

## 4. COMMUNITY PRIDE STRATEGY

Community Pride Strategy	
Responsibility:	Group Manager Community
First adopted:	
Historic revision dates:	Nil
Next review date:	2018
Review frequency:	With Long Term Plan
Approval authority:	Council
Consultation required:	Consult as part of the Long Term Plan
Record number:	DocSet ID number - 323711
Associated documents:	Long Term Plan 2015-25



### 4.1. Strategy Objectives

- Through improved communication, community activities, an enhanced physical environment focus on making our community proud and engaged.
- Maintain and support our community's art and culture, and support cultural displays and events.

### 4.2. Link to Council Outcomes

- **Community pride:** Council provides services that make residents proud of our district, celebrating the artistic, sporting and cultural achievements of our people and the diversity of our cultures.

### 4.3. Background and Current Position

Community pride is considered to be community cohesion activities that build pride in our district and celebrate the artistic, sporting and cultural achievements of our people and the diversity of their culture.

Council currently runs a wide range of events for our residents that are aimed at fostering community pride. Council believes that fostering community pride is very important because if our residents are proud of the community that they live in, they will say positive things about our district to non-residents, which will help encourage new people and businesses to locate in our district.

One of the ways in which Council plans on focussing on increasing community pride is through promoting our arts and culture. We need to celebrate the multicultural aspects of our community and the amazing talents of our residents. Council plans to put significant effort into the promotion and coordinated development of the Talking Poles. With support provided from the Talking Poles Trust, the operation of this activity will be brought back in house. Council believes that with an even more heightened focus on promoting our district and with the employment of the marketing officer, that Council will now have the in-house expertise and drive to maximise the promotion of art and culture of our district. The plan to move the operation of The Plaza back in-house is another example of this. Council plans to continue the large amount of work our community services group does in the community. The continued emphasis in these areas is one of the questions asked in the Consultation Document. ie is this Council's role?

### 4.4. Strategic Priorities

- Continue to foster systems for established clubs to share resources. Trends show that organised sport is declining. Council provides opportunities for clubs to connect, for example, the Community Connect website which is a resource where clubs update their contact details.

# Policies and Strategies 2015

## Community Pride Strategy

---

- Promote and encourage community arts, for the purposes of both enlivening and uniting our community, and fulfilling the potential of the arts as a means of creating employment opportunities.
- Acknowledge that community arts initiatives are vital in that they provide an opportunity for the community to express creativity and aspirations, to socialise and to develop and nurture essential supportive networks.
- Support groups which reflect the multi-cultural character of our community, and to ensure that their activities are promoted within Council publications and in the community.
- Support present activities and the development of future initiatives which reflect the contributions of both the timber industry and the rural sector to our local character.
- Ensure the provision of appropriate venues at a realistic cost, for artistic and cultural events, including storage, preparation and performance.
- Liaise and consult with appropriate cultural, education and artistic organisations
- To encourage participation and the expression of the cultural heritage of Maori, Pacific Island and other ethnic groups within the South Waikato
- Foster and encourage Community Arts Councils.
- Foster and encourage the development of artistic and cultural activities with a special emphasis on youth.
- Establish and maintain an information base of facilities and resources.
- Support the art and culture of Maori as the Tangata Whenua and to incorporate Maori culture into Council and community activities and facilities where appropriate, as an acknowledgement of the cultural heritage of our nation.
- Liaise with and consult ethnic groups and to encourage their participation in all community activities.
- To provide opportunities to enable the whole community to participate in and appreciate the artistic and cultural activities of the District
- Encourage the celebration of our cultural identity with the development, support and promotion of community festivals.
- Ensure Council's plans and regulations facilitate the development of appropriate cultural activities, marketing and employment.
- Support and promote events similar to Putaruru's National Woodturning Seminar and Exhibition and the Tokoroa Art Award.
- Utilise available resources to assist existing, and to foster emerging, cultural/arts organisations, particularly those that involve community participation.
- To enable the optimum use and development of facilities for cultural activities
- Continue commitment for maintenance and appropriate development and promotion of existing performing arts venues, libraries and the Putaruru Timber Museum complex.
- Provide sites for arts and culture development and facilitate negotiations with the private sector to utilise existing sites and building for arts and cultural uses.
- To support information, marketing and planning initiatives
- Support the development of venues appropriate for art and cultural activities and marketing.
- Make skills and resources available to assist with initiatives which endeavour to promote a lively and vigorous cultural programme, thereby providing a stimulus for the whole community.
- To secure financial and other resources, both from within and outside the South Waikato community, to assist the achievement of these goals

### 4.5. Year 1 Action Plan (2015-16)

Action	Position Responsible	Date	Resource Requirement
<b>Establish an historic society which will feed back into a cultural forum</b>			

Action	Position Responsible	Date	Resource Requirement
Develop a volunteer programme to match volunteers with organisations	Community Liaison Officer		
Manage The Plaza in-house	Group Manager Community		
Manage the Talking Poles in-house	Group Manager Community		

#### 4.6. Annotations

Res No	Date	Subject/Description