

Advocacy Action Plan

ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA

2016/17



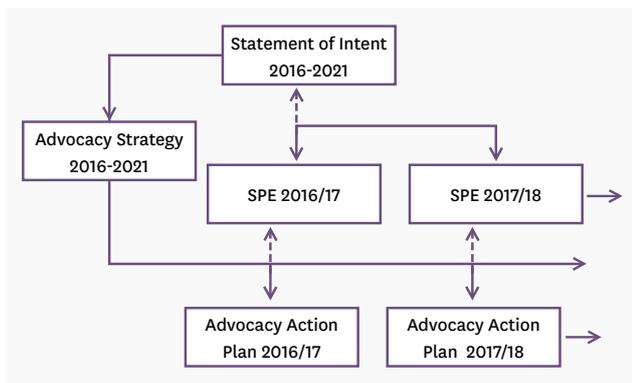
About this Action Plan

This advocacy action plan sets the annual priorities and work that Creative New Zealand will undertake in 2016/17 – in conjunction with the arts sector – to make the case for the arts.

The 2016/17 plan outlines:

- our **advocacy aims** as described in our advocacy strategy
- the relevant **objective** which supports achieving our overall advocacy goal – We are a powerful advocate for the arts
- the **audience** for our advocacy actions
- the **actions** we plan to undertake
- the **target** or **milestone** for each action.

The plan supports delivery to Creative New Zealand’s Advocacy Strategy 2016-2021 and to our [Statement of Intent 2016-2021](#) (the medium-term strategy for the organisation).



As set out in our [Statement of Performance Expectations \(SPE\) 2016/17](#), we have two annual priorities for delivering to our advocacy goal in 2016/17.

- **Case for the value of the arts** – A compelling case for the value of the arts to New Zealanders will be created, alongside the arts sector, as part of a refreshed advocacy strategy.
- **Working with local government** – Enhancing our relationship with local government, as important co-funders of the arts in New Zealand.

In addition, our ongoing engagement with iwi and Pasifika groups is acknowledged as important work for 2016/17. We’re assessing how we can direct our advocacy work around the value of ngā toi Māori (Māori arts) and Pacific arts to best effect. Potential focus areas around ngā toi Māori include:

- working to position Māori culture within the Higher Living Standards framework, so that it is visible and more valued across central government
- develop and advance a shared agenda (including a shared research agenda) for Māori culture and mātauranga Māori, beginning with government cultural and Māori entities
- celebrate Māori cultural achievement as a gateway (waharoa) for advancing Māori identity and success, so that the centrality of cultural identity is amplified and visible.

We’ll also begin work on other key elements of our objectives for the advocacy goal, including systematically strengthening our relationships with other co-investors and funders, and providing and communicating a suite of unique research, analysis and reports.

Over the year, advocacy opportunities may arise which will be desirable to pursue. We’ll take up these opportunities as time and resources allow, or look to prioritise them in future years.

AIM 1

New Zealanders are highly engaged with the arts

New Zealand arts are VALUED when New Zealanders engage with them.

At present, we measure how engaged New Zealanders are through our three-yearly *New Zealanders and the arts* and *Audience Atlas* research, and the attendance and participation figures reported by the major New Zealand arts organisations we fund and by grants recipients.

Our advocacy will tackle arts engagement directly and will seek to improve the frequency of New Zealanders' attendance, participation and personal investment in the arts.

Actions for 2016/17			
Objective	Audience	Action	Target [T] or Milestone [M]
<i>We'll create, in partnership with the arts sector, a compelling case for the value of the arts to New Zealanders.</i>	Wider public	Set up an advocacy reference group to identify priority 'sub-audiences', test advocacy ideas and options and review best practice in arts advocacy social marketing.	Hold an initial meeting of the advocacy reference group to discuss audiences, ideas and options. [M] Identify target sub-audiences and messaging for advocacy activities to be undertaken in 2017/18. [M]
		Amplify, through social media channels, compelling stories of arts initiatives contributing to New Zealand communities.	Publish at least 10 compelling stories through our social media channels. [T]
	Media	Include relevant arts advocacy messages in Creative New Zealand communications.	Align all relevant Creative New Zealand communications with our Advocacy Strategy 2016–2021. [M]
		Publish a think-piece authored by the Chair or Chief Executive on the value of the arts.	Have a think-piece published in major New Zealand media outlet. [T]

AIM 2

Support for the arts is broadened

Looking ahead, RESILIENT New Zealand arts will require broader support from a range of individuals, groups and organisations.

The arts in New Zealand will be more resilient if they can draw on the widest range of available funding and support. An arts sector that relies solely or heavily on funding from Creative New Zealand can't truly be said to be a resilient one.

Our advocacy will continue promoting and developing a broader support base for the arts, whether that's financial, through volunteering or by other means of support.

