

Memo

26/06/2017

To: The Environment and Community Committee Members

Cc: Tracey Williams, Maree Mills, Global Partnerships, Regional Facilities Auckland, Auckland Tourism Events Economic Development

From: Richard McWha, Manager Arts and Culture

Purpose:

1. To update the Environment and Community Committee on Auckland's candidature for membership to the United Nations Educational Scientific and Cultural Organisation (UNESCO) Creative City Network as a designated City of Music.

Background:

2. The application for Auckland to seek membership to the United Nations Educational Scientific and Cultural Organisation (UNESCO) Creative City Network as a designated City of Music is has been completed. The application was submitted on 12 June 2017.
3. The process was triggered on 17 March 2017 when the Environment and Community Committee endorsed the progression of an application for Auckland to seek membership to the UNESCO Creative Cities Network (UCCN) as a Creative City of Music. ENV/2017/35.
4. Part 'b' of the resolution requested staff, through the delegations of the Chief Executive, assist Auckland's music industry representatives with the application, due 16 June 2017.
5. Part 'd' of the resolution noted that the Environment and Community Committee Chair, Cr A Filipaina, Cr D Simpson and Mayor Goff will be available to provide direction as required to successfully complete the application.

Details:

6. The endorsement of the UNESCO application was the result of an approach to Auckland Council by Recorded Music New Zealand in June 2016 requesting support for an industry-led application to join the UNESCO Creative Cities Network as a Creative City of Music.
7. The Network promotes cooperation between member cities across seven creative sector designations, of which music is one. The creative city designation aims to support economic development, facilitate international collaboration and exchange; and foster social inclusion and cultural vibrancy.
8. The application requires formal political commitment from the Mayor and council. It requires endorsement from the National Commission for UNESCO in New Zealand and from two active national professional associations in the creative field concerned.
9. Membership also involves the development of an action plan, use of a global brand, and opportunities for collaboration with other Creative Cities.
10. Auckland's music industry representatives led the UCCN application. Staff collaborated with the music industry and assisted by providing advice and direction, and collating existing council research, data and documentation required as inputs for completing sections of the application.
11. The medium-term (four years) action plan developed for section 10 of the application describes the main initiatives that the city will undertake within the framework of its designation if successful. The action plan includes a maximum of three local and three international initiatives or projects aimed at achieving the objectives of the Network. One of the initiatives presented in each category must link

with at least one of the other creative fields covered by the Creative Cities Network. The proposed initiatives must also correspond to the objectives and the areas of action specified in the Creative Cities Network Mission Statement.

12. The application process has involved input from across the council family including operations, Community and Social Policy, Global Partnerships, Regional Facilities Auckland (RFA) and Auckland Tourism Events Economic Development (ATEED); and from the music industry including Recorded Music New Zealand and the Australasian Performing Right Association Limited (APRA).
13. Staff consulted with and received feedback from internal and external stakeholders regarding the application and the associated action plan.
14. Staff also contacted and received feedback from the other UCCN cities in the Australasian region: Dunedin, Adelaide, Sydney and Melbourne.
15. Progress updates on the UCCN application were shared at in-person meetings on 2 and 30 May that nominated elected members were invited to attend.

Next steps:

16. Staff will report back on the outcome of the application, anticipated to be early November 2017.

Attachments:

17. The proposed action plan for the Auckland application to seek membership to the UNESCO Creative City Network as a designated City of Music.
18. List of stakeholders engaged with regarding the UNESCO Creative City Network application and their respective responses to the action plan.

10. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK

In this section the candidate cities are invited to present an appropriate medium-term (four years) action plan describing the main initiatives that the city commits to undertake, within the framework of its designation, to achieve the Network's objectives: using creativity as a driver for sustainable urban development at the local and international levels.

The proposed initiatives must correspond to the objectives and the areas of action specified in the Creative Cities Network Mission Statement. Please have a full knowledge of this document before filling in this part. The action plan and proposed initiatives should be realistic, coherent and feasible, highlighting the 2030 Agenda for Sustainable Development and the New Urban Agenda. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions. The city will be expected to implement this action plan in case of its designation.

- 10.1** Presentation of a maximum of three initiatives, interventions, programmes or projects aimed at achieving the objectives of the Network locally by enhancing the role of culture and creativity in the sustainable development of the city, with at least one urban development initiative integrating the creative field concerned

Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the scope, the objectives, the outreach and the stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500 characters maximum).

