

Executive Summary

Whale Song is not just a sculpture ...

It is an enabler for the iwi of the land, seen as key to raising the profile, cultural awareness and the historic identity of Puketapu Hapu Te Atiawa. It is important to note the Puketapu Hapu have continuously occupied their ancestral lands in Kapiti since two principal migrations of Te Atiawa from Taranaki to Kapiti between 1822 and 1832.

'Tere tohorā, tere tangata'

*Where whale's journey,
people follow*



Through this awareness Whale Song will enhance the Mātauranga Māori and future potential of iwi members. Whale Song also provides a valuable and positive tuhinga o mua whenua (*use of their land*).

Representing 100's of iwi landowners, the Ngahina Trust has signed a lease for the 4000sqm site, for free in perpetuity (100 plus years), to the Whale Song Trust.

It will become an emblem of place, an iconic centrepiece celebrating Kapiti District's identity as a beautiful coastal region to visit, to live, work and play. Whale Song will play a key role evoking the districts significant cultural and environmental heritage that has played a pivotal part in the history of New Zealand.

The sculptural park will also provide an outdoor performance space, a park of contemplation and creative thinking. It will add significantly to the districts social inclusion and wellbeing, both through Whale Songs programmes during construction with schools and the community, as well as adding to the communities long term sense of place and identity.

At a time when the Kapiti district's popularity as an outdoor recreational destination is surging, Whale Song will create a new gateway to Paraparaumu's shopping areas, food outlets and facilities, inspiring and attracting new investment/development along with an enhanced environmental and creative design aesthetic.

The power of public sculptures to catalyse economic growth, positive change and business resilience is proven globally. The Angel of the North, Britain's largest sculpture is dubbed the 'economic icon' of the North due to the huge regional economic benefits it kickstarted in Gateshead, now a billion dollar economy.

The Kelpies in Falkirk Scotland, the world's largest equine sculptures have transformed 350 ha of unused land into a vibrant parkland, marine hub and 5-star tourist destination as well as direct benefit to the regions other businesses and attractions.

Whale Song will become an "icon" of regional and national significance, visible to the thousands of motorists travelling daily on the Kapiti Expressway and a powerful and authentic 'tohu' to attract visitors to the region.

A magnet for investment, development and job creation

The Whale Song project will directly generate 24 jobs as well as sustainable employment opportunities once completed, through establishment of a long-term sculptural arts foundry.

Indirectly, Whale Song has the potential to generate hundreds more high-value and sustainable jobs. The Whale Song site is centre to a dozen commercial development sites, with expanding or new businesses potentially seeing Whale Song and its sheer scale and impact as a game changer.

Not yet built, Whale Song is already attracting interest from New Zealand corporates investing in new and growing markets. The trust is in discussion with a major corporate that is keenly looking to locate a new state of the art \$13 million tourism and hospitality focused production facility overlooking Whale Song, from which it expects to generate 70 new jobs and 70,000 - 100,000 visitors per year.

Coastlands Shoppingtown is looking to develop an integrated development with Whale Song on land adjacent to the site. This entails al fresco dining and retail interaction as well as parking and access on the 'soon to be developed' Coastlands Square alongside the Whale Song site.

Twenty-one new apartments will overlook the site along with numerous businesses in the area. The landowners surrounding the site are all in support of the project and see its potential to attract new business and high-value job creation.

Widespread Support

Whale Song has engendered extensive and passionate support from local government, business, iwi, the community and arts and conservation organisations. Letters of support from all parts of the Kapiti community, businesses and individuals can be viewed at whalesong.kiwi/letters-of-support

The Kapiti District wants this "sustainable tourism" project to go ahead as they can see the benefits to the region's economic, social, educational, cultural and environmental wellbeing. These elements are articulated in the PGF application.



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