



Draft Arts in Infrastructure Policy Insights Report

12 June – 10 July 2025



**Hamilton
City Council**
Te kaunihera o Kirikiriroa

Background

- Arts, culture and creativity play a vital role in shaping strong and prosperous cities, while also fostering cohesive, healthy communities and enhancing overall community wellbeing. Integrating creative elements into community infrastructure provides an opportunity to create a vibrant city and achieve important wellbeing outcomes for all Hamiltonians.
- Currently Council does not have a policy to guide how artwork and creative elements can be included in infrastructure projects. Council resolved to develop an arts in infrastructure policy at the 4 June 2024 Council meeting.
- The draft arts in infrastructure policy will ensure:
 - Council planning and investment supports and enables great outcomes for culture and the arts when building or upgrading infrastructure.
 - Infrastructure continues to be safe, reliable and works well for everyone.
- This consultation was live from 12 June – 10 July 2025.
- We received a total of **92 submissions** – from 83 individuals and nine representatives of organisations.

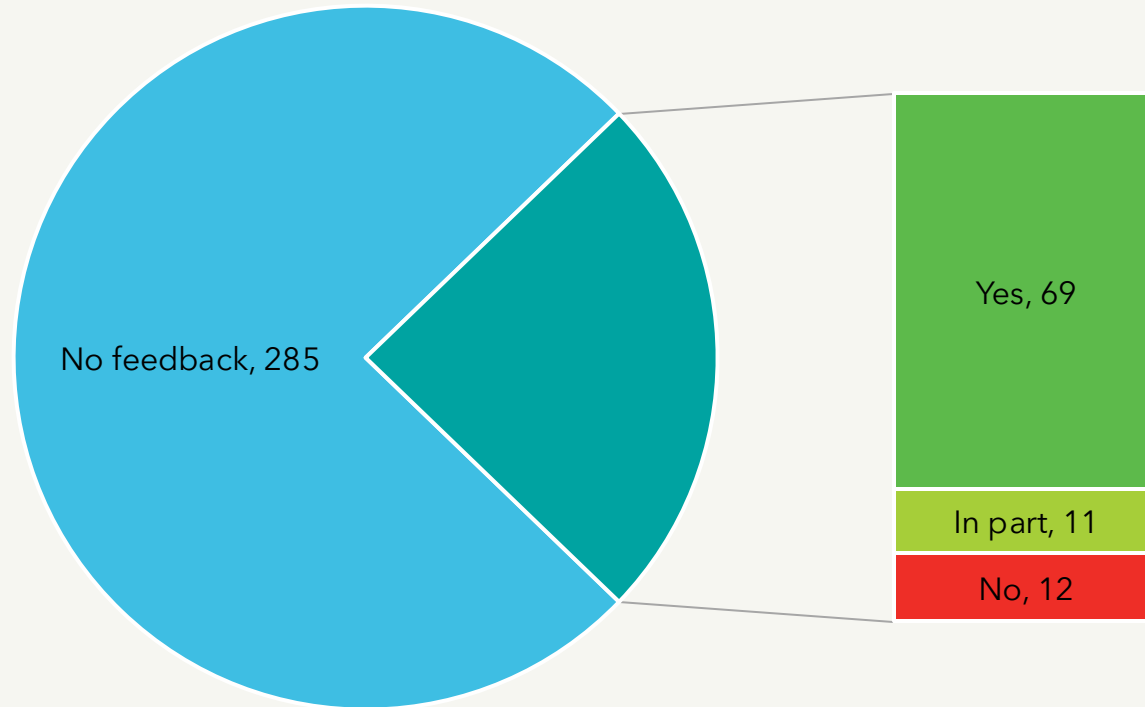
Processing feedback

- Respondents were asked one multi-choice question and had one free-text question where they could expand on their thoughts.
- The majority of our submissions were made through our online survey tool, hosted on Council's Have Your Say page.
 - Any emails or hardcopies were entered into our online survey tool.
 - There were no duplicate responses, i.e. no respondent made multiple submissions.
- Counts and percentages were calculated using Microsoft Excel. Text comments were grouped into themes.



Feedback snapshot

"Do you agree with Council's proposal to create an arts in infrastructure policy to guide how art and creativity can be included in public infrastructure projects?"



