What we want to achieve by 2029 –

Our goals

**OUR STRATEGIC DIRECTION FOR 2019–2029:**

**CREATING VALUE FOR NEW ZEALANDERS**

We work collaboratively with others developing a dynamic and resilient arts sector, and building support for New Zealand arts in Aotearoa, Te Moana-nui-a-Kiva and the world.

**Outcomes and value perspective**

We grow the confidence of others in us and attract greater resources for the arts, recognising their contribution to the wellbeing of New Zealanders.

**Mana and support perspective**

We have the strategies, services and operational capacity to drive the development of the arts in New Zealand.

**Creative New Zealand perspective**

We can clearly articulate how our work and engagement in the arts deliver value for all New Zealanders.

**Outcomes and value perspective**

We work collaboratively with others developing a dynamic and resilient arts sector, and building support for New Zealand arts in Aotearoa, Te Moana-nui-a-Kiva and the world.

**Sector perspective**

We have the strategies, services and operational capacity to drive the development of the arts in New Zealand.

**Creative New Zealand perspective**

How we create long-term value for New Zealanders

**Our outcomes**

**Stronger arts:**

High-quality New Zealand art is developed

New Zealand arts gain international success

**Greater public engagement with the arts:**

New Zealanders participate in the arts

New Zealanders experience high-quality arts

**Stronger arts sector:**

New Zealand’s arts sector is resilient

New Zealand arts are valued and supported

**The value we create for New Zealanders**

**The value our support creates**

Engagement in the arts improves the lives of New Zealanders

Distinctive and dynamic New Zealand arts that reflect the diversity of who we are and grow our reputation as a creative nation

Engagement in the arts strengthens whānau, communities and society

The arts sector contributes to prosperous and resilient communities

**Our Vision**

Dynamic and resilient New Zealand arts, valued in Aotearoa and internationally

**Our Purpose**

To encourage, promote and support the arts in New Zealand for the benefit of all New Zealanders

**Our Values**

Mana Toi, Tauiwi, Mana Māori, Mana Pasifika, Mahitahi, Te Taumata, Taioheto, Manakaatanga

Te Waka Toi Pātaka

Our Mātauranga Māori Framework

**Our strategies and policies**

Investment Strategy Te Ara Whakamua 2018–2023

Te Hīp o ngā Toi — Māori Arts Strategy 2019–2024

Pacific Arts Strategy 2018–2023

Advocacy Strategy 2016–2021

Diversity in the Arts Policy 2015

**Wellbeing dimensions and capitals from the Treasury’s Living Standards Framework**

Subjective wellbeing

Health status

Education and skills

Social connections

Cultural identity

Civic engagement

Time use

Income and wealth

Jobs and earnings

Environment

Financial/physical capital

Natural capital

Ministers’ priorities for Arts, Culture and Heritage

Valuing who we are as a country

New Zealanders share a distinct and inclusive identity and value our history and traditions

All New Zealanders can access and participate in cultural experiences

The cultural sector is supported and growing sustainably

Investing in the arts

Developing the arts

Advocating for the arts

Leadership in the arts

**Our deliverables**

**Our resources**

The capability and capacity we have to deliver on our strategic intentions

**Outcomes and value perspective**

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