

# Towards a new Pacific Arts Strategy

Tēnā koutou, Kia ora, Kia orana, Mālo ni, Fakaalofa lahi atu, Talofa lava,  
Mālō e lelei, Ni sa bula, Fakatalofa atu, Namaste – *Warm Pacific greetings*

For the first time, Creative New Zealand is developing a **Pacific Arts Strategy**. We're excited by this work but we can't do it alone. We need to hear your aspirations for Pacific arts. Your thoughts will help us shape a new direction for the way we support Pacific arts over the next five years.

*la manuia le fai o le faiva – May the fishing go well*

## How does Creative New Zealand support Pacific arts at the moment?

- Dedicated funding for Pacific arts through our grants and investment programmes. The General funding stream, is also open to all eligible applicants, including Pacific artists.
- Targeted funds and initiatives include: Moana Community Grants, Kava New Leaders Grants, Samoa/Hawai'i arts residencies, Pacific arts internships, the Auckland Diversity Project, and Pacific international cultural and artform exchange.
- Enabling key collaborations between contemporary artists and master heritage artists, and supporting the Pacific Heritage Arts Fono.
- Supporting Pacific arts in the community, including through the Creative Communities Scheme which encourages participation, supports diversity and enables young people.
- Delivering and supporting major international opportunities, like the Festival of Pacific Arts and significant exhibitions.
- Recognising emerging, mid-career and senior Pacific artists and arts practitioners through the annual Arts Pasifika Awards.

We'd like to hear your thoughts on:

What do Pacific arts look like today?  
Who are we as a community?  
How have we grown over  
the last five years?

What are our Pacific arts aspirations?  
What do we want to see happen  
over the next five years?

How can we work together to  
achieve our aspirations  
for Pacific arts?  
How can we build a stronger, more  
connected and more co-ordinated  
Pasifika arts community?

At Creative New Zealand, we direct our support for the arts towards four different areas – these represent the difference we want our work to make. Here are some of the things we’re seeing in each of these areas with respect to Pacific arts.

Stronger arts communities, artists and arts organisations <i>as shown by:</i>		&	Greater public engagement with the arts <i>as shown by:</i>		
High-quality New Zealand art is developed	&	New Zealand arts gain international success	New Zealanders participate in the arts	&	New Zealanders experience high-quality arts
What are some of the things we’re seeing?		What are some of the things we’re seeing?	What are some of the things we’re seeing?		What are some of the things we’re seeing?
<ul style="list-style-type: none"> <li>→ A high proportion of individual emerging artists in the sector, reflecting a youthful Pasifika demographic.</li> <li>→ Pacific artists often work outside traditional artform boundaries and are more multi-disciplinary, multi-cultural and multi-platform in their arts practice.</li> <li>→ Strong experimentation, drive and innovation in process and thinking across dynamic mediums and platforms.</li> <li>→ Traditional and heritage artforms and practice are held in high regard, with master artists and craftspeople acknowledged for their wisdom and expertise.</li> </ul>		<ul style="list-style-type: none"> <li>→ A uniqueness to Pacific arts being created in New Zealand – there’s a different context to doing it ‘back home’.</li> <li>→ A growing presence of Pacific artists and organisations at key regional and international arts events (eg, Edinburgh festivals, Festival of Pacific Arts).</li> <li>→ International success for Pacific artists is increasing over time, including commercial success.</li> <li>→ An increasing interest in, and market for, Pacific arts internationally.</li> </ul>	<ul style="list-style-type: none"> <li>→ Around one in 10 New Zealanders have participated in Pacific arts in the previous 12 months.</li> <li>→ Three out of every 10 Pacific people have participated in Pacific arts in the past 12 months; one in five say they participate in Pacific arts on a regular basis.</li> <li>→ Over half of young New Zealanders have participated in at least one Pacific artform in the last 12 months, a significant rise over time.</li> <li>→ School continues to play an important role in driving young people’s involvement with the arts.</li> </ul>		<ul style="list-style-type: none"> <li>→ Nearly one in five New Zealanders have been to at least one Pacific arts event in the previous 12 months, up on previous years.</li> <li>→ Over half of Pacific peoples have attended Pacific arts events.</li> <li>→ Youth attendance is growing: just over one-third of 10–14 year olds have attended at least one Pacific arts event in the past 12 months.</li> <li>→ More than one-third of the country’s ‘culture market’ is interested in attending a Pacific arts event for the first time, with high potential markets in the regions.</li> </ul>