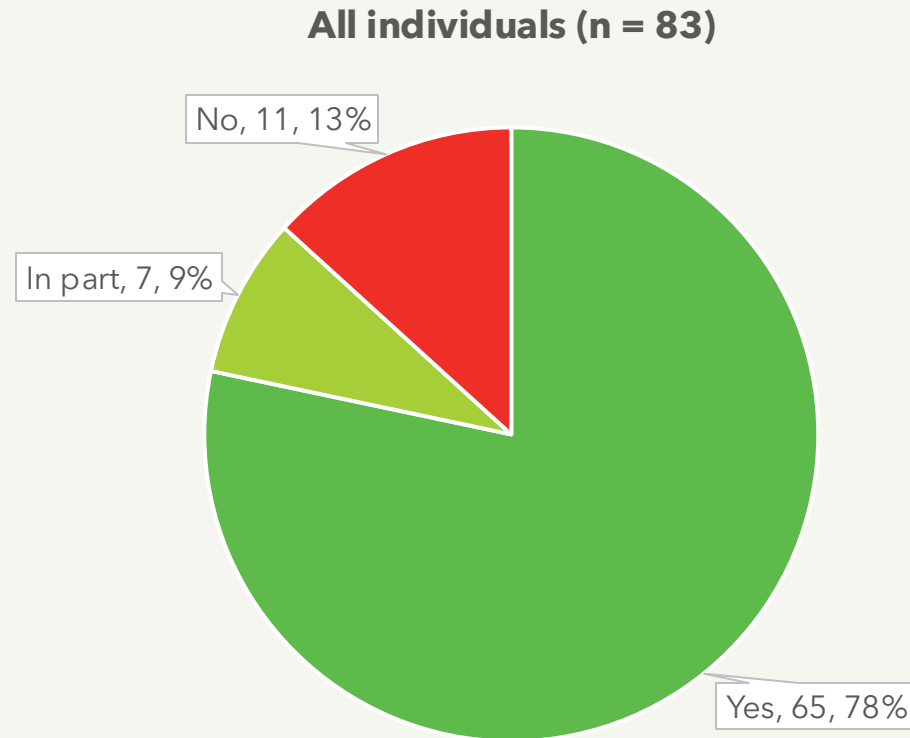
- 'No feedback' is the number of unique visitors to the survey page who did not create a submission. Each visitor is counted once, even if they visit the page multiple times.
- There is currently no equivalent measure for hardcopy submissions.
- Note that this measure does not offer demographics insight; we don't know much about those in the 'no feedback' group.

Submission insights

Individual responses

Individual responses

“Do you agree with Council’s proposal to create an arts in infrastructure policy to guide how art and creativity can be included in public infrastructure projects?”



Themes from individual responses

"Tell us the reason for your response"



Public art increases beauty, vibrancy and pride in Hamilton

n = 47

"Investing in the arts creates a city with a heartbeat. It shows that we care about how our spaces look and feel."



Diverse art is vital for a city's culture and identity

n = 20

"We need Buildings and civic spaces to inspire and up lift the character and identity of the city and its community."



Keen to see local artists prioritised and supported

n = 18

"Supporting local artists and creative industries is key to strengthening the city's cultural and social fabric. It's not just about visibility, but about creating real opportunities for involvement, work, and growth."



Public art fosters community cohesion and unites people

n = 15

"Art is an integral part of expressing a tangible sense of community and belonging."

Themes from individual responses

"Tell us the reason for your response"



1% budget allocation sounds about right/it's an appropriate amount

n = 14

"I think it's an excellent idea for HCC to have a policy around the deliberate inclusion of art in infrastructure projects from the beginning, and I think the 1% budgetary allocation should give loads of scope for this."



Public art is a nice to have; Council cannot afford this

n = 14

"This is a luxury which we cannot afford at the moment. We need to live within our means which means addressing the necessities only [...]. Ratepayers are sick of astronomical rises in rates with councillors saying they're unavoidable."



Public art promotes individual wellbeing and expression

n = 13

"Public art can be a long term asset. Public art enhances people's impression of a location and can improve feelings of wellbeing for many. Public art should be seen as highly valued infrastructure."



