

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

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

Outcomes and value perspective

Our goals
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

Our goals
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

Our goals
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-Kiwa and the world

Sector perspective

Our outcomes

Stronger arts:

- High-quality New Zealand art is developed
- New Zealand arts gain international success

Greater public engagement with the arts:

- New Zealanders participate in the arts
- New Zealanders experience high-quality arts

Stronger arts sector:

- New Zealand's arts sector is resilient
- New Zealand arts are valued and supported

Our deliverables

- Investing in the arts
- Developing the arts
- Advocating for the arts
- Leadership in the arts



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

Wellbeing dimensions and capitals from the Treasury Living Standards Framework

- Subjective wellbeing**
 - Health status**
 - Education and skills**
 - Environment**
 - Social connections**
 - Cultural identity**
 - Civic engagement**
 - Income and wealth**
 - Jobs and earnings**
- Human capital
Natural capital
Social capital
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