



WAITEMATĀ LOCAL BOARD ARTS AND CREATIVE INDUSTRIES NEEDS ANALYSIS AND STOCKTAKE OF COMMUNITY SPACE 2018

This report was developed by Point Research and Auckland Council.

Contents

| | |
|---|----|
| Executive summary | 3 |
| Part one: Introduction | 6 |
| 1.1 Approach..... | 6 |
| 1.2 Background..... | 8 |
| 1.3 Legislative, strategy and policy context | 9 |
| Part two: Waitematā, the arts and creative industries..... | 15 |
| 2.1 Waitematā – diverse and growing | 15 |
| 2.2 The arts and creative industries in Waitematā | 15 |
| 2.3 Future trends | 17 |
| 2.4 Arts and culture facilities..... | 18 |
| Part three: Current community provision | 22 |
| 3.1 Community services for west Waitematā | 22 |
| 3.2 Current provision: asset-based..... | 22 |
| 3.3 Current provision: non-asset-based | 29 |
| Part Four: Arts and creative sector aspirations | 31 |
| 4.1 Asset-based aspirations..... | 31 |
| 4.2 Non-asset-based aspirations..... | 32 |
| Part five: Assessment of needs | 33 |
| 5.1 Asset-based needs | 33 |
| 5.2 Non-asset-based needs | 34 |
| Part six: Conclusions..... | 36 |
| Part seven: Recommendations..... | 38 |
| Part eight: Appendices | 39 |
| Appendix i: Stocktake of arts and creative facilities and spaces, 2018..... | 40 |
| Appendix ii: Snapshot of arts and creative industries on Karangahape and Ponsonby Road, 2018..... | 60 |
| Appendix iii: Utilisation of venues for hire – west Waitematā | 70 |
| Appendix iv: Arts and creative industry interview respondents - key points | 71 |

Executive summary

This report has been commissioned to provide a needs assessment of the arts and creative industries in the Waitematā Local Board area and to create a detailed stocktake of community spaces in the local board area.

The Waitematā Local Board would like a better understanding of the community space available for services relating to the arts and creative industries across the local board area. If it is identified that there are gaps in provision (either now or into the future) the board would like to know what service needs are unfulfilled, any barriers to access and if there is existing space available that would meet those requirements. (The location, condition and capacity of facilities to service current and future arts and creative industries' needs will be part of the consideration). This assessment will include council and non-council owned facilities.

Questions surrounding the future use of the property at 3 Ponsonby Road have been key drivers for this report. However, all discussions about the property at 3 Ponsonby Road and options for future use will be led by Panuku Development Auckland and are not contained within this report.

Waitematā – the arts and creative industries

- There is strong support for arts and culture in council's policy and strategic frameworks.
- The Waitematā Local Board has the highest concentration of creative sector employees in the country (approximately 5,000 creative businesses)¹.
- As Auckland transforms into a global city some visual artists (who make up 7% of the creative sector)² are living and working in new neighbourhoods with lower overhead costs, often driving vibrancy and renewal in these communities.
- Auckland Council's arts and cultural facilities are concentrated in the Waitematā Local Board area, reflecting a vibrant central city with creativity at its heart.
- A central insight from the *Arts and Culture Programming Framework* points to the need for future arts provision to be increasingly delivered outside of typical arts facilities in order to provide access to underserved audiences³.

¹ *Creative Sector Snapshot 2017: Industry Snapshot for Auckland*. Ross Wilson, September 2017, Auckland Council Technical Report, 2017/203

² See Figure 1-*Creative employment shares by sub-sector*, page 19 of this report

³ *Arts and Culture Programming Framework*, 2019

Current community space provision

- The Stocktake⁴ of 68 spaces and facilities demonstrates that there is a range of affordable spaces in the Waitematā Local Board area suitable for desk-based work, noisy work, messy work, performance, and other creative activities.
- Studio One Toi Tū's facilities require considerable upgrading, especially the Sculpture Studio, residency spaces and the Sergeant's Flat, which are in poor condition.
- Monster Valley, located behind St. Kevin's Arcade on Poynton Terrace, is an example of new business models where creative studios are nurturing emergent practitioners and providing affordable studio spaces as a part of their business practice.
- Creative collectives, makerspaces⁵, and transitional spaces in the Waitematā Local Board area are following international trends of support for emergent practitioners outside of traditional educational, central or local government facilities.
- The new Aotea Studios, in the Aotea Centre, will commence construction in 2020. The project will increase the provision of fit-for-purpose spaces for the performing arts as well as the wider arts and creative industries in the Waitematā Local Board area.
- Waitematā is home to large and small tertiary institutions with extensive fit-for-purpose facilities and cutting-edge technologies.
- After a thorough investigation of Studio One Toi Tū's operations and the buildings of both Studio One Toi Tū and the Sergeant's Flat, this report concludes that the buildings require significant investment to deliver their full potential to the local arts and creative communities.

Assessment of arts and creative industry needs

- Survey respondents from the arts and creative industries highlighted the need for greater connectivity and networking, as well the need for support from hubs, or umbrella organisations.
- Other issues respondents raised were affordability and the current lack of fit-for-purpose space for the performing arts (which may be alleviated by the Aotea Studios project).
- An analysis of Studio One Toi Tū, together with research included in the *West Waitematā Community Provision* report, along with the *Stocktake of arts and creative facilities and spaces, 2018* (Appendix i.), and *Snapshot of arts*

⁴ *Stocktake of arts and creative facilities and spaces, 2018* (Appendix i.)

⁵ Makerspaces are places where you can design, create and build objects in free, public spaces.

and creative industries on Karangahape and Ponsonby Roads, 2018 demonstrate that there are sufficient spaces available for the arts and creative industries in the Waitematā Local Board area and there are no gaps in provision.

- Barriers to accessing available spaces include lack of knowledge and affordability for some sections of the arts and creative industries such as visual arts and performance.
- These barriers highlight the need for a mechanism such as a broker type role to centralise information regarding vacant spaces and collectives, and support landlords to make these spaces available.

Recommendations

These recommendations express the views of Auckland Council.

This report identifies barriers for members of the arts and creative industries when accessing available space, such as affordability and lack of knowledge. It is recommended that the Waitematā Local Board consider these recommendations when making future decisions concerning the arts and creative industries:

- Create a spaces broker based at Studio One Toi Tū to centralise information regarding available spaces; to provide support for artists and landlords to broker the use of vacant space; and assist artists and creatives to connect with existing collectives
- Provide strategic support to industry/artist-led initiatives that network and nurture the arts and creative community, currently delivered by groups such as Monster Valley
- Explore ways to address issues of affordability in the Waitematā Local Board area

Part one: Introduction

This report was commissioned to provide a needs analysis and assessment of community space available for the arts and creative industries in the Waitemātā Local Board area, to ensure a response to the current and future needs of the sector. The project sought to:

- a) Understand the service needs and aspirations of the wider community in the local board area with regards to outcomes for the arts and creative industries
- b) Assess how those service needs and aspirations are met (or not) through service delivery and existing provision (both council and non-council)
- c) Identify any barriers to access and provide recommendations on how these could be resolved
- d) Identify any gaps in service delivery and provision and provide recommendations on how the gaps could be met through both asset and non-asset solutions

This report provides information regarding:

- a) A snapshot of the arts and creative industries operating in and around Ponsonby and Karangahape Roads
- b) The current and future aspirations of the arts and creative industries
- c) An assessment of current and future needs of artists and creatives
- d) The number and range of council owned and non-council owned spaces in the Waitemātā Local Board area that can be accessed by those in the arts and creative industries
- e) Recommendations to address current and future needs

1.1 Approach

The approach for undertaking a needs assessment outlined in the *Community Facilities Network Plan (CFNP)* was used to develop this report and it follows the structure set out below:

- a.) An analysis of the strategic context and alignment with relevant Auckland Council planning documents
- b.) An analysis of the demand, population drivers, and future trends impacting the arts and creative industries in the Waitemātā Local Board area
- c.) An analysis of the current level of community provision for the arts and creative industries including a detailed stocktake of community spaces
- d.) A synthesis of interviews and engagement with stakeholders and the wider

arts and creative industry

- e.) Assessment of community need based on evidence gathered
- f.) Recommendations to address current and future needs of the arts and creative industries

1.1.1 Scope and definitions

In scope for the Stocktake of Community Space:

- Community spaces and facilities suitable for arts and culture purposes available to the public, including amateur, semi-professional and fully professional practitioners in the Waitematā Local Board area

Out of scope for the stocktake of community space:

- Facilities and stadia that host and exhibit big-name, world-class arts and cultural performances, such as Auckland Art Gallery and Spark Arena
- Private art galleries that commission artists on a commercial basis
- Bars, pubs and night clubs that serve as gig venues for bands and DJs on a commercial basis only
- Gallery and studio space leased out at market rate
- Facilities that are for the use of clients or a specific community only, such as alternative education providers

The definition of 'arts' was used from *Toi Whītiki, Auckland's Arts and Culture Strategic Action Plan*, which is:

- "The 'arts' refers to all forms of human creative skill, imagination and interpretive expression, and their various branches including performing arts, visual arts, screen and digital arts, literary arts, and cultural heritage collections"⁶

This report followed the definition of 'creative industries' in the report *Creative Sector 2017: Industry Snapshot for Auckland*⁷, which is:

- Creative industries comprise the following sectors: design, publishing, screen production, creative digital content, radio, performing arts, visual arts and music.

1.1.2 Information gathering

Information for this report was gathered by external contractors from various units

⁶ *Toi Whītiki, Auckland's Arts and Culture Strategic Action Plan*, 2015, page 6

⁷ *Creative Sector Snapshot 2017: Industry Snapshot for Auckland*. Ross Wilson, September 2017, Auckland Council Technical Report, 2017/203

and departments of Auckland Council including Local Board Services, Arts and Culture, Service Strategy and Integration, and Panuku Development Auckland.

Many facilities and spaces (both council and non-council) were visited in the Waitemātā Local Board area.

Other resources included internet searches, arts and creative industries reports and white papers, media stories and blogs.

Council staff and arts and creative industry experts were interviewed, along with a short, emailed survey sent to a selection of arts and creative industries leaders and business owners within the Waitemātā Local Board area. The interview survey questions asked about:

- Sector aspirations (aims and outcomes)
- What is needed to attain those aspirations?
- What asset and non-asset-based solutions would help meet those aspirations?
- What kinds of spaces are used for their work?
- Are there barriers to accessing services and spaces?

Approximately 40 arts and creative sector practitioners and leaders provided input from design, fashion, music and recording industry, visual arts, theatre, digital media, screen production, radio, education, sector development and government (See Appendix iv. *Arts and creative industry interview respondents - key points*).

1.2 Background

1.2.1 Deputations from arts organisations

On 21 February 2018 the Waitemātā Local Board received deputations from the visual arts organisations Toi Ora, Artists Alliance and Te Tuhi. The organisations raised the issue of limited access to affordable studio space for visual artists within the inner city and all expressed an interest in securing space in the local board area.

Two of the organisations already have, or had, space in the Waitemātā Local Board area. Toi Ora, located in Grey Lynn, assist people who have experienced or are experiencing mental health issues to access the arts. Toi Ora currently occupy a building in Putiki Street. In addition, Toi Ora hold a Memorandum of Understanding (MOU) with Studio One Toi Tū that allows for free use of Studio One Toi Tū's exhibition and studio spaces.

Artists Alliance, previously located in Ponsonby Road, was a non-profit organisation dedicated to supporting the development of visual artists. Artists Alliance has recently dissolved, but previously held an office in the Sergeant's Flat next to Studio

One Toi Tū (at a semi-commercial rate) and had access to Studio One Toi Tū exhibition and studio spaces.

Te Tuhi, located in Pakuranga, is a contemporary community art gallery that receives Council support to deliver arts outcomes to a local and regional audience. Over the next five years Te Tuhi's operations are going to be impacted by the Auckland Manukau Eastern Transport Initiative (AMETI). Te Tuhi are therefore looking for off-site spaces during this time. At the time of writing this report, Te Tuhi have secured a temporary three-year tenancy with Auckland Transport to occupy the disused Parnell Train Station. Auckland Transport will undertake a temporary fit-out of the space which Te Tuhi plan to use for 8 artist studios and gallery space. Auckland Transport will fund the cost of the fit-out and recover costs from Te Tuhi over the three-year tenancy, creating a cost-neutral project for Auckland Transport.

1.3 Legislative, strategy and policy context

1.3.1 Local Government Act

Following an Amendment Act 2012, the purpose of local government is defined as: "meet the current and future needs of communities for good-quality local infrastructure, local public services and performance of regulatory functions in a way that is most cost-effective for households and businesses". While arts and culture are not specifically named in the Act, it belongs within the context of local infrastructure and public services. The Act places importance on the assessment of demand and needs as it requires that services are appropriate to present and anticipated future circumstances. The Act requires local government to consider during decision-making the diversity of communities and the interests of communities within its district, for both current and future communities. *The Local Government (Community Well-being) Amendment Bill* is currently in process and seeks to restore the 'four well-beings' so that the purpose of local government includes the promotion of social, economic, environmental, and cultural well-being of communities.

1.3.2 Auckland Plan 2050

The *Auckland Plan 2050* is a key strategic document. It is a plan for the whole of Auckland, with all stakeholders sharing responsibility for its implementation. The plan recognises arts and culture as an important contributor to Auckland's character, identity and future prosperity. It also emphasises the importance of inclusion and a sense of belonging as Auckland becomes increasingly multi-cultural and highlights the importance of the role that arts and culture can play in enhancing quality of life. The value of growing creative skills is highlighted in relation to opportunity and prosperity.

The Auckland Plan outcomes this assessment has focused on are:

- **Opportunity and Prosperity:** Auckland is prosperous with many opportunities and delivers a better standard of living for everyone
- **Māori Identity and Wellbeing:** a thriving Māori identity is Auckland's point of difference in the world – it advances prosperity for Māori and benefits all Aucklanders
- **Belonging and Participation:** all Aucklanders will be part of and contribute to society, access opportunities, and have the chance to develop to their full potential

The wider arts and creative industries sector is working together with local and central government to nurture and grow the arts, cultural and creative activity, including by building on existing hubs and clusters of activity in the Waitematā Local Board area.