1. MUSIC HERITAGE DEVELOPMENT

Building on the success of VOLUME, an exhibition created by the music sector in partnership with Auckland Museum, this action seeks to explore options for a more permanent platform for future music heritage projects, working with existing institutions and infrastructure. This action not only involves championing contemporary music, but promotes, protects and preserves our musical history, placing our unique Māori heritage at the centre.

Among the groups who will benefit from this action are the city's music and tourism sectors, the regional economy, heritage institutions and archives and educational institutions.

With the foundation for this initiative involving collaborations between cultural, educational and governmental institutions, this action will not only strengthen and protect our music history, but result in stronger communities and audiences of music.

2. STRENGTHENING THE MUSIC ECOSYSTEM (SDG8: Economic Growth, SDG9: Industry, Innovation & Infrastructure, SDG11: Sustainable Cities & Communities)

In order to further strengthen our music eco-system, this action seeks to establish working groups to implement and support a range of initiatives targeting the sustainable growth of the sector:

- Grassroots venues

Initiatives would include: a review of regulations placed upon live music venues; implementing a comprehensive valuation of the night-time economy; and addressing the impact of urban intensification on venues via

the introduction of an 'agent of change' principle which would include an investigation of whether a 'cultural district' would directly benefit the grassroots venue sector.

- Sound Recording Investors

The aim of this action will be to attract investment to the sector and the city through rebate incentive mechanisms for sound recording projects. This complements the sector's existing infrastructure and supports and grows a specialised, skilled workforce, as well as further supporting education providers who are producing graduates seeking work in this area.

- Sustainable Creative Communities

Professional and semi-professional musicians largely rely on irregular income, which can impact negatively on individuals and families, with a domino effect on creation and performance. The Sustainable Creative Communities initiative would undertake a viability study into whether benefits or subsidies for sector workers could make a difference, as well as ensuring affordable access to health and wellness services.

The impact of this action includes a well-networked and robust music sector, a strong understanding of the industry's economic and development benefits, a cohesive advocacy system, and infrastructure that supports professional development, collaboration and commercial projects.

3. URBAN DESIGN (CROSS CUTTING WITH FILM, MEDIA ARTS, DESIGN)

This action looks to integrate music and related art forms into the everyday lives of Aucklanders. This will involve incorporating music, interpolated with other art forms (like moving image and kinetic sculpture) into public transport, encouraging transport use and enhancing exposure to local creativity. This would also involve working with Auckland International Airport on the introduction of live music, underlining the city's music credentials and unique Māori culture to visitors from the moment they step off the plane.

This initiative has clear economic, tourism and development benefits, as well as a better-connected creative community.

10.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

The presentation of the proposed initiatives should notably include the scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented regions and countries, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500 characters maximum).

1. CREATIVE LAUNCHPADS (CROSS CUTTING WITH DESIGN AND FILM)

This action involves the development of an incubator and network hubs that positions Auckland as the music and creative capital of the South Pacific. These would build on the success of existing initiatives like SongHubs and the NZ Music Series (which pair local songwriters, sound engineers and producers with internationally-renowned practitioners in their respective fields) and the Artisan Awards. Organised by the music sector, these awards celebrate excellence within the disciplines of music production, video-making and album design. Expanding on these initiatives will include sharing knowledge and practitioners with other UCCN cities, inviting practitioners from UCCN cities to take part as mentors and drawing on global networks.

This will result in a well-networked industry – both locally and globally – not only within music but across adjacent sectors like media art and film. It will also contribute to more cohesive advocacy and infrastructure that supports professional development and the roll-out of new collaborative and commercial projects.

2. PROMOTING MĀORI PRACTITIONERS AND DEVELOPING THE PACIFIC REGION (CROSS CUTTING WITH CRAFT AND FOLK ARTS)

Our unique Māori culture would be profiled through the development of travelling showcases across the UCCN network. In addition to performance, this would include educational initiatives including showcasing the crafting of and use of taonga pūoro (a traditional Māori instrument) and kapa haka (a traditional cultural expression combining song and dance) and encouraging international collaborations and development initiatives (including mentoring initiatives that take advantage of global indigenous networks)

As the largest Polynesian city in the world, Auckland would also seek to champion the group of islands in the South Pacific which are under-represented in the UCCN (specifically Samoa, Tonga, Fiji, the Cook Islands and Niue), ensuring they are represented in showcase and mentorship initiatives.

