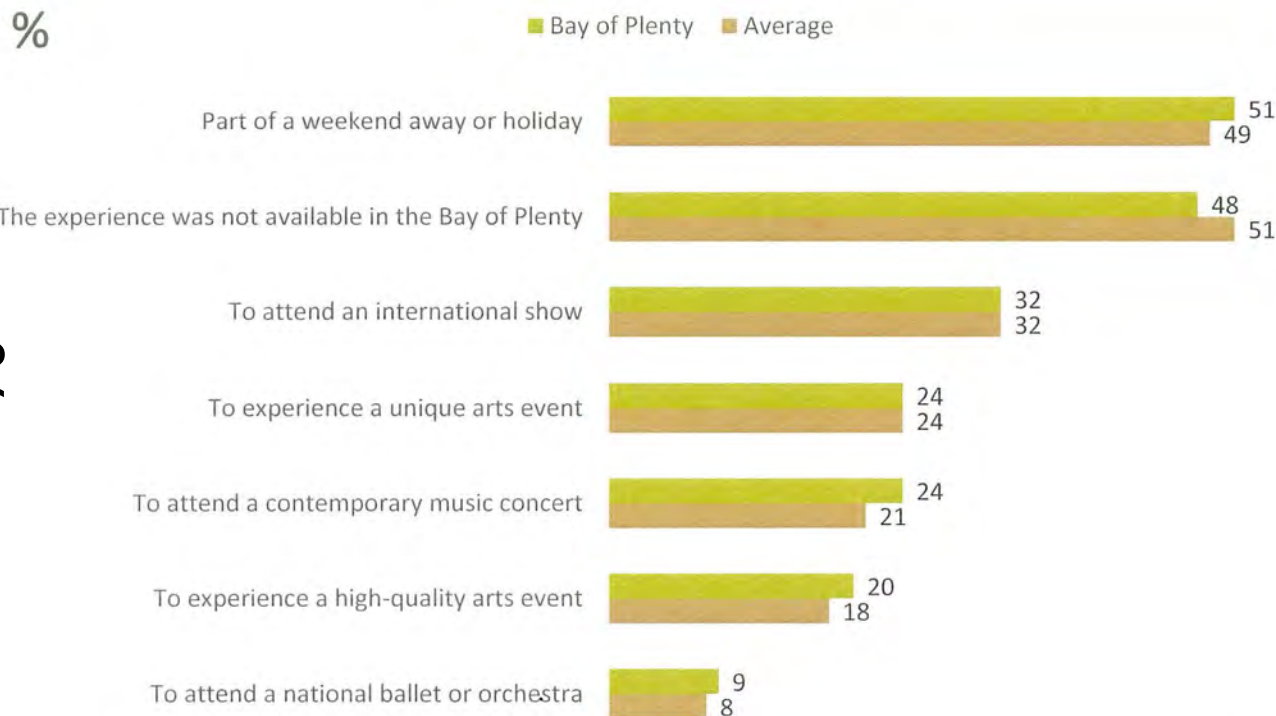
△▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1996)

Note: Average is made up of Bay of Plenty, Northland, Southland and Waikato

## Frequency of travel for arts events

**Q** Why do you travel outside of the Bay of Plenty for arts events?



△▽ = significantly higher / lower than average

Base: All respondents who travel outside of the region they live in for arts events: Bay of Plenty (340); Average (1143)

Note: Average is made up of Bay of Plenty, Northland, Southland and Waikato

Of those Bay of Plenty residents who travel for arts events, just over half (51%) do so as part of a weekend or holiday away, while 48% do so because the experience is not available within the Bay of Plenty.

Reasons for travelling are consistent with the average.

### Sub-group differences in the Bay of Plenty:

High Income households earning more than \$120,000 per annum are more likely than average have travelled out of the region because the experience was not available in the Bay of Plenty (68% vs. 48%) and to experience a high quality arts event (34% vs. 20%).

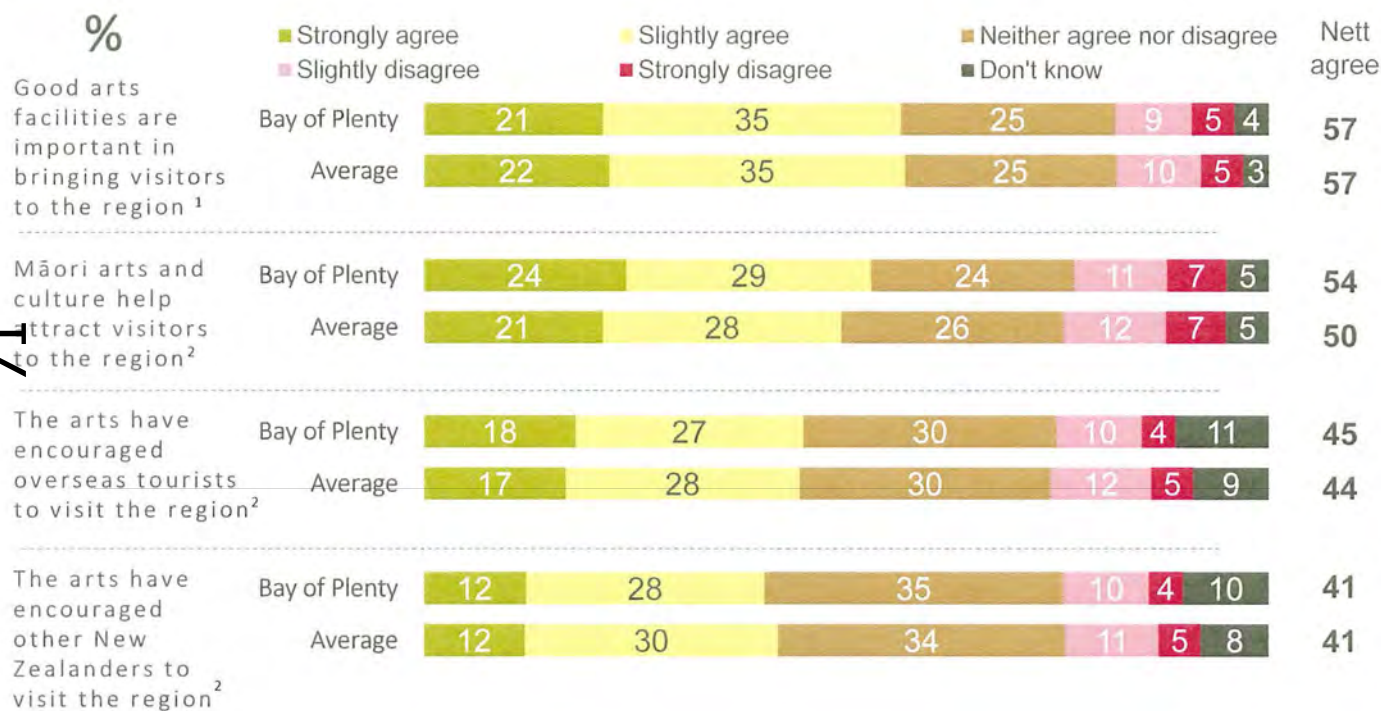
Women are more likely than average to travel to attend an international show (37% vs. 32%).

