



Cities of Migration

Webinar

## Raising the Curtain on Cultural Diversity: Integrating Inclusion into the Arts

- 1) Presentation by **Gareth Farry**, Business Manager, British Council New Zealand and **Ingrid Leary**, Country Director, British Council New Zealand, People in Your Neighbourhood (Auckland)
- 2) Presentation by **Julia Chan**, Artistic Director, Diaspora Dialogues (Toronto)
- 3) Q&A Moderated by **Kim Turner**, Maytree (Toronto)

*July 19, 2011*

*This webinar is co-hosted with*



*Note: Webinar recording will be available on the website: [www.citiesofmigration.ca](http://www.citiesofmigration.ca)*



●● BRITISH COUNCIL  
●● New Zealand

# Quick facts – Auckland 1

- The **Auckland metropolitan area** is the largest and most populous urban area in the country with 1,354,900 residents, 31% of the country's population.
- Auckland has the largest Polynesian population of any city in the world.
- 30% of the city are born outside of NZ.

## Quick facts – Auckland 2

- 188 ethnicities are represented in Auckland – the second most ethnically diverse city per capita in the World (per capita).
- In Maori Auckland's name is **Tāmaki Makaurau**, or the transliterated version of Auckland, **Ākarana**.

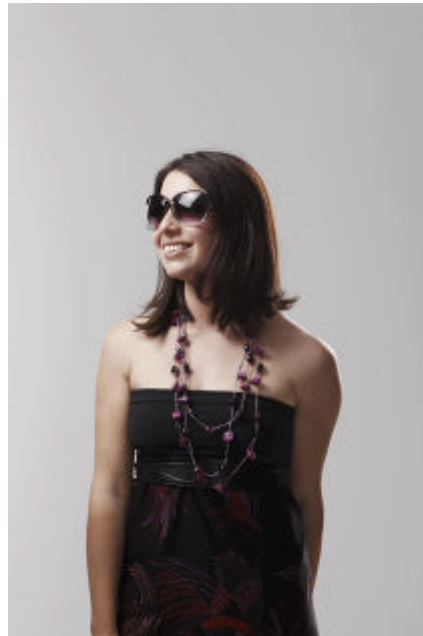
# Reasons for PIYN



- Mainstream media in NZ excludes non-English speaking content on the whole.
- Civic leaders & national arts organisations had expressed a desire to be more inclusive.
- With the help of UK talent & the British Council Asia network we were able to draw upon existing initiatives & experience.

# Community Contact

*Celebra*  
la diversidad  
**CULTURAL**



**PEOPLE  
IN YOUR  
NEIGHBOURHOOD**

AUCKLAND  
2009

BRITISH  
COUNCIL

*Celebra*  
la diversidad  
**CULTURAL**

CELEBRATE AUCKLAND'S CULTURAL DIVERSITY

**Urban Soul Orchestra (UK)**  
**Sunshine Soundsystem (NZ)**  
Yao from Red Dynasty  
Mixit Dancers  
Khaled El Shareif ساطشي  
Maite Elgueta Clavelle  
Kadambari कादंबरी

Mani Fagundes  
Daemang  
Lewani Vosasi  
Lo Key  
Brother J  
Kelly Kahukiwa  
Richie Setford  
Paul Bosauder

A SHOWCASE OF THE BEST CULTURALLY DIVERSE URBAN MUSIC AUCKLAND HAS TO OFFER 展示多元文化音乐


**AUCKLAND** March 12th | 8pm  
Transmission Room (R18)  
Mayoral Drive (off middle of Queen St)  
\$20 On Door (Includes P.V.V. CD)


**WGMAD** March 14th  
Brooklands Bowl  
New Plymouth  
Check: [www.wgmad.co.nz](http://www.wgmad.co.nz)

DEPT OF CULTURE  
BRITISH COUNCIL  
www.britishcouncil.govt.nz

# 오클랜드의 다채로운 문화 축제







## 오클랜드의 다채로운 문화 축제

CELEBRATE AUCKLAND'S CULTURAL DIVERSITY

<b>Urban Soul Orchestra (UK)</b>	Mani Fagundes
<b>Sunshine Soundsystem (NZ)</b>	Daemang
Yao from Red Dynasty	Levani Vosasi
Mixit Dancers	Lo Key
Khaled El Shareif <small>مهاشمي</small>	Brother J
Maite Elgueta Clavelle	Kelly Kahukawa
Kadambari <small>कादंबरी</small>	Richie Setford
	Paul Bosauder


A SHOWCASE OF THE BEST CULTURALLY DIVERSE URBAN MUSIC AUCKLAND HAS TO OFFER 奧克蘭多元文化節慶典

**AUCKLAND**

3월 12일  
오클랜드 시티  
Transmission Room 방  
8 시

**RICHMOND**

March 14th  
Brooklands Bowl  
New Plymouth  
Check: [www.worad.co.nz](http://www.worad.co.nz)



