

Memo

14/11/2017

To: The Environment and Community Committee Members

Cc: Tracey Williams, Elizabeth Fitton-Higgins, 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 the successful bid for Auckland to join the United Nations Educational Scientific and Cultural Organisation (UNESCO) Creative City Network as a designated City of Music.

Background:

2. On 1 November 2017 Auckland became a City of Music within the UNESCO Creative City Network (UCCN). The announcement was made by United Nations Educational, Scientific and Cultural Organisation (UNESCO) director general Irina Bokova in Paris.
3. Auckland joins a network of 180 cities from 72 countries at the frontline of UNESCO's efforts to foster innovation and creativity as key drivers for a more sustainable and inclusive urban development. Auckland is one of 18 UNESCO Cities of Music worldwide including Glasgow and Adelaide.
4. The music industry-led application to join the UNESCO network as a Creative City of Music was driven by New Zealand Recorded Music with endorsement from the Mayor, Auckland Council and support from around 40 stakeholder organisations.
5. 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.
6. Part 'b' of the resolution requested staff, through the delegations of the Chief Executive, assist Auckland's music industry representatives with the application, submitted 16 June 2017.
7. Part 'd' of the resolution noted that the Environment and Community Committee Chair, Cr A Filipaina, Cr D Simpson and Mayor Goff would be available to provide direction as required to successfully complete the application.

Details:

8. 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.
9. 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.
10. 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.

11. Membership also involves the development of an action plan, use of a global brand, and opportunities for collaboration with other Creative Cities.
12. 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.
13. The medium-term (four years) action plan developed for section 10 of the application described 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.
14. The application process 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).
15. Staff consulted with and received feedback from internal and external stakeholders regarding the application and the associated action plan.
16. Staff also contacted and received feedback from the other UCCN cities in the Australasian region: Dunedin, Adelaide, Sydney and Melbourne.
17. Progress updates on the UCCN application were shared at in-person meetings on 2 and 30 May 2017 that nominated elected members were invited to attend.

Next steps:

18. Staff will meet with music industry representatives in November to plan, agree roles and responsibilities, design a steering group and map out actions related to initiatives proposed in the UCCN application.
19. Staff will provide the Environment and Community Committee twice-yearly updates on action plan progress.
20. Council's involvement in the action plan is within current budget allocations.