

OUR STRATEGIC DIRECTION FOR 2019–2029: CREATING VALUE FOR NEW ZEALANDERS

What we want to achieve by 2029 – Our goals

Our outcomes and value perspective

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

Our outcomes and value perspective

Mana and support 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

Sector 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-Kiwa and the world.

Sector perspective

Creative New Zealand 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

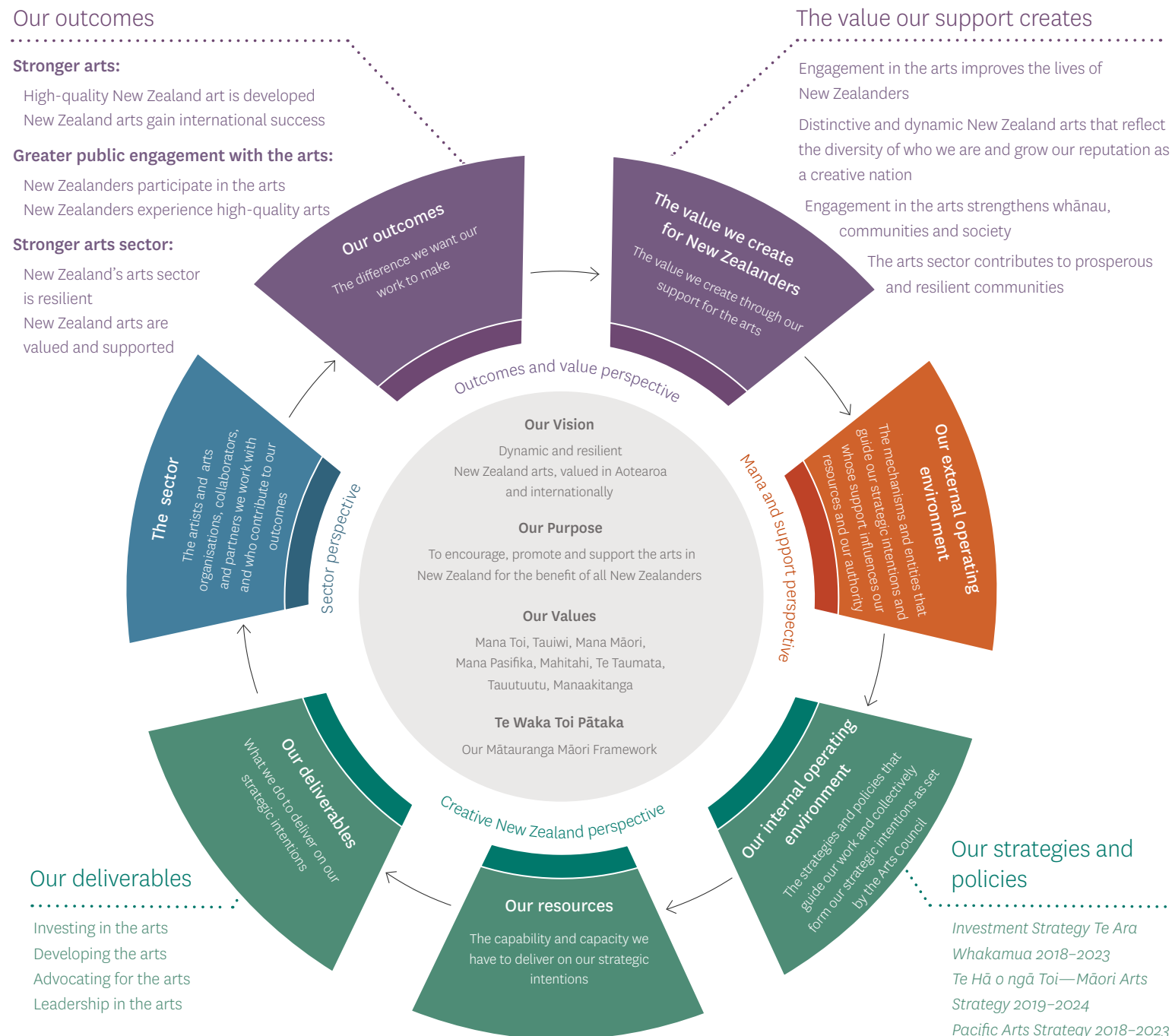
The value our support creates

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



How our work links to government priorities

Wellbeing dimensions and capitals from the Treasury's Living Standards Framework

Subjective wellbeing Human capital
Health status
Education and skills

Social connections Social capital
Cultural identity
Civic engagement
Time use

Income and wealth Financial/physical capital
Jobs and earnings

Environment 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