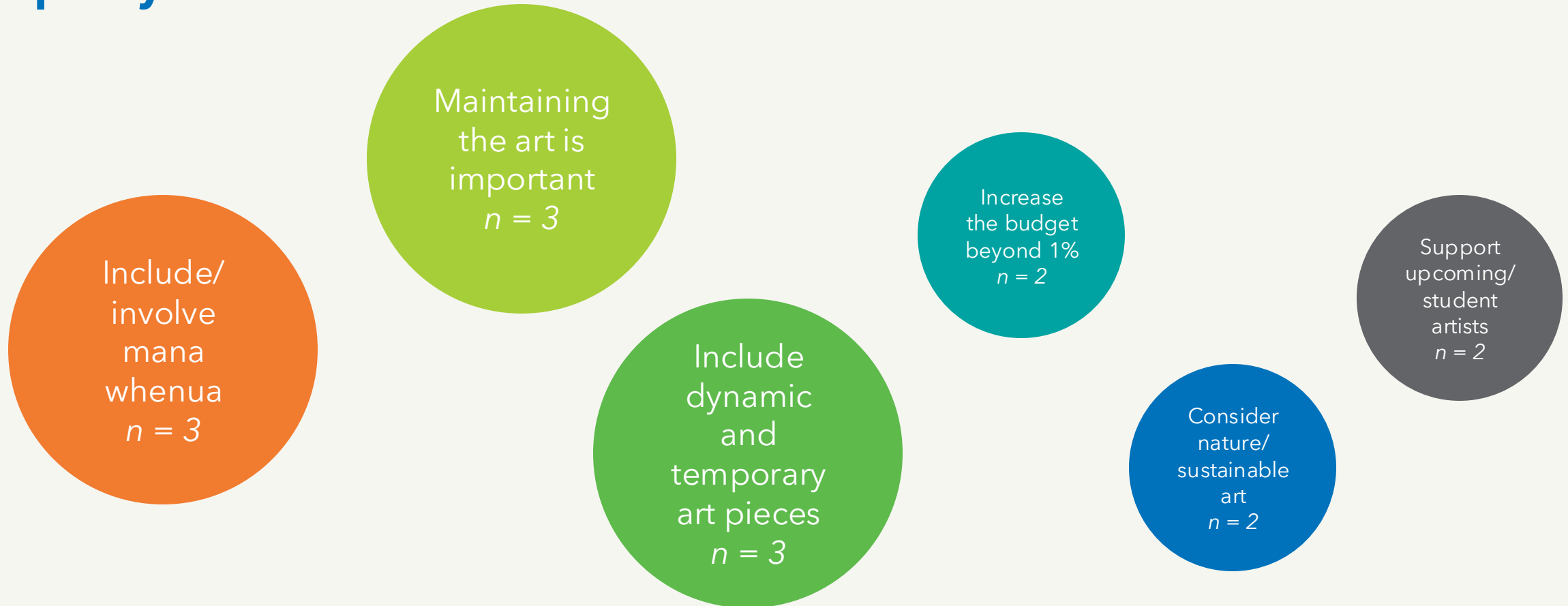
Policy would have economic benefits and bring in tourism

n = 7

"Cities that have considered and funded arts within the environment make them aesthetically pleasing and draw new citizens and visitors into the city. This also impacts on the financial viability of local business."