Older people, aged 60-69, are more likely than average to travel to attend a national ballet or orchestra (22% vs. 9%).

70

# Impact of the arts on tourism

**Q** To what extent do you agree or disagree?



△▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1=1102; 2=1483)

Note: (1) Average is made up of Bay of Plenty and Northland (2) Average is made up of Bay of Plenty, Southland and Northland

There is recognition of the role that the arts play in helping to drive tourism to the Bay of Plenty.

Forty-five percent agree that the arts encourage overseas tourists to visit the region, and 41% agree that the arts encourage domestic travel to the region.

Over half agree that good arts facilities (57%) and Māori arts and culture (54%) are important to bringing visitors to the region.

Views expressed by Bay of Plenty residents are in line with the average.

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (57%) to agree that good arts facilities are important in attracting visitors to the region:

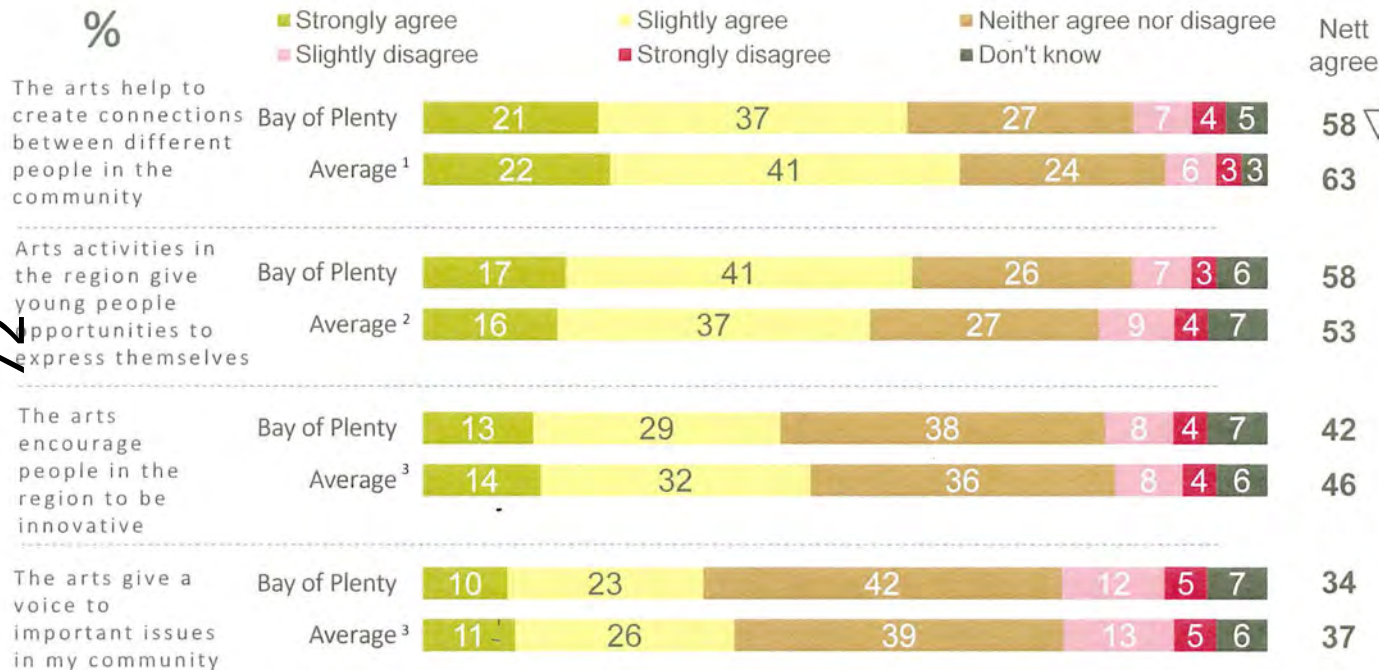
- Higher income households earning \$80,001-\$120,000 per annum (70%)
- Older people, aged 70+ (70%).

The following groups are more likely than average (54%) to agree that Māori arts and culture help attract visitors to the region:

- Māori (68%)
- Older people, 60-69 (65%).

# Impact of the arts on the community

**Q** To what extent do you agree or disagree?



△ ▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1=3885; 2=1996; 3=1483)

Note: (1) Average is made up of Bay of Plenty, Auckland, Southland, Northland and Waikato (2) Average is made up of Bay of Plenty, Northland, Southland and Waikato (3) Average is made up of Bay of Plenty, Southland and Northland

The arts benefit Bay of Plenty residents in a number of ways. Nearly six in ten agree that the arts help to create connections between different people in the community (58%), and that arts activities in the region give young people an opportunity to express themselves (58%).

In addition, 42% agree the arts encourage people in the region to be innovative, and one third (34%) agree that the arts give a voice to important issues in the community.

These views are largely consistent with the average, although agreement that the arts help to create connections in the community is lower (58% vs. 63%).

### Sub-group differences in the Bay of Plenty:

Women are more likely than average to agree that the arts help create connections between different people in the community (63% vs. 58%). In contrast, men are less likely than average to agree (53% vs. 58%).

Older people, aged 60-69 and those aged 70+ are more likely than average to agree that arts give young people an opportunity to express themselves (72% and 69% respectively vs. 58%).

The following groups are more likely than average (34%) to agree that the arts give a voice to important issues in the community:

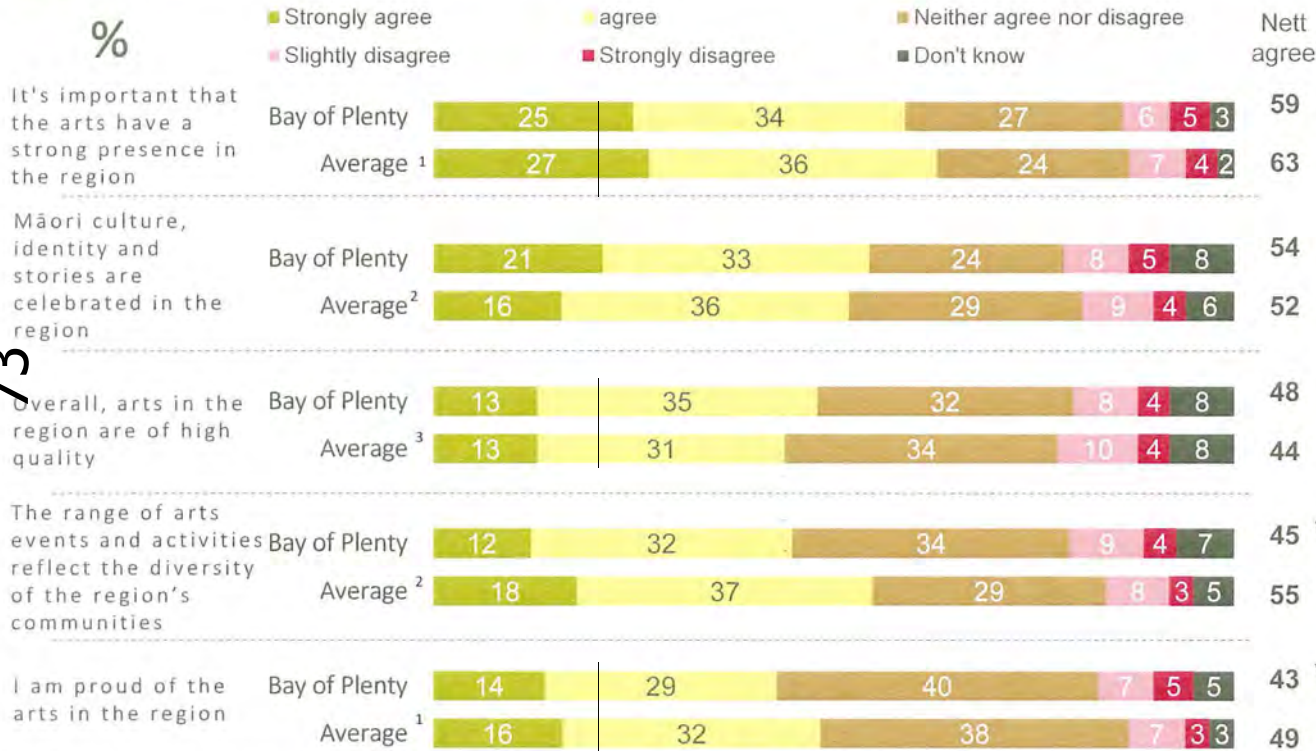
- Māori (49%)
- Lower income households earning \$30,001-\$50,000 per annum (44%)
- Women (39%).

Older people, aged 60-69 and 70+ are more likely than average to agree that arts encourage people to be more innovative (53% and 52% respectively vs. 42%).



# Quality and diversity of the arts scene

## Q To what extent do you agree or disagree?



△ ▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1=3372; 2=1996; 3=3885)

Note: (1) Average is made up of Bay of Plenty, Auckland, Southland and Northland (2) Average is made up of Bay of Plenty, Auckland, Northland, Southland and Waikato (3) Average is made up of Bay of Plenty, Southland, Northland and Waikato

There are a number of positive views expressed about the quality and diversity of the arts scene in the Bay of Plenty, but residents perceive the regional arts scene as inferior to the national one.

Six in ten (59%) Bay of Plenty residents agree it is important that the arts have a strong presence in the region.

However, there is a gap between perceived quality of the arts in the Bay of Plenty versus the whole of New Zealand. Fifty-eight percent of residents agree the arts in New Zealand are of high quality (see slide 20), whereas 48% agree the arts in the Bay of Plenty are of high quality. In addition, residents are less likely than average to be proud of the arts in the region (43% vs. 49%). These discrepancies indicate there is more to do to promote a flourishing arts scene in the Bay of Plenty region.

There is evidence to suggest that many residents believe the arts in the Bay of Plenty celebrate diversity. More than half (54%) agree that the Māori culture is celebrated in the region and 45% agree that the range of arts events and activities reflect the diversity of the region's communities. However, this is lower than the average (55%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (48%) to agree that the arts in the region are of high quality:

- Older people, aged 60-69 (60%)
- Women (53%)

Men are less likely than average to agree the arts are of high quality (43% vs. 48%)

The following groups are less likely than average (59%) to agree that its important the arts have a strong presence in the region:

- Men (53%)
- Younger people, aged 30-39 (49%)

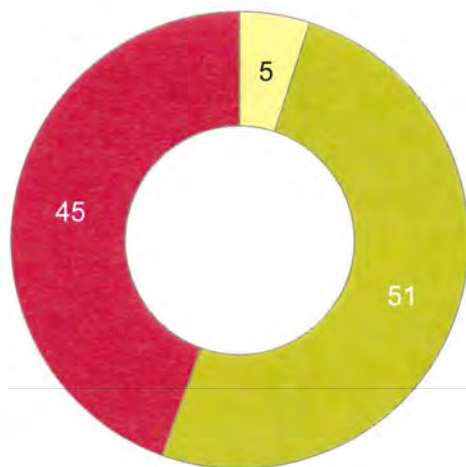
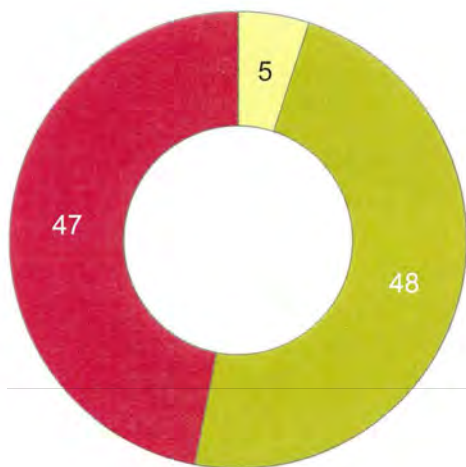
# Scope for greater participation in the arts

**Q** Would you say you take part in the creative arts...

%

Bay of Plenty

Average



■ More than you would like 
 ■ About as much as you would like 
 ■ Less than you would like

△▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1996)

Note: Average is made up of Bay of Plenty, Northland, Southland and Waikato

There is potential to both broaden and deepen participation in the arts in the Bay of Plenty.

Forty-seven percent of Southland residents take part in the arts less than they would like to. There is an opportunity to broaden participation, as 42% of those who do not currently participate would like to become involved. There is also an opportunity to deepen participation, as 52% of those currently participating would like to be more involved.

Around three in five (48%) Bay of Plenty residents are taking part in the arts as much as they desire. Relatively few residents are participating in the arts more often than they would like to (5%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (47%) to indicate that they participate in the arts less than they would like:

- Māori (60%)
- Women (54%).

