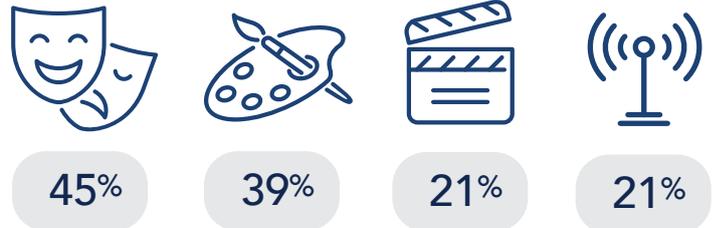


Creatives making up the Tāmaki Makaurau survey sample

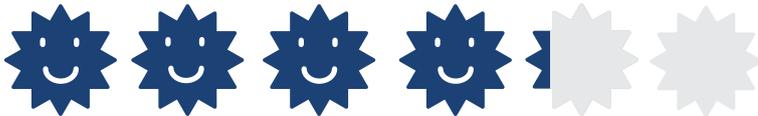
Creative freelancers dominated the Tāmaki Makaurau sample of 245 respondents



Tāmaki Makaurau respondents were active in many creative areas. Performing arts was the most prominent area reported, followed by visual arts, screen, and media.



Respondents were generally optimistic about whether they would achieve their own or their organisations' creative goals in the next 12 months



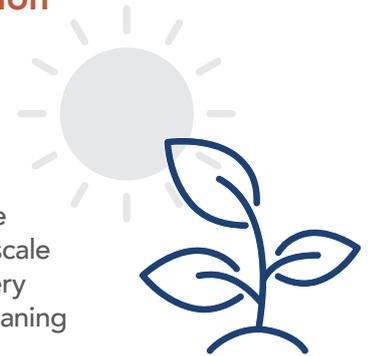
Average weighting 4.2 out of 6

When asked to rate their outlook on a scale (from 1 meaning very pessimistic to 6 meaning very optimistic).

Tāmaki Makaurau respondents tended towards optimism in their financial position

Average weighting 3.8 out of 6

When asked to rate their outlook on a scale (from 1 meaning very pessimistic to 6 meaning very optimistic).

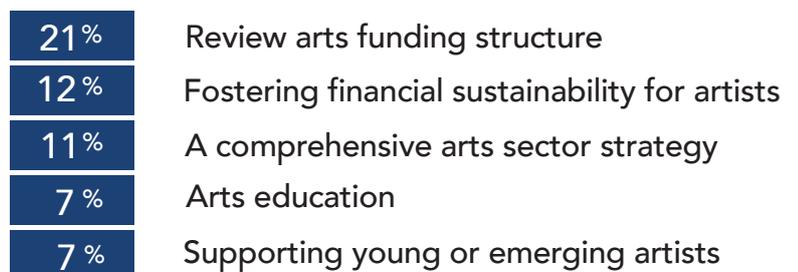


Tāmaki Makaurau respondents tended to report that audience appetite for their creative work was increasing



With 41% reporting audience appetite being more than usual and 34% reporting that it was about the same.

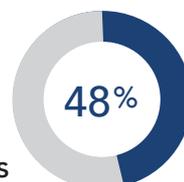
Survey participants were asked to respond to the question *'If you were having a cup of coffee with Carmel Sepuloni, the Minister for Arts Culture and Heritage, what would you most like to ask or say?'* The most common themes were:



Respondents expected to either increase or maintain their current staff or contractor numbers

For respondents where this question was applicable:

Expected to take on new staff or contractors



Expected levels to stay the same

