



**Manatū
Taonga**

Ministry
for Culture
& Heritage

Briefing to the Incoming Associate Minister for Arts, Culture and Heritage

February 2023

Nau mai, haere mai

E te Minita Tuarua, te Hōnore Willow-Jean Prime, nau mai haere mai ki te Kohinga Toi me ngā Taonga Tuku Iho.

E hiamō katoa ana a Te Manatū Taonga ki te mahi tahi ki a koe ki te rato i ō whakatau e pā ana ki ēnei rāngai o te toi, o te ahurea, o ngā taonga tuku iho, ā, ki te mārama ki ō kawatau ki te Manatū, ki te ārahi hoki i te ahunga rautaki ā-ahurea o ngā tāngata katoa o Aotearoa.

He kaupapa whakahirahira te Kohinga Toi me ngā Taonga Tuku Iho, ā, he whānui ōna kaupapa, tini kawenga hei oranga ngākau mō te tangata.

E hīkaka ana mātou o te Manatū Taonga, ki te mahi tahi ki a kōrua ko te Minita Matua mō te Toi, te Ahurea, me te Tukuihotanga, te Hōnore Carmel Sepuloni. Mā te mahi ngātahi tātou te iwi whānui o Aotearoa e ora ai.

E tāria ana mātou kia rongō kōrero ka tohua koe ki ēwhea kawenga o te portfolio nei, kātahi tātou wānanga ai ki te whakarite i te āhua o tā tātou mahi tahi me te āhua o tā mātou tautoko i a koe i roto i ōu kawenga mahi.

Kāti ake, tēnei anō te mihi ki a koe e te uri o Pēwhairangi, o Rāhiri, o Kawati, otiā te whānuitanga o ōu kaiwaiwhakaheke katoa.

Welcome

Associate Minister, Hon Willow-Jean Prime, welcome to the Arts, Culture and Heritage portfolio.

Manatū Taonga, the Ministry for Culture and Heritage, looks forward to working with you to deliver on your priorities for the arts, cultural and heritage sectors, understanding your expectations of the Ministry, and leading the strategic direction for New Zealanders' cultural life.

The Arts, Culture and Heritage portfolio provides an exciting and unique opportunity to support the cultural sector and its important contribution to New Zealanders' wellbeing.

Manatū Taonga, the Ministry for Culture and Heritage, looks forward to working alongside you and the Minister for Arts, Culture and Heritage, Hon Carmel Sepuloni, to ensure culture is thriving in Aotearoa New Zealand.

Once your areas of delegated responsibility are confirmed, we will work with you to understand how you would like to progress your priorities and provide you with more detailed information on your areas of responsibility.

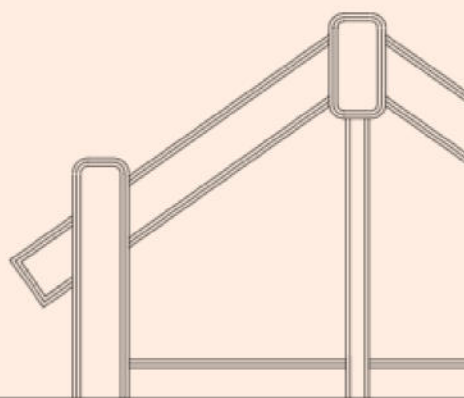
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**Ki te puāwai te ahurea,
Ka ora te iwi**

**Culture is thriving,
The people are well**



Portfolio Overview

Arts, culture and heritage, and the experiences they provide New Zealanders, contribute to our collective wellbeing and connect people and communities. The cultural sector provides employment, entertainment, and opportunities for people to connect with and express their individual and community identities.

Manatū Taonga supports the cultural system (comprising arts, heritage, media and sports) so that culture in Aotearoa New Zealand thrives. This is set out in Te Rautaki o Manatū Taonga (Te Rautaki), the Ministry's 20-year Strategic Framework: Culture is thriving, the people are well.

Ki te puāwai te ahurea, ka ora te iwi | Culture is thriving, the people are well



The Arts, Culture and Heritage portfolio provides an exciting and unique opportunity to realise this vision for the cultural sector and its important contribution to New Zealanders' social, cultural, economic and environmental wellbeing.

Arts, culture and heritage is critical to wellbeing

The cultural sector is large, diverse, and integral to the quality of New Zealanders' lives. It comprises many elements including visual and performing arts, natural and built heritage, history/stories, kapa haka, taonga, cuisine, music, film, and much more. It is living, dynamic, and evolving.

Arts and culture connect us with our stories, landscapes and places, and New Zealand's history and heritage create relationships and bonds that bring us together in our diversity, enhancing understanding of our unique place in the world.

Cultural activities promote positive engagement and connections between and within communities, helping to foster social cohesion, understanding and inclusion. Cultural participation can improve physical and mental wellbeing and increase educational achievement.

Aotearoa New Zealand's natural and built heritage environments – our whenua, heritage buildings, whare, museums, libraries and galleries – reflect a significant aspect of our nation's physical and financial capital, as well as our evolving values and identities.

The arts and creative sector represents 3.3 percent of New Zealand's economy, generating \$10.851 billion last year. However, the sector is sensitive to negative economic events such as the rising cost of living. (Further information about the social and economic benefits of culture is at Appendix F).

Ministerial and Portfolio Role and Responsibilities

The Minister for Arts, Culture and Heritage, Hon Carmel Sepuloni, is the **steward for the cultural system**. This includes responsibility for a broad portfolio comprising 10 Crown-funded agencies. Minister Sepuloni may delegate some of these responsibilities to you in regard to aspects of the portfolio.

Minister Sepuloni is also the **Minister responsible for Manatū Taonga** - the Ministry for Culture and Heritage. Under the Public Finance Act 1989 Minister Sepuloni is accountable to Parliament for the Ministry's financial performance as well as protecting the Crown's interests in the Ministry. She will also determine Manatū Taonga's priorities and direction through a number of mechanisms and engagements, most notably the periodic update of Manatū Taonga's Strategic Intentions.

The Minister for Arts, Culture and Heritage, Hon Carmel Sepuloni has **responsibility for Vote Arts, Culture and Heritage** and for spending decisions made under this appropriation, including consideration of potential Budget bids to support your portfolio priorities.

Subject to your delegations, you, the Ministry, and funded agencies each have a set of responsibilities laid out in key reference documents such as the *Crown Entities Act 2004*, *The Public Service Act 2020*, the *Cabinet Manual (2017)* and *Statutory Crown Entities: A Guide for Ministers (2014)*.

Manatū Taonga **administers 16 pieces of primary legislation (Acts)** as part of the Arts, Culture and Heritage portfolio, some of which include responsibilities for the Minister for Arts, Culture and Heritage. Details of the Minister's key responsibilities set out in these Acts are provided in Appendix H.

Responsibilities for oversight of Crown entities.

A significant part of the role of the Minister for Arts, Culture and Heritage involves working with the diverse range of Crown-funded cultural agencies that help deliver the Government's strategy and priorities. Maintaining a **relationship with the entities within your delegations** will be important to your future work in the portfolio.

The responsible Minister has a **monitoring role** to ensure these agencies are meeting accountability requirements and to support them in lifting performance where required. These responsibilities are outlined in the Crown Entities Act 2004.

The responsible Minister also has a role in **appointments** for Crown entity boards within the portfolio delegations. The appointment process is focused on ensuring boards have the requisite capability to effectively govern the operations of their entities/agencies.

Using an arm's-length model, the also government makes funds available through Vote Arts, Culture and Heritage for distribution to the sector by Crown-funded agencies (such as Creative New Zealand, the New Zealand Film Commission, and Ngā Taonga). These entities make their own decisions about programmes and organisations to support, within the bounds of a broad statutory mandate, letter of expectations, and/or agreement with the Government.

Appendix G provides an overview of these entities and the monitoring relationship. Subject to your delegations, Manatū Taonga will brief you in more detail on these entities and the monitoring relationship as appropriate.

Manatū Taonga support to the portfolio

Manatū Taonga is here to support you in carrying out your Ministerial duties and realising your priorities for the sector.

Manatū Taonga Chief Executive and Secretary for Culture and Heritage, Leauanae Laulu Mac Leauanae, is your main point of contact. He is responsible to you as portfolio Minister, and for the financial management, performance and sustainability of the Ministry under the Public Finance Act.



Leauanae Laulu Mac Leauanae

Tumu Whakarae
Chief Executive

Appendix C provides further contacts of key Manatū Taonga officials who will support you with your delegations in your portfolio.

Manatū Taonga support for the Arts, Culture and Heritage portfolio Ministers includes:

- providing free and frank advice on portfolio issues
- developing and implementing policies and strategy to deliver on portfolio objectives and to support the Government's wider priorities and policies
- monitoring Crown funded agencies, including articulating Government policies and Ministerial expectations of them
- providing Ministers with regular status reports, briefings and officials meetings on key matters and policy decisions
- supporting Ministers in their important role in working with Ministerial colleagues to build connections with other portfolios to leverage the many wider benefits of cultural activity.

Manatū Taonga also provides Private Secretary support for portfolio-related matters and to act as the interface with the Ministry.



Ngā Taonga Tuku Iho booth at 2019 Te Matatini. Photo: Manatū Taonga

Connections across portfolios

The cultural sector, and the experiences it provides, contribute to New Zealanders' social, cultural, economic and environmental wellbeing and can support improved outcomes across the Government's work programme.

In particular, the Arts, Culture and Heritage portfolio intersects with the Sports and Recreation, and Media and Broadcasting portfolios as the cultural system comprises arts, heritage, sports and the media. These portfolios are also supported by Manatū Taonga, enabling close alignment across the portfolio to ensure a thriving cultural system.

The portfolio also requires partnerships across government on policies and initiatives to leverage the wider benefits of cultural activities, achieve improved outcomes for communities, and enhance Government policy. This includes:

- working with Education to increase access and participation in cultural activities, enhance workforce and business development opportunities, and support improved outcomes for children
- supporting the Resource Management Reforms and fast-tracking consents while Strengthening Heritage Protections through these reforms
- working with the Ministry for the Environment and wider government agencies, including the Department of Conservation, to progress the Climate Change National Action Plan responsibilities
- working with the Ministry of Justice and the Ministry of Social Development to improve social cohesion and support the National Action Plan Against Racism
- working collaboratively with population agencies on initiatives that improve access, participation and wellbeing for underserved populations such as Māori and Pasifika, ethnic minorities, people with disabilities, young people, and people in prison.



