

CASE STUDY: Creative NZ

overview

In 2003 the Local Government Act made local authorities responsible for the “cultural wellbeing” of their territories, in the same way that they had statutory obligations relating to environmental and resource issues.

problem

Creative New Zealand was asked to give a presentation to a national conference of local body political and managerial leaders, to outline what the responsibility for cultural wellbeing entailed and to provide examples of what could be achieved at a local level. The concepts to be communicated were complex, and needed to be made accessible to the audience – but this needed to be done in a creative, engaging manner, to ensure that the underlying message was not undermined: culture creates exciting opportunities.

solution

LTW collaborated with Creative NZ to design a multimedia presentation that employed environmental metaphors to explain concepts about the role of culture in a community. In addition, outcomes and feedback from audience members and stakeholders were incorporated into the presentation, tangibly demonstrating their ability to play in this new domain.

benefit

Elisabeth Vaneveld, Manager - Northern Arts Services, comments:

“As a public sector organisation, it is often important for us to communicate our strategic initiatives to various stakeholders. LTW helps us to convey these (often very complex) ideas with flair and creativity, to create understanding and build commitment.”