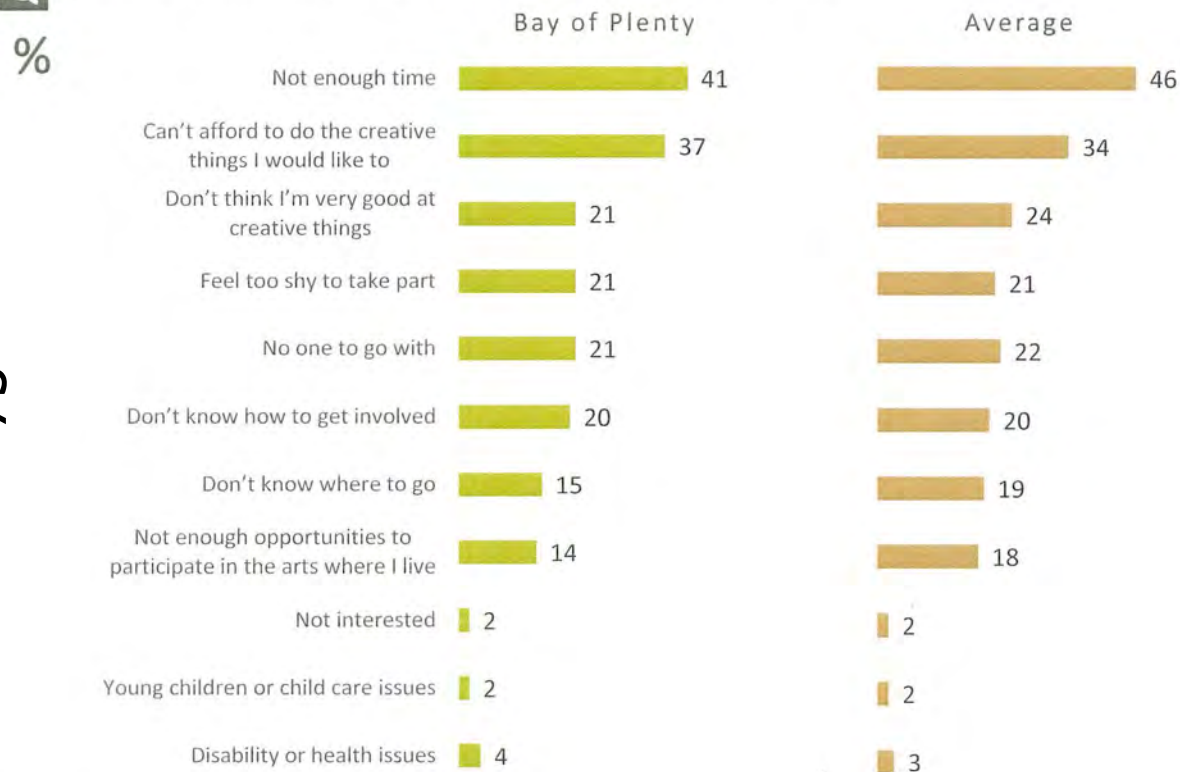
Older people, aged 70+, are more likely than average to indicate that they participate in the arts about as much as they would like (63% vs. 48%).

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# Barriers to involvement in the arts

75

**Q** What stops you from taking part in the arts more often?



Note: Average is made up of Bay of Plenty, Northland, Southland and Waikato

△▽ = significantly higher / lower than average

Base: All respondents who take part in the arts less often than they would like: Bay of Plenty (288); All regions (914)

Residents that participate in the arts less than they would like were asked what stops them from taking part more often.

The main barrier to being more involved is not having enough time (41%), followed by affordability (37%), and self-doubt about creative ability (21%).

Barriers to participation are in line with the average.

**Sub-group differences in the Bay of Plenty:**

Higher income households earning \$80,001-\$120,000 per annum are more likely than average to indicate that they do not have enough time (58% vs. 41%).

The following groups are more likely than average (37%) to indicate that they cannot afford to do the creative things they would like to:

- Lower income households earning \$30,001-\$50,000 per annum (51%)
- Women (44%).

One person households are more likely than average to indicate they have no one to go with (37% vs. 21%).



# FOR FURTHER INFORMATION PLEASE CONTACT:

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**TAURANGA CITY COUNCIL/WESTERN BAY OF PLENTY  
DISTRICT COUNCIL  
JOINT GOVERNANCE COMMITTEE**

**8 August 2018**

**Tourism Bay of Plenty – Statement of Intent  
2018-2019 to 2020-2021**

**Purpose**

1. The purpose of this report is to provide the Joint Governance Committee with Tourism Bay of Plenty's final Statement of Intent 2018-2019 to 2020-2021 (**Attachment A**) in order to assist the Committee with its delegated role to consider the Statement of Intent delivered in accordance with Schedule 8 of the Local Government Act 2002.

**Recommendation**

***THAT the Tauranga City Council/Western Bay of Plenty District Council Joint Governance Committee receive the Tourism Bay of Plenty's final Statement of Intent 2018-2019 to 2020-2021.***

A handwritten signature in blue ink that reads "Anne Blakeway".

Anne Blakeway  
**Manager: CCO Relationships and  
Governance  
Tauranga City Council**

A handwritten signature in blue ink that reads "Frank Begley".

Frank Begley  
**Community Relationships Manager  
Western Bay of Plenty District  
Council**



## Background

It is noted that the Committee reviewed the Tourism Bay of Plenty draft statement of intent at its meeting held on 18 April 2018.

## Attachments

No.	Title
A	Tourism Bay of Plenty Statement of Intent – 2018-2019 to 2020-2021



# STATEMENT OF INTENT

**TOURISM BAY OF PLENTY**

2018-2019 to 2020-2021





## 1. Our Regional Brand Story

Ours is a place of positive energy; a rich coastal paradise blessed with raw potential.

Where cultures embrace and the natural generosity of our people is as abundant as our fertile land and open seas.

A place of discovery – our ingenuity, determination and bold thinking connect us to the world.  
A landing place.

A launch pad.

The Bay of Plenty – a place for you.



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## 2. Purpose of Statement of Intent

In accordance with section 64 (1) of the Local Government Act 2002, this annual Statement of Intent (SOI) publicly states the activities and intentions of the Western Bay of Plenty Tourism and Visitors Trust (TBOP) for the next three years. This SOI sets out TBOP's strategic framework, activities and performance measures, as the basis of organisational accountability.

TBOP acknowledges the Enduring Statement of Expectations (ESE) and Letter of Expectation (LOE) from Mayor Brownless and Mayor Webber. These clearly articulate the focus areas for TBOP that will contribute to advancing the Western Bay of Plenty's economic prosperity.

## 3. About Tourism Bay of Plenty

TBOP is incorporated under the Charitable Trusts Act (1957) and is a not-for-profit entity established to promote the Western Bay of Plenty sub-region (WBOP) as a visitor and tourist destination. TBOP is a Council Controlled Organisation (CCO) and accountable to Tauranga City Council (TCC), Western Bay of Plenty District Council (WBOPDC) and by a separate Memorandum of Understanding (MOU) with Whakatāne District Council (WDC).

### 3.1 Purpose of Tourism Bay of Plenty

TBOP's role is to support the Councils' aspiration for Tauranga to be an internationally competitive city, for the benefit of the wider coastal region and its communities.

Both Councils have encouraged TBOP to consider how we contribute to the community outcomes for Tauranga and the wider coastal region. These community outcomes are to ensure Tauranga and the WBOP:

- Are well planned, with a variety of successful and thriving compact centres.
- Are inclusive, safe, resilient and healthy.
- Have predictable travel times and transport choice.
- Protect and enhance the natural environment.
- Attract businesses, people and visitors.