3. PARTNERSHIP BETWEEN THE AUSTRALASIAN MEMBER CITIES (CROSS CUTTING WITH LITERATURE AND FILM)

This action seeks to foster the development of songwriting, composition and (music) literature in the wider UCCN, with a primary focus on co-operation between the Australasian member cities (Dunedin (Literature, New Zealand), Melbourne, (Literature, Australia), Sydney (Film, Australia) and Adelaide (Music, Australia)).

This action is concentrated on knowledge-sharing and collaboration through the implementation and extension of regular workshops and symposiums in member cities. The establishment of an Australasian network is financially advantageous for practitioners and opens up markets for the local member cities that are alike in culture and geography. In time, the local network would be further extended to the Pacific Islands to assist with the expansion of UCCN cities in the Oceania region in general.

This action benefits creative sectors at both a local and international level - not only for Auckland but with UCCN member cities, fostering learning and engagement across different practitioners and cultures and providing pathways to new markets and platforms that encourage global collaborations.

Stakeholder endorsement on the UNESCO Creative City of Music draft action plan (as required for section 10 of the UCCN application)

Total endorsements: 40

ORGANISATION PERSON Contact details	Support	FEEDBACK	Format
1. Auckland Design Office	YES	<ul style="list-style-type: none"> • Consider sound in all its artforms • Consider use of sound in built environment, public spaces- placemaking • Music transcends language and is the expression of culture- Taonga Pūoro, Moteatea, Himene, Waiata • Consider music atea- encourage pōwhiri and whakatau, • Practice spaces for Kapa Haka • Promote and give visibility to these places 	Email
2. Ngā Aho Aotearoa Māori design Professional	YES	<p>Ngā Aho Incorporated, the national network of Māori Design Professionals, is pleased to endorse and support the application by Auckland Council and Auckland music industry representatives for Auckland's membership of the UNESCO Creative City Network as a designated City of Music.</p>	Formal letter
3. The Big Idea/ Te Aria Nui	YES	<p>We understand that Auckland is applying to be designated as a City of Music.</p> <p>Having read the draft action plan, The Big Idea would like to take this opportunity to fully support that application.</p> <p>The promotion of the music industry through the initiatives outlined will further accelerate the creative economy of Auckland and add enormously to the viability and vibrancy of the city.</p> <p>The Big Idea was established as New Zealand's on line hub to support talented and innovative individuals and organisations. With over 48,000 members joining the site since its launch, our role is to back the creative industries and advocate for creativity as an essential ingredient in the cultural and economic wealth of New Zealand. We are involved in delivery accelerator programs in the sector and fully support Auckland as an innovation hub.</p> <p>Many of our members are from the music industry so we are naturally delighted to support the development of Auckland as a recognised City of Music.</p> <p>Please accept this letter as not only our encouragement but our full endorsement of the project.</p>	Formal Letter
4. Audio Foundation	YES	<p>Yes this looks wonderful I am most happy to support on behalf of the Audio Foundation.</p>	Email
5. Basement Theatre	YES	<p>I'm delighted to say that in principle I endorse Auckland Council and the Music industry's action plan for the UNESCO Creative City of Music bid.</p>	Email

<p>6. Regional Facilities Auckland (RFA)</p>	<p>YES</p>	<p>In principle Regional Facilities Auckland endorses Auckland Council and the Music industry's action plan for the UNESCO Creative City of Music bid.</p>	<p>Email</p>
<p>7. School of Audio Engineering (SAE) Creative Media Institute</p>	<p>YES</p>	<p>I was most impressed and encouraged to receive notification that Auckland is seeking membership to the UNESCO Creative City Network as a designated City of Music. I am writing to fully endorse this initiative and encourage those reviewing this application to consider it favourably.</p> <p>The action plan that Auckland Council and Music Industry group have developed is exciting and inspirational. It specifically focuses on local and international initiatives that will help develop and enhance the music sector in Auckland and New Zealand.</p> <p>As a global creative media institute with a campus located in Auckland, SAE is well positioned to comment on the current and potential future of the music scene both locally and internationally. SAE Institute attracts high demand for our music and audio tertiary qualifications, we are producing audio and music students ripe for the industry and we recognise that music careers transcend geographical boundaries. If Auckland is able to connect with other UNESCO Cities of Music globally, we can help build those connections and opportunities for those interested in working within the music industry. New Zealand's unique voice for Māori and Pacific music also brings a specific viewpoint to that global network, which can help build understandings of indigenous culture worldwide.</p> <p>SAE Institute is excited at this bid and fully endorses the action plan that has been developed. The economic and culture benefits that would result from Auckland becoming designated as a UNESCO City of Music are vast and tangible. We do hope that the Auckland Council application is considered favourably and support all action they are taking in this endeavour.</p> <p>Nga mihi nui, Dr Suzette Major</p>	<p>Formal letter</p>
<p>8. Auckland Council-Global Partnerships</p>	<p>YES</p>	<p>Noting that the Committee endorsed the music industry to progress an application for Auckland to seek membership to the UNESCO Creative City Network, GPS has reviewed the high level action plan. With the caveat that we are not subject matter experts in music, our feedback is that we support the action plan in principle, with the following recommendations:</p> <ul style="list-style-type: none"> • The actions should give consideration to what makes New Zealand different in the world (e.g. our Māori heritage and status in the Pacific, diversity) • A full engagement and communications plan should be developed to ensure the community is involved and key stakeholders are informed and can leverage the initiatives that fall under the application – e.g. ATEED, Film Auckland, Pānuku, Auckland Transport, local community groups etc. • GPS is kept informed of engagement with formal city and country partners, such as Brisbane, Samoa or Tonga. <p>We'd be keen to be kept abreast of developments and look forward to seeing a more detailed the action plan.</p>	<p>Email</p>

