



Photo credit: ARONUI Arts Festival Opening: 'Ko Rangi Ko Pāpā' Rosie Belvie, Amy (Kahumako) Rameka, Matiu Hamuera. Photography by Michelle Cutelli Photography.

Ko Aotearoa me ōna toi: waiaro, wairongo, waiuru ***New Zealanders and the arts: attitudes, attendance and participation***

Survey findings for Māori



INTRODUCTION

Background and objectives of the research

Since 2005 Creative New Zealand has conducted research to measure New Zealanders' engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). The surveys are repeated every three years.

The research is used in a number of ways. It provides:

- Vital insights for Creative New Zealand, selected agencies and arts organisations about the national levels of cultural engagement
- Stories to advocate for the arts
- Up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.

This report presents findings on public attitudes, attendance and participation in the arts among Māori*. The findings are compared to all New Zealanders (aged 15+).



The arts is split into six different art forms, and attendance and participation is measured for each:

- **Craft and object art** is defined as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, tīvaevae, woodcraft, spinning, weaving or textiles.
- **Literary arts** is defined as spoken word, poetry or book readings, literary events, writing workshops, creative writing in poetry, fiction or non-fiction.
- **Ngā Toi Māori (Māori arts)** is defined as works created by Tangata Whenua Māori artists in all art forms (contemporary and customary: craft/object art, dance, literature, media arts, music, theatre and visual arts). Arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata, kapa haka, kōwhaiwhai, tā moko, Māori dance or music.
- **Pacific arts** is defined as works created by Pasifika artists in all art forms (contemporary and heritage: craft/object art, dance, literature, media arts, music, theatre and visual arts).
- **Performing arts** is defined as theatre, dance and music.
- **Visual arts** is defined as drawing, painting, rāranga, tīvaevae, photography, whakairo, sculpture, print-making, typography and film-making.

'Attendance' is defined as going to:

- Seeing craft and object artworks at an exhibition, festival, art gallery, museum, library or online.
- Attending spoken word, poetry or book readings, or literary festivals or events.
- Seeing any artworks by Māori artists or going to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions.
- Seeing artworks by Pasifika artists or going to any Pasifika cultural performances, festivals or exhibitions.
- Attending performing arts events.
- Seeing visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online.

'Participation' is defined as :

- The active involvement in the making or presentation of art in the last 12 months.



1,172

ONLINE INTERVIEWS

With Māori adults aged
15+



FIELDWORK DATES

2 October to 2 November 2020



NATIONAL COMPARISON

Findings are compared to all New
Zealanders (6,263 interviews)

METHOD

The survey was completed online, via the Colmar Brunton online panel and the Dynata online panel.

Historically *New Zealanders and the Arts* has been conducted using a telephone survey. In 2017 the decision was made to shift the survey to an online panel. The rationale for this was to future-proof the survey and to make it more affordable to increase the sample size to facilitate greater analysis of key groups of interest, including Māori, Pacific Peoples, Asian New Zealanders and the regions.

SAMPLING

The sample size for Māori was boosted to 1,172 to ensure we interviewed a sufficient number of Māori to allow for subgroup analysis.

Weighting was also applied to the Māori interviews to ensure the sample profile was representative of the Māori population by age within gender.

TREND DATA

Trends are shown against the 2017 data. The change in method in 2017, means we cannot include trends data prior to this.

SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 1,172 Māori respondents, the margin of error is up to +/- 2.9 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Māori in 2017 and 2020 are statistically significant at the 95% confidence level. This is indicated on charts by white triangles.

△▽ = significantly higher / lower than 2017

- Whether any differences between the survey findings for Māori in 2020 and the New Zealand sample are statistically significant at the 95% confidence level. This is indicated on charts by grey triangles.

▲▼ = significantly higher / lower than all New Zealanders

Demographic subgroups are always compared to the average for all Māori unless otherwise stated. All subgroup differences highlighted in this report are significant at the 95% confidence level.



SUMMARY

Executive Summary: Māori and the Arts

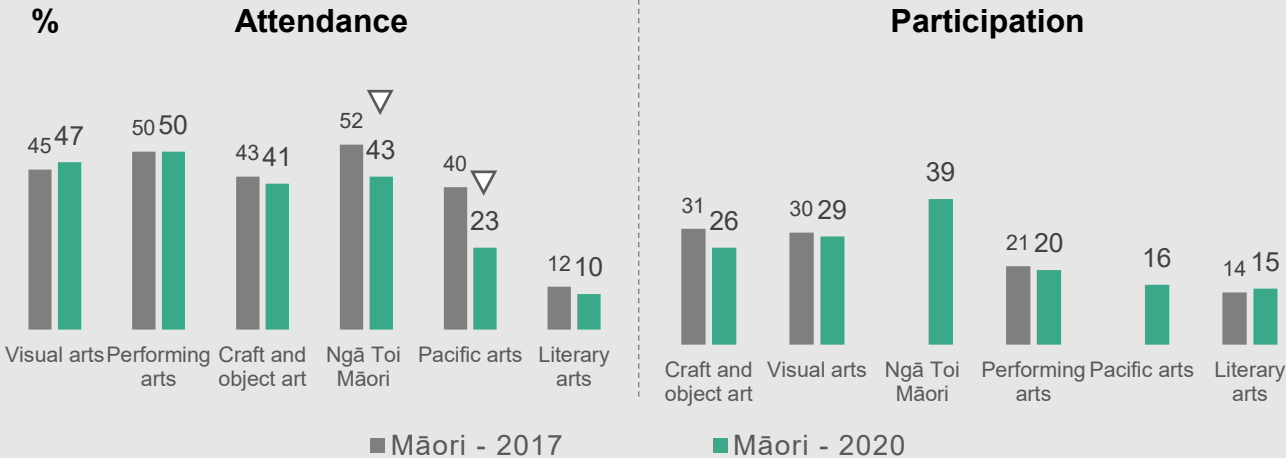
Method: Online survey of 6,263 New Zealanders aged 15+ including 1172 Māori **Fieldwork:** 2 October to 2 November 2020 **Margin of error for Māori :** +/- 2.9%

MĀORI ENGAGEMENT WITH THE ARTS

Eighty percent of Māori have attended or participated in the arts in the last 12 months.

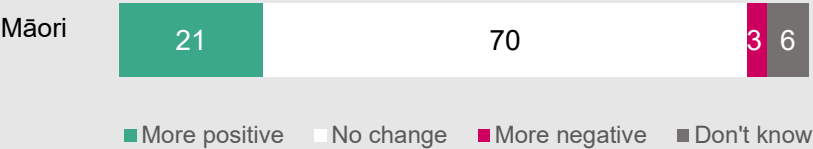
This is lower than in 2017 but remains higher than the national average (75%). The decline in engagement reflects the national trend (engagement fell from 80% to 75% across New Zealand).

The decline in engagement is a result of a decline in attendance for Ngā Toi Māori, and a more notable drop in attendance at Pacific Arts. In addition, there is a slight decline in participation in craft and object art.



MĀORI RELATIONSHIP WITH THE ARTS

1 COVID-19 seems to have increased positive Māori sentiment towards the arts...
Has your view of the arts changed in the last 12 months?



2 As Māori see how the arts provides individual and collective benefit.

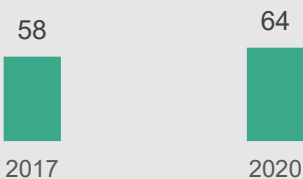
Arts and culture have supported my wellbeing since the COVID-19 crisis



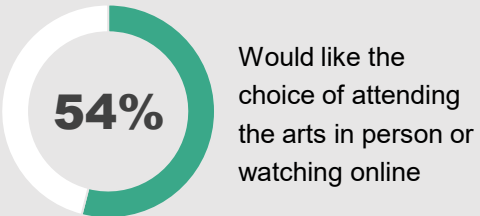
The arts help improve New Zealand society




3 This has led to increased support from Māori for public funding of the arts



4 As well as demand for greater accessibility





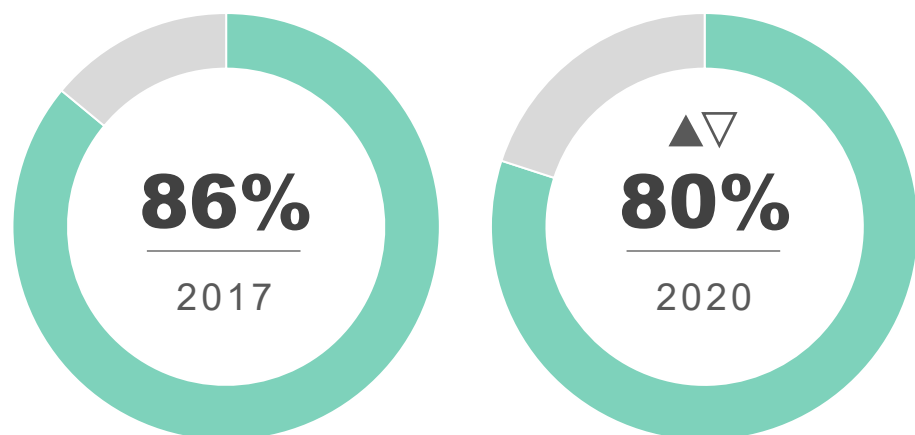
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION AMONG MĀORI

Overall Māori engagement

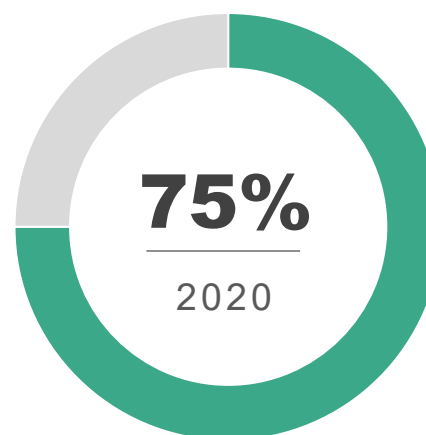
Q

Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

Māori



New Zealand



Engagement for all New Zealanders has declined significantly since 2017 - was 80%

COMMENTARY

The survey asks respondents specifically about their attendance at, and their participation in, six separate art forms. There are no overall questions that measure attendance or participation in the arts at an overall level.

The results opposite are therefore a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

Eighty percent of Māori have engaged with the arts in the last 12 months. This is a significant decrease from 86% in 2017. Engagement for Māori remains higher than the national average (75%).

The decline in engagement reflects the national trend (engagement fell from 80% to 75%). The results indicate this is principally a result of lower attendance figures (as opposed to participation) due to COVID-19.

Sub-group differences among Māori:

Māori women are more likely than men to have engaged (83% vs 76%).

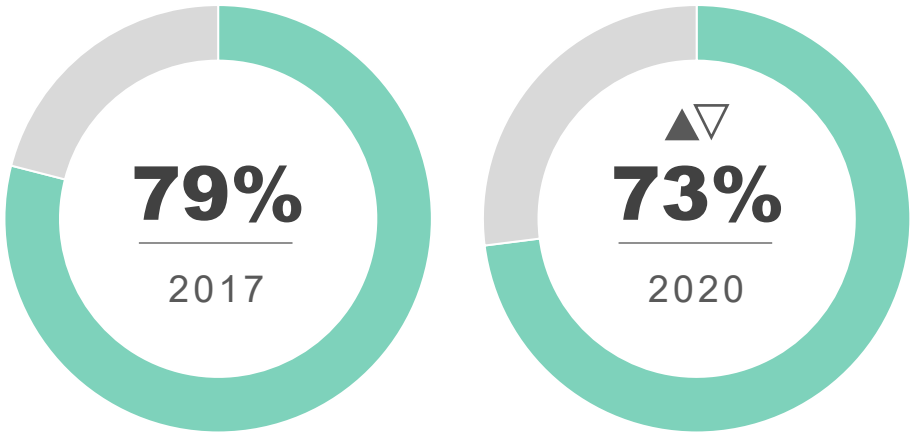
Māori from low-income households (under \$50,000) are less likely to have engaged than average (74% vs 80%).