1.3.3 Waitematā Local Board Plan 2017

The sections of the *Waitematā Local Board Plan* that are most relevant to this project are:

- **Outcome 1:**
Inclusive communities that are vibrant, healthy and connected
- **Objective:**
 - Encourage access to and participation in local events and arts activities
- **Key initiatives:**
 - Support the creative community and arts organisations through the delivery of arts programmes
 - Advocate to the Governing Body to create an arts precinct in Ponsonby based around Studio One Toi Tū and including 3 Ponsonby Road.⁸
- **Outcome 6:**
An innovative, productive and resilient local economy

1.3.4 Community Facilities Network Plan⁹

The vision for the *Community Facilities Network Plan (CFNP)* is: "vibrant, welcoming places at the heart of where and how people connect and participate". Facilities must meet the changing and diverse sector (including arts and culture), demographic, user and audience needs.

⁸ This key initiative is the driver for this report.

⁹ This section draws from the *Community Facilities Network Plan, 2015*

The CFNP emphasises council's intentional move away from asset-based provision of services to looking at ways to provide services independent of assets.

In addition, the CFNP looks at the whole of Auckland Council, and makes assessments for future investment based on city-wide provision, with a view to address issues of inequity that currently exist across the city.

The companion to the CFNP is the *Community Facilities Network Action Plan* (CFNAP) that contains assessments of all future Community Facility projects. At number 110 is the "Investigation of the potential and future use of 3 Ponsonby Road as artist studio space, and its relationship to Studio One Toi Tū."¹⁰ The CFNAP does not list this investigation as a network priority.¹¹ Although this report does not contain discussions about the property at 3 Ponsonby Road, this information included will serve as the investigation suggested in the CFNAP, and can be used to inform decision making around the future use of the property and its relationship to Studio One Toi Tū.

1.3.5 Toi Whītiki: Arts and culture strategic action plan

Toi Whītiki is a whole of sector plan developed by a consortium comprised of Auckland Council and arts partners, Auckland Council CCOs, the Ministry of Culture and Heritage, Creative New Zealand, and the Creative Coalition among others.

The Toi Whītiki goals are:

1. Auckland has a robust and flourishing creative economy
2. All Aucklanders can access and participate in arts and culture
3. Auckland values and invests in arts and culture
4. A network of vibrant arts and culture organisations and facilities
5. Arts and culture are intrinsic to Auckland's place-making
6. Auckland celebrates a unique cultural identity

1.3.6 Auckland's City Fringe Economic Development Action Plan

3 Ponsonby Road is located within the boundaries of the *Auckland's City Fringe Economic Development Plan*. The plan's initiatives that are of relevance to this project are:

- **Enable creative communities:** encourage creativity in the city fringe communities through ease of availability of public spaces for activation and aiding in the navigation of relevant consent processes
- **Lead space activation:** encouraging residents and visitors to linger and connect with the environment and each other (Ponsonby Park) and the city

¹⁰ *Community Facilities Network Action Plan*, 2015, page 9

¹¹ *Community Facilities Network Action Plan*, 2015, page 9

fringe commercial centres

The city fringe has strengths in professional services, healthcare and social assistance, creative industries and ICT which can be built on through innovation and exports.

1.3.7 Arts and Culture Programming Framework

The Arts and Culture Programming Framework is an operational guide for council's arts and culture planning.

The framework can be used to:

- Evaluate and prioritise council's current arts and culture activities
- Evaluate and prioritise proposals for new activities
- Support recommendations to the governing body and local boards for future programming
- Analyse potential opportunities and promote an ideal 'future state'

It also functions as an evidence-based tool for prioritising arts and culture activity and enabling quality advice at Council's political interface.

The ACPF along with the CFNP are the two strategic documents that most directly inform this report.

1.3.8 Council's role and position within the sector¹²

Auckland Council's purpose is to meet current and future community needs, perform regulatory functions, and ensure efficient and effective delivery of public services.

The role of the Arts, Community and Events (ACE) department in Auckland Council includes:

- Planning, providing and / or supporting 'major' and 'local' arts and culture venues and facilities together with private providers
- Supporting the strengthening of communities and place-making initiatives through arts and culture activities
- Supporting the creative sector and communities through the Empowered Communities approach

The Empowered Communities approach involves individuals, whanau and communities having the power and ability to influence decisions, act and make change happen in their lives and communities. It involves directing resources towards community-led activities that encourage and support people from all walks

¹² This section is based on Auckland Council's *Arts and Culture Programming Framework*, 2019.

of life to actively participate and fully use their talents, insights and contributions. There are hundreds of community and organisations across Auckland (both council-supported and private) that are part of the development and delivery of arts and cultural activity. Commercial businesses, and the wider council family and Council Controlled Organisations (CCOs) also play a part in arts and culture provision.

Auckland Council Investment in Arts and Culture

Auckland Council Investment in Arts and Culture, Current State 2016 states that Auckland Council business units and CCOs spent more than \$200 million in financial commitments to arts and culture in 2016¹³. CCOs that contributed to this overall figure included Auckland Transport, Auckland Tourism, Events and Economic Development (ATEED), Panuku Development Auckland, Auckland Design Office (ADO), Auckland Libraries and Information, City Parks Services, Arts, Community and Events, and Regional Facilities Auckland (RFA).

Of the \$200 million spent on arts and culture, RFA “commits \$50 million to the major six central organisations alone.”¹⁴ These organisations include Auckland Zoo, Auckland Live, Auckland Art Gallery Toi O Tāmaki, Spark Arena, and Voyager Maritime Museum, which are all located in the Waitematā Local Board area. RFA’s portfolio represents “more than \$1 billion worth of major facilities.”¹⁵

The Waitematā Local Board granted a total of \$292,750 to arts and culture projects through contestable grants over the last three financial years (2015/16, 2016/17 and 2017/18). This includes contestable grants in the following categories: Local Grants, Quick Response Grants, Local Event Development Fund, and Accommodation Grants (office rent / long term venue hire). Looking specifically at Accommodation Grants in the Waitematā Local Board area, in 2017 \$55,211 was granted in Accommodation Grants to 14 organisations, with \$46,521 in Accommodation Grants distributed to 11 organisations in 2018.

The Arts and Culture Unit within Arts, Community and Events (ACE) manage the Regional Arts and Culture Grants Programme. In the past three financial years 2015/16, 2016/17, and 2017/18 the Waitematā Local Board area has received \$693,138, \$752,200, and \$659,400 respectively from the Regional Arts and Culture Grants Programme. If we combine contestable grants and the Regional Arts and Culture Grants Programme, we can confirm that over \$2 million (\$2,397,488) was spent on arts and culture through grants in the Waitematā Local Board area over the last three financial years.

¹³ *Auckland Council Investment in Arts and Culture, Current State 2016*

¹⁴ *Auckland Council Investment in Arts and Culture, Current State 2016*, page 10

¹⁵ *Auckland Council Investment in Arts and Culture, Current State 2016*, page 3. Auckland council levies to the Auckland War Memorial Museum and the Museum of Transport and Industry under a separate act of Parliament.

The Waitemata Local Board also manage a funding agreement with The Auckland Performing Arts Centre (TAPAC) for \$85,000 of Locally Driven Initiative (LDI) funds for the financial year 2019/20.

Central government lead arts and culture development work, primarily through the agency Creative New Zealand. In 2016/17, Creative New Zealand distributed around \$11 m in funds in the Auckland region to artists and arts organisations for a variety of projects and developmental initiatives, in part through the Creative Communities Scheme (CCS), which is administered by Auckland Council on behalf of CNZ.

As stated in the *Arts and Culture Programming Framework*, council's role in the arts and culture sector should complement that of central government. Council's purpose is to meet the current and future arts and culture needs of Auckland residents. The *Arts and Culture Programming Framework* encourages a council focus on participants and consumers of arts and culture activities, experiences and products.¹⁶

Auckland Tourism, Events and Economic Development (ATEED)¹⁷

ATEED is a council-controlled organisation that supports Auckland's economic growth through a broad programme of initiatives. ATEED works with partners to deliver multiple objectives, from growing Auckland's innovation culture and key sectors to attracting foreign direct investment, international events and visitors from around the world. GridAKL in the Wynyard Quarter, is an example of an innovation hub supported by ATEED that aims to grow innovative businesses, create jobs, and enrich the innovation community for Auckland's economic future.¹⁸

¹⁶ *Arts and Culture Programming Framework*, 2019, page 5

¹⁷ Information in this section is drawn from the ATEED website <https://www.aucklandnz.com/> (access date 16/4/2019)

¹⁸ Information in this section is drawn from the GridAKL website <https://gridakl.com/what-is-grid-akl/> (access date 16/4/2019)

Part two: Waitematā, the arts and creative industries

2.1 Waitematā – diverse and growing¹⁹

The Auckland region's population is predicted to reach 2.4 million by 2050. It is the fastest growing region in New Zealand and is home to more than one third of New Zealand's population. Auckland's rich cultural diversity will continue to increase. Diversity adds to the richness and distinctiveness of Auckland; its communities and migrants practise, share and develop their cultural traditions, values and creative practices of their countries of origin. Diversity also helps Auckland to strengthen its international relationships and enrich its own local cultural offerings.

In the Waitematā Local Board area the population of 113,800 (2018 estimate) is forecast to grow to 137,000 by 2038. Almost two-thirds are of European ethnicity, but in the city centre more than half identify as Asian. The area has a higher percentage of 20 to 34-year olds than Auckland as a whole, but fewer children.

2.2 The arts and creative industries in Waitematā²⁰

There are 9,995 creative sector businesses (geographical units) in Auckland. Given the Waitematā Local Board area is home to over 53 per cent of Auckland's creative sector employment and there are 9,995 creative sector businesses in Auckland, it is estimated that there are more than 5,000 creative sector businesses in the local board area.

These businesses include design, publishing, screen production, creative digital content, radio, performing arts, visual arts and music. A snapshot of 149 creative sector businesses in the vicinity of Karangahape and Ponsonby Roads (see Appendix ii: *Snapshot of arts and creative industries on Karangahape and Ponsonby Roads, 2018*) has been created for this report. This snapshot includes architects, designers, creative studios, music venues, screen production agencies, publishers, co-working collectives, makerspaces and dealer galleries.

Auckland's creative industries sector receives significant attention via ATEED²¹ and generates Gross Domestic Product (GDP) of \$2.8 billion, 3.3 per cent of Auckland's

¹⁹ Population information has been provided by Brian Osbourne at RIMU.

²⁰ Unless stated otherwise, the information in this section is drawn from the report *Creative Sector 2017: Industry snapshot for Auckland*. The report provides a snapshot of Auckland's creative sector with data up to 2016.

²¹ *Arts and Culture Programming Framework, 2019*

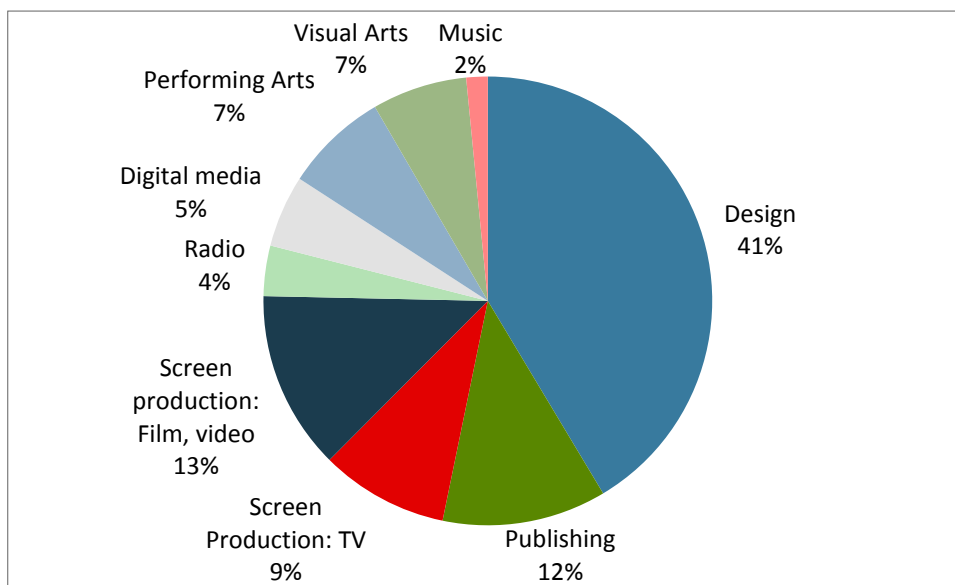
GDP.

Figure 1. *Creative employment shares by sub-sector, 2016* (below) shows the composition of the creative sector across the Auckland region based on employment. The largest sub-sector of the total creative sector by employment is design, which employs 41 per cent of the total creative sector in Auckland, followed by publishing and screen production.

The fastest growing creative sub-sector is digital media, which grew by 9.3 per cent per annum between 2000 and 2016. With all areas of creativity from production, participation, and consumption being impacted by developments in digital technologies, it is not surprising that digital media is the fastest growth sector in the creative economy.

Music was the next fastest growing sub-sector, averaging 4.3 per cent growth per annum between 2000 and 2016. With Auckland's recent designation as a UNESCO Creative City of Music, it is expected that there will be continued growth, with an increase in support and promotion of this sub-sector.

Figure 1: Creative employment shares by sub-sector, Auckland, 2016



Half of all people employed in the creative sector in New Zealand are based in Auckland, and over half (53 per cent) of those creative sector employees in Auckland are based in the Waitematā Local Board area. This is significant when only a quarter (24 per cent) of total employment in Auckland is in the Waitematā Local Board area. The Waitematā Local Board area has the highest concentration of creative sector employees in the country.

2.3 Future trends²²

To plan successfully for the arts and creative industries in the Waitematā Local Board area, it is useful to have an insight into future trends in the creative sector.

