

# Strategy Activation

## Strategic priorities

### Current landscape

What need/opportunity we're seeing

### How we're responding

How our response aligns to strategy

### Expected outcomes

What we'll achieve

## Creative Conversations

The impact of COVID-19 across the creative sector shows widespread vulnerability to financial shocks – with long-term under-resourcing of the creative sector and ineffective systems of funding being the key underlying issues.

We are convening the creative sector to grow its collective voice and activate more joined-up advocacy efforts towards demonstrating the value of the arts and supporting better/new investment models.

We have commissioned research to understand the Pacific arts sector, which will help us to identify opportunities to initiate Pacific responses.

A stronger sector voice.

A stronger evidence base for sector needs.

More collaborative and tactical arts advocacy.

Enhanced conditions for systems change.

## Creative Connections

The first wave of creative sector COVID-19 responses has highlighted a need for information sharing as well as a need to connect artists/creative NGOs to emergency financial supports.

In the medium- and long-term there will be a significant need for coordinated efforts that assist the creative sector to bounce back and become more resilient and innovative.

We are playing a key role in connecting the responses of the regional arts development agencies alongside Creative NZ e.g., through fortnightly hui.

We are working with our network of sector leaders to map the creative ecosystem's response to COVID-19 and identify areas with potential to develop collaborative initiatives for systems change.

Strengthened connections across the creative ecosystem.

Increased readiness for collaboration.

Enhanced conditions for systems change.

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### Creative Leaders Network

Creative sector leaders are highly engaged in supporting grassroots COVID-19 responses.

We are developing channels to keep our network of sector leaders engaged so that they can be involved in responses – and potentially commissioned to lead implementation of new initiatives, particularly in the capacity support space.

More connected creative leaders.  
A stronger sector voice.

### Capacity for Impact

Several of the regional arts development agencies have rolled-out surveys to the creative sector to understand the impact of COVID-19. The data demonstrates significant national need and desire for capacity development support.

We are gathering our own regional data and intelligence about the best ways to support sector capacity in Tāmaki Makaurau via a sector survey.

We are engaging our network of sector leaders to understand capability development needs e.g. leadership development.

We are pro-actively sharing tools and resources through our communication channels to support the sector's capacity to respond.

A stronger evidence base for sector needs.  
More tactical investment in capacity development.  
More responsive sector capacity and capability support.

### Creative Investment Partnerships

Significant re-orientation of Creative NZ funding to the COVID-19 emergency response package.

Potential for widening gaps in terms of strategic investment in innovation, sector infrastructure and systems change due to funding re-direction of Creative NZ and other funders.

Building our strategic relationship with Creative NZ.

Exploring how the regional arts development agencies can support strategic sector access to CNZ's emergency response package.

Convening other funder conversations e.g. funding arts and youth wellbeing.

Increased opportunity for strategic co-investment.

More awareness of need to invest in the conditions for systems change.