Ngā Kākā Kura o Te Reo 2022 Awards. Photo: Manatū Taonga

Strategic direction for the cultural system

Medium to Long-term Challenges and Opportunities

Within the Arts, Culture and Heritage portfolio there are strategic challenges and opportunities to ensure the cultural sector continues to thrive now and into the future.

As noted above, Te Rautaki sets out long-term outcomes using **Te whāinga tāhuhu | success descriptors**. These are:

-  Culture is **inclusive** and **reflective**, supporting people to **connect** and **engage** with each other, their community and society.
-  Cultural activity is **valued**, **supported** and **nurtured**.
-  Iwi and Māori are **supported** to achieve their **cultural aspirations** and Māori culture is **recognised**, **valued** and **embraced**.
-  People can **access** and are **participating** in cultural activities and experiences.
-  The cultural system is **resilient** and **sustainable**.

Woven through these success descriptors is **Te Arataki** – Manatū Taonga's pathway towards stronger Māori Crown relations. Te Arataki principally describes the approach to improving Māori Crown relations within Manatū Taonga, with three focus areas:



He ngākau titikaha / Capability

Being a better Treaty partner that is able to engage effectively with Māori



He hononga tangata / Engagement

Striving to ensure Māori culture is accessible and valued by Māori and all New Zealanders



He hononga Tiriti / Partnership

Focussing our work on effective partnership to realise the true promise of Te Tiriti o Waitangi

Every activity Manatū Taonga and our cultural sector partners undertake across the portfolio should contribute to one or more of these outcomes. We look forward to working with you to understand your priorities across the work programme to achieve a thriving cultural sector.

In the coming years, the cultural sector will face some particular challenges due to changing social, environmental, and economic systems. Many of these challenges will require working in partnership with the sector to find innovative, comprehensive and cross-government solutions.

Changing funding models and economic downturn: While the cultural sector survived COVID-19 due to resilient participation rates and funding support from the Arts and Culture Covid Recovery Programme, the sector now faces a challenge to maintain revenue and attract participation against the backdrop of cost-of-living pressures and economic downturn. Workforce pressures are also having an impact across the cultural sector, and cost escalation/supply chain issues are placing increased pressure on the place-based heritage system.

The cultural system is historically particularly sensitive to economic changes. This is in part a feature of the current funding models for the sector, and in part a result of consumer behaviour. Economic pressure can see governments reprioritise spending and households withdraw their spending on cultural sector activities, products, and events – impacting the sector’s revenue. Appendix F provides further information on the economic volatility of the cultural system.

The arts sector is interested in working in partnership with the government to investigate new, more resilient and sustainable funding models to address these growing concerns. The Department of Internal Affairs (DIA) is also currently undertaking a review of the New Zealand Lottery Grants Board’s community funding model, which currently provides a large proportion of the sector’s funding (discussed further below).

Transitioning out of COVID-19 response: Manatū Taonga continues to monitor the pandemic’s ongoing impacts on the sector and is working to support a smooth recovery.

With the assistance of the Arts and Culture Covid Recovery Programme, evidence indicates that Aotearoa New Zealand’s arts, culture and heritage sector has survived and is recovering from the impacts of COVID-19.

However, with the Arts and Culture Covid Recovery Programme funding set to wind up in June 2023, this may be perceived by some in the sector as a ‘cut’ to the funding levels they have grown to expect. This will be a key relationship management issue for the portfolio should further funding not be allocated as part of future Budgets.

Long-Term Insights: Manatū Taonga has also recently published its first Long-Term Insights Briefing following extensive engagement with the cultural sector (see Appendix E). This briefing identifies five key long-term issues the sector and public have raised to progress in partnership with Manatū Taonga:



Te Urungi Innovation Aotearoa, Dunedin. Photo: Manatū Taonga

- **Te Ao Māori** - Considering the future of the sector where Te Ao Māori is woven throughout the cultural sector while supporting mana motuhake, including implications of co-governance to improve partnership-based decision making in the cultural sector
- **Funding, investment and value** - Shifting how investment is made in the sector and how value is understood and realised
- **Population change** - Understanding the impacts of projected demographic changes as Aotearoa New Zealand becomes more diverse, including shifts in specific population groups and our sense of identity and place in the world
- **Digital technologies** - Realising the opportunities created by rapidly changing digital tools and platforms, and considering the broader economic and legal implications, including in relation to the global marketplace
- **Climate change** - Fostering a more sustainable sector and the opportunities within the sector to positively impact climate change.

Supporting a thriving cultural system through 2023

The arts, culture and heritage portfolio is diverse and wide ranging, with a broad set of activities that are important in achieving outcomes across the portfolio and ensuring arts, culture and heritage in Aotearoa New Zealand thrive.

The section below provides a high-level overview of the portfolio status and indicates high-priority programmes within the 2023 work programme in line with **Te whāinga tāhuhu** | the five success descriptors of thriving culture.

Once you have received your delegations, Manatū Taonga officials will be available to discuss your priorities and will provide you with detailed information to inform these discussions as appropriate.

Current state of the cultural sector

Through the COVID-19 pandemic we have learned a number of lessons about the resilience of the cultural sector. **Moving towards a sustainable and resilient cultural system that is less vulnerable to disruptive events** and is front of mind for the cultural system with an economic downturn, the cost of living crisis, and changing digital environments.

- Our **major cultural institutions** and organisations are in relatively good shape, and, whilst they are cautious about the economic environment, we are not concerned about their ability to navigate the next year.
- Most **individual creatives** work in the 'gig economy' – mixing their creative work with other jobs. This cohort is vulnerable to reductions in household disposable income, and we are already seeing ticket sales fall – noting that the big international artists are selling well. We are concerned that individual kiwi creatives, and the local venues and organisations that depend on a vibrant cultural programme, will struggle over the coming year.

Across the system, there is an interest in considering how future **funding models can transition the sector** to a more resilient footing that is less susceptible to changing economic and policy environments.

Manatū Taonga is also working closely with our sector partners to understand the extent of the impact of the recent weather events in Auckland and Northland on the cultural sector. Officials will provide regular updates on this unfolding event and implications for the mahi Manatū Taonga undertakes to support the sector.



Te Matatini 2019. Photo: Manatū Taonga

➤ The Cultural System is **resilient** and **sustainable**

Building an **economically sustainable cultural system with empowered creative professionals** and financially robust organisations is critical to help navigate current and future changes.

- Manatū Taonga is engaging with key stakeholders across the sector, including tertiary education providers, the Toi Mai workforce development council, and Creative New Zealand, among others, to better understand how we can support **economic and career sustainability for creatives** and collaboratively develop potential solutions.
- As part of our international Free Trade Agreements, we are currently drafting legislation to introduce an **Artist Resale Royalty Scheme** to ensure artists continue to benefit from the on sale of their work. **Introducing and passing this legislation rapidly is critical to upholding our international agreements.**
- The Minister for Arts, Culture and Heritage and the Minister for Economic and Regional Development are jointly responsible for the **Review of Government Investment into the Screen Sector**. The screen sector offers significant cultural and economic value to Aotearoa New Zealand in its ability to represent Aotearoa New Zealand stories to a wide global and local audience through different media. Officials from Manatū Taonga and the Ministry of Business, Innovation and Employment will brief the Minister for Arts, Culture and Heritage on the outcomes of the late 2022 consultation and seek direction on next steps over the coming months.

Physical resilience is a significant issue for the heritage sector, including our natural and built taonga. We are advancing this through **The Strengthening Heritage Protection work programme**, which includes input into the Resource Management Reforms, and our **Climate Change work programme**.

- The Strengthening Heritage Protection work programme has three workstreams: Regulatory protection including **the Resource Management System reform**, led by the Minister for the Environment; an ecosystem of mutually supporting funding and incentives to achieve a resilient and sustainable cultural heritage system; and the Review of the 2004 Policy for Government Departments' Management of Historic Heritage.
- Climate change is having, and will continue to have, negative impacts on culture, taonga/assets, cultural heritage, traditional knowledge, and ways of life. The cultural sector also plays an important role in helping communities understand the impacts of climate change and share/promote the stories of adaptive activities and effects. This work programme delivers on Manatū Taonga's **National Adaptation Plan** obligations and undertake our system stewardship role.

Manatū Taonga is also working closely with our sector partners to understand the extent of the impact of the recent weather events in Auckland and Northland on the cultural sector. Officials will provide regular updates on this unfolding event.

- Culture is **inclusive** and **reflective**, supporting people to **connect** and **engage** with each other, their community and society;

The cultural sector supports people to come together in their communities – building understanding and cohesion, and supporting the rich social fabric of Aotearoa New Zealand. With local budgets under pressure, and escalating costs hitting community organisers, there are **risks that we could lose some of the local events** and coming together that contribute so much to community wellbeing and cohesion.

- Through Manatū Taonga's **Ngā Kōrero Tuku Iho, New Zealand Oral History Grants** Manatū Taonga supports community-led projects that reflect diverse identities and perspectives. Remembering histories and having ownership over how they are told is crucial in connecting and engaging with communities about their cultural heritage.
- In 2022, the Government issued a formal apology and commitment to provide healing and reconciliation for Pacific communities impacted by the discriminatory immigration policies and practices of the 1970s (commonly known as the '**Dawn Raids**'). In 2023 Manatū Taonga will be responsible for developing and managing the Dawn Raids online platform. An additional \$2 million in funding for Pacific artists and storytellers will also be distributed by Creative New Zealand and NZ On Air.
- Our Heritage Policy Team is leading a **Pasifika Policy Work Programme** with three main work streams: New Zealand Fale Malae to establish a Fale Malae on Wellington waterfront's Frank Kitts Park; the Pasifika Festivals initiative to support a sustainable Pasifika festival ecosystem; and the Pacific Regional Culture Strategy, working with our Pacific neighbours. The next meeting of Pacific Ministers of Culture is proposed to be held over 15-16 May 2023 in Noumea, New Caledonia.
- Manatū Taonga is also partnering across government through core work programmes such as **Te Korowai Whetū Social Cohesion** and the **National Action Plan Against Racism**, to build a greater appreciation of how the cultural system can help address social wellbeing and equity matters.