As Auckland transforms, access to vacant or below market rate spaces in the central city and city fringe has decreased. This has had impact on visual artists who make up 7 per cent of the overall creative sector. Many visual artists have moved their studio practice into more affordable surrounding suburbs. This follows a global trend that can bring renewal and rejuvenation to other parts of the city. An example of this in Auckland is the Whau Local Board area where numerous established and emergent artists now live and work, setting up studios and large-scale workshops. This new arts community has increased the range of festivals, arts collectives, and brokered arts activities taking place in the Whau Local Board area.²³

Another trend is a shift from long-term to short-term residencies across the arts and the creative industries, to accommodate contemporary creative practice and encourage an increase in diversity of participants in residency programmes. One example is the Michael King Writers Centre, in Devonport, who are now offering 15 residencies for periods of two to five weeks in 2019, instead of long-term residencies. 'The traditional model of long-term residencies doesn't work for many writers with family, community or job commitments,' says trustee Paula Morris, Associate Professor at the University of Auckland and convenor of its Master in Creative Writing programme.²⁴ Arts organisations are reflecting current practice for many creatives who maintain regular employment, or who have family commitments, but seek out flexible residencies and opportunities which can accommodate short-term intensive participation.

As outlined in the *Arts and Culture Programming Framework*, the ways we create, present and consume arts and culture are also changing and continue to change at a rapid pace. Aucklanders no longer need to visit a gallery or a museum to view painting when these experiences can be accessed digitally. Consumers can take virtual walking tours of New York street art, watch live streamed theatre, listen to symphonies on

²² This section is taken from the *Arts and Culture Programming Framework*, 2019, page 8

²³ See the website for the Whau Arts Broker <http://www.artsw Hau.org.nz> to get an overview of the numerous creative organisations, activations, and events taking place in the Whau Local Board area.

²⁴ Paula Morris in *NZ's national writer-residency organisation continues with an extended number of residencies in 2019*, Creative New Zealand News Blog, <http://www.creativenz.govt.nz/news/nz-s-national-writer-residency-organisation-continues-with-an-extended-number-of-residencies-in-2019>, 13 August, 2018 (access date 31/1/2019)

Spotify, and take art classes on You Tube, all from the comfort of their own homes.

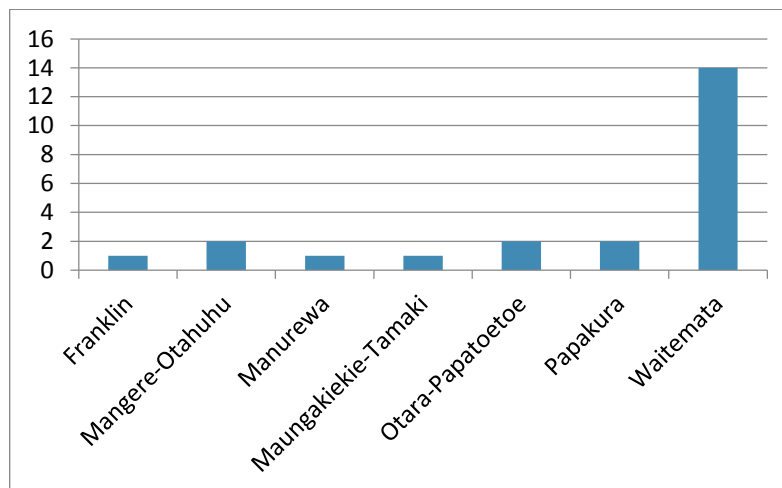
Arts and culture planners, particularly those based in facilities, will need to think radically outside the box to devise offerings that transcend (or at least enhance) home-based arts and culture consumption.²⁵

2.4 Arts and culture facilities

The data presented in this section shows the number and types of council-owned and council-operated facilities in both the Waitematā Local Board area and wider Auckland region. Council’s view is that overall, there are many facilities, with the highest concentration in the Waitematā Local Board area.²⁶ What kinds of arts and creative practice each council-owned facility in the Waitematā Local Board area is suitable for is outlined in the *Stocktake of arts and creative facilities and spaces, 2018* (see Appendix i:).

An initial stocktake of arts and culture facilities across the Auckland region was undertaken in 2015 as an input for the development of the *Arts and Culture Programming Framework*. This stocktake showed that council and the council-controlled organisations own and operate approximately 23 arts and culture facilities, over half of which are in the Waitematā Local Board area (see Figure 2: *Distribution of Council and CCO owned and operated facilities and venues*).

Figure 2: Distribution of council and CCO owned and operated facilities / venues



As noted above in 1.3.8 *Council’s role and position within the sector*, RFA facilities in the Waitematā Local Board include Auckland Zoo, Auckland Town Hall and Concert

²⁵ *Arts and Culture Programming Framework, 2019, page 9*

²⁶ *Arts and Culture Programming Framework, 2019, page 30*

Chamber, Auckland Art Gallery Toi O Tāmaki, Aotea Centre, Civic Theatre, Spark Arena, and Voyager Maritime Museum.²⁷ Studio One Toi Tū is the only council owned and operated arts facility in the Waitematā Local Board area that has local board oversight.

Adding council *supported* facilities (such as those leased out to trusts) to council *owned and operated* facilities, the estimated number of arts and culture facilities across the region is 107 (see Figure 3. below). Again, many of these are in the Waitematā Local Board area (n=26) and include Q Theatre, Opera Factory, Basement Theatre, Silo Theatre, Digital Art Live Interactive Space, Frank Sargeson Trust, Kinder House, Westpoint Performing Arts Centre, The Cloud, Viaduct Events Centre, and Western Springs Stadium who are funded as regional arts partners. The only council supported arts facility in the Waitematā Local Board area that is funded from local board LDI funds is The Auckland Performing Arts Centre (TAPAC). As the data below is from 2015, TAPAC is not represented in the graph and figures below.

Figure 3: Geographic spread of arts and culture facilities owned and operated or supported by council.

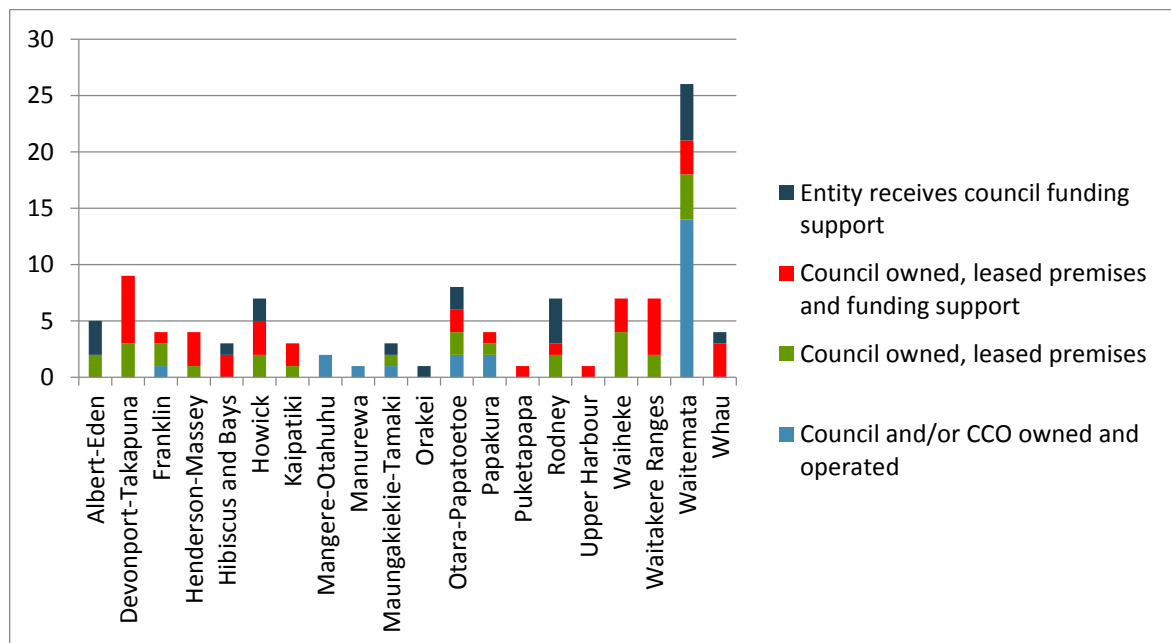


Figure 3. shows that in 2015 the Waitematā Local Board area had significantly more council-supported arts and culture facilities, in the region with more arts and culture facilities in the neighbouring local board areas: Devonport-Takapuna (n=9), Ōrākei (n=1), Albert-Eden (n=5), and Whau (n=1).

²⁷ Auckland council levies to the Auckland War Memorial Museum and the Museum of Transport and Industry under a separate act of Parliament.

2.4.1 Facility use by genre

Figure 4. below shows an estimated breakdown of artforms/genres from the stocktake.

Figure 4: Artforms of council-owned, operated, leased and supported facilities

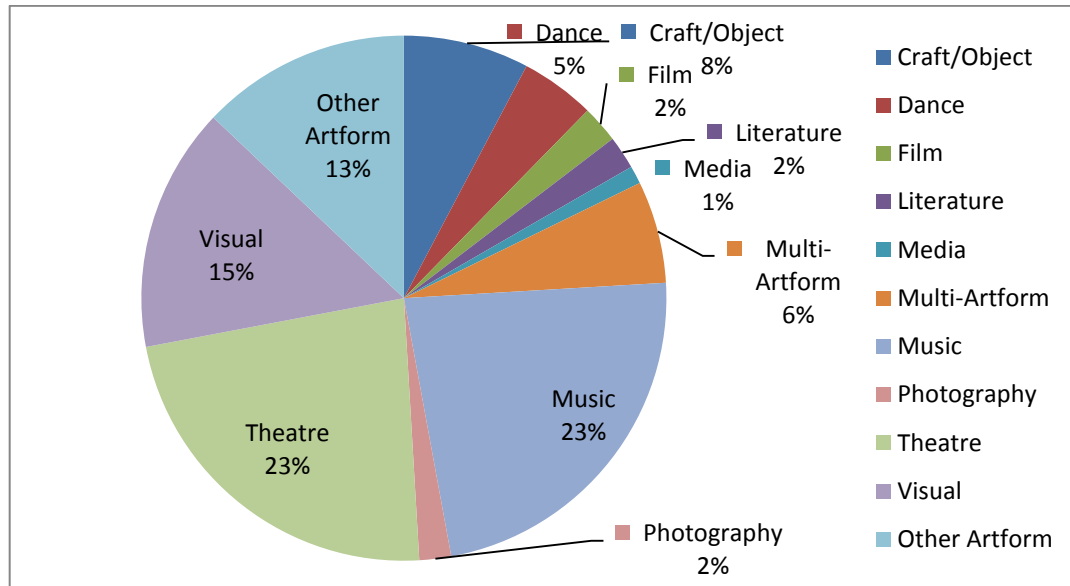


Figure 4. *Artforms of council-owned, operated, leased and supported facilities*, shows that council-supported facilities predominately support music, visual, and performing arts.

2.4.2 Facility visitors

Recent research from *Audience Atlas 2017*, undertaken by Morris, Hargreaves McIntyre, in March 2018, shows the number and market share of visitors to all types of arts and culture facilities and events across Auckland, offered by council and others in 2011, 2014 and 2017, is increasing in size and diversity of genre. This research shows an overall growth in attendance at arts and culture activities in the Auckland region.

Council collects data on audience reach and participation for arts and culture facilities that it owns, operates and supports.²⁸ It shows that nearly 70 per cent of visitors to arts and culture facilities are female, approximately 40 per cent are over the age of 55, and approximately 68 per cent are NZ European.

Visitors to these facilities do not match the demographic profile of the Waitematā Local Board area or the wider Auckland region. The data was a snapshot in time and

²⁸ This data is drawn from the *Community Facilities Network Plan, 2015*, page 12

was not representative of all facility users and visitors, but it is consistent with feedback from Aucklanders who tend to *not* use council-supported arts and culture facilities.

Many Aucklanders who tend to not use the facilities say that arts and cultural activities *are* desirable. Indeed, festivals associated with ethnic traditions (such as Pasifika Festival and Matariki) attract high levels of attendance from the associated communities. Aucklanders who are not generally engaged in arts and culture activities have indicated the desirability of 'pop-up' activations that occur outside of a gallery or performance space. Audience research for 'pop-up' activities shows a high proportion of underserved audiences (Māori, Pacific, Asian, youth, elderly and men).²⁹

In addition, an insight from research included in the *Arts and Culture Programming Framework* was that, visitors to arts and culture facilities do not reflect the diversity of Auckland, regardless of the diversity of content in those facilities. This means that the facilities in and of themselves can create a barrier to access for underserved communities, highlighting the need for arts and culture offerings outside of typical 'art gallery' settings.³⁰ Arts and culture offerings such as the Matariki, Diwali, Lantern, and Pasifika Festivals, along with the *Pop*³¹ and *Satellites*³² activations report higher attendance numbers from Auckland's diverse communities.

²⁹ This data is drawn from the *Community Facilities Network Plan, 2015*, page 12

³⁰ *Ibid.*

³¹ *Pop* is a series of participatory temporary public art projects that began in 2014.

³² *Satellites*, which began in 2016, was developed to highlight, celebrate and build audiences around diverse Asian art forms across the city through activations in public space.

Part three: Current community provision

3.1 Community services for west Waitematā

To achieve a cross-council approach, recent research being undertaken by the Service, Strategy & Integration (SS&I) unit at Auckland Council was reviewed. SS&I are currently working on a report regarding the provision and usage of community services in west Waitematā. Their preliminary findings show that when analysing venues for hire (which include Studio One Toi Tū), there is a potential under-provision of large spaces but that there is sufficient provision of medium and smaller spaces for hire.

SS&I have analysed utilisation data for venues for hire and have summarised their findings in *Utilisation of Venues for Hire – West Waitematā* (see Appendix iii). As illustrated in this document, Studio One Toi Tū is at the lower end of average usage in the area, with an overall average facility use of 27 per cent. This compares to an all Auckland average of 35 per cent and a Waitematā Local Board area average of 38 per cent.

3.2 Current provision: asset-based

In this section current community provision for the arts and creative industries in the Waitematā Local Board area is examined. For the scope of this report, these options are divided into 'asset-based' and 'non-asset-based'.