<p>9. Creative New Zealand</p>	<p>YES</p>	<p>As a Toi Whītiki Leadership Group member, Creative New Zealand is pleased to provide an in-principle endorsement, for Auckland Council and the music industry, in their bid for Auckland to become a UNESCO Creative City of Music.</p> <p>The action plan put forward in this bid details strong and achievable initiatives that embrace Auckland’s role as a New Zealand, Pacific and global city. Auckland will make a worthy recipient of the UNESCO Creative City of Music designation.</p> <p>We look forward to engaging with Auckland Council and partners on these initiatives in the future.</p>	<p>Email</p>
<p>10. Arts Regional Trust ART (CCO)</p>	<p>YES</p>	<p>As a member of the Toi Whītiki leadership group, we are Arts Regional Trust Te Taumata Toi-a-iwi (ART) are very pleased to endorse in principle, Auckland Council and the Music industry’s action plan for the UNESCO Creative City of Music bid.</p> <p>We wish all parties every success in presenting the bid, and please do let us know if there is anything we at ART can do to assist.</p>	<p>Email</p>
<p>11. NZ Opera</p>	<p>YES</p>	<p>New Zealand Opera endorses Auckland Council and the Music industry’s action plan for the bid to make Auckland UNESCO Creative City of Music.</p> <p>New Zealand Opera lives, works and builds operas in this great city. The company has increased its output to 10 mainstage performances in Auckland, not counting the 5 performances with co-producers. The company’s Auckland education and outreach engagements have grown from 2,000 in 2013 to 7,500 in 2015. This year over 3000 kids in the Auckland region have seen our new Schools show, over 1000 will attend a dress rehearsal....almost all will experience opera for the first time.</p> <p>New Zealand Opera is therefore a vital thread in this city’s cultural fabric. Modern productions of the great works by the national opera company, is part of what makes Auckland a memorable place to live, and visit. We harness Auckland’s wealth of talent by employing local performers, designers and technicians – particularly the company’s Chorus of local singers, often recent graduates of our tertiary Institutions. And, for every production we employ the city’s orchestra: Auckland Philharmonia, and of course performances in the pit are an important part of that company’s annual workload. The local involvement that the company fosters breeds a strong sense of ownership by Auckland and its people, who I’m glad to say come out in force to support NZ Opera productions.</p> <p>We look forward to working with Auckland Council to deliver a great programme in order to make Auckland the UNESCO Creative City of Music.</p>	<p>Email</p>
<p>12. Auckland War Memorial Museum Tamaki Paenga Hira</p>		<p>Auckland Museum is delighted to endorse the application for Auckland to seek membership of the UNESCO Creative City network as a designated City of Music.</p> <p>From late November 2017 , the Volume-Making Music in Aotearoa exhibition at Auckland Museum will be reimaged The exhibition will occupy the existing exhibition space at Manukau Institute of Technology.</p>	<p>Email</p>