Pacific Islands Memorial – Te Reo Hotunui o Te Moana-nui-a-Kiwa. Photo: Manatū Taonga

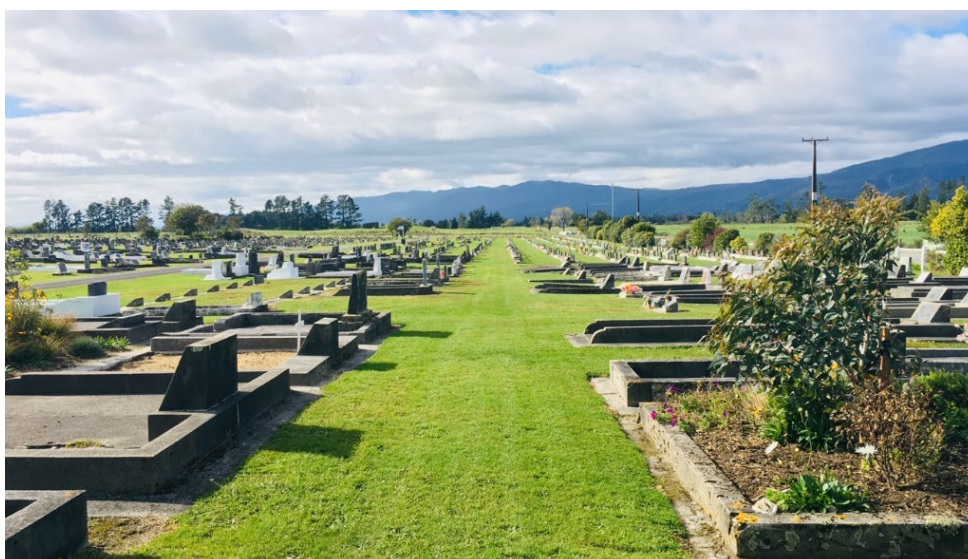


Te Urungi Innovation Aotearoa, Christchurch. Photo: Manatū Taonga

➤ People can **access** and are **participating** in cultural activities and experiences.

There are also **long-standing inequities in access and participation** in arts, culture and heritage activities. We are likely to see a widening of these inequities – meaning that the people that would benefit most from getting out, coming together, joining in, and enjoying themselves, will be less able to do so.

- Manatū Taonga are currently investing Arts and Culture Covid Recovery Programme funding in strengthening the cultural offer in communities, lowering the barriers to access and participation, and building the skills of hundreds of creatives. For example, Manatū Taonga and Creative NZ are working with partners to leverage the remaining Arts and Culture Covid Recovery Programme funding to support community festivals.
- Manatū Taonga is responsible for taking care of some of Aotearoa New Zealand's most **significant memorials**, including the National War Memorial (Pukeahu), other monuments, war graves and historic graves throughout New Zealand and overseas. This is discussed further below.
- \$12 million was made available through Budget 2020 for the **Pasifika Festivals Initiative**, to support Pasifika festival organisers across the country to recover from the immediate and sustained impacts of COVID-19, and to support a sustainable Pasifika festival ecosystem.
- The **Museums Hardship Fund** supports local museums that are experiencing immediate financial pressure – often due to a decline in customer-based revenue or rising costs. The Fund is administered by National Services Te Paerangi at Te Papa.
- Manatū Taonga is also currently working to scope/support two new National Memorials/Commemorations - **The National Erebus Memorial Project** and the **March 15 Terrorist Attack on Christchurch Masjidain**. These projects are in differing stages, but both will continue to require sensitive relationships with affected families and communities.
- Equity of access and participation across all communities requires greater understanding of the changing way in which people connect and engage with the cultural system. In the arts policy space there is an increased focus on supporting the **arts sector** to take advantage of new ways of engaging audiences, including with arts and culture provided by **digital technology** and improving understanding of the impact of streaming platforms on artist revenue.



Hokitika War Graves. Photo: Manatū

Iwi and Māori are supported to achieve their cultural aspirations and Māori culture is recognised, valued and embraced

Māori culture is a cornerstone of Aotearoa New Zealand and plays a pivotal role in defining our multi-cultural society. A key focus for Manatū Taonga under Te Aratangi is strengthening Māori-Crown relations to ensure iwi and Māori are supported to achieve their cultural aspirations.

Manatū Taonga has progressed in recent years, with recognising, valuing and embracing Māori culture – with the Matariki Public Holiday, significant support for Te Matatini, and unprecedented investment in kaupapa Māori organisations and initiatives to support the protection of mātauranga Māori and the development of toi Māori.

- **Infrastructural support for Māori arts** and culture is informal, fragile, reliant on volunteers and often embedded within wider organisations (such as, iwi trusts). Whilst we clearly need to continue to provide support - Māori arts and culture organisations are not as exposed to economic downturns as the parts of the sector that rely heavily on commercial income and ticket sales.
- Through the arts policy work programme there is a focus on **kapa haka infrastructure and the role of Te Matatini**.
- The Covid Recovery Funds provided a way to address long-standing inequities in funding for Māori arts, and there have been increases in funding for Māori across the sector, but ongoing issues still remain. The longer-term work that follows will take a more strategic view of the gaps and opportunities in funding for **toi Māori** and ensuring toi Māori is central to all our policy work through authentic partnership and whanaungatanga.
- Manatū Taonga continues to support the repatriation of **taonga tūturu**, caring for found taonga and supporting iwi led conservation projects that include exploring opportunities for future storage, display and education. Manatū Taonga also works alongside the Ministry of Foreign Affairs and Trade to support the **repatriation of overseas artifacts and taonga**.



Te Urungi Innovation Aotearoa, Christchurch. Photo: Manatū Taonga

- Through **Te Tai Whakaea Treaty Settlement Stories**, Manatū Taonga support iwi to present their Treaty settlement stories in the own voice. The programme helps New Zealanders connect to this country's past by exploring Treaty settlements and their enduring impact through bilingual digital story telling.
- Manatū Taonga provides support to the **Waitangi Day Commemorations** Committee, which represents the hau kāinga at Waitangi and their partners in Northland, to hold the public programme at Waitangi on Waitangi Day and the preceding days. Further funding is allocated on a contestable basis for a range of iwi/hapū, **community organisations** and local government to enable Te Tiriti o Waitangi to be commemorated around Aotearoa New Zealand.
- On 24 June 2022, **Matariki**, a distinctively New Zealand holiday, was celebrated for the first time. Matariki is an opportunity for all the people of Aotearoa New Zealand to come together to reflect on the year that has passed, celebrate the present, and plan

for the future. Manatū Taonga will be responsible for promoting public awareness and understanding of the Matariki public holiday from the 2023 event onwards. This will be supported by the **Chief advisor - Mātauranga Matariki**, Dr Rangi Matamua.

- Manatū Taonga also partners with heritage sector agencies to implement **Whakaaetanga Tiaki Taonga** (cultural redress agreements) with iwi/hapū through Treaty of Waitangi settlements. Manatū Taonga is also contributing to the **Whole-of-Government response to the Waitangi Tribunal's Wai 262 report, Ko Aotearoa Tēnei**, led by Te Puni Kōkiri. This large, complex work programme provides an opportunity to improve how government works effectively with and for Māori, to build a thriving Aotearoa for all.



2022 Matariki Ahi Kā. Photo: Manatū Taonga

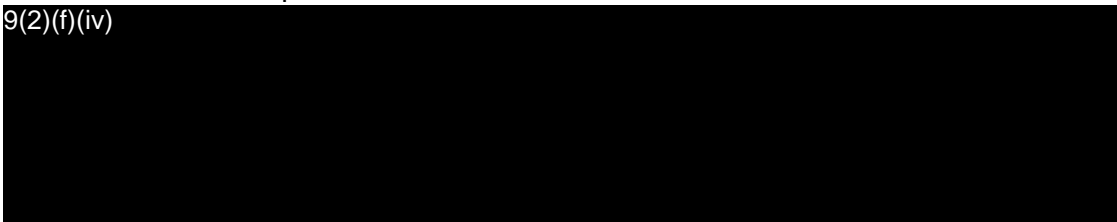
➤ **Cultural activity is valued, supported and nurtured.**

The Government has made a **significant investment in the Arts and Culture COVID Recovery Programme** – and is recognised for the work the government has done to support the sector through a challenging time. With many of the initiatives funded through the programme running through the remainder of 2023 and into 2024, we have a unique opportunity to **evaluate and understand the impact of this unprecedented investment**.

- Manatū Taonga has a key **research** focus in 2023 to build comprehensive cultural sector characteristics and population level data **to build a better understanding of the value of culture**. This will further enable accessible insights into the health of the sector in a range of areas and patterns and trends in cultural participation over time.
- Other research priorities for 2023 include **outcomes measurement of the Arts and Culture Covid Recovery Programme** and three in-depth evaluation projects to identify longer term and transformational impacts of the programme, with this funding set to end in June 2023. **Evaluating** the impact of this funding is important in understanding next steps in any future funding support, and in building an evidence base for future policy.
- The **Independent review of lottery funding to statutory bodies**, commissioned by Te Puna Tahua Lottery Grants Board, encompasses the Board's allocation of a proportion of lottery profits to four statutory bodies: Creative New Zealand, the New Zealand Film Commission, Ngā Taonga Sound and Vision, and Sport New Zealand. These statutory bodies receive a specified percentage allocation of the annual Lotto NZ profits. For the majority of the statutory bodies the lotteries funding is a significant portion of their total annual revenue. Manatū Taonga will continue to engage with the

statutory bodies, the Lotteries Grants Board, and the Department of Internal Affairs as the review develops.

- 9(2)(f)(iv)



- The Ministry of Education in partnership with Manatū Taonga and Creative New Zealand are delivering the **Creatives in Schools** programme. This programme provides opportunities for schools and kura throughout Aotearoa to apply for funding to deliver a creative project in partnership with professional artists and creative practitioners. This provides a revenue stream for creatives, while growing an interest in the arts in the next generation through participation in cultural activities.

Upcoming decisions

When your delegations have been confirmed, there may be a number of decisions and actions that will require your prompt attention. For example, Board appointments for those crown entities delegated to you.

Manatū Taonga will provide you with further advice to support you in these priority decisions and actions.