Overall Māori attendance

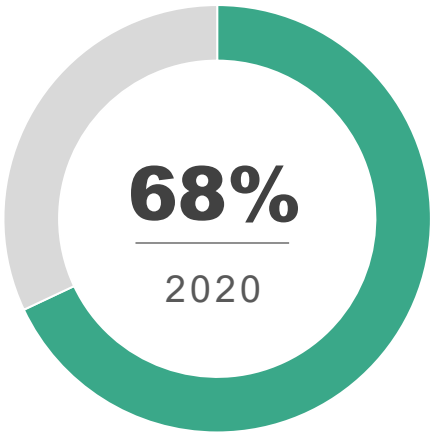
Q

Overall attendance is based on all those who have attended the following art forms in the last 12 months:
Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts

Māori



New Zealand



Attendance for all New Zealanders has declined significantly since 2017 - was 73%

COMMENTARY

A total of 73% of Māori have attended at least one arts event or location in the last 12 months. This is a significant decrease from 79% in 2017.

Wider survey data – on Māori attitudes to the arts – indicate this decline is not due to a growing disinterest in the arts, but rather a lack of potential opportunity due to COVID-19.

However, the level of attendance for Māori remains higher than the national average (68%), which has also declined from 73% in 2017.

Sub-group differences among Māori:

Māori women are more likely to attend the arts than men (77% vs. 68%).

Māori from high-income households (\$120,000+) are more likely than average to attend the arts (82% vs 73%).

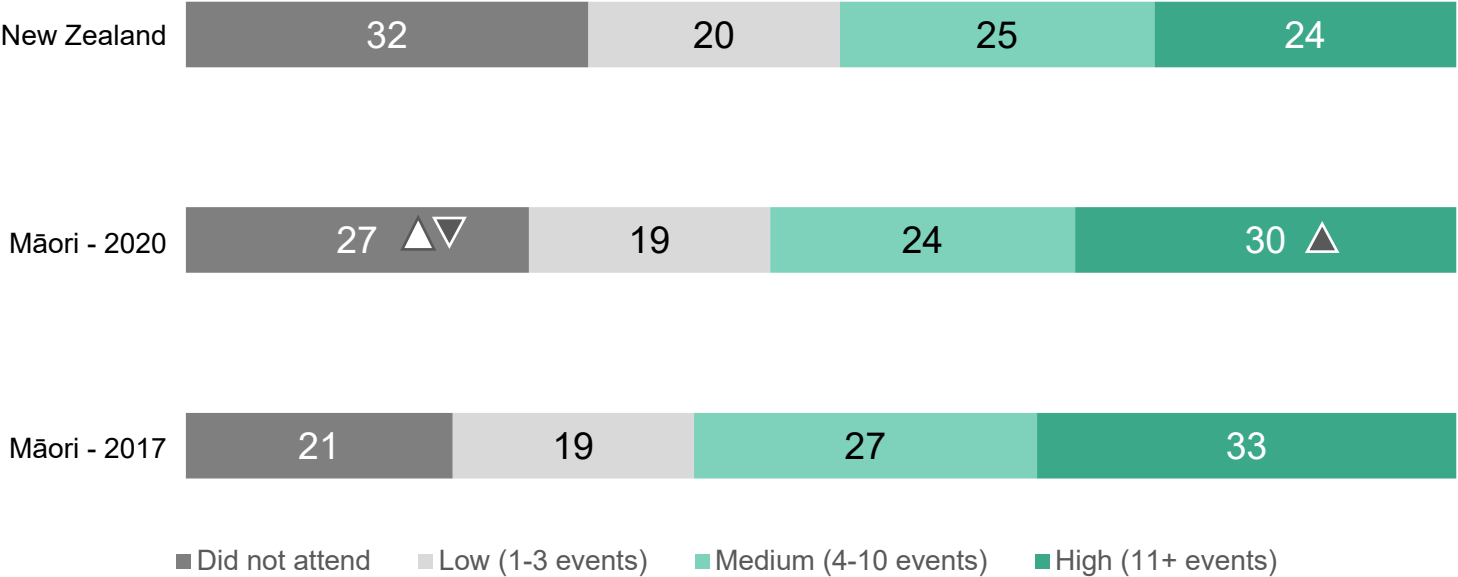
In contrast, Māori from low-income households (up to \$50,000 annual income) are less likely than average to attend the arts (65% vs 73%).

Frequency of Māori attendance

Q

Frequency of attendance shows the number of times respondents have attended any of the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

%



COMMENTARY

We have identified four groups in terms of the frequency with which they attend any art form.

The majority of Māori continue to attend arts events or locations reasonably frequently, and more frequently than all New Zealanders. Fifty four percent attend more than three times a year (vs. 49% of all New Zealanders), and 30% attend more than ten times a year (vs. 24% of all New Zealanders).

Sub-group differences among Māori:

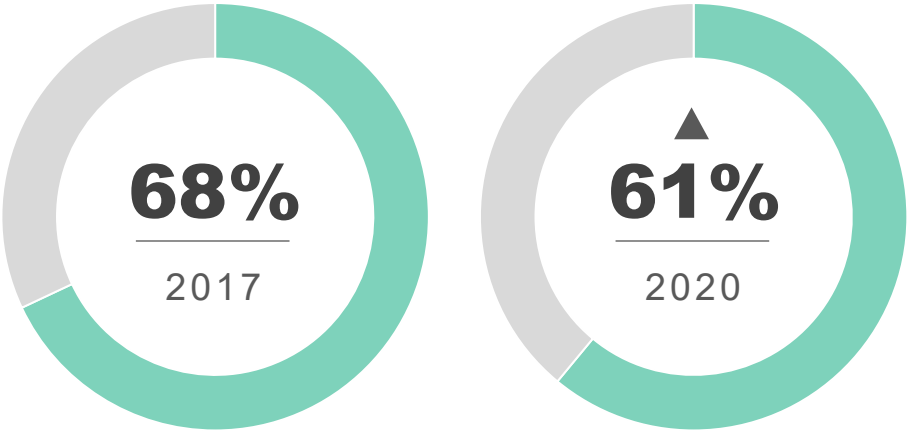
Māori aged 60-69 are more likely than average to attend 10 or more arts events in the last 12 months (40% vs 30%).

Overall Māori participation

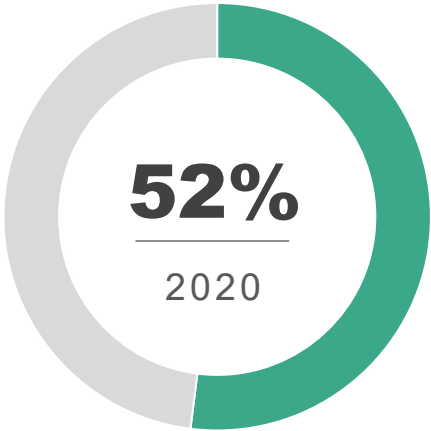
Q

Overall participation is based on all those who have participated in the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

Māori



New Zealand



COMMENTARY

Māori continue to have higher than average participation than average but it has dipped somewhat since 2017.

Sixty-one percent of Māori have participated in arts in the last 12 months compared to 52% for all New Zealanders.

The difference in participation for Māori between 2017 and 2020, is not statistically significant, however it is what we might term an indicative decline. It is also at odds with the national trend which shows that overall participation has remained resilient.

In addition, it should be noted that the way we ask participation for Ngā Toi Māori and Pacific arts has changed in 2020. We now list the activities under each art form in much greater granularity (to better capture the activities the public participate in). Because of this change, overall participation for 2020 may be slightly higher than it otherwise would have been.

Sub-group differences among Māori:

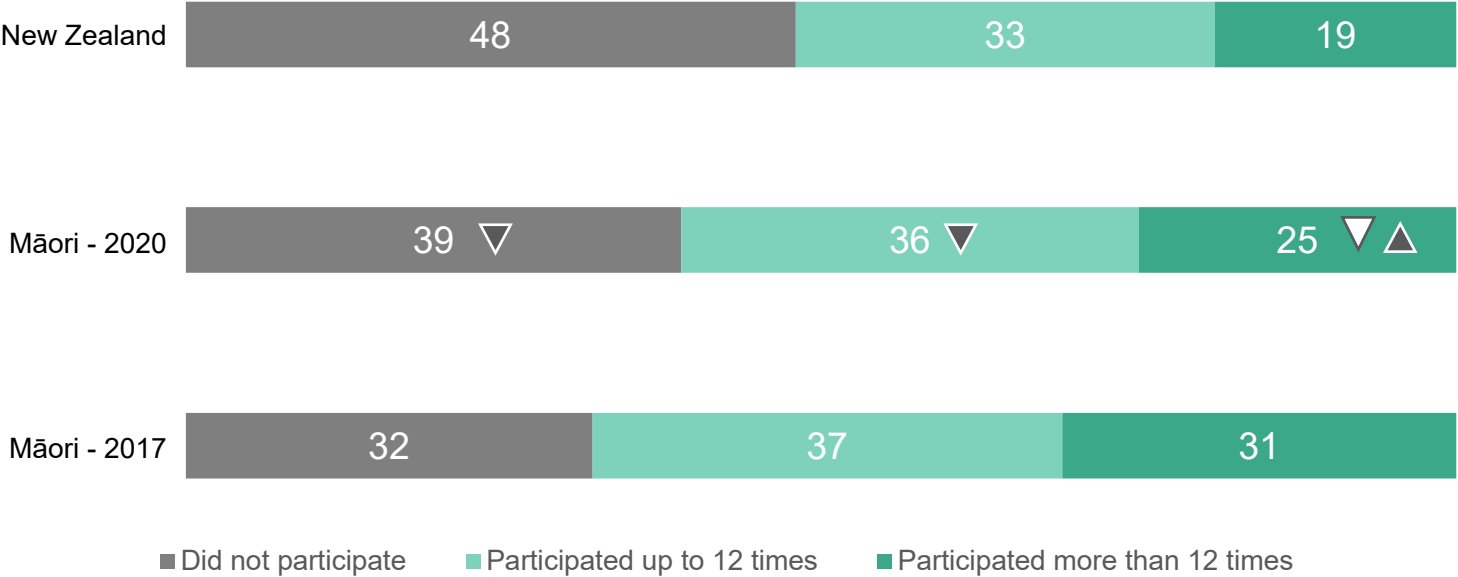
Māori women are more likely than men to participate in the arts (67% vs. 55%).

Frequency of Māori participation

Q

Frequency of participation shows the number of times respondents have participated in any of the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

%



COMMENTARY

We have identified three groups in terms of the frequency with which they participate in any art form.

A quarter of Māori participate in the arts on a regular basis (more than 12 times a year). This is a significant decrease from 31% in 2017. However, it remains significantly higher than the national average (19%)

Sub-group differences among Māori:

There are no sub-group differences of note.