To better understand access to assets (spaces and facilities) for the arts and creative industry sector in the Waitematā Local Board area, a stocktake of affordable spaces and facilities inside the local board area was created. Facilities that are owned by council as well as non-council organisations are included.³³ The non-council organisations included businesses, trusts, clubs, churches and education providers.

Sixty-eight spaces and facilities, described in Appendix i: *Stocktake of arts and creative facilities and spaces, 2018* were identified. At the time of the stock-take (July-September 2018) there was a wide range of spaces and facilities available. These were suitable for desk-based work, noisy work, messy work, performance, and other creative activities.

In addition to the stocktake of affordable spaces and facilities the *Snapshot of arts and creative industries in Karangahape and Ponsonby Roads, 2018* (See Appendix ii) provides an indicative snapshot of the creative industries across the Waitematā

³³ Spaces leased out on the private market rate nor premier venues such as the Auckland Art Gallery, Spark Arena and The Civic have not been included.

Local Board area. The most relevant facilities for this report, along with several case studies, are discussed below.

3.2.1 Studio One Toi Tū³⁴

Located at 1 Ponsonby Road, Studio One Toi Tū is a unique facility in central Auckland. It has been operational as Studio One Toi Tū for four years but has existed for over 40 years as a hub for community arts, originally as Outreach then as Art Station.

Buildings

Studio One Toi Tū consists of a cluster of heritage buildings that once made up the central Auckland police station. The buildings include:

- The main brick-clad building with street frontage to Ponsonby Road (this building has two floors of studios, exhibition and workshop spaces available for hire)
- Villa at 1 Hopetoun Street, known as the Sculpture Studio, located behind the main building with street frontage to Hopetoun Street (contains small studio spaces, two working kilns and a hireable workshop dedicated to ceramic work)
- Several small brick police cells in the rear of the building that were converted to lockable studios in 2014
- The 'Brick House' in the rear of the complex which was converted into studio space in 2015
- An external toilet block area
- Open space behind the main building with limited parking, verandahs and small gardens (also an artist driven initiative)

Purpose³⁵

Studio One Toi Tū is a council owned and operated arts facility. Its purpose is to support vibrant, connected and liveable communities through the provision of arts, creative and cultural activities. It does this by working with individuals and organisations to generate and share ideas, activities, skills and practices in the arts, creative and cultural sectors. It also seeks to support artists and creative people actively pursuing successful, sustainable futures in the arts and creative industries.

³⁴ Information in this section is drawn from an interview with Studio One Toi Tū staff, 23/11/2018.

³⁵ Information in this section is drawn from *Artstation Strategic Direction, 2013- 2016*, pages 4,5

It has five key functions:

- Workshops and classes for adults and children
- Studio spaces
- Exhibition galleries
- Hireable spaces
- Shared equipment facilities

Memorandums of Understanding (MOUs)³⁶

Studio One Toi Tū has developed a series of Memorandums of Understanding (MOUs) with the aim of increasing use of the facility by a wider range of people and to strategically fill in access and participation gaps not covered by mainstream provision. Groups receive free use of exhibition and studio space throughout the year (if there is availability around revenue generating hireage of the facility).

Studio One Toi Tū currently holds MOUs with: Ngā Rangatahi Toa who support interdisciplinary arts activities with youth no longer in traditional education; Auckland Pride who help develop the mana of Auckland's rainbow communities; Toi Ora who assist people who have experienced/are experiencing mental health issues to access the arts; Tautai Contemporary Pacific Arts Trust, who are dedicated to the development of contemporary Pacific arts; CreativeMornings Auckland, the local chapter of an international breakfast lecture series; and scribbleAKL who support young creatives.

Current tenants³⁷

Current tenants and resident practices include ceramics and clay work, sculpture, creative writing, painting, photography, printmaking, scent, film, jewellery and tattoo.

Studio One Toi Tū currently has 10 studio spaces for long-term lease. These spaces include:

- Four previously uninhabited shared studios (converted storage areas) that are provided free of charge for the 11-month Creative Studio Residency, now in its fourth year
- Six spaces (three in converted police cells and three in a shared space in the Sculpture Studio) for emerging artists that are offered at a subsidised rate that have been tenanted for four years

³⁶ Information in this section is drawn from an interview with Studio One Toi Tū staff, 23/11/2018.

³⁷ *Ibid.*

Studio One Toi Tū has taken a strategic approach when it comes to the use of their spaces.

- Individuals new to the arts access Studio One Toi Tū through classes and workshops for children, youth and adults
- The Creative Studio Residency programme, now in its fourth year, provides studio space free of charge to emerging practitioners
- Six practitioners venturing into professional practice pay a subsidised rent for small studio spaces

These programmes reflect Studio One Toi Tū's intentional pathway for artists from entry level, to emerging practitioners, and practitioners venturing into professional practice.

Studio Space³⁸

Each year approximately 50 applications are received (predominately from Auckland) for the Creative Studio Residency programme, from which three to five are ultimately selected based on alignment between artists practice, how well their practice would complement/extend others in residence, and if their projects can be successfully supported through the networks and facilities available at Studio One Toi Tū. Conversations with Studio One Toi Tū staff confirm that the 50 applicants are usually narrowed down to a shortlist of approximately 10 who represent those at an appropriate stage in their practice to take up the residency. Many applicants represent hobbyists and those not suited to the requirements of a creative residency.

Studio One Toi Tū staff report that short-term intensive need for studio space is well supported through the current studio spaces and is reflected in the fluctuating interest/waiting list for the short-term studios. When analysing SS & I's *Utilisation of Venues for Hire – West Waitematā* (see Appendix iii) it can be confirmed that there is capacity in short-term spaces at Studio One Toi Tū.³⁹ The waiting list for the six small long-term studio spaces also fluctuates. In the past four years, 12 people is the highest the waiting list has been for the long-term studio spaces.

Sergeant's Flat

The Sergeant's Flat is located at 1B Ponsonby Road (next door to Studio One Toi Tū) with street frontage on Ponsonby Road. The property is council owned with eight long-term lease studios that are tenanted by established artists and arts organisations at a semi-commercial rate. The Sergeant's Flat is recognised as an element of the wider

³⁸ Information in this section is drawn from an interview with Studio One Toi Tū staff, 23/11/2018.

³⁹ A new business case for Studio One Toi Tū, with a focus on increasing capacity, is currently being developed.

Studio One Toi Tū creative precinct and tenants are selected based on their potential to meet the strategic vision and desired criteria for the creative precinct. Current tenants are therefore all artists or arts organisations making a broad range of contributions to arts and culture practice in the local area as well as the region. There is no one currently on the waiting list for the Sergeant's Flat.

Building condition

Although the main building interior was repainted in 2014, there is a need for investment to upgrade the main building and outbuildings, especially the Sculpture Studio which has high usage, residency and studio spaces, the window space, and the Sergeant's Flat – which are all in poor condition. Upgrades could include relining and insulation, painting, heating/ventilation systems, an increase in kitchen facilities, the addition of lockers, and major technology upgrades including security and wi-fi.

The buildings at 1 Ponsonby Road have been assessed by the Council Seismic Assessment Programme and have received a score of 28 per cent of New Building Standards (NBS), with a timeframe of 35 years to bring the buildings up to required standards.⁴⁰

3.2.2 The Auckland Performing Arts Centre (TAPAC)

TAPAC is a purpose-built performing arts facility owned by the Ministry of Education, with practice and performance spaces as well as a theatre which seats up to 120 attendees. TAPAC offers creative arts education and facilities for the residents in the Waitemātā Local Board area. Classes are designed to be affordable, inclusive and accessible. More than 180,000 people visit TAPAC and almost 100,000 Aucklanders visit to learn, rehearse and perform.

Established in 2003, as a result of a partnership between the community, Auckland City Council and Western Springs College, TAPAC is a registered charity and all profits go back into providing affordable performing arts programmes for the community. In November 2018, TAPAC entered an arts partnership with the Waitemātā Local Board.

The centre supports numerous smaller performance and theatre groups that benefit from reduced facility hire rates. It is a destination for the wider arts community and a platform for emerging performers and theatre works enabling progression to larger venues like Q theatre.

3.2.3 Monster Valley

Monster Valley, located behind St. Kevin's Arcade on Poynton Terrace, is an

⁴⁰ RE: *Earthquake-prone building (or part) status*, 28 May 2018, letter from Auckland Council Building Consents Department

independent arts and content creation agency who have been active for over eight years. Apart from commercial work, Monster Valley undertake a variety of activities and initiatives that support the emergent and established creative community centred around Karangahape Road. These activities are fully funded by the company's commercial work and include:

- Management of a collective workspace with six emerging artists and the office space for the Auckland Fringe Festival (\$60 a week)
- One Night Only art shows for emerging creatives
- Happy Hour, a weekly networking event for artists and creatives
- The Experiment, an annual large-scale music, art, and performance event live streamed to venues in Melbourne
- The SUPER 8 X 8 film challenge and film festival
- Hire of Super 8 film cameras, Super 8 film editing and developing services
- Providing short-term low-cost studio space
- *Black Lagoon*, a printed quarterly arts and culture zine "showcasing introducing and connecting our creative community"⁴¹

Monster Valley have a strong relationship with the Karangahape Business Association who have recently asked to have their communications included in *Black Lagoon*.

The emerging artists and creative practitioners who take part in the activities delivered by Monster Valley have exposure to senior practitioners working in commercially successful creative businesses. This form of industry/artist-led mentoring and community development generates a high level of trust, industry buy-in and creative freedom that is attractive to emerging and established creative practitioners and creates an environment that central or local government led initiatives are unable to replicate.

3.2.4 Makerspaces

Makerspace at Central City Library Tāmaki Pātaka Kōrero

Makerspaces are places where you can design, create and build objects like robots, apps, digital music and electronics using tools such as 3D printers, laptops, coders, circuit-boards and chemistry sets. Makerspaces are part of a global trend to create free, bookable spaces in libraries where people can access equipment and connect with others who have similar interests. The equipment available at Auckland Central Library is an Ultimaker2 3D printer, three Linux computers running open source software (e.g., Audacity, Openshot, Gimp, Blender), and a Singer Heavy Duty 4411 sewing machine.

⁴¹ *Black Lagoon*, Volume 8, December 2018

Tangleball

Tangleball is an Auckland-based "Makerspace" or "Hackerspace". They provide an inclusive space for creative people to collaborate and build their ideas, with the aim to nurture technical, social and artistic ideas. Tangleball is organised as a non-affiliated, non-hierarchical, self-organising, independent collective. They have a large workshop that allows for the collective use of tools, technologies and materials.

3.2.5 Transitional spaces

Transitional or meanwhile spaces are temporary, pop-up spaces that are available for a short-term. Many artists know of temporary spaces that arts and creative practitioners have used or are using. These spaces tend to be commercial or semi-industrial spaces artists use while property owners find new tenants or finalise plans for development.

A prime example is Te Tuhi's three year lease of the Parnell Train Station (discussed in 1.2.2 *Deputations from arts organisations*). Other examples have included Warehouse 6 and The Killing Room (both sites are now apartments), Ponsonby Central (now retail), and Britomart (now commercial).

Landlords are often resistant to letting artists or creatives make use of vacant property, due to insurance issues and other health and safety obligations and responsibilities. During the stock-take a number of vacant and under-used spaces were identified that owners felt could be used by arts and creative industry practitioners, but the owners were unsure of what this would entail.

3.2.6 Aotea Studios⁴²

The major redevelopment of the Aotea Centre in Aotea Square, will have an impact on the provision of space for the arts and creative industries in the Waitematā Local Board area. A two-phase redevelopment of the centre is currently underway. Phase-one is a redevelopment of the main building, facade and performance space. Phase-two, scheduled to commence in 2020, will build upon the existing arts precinct in and around Aotea Square (Aotea Arts Quarter), and will include:

- State of the art specialised studios for music, drama and dance
- Development, rehearsal and public performance spaces
- First-class digital recording facilities
- Convention spaces

⁴² Information in this section is from the Regional Facilities Auckland website, <https://www.rfa.nz/about-us/aotea-studios> (access date 3/12/2018)

- Office accommodation envisaged to become the permanent home for significant Auckland Arts organisations and be the base for other arts-related companies and practitioners

Robbie Macrae, director of Auckland Live, sees the development as having the potential to, “transform the Aotea Arts Quarter into a creative hub for generations to come.”⁴³ This development will complement the existing Aotea Arts Quarter, and increase the amount of fit-for-purpose performing arts spaces in the Waitematā Local Board area.

3.2.7 Tertiary organisations

The Waitematā Local Board area is home to the largest tertiary organisations in Auckland; The University of Auckland and Auckland University of Technology (AUT). Both institutions offer a range of arts and creative industry courses. The University of Auckland’s arts and creative offerings are concentrated in the Elam School of Fine Art, the School of Architecture and Planning, the School of Music and Dance Studies. At AUT most creative courses are delivered through the School of Art and Design. In addition to these large institutions, the Waitematā Local Board area is also home to Whitecliffe College of Arts and Design, the Media Design School, and the School of Audio Engineering – all offering courses at a tertiary level. These institutions have fit-for-purpose facilities and advanced technologies for student and faculty use, along with several public access exhibition spaces listed in our stocktake (see Appendix i: *Stocktake of arts and creative facilities and spaces, 2018*).

Although these facilities are primarily for student and faculty use, their facilities, spaces and technologies have an impact on the Waitematā Local Board area beyond the boundaries of the institutions. Many industry professionals and graduates retain close relationships with the tertiary sector through internships, mentoring, and guest lecturing, and these relationships can result in the sharing of spaces and resources.

3.3 Current provision: non-asset-based

In this section we review the range of non-asset-based services that currently exist for the arts and creative communities in the Waitematā Local Board area.

3.3.1 Arts and creative sector funding and development

⁴³ Robbie Macrae in Regional Facilities Auckland website, <https://www.rfa.nz/about-us/aotea-studios> (access date 3/12/2018)

There are several arts and culture agencies that fund and develop the creative sector. The major funders include: Ministry for Culture and Heritage, Creative New Zealand (CNZ), The New Zealand Film Commission, New Zealand On Air, SOUNZ, Arts Regional Trust, Te Mangai Paho, The Asia New Zealand Foundation, Foundation North, The Lion Foundation, The Wallace Arts Trust, and the Chartwell Trust. Auckland Council also delivers a regional arts and culture grants programme that awards grants to organisations to build strategic relationships, projects and business capacity.

