

NZERS ARTS AND THE KO AOTEAROA ME ŌNA TOI PASIFIKA

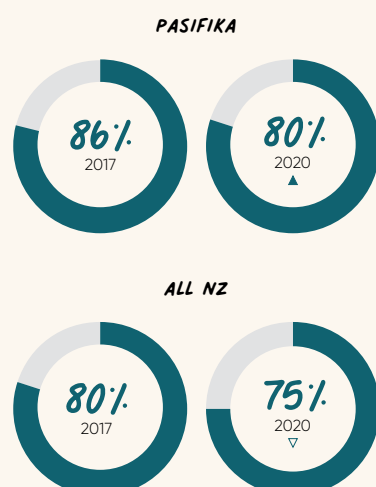
creative nz
ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA

PASIFIKA ENGAGEMENT WITH THE ARTS

80% HAVE ATTENDED OR PARTICIPATED IN THE ARTS IN THE LAST 12 MONTHS

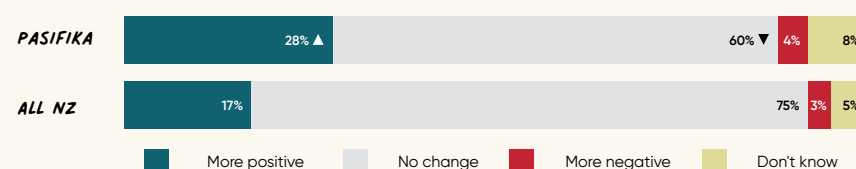
"[THE ARTS] ARE MY STIMULUS FOR ALL MY SENSES. THEY UPLIFT ME IN MOST WAYS AND ARE SUCH AN IMPORTANT PART OF MY LIFE."

MAN, 60–69, PASIFIKA, OTAGO



PASIFIKA RELATIONSHIP WITH THE ARTS

Has your view of the arts changed in the last 12 months?



ARTS AND CULTURE HAVE SUPPORTED MY WELLBEING DURING THE COVID-19 CRISIS



35% Agree

THE ARTS ARE AN IMPORTANT WAY OF CONNECTING WITH MY CULTURE



71% ▲ Agree

MY COMMUNITY WOULD BE POORER WITHOUT THE ARTS



45% ▼ Agree

THE ARTS HELP IMPROVE NEW ZEALAND SOCIETY



61% Agree

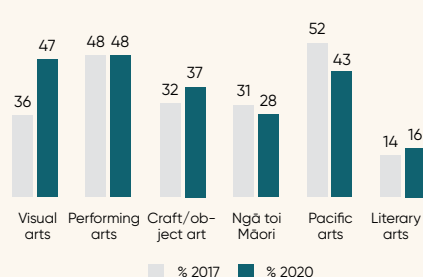
PASIFIKA PEOPLE FEEL MORE POSITIVE ABOUT THE ARTS THAN EVER BEFORE AND HAVE MAINTAINED THEIR ENGAGEMENT

This one-page summary captures key findings on adult (aged 15+) Pasifika people's attitudes, attendance and participation in the arts in 2020.

Eighty percent of Pasifika have continued to engage highly in the arts (attended and participated) in the last 12 months, holding steady compared with 2017. This counters the national downward trend for engagement over this period.

Attendance

Pasifika attendance at arts events has increased slightly from 2017 (72%) and remains higher than the national average, which saw attendance decrease (68%; ↓5% from 2017).

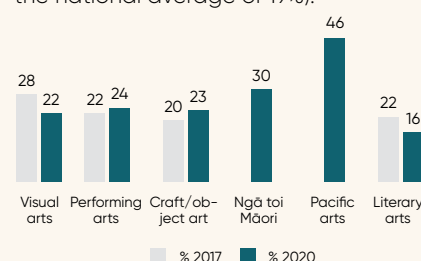


The most popular artforms attended by Pasifika are performing arts (48%), visual arts (47%) and Pacific arts (43%).

Most Pasifika continue to attend or visit arts events or locations reasonably frequently, with 51% attending more than three times a year and 29% attending 11 or more times a year.

Participation

Sixty-four percent of Pasifika have participated in the arts in the last 12 months, compared to 52% for the national average. Pasifika also participate in the arts more often, with 23% participating more than 12 times a year (compared to the national average of 19%).



The most popular artforms that Pasifika participate in are Pacific arts (46%) and ngā toi Māori (30%).

Young Pasifika (aged 10–14) are more likely than other young New Zealanders to participate in Pacific music, Pacific dance, Pacific arts and cultural events, Pacific literature, and digital Pacific arts.

Attitudes

Pasifika feel more positive about the arts than they did previously. While 60% have

not changed their view, 28% are more positive about the arts than they were 12 months ago. This is significantly higher than the national average (17%).

Seventy-three percent of Pasifika agree that the arts should reflect New Zealand's cultural diversity, with 68% saying they learn about different cultures through the arts and 65% saying the arts help define who we are as New Zealanders – this is a significant increase from 2017 (↑13%).

Pasifika are more likely to feel the arts are an important way of connecting with their culture (71% compared with the national average of 54%). They're also more likely to feel that the arts support their identity (49% compared with 37%).

Pasifika tend to hold more negative views compared with the national average when it comes to the arts in their community being accessible and inclusive.

Affordability is a key barrier, with only 41% of Pasifika agreeing they can afford to participate in creative activities in their community – this is significantly lower than the national average of 47%.

The two top factors that influence Pasifika attendance are ticket prices (63%) and a lack of arts events that appeal to them (61%). Other key factors include having someone to go with (54%), knowing that people like them would be going (44%) and feeling welcome (43%).

Forty-four percent of Pasifika feel that arts are important to their personal wellbeing – significantly more so than the national average (40%). COVID-19 has increased the

importance of the arts to Pasifika, with 31% saying the arts are more important since COVID-19 arrived in Aotearoa (compared with the national average of 26%), while 11% say the arts are less important.

COVID-19 and digital access

Thirty-five percent of Pasifika say the arts supported their wellbeing to get them through COVID-19 (4% higher than the national average). More Pasifika also connected with arts activities online following the lockdown (32% compared to the national average of 28%), and more Pasifika have engaged in new arts and cultural activities (15% compared to the national average of 13%).

Forty-nine percent of Pasifika see the arts playing a vital role in the COVID-19 recovery – older Pasifika people feel most strongly about this (68% of people aged 50–59 and 71% of people aged 60–69).

There is an appetite to retain online access to the arts, with 58% of Pasifika wanting the choice to attend the arts in person or watch them online. This is significantly higher than the national average (52%).

Where to find more information

Find out more about Pasifika perspectives in the full report on Creative New Zealand's website:

www.creativenz.govt.nz/nzersandthearts

Information on young Pasifika is included in the full young New Zealanders report, also available on our website.

Image: ASB Polyfest 2021. Photography by Ben Campbell, BC Photography.

▲ Significantly higher / lower than 2017

▲ Significantly higher / lower than national average