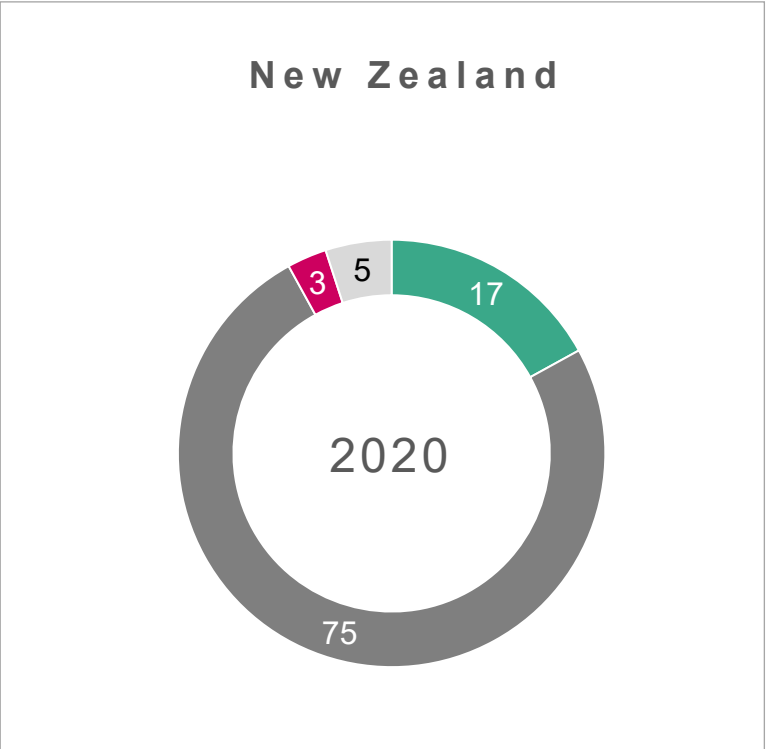
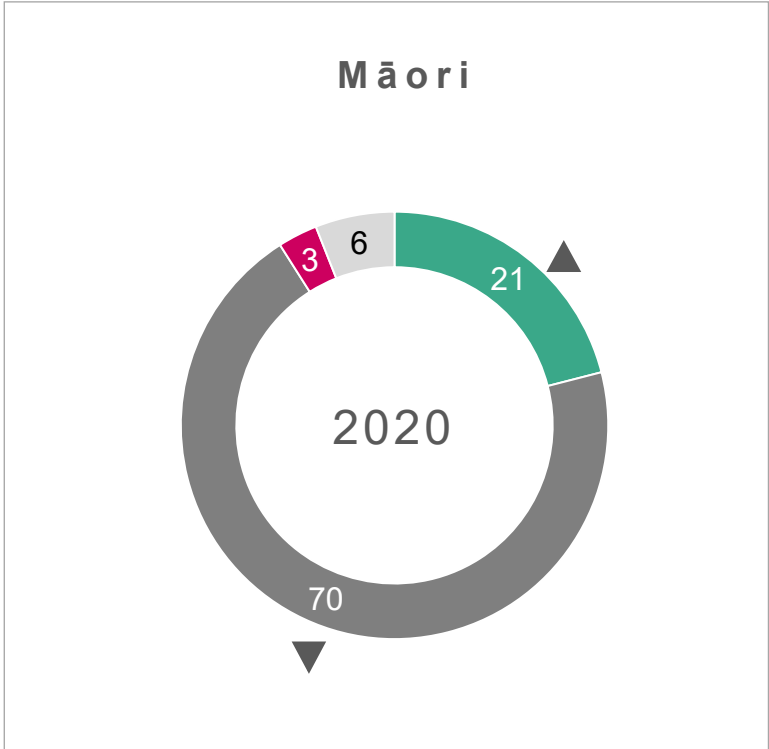
MĀORI ARTS ATTITUDES

Change in overall perception of the arts

Q

Has your view of the arts changed in the last 12 months?

COMMENTARY



■ More positive about the arts ■ Opinion has not changed ■ More negative about the arts ■ Don't know

Overall, Māori are more positive about the arts than they were in 2017, with positive shifts in many of the attitudes included in this section (albeit only a few of these shifts are statistically significant).

It appears that Māori have a renewed appreciation for the arts, following the impact of COVID-19 and the subsequent lockdowns, and to a greater extent than all New Zealanders.

This overall finding is supported by the chart opposite which illustrates how people's perceptions of the arts has changed over the last 12 months. While most Māori haven't changed their view of the arts (70%), 21% are more positive and only 3% are more negative.

The proportion of Māori who feel more positive about the arts than they did 12 months ago is higher than the proportion of all New Zealanders who feel this way (21% vs. 17%).

Sub-group differences among Māori:

The following groups are more likely than average (21%) to say they feel more positive about the arts than they did 12 months ago:

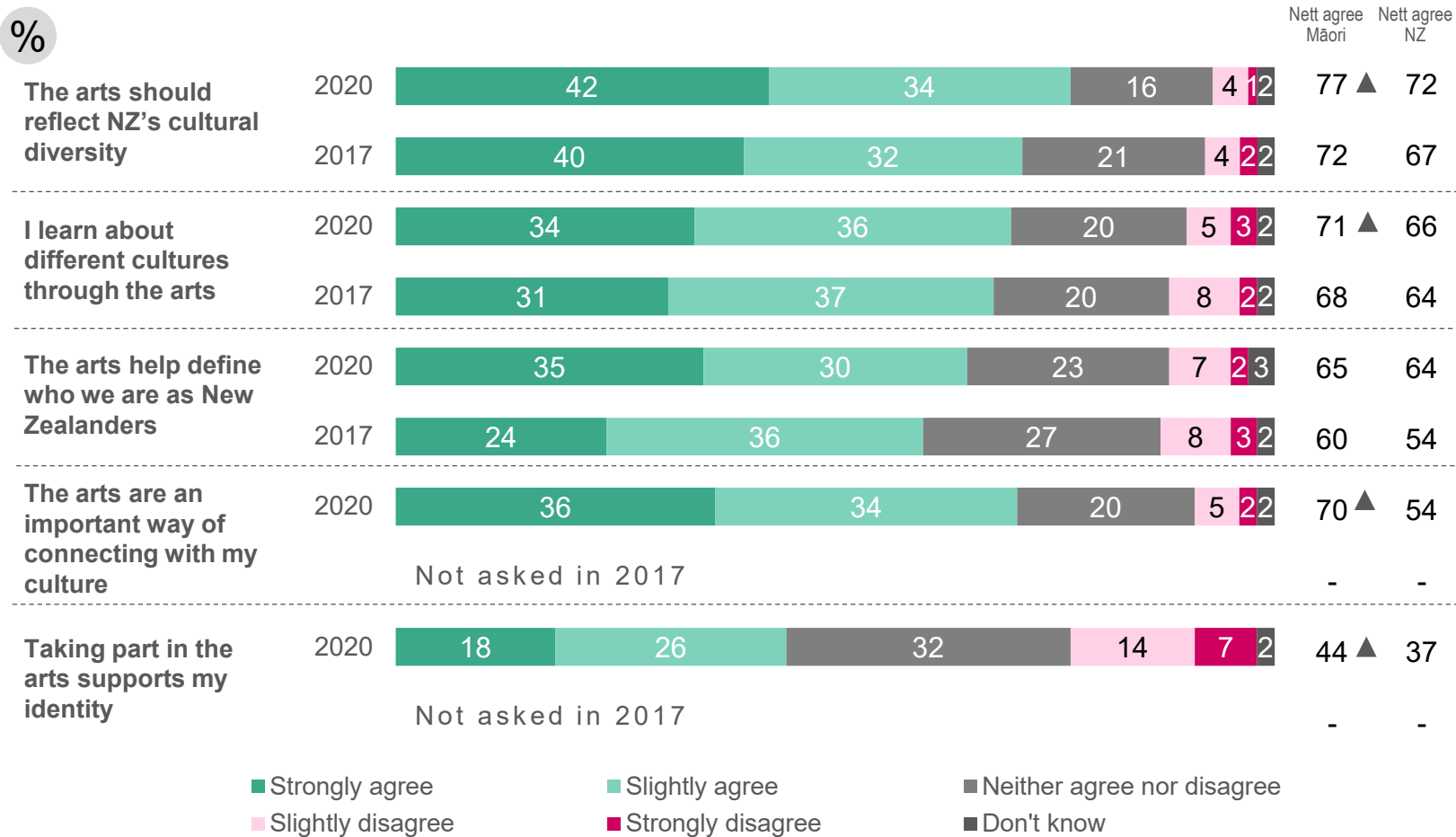
- Māori aged 15-29 (27%)
- Māori from low-income households (27%).

Māori attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



COMMENTARY

The arts contribute to our sense of self, nationhood, and understanding of others. The arts play a particularly significant role within Te Ao Māori and are an integral form of expression, identity-building and belonging.

Seventy-seven percent of Māori agree the arts should reflect New Zealand's cultural diversity, 71% say they learn about other cultures through the arts and 65% say the arts help define who we are as New Zealanders. Māori are more likely to express these attitudes than all New Zealanders.

Māori are also more likely than all New Zealanders to hold positive attitudes towards the arts, as it relates to culture and identity. This difference is most noticeable for those agreeing that the arts are an important way of connecting with one's culture (70% for Māori vs. 54% for all New Zealanders).

There are some positive shifts in attitudes for Māori between 2017 and 2020, albeit none of these are statistically significant.

Sub-group differences among Māori:

In general Māori women express more positive attitudes about the arts and are more likely than average to agree with each attitude.

Māori aged 60 plus are more likely to agree that the arts should reflect New Zealand's diversity.

Young Māori aged 15-39 are less likely to agree that arts define who we are as New Zealanders.

Māori from low-income households (under \$50,000) are more likely to agree that taking part in the arts supports their identity.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Māori 2017 (n=717); 2020 (n=1172) | New Zealand 2017 (n=6101); 2020 (n=6263)

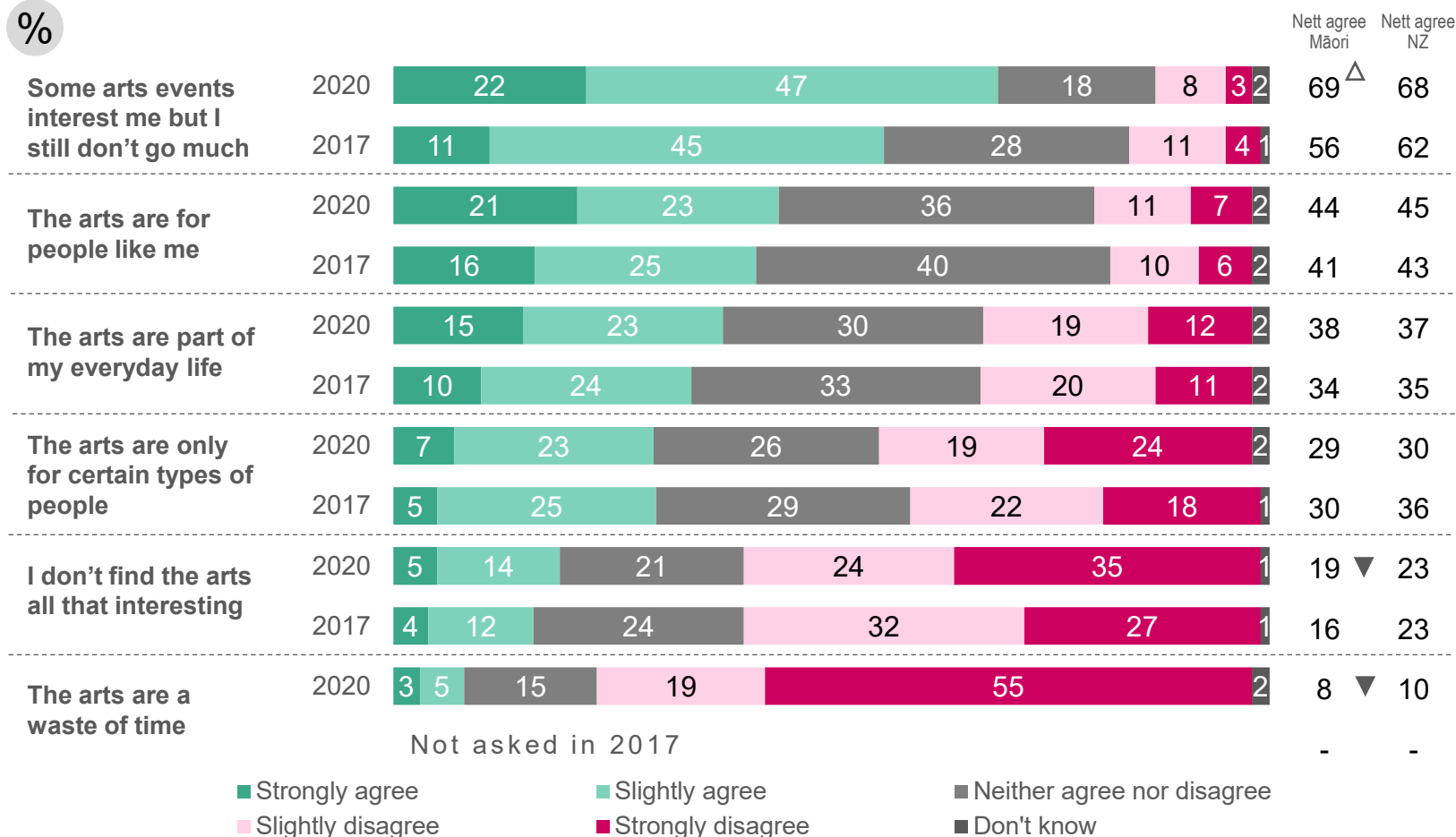
▲ ▼ = significantly higher / lower than 2017
▲ ▼ = significantly higher / lower than all New Zealanders

Māori attitudes towards the arts: Individual's relationship with the arts

Q

How much do you agree or disagree?