		<p>Volume South (working title) will focus on the story of making music in South Auckland from the 1990s through to today.</p> <p>Running for 12 months, the exhibition will include images, objects, films and information about the local music scene</p> <p>The exhibition is being co-developed with a group of local people from the industry – musicians, producers, educators – who have their finger on the pulse, great industry knowledge, and networks into the local community.</p> <p>Free to all, it will be of particular interest to the MIT student body and the local community.</p> <p>A compelling public programme which will be presented alongside the exhibition, working with the museum outreach team and local music venues.</p> <p>While small in scale the exhibition has the potential to be an important project that has far reaching engagement and provides a focal point to celebrate the pride and achievement behind the music produced in South Auckland.</p> <p>All the very best with the application.</p>	
<p>13. Modern Māori Quartet</p>	YES	<p>I am writing on behalf of the Modern Māori Quartet, an Auckland-based contemporary Māori showband in my capacity as the group's co-manager and as a key stakeholder in <i>Toi Whitiki</i> – Auckland's Arts and Culture Strategic Action Plan.</p> <p>We have no hesitation in endorsing Auckland Council and the music industry's Action Plan and application for Auckland city's designation as a UNESCO Creative City of Music.</p> <p>We believe that Auckland's membership with the UNESCO Creative City Network will only serve to grow the local creative community and further believe that <i>Toi Whitiki</i> forms the appropriate plan and basis to facilitate this growth.</p> <p>Over the past half-decade, Modern Māori Quartet has performed across a number of venues around the world and have come to understand the increasingly globalised and interconnected nature of the music and wider creative industries.</p> <p>We hope that this Action Plan and application will help cement Auckland and Aotearoa's place within this global cultural network and serve as a marker for the spectacular achievements of our industry thus far.</p> <p>Please take this letter as an expression of Modern Māori Quartet's full support for this application.</p>	Formal letter
<p>14. Auckland Tourism, Events, Economic Development</p>	YES	<p>To whom it may concern,</p> <p>On behalf of Auckland's economic growth agency Auckland Tourism, Events and Economic Development (ATEED), I am writing in support of our city's candidature for 'Creative City of Music' membership of the UNESCO Creative Cities Network.</p>	Formal Letter

		<p>A key priority in Auckland Council’s blueprint <i>Economic Development Strategy</i> – released in 2011 – was to develop Auckland into a vibrant international city that’s alive with events and creative talent, and makes us an attractive place to visit and live.</p> <p>Music is a crucial contributor to our region’s wider creative sector. Being admitted to the UNESCO Creative Cities Network would be a significant step in helping Auckland to become an even more stimulating, culturally rich city.</p> <p>From South Auckland’s thriving hip hop scene, to the world-class Auckland Philharmonia Orchestra – New Zealand’s full-time professional symphony – music plays its part in making our region attractive to talented migrants.</p> <p>Creativity also underpins Auckland’s innovation ecosystem, and our growing reputation as an Asia-Pacific innovation hub. The technology and intellectual property our skilled professionals create during the digital recording and production process cross over into other industries.</p> <p>Becoming a UNESCO ‘Creative City of Music’ will enhance industry initiatives in Auckland such as contemporary and heritage music projects, the development of music incubators and launch pads, and promotion of Māori and Pacific practitioners.</p> <p>Auckland’s world-class Māori artists are crucial in creating cultural performance opportunities ATEED is already exploring with partners internationally, where our region’s unique Māori culture is highly regarded and sought after.</p> <p>The music industry contributes more than \$200m GDP to New Zealand’s economy, and Auckland plays a significant part in the national industry. A thriving, sustainable music scene also supports Auckland’s \$7.6 billion visitor economy, generating additional expenditure through longer stays and repeat visits. There are opportunities to hold symposiums involving member cities in Auckland, fostering engagement and boosting the local economy through high-value visitation.</p> <p>We look forward to leveraging the many and varied economic growth opportunities which becoming a UNESCO ‘Creative City of Music’ would deliver for Auckland.</p>	
<p>15. University of Auckland School of Music Allan Badley Associate Professor</p>	<p>YES</p>	<p>It is with great pleasure that I endorse Auckland City’s bid to be designated a UNESCO City of Music. Although Auckland is a comparatively young city by international standards, it enjoys a vibrant musical culture that embraces everything from Early Music to avant garde sonic arts. The city is remarkable for its strong choral tradition. Auckland Choral, founded in 1855, is one of the oldest choral societies in the world while smaller, elite choirs such as the Auckland Chamber Choir, conducted by Karen Grylls, are recognized around the world for their exceptionally high standard of performance. With a professional orchestra in the city, a flourishing and comprehensive School of Music at New Zealand’s leading university, a small but distinguished number of composers, musicologists and instrument builders and a large and enthusiastic public, Auckland is thriving centre for art music.</p>	<p>email</p>

