

## Engagement in the arts improves the lives of New Zealanders

### The arts contribute to personal wellbeing

79% of young New Zealanders say that doing creative things makes them feel excellent or good (Creative New Zealand, 2020)

Two or more hours per week of arts engagement is associated with better mental wellbeing than none or lower levels of engagement. (Vic Health, 2020)

### The arts contribute to healthier people

Going to museums, galleries, the theatre, concerts or the opera every few months or more often in older age has been associated with a slower rate of cognitive decline and a lower risk of developing dementia. (World Health Organisation, 2019)

### The arts contribute to education and skills development

A longitudinal study of 25,000 young people studying the impact of participation in performing and visual arts programmes on academic attainment and social development found students who participated had lower dropout rates, improved social skills and higher educational achievement. (University of Auckland, 2019)

### The arts create a more highly skilled workforce

Participating in arts activities was found to improve skills, such as team-work, flexibility, communication and ability to learn, which then increased employability. (University of Auckland, 2019)

### The arts develop creative people who provide new approaches to solving problems

Face-to-face conversations with more than 1,500 chief executive officers worldwide identified creativity as the single most important leadership competency. (IBM, 2010).

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

### The arts contribute to our diverse identities and shared sense of national identity

66% of New Zealanders say they learn about different cultures through the arts, and 72% agree that the arts should reflect New Zealand's cultural diversity. (Creative New Zealand, 2020)

59% of Māori and 45% of all New Zealanders say they learn about Māori culture through ngā toi Māori. (Creative New Zealand, 2020)

## Engagement in the arts strengthens whānau, communities and society

### The arts contribute to social inclusion and cohesion by connecting people and communities

Arts participation has helped individuals to find support, develop networks and a sense of belonging, as well as increasing community cooperation. (University of Auckland, 2019)

### The arts contribute to our identity as individuals, whānau, communities and as a nation

Artworks and art making activities reconnected participants to their whakapapa (family blood ties), tipuna (ancestors), maunga (mountains) and awa (river), which aided in wellbeing and a deep sense of belonging. (Ihi Research, 2020)

73% of Māori and 57% of all New Zealanders agree that ngā toi Māori helps define who we are as New Zealanders. (Creative New Zealand, 2020)

### The arts support a strong democracy

The arts can be a powerful tool for community building because of the potential to overcome barriers (eg, language, cultural), and to provide opportunities to talk about, confront, and solve community issues (eg, health, racism, ageism). (Vic Health, 2020)

## **The arts sector contributes to prosperous and resilient communities**

### **The arts sector provides jobs and careers for artists and practitioners**

The creative industries provide around 130,000 jobs, more than 6% of New Zealand's workforce.

(New Zealand Institute for Economic Research, 2020)

### **The arts play a role in rejuvenating and making cities and communities great places to live**

Public art can increase the use of public spaces; improve the aesthetics of a place; encourage a sense of ownership and community pride; and create landmarks and distinctive features in the urban landscape.

(Unitec, 2016)

The arts can be used to support regeneration programmes: inner-city housing projects incorporating the arts have been found to improve the built environment, enhance social cohesion and decrease levels of violent crime. (World Health Organisation, 2019)

### **The arts contribute to New Zealand's economy**

The creative industries contribute approximately \$17.5 billion to New Zealand's GDP. (New Zealand Institute for Economic Research, 2020)

64% of New Zealanders agree that the arts contribute positively to the economy. (Creative New Zealand, 2020)