

## Frequently Asked Questions:

### – Remuneration Policy for Artists and Arts Practitioners

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

Fair pay for artists and arts practitioners is important to us. We recognise that poor pay has become an accepted norm, and we're committed to working with the sector to bring about long-term change.

We've done a lot of research and consultation on this topic since 2018 and we know that people generally connect creativity and creative work with low pay, an expectation that creative professionals will work for free or to get their work seen ('exposure'), and that creative input is not often recognised or valued. What's more, there are only a small number of full-time jobs available within the creative sector, meaning most practitioners can only get part-time or short-term work, as contract or 'gig economy' workers, often including more than one sector.

The situation has been made worse through the COVID-19 pandemic, where many practitioners lost secondary income in sectors such as hospitality and tourism.

Through the implementation of this policy we intend 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?

We'll implement the policy progressively from 2022, in consultation with the arts sector and others likely to be impacted by its introduction.

Our initial priorities for implementing the policy include:

- reviewing remuneration guidance for Arts Grants
- reviewing the payment of assessors within the Creative Communities Scheme
- considering what expectations we might establish for organisations receiving multi-year funding through the Investment programmes ([Toi Tōtara Haemata](#) and [Toi Uru Kahikatea](#)).

We will also implement the policy in our own practices, ie where we engage artists or arts practitioners directly.

We'll advocate for other funders, including other central and local government agencies, trusts and foundations, and the private sector to adopt the principles of the policy.

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

The application of the policy and Creative New Zealand's expectations of funding recipients will differ depending on what programme they receive funding through and the nature of the funding. For example, the consultation document proposed 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 implement the policy progressively through our programmes.

### **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 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?**

Our intention is that this policy will further reflect our commitment to fair remuneration and employment practices for artists and arts practitioners and further support an improvement in the sustainability of arts sector careers over time.

As part of our implementation, we are considering 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 on a programme-by-programme basis.

There are several longer-term mechanisms we also intend using, including:

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

**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. We're committed to helping drive sustainable change and recognise this will take time.

An example of what we'll do as part of our implementation 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 hope that larger arts organisations have in place robust remuneration and employment practices and know that some are already remunerating artists and arts practitioners at fair rates.

Again, we acknowledge this is a work in progress, and we're committed to working to support this change.

We do however recognise that trade-offs may need to be made to enable artists and arts practitioners to be fairly remunerated, including delivering less activity.

**8. Do you realise that paying people more may mean there are fewer opportunities for artists and arts practitioners?**

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

We believe the status quo should no longer continue or be accepted by those working in the arts sector.

We recognise that fairer remuneration may lead to fewer opportunities, however we don't believe this should be a reason to continue current practices.

**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 once we're further down the track implementing the policy.

## **11. It's taken a while to get this Remuneration Policy in place. What's been happening in the meantime?**

Alongside the research, consultation and development of the policy, changes have been made to the way we operate. Following the release of the [Profile of Creative Professionals](#) research, we identified a Stronger arts sector as a new strategic outcome in its 10-year strategic direction to 2029, as set out in the Statement of Intent 2019–2029.

One of the elements needed to achieve a Stronger arts sector is that New Zealand's arts sector is resilient. Sustainable arts sector careers are an important element of a Resilient arts sector, one of the three main features of our [Investment Strategy Te Ara Whakamua 2018–2023](#).

The research also informed the decision to introduce fair remuneration guidelines for Arts Grants in 2019/20. These included:

- ensuring pay rates do not fall below the minimum wage for employees aged 16 years and over
- a minimum of \$4,000 per month for full-time wages, salaries and stipends
- a minimum rate of \$25 per hour for artists and arts practitioners, adjusted to take account of skills, experience and duration of the project
- a recommended rate of at least \$25 per hour for internships.

For Arts Grants, 'fair remuneration' means pay rates for more experienced artists and arts practitioners should:

- be at a level above or well above the minimum set out above be in line with their relative skills and experience
- recognise the duration of the project and other work-related factors (that is the 'contract' nature of the work).

We have also:

- changed the purpose of the Arts Grants programme (following the review of the Grants investment category under the Investment Strategy Te Ara Whakamua 2018–2023) to

4 March 2022

include, as one of four programme purposes, 'more sustainable careers for individual artists and arts practitioners'

- lifted the maximum grant levels for the Arts Grants programme from \$65,000 to \$75,000 per project
- established an Annual Arts Grant programme of up to \$150,000 for a 12-month continuous programme of activity.

If you have further questions, email [strategy@creativenz.govt.nz](mailto:strategy@creativenz.govt.nz)