%



COMMENTARY

Many Māori have a strong personal connection to the arts. Forty four percent feel the arts are for people like them, while 38% say they are part of their everyday life. These findings are consistent with all New Zealanders.

In addition only a minority say the arts aren't that interesting (19%) or a waste of time (8%). These findings are in fact lower than average.

There remains an opportunity to improve attendance at arts events. Sixty nine percent of Māori are interested in some arts events but still don't attend often. This is significantly higher than in 2017 (56%), potentially reflecting a lack of opportunity due to COVID-19.

Sub-group differences among Māori:

Māori women tend to be more likely than average to hold positive attitudes in terms of their relationship with the arts, and Māori men less so.

Younger Māori (aged 15-29) are more likely than average to agree that the arts are only for certain types of people (41% vs. 29%).

Māori who live in metropolitan areas are more likely than average to agree that the arts are for people like them (51% vs. 44%).

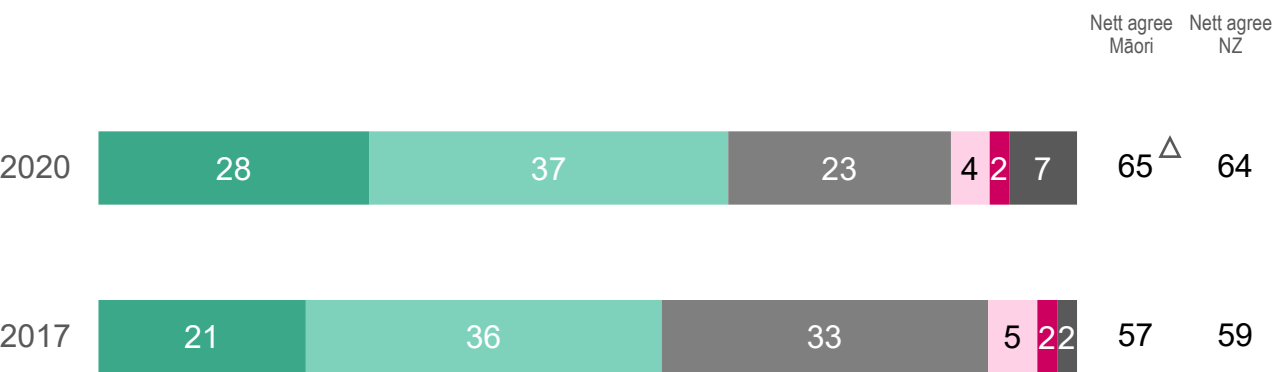
Māori attitudes towards the arts: How the arts benefit New Zealand

Q

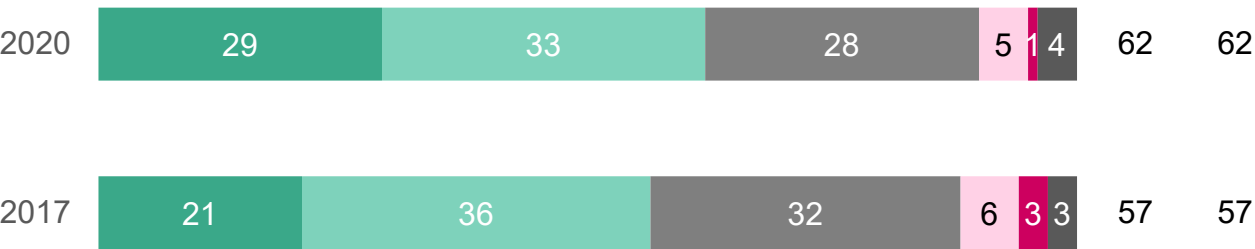
How much do you agree or disagree?

%

The arts contribute positively to our economy



The arts help improve New Zealand society



Strongly agree Slightly agree Neither agree nor disagree
Slightly disagree Strongly disagree Don't know

COMMENTARY

Most Māori are more likely than before to recognise the social and economic benefits of the arts. Māori attitudes are trending upwards and are in line with all New Zealanders.

Sixty-five percent of Māori agree that arts positively contribute to our economy, which is a significant increase from 57% in 2017. In addition, 62% of Māori agree that the arts help improve New Zealand society compared with 57% in 2017, this is consistent with the national average for all New Zealanders

Sub-group differences among Māori:

The following groups are more likely to agree that arts contribute positively to our economy than average for Māori (65%):

- Māori women (68%)
- Māori aged 40-49 (73%), and 70+ (76%)
- Māori from high-income households - more than \$120,000 (74%).

Younger Māori (ages 15-39) are less likely than average to agree that the arts improve New Zealand society (55% vs. 62%), whereas those aged 70+ are more likely to agree (75%).

Māori who live in metropolitan areas are also more likely to agree that the arts improve NZ society (69%), compared to those who live in provincial areas who are less likely to agree (56%).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Māori 2017 (n=717); 2020 (n=1172) | New Zealand 2017 (n=6101); 2020 (n=6263)

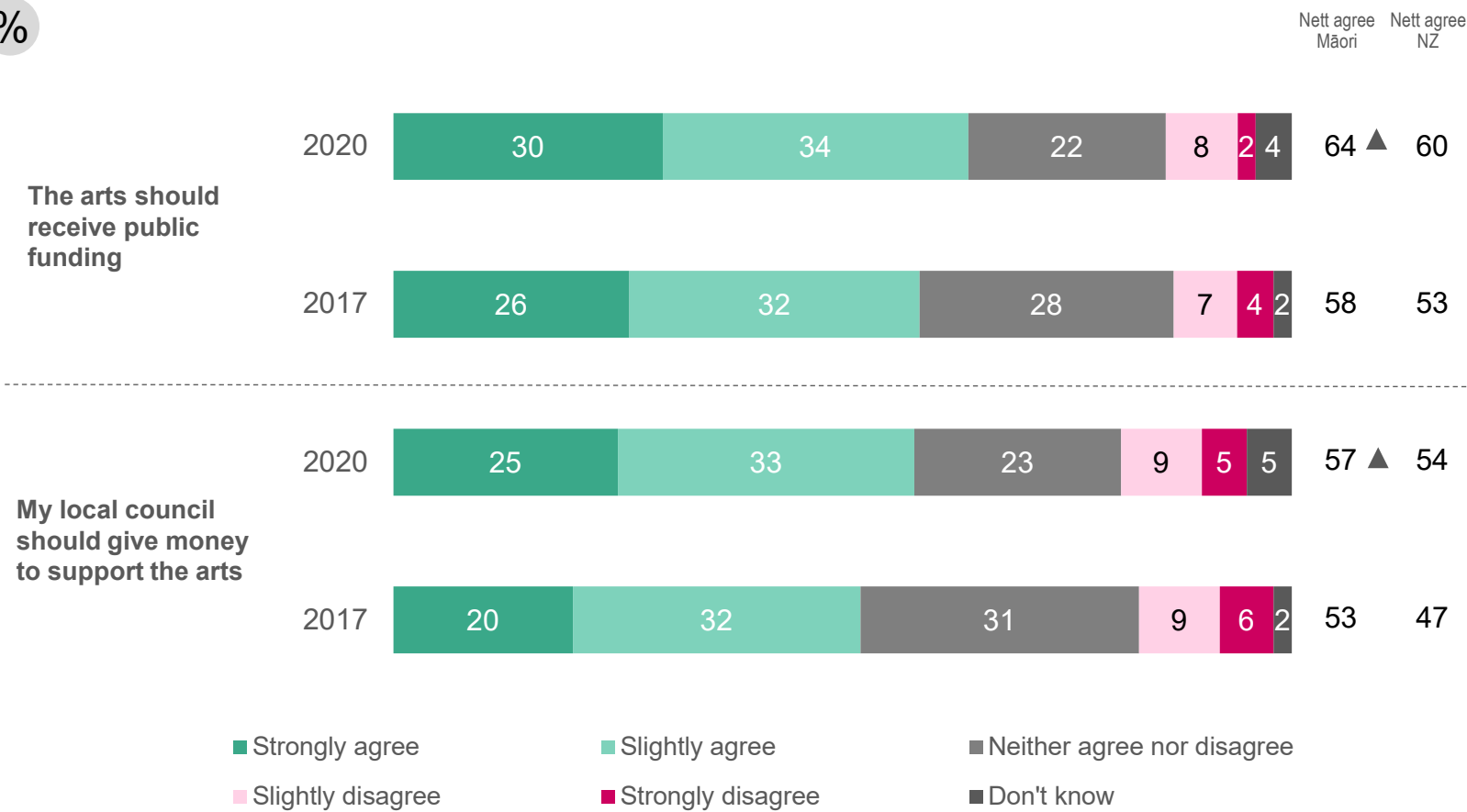
Δ ▽ = significantly higher / lower than 2017
▲ ▼ = significantly higher / lower than all New Zealanders

Māori attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



COMMENTARY

Māori are generally more supportive of public funding of the arts than all New Zealanders.

Support for the public funding of arts appears to be trending upwards for Māori albeit the differences are not statistically significant. Sixty four percent of Māori agree that the arts should receive public funding, compared with 58% in 2017. In addition, 57% of Māori agree their local council should give money to support the arts, compared to 53% in 2017.

Sub-group differences among Māori:

The following groups are more likely than average to agree with these two attitudes :

- Those aged 40-49
- Those in low income households (up to \$50,000)
- Māori women.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Māori 2017 (n=717); 2020 (n=1172) | New Zealand 2017 (n=6101); 2020 (n=6263)

