

Arts Out East Festival Te Tuhi/Uxbridge Proposal

Howick Arts and Culture Forum Meeting 2016

The Howick Arts and Culture Forum met at Te Tuhi on 8 March 2016 to discuss the Howick Arts and Culture Plan, the forum, and the *Arts Out East Festival*. A number of key points came from that meeting.

Howick Arts and Culture Plan

The forum seemed quite unified in what they wanted from a Howick arts and culture plan, but not clear at all about who would deliver this set of requirements.

- This should be about increasing visibility of what is happening in Howick through a range of different activities.
- A website – devoted solely to Howick area, for networking, events, information,
- Marketing – brochures, billboards, local papers, radio, Facebook
- A central coordinator – provide information and advice on funding, connecting to all groups via the website, promote activities throughout the year.
- Documentation – of arts and culture in Howick, and its history.

The Howick Arts and Culture Forum

It was generally agreed that the forum was a worthwhile group to continue, and there was general consensus on what the forum should do.

- There should be regular meetings, suggestions ranged from annually to quarterly.
- There needed to be a coordinator to take responsibility for the forum.
- It should be inclusive, and look at diversity in particular including younger people, ethnic diversity and opportunities for Maori.
- It should distribute information about the groups in the network, opportunities for funding, etc.
- It should be an opportunity to share information about and build our audiences.

Arts Out East Festival

This was the area of least clarity among the forum members about what a festival would look like in the future, what benefits it brings and how to manage it logistically.

- In the past this has been an umbrella for events that are already scheduled.
- it should be clearly positioned within the festival circuit, what is it, how is it related to and different from other festivals.
- What is it for? Raising community awareness of arts and culture in Howick; promote art; showcasing local artists; encouraging artists; engaging schools and youth; increasing local and regional audiences,
- What format should it take? A much shorter event, a specific focus, a central location, include local businesses, produce a map, annually, what should it be called?
- It needs management, and advertising.

PROPOSAL

The purpose of this joint proposal from Te Tuhi and Uxbridge is to start to address some of the points raised by the forum. In particular to increase the capacity of the arts and culture sector in Howick to actively participate in a region wide strategy, to build visibility of arts and culture in Howick and to build audiences for the entire sector.

Stage 1: Branding - *Arts Out East Festival*

This work is largely done already, through the previous work carried out by Uxbridge. A small amount of work to finalise the design and brief description of what Arts Out East is.

Welcome to Arts Out East, a celebration of the arts in the Howick Local Board district.

The eastern area of Howick, Bucklands Beach, Pakuranga, Botany and Beachlands, East Tamaki, and Ormiston continues to develop and grow as a thriving multicultural community. It comprises a diverse range of people with an array of talents and skills they share with those around them.

The diverse region and community is rich in culture. We are fortunate to see this expressed in the forms of visual and performing art.

The *Arts Out East Festival* is a collaboration of this art and culture.
Live, enjoy and absorb the creativity that surrounds you.
It's your community, be proud of it and be part of it.

The *Arts Out East Festival* celebrates the uniqueness of our people and provides an opportunity for both local residents and visitors to share in an exciting creative extravaganza.

Stage 2: Increase engagement and capacity within the Arts and Culture sector in the Howick Local Board area (*Arts Out East*)

The key to success of an arts festival in Howick is building the engagement and capacity of the arts and culture sector in the area. The Arts and Culture Forum meeting clearly identified the need to promote local organisations to local audiences and the fact that many of these organisations do not have paid staff and very limited capacity.

In order to build the engagement and capacity of the sector we propose:

- A sign pointing website linking to all active members of the Arts and Culture network.
- Networking and capacity building with each organisation.
- Marketing and PR support for the network and organisations

Website

A simple sign pointing website, listing the arts and culture organisations in the Howick Local Board area, and linking to their own websites/social media/or just giving contact details. This will be searchable by location or art form.

Listing on the website will be available to all arts and culture organisations that are actively participating in the Howick Arts and Culture Network. It will be very low maintenance as all information about events and activities will be provided by the organisations on their own websites or social media sites.

The website will later be expanded to include information about Arts Festival Out East, including the festival programme. It could be further expanded in the future to include information for the groups on funding opportunities and a way to communicate with the network.

Network and capacity building

This would involve making contact with all the organisations in the network listing to engage them with this project and understand what their requirements for support include. Coordinating meetings of the whole network and also working individually with organisations to support their participation in the network and work towards their proposals for participation in the *Arts Out East Festival*.

Marketing and PR support

Kick-starting the promotion of the network and the organisations within it, using existing platforms such as Facebook, Eventfinda, The Big Idea etc. This will promote arts and culture in Howick, the network, and the festival. Support will also be provided to organisations in the network to build their capacity for self-promotion using low cost platforms.

Stage 3: Arts Out East Festival

A one day launch party, stage managed by Uxbridge, in March 2018, followed by a two week programme of events throughout Howick.

Launch Party

Arts Festival Out East will bring together the Arts Out East network in a one day launch party in a central location.

Running from 10am to 3pm the event will feature a main stage that will be programmed with local musicians, dancers and entertainment that reflect the cultural diversity of the Howick area. There will be a mixture of community and professional performances throughout the day on and around the stage; it is also possible to have some of the stall holders be involved in the stage programming.

Surrounding the stage will be Art Hubs showcasing what Howick has to offer, as well as a number of food stalls. Organisations and individuals can propose activities or projects for the day and they will be provided with a covered space to showcase what they do. It is important that these Art Hubs are

not flyer displays and that each organisation is interactive and engaging with the community. This day is all about the community and celebrating the arts and culture in the local area.

The launch party will be used to promote the festival programme.

Festival Programme

The Arts Out East network will programme events throughout the two week period following the launch party, to be promoted through print materials and the website.

The website will be upgraded to include festival pages with information about the festival and its programme of events.