Appendix D also provides an overview of upcoming Arts, Culture and Heritage related events.



Te Urungi Innovation Aotearoa, Christchurch. Photo: Manatū Taonga

Appendix A: About Manatū Taonga

As government's adviser on cultural issues, Manatū Taonga provides strategic leadership across the government-funded cultural sector and maintains a comprehensive overview of our sectors.

Manatū Taonga plays a crucial role supporting the cultural sector and the wider creative system. The strategic framework, **Te Rautaki o Manatū Taonga** (Appendix B), describes the aspirations we have for the cultural and creative system, the roles we play in relation to it, and the approach we take to optimising our contribution and impact.

Te Rautaki recognises the place of Manatū Taonga in the public service through a renewed emphasis on system leadership, relationships with iwi and Māori, supporting Māori cultural aspirations, and our stewardship role across the cultural sector.

The Ministry has a headcount of 197 or 189.4 full-time-equivalent employees as at 30 November 2022. This includes permanent and fixed-term staff but excludes casual staff and vacancies. In addition, the Ministry currently has a number of contractors working on initiatives that are part of the government response to COVID-19 and the establishment of the Aotearoa New Zealand Public Media entity.

Our primary offices are located in the Public Trust Building on Lambton Quay, Plimmer Towers (ANZPM), and we also have staff based at the Education Centre at the Pukeahu National War Memorial.

Manatū Taonga has direct responsibilities for three portfolios summarised below:

Ministry portfolio responsibilities		
Arts, Culture and Heritage	Broadcasting and Media	Sport and Recreation
<ul style="list-style-type: none"> Provides policy advice to support arts, culture and heritage objectives Delivers cultural programmes and initiatives, produces resources, and administers legislation Funds and provides advice on Crown-funded agencies' performance, including advice on setting entities' strategic direction and priorities Provides advice on board appointments and governance issues Provides advice on draft agency planning documents 	<ul style="list-style-type: none"> Provides policy advice to support broadcasting and media objectives Provides advice on board appointments and governance issues Provides advice on draft agency planning documents and performance issues Fund administrator for broadcasting support packages 	<ul style="list-style-type: none"> Monitoring agency of Sport NZ and Drug Free Sport NZ Provides advice on board appointments and governance issues Provides advice on draft agency planning documents and performance issues
Funding	Funding for Arts, Culture and Heritage and Broadcasting and Media is provided via Vote Arts, Culture and Heritage and is the responsibility of the Minister for Arts, Culture and Heritage (with the exception of the broadcasting packages). It is administered by the Ministry.	
	Funding for Sport and Recreation is provided via Vote Sport and Recreation and is the responsibility of the Minister for Sport and Recreation. It is administered by Sports New Zealand.	

Appendix B: Te Rautaki o Manatū Taonga 2021-2040, the Ministry's 20-year Strategic Framework

Manatū Taonga has recently developed Te Rautaki o Manatū Taonga, a 20-year strategic framework for the Ministry. Te Rautaki is a strategy focussed on how Manatū Taonga is positioned to support the cultural sector to thrive. Our vision in Te Rautaki is that when culture thrives, people are well.

Ki te puāwai te ahurea, ka ora te iwi
Culture is thriving, the people are well

Te pūtake

Why we exist

We support arts, heritage, media and sports so that culture in Aotearoa New Zealand thrives.

Our role: We are the government's principal advisors on the cultural system.

We are: Te Tiriti partners, system stewards, custodians of taonga, navigators, leaders and experts.

Te whāinga tāhuhu

Where we want to get to

Success descriptors

- Culture is inclusive and reflective, supporting people to connect and engage with each other, their community and society.
 - Iwi and Māori are supported to achieve their cultural aspirations and Māori culture is recognised, valued and embraced.
 - People can access and are participating in cultural activities and experiences.
 - Cultural activity is valued, supported and nurtured.
 - The cultural system is resilient and sustainable.
-

Ngā Āheinga

How we will do this

Demonstrably improving wellbeing through a joined-up, whole-of-system approach with Te Arataki at its centre.

Ngā whāinga

Putting Te Arataki, our Māori strategy, at the heart of what we do: become an exemplar te Tiriti o Waitangi partner supporting Māori, hapū and iwi to achieve their aspirations through authentic partnership and whanaungatanga. Key to Te Arataki is: He ngākau titikaha, he hononga tangata, he hononga Tiriti.

Focus on system stewardship and relationships: lead and support the cultural system to achieve greater cultural impact through collaboration and improved ways of working.

Build system capability: develop, mature and improve the capability of the system so that it is fit for purpose, adaptive and enduring.

Te Arataki

Our Māori Framework

He Ngākau Titikaha - Striving for confidence across Manatū Taonga

He Hononga Tangata - Connecting all New Zealanders with Māori culture through the work we do, and connecting with others to support iwi/Māori aspirations

He Hononga Tiriti - Working in collaboration, creating opportunities to partner directly with iwi/Māori

Appendix C: Your Key Contacts

Te Kāhui Mataaho / Manatū Taonga Leadership Team

Te Kāhui Mataaho, Manatū Taonga's leadership team, are your strategic advisors to help implement your vision for the portfolio.

Contact	Function	Contact Details
 Leauanae Laulu Mac Leuanae Tumu Whakarae Chief Executive	<ul style="list-style-type: none"> Strategic direction Organisational performance 	9(2)(a)
 Emily Fabling Pou Mataaho o Te Aka DCE Policy & Sector Performance	<ul style="list-style-type: none"> Provides policy advice Monitors the Government's interest in Crown-funded cultural sector agencies and appointments Research and Evaluation 	
 Glenis Philip-Barbara Pou Mataaho o Te Hua DCE Delivery	<ul style="list-style-type: none"> Administering our legislation Commemorations and memorials (including establishing new memorials to commemorate Erebus and March 15) Preserving communities' stories Protecting taonga 	
 Mere-Hēni Simcock-Rēweti Pou Mataaho o Te Pae Huarewa DCE Māori Crown Relations	<ul style="list-style-type: none"> Strengthening Māori Crown capability Māori Crown engagement Māori Crown partnerships 	
 Joe Fowler Pou Mataaho o Te Aka Tūhono DCE Investment & Outcomes	<ul style="list-style-type: none"> Manages Manatū Taonga's COVID recovery funds 	
 Matthew Oliver Pou Mataaho o Te Iho DCE Organisational Performance	<ul style="list-style-type: none"> Ministerial services Corporate services 	

Key sector stakeholders

subject to your delegations, a significant part of your role will involve working with Crown-funded cultural agencies within your areas of responsibility. Many of these agencies deliver the majority of funding to the cultural and heritage sectors, and have extensive networks throughout to grass roots organisations.

See Appendix G for a list of all Arts, Culture and Heritage organisations and their current chair and chief executive.

Maintaining a relationship with these entities will be important to your future work across the portfolio and achieving your vision for the sector. Manatū Taonga recommends you begin forming these relationships with portfolio entities promptly when your delegations are known.

Appendix D: Upcoming Arts, Culture and Heritage related events

Event	Why	Timing
Waitangi Celebrations To mark the signing of Te Tiriti o Waitangi, communities across Aotearoa hold celebrations alongside the primary commemoration at the Waitangi Treaty Grounds.	Commemorating Waitangi Day is integral to the history and culture of Aotearoa New Zealand. Manatū Taonga supports events through the Commemorating Waitangi Day Fund to commemorate the signing of Te Tiriti o Waitangi and promote nation and community building. Manatū Taonga also supports the Waitangi National Trust Board to ensure it is sustainable and has the capacity to maintain the historic Treaty Grounds.	6 Feb
Wellington Pasifika Festival	The Wellington Pasifika Festival attracts over 15,000 people each year and is a standout event in the Wellington regional and national calendar. The Wellington Pasifika Festival has not been funded through the Pasifika Festivals Initiative as it is fully funded by the Council. However, it is actively involved in helping the wider Pasifika festivals community through sharing knowledge via our ongoing zonos.	11 February
Opening of Sir Howard Morrison Centre, Rotorua	The Sir Howard Morrison Centre received a \$632,000 Regional Culture and Heritage Fund (RCHF) grant in 2022 towards its theatre service infrastructure. The Centre is registered as a Category I heritage building on Rārangi Kōrero (New Zealand Heritage List).	15 Feb
Napier Art Deco Festival The Hawkes Bay region steps back in time to experience what life was like between 1920 and 1940 as part of the Art Deco Festival Napier.	This festival celebrates New Zealand's Art Deco architecture heritage. The Festival also has a wide range of activities and cultural events including vintage cars, trains, flying displays, 1920s fashion, and everything Art Deco. The Festival has recently looked to improve its diversity with new events such as the Hangi and Kapa Haka Showcase into the culture and stories of local Māori post the 1931 Napier earthquake.	16-19 February

Event	Why	Timing
NZ Fringe NZ Fringe has a reputation for being a bold, brave and innovative arts festival. NZ Fringe is also known at times as the Wellington Fringe or just FRINGE	NZ Fringe is run by the not-for-profit Creative Capital Arts Trust, receiving funding from Creative New Zealand alongside other funding partners. NZ Fringe is different to other curated arts festivals in that it is "open-access" which means that anyone can register an event. This allows for a huge diversity of events on offer.	17 February – 11 March
Te Matatini Kapa Haka Festival A biennial national event celebrating the best of Aotearoa New Zealand's Kapa Haka to foster, develop and protect Kapa Haka in the pursuit of excellence.	Te Matatini is a significant cultural festival and the pinnacle event for Māori performing arts. Held every two years, it is one of the most highly anticipated events for performers, their whānau and passionate Kapa Haka fans throughout the world. Supporting Kapa Haka infrastructure and the role of Te Matatini is a priority focus for Manatū Taonga Arts Policy. As the last two festivals were delayed due to COVID-19, performers, their whānau and kapa haka fans around the world are eagerly awaiting the event's return for four years.	21-25 Feb
Auckland Pride Festival The Auckland Pride Festival aims to empower, celebrate, and serve Tāmaki Makaurau's Takatāpui and Rainbow Communities through events, creativity, and advocacy.	The Pride Festival has a vision for an equitable Aotearoa where Takatāpui and Rainbow Communities are liberated, thriving, and connected. The Pride Festival's strategic priority areas are Equity, Community, Arts & Events, and Sustainability. The Festival includes multiple events including: <ul style="list-style-type: none"> • Big Gay Out – 12 Feb • Festival of Live Arts 14-19 Feb • Pride March – 18 Feb 	1-26 Feb
ASB Polyfest Polyfest includes performances and speech competitions from the Samoan, Tongan, Cook Islands, Niuean and the Diversity stage (which brings people from many different cultures together, to learn from and about one another).	Covid restrictions affected the festival the last two years, so having people return and students perform will make the 2023 event a special celebration. Creative New Zealand and the Ministry for Arts, Culture and Heritage, in conjunction with the Ministry of Pacific Peoples and Pacific Business Trust, have committed multi-year funding for Polyfest from the Pasifika Festivals Initiative.	8-11 March Māori stage performances will take place from 3 - 5 April 2023

