

Our perspective

CNZ focus areas 2022 – 2026

Te Taumata Toi-a-Iwi agrees with the proposed key areas of focus for the Statement of Intent for 2022 to 2026:

- **Resilience**, including sector sustainability and sustainable careers
- **Access, inclusion, and equity**, relating both to the services Creative New Zealand offers and the sector more broadly
- **Wellbeing**, embedding a recognition of the role of the arts and ngā toi in supporting the wellbeing of all New Zealanders.

We consider building '*Resilience, including sector sustainability and sustainable careers*' to be the most important of these. For practitioners across the sector, targeted initiatives that increase sustainability are likely to have significant impacts not just on resilience, but on the achievement of sector equity and inclusion, and wellbeing. While this implies a stronger focus on practitioners and the infrastructure that supports them, than on the sector's audiences and wider community role, we consider helping ensure the immediate survival of the sector while laying the foundations for its long-term development, is the critical challenge for 2022 to 2026. Unless the sector is sustainable, it's long-term potential for greater contribution to wider community goals of equity and inclusion and wellbeing, will not be realised.

Focus area:

Resilience, including sector sustainability and sustainable careers

Selected quotes from the CNZ discussion document	Te Taumata comments
<p>1. Develop sustainable careers for artists and arts practitioners. While this was recognised in the 2019 Statement of Intent, CNZ notes that the impact of the pandemic has highlighted issues around this including:</p> <ul style="list-style-type: none"> • the low rates of pay that exist within the sector • a lack of job continuity and the challenges of managing a 'portfolio career' • the vulnerability of artists and arts practitioners as 'gig economy' workers with low rates • of collectivisation and systems designed for employees • as a result of these factors, that there are limited 'safety nets' in place for artists and arts practitioners 	<p>The sustainability of arts careers, particularly for those in the sector involved in live arts and culture events, has probably declined since 2020. Accordingly, Te Taumata agrees that sector sustainability and sustainable careers should be a key area of focus for CNZ for the next four years.</p> <p>In the shorter term, we consider that priority needs to be given to investment in:</p> <ul style="list-style-type: none"> • Increasing support for Māori arts practitioners to support the aspirations of iwi Māori as guaranteed by Te Tiriti o Waitangi. • Addressing the needs of Moana Oceania and other traditionally under-represented diverse cultural communities

<ul style="list-style-type: none"> • the thin margins many arts organisations operate on, and therefore a lack of resilience in response to shocks across New Zealand’s arts infrastructure <p>2. Grow partnerships across the arts sector, government, local government, iwi and Māori, Moana Oceania, other investors, and international partners, to build support for the arts.</p> <p>3. New models CNZ notes that the pandemic <i>‘may prove to be a catalyst for us to look for new models... focused on building resilience within the sector; for engaging audiences including through digital channels; for how we value and support those in the arts ecosystem who are most vulnerable – our artists and arts practitioners – and for public support, including how Creative New Zealand supports the sector.’</i></p>	<ul style="list-style-type: none"> • Providing support to those in the sector dependent on attracting live audiences, such as the performing arts and music <p>Practical initiatives could include:</p> <ul style="list-style-type: none"> • Continuing engagement with the priority communities noted above to understand current factors that are having a negative impact on sustainability • Co-design of initiatives to address these factors • Simplification of application processes for grants and targeted relief initiatives <p>We also acknowledge the work already being undertaken by CNZ to implement its Remuneration Policy for Artists and Arts Practitioners, and its commitment to working with the sector on longer-term systemic change.</p> <p>This development of partnerships was included in the SOI in 2019, and our perspective is that this is an area in which CNZ can play a greater role. The development of relationships with mana whenua and the inclusion of mātauranga Māori in the processes used to think through issues and find solutions will be of value to the wider sector as we look to honour Te Tiriti and address decolonisation. Better relationships with Moana Oceania and the other diverse cultural communities of Aotearoa will also help the sector understand and address issues of equity and inclusion.</p> <p>We understand the financial constraints CNZ, and other government and local government, are managing. This increases the importance of partnerships with other funders and investors for their potential to increase sector access to other funding. An increased understanding of regional funding ecosystems would support the development of regional investment strategies for the sector which would help establish regional priorities in line with CNZ’s goals, and allow regional, national, and international funders, grantmakers and partners to see what opportunities exist to support the arts.</p> <p>We agree that the stresses and strains on the sector have been thrown into sharp relief by the pandemic. The development of new models, or creating the conditions for new models to emerge, will require a process of collaboration between agencies such as CNZ, and the diverse voices of the sector. CNZ could take a leading role in encouraging and supporting the co-design of processes for connection and collaboration that engage the creative power of the sector.</p>
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<p><i>Focus area:</i></p> <p>Access, inclusion, and equity, relating both to the services Creative New Zealand offers and the sector more broadly</p>	
<p>Selected quotes from the CNZ discussion document</p>	<p>Te Taumata comments</p>
<p>In its discussion paper, CNZ comments: <i>“Increasingly we’re receiving calls from different communities asking us whether what we do is accessible to, and reflective of, the communities they represent or serve. This includes the Deaf and disabled community, LGBTQTIA+ or rainbow communities, Asian New Zealanders and those representing younger New Zealanders. We know from our Diversity Report 2019/20 that we have more work to do in this area.</i></p> <p><i>“We also need to start talking about equity. What does equity in the arts mean and how can we achieve equitable outcomes for all New Zealanders through our support – for Māori, for Pasifika and for New Zealand’s diverse communities? Our discussion about equity needs to recognise the different places we start from and historic patterns of investment in the arts by the Government and ourselves.</i></p>	<p>Anecdotally, it appears that the barriers to full participation that existed in 2019 for some diverse communities are more challenging because of the social and professional disruption caused by the pandemic. As such, we support CNZ’s initiative in beginning work on an Accessibility Policy, looking at how its work can be more accessible to, and inclusive of, Deaf and disabled artists and practitioners and communities, and acknowledge that this is a <i>“first step in a programme of work aimed at ensuring we achieve our aspiration in delivering value for all New Zealanders.”</i></p> <p>It is probably reasonable to assume that issues of equity have also been affected by the impact of COVID-19. We support CNZ’s focus on increasing equity, its recognition of different experiences of diverse communities bring to the conversation about equity, and the centrality of Te Tiriti to those discussions.</p>
<p><i>Focus area:</i></p> <p>Wellbeing, embedding a recognition of the role of the arts and ngā toi in supporting the wellbeing of all New Zealanders</p>	
<p>Selected quotes from the CNZ discussion document</p>	<p>Te Taumata comments</p>
<p>In 2019, the SOI noted that CNZ would: <i>build an evidence base for how the arts contribute value to New Zealanders; promote the value the arts contribute to New Zealanders’ wellbeing; and be recognised as a powerful advocate for the arts.</i></p> <p>In its discussion paper, CNZ references its 2020 survey of New Zealanders’ attitudes to, and participation in the arts, which found that <i>“New Zealanders are more positive than ever about the vital role the arts play in our lives. Forty</i></p>	<p>The 2020 survey results are a heartening insight into the role the arts have played during COVID-19. The continuing promotion of the wellbeing value of the arts is important, but the economic value delivered by the sector should also be considered. In times of financial constraint, wellbeing outcomes can be seen by the people who hold the purse strings as a ‘nice to have’ and be accorded a lower priority for funding from government and local government. As an organisation, Te Taumata wants to be able to draw on an evidence base for its advocacy that</p>

percent of New Zealanders said that the arts are important to their wellbeing, with nearly a third (31 percent) agreeing that arts and culture supported their wellbeing through the COVID-19 crisis.”

Under this focus area, CNZ say “we’re also interested in the potential for the arts to deliver to objectives across government, including in physical and mental health, education, justice, corrections, tourism and in our relationships with other countries... Te Waka Toi Pātaka, our Mātauranga Māori Framework, anticipates a wider view of wellbeing, incorporating the social, cultural, environmental, and economic value of ngā toi Māori. It links to the concepts of Hononga Whenua (connection to Papatūānuku), Hapori (community) and Whakarite (balance) within the framework.”

speaks to multiple audiences, from people with a sole focus on the value of arts (arts for arts sake), arts as a contributor to community wellbeing and inclusion, or as a contributor to our economy and national brand.

We accept the potential for the arts to be an instrument for the delivery of objectives across government. The potential for the sector to contribute will be even greater if the sector is supported to grow in a way that is more inclusive of the diverse range of cultural heritages that make up our population, and that is inclusive of arts communities right across the motu. A ngā toi arts, culture and creative sector that is reflective of Aotearoa will be better able to deliver wellbeing outcomes.