



United Nations
Educational, Scientific and
Cultural Organization



Crafts and Folk Art / Design / Film / Gastronomy / Literature / Media Arts / Music

**UNESCO
CREATIVE CITIES
NETWORK**

for sustainable development

WHAT IS A UNESCO CREATIVE CITY?

Whangārei - I love it here city has the opportunity to be recognised for its creativity to elevate its visibility globally once recognised under the **“Craft & Folk Art category”**

Key overarching key points:

- **Global designation recognising cultural and creative excellence**
- **Builds international credibility**
- **Opens doors to collaborations with 350+ creative cities worldwide**

Whangārei District
Love it Here!

**+ so
much
more**





&

**CREATIVE
NORTHLAND**

*Key contact:
Olivia Garelja*

1) Pick Your Creative Strength

Craft and Folk art is the only designation left that best represents Whangārei.

2) Get Community Support (CN & Council) *Who would be my key contact?

3) Write the Application (CN to prepare for WDC)

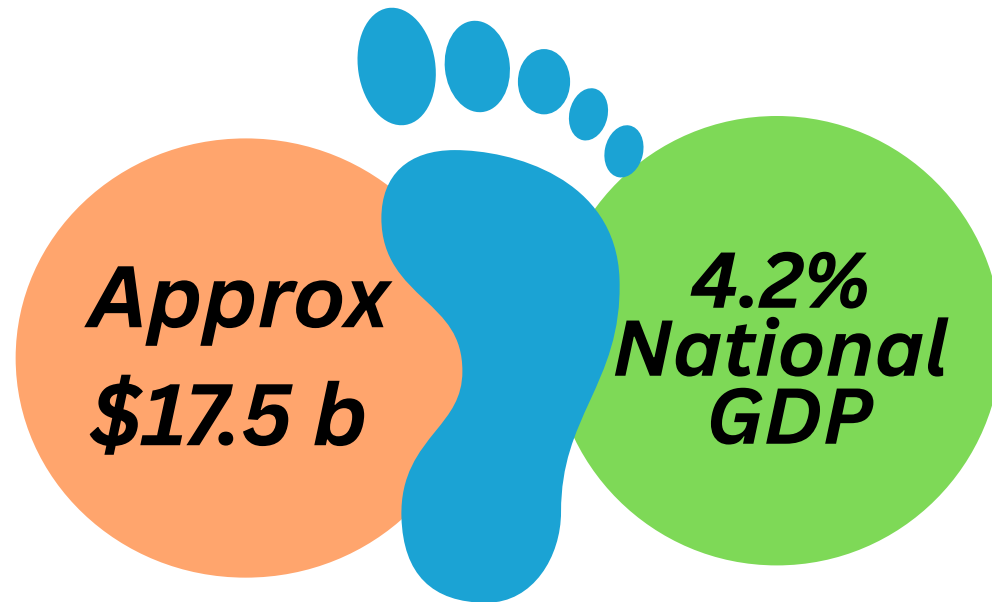
4) Host Unesco Delegates mid 2026: WDC/ North Inc & CN

5) Application to be sent through to NZ's UNESCO Office by WDC

6) Wait for the Decision 2027

BENEFITS OF UNESCO DESIGNATION

NZ's Arts & Creative Sector




LONG-TERM VALUE

INNOVATION

The Potential Uplift could lead to:

- ✓ *Increased global visibility - Long Term Growth*
- ✓ *More international tourism and cultural exchange: Education Sector*
- ✓ *Stronger Connections - Attraction of global investment*
- ✓ *Boosts other sectors (hospitality, education, tech)*
- ✓ *Opens doors for future arts, education, and job opportunities*
- ✓ *Boosts Local Pride*
- ✓ *Celebrates local culture, Māori indigenous craft/creativity, and community work.*
- ✓ *Ripple effects for Tai Tokerau : Future Airport/ Kaipara Gateway to Whangārei & broaden gateways into whangārei for the Far North.*

UNESCO - CONS

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- Risk of losing to Nelson, a known arts city
 - Application process can be time- and resource-intensive
 - Requires long-term commitment, value understanding and could lose potential funding into the region
 - Must ensure community engagement and alignment with local goals

What do you think?

What do you see to come from this?

WHO DO YOU REMEMBER?

- *Who are some key individuals who have shaped who we have become?*
- *What are some key events that have occurred that should feed into the history books for Unesco?*