

Aotearoa Arts, Culture and Creativity Strategy: From the place we stand now, what is the future we want to create?

Why do we need a strategy?

An Aotearoa Arts, Culture and Creativity strategy would provide a framework for the intentional development of the sector's future at a national and regional level.

The strategy would

- Be informed by data to clarify the current state of the sector
- Inform policy and facilitate and align investment
- Affirm the value of arts, culture and creative work in its own right as well as its contributions to community hauora/ wellbeing, and the creative economy
- Express a clear government ambition for the sector, and enable an aligned cross-Ministry, and central to local government approach to the sector. Ministries would include the Ministry of Education, Business, Innovation and Employment, Health, Foreign Affairs and Trade, Social Development.
- Identify the regional infrastructure needed for local activation to strengthen reach, grow community access and participation, build inclusion, and develop sector capability and the wider ecosystem.
- Set out a framework for how success will be measured
- Provide the information required to develop a sector investment plan

Manatū Taonga Long-term Insights Briefing

- Te ao Māori at the heart of our mahi
- The value of our unique bicultural identity
- Diversity and communities' role – a people-centred approach
- A sector 'joined up' by overarching cultural strategy/vision and policy
- Funding and investment - collaboration and leadership for financial resilience
- Digital content and platforms changing audience behaviour
- Clarity around economic and wellbeing value to draw increased investment
- Cultural activity embedded throughout the education system

We can build a new Utopia - seven actions for a post-pandemic sector

- Examine the values we have built our sector on – are they guiding us towards the future we want?
- Understand who we want art to serve (hint: it's everybody) and act like it
- Create and strengthen the pathways that actually unlock and sustain truly excellent work
- Care for our people
- Care for our environment
- Ensure these values are reflected in the ways we measure success
- Use that feedback to keep iterating, keep evolving

Pou for strategy

A range of source material is available to inform the development of a strategy. Pou for a strategy can be drawn from common themes across these sources

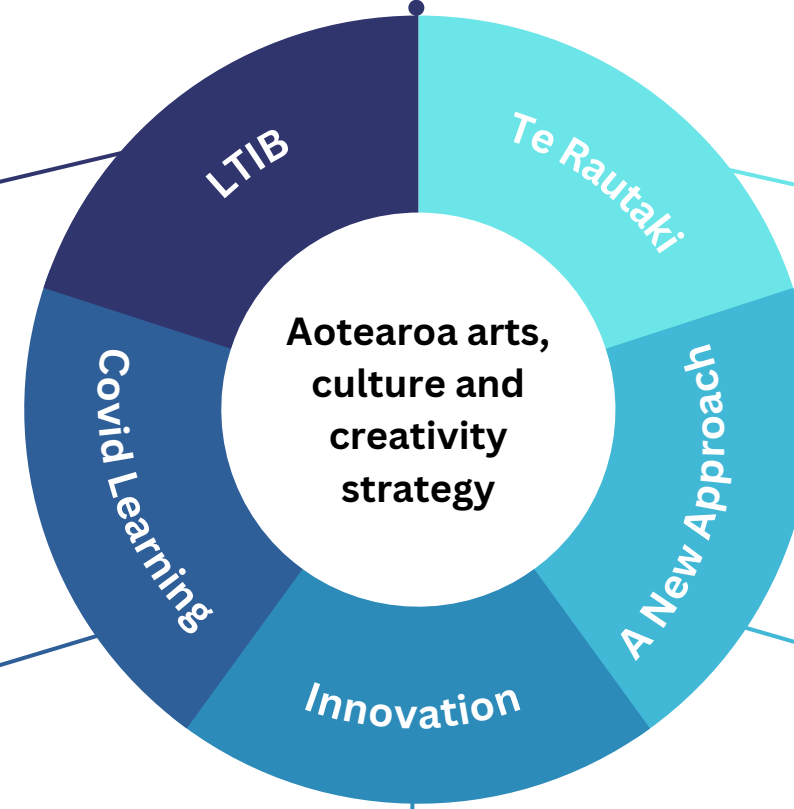
- The centrality of te ao Māori - both as a Tiriti commitment and in recognition of toi Māori as the foundational arts of Aotearoa
- Artist development and support - the development, nurturing and sustaining of our artists and arts communities
- Sustainable funding that is artist-focused, supporting both creative people and creative product.
- Access, inclusion and equitable investment in creative activity for all communities across the motu; regional, ethnic and diverse

Strategy development/process

The creation of the strategy would be a collaboration between the sector (national and regional), relevant Ministries, local government, and the wider community of sector stakeholders, such as education, the creative industries, and the wider community of sector investors

An approach from te ao Māori for the development of the strategy would address:

- **Kaupapa** – principles and ideas which act as a base or foundation for the strategy
- **Whakapapa** – 'Whakapapa' means to place in layers, a process of building layer by layer upon the past towards the present, and on into the future.
- **Tikanga** – people hold the process and protocols that make the kaupapa of the plan actionable.
- **Wairua** – people connect to the plan – it is inspirational
- **Hua** – when the wairua is moved then a contribution is made to the wellbeing of the environment, our social connections, cultural and spiritual wellbeing. It also attracts and is supported by financial resource.



Manatū Taonga - Koromakinga Rautaki Strategic Intentions

- 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.

Think-tank ANA's 2021 proposal for a national arts and culture plan for Australia

A model for a national arts culture and creativity strategy would include:

- A bold vision designed to engage the imagination of a wide range of stakeholders
- An overview of the current context, showing why a strategy is necessary
- A demonstration of what the future will look like with and without the successful implementation of a strategy
- A framework showing how stakeholders of a strategy will work together
- A series of themes or focal areas to be addressed in order to achieve the strategy's goals
- A framework for how success will be measured

The Future Emerging - Innovation in Arts and Culture in Aotearoa

- From the place we stand now, what is the future we want to create?
- Innovation as renewal: how does kaupapa guides us?
- Where do we want to play, and to innovate?
- Enablers for innovation: what is needed to step forward and create that future?
- What does this mean for funders of innovation in the arts?