Themes from individual responses

“Tell us the reason for your response” - Suggested changes to the draft policy

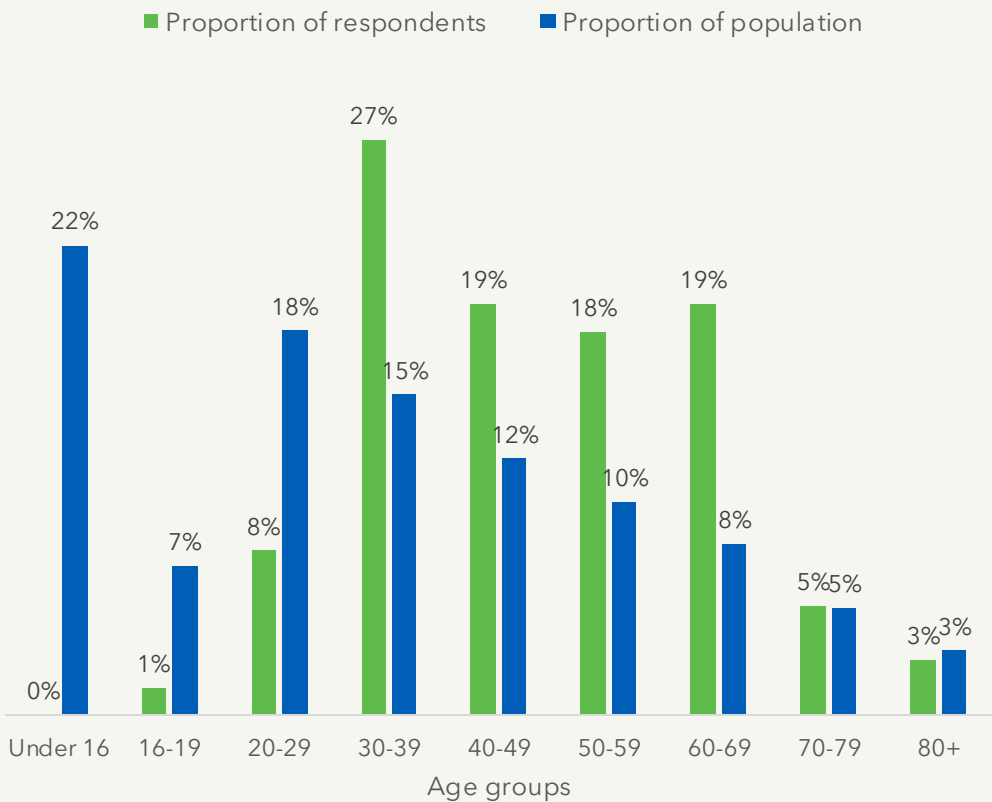


Key findings

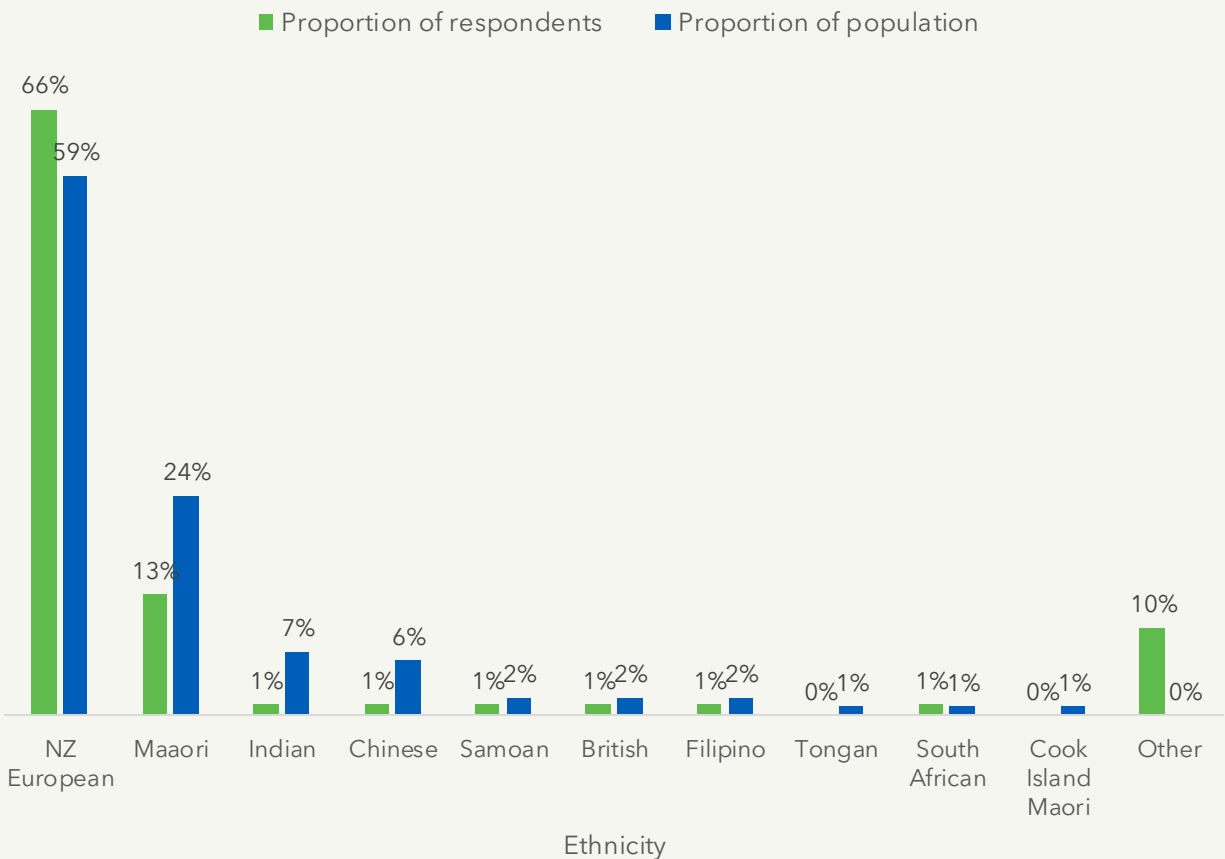
- We heard feedback from **83 respondents** writing as individuals.
- **Almost all respondents (89%) support or support in part Council's proposal** to create an arts in infrastructure policy to guide how art and creativity can be included in public infrastructure projects.
- **Respondents often mentioned the benefits of public art.** Respondents spoke to how art can increase the beauty and vibrancy of a space, as well as its impact on a city's culture and identity. Community cohesion, belonging, and expression were also listed as positives of public art.
- Decisions were split on the **financial impacts** of the policy. 14 respondents agreed that the 1% budget allocation sounded about right, 14 believed public art is a costly nice-to-have, and two were supportive of a greater budget allocation to art than the proposed 1%.
- Overall, respondents were **overwhelmingly supportive** of the policy, and excited by the thought of Hamilton having more art.

