

About the Fact Finder for arts advocates

About this tool

This digital tool was created to showcase insights and data about the social value of art, culture, creativity and ngā toi Māori.

It is an aggregator of useful facts that can be used by arts advocates in communications and other materials that discuss or showcase the benefits of art and creativity.

It is not intended to be a definitive resource.

All Fact Finder entries refer to publicly available sources of information and contain links to the original sources.

How to use the information in this tool

Key principles

- We ask that data from the tool is always used in contexts that are supportive of New Zealand art and artists, and reflective of the positive impact of arts and culture in our lives.
- We are taking an iterative approach to the ongoing development of this tool. Data will be added to, and technical features will continue to be refined over time.

Citing the data

- When citing the data on this tool in your own material please include the reference information found by clicking on each listing; the publication title, source organisation and year. There's no requirement to cite the Fact Finder itself.
- There's no requirement to cite Creative New Zealand, except where the research you're referencing was originally published by Creative New Zealand.
- Please note that images cannot be reused without permission or licensing.

How the tool has been created

Where the information has come from

- Fact Finder entries are pulled from research publicly available and published online.
- Our research process focussed on identifying a wide range of insights from a range of national and international sources, including different publication types like websites, reports, academic papers, news article, media releases, research/literature reviews and summaries.

Where the categories and tags come from

- Categories were created with reference to Creative New Zealand's strategic documents, as well as the [He Ara Waiora Living Standards Framework](#), and [Te Whare Tapa Whā](#).
- The list of tags was created with reference to the themes and topics present in the research we found and expands on the areas described by the categories.
- The list of art forms is based on the list of art forms currently used by Creative New Zealand systems and processes and found on other parts of our website.

About the images used

- The images used on the Fact Finder are for illustrative purposes only.
- Images come from a range of sources including a combination of stock imagery, supplied imagery used with permission, and Creative New Zealand's own image library.
- All images are credited; credits can be viewed by clicking on the fact cards in the gallery.
- Images cannot be reused without permission or licensing.

Ownership of information

- All information included on this tool belongs to the sources that are cited within each Fact Finder listing.
- Creative New Zealand claims no ownership over the data included in the Fact Finder, except for entries that refer to research published by Creative New Zealand.
- All copyright and intellectual property rights remain those of the individuals and organisations listed on the source material. Please refer to the source material for more information.

Scope and accuracy of data

- In our research and writing processes we have taken steps to ensure that source material is reflected fairly and accurately.
- Fact finder entries that use quotation marks are directly quoting the source material. Other entries have been lightly edited for clarity or brevity, and care has been taken to ensure that they accurately reflect the meaning of the source material.
- Our research has highlighted gaps in publicly available research in several areas, for example we found limited research about Deaf and disabled people and LGBTQIA+/rainbow communities.
- As part of updating the tool over time we will continue to seek data and insights that address data gaps like these. We also hope to find more insights on Ngā Toi Māori, Pacific Arts and the environment/climate change, in future.
- As the tool aggregates links found on other websites, we cannot guarantee that links will work all the time and we have no control over the ongoing availability of linked pages.

Updates and amendments

- We plan to undertake regular updates to the Fact Finder data set.
- The Fact Finder is not intended to be an always up-to-date resource as it will take time for us to identify new research, pull out useful information, and update the tool.
- If you would like to suggest research for inclusion, new technical features you would like to see, or if you spot any broken links or technical errors, please email advocacy@creativenz.govt.nz.