

NZERS ARTS AND THE KO AOTEAROA ME ŌNA TOI

ASIAN NEW ZEALANDERS

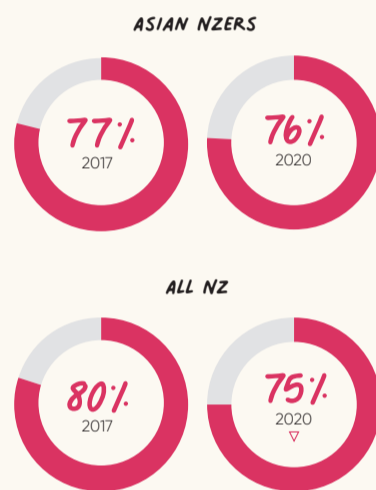


ASIAN NZERS' ENGAGEMENT WITH THE ARTS

76% HAVE ATTENDED OR PARTICIPATED IN THE ARTS IN THE LAST 12 MONTHS

"EDUCATION DOESN'T BELONG JUST IN SCHOOLS, AND THE ARTS ADD TO OUR LEARNING IN A VARIETY OF WAYS... THE ARTS ARE LIFE-LONG."

WOMAN, 70+, ASIAN, CANTERBURY



ASIAN NZERS' 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



36% Agree

THE ARTS ARE AN IMPORTANT WAY OF CONNECTING WITH MY CULTURE



67% Agree

MY COMMUNITY WOULD BE POORER WITHOUT THE ARTS



44% Agree

THE ARTS HELP IMPROVE NEW ZEALAND SOCIETY



68% Agree

ASIAN NEW ZEALANDERS ARE STILL HIGHLY ENGAGED IN THE ARTS

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

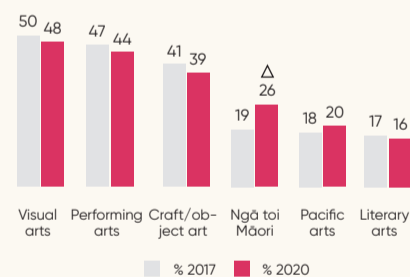
Seventy-six percent of Asian New Zealanders have engaged with the arts (attended and participated) in the last 12 months, in line with the 2017 survey.

Asian New Zealanders with lived experience of disability (87%) and those aged 15 to 29 (82%) were more likely to have engaged with the arts than the average for Asian New Zealanders (76%). On the other hand, Asian men (72%) and those aged over 60 (61%) were less likely to engage with the arts.

Attendance

Asian New Zealanders still attend arts events more than the national average (70% compared with 68%), although this has declined slightly from 72% in 2017.

While overall attendance among Asian New Zealanders is in line with the national average, attendance is less frequent. Twenty-one percent attend arts events 11 or more times a year – this is significantly lower than the national average (24%). However, more Asian New Zealanders attend arts events between one and three times a year (24% compared to the national average of 20%).

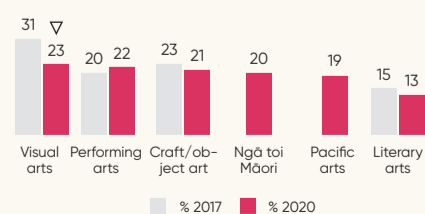


The most popular artforms attended by Asian New Zealanders are visual arts (48%), performing arts (44%) and craft/object art (39%).

Participation

Fifty-three percent of Asian New Zealanders have participated in the arts in the last 12 months, in line with the national average (52%). Thirteen percent of Asian New Zealanders participate in the arts more than 12 times a year. This is consistent with 2017 (15%), but significantly lower than the national average (19%).

Asian New Zealanders with lived experience of disability (72%), those aged 15 to 29 (63%) and women (57%) are more likely to participate in the arts, than the average for Asian New Zealanders.



The most popular artforms that Asian New Zealanders participate in are visual arts

(23%), performing arts (22%), craft/object art (21%) and ngā toi Māori (20%).

Attitudes

Twenty-five percent of Asian New Zealanders feel more positive about the arts than they did 12 months ago. This is higher than the national average (17%).

Asian New Zealanders are more likely (than the national average) to feel strongly about the impact of the arts on culture and identity.

Seventy-eight percent of Asian New Zealanders agree that the arts, should reflect New Zealand's cultural diversity, with 74% saying they learn about other cultures through the arts, and 68% saying the arts help define who we are as New Zealanders.

Two-thirds of Asian New Zealanders (67%) believe the arts are an important way of connecting with their culture, and almost half (49%) say taking part in the arts supports their identity.

As with Māori and Pasifika, the two top factors that influence Asian New Zealanders' attendance are ticket prices (67%) and having more arts events that appeal to them (65%). Other factors include having someone to go with (58%), arts being of high quality (57%) and feeling welcome (49%). All these factors are significantly higher than the national average.

Fifty percent of Asian New Zealanders feel that the arts are important to their personal wellbeing. This is significantly higher than the national average of 40%,

with only 11% of Asian New Zealanders saying the arts are not important to their wellbeing.

Three in ten Asian New Zealanders (30%) believe the arts are more important to their wellbeing since COVID-19 – this is significantly higher than the national average of 26%.

COVID-19 and digital access

Thirty-six percent of Asian New Zealanders say the arts supported their wellbeing to get them through COVID-19 (the national average is 31%). Through the pandemic, more Asian New Zealanders engaged in new arts and cultural activities than the national average (17% compared with 13%).

Fifty percent of Asian New Zealanders see the arts playing a vital role in the COVID-19 recovery. There is an appetite to retain online access to the arts too, with 58% of Asian New Zealanders wanting the choice to attend the arts in person or watch them online.

Where to find more information

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

www.creativenz.govt.nz/nzersandthearts

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

Image: Proudly Asian Theatre, PINAY, Fresh off the Page. Photography by John Rata.