Event	Why	Timing
Auckland Arts Festival Te Ahurei Toi o Tāmaki / Auckland Arts Festival is a globally recognised celebration of art and culture.	The Auckland Festival Trust receives funding from Creative New Zealand alongside Auckland Council, Pub Charity and Foundation North. This will be the 15 th festival. The festival has attracted over two million visitors to date.	9-26 March
Ngāi Tahu Returns Ceremony (Tāmaki Paenga Hira Auckland War Memorial Museum)	The Ngāi Tahu Returns Ceremony marks the return of taonga tūturu from Tāmaki Makarau to six rūnaka in Te Wai Pounamu. The taonga have completed a long period of conservation treatment and storage in Tāmaki (under Protected Objects Act 1975 processes) and are now returning home.	10 March
Anniversary of March 15 Terrorist attacks on Christchurch Masjidain	Affected communities have signalled that large-scale events to mark this anniversary are no longer appropriate. However, Manatū Taonga continues to work with the community to support the broadcasting of the call to prayer on this day.	15 March
Auckland Pasifika Festival The Pasifika Festival is a Pacific Islands-themed festival held annually in Western Springs Reserve, Auckland.	This is one of the largest Pasifika Festivals in New Zealand. The organizers include Auckland Council and a community Trust. Manatū Taonga has provided funding to the Trust through all the Pasifika Festival Initiative Waves (Tasi 20, Tasi 21, Lua and Tolu).	Various events across March (main festival 18-19 March)
WOMAD - 20 year anniversary WOMAD - World of Music, Arts and Dance is an internationally established festival, which brings together artists from many forms of music, arts and dance.	The three-day WOMAD festival in New Plymouth is an important event in the cultural calendar, bringing together audiences to experience a diverse range of cultural performances. This year will be the 20 th anniversary of the festival.	17-19 March
Cuba Dupa Wellington's Cuba Street precinct hosts performances, interactive installations, roaming dance and music ensembles, cultural experiences and culinary offerings.	CubaDupa celebrates the vibrancy, diversity and unique creative spirit of Wellington. CubaDupa is presented by the non-profit Creative Capital Arts Trust. The Trust receives funding for CubaDupa from Creative New Zealand among others including the Wellington City Council, Te Māngai Pāho, E Tū Whānau, and Pub Charity.	25-26 March

Event	Why	Timing
ANZAC Day Commemorations ANZAC Day commemorates all Australians and New Zealanders killed in war and honours our returned service personnel.	<p>Manatū Taonga supports ANZAC commemorations through our role in supporting Pukeahu National War Memorial Park.</p> <p>In recent years, Anzac Day has become especially poignant with the 100 year anniversary of the First World War, and the recent invasion of Ukraine.</p>	25 April
NZ Music Month NZ Music Month celebrates music from New Zealand and the people who make it. It promotes hundreds of live gigs and new and old artists.	NZ Music Month is a promotion run by the NZ Music Commission, for which you are responsible, which takes place each May. This is organised in association with other organisations including NZ On Air, Recorded Music New Zealand, APRA, The Music Managers Forum, and Independent Music NZ.	May
Te Rā Aro ki a Matariki Matariki Public Holiday	Manatū Taonga supports Matariki commemorations through funding community and iwi Māori initiatives, coordinating an across Government work programme (resources, events), promotions, and a hosted event (venue to be confirmed).	14 July

Appendix E: Long Term Insights Briefing Summary

The New Zealand public service has a duty of stewardship, to look ahead and provide advice on future challenges and opportunities. The *Public Service Act 2020* introduced a new requirement on departmental chief executives to publish a Long-term Insights Briefing at least once every three years.

This work is independent of Ministers and is designed to create publicly available information about medium and long-term trends, risks and opportunities that affect, or may affect, New Zealand and New Zealand society. The briefings provide information and impartial analysis, including policy options, for responding to these matters.

The Long-term Insights Briefings are think-pieces on the future, not government policy.

In late 2021 and during 2022, Manatū Taonga embarked on engagement to inform a Long-term Insights Briefing to consider some of the key areas that influence the vibrancy and resilience of the cultural sector ecosystem.

Through this first round of engagement, we received feedback from over 150 sector stakeholders and organisations. This feedback led to confirming the final topic: *Into the future, what are some of the key areas that will influence the vibrancy and resilience of the cultural sector ecosystem?*, and identified five priorities for the focus of the briefing. These priorities are:

- **Te ao Māori:** considering the future of the sector where Te Ao Māori is woven throughout the cultural sector while supporting mana motuhake, including implications of co-governance
- **Funding, investment and value:** shifting how investment is made in the sector and how value is understood and realised
- **Population change:** understanding the impacts of projected demographic changes as Aotearoa New Zealand becomes more diverse, including shifts in specific population groups and our sense of identity and place in the world
- **Digital technologies:** realising the opportunities created by rapidly changing digital tools and platforms, and considering the broader economic and legal implications, including in relation to the global marketplace
- **Climate change:** fostering a more sustainable sector and the opportunities within the sector to positively impact climate change

Using these priorities, Manatū Taonga held a series of workshops with targeted sector stakeholders to develop the draft briefing. A draft briefing was released in November 2022 for public consultation, with the final briefing published in December 2022.

The final Long-term Insights Briefing reflects the various engagement and consultation from across the cultural sector, and identifies policy options to respond to the opportunities identified (see following page). These priorities align closely with the goals in Te Rautaki.

The following pages summarise the findings on the role of Manatū Taonga as steward of the cultural and creative ecosystem, and pathways for a vibrant and resilient cultural sector ecosystem.

Officials are committed to working in partnership with the cultural sector to progress the opportunities identified in the briefing.

Long Term Insights Briefing finding: What is the role of Manatū Taonga as steward of the cultural and creative ecosystem?

The areas below, taken from the Long-Term Insights Briefing, are the areas that Manatū Taonga can drive to help guide the sector towards the pathways and opportunities identified from engagement with the sector.

Manatū Taonga can:

- ensure it lives by Te Rautaki, in particular putting Te Arataki, our Māori strategy, at the heart of what we do
- support Māori to reach leadership positions across the sector, including through appointments to arts, culture and heritage boards and entities monitored by Manatū Taonga
- support capacity and capability building across iwi/Māori, acknowledging that there is currently unequal capacity and capability to engage and participate across iwi/Māori
- collate and share evidence, data and insights that demonstrate the far-reaching impact of arts, culture and heritage, including influencing further development of the Living Standards Framework and introducing He Ara Waiora, and the connection with the Social Cohesion Framework
- consider innovative ways of rapidly delivering funding where it's needed, while still retaining accountability for public funds, and continue to design funding and investment strategies that support regional and local arts, culture and heritage
- use its influence to champion the sector across traditional agency, sectoral and disciplinary boundaries and look beyond traditional engagement partners and models to bring in a greater range of diverse perspectives from different groups and communities
- support the sector to consider ways of delivering arts and culture that minimise their impact on the climate, including learning from ways of engaging with arts and culture that were adopted during the COVID-19 pandemic and lessons from the Carbon Neutral Government Programme
- support New Zealand's diverse communities to tell their stories through arts and culture, helping to connect more people with their own stories, and those of others who call Aotearoa home
- promote digital connections and experiences, while supporting other government agencies to mitigate unequal access across some groups (for example, older people, people with disabilities, people from lower socio-economic backgrounds)
- work to design principles-based policy and legislative settings that are fit for the future, and support the protection of Māori data, content and stories as taonga
- support New Zealand digital content creation and discoverability
- leverage arts and culture to appeal to Aotearoa to act against climate change as well as support iwi/Māori and communities to self-determine the future of their cultural taonga and make better-informed risk-based decisions to reduce the vulnerability of cultural assets to climate change.

Long Term Insights Briefing finding: What are the pathways for a vibrant and resilient cultural sector ecosystem?

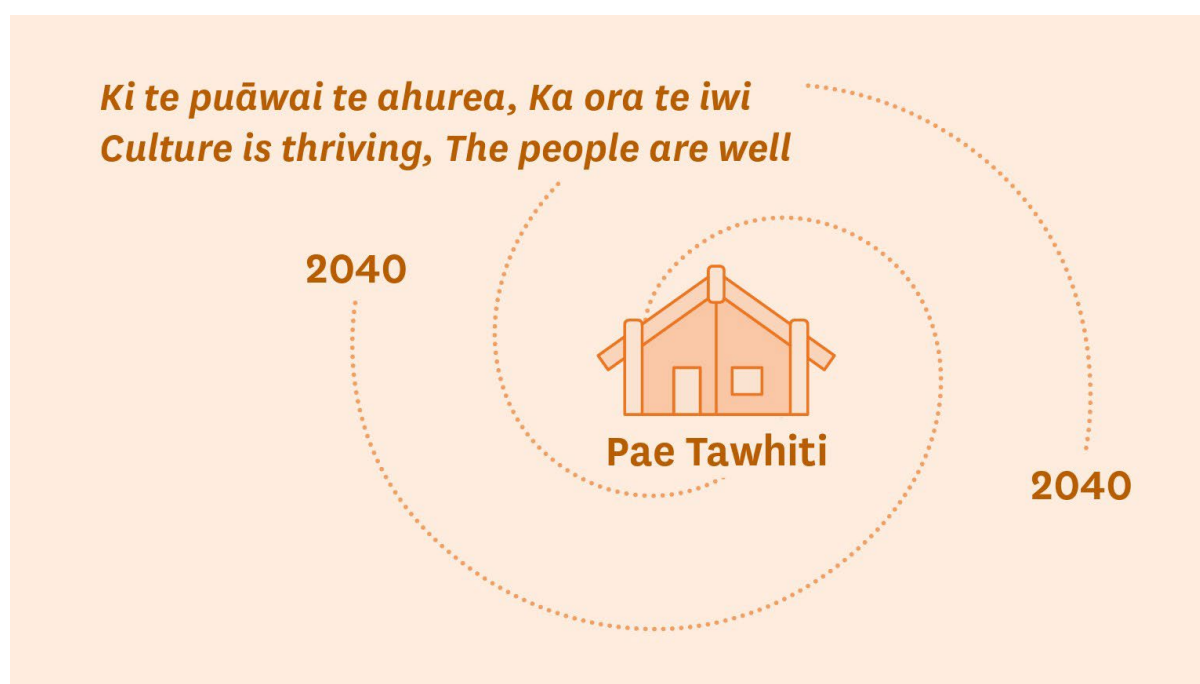
The diagram below, taken from the Long-Term Insights Briefing, shows the key focus areas that came through from the engagement on this work, how this connects with Te Rautaki, and the pathway for our sector as we approach 2040.