The central government arts funding and development agency, Creative New Zealand, supports non-commercial projects in the following artform areas: craft/object, dance, literature, inter-arts, multi-disciplinary, music, Ngā Tōi Māori, Pacific arts, theatre, and visual arts.⁴⁴ Contributors active in these artform areas felt that the investment from agencies like CNZ are critically important to their success. At an individual practitioner level, their funding can be 'lumpy', which can put pressures on the ability of individual artists to meet on-going costs.

Based on Figure 1. *Creative employment shares by sub-sector in Auckland, 2016*, funding from CNZ is directed at approximately 16 per cent of creative industry employees, those working predominantly in the visual and performing arts. Other sectors of the industry receive support from funders such as The New Zealand Film Commission or New Zealand On Air. A large portion of the arts and creative industries such as design and creative digital content operate in commercially sustainable business models without central or local government support.

The Ministry of Culture and Heritage, Creative New Zealand, New Zealand Film Commission and New Zealand on Air are specifically mandated to use government funds to develop creative practitioners. As noted in the *Arts and Culture Programming Framework*, council's role is to meet the current and future arts and culture needs of Auckland residents, and increase resident participation in the arts.

3.3.2 Tertiary education: mentoring, networking, internships

As mentioned in section 3.28 *Tertiary organisations*, the Waitemātā Local Board area is home to the largest tertiary institutions in the city that provide courses in the arts and creative industries. In addition to the technologies and facilities these institutions offer, the tertiary sector also provides mentoring, networking, and internships that connect their students with the artists and the wider creative industries. As primary sources of emerging creative talent, one of the tertiary institutions' key roles is to prepare emerging practitioners to successfully enter the arts and creative industries.

⁴⁴Creative New Zealand's website. <http://www.creativenz.govt.nz/find-funding> (access date 4/12/2018)

Part Four: Arts and creative sector aspirations

This section is based on the findings of interviews, discussions and survey of arts and creative industry practitioners and leaders, see Appendix iv: *Arts and creative industry interview respondents - key points*. These contributors were from a broad set of creative industries sub-sectors, entrepreneurs, academics and government employees. The contributors ranged from those who worked independently or in collaboration with other independents, through to organisations with many staff.

The aspirations discussed below are organised into asset-based and non-asset-based aspirations.

4.1 Asset-based aspirations

4.1.1. Fit-for-purpose facilities for performing arts

A key issue identified by respondents was the desire for an increase in fit-for-purpose facilities for the performing arts. This includes rehearsal space, wooden sprung floors for dance and performance and spaces with tiered seating. The performing arts sector require specialist facilities, beyond the needs of visual artists who can work in a variety of spaces. The Aotea Studios (see 3.2.6 *Aotea Studios*) due to begin construction in 2020, will provide an increase the number of fit-for-purpose rehearsal, dance and performance spaces in the Waitematā Local Board area, and could potentially reduce the pressures currently being experienced by the performing arts sector.

4.1.2 Collective spaces, hubs

Another key issue respondents identified is the desire by many artists to work as part of a collective or co-working space to be more connected, inspired, and to ease the isolation of home-based or private studio practice. Some artists and creatives wanted to join or create new collectives but did not have the skills or connectivity to make this happen. Some respondents were also not aware of how to access collectives that already exist such as Strange Haven, Tangleball, The Workshop, Bizdojo, Raynham Park Studio, Comet Project Space, or Monster Valley (see Appendix ii: *Snapshot of arts and creative industries on Karangahape and Ponsonby Roads, 2018*).

4.1.3 Affordability

Another theme that emerged from our research was affordability of space. Many respondents noted that property values across the region have increased, driving rent increases in commercial and residential spaces. These respondents aspire to have affordable spaces for the arts and creative industries in the Waitemātā Local Board area. Respondents noted that collectives and co-working spaces are one way to alleviate cost pressures, as well as bringing other benefits described above in 4.1.2 *Collective spaces, hubs*.

4.2 Non-asset-based aspirations

4.2.1 Networks, hubs, umbrella organisations

Many interview respondents aspire to operate in a vibrant, well-connected sector with opportunities to nurture emergent talent. Respondents want to access networks, hubs, or umbrella organisations that foster collaboration, communication, knowledge sharing, mentoring, and support, especially for emerging practitioners.

Part five: Assessment of needs

Our review of creative industry sector aspirations provided us with insights into the current and future needs of the arts and creative industries. These can be grouped loosely into 'asset-based' and 'non-asset-based', as before.

5.1 Asset-based needs

The detailed review of Studio One Toi Tū (see 3.2.1 *Studio One Toi Tū*), the *Stocktake of arts and creative facilities and spaces, 2018* (Appendix i.), *Snapshot of arts and creative industries on Karangahape and Ponsonby Roads, 2018* (Appendix ii.), and *Utilisation of Venues for Hire – West Waitematā* (Appendix iii.), demonstrate that there is sufficient provision of council and non-council spaces for the arts and creative industries in the Waitematā Local Board area and that there are no gaps in provision. There are a diverse range of spaces, both within and outside council's portfolio that include spaces suitable for sound-based work, messy work, performance, media design, architecture, photography, digital content creation, game design, screen production, and other creative activities.

As noted above (see 4.11 *Fit-for-purpose facilities for performing arts*) the issues identified around fit-for-purpose facilities for the performing arts may be remediated by the construction of the Aotea Studios (see 3.2.6 *Aotea Studios*) set to begin in 2020.

5.1.1 Barriers to accessing space

Affordability

From our research, affordability emerged as a common barrier to accessing space for those working in the visual and performing arts sector. As mentioned above many practitioners are addressing high inner-city rents by working as part of a collective.

Knowledge

Although there are a wide range of low-cost spaces and facilities available through council and non-council organisations, many respondents did not know how to access these spaces. Even though extensive research was conducted to compile this report, it is expected that there are low-cost spaces in central Auckland that were not identified.⁴⁵ This highlights the need for a mechanism to centralise information

⁴⁵ Useful websites for finding space include Auckland Council's bookings (aucklandcouncil.govt.nz/parks-recreation/community-venues), a site advertising space for hire (sharedspace.co.nz), an events promotion site (eventfinda.co.nz) an information hub for the arts (thebigidea.nz) and an alternative arts

regarding available spaces and ease of access to this information.

5.2 Non-asset-based needs

5.2.1 Networks, hubs, umbrella organisations

In *4.2 Non-asset-based aspirations*, respondents desire for greater connectivity within the sector, and the need for support in the areas of collaboration, communication, knowledge sharing, mentoring, and support was noted. As stated in the *Arts and Culture Programming Framework*, the development and support of individual creative practitioners rests primarily with Creative New Zealand and other governmental agencies listed above (*Part 3: Current Community Provision, 3.2 Current provision: asset-based*). Council are focussed on enabling Aucklanders to participate in the arts and support the work of other agencies, bodies and collectives currently working in this space.⁴⁶

5.2.2 Space broker based at Studio One Toi Tū

This report has identified several service-based needs across the arts and creative sector in terms of access to space. These include:

- The need for a mechanism to centralise information regarding available spaces
- Support for artists and landlords to broker the use of vacant space
- Support for artists and creatives to connect with existing collectives

The creation of a space broker for the arts and creative industries in the Waitemātā Local Board could address the needs and barriers described above. The broker would be similar, in part, to the role currently being developed in Puketāpapa and Albert Eden Local Boards but would have an additional purpose. In the *Puketāpapa/ Albert Eden Shared spaces project*, the aim is to increase awareness, access and collaborative use of community spaces and establish systems and networks that will sustain use and inform further initiatives. The spaces broker would expand this role to the brokerage of vacant space in the Waitemātā Local Board area.

The concept of a space broker is part of an international movement aimed at activating underused space for arts and creative activity and is aligned with other national organisations such as Christchurch's *Life in Vacant Spaces*⁴⁷ and Wellington's *Letting Space*⁴⁸. Although there have been individual projects that activate vacant

and culture site (undertheradar.co.nz).

⁴⁶ *Arts and Culture Programming Framework*, 2019

⁴⁷ <https://lives.org.nz/>

⁴⁸ <http://www.lettingspace.org.nz/>

spaces in different local board areas (often using properties that Panuku Development Auckland own), at present there is no parallel organisation in the Waitematā Local Board area (or other local boards in Auckland Council) that connects the arts and creative sector with landlords to broker the use of vacant space for creative outcomes.

Given the limited staff resource at Studio One Toi Tū, and the reported underuse of its spaces, it would be recommended that the broker be based at Studio One Toi Tū. Being located at this site would allow this role to undertake the activities listed above with an emphasis on increasing access and use of council's existing arts facility.

Part six: Conclusions

As part 1.3 *Legislative, strategy and policy context* demonstrates there is strong support for arts and culture in council's policy and strategic frameworks and in the Waitematā Local Board plan. The *Arts and Culture Programming Framework* notes that council's focus is on participants and consumers of arts and culture activities, with artist development being led by central government.

The Waitematā Local Board has the highest concentration of arts and creative sector employees nationally (approximately 5,000 creative businesses).⁴⁹ Coupled with a high concentration of arts and culture facilities, the Waitematā Local Board area contains a vibrant central city district with creativity at its heart.

In response to rising rents in the central city, creative collectives, makerspaces, and transitional spaces are emerging in the Waitematā Local Board. These collectives reduce overheads, but they also build connectivity and support for the arts and creative sector. Many collectives follow international trends to support emergent practitioners in artist or industry led models that exist outside of traditional educational, central or local government facilities.

Established arts organisations, such as the Michael King Writers Centre in Devonport, are reflecting current creative practice by creating short-term residencies and opportunities for the many creatives who maintain regular employment, or who have family commitments. This highlights the need for short-term studio space to support current creative practice.

An analysis of Studio One Toi Tū, together with research included in the *West Waitematā Community Provision* report, along with the *Stocktake of arts and creative facilities and spaces, 2018* (Appendix i.), and *Snapshot of arts and creative industries on Karangahape and Ponsonby Roads, 2018* demonstrate that there are sufficient spaces available for the arts and creative industries in the Waitematā Local Board area and that there are no gaps in provision.

Interview respondents from the arts and creative industries highlighted the need for greater connectivity, networks and hubs or umbrella organisations for those in the arts and creative sector, as well as the desire for fit-for-purpose facilities for the performing arts. The issue of affordability of space was also highlighted, with co-working and collectives being used as one strategy to reduce overhead costs and drive networking, connectivity and support.

Barriers to accessing available spaces include affordability and lack of knowledge

⁴⁹ *Creative Sector Snapshot 2017: Industry Snapshot for Auckland*. Ross Wilson, September 2017, Auckland Council Technical Report, 2017/203

and highlight the need for a mechanism such as a space broker to centralise information regarding vacant spaces and collectives, and support landlords to make spaces available.

Monster Valley is an example of new business models where creative studios are nurturing emergent practitioners and providing affordable studio spaces as a part of their business practice. However, these initiatives are currently dependent on business performance and the good will of the company directors. This creates a precarious future for the kind of support Monster Valley can deliver to emergent practitioners. There is an opportunity to direct council resources to this form of industry/artist led development, to ensure continuity of delivery and to enable an increase in participation.

Part seven: Recommendations

These recommendations express the views of Auckland Council.

This report identifies barriers for members of the arts and creative industries when accessing available space, such as affordability and lack of knowledge. It is recommended that the Waitematā Local Board consider these recommendations when making future decisions concerning the arts and creative industries:

- Create a spaces broker based at Studio One Toi Tū to centralise information regarding available spaces; to provide support for artists and landlords to broker the use of vacant space; and assist artists and creatives to connect with existing collectives
- Provide strategic support to industry/artist-led initiatives that network and nurture the arts and creative community, currently delivered by groups such as Monster Valley
- Explore ways to address issues of affordability in the Waitematā Local Board area

Part eight: Appendices

- Appendix i: *Stocktake of arts and creative facilities and spaces, 2018*
- Appendix ii: *Snapshot of arts and creative industries on Karangahape and Ponsonby Roads, 2018*
- Appendix iii: *Utilisation of venues for hire – west Waitematā*
- Appendix iv: *Arts and creative industry interview respondents - key points, 2018*

Appendix i: Stocktake of arts and creative facilities and spaces, 2018

This is not an exhaustive list of spaces suitable for arts and creative industry purposes. This list focuses on low-cost spaces and facilities in central Auckland.

Collectives and trusts

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|--|---|---|--|---|
| Art Studio Collective Citywise Baptist Church 8 Mt Eden Rd Grafton 02166265 | Church building and private management | Long term contracts | Low cost studio spaces to support artists and creatives in a collaborative setting. | \$60 - \$120 per week depending on the size of your work space | The Art Studio Collective is a creative work space for 16 -20 artists and creatives from full-time professionals to part-time hobbyist (in 90sq m of space). Mostly visual artists but they also had at the time of writing a jeweller and poet on site. |
| Toi Ora 6 Putiki St Grey Lynn | Arts Trust | Residencies, workshops, drop-in, exhibition | Visual arts, writing, singing and music | Free | A shared creative space for people in support of their mental health and wellbeing. Toi Ora Live Art Trust provides an array of visual arts, writing, music and recording classes and workshops that are tutored by professional practitioners with experience and/or an understanding of the issues surrounding mental health. A range of materials and resources are available. Members are able to explore their creative ideas in a supported environment alongside mentors and tutors. |
| Comet Project Space 249 Ponsonby Road Ponsonby info@cometprojectspac | Private | | | | Comet is intended to serve as a supportive, challenging, connective, discursive, and free space to connect with, support, and promote emerging artists, curators, and writers. Operating as a pop-up gallery we will apply an 'opening style' format, and utilise our non-traditional exhibition space as a dynamic site of experimentation |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|---|---|--|---|---|
| e.co.nz | | | | | and innovative ideas. |
| Tangleball 27 Edinburgh Street, Newton | Social enterprise | Regularly on Tuesday and Wednesday nights and at other times on occasion. | | Membership suggested payment \$15 per week. | Tangleball is a "Makerspace" or "Hackerspace" providing a place for creative people to collaborate on building their ideas. It provides a space where the community can work on projects, socialise or hold meetings for community groups. Tangleball's goals include becoming equipped with a wide variety of tools for members to use and training members on the safe use of tools to expand their skills. |
| Hum Salon 123 Grafton Rd Grafton 09 3744388 | Social Enterprise and part time café leased by the Falling Apple Charitable Trust | Open Friday-Sunday | 2 rooms primarily for meeting but also exhibiting and performing | Free | By bringing people together and facilitating interaction, promoting the arts in all areas and education in a relaxed space we believe it can contribute to a healthy social environment. |
| The Flagship at Sustainable Coastlines Madden St Auckland | Managed by Sustainable Coastlines leased from Panuku | Short term | Open plan room and deck | By negotiation | Room for hire for presentations, film, functions and performances. Special rates for not for profits or fundraising events |

Writers residences

Note some other facilities have writers in residence from time to time, for example Art Studio Collective and Studio One Toi Tu.

