

XX February 2019

MBIE Tourism Policy
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By email: tourism@mbie.govt.nz

Tēnā koutou katoa

Submission to: Ministry of Business, Innovation & Employment (MBIE)
Subject: Aotearoa New Zealand Government Tourism Strategy (the Strategy)
From: Creative New Zealand

1. Thank you for the opportunity to make a submission on this kaupapa. We're confident that arts, culture and creativity can make a strong contribution to sustainable tourism growth that enriches Aotearoa.
2. We'd be happy to meet with you to discuss this submission further. The key contact person for matters relating to this submission is:

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Key points

3. Given the powerful impact the arts have on cultural identity and economic growth, we believe New Zealand arts have an essential role to play in supporting tourism, particularly through the practice of manaakitanga and the promotion of New Zealand's cultures.
4. We believe that arts and culture should be a core component of any national destination plan developed. While there is some reference to culture, at this stage the draft Strategy does not contain any proposals that reference the arts or creative industries. We'd like to see these developed and incorporated into the final Strategy.
5. We encourage MBIE to consider the following key points in refining the Strategy.
 - Given the evidence of the impact arts and culture can have on tourism, we'd like to see outcomes and measures in the Strategy that recognise arts and culture as core priorities for sustainable tourism growth.

- The arts and cultural sector presents a smart investment for productive tourism growth: visitors who participate in arts and culture activities are likely to spend more and stay longer, growing value faster than volume.
 - Given the evidence for the benefits that arts and culture offer the regions, we believe investment in arts and cultural assets and infrastructure should be part of the Strategy's priority work areas and a national destination plan for New Zealand.
 - We look forward to seeing the results of the priority work area *Support iwi to develop Māori tourism experiences, including distinctive regional offerings*, and finding ways to align our developing Māori Arts Strategy, Te Hā o ngā Toi, with this mahi.
6. This submission outlines specific ways the arts can benefit tourism, through:
- contributing to sustainable growth
 - attracting visitors to the regions and creating prosperous communities
 - connecting visitors to New Zealand culture.

Submission

The arts contribute to sustainable tourism growth

7. There's a growing body of international research relating to the contribution of the arts to both economic growth and sustainable tourism.
8. A recent arts and tourism report published by the Australia Council for the Arts found that visitors to Australia were more likely to engage with the arts (43 percent) than to visit wineries (13 percent), casinos (12 percent) or attend organised sporting events (6 percent).¹ In Australia, the number of tourists visiting for an arts event/activity grew by 47 percent between 2013 and 2017, a higher growth rate than for international tourist numbers overall (37 percent).
9. National tourism agency Visit Britain has estimated that the United Kingdom's cultural and heritage attractions generate £4.5 billion worth of spending by inbound visitors annually, which is the equivalent to more than one quarter of all spending by international visitors. These attractions also sustain over 100,000 jobs across the United Kingdom. In 2011, 10 million visits to the United Kingdom involved engagement with arts and culture, representing 32 percent of all visits.²
10. In 2016/17, tourists here spent \$413 million on products, services and experiences from New Zealand libraries, archives, museums and other cultural services, a subset of the \$2.399 billion total spent on arts and recreation services.³ This figure is based on historical sites and buildings, nature reserves and performing arts. It does not account for key parts of New Zealand's arts infrastructure, such as regional arts festivals or art galleries, and is therefore a very conservative indication of the economic contribution of the arts in Aotearoa.
11. Arts and cultural events also have a significant impact on our economy, and boost our international profile. It is estimated that the New Zealand Festival contributes over \$55 million

¹ [International Arts Tourism: Connecting Cultures](#) (2018). Australia Council for the Arts.

² [The value of arts and culture to people and society: an evidence review](#) (2015). Arts Council England.

³ [Tourism Satellite Account](#) (2018). Statistics NZ.

to the Wellington city economy.⁴ The 2018 Festival welcomed 1,000 artists from 27 countries, and more than 100,000 attendees, almost half of whom were out of town visitors.⁵ The World of WearableArt (WOW) is also a strong example, and contributes \$25.2 million to the economy, with 70 percent of audience members travelling from outside of Wellington to attend.⁶ In 2018, entries were received from more than 40 countries.