### 3.2 Principal Objective

TBOP takes the leading role in sustainable growth of the WBOP visitor economy and management of the destination. TBOP's vision is to "share our love of the Bay of Plenty with the world" and our mission is "to grow the visitor economy for the benefit of our community." Working towards Tauranga becoming an internationally competitive city requires a focus on three areas to support community well-being:



- 1) Quality of life.
- 2) Quality of economy.
- 3) Sound city foundations.

These outcomes will be supported through:

- Increased collaboration.
- Strong partnerships with Tangata Whenua.
- Maintaining financial sustainability.
- Improving the quality of the information we use.
- Better understanding city dynamics.

### 3.3 Role of Tourism Bay of Plenty

TBOP has identified four strategic priorities that collectively will grow demand for the destination whilst enhancing the visitor experience and increasing investment and supply. These priorities are based on a platform of stakeholder engagement and partnership, and sound governance principals. These strategic priorities will be executed under the Western Bay of Plenty Regional Brand Story which defines the unique and compelling attributes of our region. The four strategic priorities are:

- Target the right visitors at the right time.
- Connect with residents.
- Enhance the visitor experience.
- Grow capability and increase supply.

The diagram on Page 6 summarises the Strategic Framework we operate from. This diagram reflects our growing role as Destination Managers – to manage, develop and plan growth, while considering environmental, social and cultural interests. We also need to ensure we preserve the region's unique identity and that our visitor related development is coordinated with residents' interests.



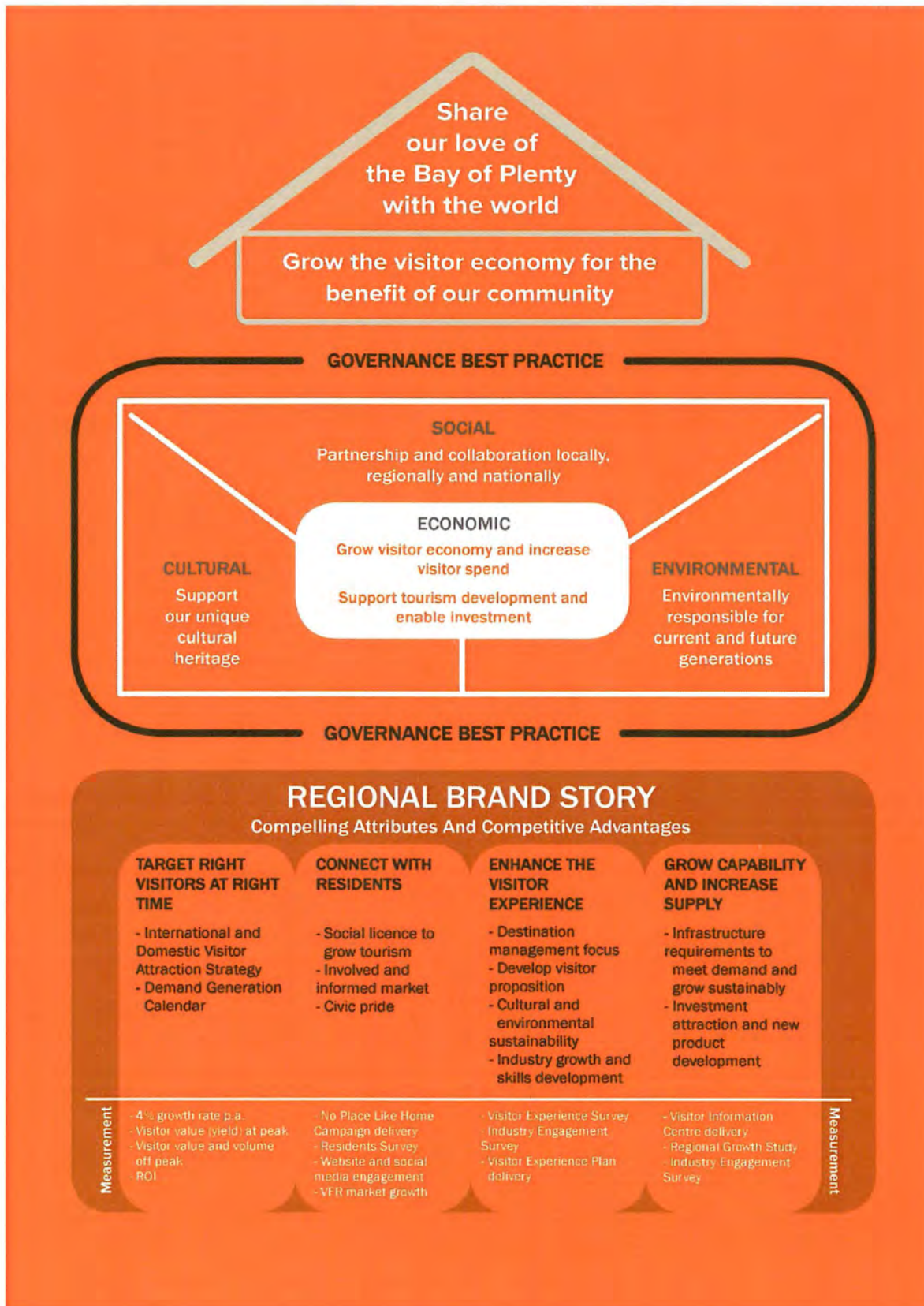
### 3.4 Destination Management

***Destination Management:***

***“Is the strategic and sustainable management of visitor-related development, coordinated with resident interests, to preserve a region’s unique identity. We will bring stakeholders together and work collaboratively to transform the region’s set of attractions, activities and services into a cohesive and compelling travel experience.”***



### 3.5 Tourism Bay of Plenty's Strategic Framework





## 4. Governance

TBOP is a CCO of the Tauranga City and Western Bay of Plenty District Councils. TBOP Board and Management are committed to ensuring the organisation meets recommended best practice governance principles and maintains the highest ethical standards.

The TBOP Board of Trustees is appointed by the Councils to govern and direct TBOP's activities. The Board is accountable to the Councils for the financial and non-financial performance of TBOP. The Board works collaboratively with the Councils to ensure a "no surprises" relationship.

### 4.1 The Role of the Board of Tourism Bay of Plenty

The Board of Trustees is responsible for the direction of TBOP. This responsibility includes:

- Develop and oversee the implementation of TBOP's Visitor Economy Strategy 2018-2028 (VES).
- Advocacy and stakeholder management.
- Approving annual plans, budgets and the SOI.
- Enterprise Risk and Health and Safety systems, policies and controls.
- Monitoring financial performance and achievement of the strategic initiatives and SOI objectives.
- Appointment and monitoring of the performance and remuneration of the CEO.
- Integrity of management information systems and policies.
- Assessment of business opportunities and business risks.
- Compliance with relevant law.
- Reporting to the Councils.

