

Item 1: Creativity and Culture Sector Update

SESSION TYPE: Briefing

PURPOSE/DESIRED OUTCOME:

The purpose of the session is to provide a briefing to the Community and Environment Committee on the implementation of Te Muka Toi, Te Muka Tākata | The Creativity, Culture and Heritage Strategy for the Queenstown Lakes District. This presentation will be delivered by officers in collaboration with key community partners and creative sector stakeholders:

- Three Lakes Cultural Trust
- Te Atamira
- Lakes District Museum and Gallery
- Lake Wānaka Arts and Culture Trust.

DATE/START TIME:

Thursday, 28 May 2026 at 11.00am (or at the conclusion of the Community & Environment Meeting)

TIME BREAKDOWN:

Presentation: 25 minutes

Discussion: 35 minutes

PRESENTERS:

Marie Day – Community Partnerships Manager, QLDC

Tarsy Koentges – Parks Officer, Cemeteries and Heritage, QLDC

Samantha Kirk – Three Lakes Cultural Trust

Ruth Heath – Te Atamira

Jane Peasey – Lakes District Museum

Olivia Egerton – Lake Wānaka Arts and Culture Trust

Prepared by:

Name: Marie Day

Title: Community Partnerships Manager

19 May 2026



Reviewed and Authorised by:

Name: Ken Bailey

Title: GM – Community Services

21 May 2026



ATTACHMENTS:

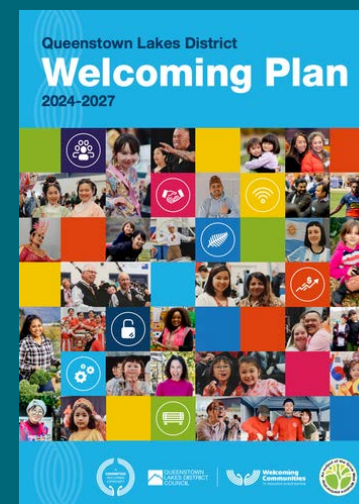
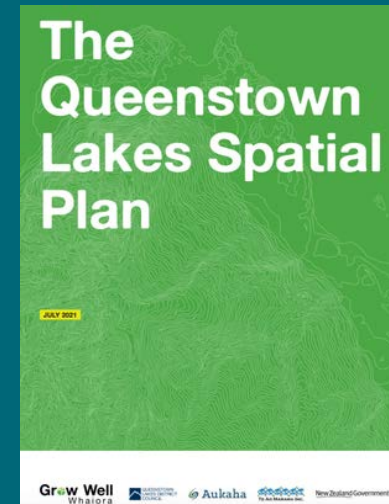
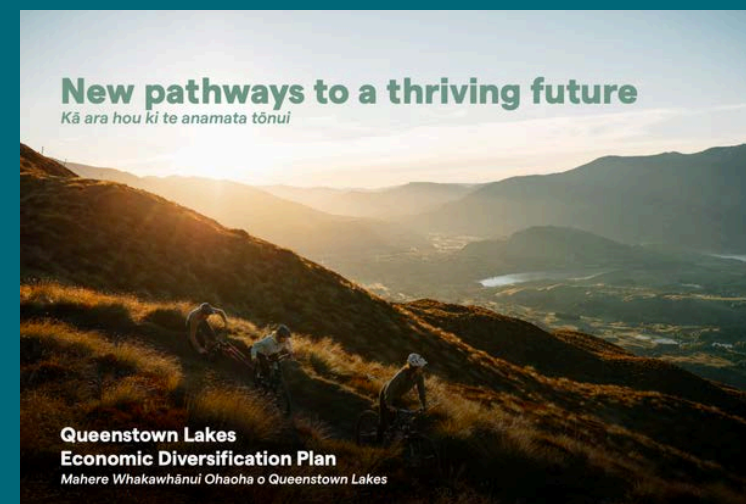
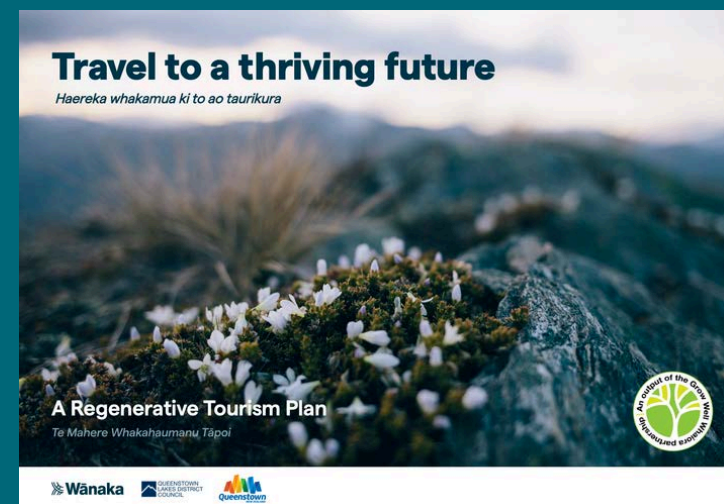
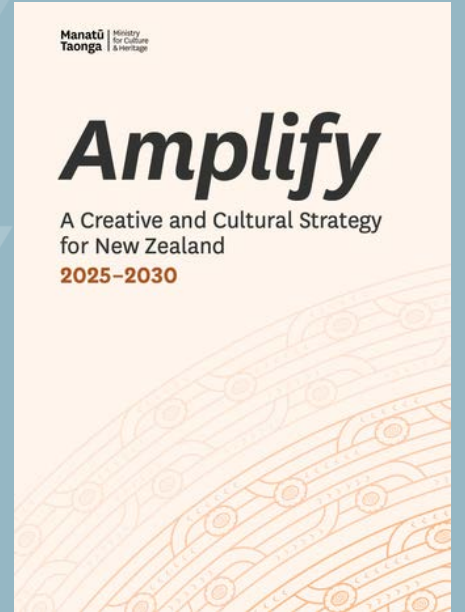
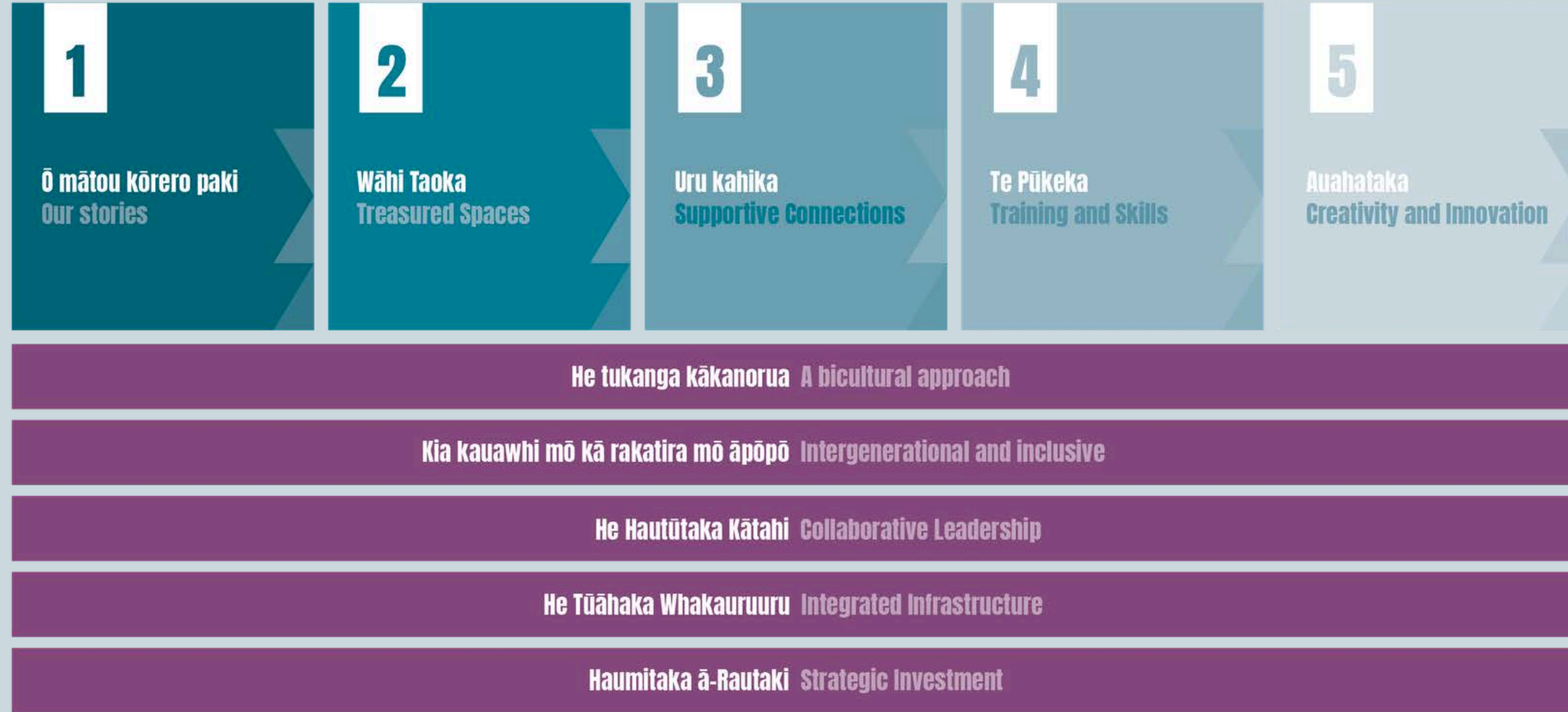
A	Presentation slides – Creativity and Culture Sector Update
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Te Muka Toi, Te Muka Tākata