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|---|-----------|---|---|---|
| Frank Sargeson Trust Centre 25 Princes Street Auckland University Auckland Central | Leased from Council and managed by the Trust. | 12 months | Writers are selected after application to the Trust | Free. Also an annual stipend of \$20,000 and tenure through the Grimshaw Sargeson fellowship offers published New Zealand writers the opportunity to write full-time. | A writer's studio flat and gallery displaying avant-garde art, named the George Fraser Gallery. The flat on the upper floor accommodates artists visiting Auckland and the larger upstairs space is the home of a selected New Zealand writer for up to 10 months of the year. The trust's main aim is to support selected New Zealand writers. |

Clubs, cultural groups and churches

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|--------------------------|-----------------------------|--|-----------------|---|
| Old Folks Association 8 Gundry Street Newton | Incorporated society | Apply to exhibit or perform | Events, installation, music, performance | ? | Supports arts and cultural production, with a particular interest in performance and intergenerational cultural exchanges. Supports events where art practices, activities, research and thought retain a connection to being a community. The Association's goal is to establish an independent platform where some of the |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|--------------------------|--|---|---|---|
| | | | | | demands to excel; to develop a brand; to have a following; and to be new and extraordinary, can be set aside. |
| Auckland Unitarian Church 1a Ponsonby Rd Ponsonby 09 378 0112 | Church | Regular music events | Singing and music | N/A | Pipe organ and host Rafter's Music Club – multiple music styles, old and contemporary. |
| St Stephens 65 Jervois Rd Ponsonby 09 360 1728 | Church | Hire by the hour | Concerts and casual bookings | \$35-\$40 incl GST per hour for tenants \$55-\$60 incl GST per hour for casual bookings. | Halls for hire. Northern Hall suits occasions for approx. 200 people. Adjacent hall is perfect for groups of approx. 60 and a lounge is also available for smaller gatherings. |
| St Columbas Hall 92 Surrey Cres Grey Lynn 09 376 9119 | Church | Short term hire, potential artists space | Suitable for a range of activities. | Rates start at \$35 an hour but can be reduced for certain users. | Main church hall is used by various groups including the local school. There are several rooms off the hall that they are planning to upgrade into smaller work spaces that could be used on a permanent basis, possibly by an artist. 3 rooms are currently toilets when they really only require 1. |
| Auckland Methodist Central Parish Pitt St Auckland Central | Methodist Church | Short-term hire up to a week. | Community Hall, Theatre, Parlour and meeting room. Good availability Mon- | \$30 an hour commercial rates but negotiable for community groups | A range of groups use these facilities including professional theatre, choirs, folk musicians and community groups. Sundays are for church groups but other times are available and negotiable on price. |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|---------------------------------|-----------------|--|---|--|
| 09 3732869 | | | Sat | | |
| Societa' Dante Alighieri (Italian Society) 52 Hepburn Street, Freemans Bay 09 376 3853 | Leased from Council | Short-term hire | | | The Auckland Dante Alighieri Italian Society is part of the worldwide Società Dante Alighieri network. We bring you Italian language courses for adults and children, along with cultural events, fabulous food, topical lectures and discussions and a celebration of the Italian language and culture. |
| Dalmatian Cultural Society 10-14 New North Rd Eden Terrace 09 379 7680 | Owned by the Society | Short | Good availability in Ballroom and Members Lounge | \$600-\$2000 full day hire (10am-10am) \$50-\$100 per hour | Keeping alive Croatian culture and traditions including language, song, dance and music. Rooms available to hire on application |
| The Auckland Indian Association The Mahatma Gandhi Centre, 145 New North Rd Eden Terrace | Owned by the Indian Association | | 2 large rooms to hire with a 1500 capacity | | Cultural celebrations, education, health expos, and concerts are hosted at the Auckland Indian Association Inc. Mahatma Gandhi Centre |
| Alliance Francaise 9A Kirk Street Grey Lynn 09 3760009 | | | | | Alliance Française is Auckland's French language and cultural centre. Small venue that hosts classes and brunch but bigger events are arranged at other venues ie. French Film Festival |
| Auckland Hebrew | School, Administration | Day hire | School Hall – | \$400 per day | Available for performances and celebrations but subject |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|------------------------------------|---|--|--|--|
| Congregation and Kadimah School Greys Ave City 09 3732908 | buildings and Synagogue | | some availability | | to Jewish Religious and security conditions |
| Auckland Irish Society Fowlds Park, Morningside 09 846 7747 | Owned and managed by Irish Society | Short term. Many regular bookings but plenty of availability | Large function area with dance floor, bar, dining area and kitchen. Performance room with sprung floor for dance and modern acoustics for sound control | Starting at \$25 p/h up to \$150 per day. Functions are quoted depending on requirements | Keen to hire rooms to any performing artists and even regularly host open mic nights to promote and support artists. Performance areas upstairs and down have been recently upgraded. Full disability access. Close to NW motorway |
| Parnell RSC 139 Parnell Rise Parnell 09 3770828 | Owned by RSA | Good availability | | \$250 per night For function room with a bar | Situated in a block of business's and near residential so noise controls |
| Auckland Bowls Club 100 Stanley St Parnell 09 3735500 | Owned by the Bowls Club | Good availability for short term | Can host up to 120 people in a function room with a bar and kitchen. | \$600 per night | Apart from hosing bowls related functions, can also be used for parties, bands or other small performances. |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|--------------------------|----------------------|---|--|---|
| Ponsonby Bowls Club 105A Jervois Rd Ponsonby 09 3763313 | | Good availability | Can host up to 80 people with a bar and kitchen | \$500 for 3hours | Used for a range of functions and meetings with and without bowls. In a block of residential apartments so noise is limited |
| Grey Lynn RSC 3 Francis St Grey Lynn 09 3762909 | Owned by RSA | Limited availability | Regular entertainment including bands every weekend | \$150-\$250 per night to hire a function room. | Regularly hosts gigs and other entertainment. Some availability for private functions. Special rates for members. |

Performing arts

These venues are multiple purpose theatres that promote themselves as spaces for the performing arts.

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|--|---|---|--|--|
| The Tiny Theatre Garnet Station 85 Garnet Rd Westmere 027 4493953 | Privately owned Café and small performance venue | Short term | Some regular bookings but good availability | \$25 per hour or 25 per cent of the door for performances | Covert Improv theatre have a 14 week winter booking on Friday and Saturday nights but available at other times for performances, screenings or meetings. Capacity of 38. Will help with promotion through social media |
| Westpoint Performing Arts Centre Meola Rd, Western Springs | | 2 large spaces plus 4 breakout rooms. Inhouse Props | | \$165 per day. Evenings extra and subject to | Used regularly by a number of Auckland musical theatre and performance groups. Rooms can also be used by artists to create props, sets or even parade floats. |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|--|-----------------------------|---|---|--|
| 09 846 7693 | | dept | | availability. \$1200 per week for exclusive use | |
| Basement Theatre Lower Greys Avenue Auckland Central City 09 309 7433 | Council owned facility operated by an independent charitable trust | Curated seasons | Venue suitable for a wide range of arts and culture, such as drama, dancers, visual artists, poets, musicians, comedians. | 20 per cent +GST from the box office, a ticketing fee of \$2.65 per ticket sold and nightly VT charge are typically the only charges. | Two theatres, Visual Technician. They promote themselves as 'we take the risk out of staging shows and give artists a foot in the door of the performing arts industry by mentoring producers to writers' workshops, curatorial internships, and youth initiatives/ schools programme. |
| Cellar 313 Queen St Auckland Central Next to Q Theatre | Council owned facility operated by Q Theatre | | | | Being renovated. Currently used exclusively for the International Comedy Festival and outside the CF is used as a storeroom. |
| The Dojo Above 313 Queen Street | Council owned facility operated by Silo Theatre | | Rehearsal space | | Being refurbished. This has displaced a number of artists who are now without rehearsal space. Q Theatre trying to house them in the Cellar and Vault. |
| Q Theatre 305 Queen Street, Auckland Central City | Council owned facility operated by an independent charitable trust | Rangatira: capacity 350-450 | Flexi-form | Priority is to programme professional performing | Suitable for dance, drama, comedy, music and multi-media art events. |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|--|---|--|--|---|
| 09 309 9771 | | Loft: capacity 110+ | | arts companies. | |
| Silo Theatre 97b Mt Eden Rd Grafton 09 368 5958 | | Curated season of plays | | | |
| TAPAC 100 Motions Road Western Springs 09 845 9205 | Trust partnership between Auckland Council and Western Springs College | Theatre seats 100-160 Dance studio Dance, circus and performance studio Screen acting and photography studio Theatre studio | Fully operational theatres and support staff and equipment (e.g.: piano) | | Provides a unique, nurturing space for some of Auckland's most thriving arts companies including Massive Theatre Company, Touch Compass, Prayas Indian Theatre Company, Okareka Dance Company, PIPA and Marvellous Theatre Group as well as independent arts practitioners and community performance groups. TAPAC aims to make involvement in the performing arts accessible and affordable for those who would not commonly attend performing arts classes or productions. TAPAC's studios and theatre are available for rehearsals, performances, classes, weddings, workshops, seminars and community events. |
| Dorothy Winstone Centre Howe St Freemans Bay 09 307 4182 | Auckland Girls Grammar | Apply to exhibit or perform | Performances, concerts and cinema | Approx. \$950 - \$1700 per day with additional cost for use of technical equipment | The theatre has a 795 tiered-seating amphitheatre style auditorium. The stage is a sprung rimu stage covered with a black vinyl floor. It can be hired either on a half-hire basis for 353 seats for more intimate events, or on a full-hire basis for the full 795 capacity |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|----------------------------------|---|--|--|--|
| | | | | and support | |
| Ray Freedman Theatre Silver Rd, Newmarket 027 4196079 | Trust and Epsom Girls Grammar | Available for hire to professional and community. Also used by EGGS | Musical, dance and theatre performance | \$15 ph for a music room \$30 ph for a studio \$525 for full day in the theatre | A multi-purpose theatre and studio complex. The building comprises 5 studio spaces and well equipped 258 seat auditorium. Quality technical equipment, a qualified team of technicians and front of house staff, dressing rooms, foyer, kitchen and licensed bar. |
| Centennial Theatre 55 Mountain Rd Epsom 09 623 5408 | Auckland Grammar School | Apply to exhibit or perform | Performances and concerts | Approx. \$1100-\$1500 per day with additional cost for use of technical equipment and support | 360 seat theatre with 4 dressing rooms, foyer and breakout/function room. The theatre's proscenium stage includes a semi-circular removable thrust stage, which opens to reveal a 20-person orchestra pit. Used by many different performers and business's for promotion. |
| Ponsonby Primary School Curran St Ponsonby 09 376 3568 | Ponsonby School | | School hall. Limited availability due to regular bookings | \$22ph | Usually only booked to people connected with the school community. NYTC Youth Theatre Company regularly rehearse here. |
| Parnell District School 48 St Stephens Ave | Parnell School | | School hall. Limited availability due to | \$35ph | Usually only booked to people connected with the school community. |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|--|--|--|---|--|
| Parnell 09 3793008 | | | regular bookings | | |
| Empire Studios Community of Performing Arts 2 Bond St Arch Hill 021 777718 | Privately managed dance and performing arts space | Short regular classes and events | Good during the day before 3 and on weekends | \$20 per hour \$200 per day | 4 studios that are currently used for a range of dance and performance classes. Also available for casual hire. Interested in discussing other possible users such as bands or visual artists. |
| The Crystal Palace Theatre and The LAB Recording Studio 537 Mt Eden Road Mt Eden 0211185861 and 021933999 (LAB) | Privately owned. Book the theatre with Taylor - Theatre Manager | Short term | Good availability | \$1000 per day for the theatre and recording studio hire costs are variable | Used as a professional-level performance/ music venue with capacity of up to 700. There are also 6 recording studios in the basement managed by The LAB Recording Studio. |

Media and design

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|--------------------------|-----------------|--|---|---|
| Raynham Park Level 1, 145 K' Rd Auckland | Private business | Short-term hire | Visual arts exhibition and filming/ photography, design, music | Negotiated depending on the project | This studio supports artists through venture mentoring, design thinking, creative technologies, and most importantly an inspirational environment to both create, perform and exhibit within. |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|--------------------------|------------------------------------|---|--|--|
| 027 603 4224 | | | recording and performance | | |
| Strange Haven 281 K' Rd Auckland hello@strangehaven.co.nz | Private business | Residencies and short-term | Visual arts, writers, arts and crafts, workshops, developers, exhibition/launces, | Venue: Price on request Clubhouse: Koha or free Dungeon: Full Workbench: \$75 p/w | |
| Monster Valley 11 Poynton Terrace Newton 027 333 4072 | Private business | Workspace, exhibition, performance | Visual arts, music, publications | \$60 per week for small shared space. | An independent arts & content agency and promoter/developer of the local arts and culture community. Organises The Experiment Arts festival annually. Sub-leases space to 6 creatives. Auckland HQ for Super 8 movie makers. |