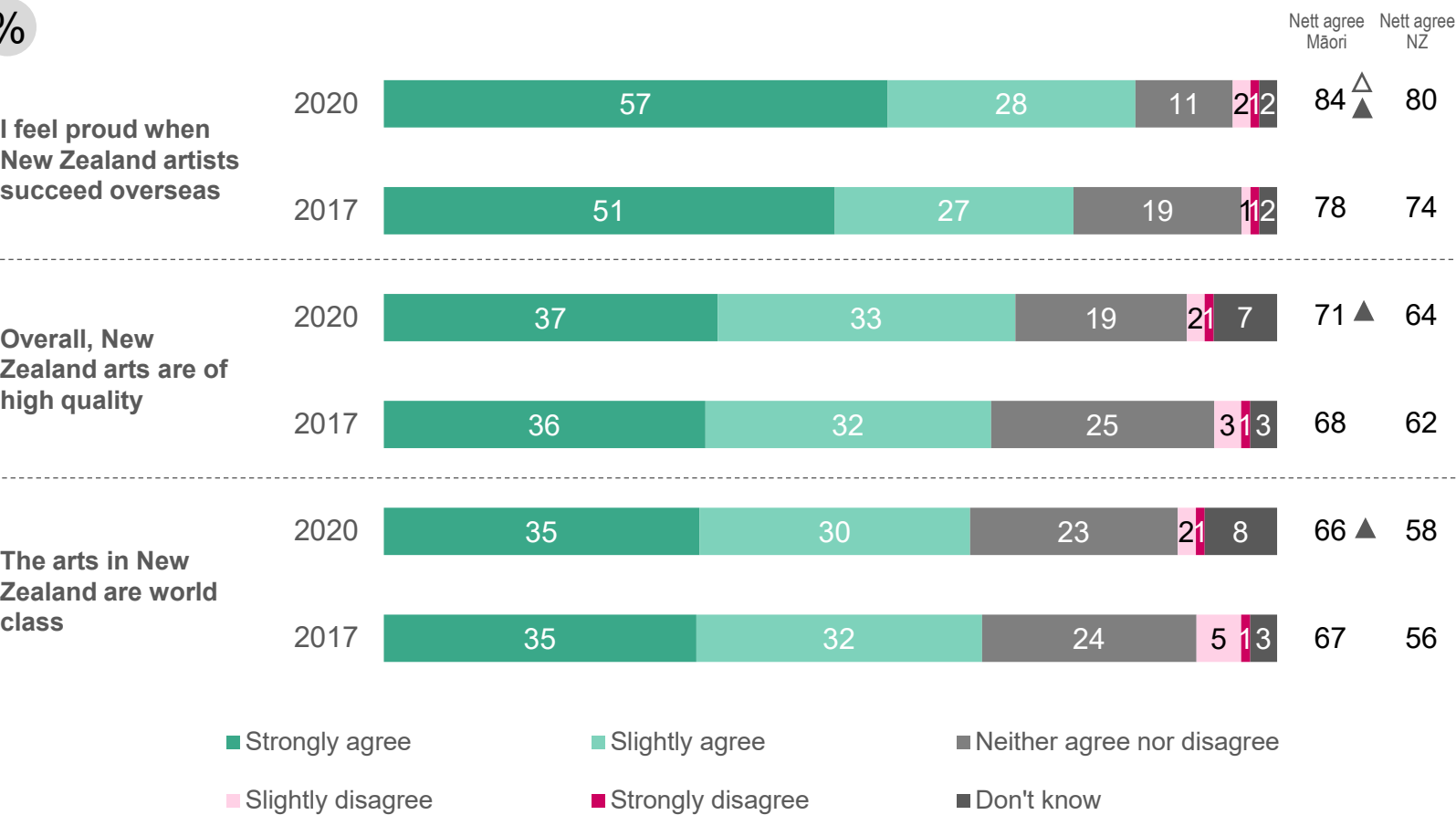
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

Māori attitudes towards the arts: New Zealand arts on the international stage

Q

How much do you agree or disagree?

%



COMMENTARY

Māori are positive about the quality of the arts in New Zealand, and are enthused when they see New Zealand artists succeed overseas. They are more likely to be proud and an advocate of New Zealand arts than all New Zealanders.

The proportion of Māori who feel proud when New Zealand artists succeed overseas has increased significantly from 78% in 2017 to 84% in 2020.

Sub-group differences among Māori:

Those aged 70 plus and Māori women are more likely than average to agree with each of these attitudes.

Māori from high-income households (\$120,000+) are also more likely than average to feel a sense of pride when New Zealand artists succeed overseas (90% vs 84% average for Māori).

Young Māori aged 15-29 are less likely to agree that New Zealand arts are world class (57%), or that New Zealand arts are of a high quality (63%).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Māori 2017 (n=717); 2020 (n=1172) | New Zealand 2017 (n=6101); 2020 (n=6263)

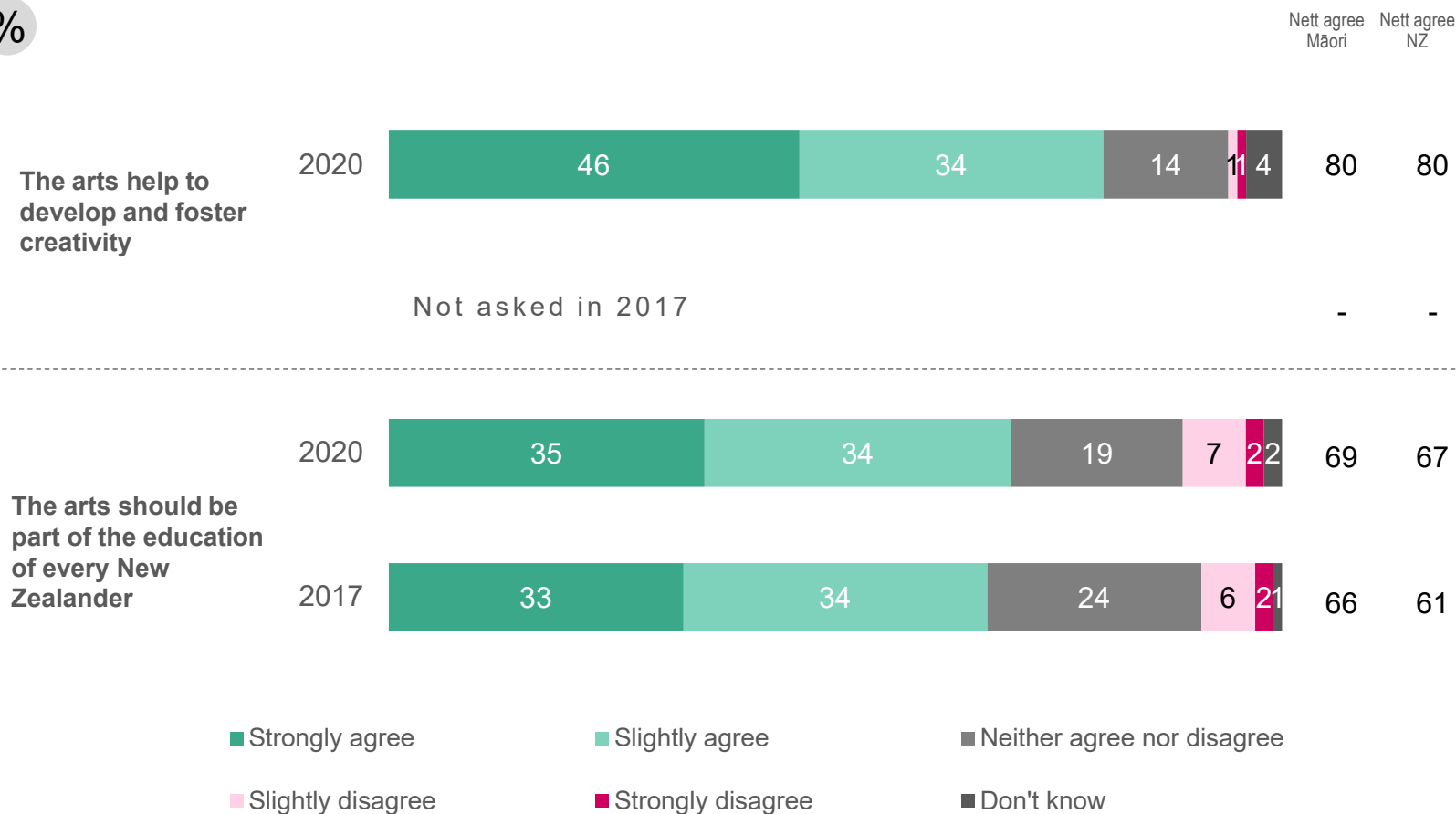
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

Māori attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

Most Māori recognise the value of the arts in fostering creativity, and this translates into broad support for the arts being part of the education of all New Zealanders.

Māori support for the role of the arts in education is broadly consistent with 2017 and with the national average for all New Zealanders.

Sub-group differences among Māori:

The following groups are more likely than average to agree the arts should be part of education for every New Zealander:

- People aged 70 plus (80%)
- People aged 40-49 (77%)
- Women (75%).

Māori women and Māori from high-income households (\$120,000+) are more likely than average to agree that the arts help to develop and foster creativity, the following groups are less likely than average to agree:

- Māori with the lived experience of disability (69%)
- Māori living in provincial New Zealand (76%).

Māori aged 15-29 are less likely than average to agree with either of these attitudes.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Māori 2017 (n=717); 2020 (n=1172) | New Zealand 2017 (n=6101); 2020 (n=6263)

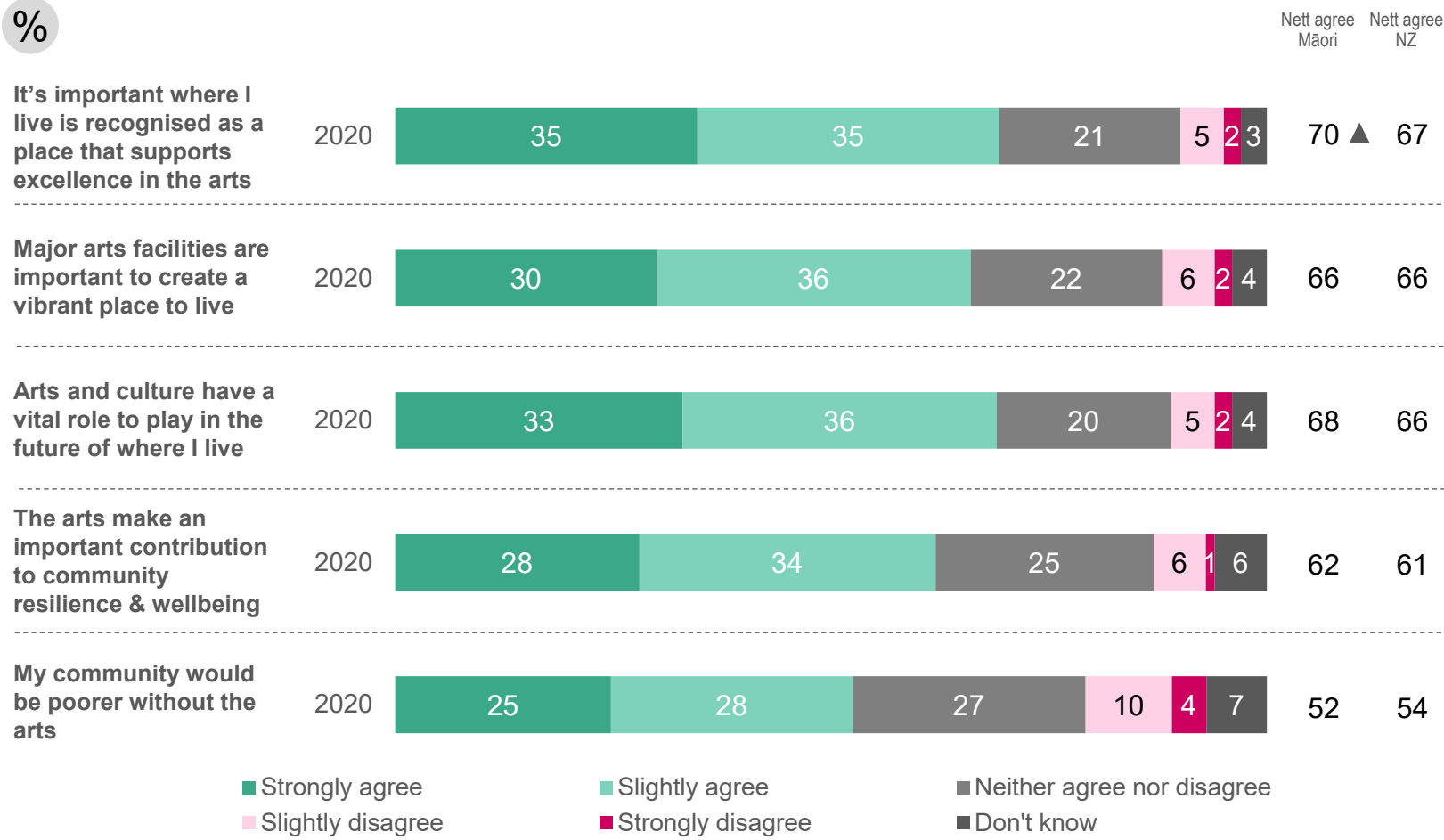
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

Māori attitudes towards the arts: Role of the arts in creating communities

Q

How much do you agree or disagree?