About our respondents

Age comparison



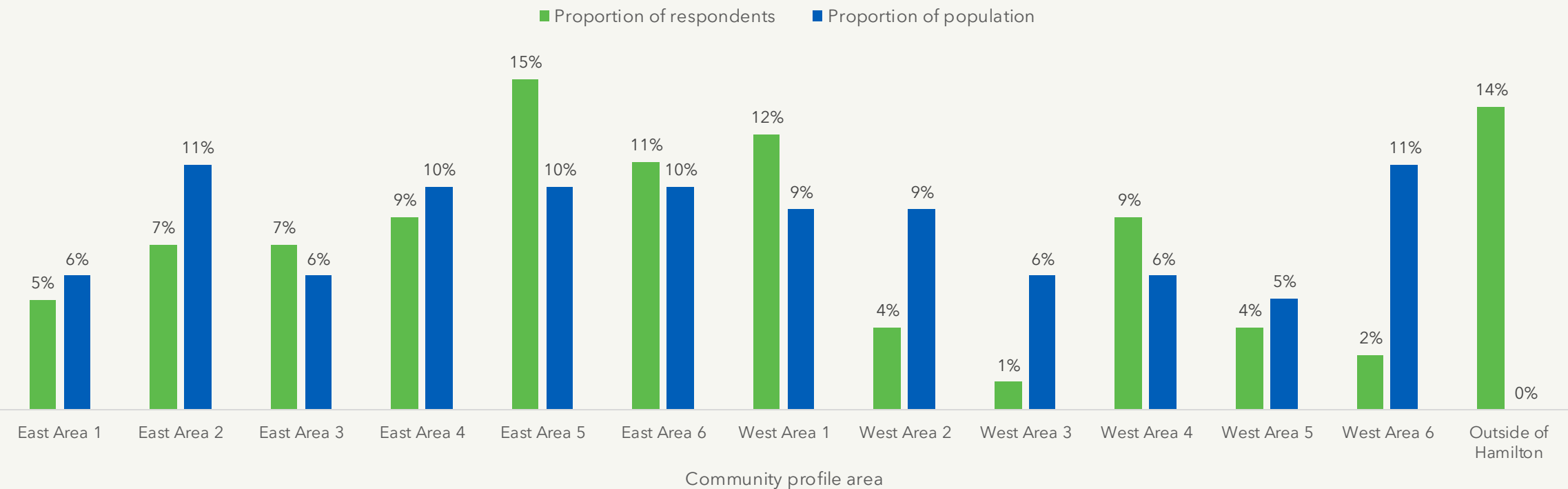
Ethnicity comparison



78 of the 83 respondents disclosed their age.
80 disclosed their ethnicity.
Respondents could select more than one ethnicity.