12. Te Matatini Kapa Haka performing arts festival is another high profile arts event that boosts our economy and tourism profile. The festival is one of the pinnacles of Māori performing arts and is held at different locations in New Zealand every two years. The 2017 festival in Hawke's Bay generated a net economic benefit of \$9.1 million for the region and an additional \$2.2 million for the country as a whole.⁷
13. **Given the evidence of the impact arts and culture can have on tourism, we'd like to see outcomes and measures in the Strategy that recognise arts and culture as core priorities for sustainable tourism growth.**
14. We note that one of the outcomes for 'Productive tourism growth' is *Value has grown faster than volume, with average spend per visitor night increasing steadily*. The Australia Council for the Arts found that international tourists who engaged with the arts tended to stay in Australia longer than international visitors overall.⁸
15. Furthermore, there's a strong multiplier effect for money invested in arts and culture. Arts Council England found that for every £1 of salary paid by the arts and culture industry, an additional £2.01 is generated in the wider economy through indirect and induced multiplier effects (eg, dining out, accommodation, transport, etc).⁹ Similarly, every \$1 of public investment in major arts organisations via Creative New Zealand leverages a further \$2.85 of other revenue.¹⁰
16. **The arts and cultural sector presents a smart investment for productive tourism growth: visitors who participate in arts and culture activities are likely to spend more and stay longer, growing value faster than volume.**

The arts attract visitors to the regions and create prosperous communities

17. Arts and culture have a significant role to play in the development of a tourism strategy that delivers sustainable and inclusive growth to regional New Zealand, beyond the major centres. Investing in distinctive cultural assets and infrastructure throughout New Zealand will ensure visitors enjoy world-class experiences of our unique culture (ref. Evidence Statement 3 under Outcome 2 of the draft Strategy, *Exceptional visitor experiences ensure the sector's future success*).

⁴ [New Zealand Festival continues to deliver dividends for Capital](#) (2016). Ministry for Culture & Heritage.

⁵ [Our Events](#) (2018). New Zealand Festival.

⁶ [Three Decades of World of WearableArt](#) (2018). World of WearableArt.

⁷ [Te Matatini National Kapa Haka Festival 2017: National and Regional Economic Assessment](#) (2017). Te Matatini.

⁸ [International Arts Tourism: Connecting Cultures](#) (2018). Australia Council for the Arts.

⁹ [The value of arts and culture to people and society: an evidence review](#) (2014). Arts Council England.

¹⁰ *The health of Creative New Zealand's arts investment programmes: Ngā rākau whakamarumarū o te wai nui a Tāne – Working Paper 2013–2014* (2015). Creative New Zealand. Available on request.

18. The Australia Council for the Arts found that international tourists who engaged with the arts were more likely to travel beyond the east coast states of Australia and to visit regional locations, reflecting a demand for diverse and authentic cultural experiences.
19. Museums, galleries, festivals, theatres and music ensembles are all examples of arts and culture assets that exist in every region of Aotearoa. These assets can:
 - attract visitors
 - provide job opportunities for New Zealanders living in the regions
 - develop talent and a more skilled workforce
 - attract and retain businesses.
20. We note that one of the evidence statements for 'exceptional visitor experiences ensure the sector's future success' is *New Zealand has a coherent national visitor proposition that reflects the strengths of our different regions*. We encourage you to make the most of assets already recognised internationally. Examples include:
 - UNESCO Creative Cities network: Auckland City of Music and Dunedin City of Literature
 - Michael Hill International Violin Contest, Queenstown
 - World of WearableArt, Wellington
 - Sarjeant Gallery Te Whare o Rehua, Whanganui
 - WOMAD World Music Festival, New Plymouth
 - The Court Theatre, Christchurch
 - New Zealand Festival, Wellington.
21. Furthermore, we note that one of the evidence statements for Outcome 1 is *New Zealand is benefitting from international and domestic tourism at all times of the year*. Not only do museums, galleries, festivals, theatres and music ensembles draw visitors to the regions, they also take place year round. Some of our largest and most high-profile national arts events take place in off-peak times (eg, New Zealand Festival and WOMAD: March; Wellington Jazz Festival and Michael Hill International Violin Competition: June; World of WearableArt: September-October).
22. Programmes such as the UNESCO Creative Cities network and Capitals of Culture can have a powerful impact on tourism and local economies, if leveraged well. For example, an evaluation of the city of Liverpool's time as the European Capital of Culture (ECOC) calculated that 9.7 million visits to the city were motivated by the ECOC programme, which generated an additional economic impact of £753.8 million.
23. We support the priority work area *Develop a national destination plan for New Zealand, informed by regional plans*. A national plan would require the government to map existing assets, before prioritising areas for investment and development. We'd encourage alignment of any regional destination plans with territorial authority Long-Term Plans and arts and culture strategies. Strong buy-in from local government will be essential, given their significant role in regional infrastructure.
24. **Given the evidence for the benefits that arts and culture offer the regions, we believe investment in arts and cultural assets and infrastructure should be part of the Strategy's priority work areas and a national destination plan for New Zealand.**