<p>16. Auckland Council Community Policy Dr Elizabeth Fitton-Higgins Team Leader – Community Policy CPO</p>	<p>YES</p>	<p>The Community Policy Team at Auckland Council fully endorses the application for UNESCO Creative City of Music and the proposed action plan.</p> <p>It aligns closely with the objectives of Toi Whītiki, Auckland's arts and culture strategy. In particular, making arts and culture part of everyday life. It also encourages our indigenous musicians and gives effect to our Māori heritage as our point of difference.</p>	<p>email</p>
<p>17. Manatū Taonga - Ministry for Culture & Heritage Angela Hall Acting Manager, Arts Policy</p>	<p>Input provided</p>	<p>The Ministry is not in a position to endorse Auckland's application and action plan to become a UNESCO Creative City of Music (as I know Maree B has already explained)(Please note Central Govt not wanting to be seen favouring one city over another-comment by MM) however we welcome the opportunity to provide input! We have a couple of comments:</p> <p>We encourage you to consider ways in which Auckland could leverage its UCCM status to take a leadership role within the wider New Zealand music industry. For example, you could consider ways to tour a successful exhibition wider than Auckland by partnering with other regional or national heritage organisations. You could also share useful ecosystem or urban design initiatives where these could benefit other New Zealand centres too, or support any visiting overseas music experts to visit other centres while they're here in New Zealand.</p> <p>We note the plans to refine the <i>Māori Music and Pacific Music</i> showcase through further consultation, and as part of this we encourage you to consider how the cultural connections developed through this initiative will represent and support the diverse voices of iwi and hapū from across New Zealand.</p> <p>This looks like a wonderful opportunity for Auckland city and the New Zealand music industry. We'd be grateful to view the full application at some stage.</p>	<p>email</p>
<p>18. TW Leadership Group member Creative Coalition, Elise Sterback</p>	<p>YES</p>	<p>As a member of the Toi Whītiki Leadership Group, I warmly endorse Auckland Council and the Music industry's action plan for the UNESCO Creative City of Music bid in principle.</p>	<p>email</p>
<p>19. Auckland Theatre Company Lester McGrath Chief Executive</p>		<p><u>To whom it may concern:</u> Aucklanders love music. Our diversity and multiculturalism means you come across every type of music from across the globe in our city.</p> <p>From our own experience as a nationally significant cultural institution we can see the benefits of Auckland joining the Creative City of Music network. I would hope that it amplifies the innovation and creativity which already underpin many of the cultural activities taking place in Auckland; and that it will foster a stronger recognition our great music-making traditions.</p> <p>Auckland has a unique contribution to make to the network, as there is no other city in the world with our unique blend of musical cultures and heritage.</p> <p>Auckland Theatre Company strongly supports the Auckland Council and the Music industry's action plan for the UNESCO Creative City of Music bid.</p>	<p>email</p>

<p>20. APO Auckland Philharmonia Orchestra</p>		<p>Auckland's professional resident orchestra, the Auckland Philharmonia Orchestra (APO), endorses Auckland Council's bid to become a UNESCO Creative City of Music.</p> <p>It would be a great recognition of the depth and breadth of music that is part of the fabric of Auckland, and APO looks forward to becoming deeply involved.</p>	Email
<p>21. Auckland Festival</p>		<p>Creativity is at the heart of Auckland Arts Festival and as an arts industry leader and key stakeholder we strongly endorse Auckland Council and the Auckland music industry's action plan for the UNESCO Creative City of Music designation application.</p> <p>Becoming a designated creative city of music would greatly enhance Auckland's capacity in the wider Australasian music scene enabling knowledge, networking and supporting vital development of the New Zealand music industry and Auckland's entire creative sector, at local and international levels.</p> <p>As New Zealand's most populous city, Auckland is home to a burgeoning and very diverse music industry which holds sustainable development as a driving strategic factor in the sector. New Zealand artists, across all genres, are well respected worldwide and have an influence on the global music industry. This is particularly so for both traditional and contemporary Māori and Pacifica artists, many of whom have works commissioned by featured in the Auckland Arts Festival's annual programme</p> <p>If successful in its bid, active participation in the Network would significantly strengthen and leverage Auckland's existing music and cultural enterprises whilst contributing to a more robust and sustainable sector worldwide.</p>	Formal letter
<p>22. Auckland Chamber Orchestra</p>	YES	<p>The ACO wishes to endorse Auckland's involvement in this initiative. We have been an outlet for music creatives in Auckland and NZ since 1999. It is exciting to see this work reaching international attention.</p>	Formal letter
<p>23. Auckland Choral</p>	Yes	<p>Auckland Choral - Auckland's only large symphonic choir and oldest arts institution - definitely endorses Auckland Council and the Music industry's action plan for the UNESCO Creative City of Music bid.</p> <p>Auckland Choral is proud of the part our organisation has played in Auckland's musical life since 1855, and we have endeavoured to bring artistic excellence to all our activities, involving international artists and internationally renowned New Zealand musicians and providing a lively environment for community members of all ages to participate in a unique, high-level musical experience.</p> <p>Auckland Choral supports young vocal soloists, and performs both established choral works and we commission new works, supporting New Zealand composers through commissions. Auckland Choral demonstrates an ability to sustain musical excellence, strengthening and leveraging existing enterprises, including the presentation of Handel's "Messiah" in the Auckland Town Hall as an annual event for Aucklanders, delighting audiences for over 150 years. 2018 will be the 100th consecutive performance of "Messiah" – an occasion synonymous with Christmas: "100 Hallelujahs".</p> <p>We are very happy to endorse the music industry to progress an application for Auckland to seek membership to the UNESCO Creative City Network as a designated City of Music.</p>	email