%



COMMENTARY

A series of new attitudes were added in 2020 about the role of the arts in creating communities.

In general, Māori are clear that the arts is a key part of their community's identity, and want to live in areas that support the arts.

For Māori, living in a place that supports excellence in the arts is very important (70% agree, compared to 67% of all New Zealanders).

Māori feelings on the role of arts in creating communities tend to be in line with the national average.

Sub-group differences among Māori:

Māori living in metropolitan areas and those aged 40-49 are more likely than average to agree with each of these attitudes.

In comparison, younger Māori aged 15-29 are less positive about the role of arts in creating communities and are less likely than average to agree with each of these attitudes.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Māori 2017 (n=717); 2020 (n=1172) | New Zealand 2017 (n=6101); 2020 (n=6263)

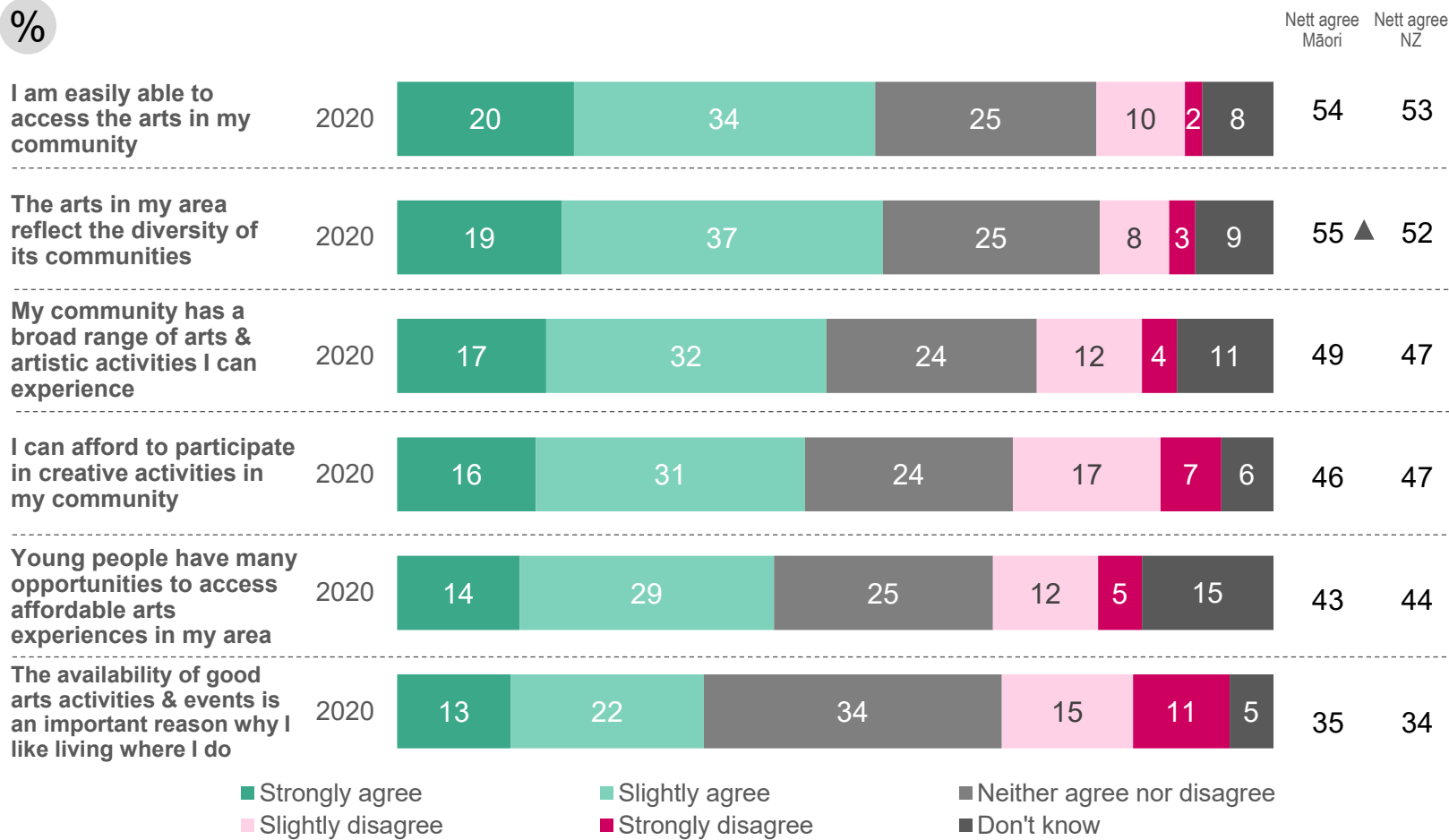
▲ ▼ = significantly higher / lower than all New Zealanders

Māori attitudes towards the arts: Accessibility and inclusiveness

Q

How much do you agree or disagree?

%



COMMENTARY

A series of new attitudes were added in 2020 about the extent to which the arts are accessible and inclusive.

Māori attitudes on the accessibility and inclusivity of arts in their communities tend to be more positive than negative but there is clearly room for improvement. Affordability is clearly an issue for some with less than half of Māori agreeing that that they can afford to participate in creative activities in their community.

The attitudes expressed by Māori are broadly consistent with New Zealanders overall. However, Māori are more likely to feel the arts in their area reflects the diversity of their communities.

Sub-group differences among Māori:

Affordability is a greater issue than average (46%) for some groups of Māori including:

- Māori with the lived experience of disability (37%)
- Those in low income households (up to \$50,000) (38%).

In addition, the following groups of Māori are less likely than average (54%) to say they can easily access the arts in their community:

- Māori with the lived experience of disability (36%)
- Those aged 15-29 (45%).

Younger Māori are also less likely to feel the arts reflects the diversity of their community (46% vs. 55% on average), or that there is a broad range of activities to engage with (40% vs. 49% on average).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Māori 2017 (n=717); 2020 (n=1172) | New Zealand 2017 (n=6101); 2020 (n=6263)

▲ ▼ = significantly higher / lower than all New Zealanders



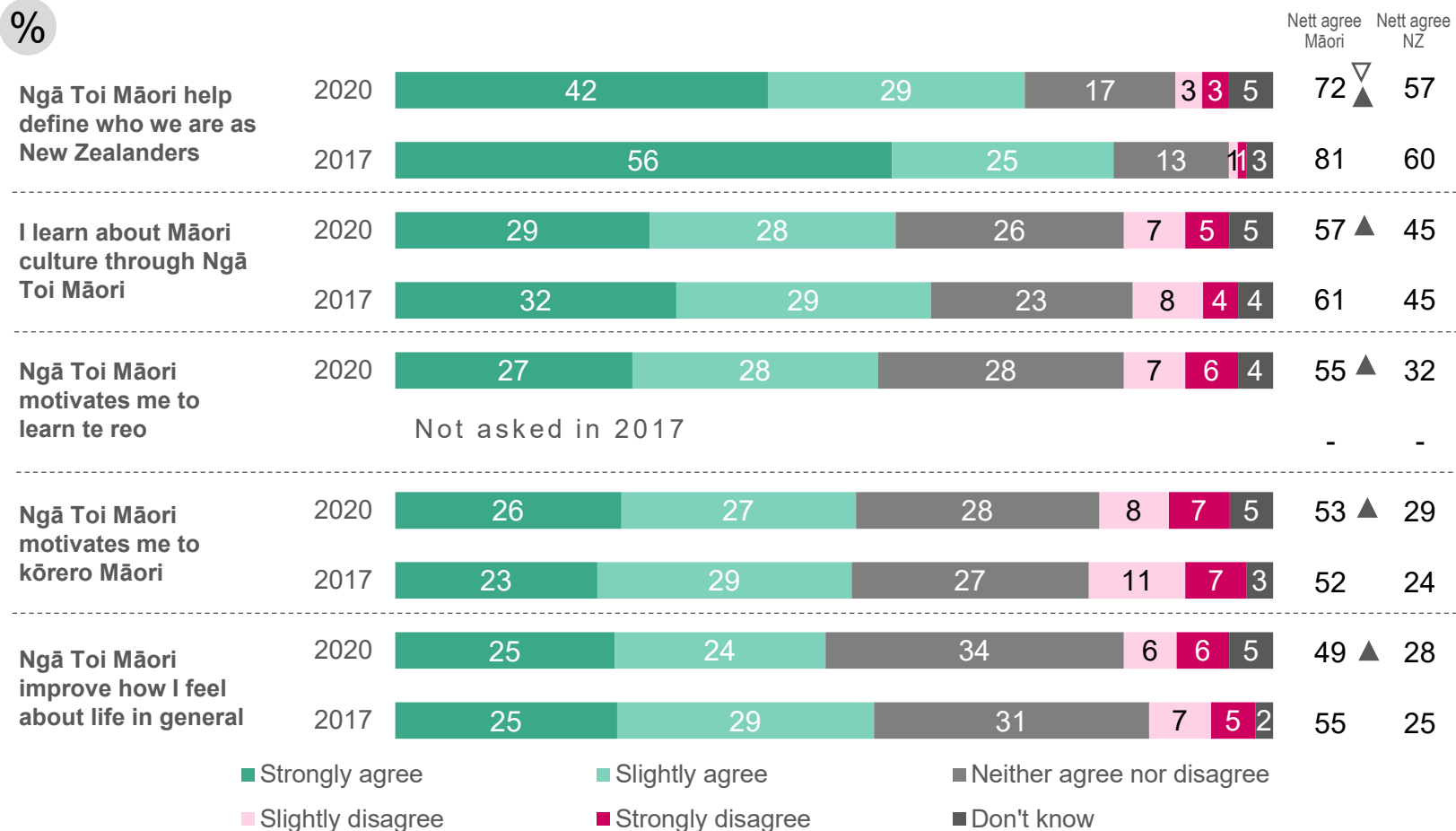
MĀORI ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

Māori attitudes towards Ngā Toi Māori (Māori arts)

Q

How much do you agree or disagree with the following about Ngā Toi Māori (Māori arts)?

%



COMMENTARY

Māori continue to recognise multiple benefits from Ngā Toi Māori in terms of national identity, engagement with Māori culture, te reo and wellbeing. However, in contrast to wider attitudes to the arts, some of these results are trending downwards.

The downwards trend in attitudes towards Ngā Toi Māori could potentially reflect a lack of exposure as Ngā Toi Māori attendance has declined (from 52% to 43%). If people have less contact they may be less likely to realise some of the benefits.

The proportion who agree that Ngā Toi Māori helps define who we are as New Zealanders has declined significantly, from 81% to 72%. One further interpretation of these results is that they reflect a wider debate amongst Māori on what it means to be a New Zealander.

Over half of Māori say Ngā Toi Māori helps them to learn about Māori culture, and that it motivates them to learn or kōrero Māori. In addition 49% say Ngā Toi Māori it improves how they feel about life in general.

As might be expected, Māori express notably more positive attitudes about Ngā Toi Māori than all New Zealanders.

Sub-group differences among Māori:

Māori who live in metropolitan areas tend to be more positive about the role of Ngā Toi Māori in connecting to Māori culture and identity and motivating them to speak te reo.

Māori women are more likely than average to agree with each of these attitudes.