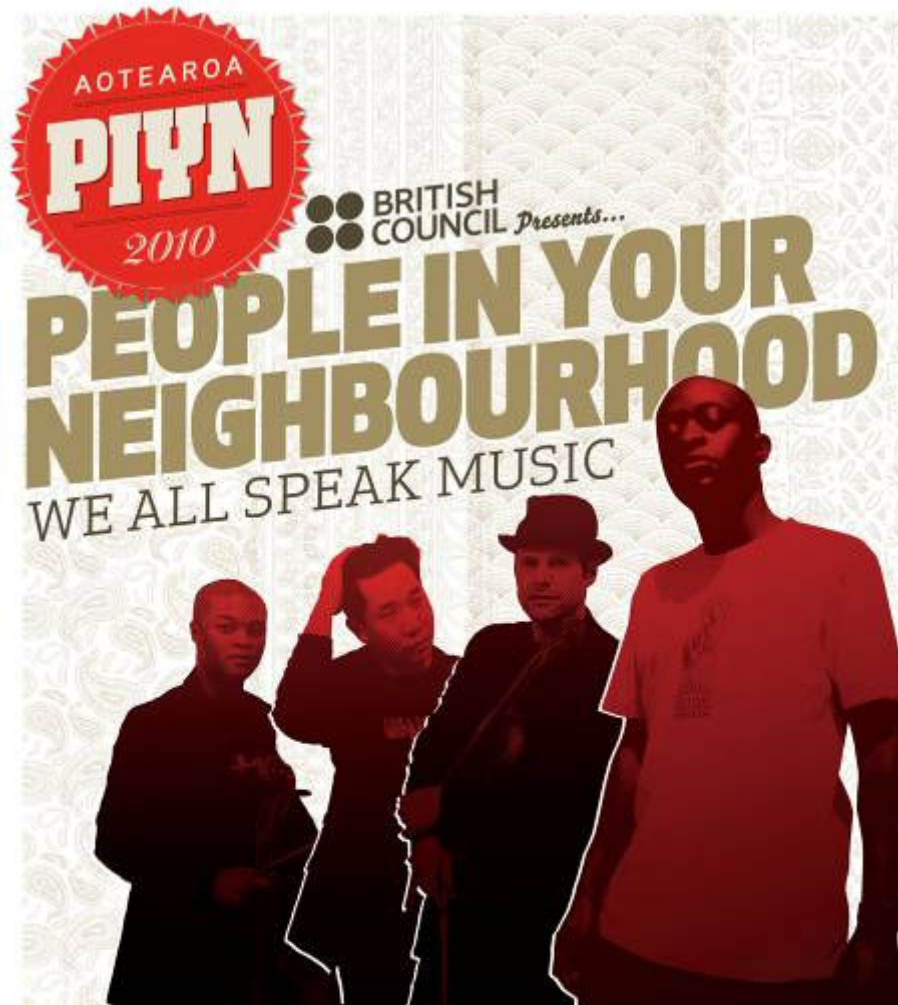
[WWW.BRITISH-COUNCIL.CO.NZ](http://WWW.BRITISH-COUNCIL.CO.NZ)

# Strategies 1

- Visit community venues / gigs & radio stations.
- Engage the artist to employ a friend to help with the translations & get their peers involved.
- Find stories from the artists that would make good media; especially emphasizing the opportunity to work with USO from the UK.

## Strategies 2

- Find Government or NGO support; more than just utilising their networks.
- Make the project Creative Commons.
- Developing an online resource – [piyn.net](http://piyn.net)



**CHARLIE DARK (UK) • URBAN SOUL ORCHESTRA (UK)**

Submariner, TaayNinh, Riki Gooch, Le Nuong, Isaac Aesili, Alda Rezerde, Mohawk Media, Cian, Rio Hemopo, Tommee T, Grmuva.

**AKL » MAY 8TH**  
CIVIC WINTERGARDEN  
QUEEN ST, AUCKLAND CITY

**TAUPO » MAY 13TH**  
ERUPT FESTIVAL  
THE CRATER ROOM, GREAT LAKE CENTRE

**WGN » MAY 15TH**  
OVERSEAS TERMINAL  
WELLINGTON WATERFRONT

PLEASE VISIT [WWW.PIYN.NET](http://WWW.PIYN.NET) FOR FURTHER DETAILS



# Outcomes 1

- Human Rights Commission 2009 National Diversity Supreme Award.
- Artists involved continued to work together,
- Fostered a desire to engage in the arts within ethnic communities.
- Promotion of inclusiveness.

## Outcomes 2

- Project now in its third year, involving free resources online, and free UK expertise led workshops & collaborations.
- Piyn Now in Melbourne & Brisbane.

# Learning Takeaways

- Celebration of diversity enhances (especially) city life.
- Community engagement involves ongoing communication & a desire to empower and provide opportunity.
- Diversity comes in many guises. We are all part of the Human species.
- We all speak music.