The Trustees operate under the TBOP Code of Conduct and the Tauranga City Council Code of Conduct for Directors Appointed by Council to Council Organisations.

The Trustees delegate the day-to-day operation of TBOP to the Chief Executive Officer (CEO) of TBOP who reports regularly to the Board.



## 4.2 Tourism Bay of Plenty Trustees

As of 30<sup>th</sup> of June 2018, the TBOP Board comprises the following trustees:

- Desmond Hammond (Chairperson)
- Colleen Te Arihi
- Gwendoline Keel
- Laurissa Cooney
- Peter Moran
- Will Wilson

## 4.3 Reporting to Councils

### 4.3.1 Communication Protocol

The Chairperson, Board members and officers of TBOP will adhere to the following communication protocols with the Councils, in addition to the formal reporting requirements:

- A bilateral “no-surprises” approach.
- Consultation with the Councils prior to external release of significant changes and/or developments.
- Early notification and collaboration on the management of risks and issues.
- Appraise the performance of the TBOP Board of Trustees at a minimum of every 18 months.

### 4.3.2 Statement of Intent

The draft SOI for the ensuing financial year will be provided by TBOP to the Councils by 1 March each year. The final SOI, incorporating any feedback from the Councils, will be provided by 30 June each year.

The draft SOI provides a three-year view which is consistent with the ESE and identifies:

- Indicative rolling three-year forecast of performance and position, separately identifying any significant intended expenditure.
- Any likely requests for increased levels of funding from Council.





- Key action or initiatives to deliver on the objectives of TBOP.
- Upcoming challenges, risks and opportunities for TBOP.

#### 4.3.3 Reporting

TBOP has adopted 30 June as its balance date.

#### 4.3.4 Six Month Report

By 28 February, the Trustees shall deliver to the Councils an unaudited report containing the following information in respect of the six months under review:

- Statement of Financial Performance disclosing revenue and expenditure and comparative prior period and budget figures.
- Statement of Financial Position.
- Progress towards Non-Financial Performance Targets.
- A commentary on the financial and non-financial results for the first six months and a forecast for these results for the full year.

#### 4.3.5 Annual Report

By 31 August, the Trustees shall deliver to the Councils a draft Annual Report, and by 30 September a final version of the Annual Report, including audited financial statements, in respect of that financial year, containing the following information:

- Chairman's and CEO's reports.
- Audited financial statements for that financial year including Statement of Financial Performance and Statement of Financial Position and Changes in Equity.
- Notes to the financial statements including accounting policies.
- Service Delivery Report summarising TBOP's performance against the SOI goals and objectives.
- Independent Auditor's report on the financial statements and non-financial performance measures.