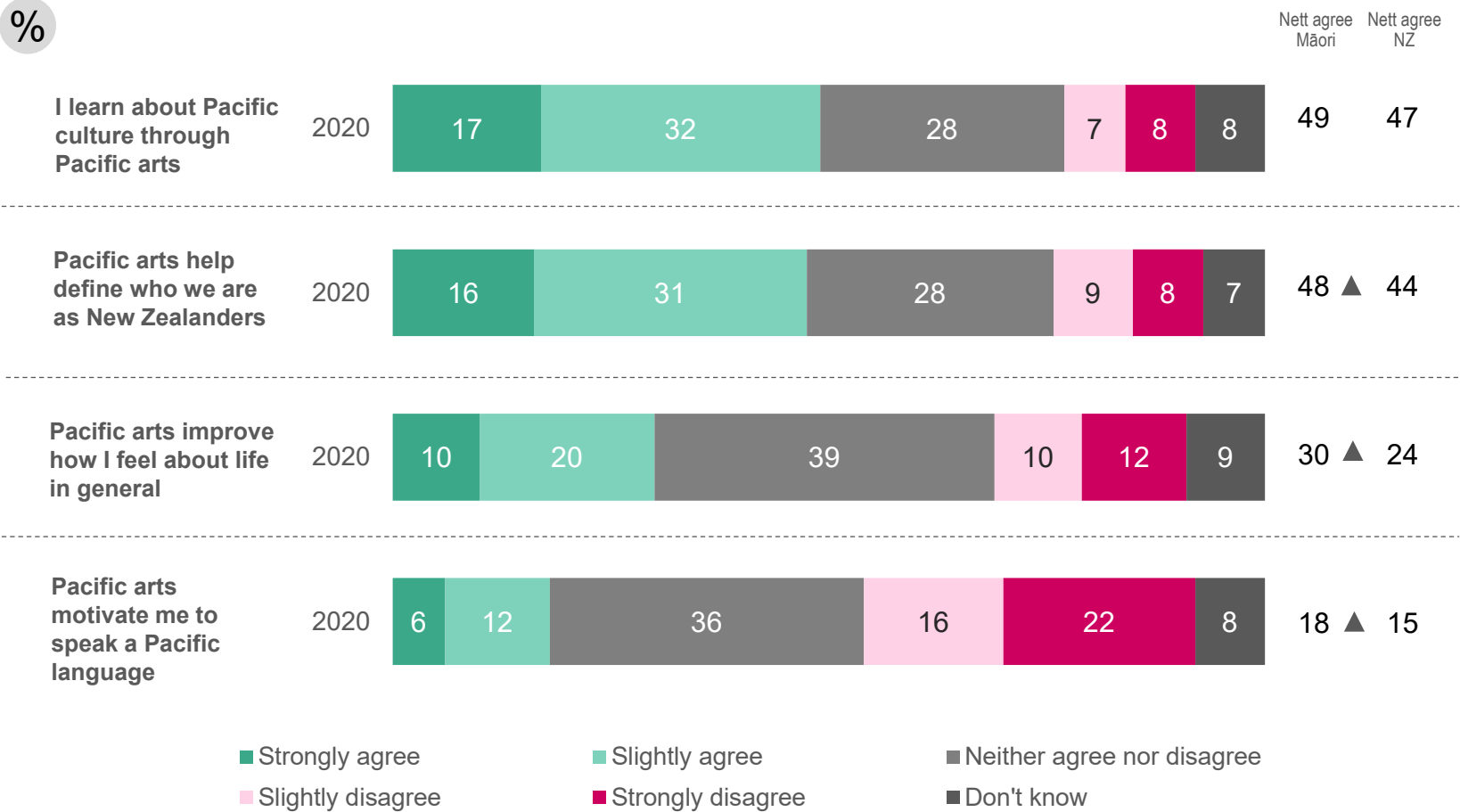
Māori adults aged 30-49 are more likely to agree that Ngā Toi Māori motivates them to kōrero Māori, compared with older Māori aged 50-69, who are less likely to agree.

Māori attitudes towards Pacific arts

Q

How much do you agree or disagree with the following about the Pacific arts?

%



COMMENTARY

Māori also recognise multiple benefits from Pacific arts in New Zealand. They are generally more likely to recognise these benefits than all New Zealanders.

Half agree that they learn about Pacific culture through Pacific arts and that it helps define who we are as New Zealanders. More broadly, 30% say Pacific arts improves how they feel about life in general.

Eighteen percent of Māori say Pacific arts motivates them to speak a Pacific language, which is significantly higher than the national average.

Sub-group differences among Māori:

Māori aged 40-49 are more likely than average to hold positive attitudes towards Pacific arts. This is with the exception of being motivated to speak a Pacific language, whereas 25% of younger Māori (aged 15-29) agree that the Pacific arts does motivate them to speak a Pacific language.

Māori living in metropolitan cities are more likely than average to feel Pacific arts improves how they feel about life in general (36% vs. 30%).



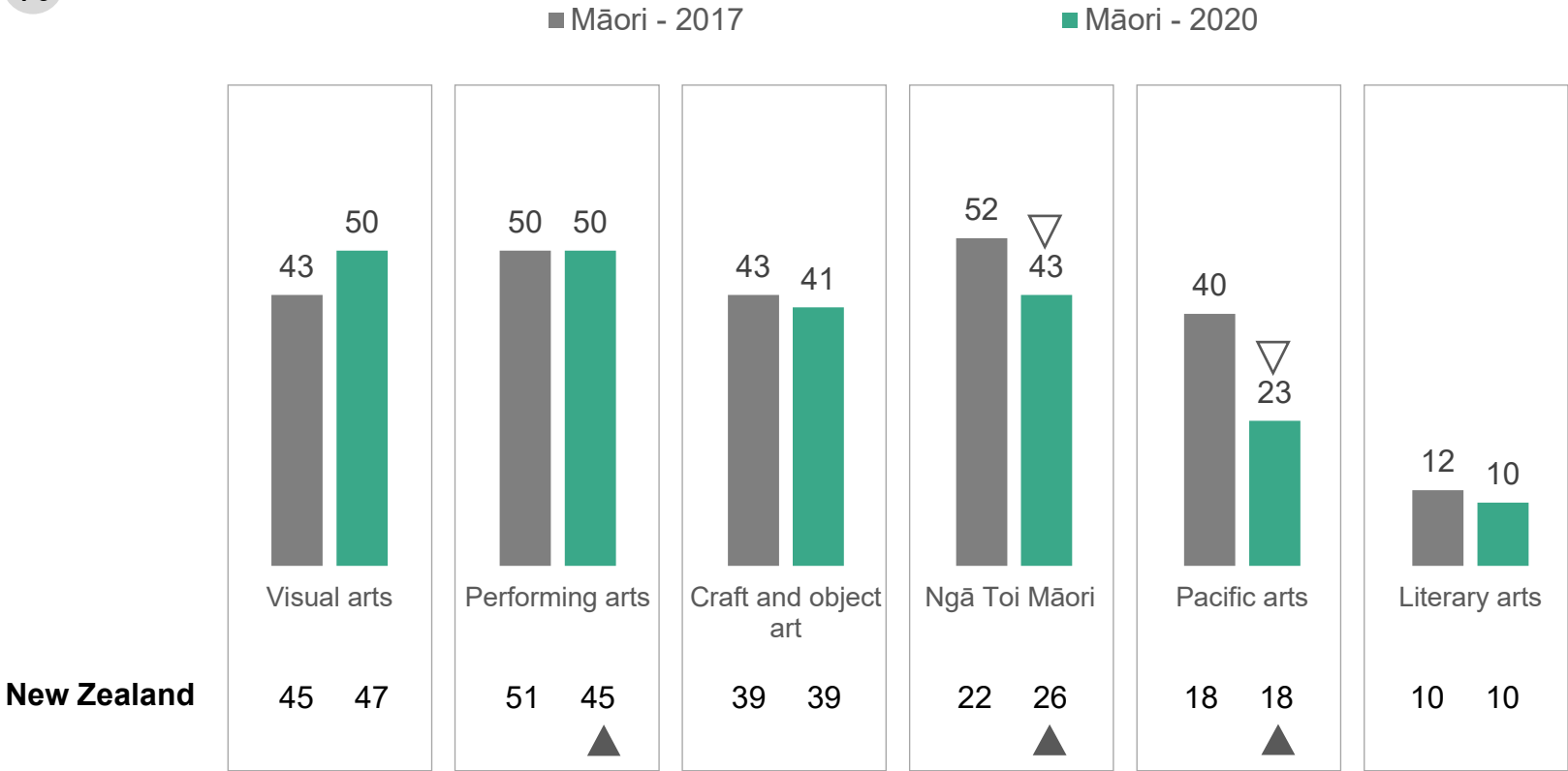
MĀORI ATTENDANCE BY ARTFORM

Māori attendance by art form

Q

Proportion who have attended different art forms in the last 12 months

%



COMMENTARY

This chart shows the proportion of Māori who have been actively involved in each art form at least once in the last 12 months.

The most popular art form for attendance is the visual arts and performing arts (both 50%). The increase in attendance at the visual arts (from 43% in 2017) is not statistically significant.

There have, however, been decreases in Māori attendance at both Ngā Toi Māori and Pacific arts. These findings contrast with the overall population where attendance has actually increased for Ngā Toi Māori and remained consistent for Pacific arts. Further analysis of the groups driving the decline in attendance indicate this is very much a gendered issue, with attendance falling for women but actually increasing slightly for men.

Further analysis of each art form (including sub-group differences) is presented in the following slides.

Craft and object art attendance among Māori

%

Q

Have you seen any craft and object artworks at an exhibition, festival, art gallery, museum, library, or online in the last 12 months?

Māori - 2020 41

Māori - 2017 43

Base: All Māori 2017 (n=717); 2020 (n=1172)

Q

Did you do this...



81% in person



53% online

Base: All Māori who have attended craft and object arts 2020 (n=524)

Q

On average how often have you done this in the last 12 months?

Māori - 2020 22 44 20 3 9 2

Māori - 2017 24 50 13 6 5 2

Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

Base: All Māori who have attended the craft and object arts 2017 (n=302); 2020 (n=524)

COMMENTARY

Forty-one percent of Māori have attended craft and object art in the last 12 months, in line with 2017.

For the first time, the survey asked participants whether they attended in person or online for each art form. Participants might have done both, so the percentages add to more than 100%.

Māori who are attending craft and object art are typically doing so in person (81%), but a notable proportion are also attending online (53%).

Māori online attendance is higher than that of all New Zealanders who attend craft and object art (53% vs. 42%). Indeed the survey shows that Māori are consistently more likely to attend the arts online than all New Zealanders. One interpretation of this is positive, i.e. online websites and events are helping democratise the arts. However, this finding also raises the question as to how welcoming Māori find the physical spaces to be (see slide 36 for more on this).

Those who are attending are doing so on a more regular basis. Thirty two percent have attended more than three times in the last 12 months, compared to 24% in 2017. It could be that increased online opportunities (or comfort attending online) is supporting more frequent attendance.

Sub-group differences among Māori:

Māori women (47%) are more likely to have attended craft and object art than average (41%). In contrast, Māori men (34%) are less likely than average to have attended.

Māori who live in towns / rural areas are more likely than average to have attended (45% vs 41% average).

Literary arts attendance among Māori

%

Q

Have you gone to any spoken word, poetry or book readings, or literary festivals or events in the last 12 months?

Māori - 2020 10

Māori - 2017 12

Base: All Māori 2017 (n=717); 2020 (n=1172)

Q

Did you do this...



70% in person



59% online

Base: All Māori who have attended the literary arts 2020 (n=116)

Q

On average how often have you done this in the last 12 months?

Māori - 2020 26 39 19 5 5 5

Māori - 2017 31 44 11 8 2 3

Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

Base: All Māori who have attended the literary arts 2017 (n=66); 2020 (n=116)

COMMENTARY

Ten percent of Māori have attended literary arts in the last 12 months. This is in line with 2017.

Of those Māori who attend literary arts, the proportion who do so online is relatively high (59%), with 70% of Māori attending in person.

Māori who attend literary arts typically do so infrequently, with 65% attending up to three times in the last 12 months.

Sub-group differences among Māori:

Older Māori (70+) are significantly less likely to attend literary arts compared to the average (3% vs 10%).

Ngā Toi Māori arts attendance among Māori

%

Q

Have you seen any artworks by Māori artists or gone to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions in the last 12 months?



Base: All Māori 2017 (n=717); 2020 (n=1172)

Q

Did you do this...