Actions for 2016/17			
Objective	Audience	Action	Target [T] or Milestone [M]
<p><i>We'll proactively measure and report on our success in advocating for the arts, and how this contributes to strengthening the arts sector and improving public engagement.</i></p> <p><i>We'll provide and communicate a suite of unique research, analysis and reports.</i></p>	<p>Local government: mayors, councillors and staff</p>	<p>Become a name sponsor of the 2016 Local Government New Zealand (LGNZ) EXCELLENCE Award for Best Creative Place.</p>	<p>Leverage LGNZ communications to encourage at least 8 councils to make an entry. [T]</p> <p>Leverage LGNZ communications to generate interest in the award finalists regionally and nationally. [M]</p>
		<p>Sponsor a keynote speaker at the 2016 LGNZ Conference.</p>	<p>Source a speaker who can help resonate messages around the value of the arts in communities. [M]</p> <p>Provide collateral material to delegates which outlines the positive impact that the arts are making on communities around New Zealand. [M]</p>
		<p>Follow-up letter to LGNZ Conference attendees reinforcing key messages from our sponsored speaker.</p>	<p>Letters (including practical advice for building the arts' contribution to communities) are sent to all attendees. [M]</p>
		<p>Meet with the new LGNZ National Council and/or Economic and Social Policy Advisory Group to strengthen governance-level relationships.</p>	<p>Hold initial discussions with LGNZ President or representative. [M]</p>

<p><i>We'll proactively measure and report on our success in advocating for the arts, and how this contributes to strengthening the arts sector and improving public engagement.</i></p> <p><i>We'll provide and communicate a suite of unique research, analysis and reports.</i></p>	Local government: mayors, councillors and staff (cont.)	Commission a report comparing selected territorial authorities' support for arts and culture.	Conduct research and analysis, and develop a robust framework, around territorial authorities' support for arts and culture. [M]
		Determine 5-10 territorial authorities to target for advocacy based on existing data.	Produce list of territorial authorities to target based on empirical evidence. [M]
		Provide written submissions on annual plans for 2017/18, for targeted and other key territorial authorities.	Make submissions on at least five annual plans covering the 2017/18 financial year. [M]
		Investigate the opportunities for capability-building or research tools to aid territorial authorities' longer-term planning around arts and culture.	Survey councils that may be interested in capability-building or research opportunities. [M]
	Hapu, iwi, Māori	Evaluate the need for a separate Māori arts advocacy strategy, in conjunction with strategic consideration of ngā toi Māori matters by the Arts Council's Māori Committee.	Discussions held by the Māori Committee at February/April 2017 meetings, as desired. [M]
		Have a visible presence at Te Matatini 2017.	Promote Creative New Zealand's work around ngā toi Māori and within te ao Māori at Te Matatini 2017. [M]
		Support the Te Waka Toi Awards.	Host Te Waka Toi Awards and leverage Māori and mainstream media coverage to raise awareness of ngā toi Māori. [M]
	Pasifika groups	Support the Arts Pasifika Awards.	Host Arts Pasifika Awards and leverage Pasifika and mainstream media coverage to raise awareness of Pacific arts. [M]
	Business community	Target business media with news outlining the benefit to the business sector of supporting arts events.	Source and pitch at least four news stories on the benefits of business support. [T]
	Central government: Ministers, departments, agencies	Provide written submissions to departments and agencies on relevant matters which will have an impact on the arts sector. [see also Aim 3]	Make submissions as desired. [M] [see also Aim 3]
Work towards a deeper relationship with relevant government agencies (eg, Te Puni Kōkiri, other arts and culture Crown entities, etc).		At least two relationships are significantly enhanced over the course of the year (eg, through regular meetings, strategic engagements, new policy positions, etc). [T]	

AIM 3

The arts sector's voice is further empowered

DYNAMIC New Zealand arts will require an empowered arts sector that's confident in telling its story.

A dynamic arts sector is one that's comfortable and confident in its own identity and value, and is empowered to convey these to New Zealanders.

Our advocacy will keep enabling the arts sector to advocate on its own behalf. As such, we'll continue aspects of our previous advocacy strategy, which emphasised giving the sector the necessary tools to connect with its advocacy audiences.

Actions for 2016/17			
Objective	Ally	Action	Target [T] or Milestone [M]
<p><i>We'll proactively measure and report on our success in advocating for the arts, and how this contributes to strengthening the arts sector and improving public engagement.</i></p> <p><i>We'll provide and communicate a suite of unique research, analysis and reports.</i></p>	<p>Arts organisations</p>	<p>Introduce the Advocacy Strategy 2016–2021 and Advocacy Action Plan 2016/17 to the sector and invite feedback.</p>	<p>Publish and distribute Advocacy Strategy and Annual Action Plan. [M]</p>
		<p>[Per Aim 1] Set up an advocacy reference group to identify priority 'sub-audiences' test advocacy ideas and options, and review best practice in arts advocacy social marketing.</p>	<p>[Per Aim 1] Hold an initial meeting of the reference group to discuss audiences, ideas and options. [M]</p> <p>[Per Aim 1] Identify target sub-audiences and messaging for advocacy activities to be undertaken in 2017/18. [M]</p>
		<p>Finalise and release the Health of the Arts Sector report for 2012–2015, which details the ongoing performance of Toi Tōtara Haemata (Arts Leadership) and Toi Uru Kahikatea (Arts Development) Investment clients, and invite feedback and contributions.</p>	<p>Publish and distribute <i>Health of the Arts Sector</i> report. [M]</p>
<p><i>We'll create, in partnership with the arts sector, a compelling case for the value of the arts to New Zealanders.</i></p>	<p>Wider arts sector</p>	<p>Review the effectiveness of the Advocacy Toolkit for relevance of content, effectiveness of tools and visibility to the arts sector and public.</p>	<p>Undertake review and prepare recommendations for internal release and discussion. [M]</p>
		<p>Promote opportunities for the arts sector to make submissions to central government departments and agencies, where relevant. [see also Aim 2]</p>	<p>Arts sector takes up opportunities, as desired. [M] [see also Aim 2]</p>