**The Creativity, Culture and
Heritage Strategy for the
Queenstown Lakes District**

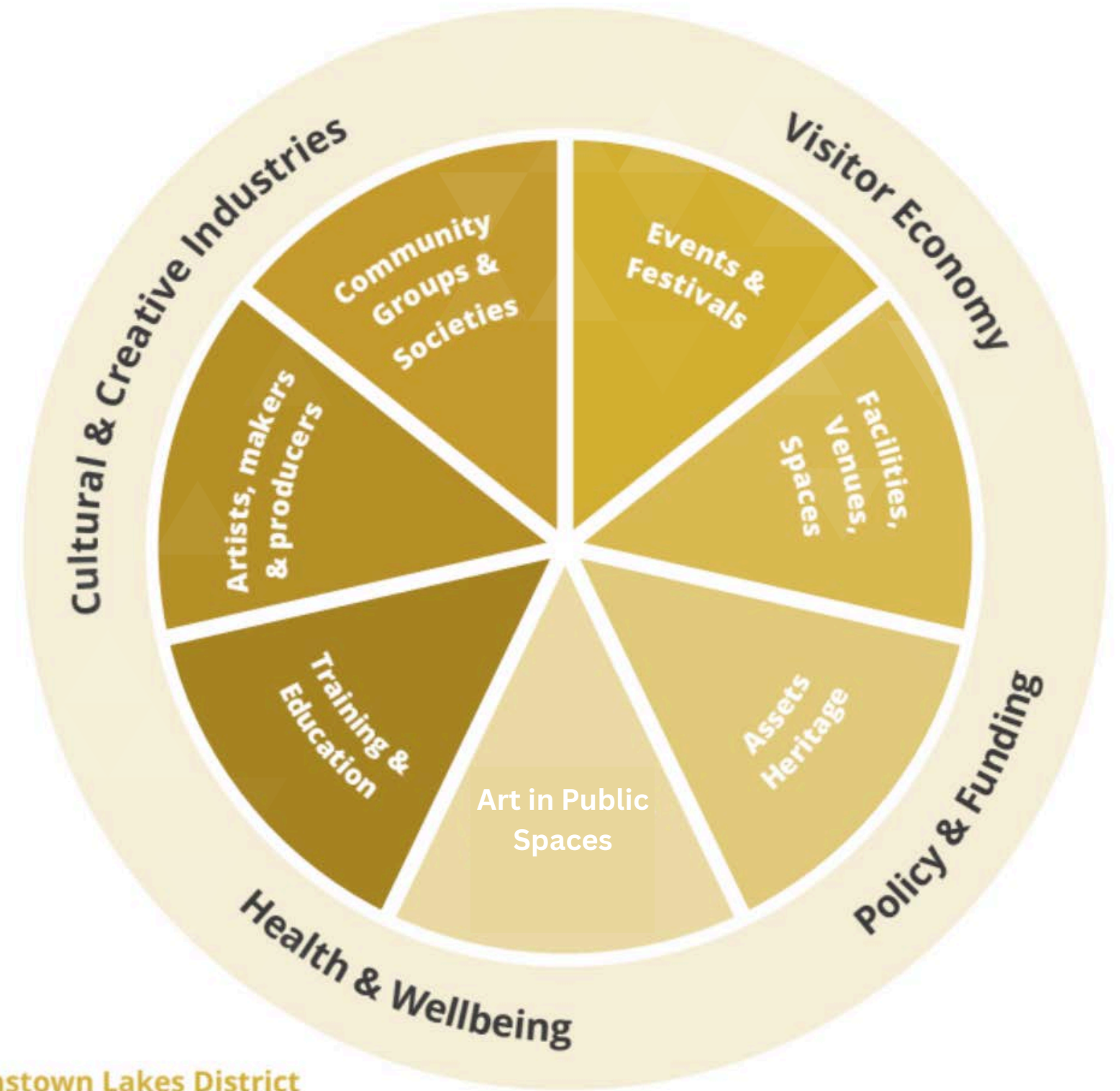
Strategic Priorities & Foundations





Shared Commitment A Thriving District

Momentum is being
nationally recognised



Queenstown Lakes District
Cultural Ecosystem

Collaborative Leadership



Heritage: Strategic Shift

Internal Framework

Development of internal heritage guidance frameworks to support more consistent consideration of heritage, interpretation, placemaking, archaeology, and community engagement across Council projects and decision-making.

Heritage Partnership

Activity working to deepen heritage partnerships, connectivity and capability building, district-wide.