- **The Crown is working in partnership with Māori, and there is greater consideration of the cultural impacts of ngā toi Māori, with self determining funding models.**

Te Rautaki connection: Iwi and Māori are supported to achieve their cultural aspirations and Māori culture is recognised, valued and embraced.

- **New Zealand content is seen, heard, and read all over the world, connecting diverse New Zealand culture to the world.**

Te Rautaki connection: Culture is inclusive and reflective, supporting people to engage with each other, their community and society.



- **There is a shared strategic direction, with sustainable investment models and innovative and flexible ways to respond to rapid changes in technology.**

Te Rautaki connection: The cultural system is resilient and sustainable.

- **We can clearly articulate the cultural and creative sector's economic and wellbeing contribution, and government investment is evidence based.**

Te Rautaki connection: Cultural activity is valued, supported and nurtured.

- **The arts are embedded in education pathways at all levels and creative work is seen as viable career option, supported by sustainable investment.**

Te Rautaki connection: People can access and are participating in cultural activities and experiences.

Appendix F: Value of the cultural sector

Below summarises national data and evidence on the characteristics of the general cultural sector encompassing arts, heritage and media. Manatū Taonga is increasing the scope of population and sector characteristics data to extend our knowledge about how these outcomes are progressing. This includes data about sector workforce and learning pathways.

Cultural Participation

New Zealanders engage in a variety of cultural activities over the course of a year. Overall participation rates for adults aged 15+ across a range of cultural activities are shown in the table below (General Social Survey [GSS] 2021).

Disparities in participation exist among ethnicities, age groups, regions, education levels, and socioeconomic status. For example, according to GSS 2021 data:

- those who identified as European report greater participation and attendance at cultural events overall, compared to Māori, Pasifika or Asian people
- people living with a disability had low levels of cultural participation across all activities
- cultural participation increased with level of personal income: those who earn over \$70,000 were much more likely to attend cultural activities, compared to those who earn less than \$30,000.

A recent cultural participation survey by Manatū Taonga (2022) has found lack of finances is now New Zealanders' top barrier for in-person participation, followed by concern about the risk of COVID-19.

Attendance at cultural activities in the last 12 months	Total
Been to a musical, dance or theatre performance	34%
Been to a live music performance	40%
Been to the movies	46%
Been to an art gallery or museum	42%
Been to a New Zealand site or building because of its historical importance	33%
Been to a community event	49%
Been to a park or reserve	67%
Participation in Māori cultural activities in the last 12 months	
Used Māori phrases or words	56%
Watched a Māori television program	30%
Participated in kapa haka	5%
Sung a Māori song, performed haka, given a mihi or speech, or taken part in Māori performing arts or crafts	25%
Been to a Marae	22%

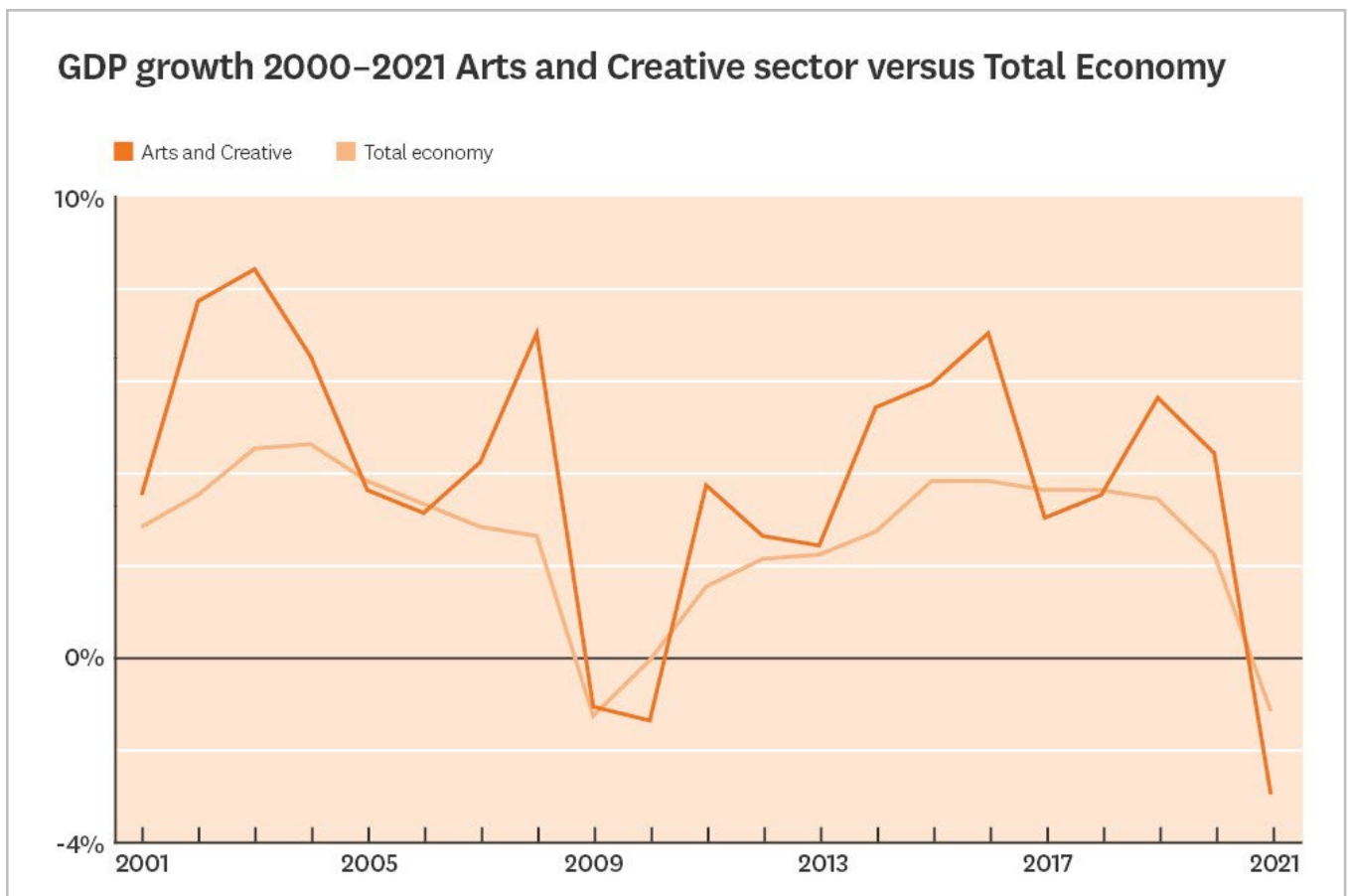
Economic Sensitivity

The cultural sector has grown in economic value and employment in the last two decades, but is sensitive to negative economic events.

In the year to March 2021, the arts and creative sector in New Zealand contributed just over 3.3% of New Zealand's GDP (\$10.851 billion).

Between 2000 and 2021, the arts and creative sector economy, in terms of GDP, more than doubled in size (+121%) in real terms; this growth is greater than the economy as a whole (+70%).

As the figure to below shows, this growth has been volatile, with more extreme highs and lows as the economy cycled through periods of high and low growth. COVID-19 had a greater impact on the arts and creative sector than on the economy as a whole in 2020/21 (-3% compared with -1.2% in GDP).



Infometrics Arts and Creative Sector Profile, 2022.

Employment

Between 2000 and 2021, arts and creative sector employment increased by 63%, compared with 47% for the whole economy. However, since 2010 sector employment has grown at a similar rate to the total economy. As with GDP, sector employment is more sensitive to economic cycles. Jobs in the year to March 2021 were -0.4%, while the economy as a whole was flat (+0.1).

Based on Statistics NZ and IRD data, as at March 2021, there were:

- 94,689 filled jobs in the arts and creative sector
- 30,986 businesses in the arts and creative sector - many of these are clustered in the main centres: 44.3% of these are in Auckland and another 25.7% are in Wellington and Canterbury regions.

The rate of self-employment in arts and creative sector professions is twice that of the total workforce (35.9% versus 16.7%), and this rate has increased since 2000 (from 30.1%), while the rate in the whole economy has declined (from 19.6%).

Income in the arts and creative sector is varied and for some uncertain and volatile, with part-time, short-term and contract work commonplace. In 2019, survey data showed the median personal income (after expenses) for creative professionals was \$35,800, compared to \$51,800 for all New Zealanders earning a wage or salary.

In terms of ethnic diversity, Māori, Pacific peoples and Asian New Zealanders are significantly under-represented in the arts and creative sector workforce, although there has been some improvement since 2013. Europeans remain significantly over-represented (see table below; NZ Census 2018).

Ethnic Composition of Arts and Creative Sector Workforce				
Ethnicity	Arts and Creative Sector (%)		New Zealand Total (%)	
	2013	2018	Workforce 2018	Population 2018
European	83.5%	79.1%	71.4%	70.2%
Māori	8.5%	10.0%	13.5%	16.5%
Pacific Peoples	3.5%	4.5%	6.5%	8.1%
Asian	8.8%	12.7%	15.1%	15.1%
MELAA	0.9%	1.6%	1.4%	1.5%
Other	1.9%	1.3%	1.4%	N/A

Infometrics 2021.

