

Reconnecting the Public

Recalibrating

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

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Hong Kong Arts Development Council
2022 International Arts Leadership Roundtable



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



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

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

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

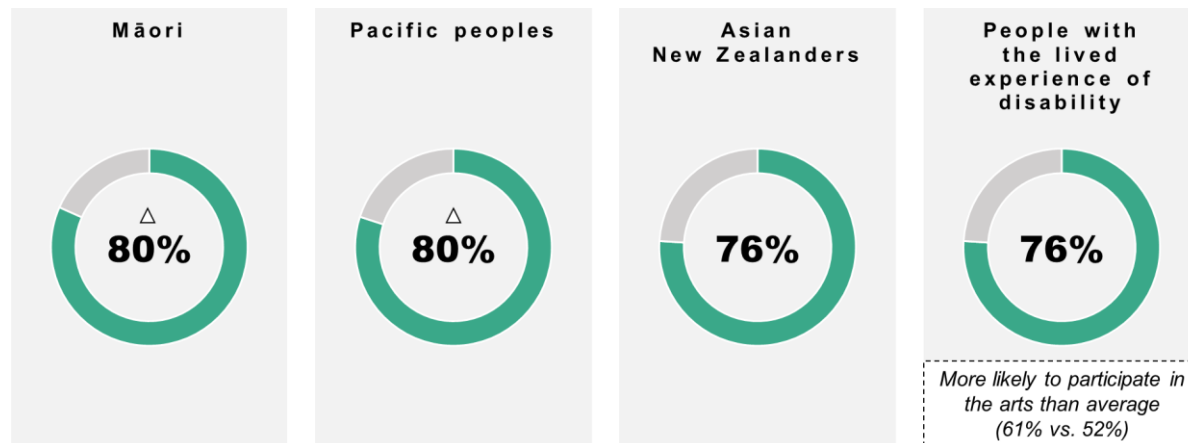


The public value system and public value creation



Participation
+ Attendance
= Engagement

Engagement
is high



△▽ = significantly higher / lower than the national average



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