—  
**Oliver Wayman.**  
 —

**WWW  
 .BOTTLETOP.  
 ORG**

**Corbans Estate  
 Arts Centre**  
 2 Mt Lebanon Lane  
 (off Great North Rd)  
 Henderson, Auckland

**Thurs July  
 21st 2-5pm**

*Bottletop is a dynamic UK charity run by young people from East London. It locates grassroots education projects Worldwide that are designed to empower young people and protect themselves in moving forward in their lives, projects that have a positive impact on the health and wellbeing of people Worldwide. They support these projects by fundraising through creative music and fashion initiatives.*

*Come and hear Bottletop founder Oliver Wayman discuss ideas about creating income generation projects in economically disadvantaged communities and the way in which*


*Bottletop showcases beautifully crafted fashion accessories from different cultures, to an international market. He will be presenting a track record of high profile collaborations with fashion houses, as well as focusing on the impact which the "ring pull project" has had on the communities in Salvador, Brazil.*

BRITISH COUNCIL PIVN Auckland Council

**Akala.**

# HIPHOP — SHAKESPEARE

**FREE WORKSHOPS**



**AUCKLAND NORTH YOUTH RESIDENCY  
 JULY 18-20**  
TO REGISTER INTEREST IN THE NORTH AUCKLAND YOUTH RESIDENCY YOU MUST BE Aged 16-19 BY 21. EMAIL: NORTH@HSHS.CO.NZ

**AUCKLAND CITY RESIDENCY  
 JULY 21-22**  
REGISTER YOUR INTEREST IN THE AUCKLAND CITY RESIDENCY BY EMAILING: CITY@HSHS.CO.NZ

**AUCKLAND CITY SHOWCASE  
 6-8<sup>PM</sup> FRI JULY 22**  
PARTICIPANT SOCIAL CLIMB, 152 PONDREY RD.

[www.hiphopshakespeare.com](http://www.hiphopshakespeare.com)

*The Hip-hop Shakespeare Company is a music theatre production company founded by MOBO-award winning hip-hop artist Akala, 25. In his workshops Akala challenges the perception of language. He aims to teach young people ideas of cultural entitlement, but using something perceived as elite (Shakespeare), and showing its commonality with hip hop. Methods for opening up cultural groups through language are discussed, as well as techniques for poetry, MC delivery, and beat practice from case studies. Akala inspires and engages young people with his workshop experience throughout Europe, Africa and around the World.*

THSC BRITISH COUNCIL PIVN Auckland Council

The logo consists of two vertical, rounded rectangular shapes. The left shape is a dark red color, and the right shape is a bright red color. They are positioned to the left of the text.

# Diaspora Dialogues

Diaspora Dialogues Charitable Society supports the creation and presentation of new fiction, poetry and drama that reflect the complexity of the city through the eyes of its richly diverse writers.

[www.diasporadialogues.com](http://www.diasporadialogues.com)

# Toronto: Quick Facts

- Population (metropolitan): 2,631,725
- Population (Greater Toronto Area): 5,555,912
- Half of Toronto's population was born outside of Canada
- 47% of metro Toronto reported themselves as visible minorities; in 20 years, visible minorities will comprise 63% of the population
- By 2031, the GTA will make up half the population of province of Ontario

## Sources:

City of Toronto; 2006 census

Toronto Community Foundation 2010 Vital Signs Report

# Mentoring/Commissioning Program

- Matches culturally diverse emerging writers with established writer-mentors for free mentoring program, which includes:
  - Workshopping a piece of short writing with one-on-one attention
  - Access to networking events and professional development sessions
  - Opportunity for publication in anthology TOK: Writing the New Toronto
  - Opportunity to read work in Diaspora Dialogues event series
  - New: long form mentoring program



# Mentoring/Commissioning Program

- Creating community for emerging and newcomer writers
- Development of craft
- Access to festivals and organizations and their audiences
- Reflecting the diverse reality of Toronto's population



# Benefits

- **Writers**

- Free mentorship
- Access to a professional network
- Access to developmental opportunities (reading, publishing)

- **Community**

- Wider pool of talent
- Richer and more robust cultural scene
- Intercultural bridging



# Successes

- From 2005-2009:
  - Over 120 writers participated in program
  - 205 original works created
  - 63 events engaging over 350 writers and artists, drawing 22,000 people
- Success stories
- Intercultural focus, knowledge sharing

# Learning takeaways

- See diversity as the norm
- Mix disciplines and communities when programming



# Learning takeaways

- Mix well-known and emerging writers to increase public exposure, create networks
- Partnering increases resources and strengthens community



# Acknowledgments

## *Raising the Curtain on Cultural Diversity: Integrating Inclusion into the Arts*

Gareth Farry, Business Manager, British Council New Zealand (Auckland, NZ)

Ingrid Leary, Country Director, British Council New Zealand (Auckland, NZ)

Julia Chan, Artistic Director, Diaspora Dialogues (Toronto, CA)

Kim Turner, Maytree (Toronto, CA)

Justin Treagus, OMEGA (Auckland, NZ)



*Cities of Migration is a Maytree idea: [www.citiesofmigration.ca](http://www.citiesofmigration.ca)*