Social Value

The sector creates substantial social and cultural value, contributing to life satisfaction, sense of belonging, wellbeing, and personal, community and national identity.

This is seen, for example, in New Zealanders' attitudes towards the arts, which are more positive than ever:

- Nearly two-thirds of New Zealanders feel the arts contribute to the New Zealand economy (64%) and help to improve society (62%).
- 60% of New Zealanders agree that the arts contribute to the resilience and wellbeing of their community.
- 64% percent of New Zealanders believe the arts help define who we are as New Zealanders.
- Just over half (54%) of New Zealanders feel the arts are an important way to connect to their culture. (New Zealanders and the Arts 2020 Research Summary)

Recent data show most people living in New Zealand feel it is easy to express their identity in New Zealand (80%, a decrease of 7% from 2016), though results are lower among certain groups, such as Asian New Zealanders (63%) and people with disabilities (between 68 and 72%) (General Social Survey 2021).

Appendix G: Monitoring of funded agencies and sector performance

Ministry's role

As stewards of the arts, culture, heritage, media and sporting sectors, the Ministry has a duty to advise Ministers on the sustainability, health and capability of the sector and the challenges and opportunities the sector faces. Our overall aim is to drive sector performance for the benefit of all New Zealanders.

Our role as a monitor is to assist the responsible Minister to carry out their role in:

- **Ensuring an effective board is in place** by appointing members to, and removing members from boards and determining remuneration of some board members
- Giving directions to entities to **give effect to government** policy (Crown agents) or have regard to government policy (autonomous Crown entities) *
- **Reviewing** the operations and performance of the entity
- Requesting **information** from an entity
- Participating in the process of setting the entity's **strategic direction** and performance expectations
- **Monitoring** the entity's performance
- **Managing risks** on behalf of the Crown
- **Answering to Parliament** for the performance of the entity.

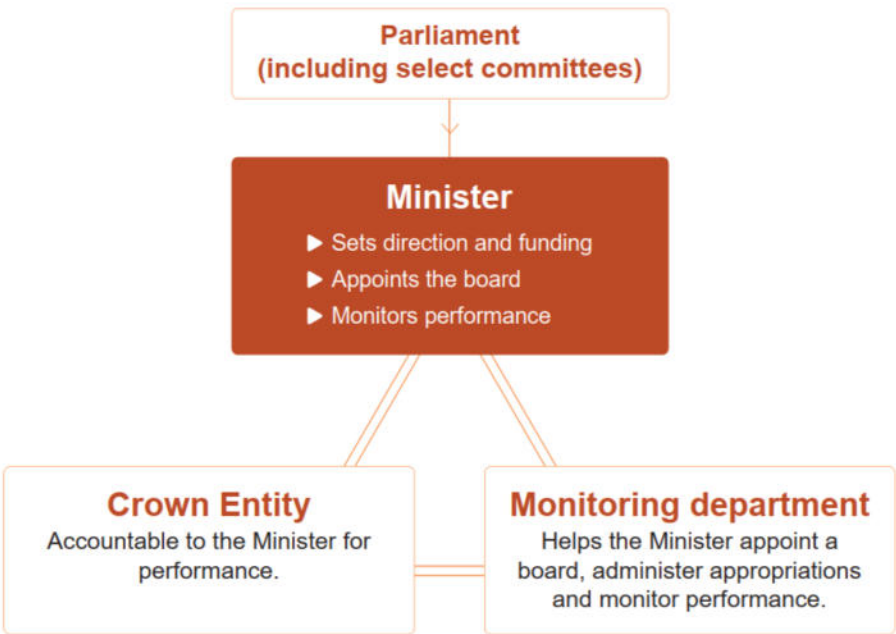
As monitor we are also responsible for

- Administering **appropriations**
- Administering **legislation**
- Tendering independent **advice to Ministers**, including advice on entities' performance

* There are some restrictions on direction – e.g., you may not give directions to cultural sector agencies on cultural matters

Monitoring Entities

Te Kawa Mataaho, Public Service Commission's *It Takes Three: operating expectations framework* notes that: the Crown entity system relies on ministers, entities and monitoring departments working well together. Effective engagement requires clarity about respective roles and responsibilities and a shared understanding of 'how' legislative obligations are put into practice. In short, it takes all 3 parts of the government working together to effectively deliver the services that Kiwis deserve.



Minister's responsibilities and government expectations

Autonomous Crown Entities	Non-Government Organisations
Creative New Zealand, Heritage New Zealand, New Zealand Film Commission, New Zealand Symphony Orchestra, Te Papa	Antarctic Heritage Trust, New Zealand Music Commission, Ngā Taonga Sound & Vision, Royal New Zealand Ballet, Te Matatini
<ul style="list-style-type: none">• Minister for Arts, Culture and Heritage determines Board appointments (via Cabinet) and (with discretion) can remove Board members• Minister for Arts, Culture and Heritage sets direction and annual expectations• Minister for Arts, Culture and Heritage can direct on government policy, and the agency must 'give effect' to policy that relates to the entity's functions and objectives if directed to do so• Agency must 'give effect to' the whole-of-Government approach if directed by Ministers of Finance and Public Service.	<ul style="list-style-type: none">• Funding is to provide certain services, and the Ministry enters contractual relationships with these entities for service delivery or to support service delivery• The Crown Entities Act does not apply• The Minister for Arts, Culture and Heritage does not appoint Board members.

Overview of entities

 <p>Creative New Zealand (Arts Council of New Zealand) Chair: Caren Rangi Chief Executive: Stephen Wainwright</p> <ul style="list-style-type: none">• National body for the arts, whose purpose is to encourage, promote, and support the arts in New Zealand for the benefit of New Zealanders.• Established under the Arts Council of NZ Toi Aotearoa Act 2014. <div>2022/23</div> <div>Vote: \$20.689m Incls: \$4m COVID response funding Plus: MCH: Mātauranga Māori funding</div>	 <p>Te Papa (Museum of New Zealand Te Papa Tongarewa) Chair: Hon Dame Fran Wilde Chief Executive: Courtney Johnston</p> <ul style="list-style-type: none">• Responsible for collecting, conserving, storing, and exhibiting tangible and intangible taonga and works of art.• Established by the Museum of New Zealand Te Papa Tongarewa Act 1992 and Crown Entities Act 2004. <div>2022/23</div> <div>Vote: \$50.574m Incls: \$7m COVID response funding Plus: MCH: Mātauranga Māori funding Ngā kahu repatriation funding</div>
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HERITAGE NEW ZEALAND
POUHERE TAONGA

Heritage New Zealand Pouhere Taonga

Chair: Hon Marian Hobbs
Chief Executive: Andrew Coleman

- Responsible for the identification, protection, preservation, and conservation of historical and cultural heritage.
- Established by the Heritage New Zealand Pouhere Taonga Act 2014.

2022/23

Vote: \$16.988m
Plus MCH: Mātauranga Māori funding



New Zealand Film Commission

Chair: Alastair Carruthers
Chief Executive: Mladen Ivancic (Acting)

- Supports the New Zealand film industry by investing in films, providing professional development for New Zealand filmmakers, and promoting both New Zealand films and the screen production industry.
- Established by the New Zealand Film Commission Act 1978.

2022/23

Vote: \$22.045m
Incls. \$16.284m Screen production recovery fund



NGĀ TAONGA
SOUND & VISION

Ngā Taonga Sound & Vision

Co-chair: Emily Loughlin and Lynell Tuffery
Chief Executive: Honiana Love

- Responsible for collecting, conserving, storing, and making accessible New Zealand's film, television, and radio material.
- Independent charitable trust governed by the Charitable Trusts Act 1957 and Trust Deed.

2022/23

Vote: \$13.443m (Opex) \$5.352m (Capex)
Plus MCH: Mātauranga Māori funding



ROYAL NEW ZEALAND BALLET

Royal New Zealand Ballet

Chair: Dame Kerry Prendergast DNZM, CNZM
Chief Executive: Dame Kerry Prendergast (Acting)

- Performs a broad dance repertoire for audiences.
- Connects through audiences and the education, community, and accessibility programme.
- Provides opportunities and professional development for dancers, choreographers, and designers.
- Independent charitable trust governed by the Charitable Trusts Act 1957 and Trust Deed.

2022/23

Vote: \$8.167m



Edo de Waart Music Director
New Zealand
Symphony Orchestra
Te Tira Pūoro o Aotearoa

New Zealand Symphony Orchestra

Chair: Ainsley Walter
Chief Executive: Peter Biggs CNZM

- Provides national touring of orchestral music performed to an international standard, and community and education programmes across the country.
- Provides opportunities and professional development for New Zealand creatives.
- Established by the New Zealand Symphony Orchestra Act 2004.

2022/23

Vote: \$19.731m (Opex) \$3.5m (Capex)



NEW ZEALAND
MUSIC COMMISSION
TE REO REKA O AOTEAROA

New Zealand Music Commission

Co-Chair: Victoria Blood and Greg Bonnett
Chief Executive: Cath Andersen

- Supports and promotes contemporary New Zealand music domestically and overseas.
- Independent trust governed by the Charitable Trusts Act 1957 and Trust Deed.

2022/23

Vote: \$2.228m



Te Matatini

Chair: Selwyn Parata
Chief Executive: Carl Ross

- Supports the long-term development of Māori performing arts through fostering excellence in kapa haka.
- An incorporated society (NGO) governed by the Incorporated Societies Act 1908 & Rules.

2022/23

Vote: \$2.948m
Plus MCH: Mātauranga Māori funding



ANTARCTIC HERITAGE TRUST

Antarctic Heritage Trust

Chair: HE Datuk Mark Stewart MNZM, PJM (Kehormat)
Chief Executive: Nigel Watson

- Engaged in conserving the bases and artefacts of Antarctic explorers such as Sir Ernest Shackleton and Captain Robert Falcon Scott and educating and inspiring young people.
- An independent charitable trust (NGO) governed by the Charitable Trusts Act 1957 and Trust Deed.

2022/23

Vote: \$1.526m

Appendix H: Legislation administered by Manatū Taonga

The table below summarises the legislation administered by Manatū Taonga for which the Minister for Arts, Culture and Heritage has responsibility and an indication of that legislation subject to potential change over the coming year (see highlighted cells).