Shifting Forward

Continuing to move forward protecting the past through oral history projects, internal training, museum displays and deepening relationships within the district and across Aotearoa.

An Essential Service to our Community

Weaving the Sector Together

Initiatives underway include Heritage Partners Hui, the Three Lakes Cultural Trust, Te Wāhi Toi directory, Te Muka Toi newsletters connecting arts, heritage, film and design across the district, and Te Atamira outreach.

Gathering Spaces are Critical for Connection

Te Atamira is a place for everyone in Tāhuna to gather and be creative every day - 2,000+ people walk through the doors each week, connecting across generations and cultures.

Te Atamira is Lowering the Barriers to Belonging

200+ low-barrier community opportunities and 200+ education sessions annually, with outreach programmes now extending our reach beyond our walls.

Recreation and Visitation

With ~250,000 annual visits between them, Lakes District Museum and Te Atamira reach roughly half the audience of the Events Centre.

46% of our people are lonely every day, we have a declining social cohesion nationally... active gathering spaces matter more than ever.

Helen Clark Foundation
Social Cohesion Report 2026

Supporting Every Creative Pathway

63% of New Zealanders agree that the arts are good for their mental health and wellbeing.

Reaching the Next Generation

Lakes District Museum's education programme has been delivered to over 7,000 youth since 2022 (15,000 including Central Otago), while Te Atamira's everyday programming supports rangatahi, local talent and creative careers.

Building Sector Capability

The Funding Series (TLCT) delivers 16 fundraising workshops in less than 2 years district-wide, growing the skills our community organisations need to thrive. The Creative and Culture Hui delivering 22 events across 5 day building capability of the sector.

Learning on Demand

The Learning Space, a free e-learning portal launched May 2026, offers 10 topics of videos, resources and toolkits, with over 100 sign-ups already in its first weeks.

Opening Doors to Creative Careers

Through WHS partnerships, a creative careers film, exploration of a creative academy and the Creative and Future Hui, we're connecting rangatahi to real pathways.

A Platform That Keeps Evolving

From QLDC heritage training and a forthcoming heritage handbook, to exploring a creative industry pathways, the work scales with our sector's needs.

Te Muka Te Muka Toi Creative and Culture Hui

Annual Forum to Shape our Future

The Creative & Culture Hui on 11 June 2026 brings together local, national and international perspectives to explore "The Future of Creativity and Culture in our District."

This is part of the 5 day Te Muka Toi Te Muka Tākata Hui weaving together creativity, culture and heritage across the district.

Grounded in Evidence

Following the hui, TLCT will produce an evidence-based report.

This will build a shared understanding of need and context, laying the groundwork for a more detailed, longer-term review of soft and hard infrastructure requirements.

A Precinct on the Horizon

The Wānaka Performing Arts Precinct is a key piece of hard infrastructure currently under feasibility and establishment phase.

63% of New Zealanders agree that the arts are good for their mental health and wellbeing.

Regional Cultural Anchor

Fit-for-purpose infrastructure supporting performing arts, festivals and community gatherings.

Grow Local Creative Talent

Spaces, education pathways and opportunities for local, national and international exchange.

World Leading Experiences

Bringing national and international arts, culture and innovation programmes and events to Wānaka – raising the regions profile as a world class destination.

Honour Kāi Tahu Identity

Embed mana whenua narratives, practices and partnership into design and identity.

Integrated Cluster Development

An intergenerational vision shaped and led by the community to develop an ecosystem with cultural and civic assets

Economic Value Meets Community Value

89% of people agree that Te Atamira positively contributes to sense of wellbeing and connection to others.

A National Powerhouse

Arts, culture and creative industries contribute \$13B annually to Aotearoa's GDP (\$17.5B including volunteer contribution), making the sector the country's fourth-largest export industry behind dairy, meat and forestry.

A Regional Competitive Advantage

Queenstown Lakes is the second most creative district in Aotearoa after Wellington, with creative work making up 5.6% of the workforce - one of our fastest-growing and most resilient non-seasonal employment sectors.

A Driver of Destination Value

Visitors increasingly come to Queenstown Lakes for creative and cultural experiences, now ranking as the district's second most engaged visitor activity alongside skiing and behind only hiking (Destination Queenstown & Lake Wānaka Tourism, Nov 2025).

Unlocking What's Next Together

With sustained and growing investment from council alongside sector leadership, Queenstown Lakes has the opportunity to move from a strong creative sector to a nationally leading creative economy - potentially leveraging the Creative NZ Regional Partnership, growing creative technology and innovation (Createch), strengthening local capability, and delivering long-term economic, social and cultural value for the district.

**“Creative ecosystems are human
ecosystems.**

**You don't grow them by dropping in
cultural offerings.**

**You build them by investing in people,
space, and time.”**

-Local resident, Te Muka Toi Hui