The arts connect visitors to New Zealand culture

25. We tautoko the Strategy's commitment to ensure '*Māori tourism experiences are at the heart of the New Zealand visitor experience...*' and '*Enable and support iwi to tell their stories and share the value of places.*' Working in partnership with iwi and hapū will be essential for developing sustainable tourism that protects and enhances our environment, culture and resources (Outcome 3).
26. In early 2018, Creative New Zealand held a Ngā Toi Māori (Māori arts) Roadshow, which included 24 hui kanohi-ki-te-kanohi around the country. There was a strong recognition of the potential for ngā toi Māori and tourism to create new opportunities. Some of the comments from participants included:
 - 'As our arts have started to flourish we can see cultural tourism opportunities starting to build. We can see how we could strengthen our marae even more by sharing our taonga through whare toi.'
 - 'In a practical sense, revitalising traditional arts, crafts, practices (eg, house building), waiata, kapa haka – all provide the cornerstones for integrated cultural tourism to be owned and run by tangata whenua.'
 - 'Cultural tourism is considered an opportunity within reach.'¹¹
27. One of the key themes that emerged from the Ngā Toi Māori Roadshow was rangatiratanga – a desire for agency and the capacity to take charge of one's future. We support the priority work area *Support iwi to develop Māori tourism experiences, including distinctive regional offerings*. The most unique experiences will be those created by people who understand the history and whakapapa of a place. This is well articulated in the evidence statement *Regions and communities are determining how they manage and realise their tourism potential, with government supporting or partnering*, under Outcome 5.
28. Ngā toi Māori can also help domestic and international visitors better understand our natural environment, through a te ao Māori perspective. We support investment in experiences that allow visitors to connect to our land, people, heritage and stories through the arts. Our most recent *New Zealanders and the arts* research, the 2017 edition, found that four in five Māori (81 percent) agree ngā toi Māori help define who we are as New Zealanders.¹²
29. We encourage you to consider how the Strategy will ensure support is given to a range of projects, experiences and assets that accurately reflect New Zealand's changing population. We need a visitor proposition that reflects not only the strengths of our different regions, but their diversity. This will mean celebrating the history and cultural heritage of Pacific peoples, Asian New Zealanders and other cultures and communities, in addition to the central role of Māori as tangata whenua.
30. *New Zealanders and the arts 2017* also found that the majority of New Zealanders agree the arts help define who we are as New Zealanders, and 64 percent agree they learn about other cultures through the arts.¹³

¹¹ [Summary of our engagement: Ngā Toi Māori sector – 2017/2018](#) (2018). Creative New Zealand.

¹² [New Zealanders and the Arts: Attitudes, attendance and participation in 2017](#) (2017). Creative New Zealand.

¹³ Ibid.

31. **We look forward to seeing the results of the priority work area *Support iwi to develop Māori tourism experiences, including distinctive regional offerings*, and finding ways to align our developing Māori Arts Strategy, Te Hā o Ngā Toi, with this mahi.**

Background on Creative New Zealand

32. Creative New Zealand is the arts development agency of Aotearoa, responsible for delivering government support for the arts. We're an autonomous Crown entity continued under the Arts Council of New Zealand Toi Aotearoa Act 2014. Our legislative purpose is to encourage, promote, and support the arts in New Zealand for the benefit of all New Zealanders.
33. Creative New Zealand's Statement of Intent 2016–2021 identifies the outcomes we're seeking to achieve on behalf of all New Zealanders.
- Stronger arts communities, artists and organisations as shown by:
 - high-quality New Zealand art is developed
 - New Zealand arts gain international success
 - Greater public engagement with the arts as shown by:
 - New Zealanders participate in the arts
 - New Zealanders experience high-quality arts.
34. We contribute to achieving these outcomes by delivering programmes in the following areas:
- funding for artists, arts practitioners and arts organisations
 - capability building for artists, arts practitioners and arts organisations
 - advocacy for the arts.
35. Creative New Zealand receives funding through Vote: Arts, Culture and Heritage and the New Zealand Lottery Grants Board. In 2017/18, we invested **\$42.466 million** into the New Zealand arts sector.

Thank you again for the opportunity to comment. Please feel free to contact me if you have any questions or if you wish to meet to discuss this submission further (my contact details are at the start of the submission).

Ngā mihi rārau ki a koutou katoa



Nā David Pannett
Senior Manager, Planning, Performance & Advocacy Services

This submission has been endorsed by: