## Our strategic direction for 2019-2029 - Creating value for New Zealanders

Our goals - what we want to achieve by 2029

How we create long-term value for New Zealanders

How our work links to government priorities



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

Outcomes and value perspective



We grow the confidence of others and attract greater resources for the arts, recognising their contribution to the wellbeing of New Zealanders

Mana and support perspective



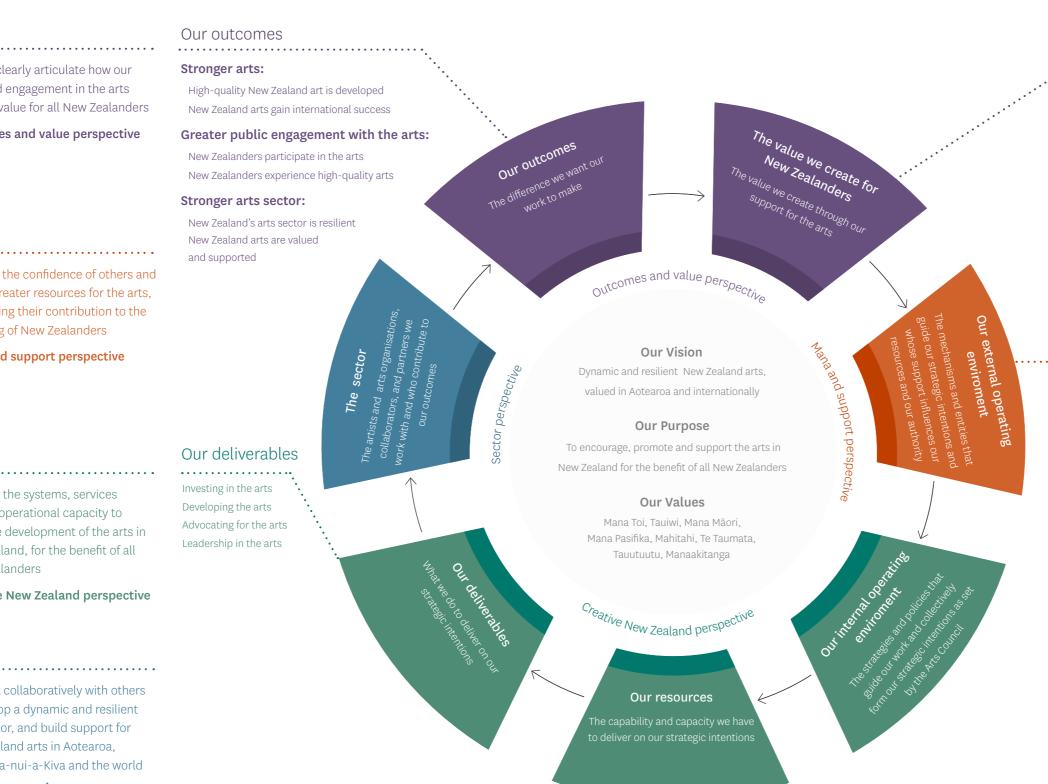
We have the systems, services and the operational capacity to drive the development of the arts in New Zealand, for the benefit of all New Zealanders

Creative New Zealand perspective



We work collaboratively with others to develop a dynamic and resilient arts sector, and build support for New Zealand arts in Aotearoa, Te Moana-nui-a-Kiva and the world

Sector perspective



How we create value for New Zealanders through our support for the arts

Engagement in the arts improving 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 strengthening our whānau, communities and society

The arts sector contributing to prosperous and resilient communities



Subjective wellbeing Human capital Health status

**Education and skills** 

**Environment** 

Natural capital

Social connections **Cultural identity** Civic engagement

Social capital

Income and wealth Jobs and earnings

Financial/physical 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