

# Reconnecting the Public

## Recalibrating

**New priorities to sustain the arts sector so that arts, culture and creativity improve the lives of all**

**Stephen Wainwright**  
Creative New Zealand

Hong Kong Arts Development Council  
2022 International Arts Leadership Roundtable

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## **Statutory purpose:**

Under the Arts Council of New Zealand Toi Aotearoa Act 2014,  
Creative New Zealand's purpose is to:

“Encourage, promote and support the arts in New Zealand  
for the benefit of all New Zealanders.”



# The value we create for New Zealanders

## OUTCOMES AND VALUE PERSPECTIVE

**Our goal:** We can clearly articulate how our work and engagement in the arts and ngā toi deliver value for all New Zealanders



## MANA AND SUPPORT PERSPECTIVE

**Our goal:** We grow the confidence of others in us and attract greater resources for the arts and ngā toi, recognising their contribution to the wellbeing of New Zealanders

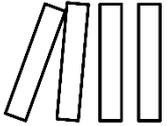
## SECTOR PERSPECTIVE

**Our goal:** We work collaboratively with others developing a dynamic and resilient arts sector, and building support for New Zealand arts and ngā toi in Aotearoa, Te Moana-nui-a-Kiva and the world

## CREATIVE NEW ZEALAND PERSPECTIVE

**Our goal:** We have the strategies, services and operational capacity to drive the development of the arts and ngā toi in New Zealand





## Resilience

- Developing a resilient and sustainable arts sector, including sustainable arts sector careers



## Access, inclusion and equity

- Ensuring our services and the arts are accessible to, inclusive of and equitable for all New Zealanders



## Wellbeing

- Embedding a recognition of the role of the arts and ngā toi in contributing to the wellbeing of New Zealanders

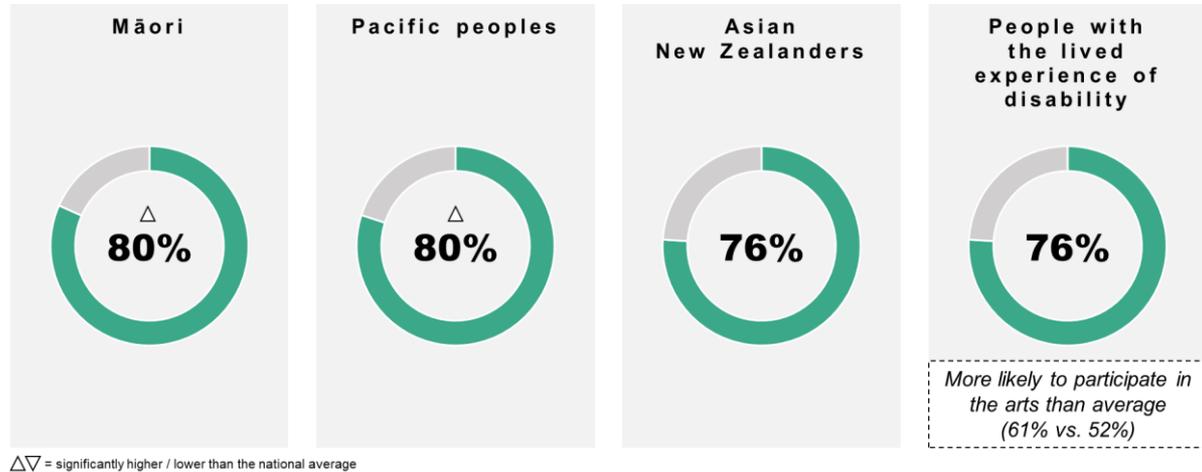


# The public value system and public value creation



Participation  
+ Attendance  
= Engagement

Engagement  
is high



## Legislative function

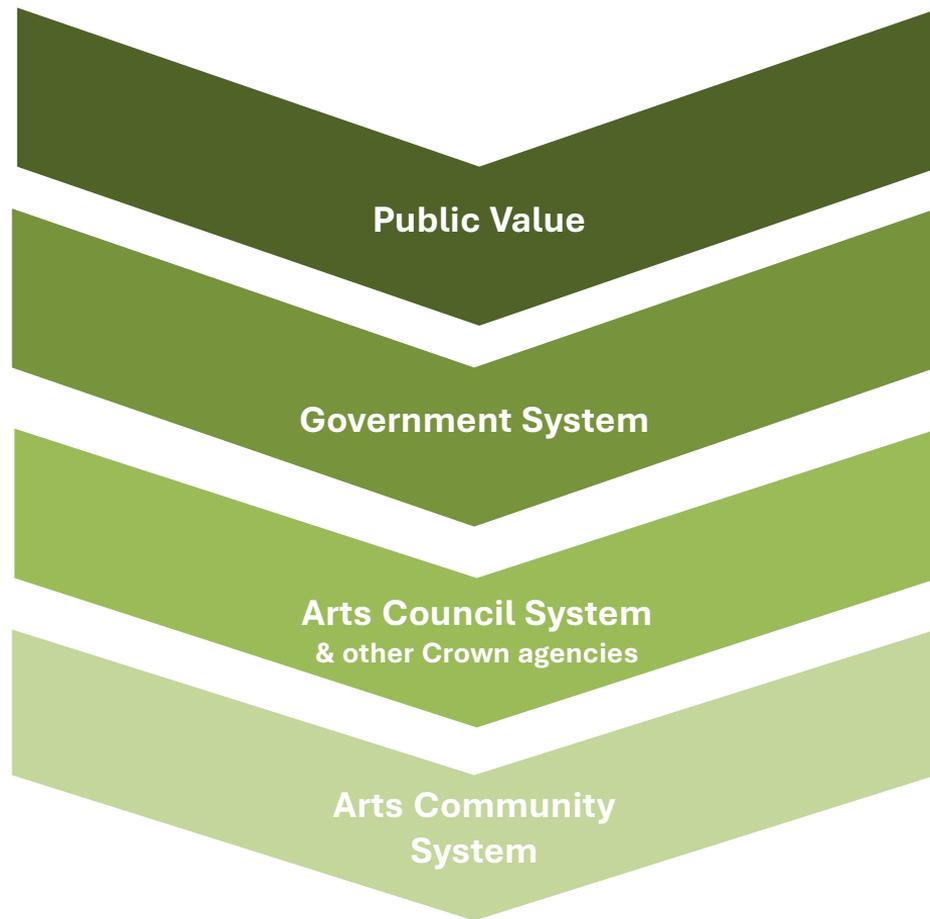
- Includes... *(d) uphold and promote the rights of artists and the rights of a person's freedom in the practice of the arts*
- Public engagement is high, but the legislative model is not focused on practitioner sustainability, rather it's focused on activity



### **IFACCA report: 'A Crisis of Sustainable Careers? Examining working conditions for independent arts and cultural workers'**

- Value of culture to economy and society
- Workers' legal rights
- Wellbeing
- Building capacities (worker-centric)





## Potential clues to the wicked problem of sustainable careers

- The social complexity of the issue means sustainability is difficult to solve
- Time to draw on international learnings; looking at four approaches:
  - New Zealand – Creative Waikato
  - Ireland – Basic Income for the Arts (BIA)
  - Austria – Fairness Process
  - France – ‘intermittent du spectacle’



Thank you — ngā mihi nui

**Stephen Wainwright**  
Tumu Whakarae—Chief Executive

