

Frequently Asked Questions

1. Why is Creative New Zealand doing this work now?

Fair pay for artists and arts practitioners is important to us. We recognise that poor remuneration is an entrenched issue in the sector, and we're committed to long-term change.

From our research and consultation in 2018 and 2019 we know that creativity and creative work are characterised by seemingly intractable issues associated with low pay, an expectation that creative professionals will work for free or for 'exposure', and a lack of recognition and valuing of creative input. What's more, there are only a small number of full-time jobs available within the sector, leaving most practitioners vulnerable as contract or 'gig economy' workers.

These vulnerabilities have been exacerbated through the COVID-19 pandemic, where many practitioners lost secondary income in sectors such as hospitality and tourism.

Unfortunately work on developing a remuneration policy was put on hold in 2020 as we focused on our immediate response to the COVID-19 pandemic to support arts organisations, artists and practitioners through this difficult time.

The intention of this policy is to promote fair remuneration and employment practices for artists and arts practitioners, and over time, improve the sustainability of arts sector careers.

2. When will the policy take effect and be implemented?

After considering your feedback on the draft, we'll aim to complete the policy over 2021.

Once the policy is approved, we'll develop a plan for its progressive implementation in consultation with the arts sector and those likely to be impacted by the policy.

For organisations receiving multi-year funding through Creative New Zealand's Investment programmes (Toi Tōtara Haemata and Toi Uru Kahikatea), we expect the policy will take effect at the point new contracts are entered into. We'll ensure there's adequate time for organisations to bring their practices into line with the policy as appropriate.

For Grant recipients (including Special Opportunities) the policy is expected to come into effect from the financial year commencing after the policy is approved. We hope this will be the start of the 2022/23 financial year. At this stage, it's not clear what additional expectations the policy might impose on Grant recipients beyond the existing [fair pay guidelines](#). This will be worked through as the implementation plan is developed.

We'll also implement the policy in our own practices once it's approved.

We'll advocate for other funders – such as local government, other central government departments and agencies, local government, trusts and foundations, and the private sector – to adopt the principles of the policy once it's publicly released.

3. Will all recipients of Creative New Zealand funding be expected to develop their own remuneration policy?

Until the policy is approved, we can't say what changes there might be to our expectations of funding recipients.

The application of the policy and Creative New Zealand's expectations of recipients will however differ depending on what programme they receive funding through and the nature of the funding. For example, the consultation document proposes that our expectations of those receiving multi-year funding through the Investment programmes will be higher than for one-off projects funded through Grants.

Our expectations under different programmes will be considered as we develop the implementation plan.

4. Will any other funders be expected to develop their own policy?

We're keen to play a role in leading the improvement of the sustainability of arts sector careers. We believe the status quo should no longer continue or be accepted by those working in the arts sector.

While we can't force others to develop their own policies, we'll very strongly advocate for other funders – such as local government, other central government departments and agencies, local government, trusts and foundations, and the private sector – to adopt the principles of the policy and develop their own policies or guidelines in response.

5. Are you going to make any extra support or resources available to help organisations adhere to the policy?

The intention of this policy is to promote fair remuneration and employment practices for artists and arts practitioners and see an improvement in the sustainability of arts sector careers over time.

As part of our implementation planning, we'll consider what support and/or resources the sector requires, for example good practice guides, templates, and support for training.

6. How will you know if the policy is having an effect? Is it going to require a whole lot more work for us?

We'll consider how we monitor the impact of the policy as part of our implementation planning.

There are several longer-term mechanisms we might use, including:

- through the Strategic Pay survey of organisations' remuneration practices, which looks at policies and practices as well as pay rates
- whether conditions are improving for artists and arts practitioners over the longer term through the *Creative Professionals* research we are planning to undertake regularly.

7. The policy might mean that we can do less if we have to pay artists and arts practitioners more. Is Creative New Zealand prepared to accept that? Is it likely to increase funding to organisations?

We recognise that poor remuneration is an entrenched issue in the sector, and we're committed to change. We acknowledge this will take time.

An example of what we'll do as part of our implementation planning is to work with investment organisations to consider the impact of the policy on their delivery. As necessary, we'll consider whether further guidance is required for these organisations to clarify our expectations.

We'll ensure there's adequate time for arts organisations to bring their practices into line with the policy as appropriate.

We'd hope that larger arts organisations have in place robust remuneration and employment practices and are already remunerating artists and arts practitioners at fair rates.

Again, we acknowledge this will be a work in progress, and we're committed to doing our bit to support this change.

8. Paying people more may mean we do less work and that means there may be fewer work opportunities for artists and arts practitioners?

We recognise that poor remuneration is an entrenched issue in the sector, and we're committed to long-term change.

The impetus for this policy recognises that low or unpaid work by artists is a hidden subsidy for the sector and falls on those who can least afford it. We believe the status quo should no longer continue or be accepted by those working in the arts sector.

9. I am an artist and I work project to project, how will this affect me?

If you're working on contract for someone else, we expect the remuneration principles will provide a useful check list for the things you need to bear in mind when agreeing to employment opportunities.

If you're contracting artists and arts practitioners to work with you on a project the principles identify aspects that you need to bear in mind to ensure your remuneration practices are appropriate and you're offering artists and arts practitioners fair remuneration.

10. We said pay guidelines are needed in the sector – why aren't you working on those?

We've said we'll consider issues around pay guidelines once we've completed the remuneration policy work.

Through our consultation on the [Sustainable Careers for Artists and Arts Practitioners Umanga Toitū mō ngā Ringa Rehe Toi, me ngā Tohunga Toi](#) we heard from artists and arts practitioners that they struggled to know their worth or how to price their work, and that there is a general lack of transparency around pay rates.

We know this is an issue and we'll consider this further in future.

11. There are two principles that seem to contradict each other. What does this mean in practice?

The two principles referred to are:

- All remuneration should take into account the status of the artist and arts practitioner and the value of their contribution to the project.
- All artists and art practitioners should receive equitable remuneration for equitable work.

While seemingly contradictory, these two principles work together. Where artists and arts practitioners have the same experience and status and are doing the same job, there should be no discrimination based on such things as ethnicity, age, gender or religious affiliation. However, where one party brings more experience or seniority to a role, that should be recognised appropriately.