The Ministry is also responsible for the **Broadcasting Act 1989**, the **Television New Zealand Act 2003**, and the **Radio New Zealand Act 1995** as part of the Media and Broadcasting portfolio.

Legislation	Minister's role / responsibility
Anzac Day Act 1966 For 25 April to be known as Anzac Day and to be a day of commemoration.	<ul style="list-style-type: none">None.
Arts Council of New Zealand Toi Aotearoa Act 2014 To continue the Arts Council of New Zealand Toi Aotearoa (CreativeNZ), the national body for the arts established in order to encourage, promote, and support the arts in New Zealand for the benefit of all New Zealanders.	<ul style="list-style-type: none">Minister may confer a function on the Arts Council (section 7(1)(f))Minister may not direct the Arts Council in relation to cultural matters (section 8)Minister to appoint members of the Arts Council (section 10)
Cultural Property (Protection in Armed Conflict) Act 2012 Enables New Zealand to accede to the First and Second Protocols to the Convention for the Protection of Cultural Property in the Event of Armed Conflict by creating of a number of criminal offences relating to the removal of cultural property from occupied territory, to dealing in such property, and to various acts against cultural property in situations of armed conflict. The Act also provides for an offence of unauthorised use of the special emblem of The Hague Convention.	<ul style="list-style-type: none">The Minister may give authority to use the distinctive emblem of the Convention for the Protection of Cultural Property in the Event of Armed Conflict (section 36(4)(b))
Flags, Emblems and Names Protection Act 1981 The Act regulates the use of the New Zealand Flag, and contains provisions regarding unauthorised use of the word 'Royal', the Coat of Arms and other symbols of national identity, and use of words relating to the New Zealand Government.	<ul style="list-style-type: none">Section 10 authorises the Minister to prescribe the manner in which the New Zealand flag is to be flownThe Minister may recommend the use of the New Zealand White Ensign or the New Zealand Red Ensign instead of the New Zealand Flag, in certain circumstances
Heritage New Zealand Pouhere Taonga Act 2014 The Act continues Heritage New Zealand Pouhere Taonga (previously known as the Historic Places Trust) and the Māori Heritage Council, as well as heritage covenants, heritage authorities, and the heritage list (and creates the National Historic Landmarks list). The Act also provides a process for obtaining an emergency authority to undertake an activity that will or may harm an archaeological site in the event of a national or local emergency and includes sanctions for breaches of the Act.	<ul style="list-style-type: none">Minister to appoint Board members and chairperson (section 10)Minister may appoint the Chief Executive of the Ministry for Culture and Heritage as a special adviser to the Board (section 11)The Minister must not give directions to Heritage New Zealand Pouhere Taonga that concern heritage matters relating to particular historic places, historic areas, wāhi tūpuna, wāhi tapu, or wāhi tapu area (section 13)Minister is to appoint members of the Māori Heritage Council, and a chairperson (section 26) and may remove members (section 30)Minister may determine that a place is of outstanding national heritage value and is to be included on the Landmarks list, and must consult the Minister for Māori Development and any other appropriate Minister prior (section 82)Minister may initiate a review of the places on the Landmarks list and add, remove, modify or make no change to the list. Minister must consult the Minister

	<p>for Māori Development and any other appropriate Minister before conducting a review (section 83)</p> <ul style="list-style-type: none">Minister to consider application for review in relation to the inclusion of a place on the Landmarks list, including the recommendation of Heritage New Zealand Pouhere Taonga, and must consult the Minister for Māori Development and any other appropriate Minister. Minister may then reject the application in whole or in part, and must advise the applicant of the outcome of the review (section 84)Minister may recommend the making of regulations (section 99)
Massey Burial-Ground Act 1925 Provides for the dedication of certain land to be the burial-ground of the late Right Honourable William Fergusson Massey and of his widow	<ul style="list-style-type: none">The Minister is the administering body to control and manage the special reserveThe Minister shall consult with members of the family or descendants of the said William Fergusson Massey if the Minister proposes to carry out major works on the reserve, or works that may substantially alter the appearance of the memorial, or otherwise considers it necessary (section 5)The Minister may expend money provided by public subscription, or appropriated for the purpose by Parliament, or otherwise received by him for the purpose, in providing for the control and management of the special reserve and the memorial and tomb on the reserve (section 6)
Museum of New Zealand Te Papa Tongarewa Act 1992 Establishes a National Museum that, under the name Museum of New Zealand Te Papa Tongarewa, shall provide a forum in which the nation may present, explore, and preserve both the heritage of its cultures and knowledge of the natural environment in order to better understand and treasure the past; enrich the present; and meet the challenges of the future.	<ul style="list-style-type: none">The Minister may not give a direction to the Board in relation to cultural matters (section 7)In making appointments to the Board, the Minister must have regard to the need for members to have knowledge and experience of, and commitment to, the functions of the Board, and the specific activities of the Museum (section 10)A copy of the final accounts, together with a copy of the report of the Audit Office on those accounts, shall be laid before the House of Representatives by the Minister as soon as practicable after their receipt by that Minister (section 29)
National War Memorial Act 1992 The purposes of the Act are to preserve and maintain the sanctity and dignity of the National War Memorial as a national monument to those who gave their lives in the service of their country; and to provide for the control and maintenance of the National War Memorial.	<ul style="list-style-type: none">The Minister shall control and maintain the National War Memorial (section 5)The Minister must make certain appointments to the National War Memorial Advisory CouncilOne member of the National War Memorial Advisory Council shall be appointed as chairperson by the Minister (section 10)
National War Memorial Park (Pukeahu) Empowering Act 2012 The purpose of this Act is to empower the creation of the National War Memorial Park (Pukeahu) on the Park land that includes the National War Memorial, and ensure the integration of the Park and roading networks with the wider City of Wellington.	<ul style="list-style-type: none">The Minister must make certain appointments to a National War Memorial Park Review PanelThe Minister can remove an appointed member by written notice (section 27)The Minister may request advice from the Review Panel on Orders in Council that may be required for the purpose of this Act. The Minister must publicly notify the Review Panel's recommendations on a draft Order in Council. The Minister must, as soon as practicable after receiving the Review Panel's recommendations on a draft Order in Council, present a copy to the House of Representatives (section 28)

New Zealand Film Commission Act 1978 Establishes the New Zealand Film Commission, and defines its functions, powers and duties.	<ul style="list-style-type: none"> The Film Commission will advise the Minister on matters relating to or affecting the functions of the Commission (section 17) The Minister may not give a direction to the Commission in relation to cultural matters (section 17)
New Zealand Symphony Orchestra Act 2004 Establishes the Orchestra as a Crown entity, and sets out the principal objectives of the Orchestra and its functions and powers.	<ul style="list-style-type: none"> The Minister may agree to the Orchestra carrying out additional functions that are consistent with its principal objectives, after consultation with the Orchestra (section 9) When appointing members to the Board of the Orchestra, in addition to the requirements in section 29 of the Crown Entities Act 2004, the Minister must have regard to the need for members to have, among them, an appropriate balance of governance and financial skills, and an awareness of artistic matters, as relevant to the role of the board (section 12) The Minister may not give a direction to the Orchestra in relation to cultural matters (section 16)
Protected Objects Act 1975 The purpose of the Act is to provide for the better protection of certain objects by— <ol style="list-style-type: none"> regulating the export of protected New Zealand objects; and prohibiting the import of unlawfully exported protected foreign objects and stolen protected foreign objects; and providing for the return of unlawfully exported protected foreign objects and stolen protected foreign objects; and providing compensation, in certain circumstances, for the return of unlawfully exported protected foreign objects; and enabling New Zealand's participation in— <ol style="list-style-type: none"> the UNESCO Convention; and the UNIDROIT Convention; and establishing and recording the ownership of ngā taonga tūturu; and controlling the sale of ngā taonga tūturu within New Zealand. 	<ul style="list-style-type: none"> The Minister may purchase or otherwise acquire, or may accept by way of gift, bequest, or otherwise, any protected New Zealand object. Any protected New Zealand object acquired under this section shall be kept in safe custody in accordance with the directions of the Minister (section 4) Where the chief executive of the Ministry has refused permission for the removal of any protected New Zealand object or has granted permission subject to terms and conditions, the applicant for permission may appeal to the Minister against the chief executive's decision, on the grounds that the chief executive's decision was not reasonably arrived at. The Minister may confirm, reverse, or vary the decision (after seeking such advice as he or she considers necessary), and the Minister's decision is final (section 9) Where any taonga tūturu is forfeited to the Crown, it shall be delivered to the Minister and retained in safe custody according to his or her directions (section 13)
Seddon Family Burial Ground Act 1924 An Act to make Provision with respect to the Private Burial-ground of the Right Honourable Richard John Seddon and of his Wife and Descendants.	N/A
Sovereign's Birthday Observance Act 1952 The Sovereign's Birthday Observance Act 1952 made provision for the observance of the birthday of Her Majesty, Queen Elizabeth II on the first Monday of June each year.	N/A NOTE: Following Her Majesty's death, the Governor-General confirmed the June timing of the public holiday will remain the same but will now be known as King's Birthday Weekend. Manatū Taonga has been working with the Ministry of Business, Innovation and Employment, Parliamentary Counsel Office, Cabinet Office and Crown Law to identify options for the future of the 1952 Act to ensure the observance of the public holiday in 2023.
Te Kāhui o Matariki Public Holiday Act 2022 To acknowledge Matariki, a public holiday (Te Rā Aro ki a Matariki/Matariki Observance Day) is to be observed on each date specified in Schedule 1 in the Act.	<ul style="list-style-type: none"> Under section 6 of the Act, the Minister is responsible for making recommendations to the Governor-General to add dates to Schedule 1 of the Act (via an Order in Council) on which the public holiday will be observed to acknowledge Matariki in specified years.

	The Order in Council must be made at least 4 years before the last date in Schedule 1 (currently 21 June 2052). In addition to this legislative responsibility, the Minister is responsible for being the ministerial lead for government-funded Matariki events, related policy matters led by Manatū Taonga, and appointing and receiving advice from the Chief Advisor – mātauranga Matariki (position currently held by Prof Rangi Matamua).
9(2)(f)(iv)	
Waitangi Day Act 1976 Provides for the observance of 6 February in each year as a public holiday to commemorate the signing of the Treaty of Waitangi	N/A