

LTCCP 2006-16 SUBMISSION

Submissions close on 5 May 2006

I wish to talk to the main points in my submission at the hearings to be held between Thursday 25 May and Wednesday 7 June 2006.

I am completing this submission:
On behalf of a group or organisation

Number of people you represent:
10

My submission refers to:
Full Version of the LTCCP

Page Number:
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I also want to respond to:

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Your Submission:

Do you have any comments on the major projects in our Draft Community Plan?

Do you have any comments on groups of activities (The activities and services the Council provides?)

Do you have any other comments or suggestions you want to make?

Christchurch City Council has long recognised the value of the arts in terms of their social, cultural and economic value. The arts are a tool for expressing our identity and showcasing our diversity, revitalising public spaces and attracting visitors. They make Christchurch a vibrant city and bring communities of people together and one of the most popular activities is music. The Christchurch City Council Survey of Arts Participation showed high participation rates in musical activity with 50% of the population participating in rock/pop/rap, 36% in classical/chamber/choral, 34% musical theatre, 32% band music, 27% jazz, 23% country/folk music.

The people of Christchurch love music. They love making it, performing it, and listening to it and many have forged successful national and international careers, for example Bic Runga, Hayley Westenra, Scribe, Julia Deans, Boh Runga, Anika Moa and bands Salmonella Dub, and Zed among others.

In recent years whilst other NZ cities have forged ahead with new initiatives to support the growth of their music industry, Christchurch has failed to deliver targeted support to the contemporary music sector and the local industry is suffering as a result with people leaving the region to access better support in other parts of NZ. This effects the creative output of related industries such as film and animation who rely on original music for their projects.

Christchurch needs to develop better support for contemporary music development as part of the Community Outcomes goals: A City for Recreation, Fun and Creativity. This goal aims to have 'everybody included in the creation and enjoyment of the arts' and have a 'culturally rich and diverse arts scene.' Christchurch is NZ's second biggest city and contains a significant proportion of people participating in contemporary music as a hobby or a career yet there is very little Council support for contemporary music compared with classical music organisations. To be "diverse" we need to start including contemporary music and developing similar support structures to other NZ cities.

**Your Submission
(Cont'd):**

In March 2004 the Mayor Garry Moore pledged his support for contemporary music at the Music Forum and also initiated monthly meetings facilitated by CCC to look at ways to support the music industry in consultation with the community. Other Councillors have also pledged support for Christchurch music at various times. A commitment to the growth of the contemporary music industry in Christchurch will reap numerous social, cultural and economic benefits for the city as a whole. The Draft Community Plan 2006 - 2016 needs to include contemporary music as well as classical music as a legitimate arts practice, one that is extremely popular given the Council's research findings and according to the Government's 'Creating Heat' strategy a significant vehicle for increasing NZ's export earnings.

Finally it is worth noting that at the time of this submission Wellington launched NZ Music Month 2006 and Auckland launched a range of activities as part of NZ Music Month as well. Christchurch has yet to undertake any NZ Music Month events outside of the already available Friday lunchtime series in the Square. Perhaps celebrating Christchurch produced music in 2007 - 2016 as part of the Draft Community Plan will be possible? Perhaps, like Wellington has done for the last few years, Christchurch will be able to provide \$1500 to artists/bands to make their music video in Christchurch? Perhaps like Auckland, Christchurch will be able to host A & R talent scouts? Maybe Christchurch musicians will feel supported to live in their home town and continue to make music until such time as they are ready for international touring. The numerous struggling Christchurch bands and artists currently living in Auckland would certainly like this option. Let's honour the efforts of artists like Bic Runga and all the NZ Smokefree Rockquest finalists from Christchurch over the past few years and develop better support and resources to help them go further in their careers. Let's start celebrating our music and let's help our artists and bands to stay in Christchurch and build career paths so we continue to build a diverse and vibrant city.

In support of this submission a funding application will be submitted later in the month to Christchurch City Council on behalf of CHART, a new Charitable Trust formed to create and advocate for an environment that ensures the sustainable growth and development of the Christchurch music industry.