Music studios and venues

| | | | | | |
|--|---|---|--|----------------------------------|--|
| Room 94 8 Mt Eden Rd Grafton 021662657 | Church room that is privately leased and managed by Art Studio Collective | Short term | Good availability | \$15 per hour | 1 sound proof room that fits up 4 people with some equipment |
| Creative House 35 Scarborough Tce | Privately owned and managed venue for | Usually short term but longer term bookings | Good availability early in the week and weekends | \$70 for 4 hours. Full day rates | 3 rooms of various sizes available. Some gear included |

| | | | | | |
|---|---|---|--|-------------------------|--|
| Parnell 0223291690 | band rehearsal | can be arranged | but busy Weds-Fri | available | |
| DeBase Music Centre 31B Taylors Rd Morningside 09 8466266 | Privately owned and managed business for music lessons and rehearsals | Usually short term but longer term bookings can be arranged | Good availability during the week until 10pm | \$70 for 3 hours | 7 rooms of various sizes all equipped with music equipment such as drums, amps, microphones and mixers |
| Dogs Bollox 2 Newton Rd Grey Lynn 09 3781845 | Privately owned | Short term | Available for gigs | Free on open mic nights | Open mic nights for musicians to get a free chance to perform |

Gal
leri
es
an
d
mu
seu
ms

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources |
|--|--------------------------|--|-------------------------------|-----------------|---|
| Objectspace 13 Rose Road Ponsonby 09 376 6216 | Arts Trust | Exhibition, discussions, workshops | Curated collection | N/A | A public gallery dedicated to positioning craft, design and architecture within a range of cultural, economic and social frameworks, to provoke new assessments about works and practices. |
| Artspace Level 1, 300 K' Rd Newton 09 3034965 | Arts Trust | The exhibition programme is determined by the director and drafted 12-18 months in advance | | | A non-profit art institution located on K' Rd, dedicated to commissioning and presenting new ideas in art culture, as well as fostering critical debate and generating intellectual feedback at the intersection between contemporary art practices, exhibition making and critical thinking. Receives major public funding from Creative New Zealand |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources |
|---|--|---|--|--|--|
| Lot 23 23 Minnie St, Eden Terrace 09 974 4733 | Private business | Short-term hire | Performance and exhibition space, recording studio, film and photography studio | | Media production agency. Audio, lighting and video available in studios. |
| Kinder House 2 Ayr Street Parnell 09 379 4008 | Leased from Council but managed and run by independent trust | Short or medium term exhibitions | Small rooms available for artists exhibitions | | Built in 1857, Kinder House is one of Auckland's most notable Category A Heritage properties. There are several small rooms some which are devoted to the display of water-colours, photographs and sketches by John Kinder (1819-1903) but they welcome other temporary exhibitions for display. The property is also available for weddings, meetings, small musical performances and workshops. |
| MOTAT Great North Road Western Springs | Trust | By arrangement for professional purposes. | Filming and photography of historical machinery, vehicles, buildings and scenes. | Entry fee for private photography or filming. POA for professional purposes. | Available to hire as a set for film or photography. |

Educational facilities

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|--|----------------------------------|--|---|--|
| SAE 12 Heather St Parnell | Private education provider | Diploma and degree level courses | Film and music | Variable | Practical and industry-focussed education. |
| Media Design School 92 Albert St Auckland city | Private education provider | Diploma and degree level courses | Courses in Game Art, Game Programming, Graphic Design, Creative Advertising, Motion Graphics, Interactive Design, and 3D Animation and Visual Effects. | Variable | MDS Studios is a Business Accelerator Programme run by the Media Design School. Each year they accept 2-3 teams of graduates from the Game Development degree into the programme to incorporate their own game studio and develop a game title (or creative technology project) for commercial release |
| Browne School of Art BSA Gallery 194 Great North Rd Grey Lynn 09 378 8985 | Privately owned art school and exhibition space | Short to medium | Offers exhibition space, tutoring and support on application | Variable course fees. Exhibition space free for selected exhibitors | Our mission will be to offer outstanding, talented individuals and groups who have not as yet received due attention, the opportunity to showcase their work in a professionally run gallery space. |
| Circability Victoria Park 271 Victoria Street, Freemans Bay | Leased from Council on Campbell Free Kindergarten site | | | | Circability's aim is to build bridges and break down barriers, using circus as a medium to bring people together. Circus School provides services for those looking to have some fun, get involved in circus activities or develop a new skill set. Social |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|---|--|--|-----------------|--|
| | | | | | Circus pertains to the work we do as a charitable trust to create an inclusive society, for all ages and abilities. |
| George Fraser Gallery 25a Princes St Auckland Central | ELAM and University of Auckland | Curated exhibition | Exhibits work by Elam School of Fine Arts students. | N/A | Contemporary art attached to The Frank Sargeson Centre on Auckland University grounds. ELAM students, alumni and other emerging artists exhibited. |
| Elam Projectspace Gallery Ground Floor Main Fine Arts Building 20 Whitaker Place Auckland Central | ELAM School of Fine Arts | | | | Art exhibition space for ELAM artists |
| Whitecliffe College of Arts and Design 24 Balfour Rd Parnell 09 309 5970 | | Curated and full and part-time courses | Fine Art, Design, Digital Media; Photo Media, Fashion Design; Graphic Design; Arts Management and Arts Therapy | Variable | Some use of both on and offsite to exhibit students work |
| Frank Sargeson Trust Centre 25 Princes Street Auckland University Auckland Central | Leased from Council and managed by the Trust. | Long term | Writers are selected after application to the Trust | Free | A writer's studio flat and gallery displaying avant-garde art, named the George Fraser Gallery. The flat on the upper floor accommodates artists visiting Auckland and the larger upstairs space is the home of a selected New Zealand writer for up to 10 months of the year. The trust's main aim is to support selected New Zealand |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|--------------------------|------|---|-----------------------|---|
| | | | | | writers. |
| AUT Wellesley St Auckland central | | | Communications; Digital; Fashion; Industrial; Spatial; Textile | Variable course fees. | Exhibition spaces available on application to AUT |

Community centres and spaces

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|------------------------------|--|---|--|--|
| Ellen Melville Centre 1 Freyberg Place, Auckland, Central City 09 301 0101 | Owned and managed by council | Short-term hire | Music, film, acting and theatre, dance, visual arts | From \$19.20 off-peak for the small rooms up to a peak hours' rate of \$69 p/h for the Pioneer Women's Hall. | There are 5 rooms, capacities ranging from up to 25, to 205 people. |
| Studio One Toi Tū 1 Ponsonby Road, Ponsonby 09 376 3221 | Owned and managed by council | By the hour, 12 month residencies and long-term rentals. | Sculpture, creative writing, painting, photography, printmaking, s cent, film, jewellery, tattoo, and more. Not suitable for music events | Various, free-to low cost arrangements. | Studio One Toi Tū offers courses and spaces for beginners and experienced young people and adults to take courses, work, hold events and exhibit. As a creative hub/precinct, it is a place to produce, meet, exchange and learn amidst a wide range of creative activity. |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|--|-----------------|--|--|--|
| Grey Lynn Community Centre 510 Richmond Road West Grey Lynn 09 378 4908 | Owned by council but managed independently | Short-term hire | Music (limited hours), film, acting, dance and visual arts | \$20 p/h through to \$60 p/h. Social and regular use rates apply | Available to all members of the community. A range of children's and adult's classes are held here including arts and crafts. Main Hall capacity is 200 standing or seated theatre style. Suitable for performances, rehearsals, film screenings, dance and bands. Four other rooms of various sizes suitable for meetings, workshops and dance and drama classes. |
| Parnell Community Centre 545 Parnell Road, Parnell 09 379 2095 | Owned by council but managed independently | Short-term hire | Music, acting, dance and visual arts. Classes and meetings in smaller rooms. Limited availability | | Available to all members of the community. A large hall – the Jubilee Hall – has a stage and a number of other inter-connecting smaller rooms can create larger room/s. Generally booked out for quiet community activities like drawing, yoga and language classes plus church groups on the weekend, although hosts Battle of the Bands every two years. |
| Ponsonby Community Centre 20 Ponsonby Tce, Ponsonby 09 378 1752 | Owned by council but managed independently | Short-term hire | Music, acting, dance and visual arts | \$20-\$35 p/h, depending on size | The centre is a community hub with 5 rooms of various sizes, from 15 people through to 180 people. The PCC also manages the Leys Institute Hall. The Centre has new management set to revitalise and develop the programming to extend the range of classes and events offered to the community. |
| Freemans Bay Community Hall 52 Hepburn Street, Freemans Bay | Owned and managed by council | Short-term hire | Theatre, music recitals, drama, visual arts. | From \$27 off-peak in the small room up to \$69 p/h peak hours for the | There are high stage lights in the auditorium and 3 room sizes. The smallest holding up to 24 people, mid-sized room holding up to 50 people and 310 people in the auditorium |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|--|--|--------------------|-------------------------------------|--|---|
| 09 301 0101 | | | | auditorium | |
| Grey Lynn Library Hall 474 Great North Road 09 301 0101 | Owned and managed by council | Short-term hire | A stage | From \$39.20 to \$49.00 p/h | The hall holds up to 145 people. |
| Outhwaite Hall Cnr Park Road and Carlton Gore Road, Grafton 09 301 0101 | Owned and managed by council | Short-term hire | Music recitals, drama, visual arts. | From \$27.20 to \$34.00 | The hall accommodates up to 30 people. |
| Silo Park Cnr Jellicoe and Beaumont St Wynyard Quarter 09 600 1240 | Managed by Fresh Concept and owned by Panuku | Short term events, | Performing and visual arts | Contact info@panuku for hiring details | Silo 6 has an exhibition and performance space in between and around the Silos. Silo 7 is the for projections such as outdoor cinema. Space for markets including shelter for retailers which are well used by artists and creatives. |

Office/ desk space

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|---|--------------------------|-----------------|---|---|---|
| BizDojo Level 4 / 165 The Strand, Parnell 4 Williamson Avenue, | Private business | Short-term hire | Desk-based work, meetings and workshops | Day-rate \$39 + GST, \$399 + GST per month or \$699 + GST | Promotes themselves as suitable for co-working, entrepreneurs, creatives and start-ups. Resources and facilities include printers, meeting rooms, tea-coffee, howers, lockers, 24/7 access. |

| Name | Ownership and management | Term | Suitability and opportunities | Indicative cost | Resources and other notes |
|-----------|--------------------------|------|-------------------------------|-----------------|---------------------------|
| Grey Lynn | | | | per year. | |

Appendix ii: Snapshot of arts and creative industries on Karangahape and Ponsonby Road, 2018

This list is the result of a desktop investigation of the creative industries currently operating in the vicinity of 3 Ponsonby Road. This is not an exhaustive list, however, the 149 organisations listed below demonstrate the abundance and range of creative industry activity taking place on Karangahape and Ponsonby Roads. The majority of these organisations practice in market-rate premises.

Design

| Name | Number | Address | Category |
|----------------------------------|--------|------------------|--------------|
| Arrasco Paz Architecture | 78 | Pitt Street | Architecture |
| Daniel Marshall Architects | 472 | Karangahape Road | Architecture |
| Eclipse Architecture | 24 | Gundry Street | Architecture |
| Glamuzina Architects | 1 | Cross Street | Architecture |
| Koia Architecture | 8 | Beresford Square | Architecture |
| Matthew & Matthew Architects LTD | 63 | Pitt Street | Architecture |
| Bernau Architecture | 375 | Karangahape Road | Architecture |
| Moller Architects | 150 | Karangahape Road | Architecture |
| Plus Architecture | 150 | Karangahape Road | Architecture |
| Milieu Architecture + Design | 25 | Pollen Street | Architecture |
| Studio106 Architect | 28 | Ponsonby Road | Architecture |
| Herbst Architects | 80 | Macklevie St | Architecture |
| Arch Office | 47 | Brown Street | Architecture |

| Name | Number | Address | Category |
|-------------------------------|---------|------------------|------------------------------|
| Jessop Architects | 4 | Brown Street | Architecture |
| Malcolm Walker | 47 | Ponsonby Road | Architecture |
| Jones Architects | 62/2 | Randolph Street | Architecture |
| ASC Architecture | 17 | Maidstone Street | Architecture |
| RTA Studio | 54 | Pollen Street | Architecture |
| Matter Architects | 60 | College Hill | Architecture |
| Christian Anderson Architects | 17 | Prosford St | Architecture |
| Allan Taylor Architects | 264 | Ponsonby Road | Architecture |
| CorpStudio | 86 | Pitt Street | Creative Studio |
| Monster Valley | 11a | Poynton Terrace | Creative Studio / Collective |
| Oro Negro | 283 | Karangahape Road | Jewellery Design |
| Buildmedia | 503/150 | Karangahape Road | Media and Design |
| Sills van Bohemen | 150 | Karangahape Road | Media and Design |
| Dow Goodfolk | 7 | Abbey Street | Media and Design |
| GardyneHolt | 196 | Great North Road | Media and Design |
| PixelPush | 183 | Karangahape Road | Media and Design |
| Studio Q | 16 | East Street | Media and Design |

| Name | Number | Address | Category |
|-----------------------|--------|--------------------|------------------|
| AllTeams | 214 | Karangahape Road | Media and Design |
| Bocapa | 214 | Karangahape Road | Media and Design |
| Brother Design | 7 | Abbey Street | Media and Design |
| Curious Design Agency | 150 | Karangahape Road | Media and Design |
| Spaceworks | 150 | Karangahape Road | Media and Design |
| EnergyLight | 150 | Karangahape Road | Media and Design |
| Sugar & Partners | 8-10 | Beresford Square | Media and Design |
| Media Blanco | 150 | Karangahape Road | Media and Design |
| Material Creative | 6 | Ponsonby Road | Media and Design |
| Cluster Creative | 30 | Ponsonby Road | Media and Design |
| SHOUT | 1 | Franklin Road | Media and Design |
| McKinney+Windeatt | 10/2 | Collingwood Street | Media and Design |
| Supply | 28b | Ponsonby Road | Media and Design |
| 20/20 Design Group | 65/67 | Ponsonby Road | Media and Design |
| Sanders Design | 2 | Newton Road | Media and Design |
| General Studios | 5 | Crummer Road | Media and Design |
| Tantrum Design Gall | 111 | Newton Road | Media and Design |
| Modern Design LTD | 82 | Ponsonby Road | Media and Design |

| Name | Number | Address | Category |
|--------------------|--------|------------------|------------------|
| Pixel Palace | 203 | Karangahape Road | Media and Design |
| Phase3 Creative | 41C | Crummer Road | Media and Design |
| Butcher & Butcher | 165 | Ponsonby Road | Media and Design |
| Fargo Design | 1 | Beaumont Street | Media and Design |
| Seventy Six Design | 14 | Jervois Road | Media and Design |
| Izzard Design | 88 | College Hill | Media and Design |
| Nick Von K | 203 | Karangahape Road | Media and Design |
| Graham Shirley | 238 | Karangahape Road | Media and Design |
| KAMP Studio | 444 | Karangahape Road | Media and Design |

