

Te Muka Toi, Te Muka Tākata

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

Te Muka Toi, Te Muka Tākata The unbreakable thread connecting creativity and humanity.

Creativity, culture and heritage belongs to all of us. It is a reflection of who we are, how we see the world and the values we wish to express in ways that make sense to us. In many respects, we are all practitioners and this Strategy recognises the inherent creative potential within our whole community.

Vision

Queenstown Lakes District; A place where the culture and stories of mana whenua and the rich diversity of our communities are visible, heard and celebrated.

Where creativity, culture and heritage are woven into our every day, are valued, and thriving.

What is the Strategy?

This is a Strategy to drive activity and investment to realise the full potential of creativity, culture and heritage in Queenstown Lakes District.

Why do we need it?

We have got the raw ingredients of world-class potential in this space, but we've previously lacked a common strategy to guide our collective efforts and contributions to fully realise that potential.

What will it do?

This Strategy will be a platform for positive change to the way we view, approach and work together to nurture creativity, culture and heritage in our district. It will help us attract and focus resources to the right areas ensuring creativity, culture and heritage thrives in our communities.

Who developed it?

This Strategy has been informed and developed through conversations with our community through a series of district-wide hui and early insights engagement in April-June 2023. It has also been shaped by feedback provided through public engagement on the Draft Creativity and Culture Strategy in March-April 2024. The work has been led by Queenstown Lakes District Council, Three Lakes Cultural Trust and the Lakes District Museum, in partnership with Kāi Tahu and a range of sector groups.

How does a strategy like this help?

- **Alignment** – Aligning resources helps us realise more impact from the resources we have available.
- **Advocacy** – A strategy developed with the community is a burning platform for growth of the culture, creative and heritage sectors.
- **Investment** – The Strategy sets the stage for investment and helps us become more competitive with funding opportunities.
- **Connection** – A unifying vision and direction brings people together and helps connect the dots on activity that may typically be viewed in isolation.
- **Supporting our creatives** – The Strategy aims to support practitioners as they lead the way for creativity, culture and heritage in our district. It recognises the load they carry, the challenges they face, the risks they take and their efforts to bring ideas to life for everyone's enjoyment.

The Strategy

The Strategy is underpinned by five foundations and five strategic priorities. These identify opportunities and actions that will enable the Queenstown Lakes District to become a thriving creative and cultural place for everyone. These are supported by an Implementation Plan which acts as a road map and sets out over 40 actions to be delivered over ten years. The Strategy will be collectively owned and delivered – with ongoing leadership from Council and the Three Lakes Cultural Trust.



How we'll measure success

We'll be checking in with our community annually to ensure the Strategy's progress, relevance and effectiveness over time. We aim to use social, cultural and economic evaluation tools to help measure success and help provide a detailed understanding of the impact that Te Muka Toi, Te Muka Tākata | The Creativity, Culture and Heritage Strategy is having on our diverse communities. This will include measuring meaningful progress towards achieving the district's community and wellbeing outcomes, as defined in the QLDC Strategic Framework.