<p>24. Strategic Partnerships Auckland Council</p>	<p>Yes</p>	<p>Strategic Partnerships supports in principle Auckland Council and the Music Industry's action plan for the UNESCO Creative City of Music.</p>	<p>email</p>
<p>25. WeCreate</p>	<p>Yes</p>	<p>WeCreate, the alliance of New Zealand's creative industry organisations, is pleased to endorse Auckland's application and action plans for membership of the UNESCO Creative City Network, as a designated City of Music.</p> <p>The growth of Auckland's music economy, and the wider creative sector benefits arising from that, align with WeCreate's goals of accelerating the growth of New Zealand's creative economy.</p> <p>We look forward to participating in further consultation on the City of Music plans as they develop.</p>	<p>Email</p>
<p>26. Play It Strange</p>	<p>Yes</p>	<p>I am in receipt of your email outlining the confirmation for Auckland to seek membership to the UNSECO Creative City Network as a designated City of Music. It is great that our Council supports this excellent endeavour.</p> <p>The staff and trustees of Play It Strange totally support this plan and offer their assistance to ensure that the steps you outline are sturdy and successful.</p> <p>Please keep me posted as this moves ahead.</p>	<p>Formal letter</p>
<p>27. Venue Association NZ</p>	<p>Yes</p>	<p>[I] have canvassed the gatekeepers of cutting-edge live music in Auckland.</p> <p>Key venue owners and managers from the beating heart of local independent live music wholeheartedly support Auckland becoming a UNESCO City of Music</p>	<p>email</p>
<p>28. Music Managers' Forum NZ</p>	<p>Yes</p>	<p>On behalf of the NZ Music Managers Forum, we are pleased to endorse Auckland's application and action plans for membership of the UNESCO Creative City Network, as a designated City of Music.</p> <p>The NZ MMF is a non-profit trade association dedicated to helping grow artist manager businesses, and this initiative will most certainly help the growth of Auckland's music economy. The MMF Executive Committee and our members will be more than happy to support all further steps with the plan.</p>	<p>email</p>
<p>29. NZ Music Foundation</p>	<p>Yes</p>	<p>I am excited by your recent correspondence regarding this initiative.</p> <p>As you know, our focus is in providing world-leading support to ensure that kiwi music people have the best possible environment in which to have longer, healthier, more productive and more fulfilling lives in music.</p> <p>I can see that this initiative will provide a welcome and fundamental boost towards that goal, and I hope you will keep us posted so that we can provide what support we can.</p>	<p>email</p>