About our respondents

Area Comparison



East Area 1	Flagstaff	West Area 1	Avalon, Beerescourt, Forest Lake, Pukete, St Andrews, Te Rapa
East Area 2	Callum Brae, Huntington, Rototuna, Rototuna North	West Area 2	Crawshaw, Grandview Heights, Nawton, Rotokauri, Western Heights
East Area 3	Chartwell, Chedworth, Harrowfield, Queenwood	West Area 3	Aberdeen, Dinsdale, Temple view
East Area 4	Enderley, Fairfield, Fairview Downs	West Area 4	Frankton, Maeroa, Swarbrick
East Area 5	Claudelands, Hamilton East, Peachgrove	West Area 5	Hamilton Central, Hamilton Lake, Hospital, Whitiora
East Area 6	Hillcrest, Ruakura, Riverlea, Silverdale	West Area 6	Bader, Deanwell, Fitzroy, Glenview, Melville, Peacocke

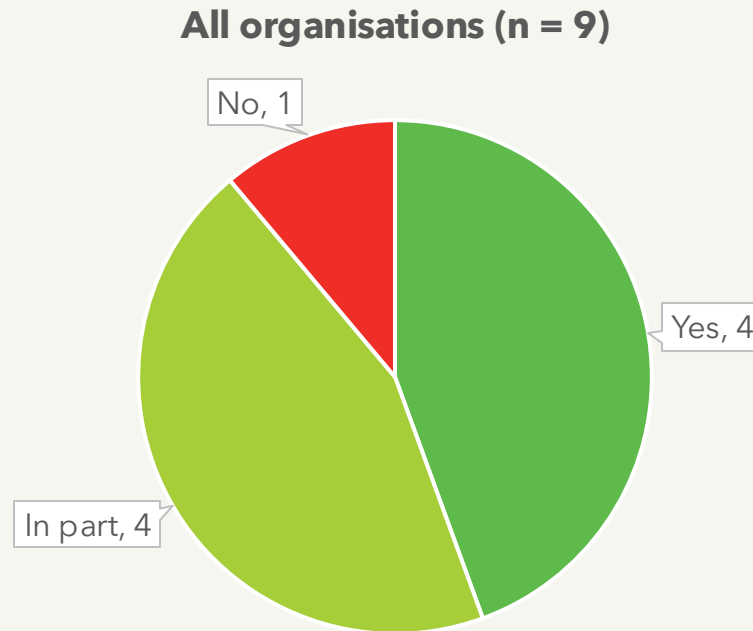
81 of the 83 individual respondents mentioned their location.
Of these, 70 live in Hamilton.

Submission insights

Organisation responses

Organisation responses

"Do you agree with Council's proposal to create an arts in infrastructure policy to guide how art and creativity can be included in public infrastructure projects?"



Organisation responses

Response by organisation

Organisation name	Preferred option	Organisation name	Preferred option
Creative Waikato	Yes, agrees with Council's proposal to create an Arts in Infrastructure Policy	Laree Payne Gallery	Agrees in part with Council's proposal to create an Arts in Infrastructure Policy
Disabled Persons Assembly (DPA) New Zealand	Yes, agrees with Council's proposal to create an Arts in Infrastructure Policy	Len Reynolds Trust	Agrees in part with Council's proposal to create an Arts in Infrastructure Policy
Hamilton Central Business Association	Yes, agrees with Council's proposal to create an Arts in Infrastructure Policy	Ngamurikaitaua	Agrees in part with Council's proposal to create an Arts in Infrastructure Policy
The Riff Raff Public Art Trust	Yes, agrees with Council's proposal to create an Arts in Infrastructure Policy	Waikato-Tainui	Agrees in part with Council's proposal to create an Arts in Infrastructure Policy
		TOTI Trust & others	Does not agree with Council's proposal to create an Arts in Infrastructure Policy

