

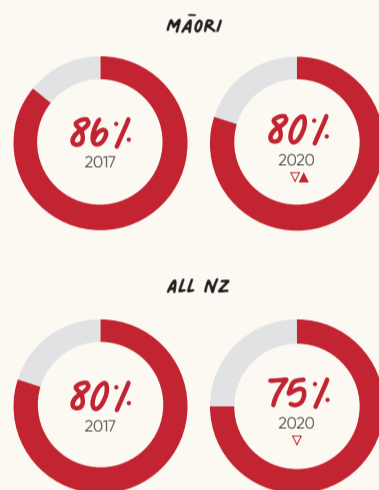
NZERS ARTS AND THE KO AOTEAROA ME ŌNA TOI MĀORI

MĀORI ENGAGEMENT WITH THE ARTS

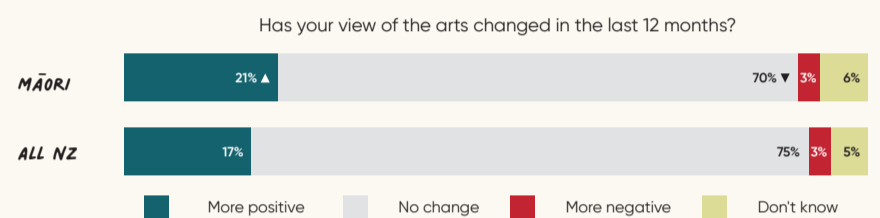
80% HAVE ATTENDED OR PARTICIPATED IN THE ARTS IN THE LAST 12 MONTHS

"ART GIVES PEOPLE A SENSE OF PURPOSE, BELONGING. IT IS ALSO AN OUTLET TO CREATE SOMETHING THAT WILL LIVE LONG PAST THE HERE AND NOW."

WOMAN, 40-49, MĀORI, HAWKE'S BAY



MĀORI RELATIONSHIP WITH THE ARTS



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



THE ARTS ARE AN IMPORTANT WAY OF CONNECTING WITH MY CULTURE



MY COMMUNITY WOULD BE POORER WITHOUT THE ARTS



THE ARTS HELP IMPROVE NEW ZEALAND SOCIETY



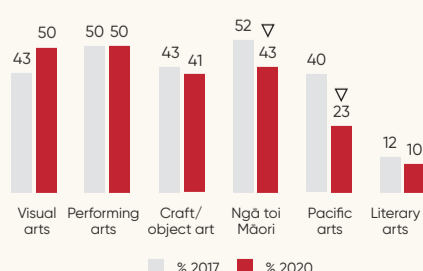
OVERALL, MĀORI FEEL MORE POSITIVE ABOUT THE ARTS AND ENGAGE MORE THAN THE NATIONAL AVERAGE, BUT ACCESS COULD BE IMPROVED

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

Eighty percent of Māori continued to engage highly in the arts (attended and participated) in the last 12 months. This was more than the national average, although overall engagement by Māori did decrease (↓6% from 2017). This shift reflects a national trend where engagement fell to 75% in 2020 (↓5%).

Attendance

Māori still attend more arts events than the national average (73% compared with 68%), although this has declined from the 79% recorded in 2017 (↓6%).

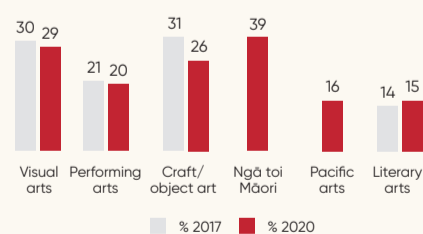


The most popular artforms attended by Māori are performing arts (50%), visual arts (50%) and ngā toi Māori (43%).

Māori also attend arts events more frequently than the national average, with 54% attending more than three times a year and 30% attending 11 or more times a year (6% higher than the national average of 24%).

Participation

Sixty-one percent of Māori have participated in the arts in the last 12 months – this is significantly higher than the national average (52%).



The most popular artforms Māori participate in are ngā toi Māori (39%), visual arts (29%) and craft/object art (26%).

A quarter of Māori (25%) participate more than 12 times a year. This is a significant decrease from 31% in 2017 but remains higher than the national average (19%).

Attitudes

Twenty-one percent of Māori feel more positive about the arts than they did 12 months ago. This is significantly higher than the national average (17%).

Seventy-seven percent of Māori agree that the arts should reflect New Zealand's cultural diversity, with 71% saying they learn about other cultures through the arts, and 65% saying the arts help define who we are as New Zealanders.

Over half of Māori (57%) say ngā toi Māori help them learn about Māori culture, and motivate them to learn te reo (55%) or kōrero Māori (53%). Seventy-two percent of Māori agree that ngā toi Māori help define who we are as New Zealanders (↓9% on 2017).

This decline from the 2017 survey could reflect beliefs that there are a wider range of contributing factors that support our identity in Aotearoa in addition to ngā toi Māori (such as the increase in visibility and value placed on te reo Māori in mainstream New Zealand culture).

Māori tend to hold positive views on the arts being accessible and inclusive, but there are some key areas for improvement.

One such area is affordability preventing access, with less than half of Māori (46%) agreeing that they can afford to participate in creative activities in their community. Māori with lived experience of disability and from low-income households find affordability an even greater issue, with only 37% and 38% respectively agreeing that they can afford to participate.

Young Māori are less likely to feel the arts in their area reflect the diversity of its communities (46% compared to an average of 55% for Māori) or that there are a broad

range of arts activities to engage with (40% compared to 49% on average for Māori).

The two top factors that influence Māori attendance are ticket prices (59%) and having more arts events that appeal to them (58%). For young Māori (aged 15-29) in particular, it's important to have someone to go with to an arts event (66% compared to an average of 54% for Māori).

COVID-19 and digital access

Thirty-three percent of Māori say the arts supported their wellbeing to get them through COVID-19 (2% higher than the national average). Māori have also engaged significantly more in new arts and cultural activities than the national average (16% compared with 13%).

Forty-nine percent of Māori see the arts playing a vital role in the COVID-19 recovery. There's also an appetite to retain online access to the arts, with 54% of Māori wanting the choice to attend the arts in person or watch them online.

Where to find more information

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

www.creativenz.govt.nz/nzersandthearts

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

Image: ARONUI Arts Festival Opening 'Ko Rangi Ko Pāpā', Rosie Belvie, Amy (Kahumako) Rameka, Matiu Hamuera. Photography by Michelle Cutelli.