## 5. Activity and Performance Framework

Activity	Performance Measure	Data Source	Baseline	2018-2019 Goal to June 2019	2019-2020 Goal to June 2020	2020-2021 Goal to June 2021
<b>KRA 1: Quality of Life – The visitor economy enhances quality of life, by providing an enhanced visitor experience and increased amenity for visitors and residents alike.</b>						
<b>VISITOR ECONOMY STRATEGY 2018-2028 (VES)</b>						
Implement a Destination Management strategy ensuring the balance of growth with social, cultural and environmental well-being. Support Tauranga City Council to complete Stage Two of Alternative Funding Mechanisms Project.	Visitor spend growth of 4% per annum. Implementation of Year 1 of VES. Support completion of Stage Two of Alternative Funding Mechanisms project.	MBIE Regional Tourism Estimates. To be determined.	\$994m (to Dec 2017). VES 2018-2028 completed. Support completion of Stage Two of Alternative Funding Mechanisms project.	\$1,034m (to Dec 2018). Implement Year 1 of VES.	\$1,075m (to Dec 2019). Implement Year 2 of VES.	\$1,118m (to Dec 2020). Implement Year 3 of VES.
<b>CONNECT WITH RESIDENTS</b> Measure and maintain community social licence with measurement of resident satisfaction and their likelihood to recommend the area to others to visit (Net Promoter Score).	Maintain scores of above 52. No Place Like Home (NPLH) implementation. Set-up of Resident Advisory Group (RAG).	TCC Residents' Survey: 1. Tauranga is a quality destination for visitors and businesses. 2. The tourism sector has a positive impact on the community. 3. Likelihood to recommend Tauranga as a holiday destination to friends and family.	1. Score of 77 (Jan 2018). 2. Score of 73 (Jan 2018). 3. Score of 52 (Jan 2018).	1. Maintain score above 80. 2. Maintain score above 76. 3. Maintain score above 55. NPLH Year 3 implementation. 3 x RAG meetings.	1. Maintain score above 83. 2. Maintain score above 79. 3. Maintain score above 58. NPLH Year 4 implementation. 3 x RAG meetings.	1. Maintain score above 86. 2. Maintain score above 82. 3. Maintain score above 61. NPLH review and assess. 3 x RAG meetings.
<b>ENHANCE THE VISITOR EXPERIENCE</b> Enhance the visitor experience and visitor satisfaction (as measured by a new Visitors Satisfaction Monitor) and visitors' likelihood to recommend the area to others (Net Promoter Score).	Implementation of a Visitor Satisfaction Monitor.	To be determined.	No current data.	Implementation of a Visitor Satisfaction Monitor. Provide fit-for-purpose Visitor Information Services.	Set targets for Visitor Satisfaction Monitor. Provide fit-for-purpose Visitor Information Services.	Set targets for Visitor Satisfaction Monitor. Provide fit-for-purpose Visitor Information Services.
<b>ENHANCE THE VISITOR EXPERIENCE</b> Provide advocacy to Councils and the sector and support the tourism industry to be environmentally responsible to protect the sub-region for current and future generations.	Destination Development Plan with sustainable tourism plan and initiatives. Support implementation of the TIA Tourism Sustainability Commitment. Support Qualmark accreditation.	To be determined.	No current data. 62 Qualmark operators (June 2018).	Destination Development Plan with a sustainability focus. Launch TIA Tourism Sustainability Commitment to industry. Host 1 Qualmark workshop for operators.	Implement Destination Development Plan with a sustainability focus. Industry support the TIA Tourism Sustainability Commitment. Host 1 Qualmark workshop for operators.	Implement Destination Development Plan with a sustainability focus. Industry support the TIA Tourism Sustainability Commitment. Host 1 Qualmark workshop for operators.
<b>GROW CAPABILITY AND INCREASE SUPPLY</b> Identify and promote tourism experiences and products that support the Western Bay of Plenty's unique cultural heritage and history.	Hapu and Iwi relationships developed. Memorandum of Understanding (MOU) with Iwi established.	Feedback from Hapu and Iwi.	Building relationships with Iwi. 1 new product development.	1 new product development or enhancement of existing product. MOU with Iwi developed.	1 new product development or enhancement of existing product. MOU with Iwi upheld.	1 new product development or enhancement of existing product. MOU with Iwi upheld.
<b>KRA 2: Quality of Economy – Grow the tourism industry and increase visitor spend in the WBOP sub region. Attract visitors and new investment and create employment opportunities, contributing to a higher standard of living for all. Support the development of tourism in the WBOP sub-region and enable investment.</b>						
<b>TARGET THE RIGHT VISITORS AT THE RIGHT TIME</b>						
Creation of a demand and supply model and calendar to target high value visitors at peak season, and both high volume and high value visitors at off-peak seasons. Define target markets and niche propositions for more efficient marketing.	Creation of demand/supply research model. Creation of target markets and niche propositions. Support of Major Events Strategy.	Completion of projects. Support of 5 major events.	No current data.	Creation of demand/supply research model by December 2018. Creation of target markets and niche propositions by December 2018. Support of Major Events Strategy and 5 major events.	Stage 2 of demand/supply research model implementation. Implementation of target markets and niche propositions by December 2018. Support of Major Events Strategy and 5 major events.	Stage 3 of demand/supply research model implementation. Continued implementation of target markets and niche propositions by December 2018. Support of Major Events Strategy and 5 major events.
<b>DOMESTIC VISITOR ATTRACTION STRATEGY</b> Direct to consumer marketing activity in Auckland, Waikato, Wellington and Christchurch. No Place Like Home Campaign to residents. Support strategic events that increase off-peak visitation, GDP and visitor growth.	Increase domestic visitor spend by 3.7%.	MBIE Regional Estimates by Domestic.	\$785m (to Dec 2017).	Increase by 3.7%.	Increase by 3.7%.	Increase by 3.7%.
<b>INTERNATIONAL VISITOR ATTRACTION STRATEGY</b> International trade and media activity in Australia and in partnership with eExplore Central North Island, Tourism New Zealand and regional agencies involved in international marketing.	Increase international visitor spend by 5.3%.	MBIE Regional Estimates by International.	\$208m (to Dec 2017).	Increase by 5.3%.	Increase by 5.3%.	Increase by 5.3%.
<b>CRUISE VISITOR ATTRACTION STRATEGY</b> Increase spend from cruise visitation and improve passenger satisfaction with supply of visitor sales and service at Port of entry.	Increase cruise spend by 3.4%.	MBIE Tourism Satellite Account.	\$59m (to June 2017).	Increase cruise spend by 3.4%. Continued implementation of Phase 1 of Cruise Model.	Increase cruise spend by 3.4%. Continued implementation of Phase 1 of Cruise Model.	Increase cruise spend by 3.4%. Implementation of Phase 2 of Cruise Model.
<b>ENHANCE THE VISITOR EXPERIENCE</b> Continue to improve visitor information services with development of a Mount Maunganui Visitor Information Centre (VIC) presence, and development of an alternative Tauranga VIC location and with digital and unmanned services.	Funding for Mount Maunganui VIC. Business Case for Tauranga VIC.	Annual Plan funding allocated. External sources of funding pursued.	VIC Mount Maunganui funding approved.	Funding achieved, and site approved. Commence detailed design.	Detailed design approved for build. Tauranga site business case approved.	Commence build of VIC Mount Maunganui. Commence design for VIC Tauranga.
<b>GROW CAPABILITY AND INCREASE SUPPLY</b> Complete a co-created 10-year Destination Development Plan to grow the visitor economy. This Plan will enable public and private investment decisions and facilitate opportunities for investment, which will increase the number of new tourism experiences. Lobby for funding to support at least one of the priorities set out in the Bay of Connections' (BOC) Regional Growth Study (RGS).	Develop co-created destination development plan.	Feedback from industry, residents and stakeholders.	Completion of destination development plan by June 2019. Participate in BOC RGS Implementation Committee.	Completion of destination development plan by June 2019. Participate in BOC RGS Implementation Committee.	Commence Phase 1 implementation. Participate in BOC RGS Implementation Committee.	Continue Phase 2 implementation. Participate in BOC RGS Implementation Committee.
<b>GROW CAPABILITY AND INCREASE SUPPLY</b> Assist existing and new potential tourism operators with mentoring and support to develop capability, particularly to become export ready. Work with the Industry Advisory Group (IAG) to identify gaps and opportunities. Work with Council staff to advocate for enablement of tourism product opportunities.	Hire product/experience development resource. Establish Industry Advisory Group (IAG).	Industry Engagement Survey.	No current data.	2 new export ready operators. 2 x meetings of IAG per year.	4 new export ready operators. 2 x meetings of IAG per year.	6 new export ready operators. 2 x meetings of IAG per year.
<b>KRA 3: Sound City Foundations – Collaborate with councils and other agencies.</b>						
<b>INSIGHTS AND LEADERSHIP</b>						
Provide leadership for tourism and support sustainable economic growth with effective leadership and implementation of the VES. TBOP will provide research insights to forecast the visitor economy and provide demand management of infrastructure and city services.	Implementation of Year 1 of VES.	2018-2019 6 Month and Annual Reports.	VES 2018-2028 completed.	Implementation of Year 1 of VES. Research and Insights requirements scoped and commissioned by June 2019. Participation in annual planning with Councils.	Implementation of Year 2 of VES. Continued implementation of research and insights projects. Participation in annual planning with Councils.	Implementation of Year 3 of VES. Continued implementation of research and insights projects. Participation in annual planning with Councils.
<b>COLLABORATION AND PARTNERSHIP</b> Collaborate and maintain partnerships with other organisations to identify and leverage opportunities. Adhere to the principles of the Stakeholder Engagement and Communications Plan to ensure collaborative relationships with key stakeholders.	Stakeholder Engagement and Communication Plan delivery.	Councils' feedback – 6 Month and Annual Reports. Industry Engagement Survey.	Stakeholder Engagement and Communications Plan completed.	Year 2 implementation. Review and assess.	Year 3 implementation. Review and assess.	Year 4 implementation. Review and assess.
<b>GOVERNANCE BEST PRACTICE</b> Prudent management of TBOP including risk and financial control, and compliance to regulatory and Code of Conduct frameworks.	Manage P&L to budget. Code of Conduct compliance. Compliance and regulatory obligations met. Enterprise Risk Management Policy adherence. No surprises policy maintained.	Auditors' Report. TCC's and WBOPDC's feedback. MBIE Regional Tourism Estimates.	Annual Report 2016-17. Auditor's Report 2016-17.	Manage P&L to budget. Code of Conduct compliance. Compliance and regulatory obligations met. Enterprise Risk Management Policy adherence. No surprises policy maintained.	Manage P&L to budget. Code of Conduct compliance. Compliance and regulatory obligations met. Enterprise Risk Management Policy adherence. No surprises policy maintained.	Manage P&L to budget. Code of Conduct compliance. Compliance and regulatory obligations met. Enterprise Risk Management Policy adherence. No surprises policy maintained.



## 6. Financial Performance Targets and Measures

- Gross revenue is consistent with the agreed budget.
- Expenditure is managed within the agreed budget.
- Working capital ratio of no less than 1 (excluding current portion of term debt).
- Equity to assets ratio is reported on (equity divided by total assets).
- No debt is to be raised to finance operating expenses.

## 7. Accounting Policies

Financial statements will be prepared in accordance with Tier 2 Public Benefit Entity Accounting Standards.

The accounting policies that have been adopted are detailed in the company's Annual Report.

### 7.1 Asset Management

TBOP will prepare and implement Asset Management Plans for all assets where relevant.

### 7.2 Ratio of Consolidated Funds

If the Trust is wound up everything reverts to the Councils (to be held in trust for similar purposes). TBOP intends to keep the equity ratio equal to or above 0.5:1.0. The ratio is calculated as: equity divided by total assets.

### 7.3 Estimate of Commercial Value

The TBOP Board estimate that the commercial value of the shareholders' investment in TBOP is represented by the net assets of TBOP. This value is calculated from total assets less liabilities.

### 7.4 Transactions Between Related Parties

Transactions between the Councils and TBOP will be conducted on a wholly commercial basis.



## 7.5 Distribution to Shareholders

TBOP is not expected to make profits; any surplus funds remaining from the annual operations of TBOP shall be carried forward to the ensuing year to continue to meet the primary objectives of TBOP.

## 8. Funding Principles

The parties recognise the following funding principles as being critical to the arrangement:

- Sustained private sector funding (both in cash and in kind) is a tangible and critical demonstration, both to the tourism business sector and to the ratepayer, of the fact that the role, contribution and partnership of TBOP is valued.
- The private/public sector co-funding model demonstrates to the community and to local government the existence of a partnership which can achieve sound economic outcomes.
- The private/public sector co-funding model is essential to maximise the potential for leveraging local government funding in the Western Bay of Plenty sub-region.

## 9. Significant Decisions

TBOP will not undertake any activity of a nature or scope not provided for in this SOI without prior approval of the Councils. Specifically, prior approval would be required for TBOP to:

- Form any subsidiary entity.
- Purchase shares in any other entity.
- Dispose of any significant assets e.g. land or buildings.
- Purchase any significant assets e.g. land or buildings.



## 10. Compensation from Local Authority

TCC and WBOPDC intends to purchase services from TBOP over the long term and agrees to the level of funding on a rolling three-year basis aligned to the three-year Business Plan of TBOP.

The Councils acknowledge TBOP's growing role in Destination Management and so have granted additional funding through TCC's 2018 Long Term Plan (LTP). Through the LTP, TBOP presented a strategic plan, the VES, which included additional funding requirements.

The services for the next three years are currently forecast, as per the table below.

Funder	2018-2019	2019-2020	2020-2021
TCC	\$2,121,179	\$2,186,290	\$2,254,005
WBOPDC	\$209,634	\$212,988	\$216,396
Total	\$2,330,813	\$2,399,278	\$2,470,401

*\*TCC's figures include funding for Visitor Information Centres.*

*\*As per the VES, the 2018-2019 budgets have been calculated at the national benchmark of 0.21% of total annual visitor spend (calculated as a Territorial Authority proportion from year end visitor spend results as at April 2017) and applied to the VES visitor expenditure forecasts.*

The payments will be made quarterly in advance on receipt of a GST invoice, with payments one and two each being 30% of the annual sum, and payments three and four each being 20% of the annual sum.



## WESTERN BAY OF PLENTY TOURISM & VISITORS TRUST

BUDGET	2018/19	2019/20	2020/21
<b>Revenue</b>			
Funding - Tauranga City Council	2,121,179	2,186,290	2,254,005
Funding - Western BOP District Council	209,634	212,988	216,396
Funding - Whakatāne District Council	84,000	84,000	84,000
Retail Sales	137,500	137,500	137,500
Other Revenue (includes industry contributions)	644,800	644,800	644,800
<b>Total Revenue</b>	<b>3,197,113</b>	<b>3,265,578</b>	<b>3,336,701</b>
<b>Less Expenditure</b>			
Cost of Sales	83,700	83,700	83,700
Operating & Marketing	2,363,533	2,431,998	2,503,121
Administration & Overheads	696,000	696,000	696,000
Depreciation & Amortisation	53,880	53,880	53,880
<b>Total Expenditure</b>	<b>3,197,113</b>	<b>3,265,578</b>	<b>3,336,701</b>
<b>Surplus/(Deficit)</b>	<b>0</b>	<b>0</b>	<b>0</b>

## 11. Termination

If any party wishes to terminate this three-year rolling arrangement due to non-performance or other substantive reason within the control of either of the parties:

- The party may give written notice to the other party specifying the issue and if possible requiring remedy within twenty-eight (28) days, and/or
- Mediation is set to investigate any remedy of the issue, and/or
- If the issue is unable to be remedied to the party's satisfaction, the party must give written notice of intention to terminate this arrangement from a date being not less than one year commencing the forthcoming 1 July. (That is, the party must have at least one full financial year notice commencing on 1 July and ending on 30 June).



Signed by:

A handwritten signature in black ink, appearing to be "A. L. L.", positioned above a horizontal dotted line.

Chair  
Tourism Bay of Plenty

A handwritten signature in black ink, appearing to be "K. Duane", positioned above a horizontal dotted line.

Chief Executive  
Tourism Bay of Plenty



## 12. Glossary of Terms

BOC	Bay of Connections
CCO	Council Controlled Organisation
CEO	Chief Executive Officer
CPI	Consumer Price Index
ECNI	eXplore Central North Island
ESE	Enduring Statement of Expectations
GDP	Gross Domestic Product
GST	Goods and Services Tax
IAG	Industry Advisory Group
KRA	Key Result Area
LOE	Letter of Expectation
LTP	Long Term Plan
MBIE	Ministry of Business, Innovation and Employment
MOU	Memorandum of Understanding
NPLH	No Place Like Home campaign
NPS	Net Promoter Score
P&L	Profit and loss
Qualmark	New Zealand tourism's official mark of quality
RAG	Resident Advisory Group
RGS	Regional Growth Study
SOI	Statement of Intent
TBOP	Tourism Bay of Plenty
TCC	Tauranga City Council
TIA	Tourism Industry Aotearoa
TNZ	Tourism New Zealand
TSA	Tourism Satellite Account
VES	Tourism Bay of Plenty's Visitor Economy Strategy 2018-2028
VIC	Visitor Information Centre
WBOP	Western Bay of Plenty sub-region
WBOPDC	Western Bay of Plenty District Council
WDC	Whakatāne District Council