Organisation responses

"Tell us the reason for your response"



Art is a positive thing for Hamiltonians/general support for the policy

- Creative Waikato
- Disabled Persons Assembly (DPA) New Zealand
- Hamilton Central Business Association
- Laree Payne Gallery
- Len Reynolds Trust
- Riff Raff Public Art Trust
- TOTI Trust & others
- Waikato-Tainui



Establish guidelines alongside mana whenua for culturally-appropriate narratives and art pieces

- Len Reynolds Trust
- Ngamurikaitaua
- Waikato-Tainui



Ensure art pieces are accessible for all users

- Disabled Persons Assembly (DPA) New Zealand
- Len Reynolds Trust



Oppose the policy, seeking instead a single cohesive approach with a city-wide rebrand

- TOTI Trust & others

Organisation responses

"Tell us the reason for your response"

Most organisations spoke to concerns or suggestions for how art and artists are selected.

Communities that organisations would like to see uplifted by art and artist selection are:



Māori and mana
whenua

- Disabled Persons Assembly (DPA) New Zealand
- Len Reynolds Trust
- Ngamurikaitaua
- Waikato-Tainui



Established artists
and/or art panels

- MESH, via Laree Payne Gallery
- Riff Raff Public Art Trust



Takataapui,
LGBTQIA+ and
gender-diverse

- Disabled Persons Assembly (DPA) New Zealand
- Len Reynolds Trust



Young people

- Disabled Persons Assembly (DPA) New Zealand
- Len Reynolds Trust



Other minorities and
marginalised groups

- Disabled Persons Assembly (DPA) New Zealand
- Len Reynolds Trust

Key findings

- We heard feedback from **nine** respondents submitting on behalf of an organisation.
- **Most organisational representatives (n = 8) support or support in part Council's proposal** to create an arts in infrastructure policy to guide how art and creativity can be included in public infrastructure projects.
- Most organisations left suggestions for how artists and art pieces should be selected under the policy.
- Submissions often spoke to each organisation's niche area of expertise, and therefore widespread themes were not as obvious as in individual submissions.

Submission insights

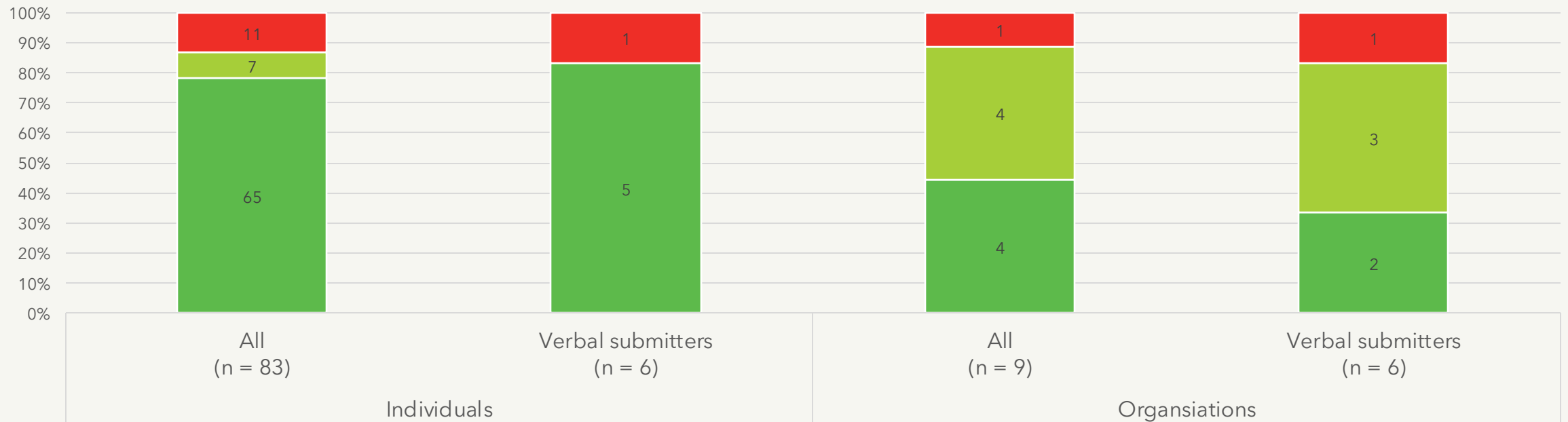
Verbal submitters

Verbal submitters vs all submitters

"Do you agree with Council's proposal to create an arts in infrastructure policy [...]?"

Responses by all respondents vs verbal submitters

■ Yes ■ In part ■ No



**note this comparison presents respondents who at the time of making their submission indicated interest in providing a verbal submission*

Engagement

Tactics + results

Engagement tactics

Art in everyday places

From buildings to bus stops, let's make room for creativity.

Our Draft Arts in Infrastructure Policy aims to integrate art into everyday public spaces - making Hamilton Kirikiriroa more vibrant, welcoming, and reflective of our community identity.

The draft policy encourages early planning and clever integration of art into infrastructure projects, using existing budgets.

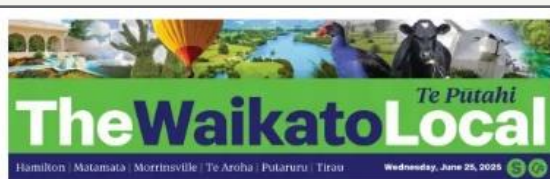
We're making space for creativity in our city - and we want your feedback.

Have your say on our Draft Arts in Infrastructure Policy.



Scan or visit
hamilton.govt.nz/haveyoursay

Feedback closes
10 July 2025



Hamilton brings art into heart of future building



Hamilton already knows some of the best public art in the country and now there are plans to make more.

Hamilton City Council is drawing up an official policy that will make public artworks a part of all future infrastructure and public building, integrating art into everyday public spaces.

Deputy Mayor Angela Cavanagh is leading the policy through the city's planning process.

"This is about making creativity one of the way we build Hamilton's future - making our infrastructure not just functional, but representative of who we are as a community," Cavanagh says.

"It's about opening doors and having the vision that when using the services in our city...

...that includes getting art into everything from buildings to bus stops, to bus shelters and to future schools, welcoming the art that's already in our city."

The draft policy is a response to a call by the public to make public art a part of all future infrastructure and public building, integrating art into everyday public spaces.

It encourages that artworks of the proposed design be allowed to include art in selected public infrastructure projects.

Council members and community will be invited to provide feedback on the draft policy and to help shape the final version of the policy.

"The policy is about making art part of the way we build Hamilton's future," Cavanagh says.

"It's about making the value of creativity in our shared spaces and making sure it's considered from the start of a project - not as an afterthought."

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Art in everyday places



Creative New Zealand > News and blog > Encouraging local government to champion creativity

Encouraging local government to champion creativity

01 Jul 2025

COMMUNITY ARTS NEWS



June 2025 Edition



The Bigger Picture

Art in everyday places

New Hamilton City Council 'Draft Art in Infrastructure Policy'

Calling all artists, art organisations, creatives and communities who want to see more art in our city!

Hamilton City Council has developed a 'Draft Art in Infrastructure Policy' to help guide how art and creativity can be included in public infrastructure projects - like walkways, bus stops, libraries, buildings, even art on roundabouts!

Arts and culture plays a vital role in helping to make our city more vibrant, it fosters healthy communities, enhances overall wellbeing and enables a sense of identity. Creative Waikato has been working behind the scenes with the council to help make this happen, now we need you to have your say!

[Read about the Draft Art in Infrastructure Policy here](#) ->

Have your say on the Draft Arts in Infrastructure Policy.

Feedback closes 10 July 2025

Visit hamilton.govt.nz/haveyoursay



Engagement results

Reached

Heard about the consultation

- Two newspaper advertisements
- One media release
- Front page in Waikato Local citywide newspaper
- Posters, digital collateral and messages distributed through libraries and external partners

Engaged

Sought more information

377 visits to our consultation page

Heard

83 individuals and nine groups provided feedback

What's next?



**Community
consultation**

12 June – 10 July 2025



**Hearings for
verbal submissions**

14 August 2025



**Decision
made**

18 September 2025



**Hamilton
City Council**
Te kaunihera o Kirikiriroa