<p>30. NZ Music Producers Series (Music Producers Guild)</p>	<p>Yes</p>	<p>Thank you for sending me the information on your plan to make Auckland a member of the UNESCO Creative City Network. The chance for Auckland to become a City of Music is an excellent goal and one with which I would be in full support, not only in my role as curator of the New Zealand Music Producer Series, but also as curator of the APRA Songhubs Auckland songwriter seminars.</p> <p>This would build on a strong music industry within the city and would be invaluable on both a creative and economic level. All the musicians and producers aware of the possibility fully support your work to make this a reality.</p> <p>Please make contact with updates and to advise in any way we can help.</p>	<p>Formal letter</p>
<p>31. NZ On Air</p>	<p>Yes</p>	<p>Thanks for your email outlining the confirmation for Auckland to seek membership to the UNESCO Creative City Network as a designated City of Music. I'm really pleased to see the Environment and Community Committee of Auckland Council support this.</p> <p>NZ On Air fully supports the plan and we offer our assistance with any aspect of next steps as and when you may need more input.</p> <p>Exciting times! Congratulation on your work thus far and I look forward to hearing more as things progress.</p>	<p>Formal letter</p>
<p>32. NZ Music Hall of Fame</p>	<p>Yes</p>	<p>The NZ Music Hall of Fame offers it's full and unreserved support for Auckland to seek membership of the UNESCO Creative Cities Network.</p> <p>Please contact the Trust at any time if you require our assistance or support for the application in any way.</p>	<p>Formal letter</p>
<p>33. NZ Promoters Association</p>		<p>It is my pleasure to advise the New Zealand Promoters Association is pleased to endorse this proposal.</p>	<p>Email</p>
<p>34. NZ Music Commission</p>	<p>Yes</p>	<p>Thank you for the opportunity to review the draft Action Plan progressing your application for Auckland to become part of the UNESCO Creative City Network as a designated City of Music.</p> <p>The Music Commission endorses the proposed Action Plan and looks forward to being able to assist in the implementation, when it is appropriate, to help leverage the opportunities afforded by Auckland becoming a UNESCO City of Music.</p> <p>We wish you luck with the next steps forward.</p>	<p>Formal letter</p>

<p>35. Panuku Development Auckland</p>	<p>Yes</p>	<p>I am writing in support of Auckland’s application to the UNESCO Creative Cities Network as a Creative City of Music.</p> <p>Auckland’s bid to become a UNESCO Creative City is very exciting and has the support of Panuku Development Auckland.</p> <p>We endorse the specific action plan that is part of the application, which has been developed in partnership between the city and Auckland’s leading music industry representatives.</p> <p>Through Panuku’s placemaking, a strategy which is central to our regeneration process, we recognise the positive impact of music in supporting and driving sustainable urban and community development. We recognise the value that the creative sectors bring to city planning, and know we are at a point in urban development where fundamental human traits need active championing. We look forward to supporting and contributing to the outcomes of the action plan when the city becomes part of the Network.</p> <p>Auckland is home to one of the largest Polynesian populations in the world – with more than half of indigenous Māori living in the city and surrounding regions. With music and language intrinsically linked in Māori and Pacific culture, Auckland is ideally suited to add value to the UNESCO Creative City Network.</p> <p>It is with very great pleasure that we write in support of this application. Auckland boasts a strong and dedicated culture of musicians and creativity – this endorsement would be a wonderful and important acknowledgement of the value of music and the creative sector at large to the resilient, sustainable and human focused development of a rapidly expanding and aspirational city.</p>	<p>Formal letter</p>
<p>36. Auckland Transport (AT)</p>	<p>YES</p>	<p>Auckland Transport supports this application and the associated action plan on the understanding that specific projects that involve or impact transport routes, transport activities or public transport are consulted with Auckland Transport and approvals are provided by Auckland Transport recognising operational, safety and funding impact constraints are considered and mitigated where necessary.</p> <p>Regards</p>	<p>Email</p>
<p>37. Independent Music NZ</p>	<p>Yes</p>	<p>I'm in New York this week with the NZ label delegation at IndieWeek [so] I won't be able to get [you a formal response in time] - my apologies!</p> <p>Of course, I wish you every success with the submission / report. Go well!</p>	<p>Email</p>

OTHER AUSTRALASIAN UCCN CITIES			
1. DUNEDIN City of Literature	Yes	<p>We'd be very interested to be part of an Australasian subgroup to leverage the multiple synergies across Literature, Music and Film, and to collaborate in other ways. Also I work with the wonderful Auckland Writers Festival in both my City of Literature role and as a Dunedin Writers and Readers Festival trustee, so that would be a bonus too.</p> <p>It is fine with Dunedin for you to include this in your action plan – and thanks for checking. Good luck with it all!</p>	Email
2. SYDNEY City of Film	Yes	<p>We are very happy to collaborate and talk further about plans. Composition for screen (and audio engineering) are important for us here in Sydney.</p>	Email
3. ADELAIDE City of Music	Yes	<p>We are happy to exchange thoughts and ideas with other UNESCO cities in Australia and the region.</p>	Email
4. MELBOURNE City of Literature	Yes	<p>I'd love some more details to see if it's something we can be active in.</p>	Email