Screen Production

| Name | Number | Address | Category |
|----------------------|--------|------------------|----------------|
| Your Fix TV | 2L/238 | Karangahape Road | Film and Video |
| Showdown Productions | 19 | Richmond Road | Film and Video |
| RPM Pictures | 195 | Ponsonby Road | Film and Video |
| Digital Masters | 3/55 | Macklevie St | Film and Video |
| The Sweet Shop | 4 | Gundry Street | Film and Video |

| Name | Number | Address | Category |
|---------------------------------|--------|------------------|-------------------------------------|
| Alex Lewis Production | 19 | Pollen Street | Film and Video |
| Studio Local | 203 | Karangahape Road | Film and Video |
| Umbrella Films LTD | 1/106 | Karangahape Road | Film and Video |
| Great Southern Film+ Television | 4 | Galatos Street | Film and Video |
| Omicron Intelligent Video | 10 | Galatos Street | Film and Video |
| MediaWorks | 239 | Ponsonby Road | Radio / Publishing / Film and Video |

Digital Media

| Name | Number | Address | Category |
|----------------------------|---------|------------------|---------------|
| Neromotion | 321 | Karangahape Road | Digital Media |
| Finlay Website Development | 205/105 | Karangahape Road | Digital Media |
| Yukfoo Animation | 214 | Karangahape Road | Digital Media |
| In Motion | 5 | Crummer Road | Digital Media |
| Fuman Design | 1 | Beresford Square | Digital Media |
| iDigital | 150 | Karangahape Road | Digital Media |
| Don Creative Ltd | 304 | Ponsonby Road | Digital Media |
| Red Spark Creative | 105A | Jervois Road | Digital Media |
| Wilson Media | 304 | Ponsonby Road | Digital Media |

| Name | Number | Address | Category |
|-----------|--------|----------------|---------------|
| Avero | 34 | Jervois Road | Digital Media |
| 7 Glyphs | 25 | Jervois Road | Digital Media |
| WebTorque | 35 | Ireland Street | Digital Media |

Music

| Name | Number | Address | Category |
|---------------------------------|--------|------------------|----------------------------|
| Raukatauri Music Therapy Centre | 15 | Surrey Crescent | Educational Facilities |
| The Actors Program | 283 | Karangahape Road | Educational Facilities |
| Audio Foundation | 4 | Poynton Terrace | Music - Collective / Trust |
| Wine Cellar | 183 | Karangahape Road | Music Studios and Venues |
| Whammy | 183 | Karangahape Road | Music Studios and Venues |
| Studio, the Venue | 340 | Karangahape Road | Music Studios and Venues |
| Verona | 183 | Karangahape Road | Music Venues |
| Grand Central | 126 | Ponsonby Road | Music Venues |

Publishing

| Name | Number | Address | Category |
|---------------------------|--------|------------------|------------|
| PQ Blackwell (Publishing) | 150 | Karangahape Road | Publishing |
| Express Magazine | 2 | Vermont St | Publishing |
| Remix Magazine | 67 | Ponsonby Road | Publishing |
| Milk Books | 150 | Karangahape Road | Publishing |
| Eye Magazine | 1 | College Hill | Publishing |

Radio

| Name | Number | Address | Category |
|---------------|--------|------------------|----------|
| KFM 106.9 | 179 | Karangahape Road | Radio |
| BASE FM 107.3 | 7 | Rose Road | Radio |

Spaces

| Name | Number | Address | Category |
|------------------|--------|------------------|------------------------------|
| Strange Haven | 281 | Karangahape Road | Collective |
| Tangleball | 27 | Edinbrugh St | Collective / Maker space |
| The Workshop | 37D | Crummer Road | Co-working office/desk space |
| Bizdojo Ponsonby | 4 | Williamson Ave | Co-working office/desk space |

| Name | Number | Address | Category |
|---------------------|--------|------------------|------------------------------|
| Symmetry Studio | 20 | Beaumont Street | Creative Studio |
| Thievery Studio | 2/203 | Karangahape Road | Creative Studio |
| Raynham Park Studio | 145 | Karangahape Road | Creative Studio / Collective |
| Comet Project Space | 249 | Ponsonby Road | Collective |

Visual Arts

| Name | Number | Address | Category |
|------------------------------|--------|------------------|------------------------|
| Art + Object | 3 | Abby Street | Art Auction |
| Tautai Pacific Arts Trust | 300 | Karangahape Road | Collectives & Trusts |
| Toi Ora Live Art Trust | 6 | Putiki St | Collectives & Trusts |
| Yoobee School of Design | 3 | City Road | Educational Facilities |
| Browne School of Art Gallery | 194 | Great North Road | Educational Facilities |
| Te Karanga Gallery | 208 | Karangahape Road | Galleries and museums |
| Mercy Pictures (Gallery) | 214 | Karangahape Road | Galleries and museums |
| Studio Space, 3 Art Studios | 221 | Karangahape Road | Galleries and museums |
| Karanga Ink Gallery | 238 | Karangahape Road | Galleries and museums |
| Dovetail Restorations Pop Up | 290 | Karangahape Road | Galleries and museums |
| Artspace | 300 | Karangahape Road | Galleries and museums |

| Name | Number | Address | Category |
|------------------------|--------|------------------|-----------------------|
| Bowerback Ninow | 312 | Karangahape Road | Galleries and museums |
| Michael Lett (Gallery) | 312 | Karangahape Road | Galleries and museums |
| Ivan Anthony | 312c | Karangahape Road | Galleries and museums |
| Melanie Roger | 444 | Karangahape Road | Galleries and museums |
| Mokopopaki (Gallery) | 454 | Karangahape Road | Galleries and museums |
| TUR Studio | 486 | Karangahape Road | Galleries and museums |
| Starkwhite | 510 | Karangahape Road | Galleries and museums |
| RM | 3 | Samoa House Lane | Galleries and museums |
| Anna Miles Gallery | 10 30 | Upper Queen St | Galleries and museums |
| Masterworks Gallery | 71 | Queen St | Galleries and museums |
| ART+OBJECT | 3 | Abbey Street | Galleries and museums |
| Black Asterisk | 10 | Ponsonby Road | Galleries and museums |
| Endemicworld | 62 | Ponsonby Road | Galleries and museums |
| FHE Galleries | 221 | Ponsonby Road | Galleries and museums |
| Fox Jensen McCrory | 10 | Putiki St | Galleries and museums |
| Objectspace | 13 | Rose Road | Galleries and museums |
| OREXART | 1 15 | Putiki St | Galleries and museums |
| Two Rooms Gallery | 16 | Putiki St | Galleries and museums |

| Name | Number | Address | Category |
|--------------------------------------|--------|------------------|-----------------------|
| Hopkinson Mossman | 19 | Putiki St | Galleries and museums |
| Tim Melville | 4 | Winchester St | Galleries and museums |
| Whitespace | 20 | Monmouth St | Galleries and museums |
| Monmouth Glass Studios | 36a | Monmouth Street | Galleries and museums |
| Haus of Flox | 13 | Great North Road | Galleries and museums |
| The Poi Room | 130 | Ponsonby Road | Galleries and museums |
| Smyth Galleries | 41 | Jervois Road | Galleries and museums |
| Muka Galleries and Muka Youth Prints | 68 | Ponsonby Road | Galleries and museums |
| Bijoux Gallery | 208 | Ponsonby Road | Galleries museums |
| The Grey Place | 37 | Scanlan Street | Galleries and museums |
| Red Photography | 17 | Pollen Street | Photography |
| Otautahi Tattoo | 155 | Karangahape Road | Tattoo |
| The Tattooed Heart | 202 | Karangahape Road | Tattoo |
| Dreamhands Tattoo Studio | 307 | Karangahape Road | Tattoo |
| Sunset Tattoo | 4 | Cross Street | Tattoo |
| Two Hands Tattoo | 127A | Ponsonby Road | Tattoo |
| Auckland Tattoo Studio | 64 | Ponsonby Road | Tattoo |

Appendix iii: Utilisation of venues for hire – west Waitematā

| VENUES FOR HIRE 2017/18 per month | Auckland | Waitematā | Cox's Bay Pavillion | Freemans Bay Community Hall | | | | Grey Lynn Community Centre | | | | | Grey Lynn Library Hall | |
|---|---------------------------|-----------|------------------------|-----------------------------|---------------|-----------|----------------|----------------------------|-------------|-----------|-----------|---------------|---------------------------|-----------|
| | | | | Auditorium | Function room | Long room | Facility Total | Balcony room | Garden room | Main hall | Oval room | Richmond room | Facility Total | |
| Participants - average per month | 1,135 | 1,088 | 151 | 4,145 | 804 | 1,231 | 6,180 | 2,370 | 2,885 | 3,567 | 778 | 370 | 9,970 | 1,705 |
| Hours booked average per month | 108 | 116 | 40 | 163 | 88 | 104 | 355 | 163 | 198 | 235 | 126 | 83 | 805 | 102 |
| Utilisation % | 35% | 38% | n/a | 54% | 29% | 34% | 39% | 54% | 65% | 76% | 41% | 27% | 53% | 34% |
| Most popular activity type by hours booked | Programmes & Partnerships | Meetings | Private event | | | | Religious | | | | | | | Religious |
| Most popular activity type by hours booked % | 23% | 22% | 31% | | | | 25% | | | | | | | 30% |
| Most popular activity type by participant numbers | Religious | Religious | Fitness Sports | | | | Religious | | | | | | | Religious |
| Most popular activity type by participant numbers % | 29% | 24% | 48% | | | | 31% | | | | | | | 50% |

| Leys Institute | | | | Ponsonby Community Centre | | | | | | Studio One Toi Tū | | | | | |
|-------------------------|--------------|-------------|----------------|---------------------------|-------------|---------|-----------------|------------|----------------|-------------------|---------------------|----------------|------------------|------------------|----------------|
| Gymnasium | Lecture room | Supper room | Facility Total | Flora McKenzie | Freda Stark | Gluepot | Johnny Mitchell | Ponsy Kids | Facility Total | Meeting room 5 | First floor room 10 | Meeting room 6 | Workshop room 11 | Workshop room 12 | Facility Total |
| 1,763 | 727 | 120 | 2,610 | 208 | 1,768 | 315 | 1,271 | 999 | 4,561 | 302 | 671 | 145 | 235 | 194 | 1,547 |
| 175 | 95 | 25 | 295 | 43 | 176 | 52 | 121 | 150 | 542 | 87 | 121 | 69 | 67 | 65 | 409 |
| 57% | 31% | 8% | 32% | 14% | 57% | 17% | 40% | 49% | 36% | 29% | 40% | 23% | 22% | 21% | 27% |
| Special interest 65% | | | | | | | | | | | | | | | |
| Special interest 65% | | | | | | | | | | | | | | | |

Utilisation:

- 3 - High – more than 50% (more than 35hpm) 150hpm
- 2 - Med – 20%-49% (14hpm – 34hpm) 60-150hpm
- 1 - Low - less than 20% (less than 14hpm) 60hpm

note: average across the facility if more than one room

Appendix iv: Arts and creative industry interview respondents - key points

| Industry Sector | Key Points |
|--|---|
| | Affordability |
| <ul style="list-style-type: none"> • Arts Development • Design • Fashion • Community Access • Music • Screen Production • Radio | <ul style="list-style-type: none"> • Nine respondents noted the high costs of rent in the central city. • Many described examples of artists, creatives and charitable organisations moving out of the central city due to rising costs. • Respondents also noted the episodic, project-based nature of fine arts funding. |
| | Networks / Collectives / Hubs |
| <ul style="list-style-type: none"> • Venue/facility management • Arts Development • Interdisciplinary • Visual Arts | <ul style="list-style-type: none"> • Seven respondents spoke about the need for increased networks, networking opportunities, collectives and hubs to support the arts and creative industries. • The need to be connected was viewed as especially important for emergent practitioners. |
| | Lack of rehearsal space |
| <ul style="list-style-type: none"> • Performing Arts • Business | <ul style="list-style-type: none"> • Five respondents spoke about the need for more fit-for-purpose space for the performing arts. • Respondents specifically noted the need for more rehearsal spaces with sprung wood floors for dance and movement arts, and spaces with tiered seating. |

| Umbrella organisations | |
|--|--|
| <ul style="list-style-type: none"> • Music and Audio • Music and Visual Arts | <ul style="list-style-type: none"> • Two respondents spoke about the need for umbrella organisations which could support the arts and creative sector with practical and technical support. • The need for lobby groups to support contractors was also noted. |
| Promotions / Marketing | |
| <ul style="list-style-type: none"> • Interdisciplinary | <ul style="list-style-type: none"> • One respondent spoke about the need for an increased capacity in the areas of promotions and marketing, especially for emerging creatives. |
| Music studio space for mentoring youth | |
| <ul style="list-style-type: none"> • Music | <ul style="list-style-type: none"> • One respondent spoke about the need for music studio space for mentoring youth in music performance, writing and recording. |
| Car parking | |
| <ul style="list-style-type: none"> • Screen Production | <ul style="list-style-type: none"> • One respondent spoke about the lack of carparking space, especially for large vans and trucks required for screen production. |