82% in person

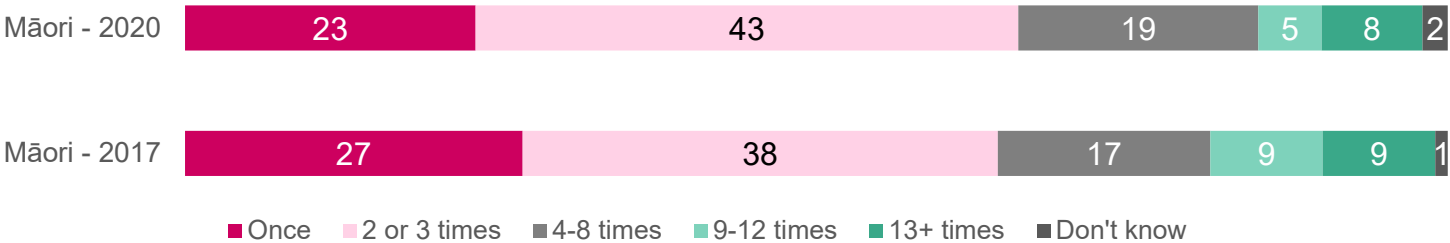


54% online

Base: All Māori who have attended Ngā Toi Māori 2020 (n=534)

Q

On average how often have you done this in the last 12 months?



Base: All Māori who have attended Ngā Toi Māori 2017 (n=370); 2020 (n=534)

COMMENTARY

The proportion of Māori who have attended Ngā Toi Māori in the last 12 months has decreased significantly to 43%, compared to 52% in 2017.

Further analysis indicates that the decline in attendance is primarily driven by Māori women and those aged 18-39 and 50-69. Attendance actually increased slightly amongst Māori men, and those aged 15-17, while remaining broadly consistent for those aged 40-49 and 70+.

Attendance also dropped across all income groups but the decline was more noticeable for those with a household income of between \$50,001 and \$80,000 – around twice that of other income groups.

Those who are attending Ngā Toi Māori are typically doing so in person (82%), but 54% are also attending online.

Māori who attend Ngā Toi Māori typically do so infrequently, with 65% attending up to three times in the last 12 months.

Sub-group differences among Māori:

Māori women are more likely than average to attend Ngā Toi Māori (48% vs. 43%).

%

Q

Have you seen any artworks by Pasifika artists or gone to any Pasifika cultural performances, festivals or exhibitions in the last 12 months?

Māori - 2020 23 ▽

Māori - 2017 40

Base: All Māori 2017 (n=717); 2020 (n=1172)

Q

Did you do this...



70% in person



56% online

Base: All Māori who have attended the Pacific arts 2020 (n=285)

Q

On average how often have you done this in the last 12 months?

Māori - 2020 31 44 17 2 3 3

Māori - 2017 40 40 15 2 2 1

Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

Base: All Māori who have attended the Pacific arts 2017 (n=278); 2020 (n=285)

COMMENTARY

Twenty-three percent of Māori have attended Pacific arts in the last 12 months. This is significantly lower than 40% in 2017.

Those people who are attending Pacific arts are often doing so in person (70%), but 56% are also attending online.

Māori who attend Pacific arts typically do so infrequently, with 75% attending up to three times in the last 12 months.

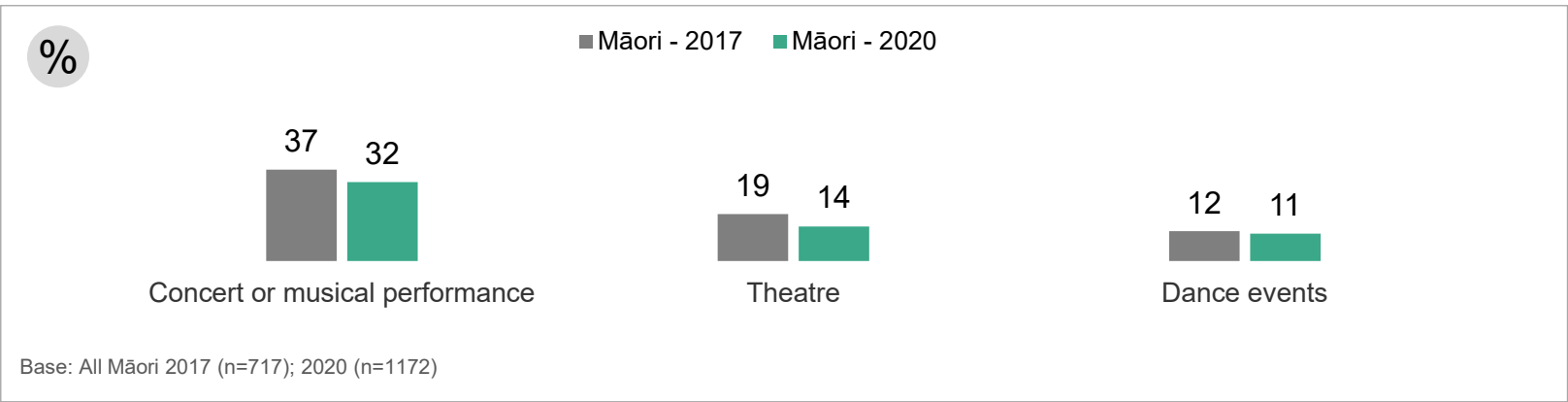
Sub-group differences among Māori:

Māori women (25%) and those aged 40-49 (30%) are more likely to attend Pacific arts than average (23%).

Performing arts attendance among Māori

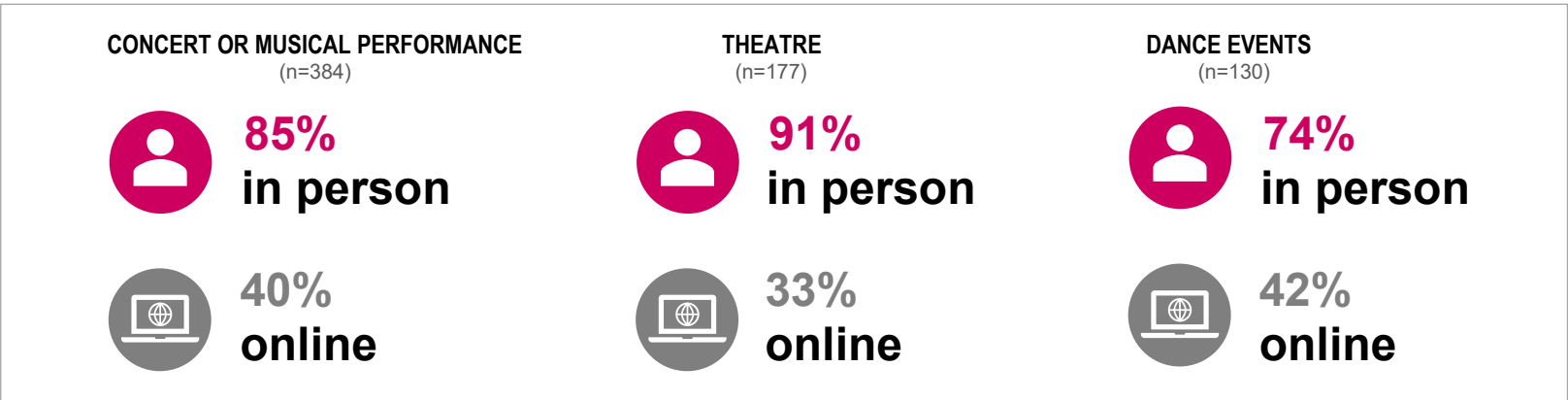
Q

Which of these have you been to in the last 12 months?



Q

Did you do this...



COMMENTARY

At an overall level Māori attendance at the performing arts has remain resilient (50%). However, when broken out we can see dips in attendance at concerts or musical performances, as well as theatre, albeit these differences are not statistically significant.

Those people who are attending the performing arts are typically doing so in person, and online attendance is notably lower than it is for other artforms.

Sub-group differences among Māori:

Māori from high-income households (over \$120,000) are more likely to have attended the performing arts than average in the last 12 months (61% vs. 50%).

In contrast, Māori from low-income households (up to \$50,000) are less likely than average to have attended performance arts in the last 12 months (43% vs. 50%).

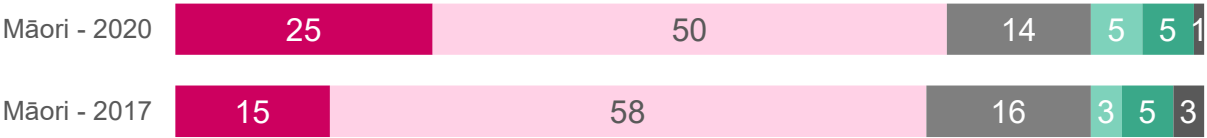
Performing arts attendance among Māori

Q

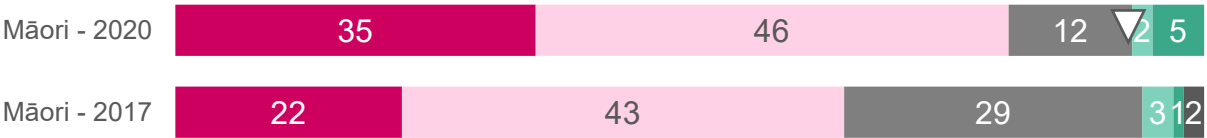
On average, how often have you attended (concerts or other musical performances / theatre / dance events) in the last 12 months?

%

Concert or musical performance



Theatre



Dance event



Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

COMMENTARY

Most Māori who attend the performing arts do so infrequently i.e. up to three times in the last twelve months.

In addition, those who are attending the theatre, are doing so less frequently than in 2017.

Sub-group differences among Māori:

There are no sub-group differences of note.

Visual arts attendance among Māori

%

Q

Have you seen any visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online in the last 12 months?



Base: All Māori 2017 (n=717); 2020 (n=1172)

Q

Did you do this...



76% in person

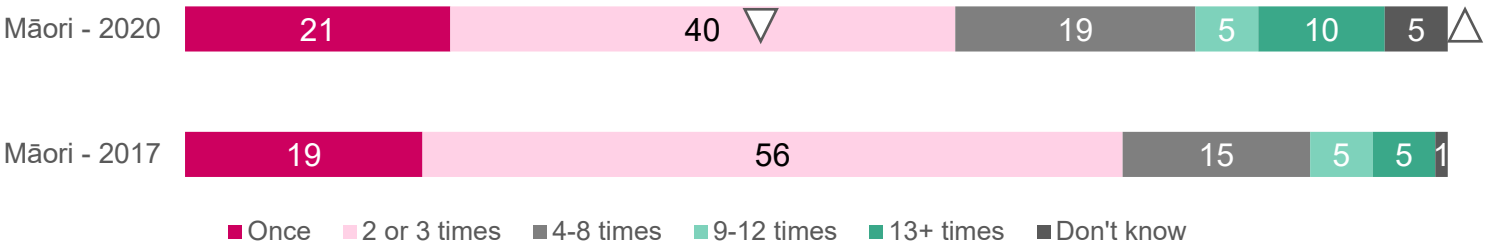


58% online

Base: All Māori who have attended the visual arts 2020 (n=605)

Q

On average how often have you done this in the last 12 months?



Base: All Māori who have attended the visual arts 2017 (n=300); 2020 (n=605)

COMMENTARY

Fifty percent of Māori have attended the visual arts in the last 12 months, this is higher than 2017 albeit the difference is not statistically significant.

Online attendance is relatively high with 58% of Māori attending the visual arts going online, and 76% doing so in person.

The frequency with which attendees are going to the visual arts has also increased from 2017. In total, 34% are going more than three times, compared to 25% in 2017. As with craft and object art it could be that increased online opportunities (or comfort attending online) is supporting more frequent attendance.

Sub-group differences among Māori:

Māori women (53%) are more likely than average (50%) to attend visual arts. Those with low household incomes of less than \$50,000 are less likely than average to attend visual arts (44%).

In addition, attendees from low-income households (64%) and with the lived experience of disability (59%) are less likely than average (76%) to have attended events in person.

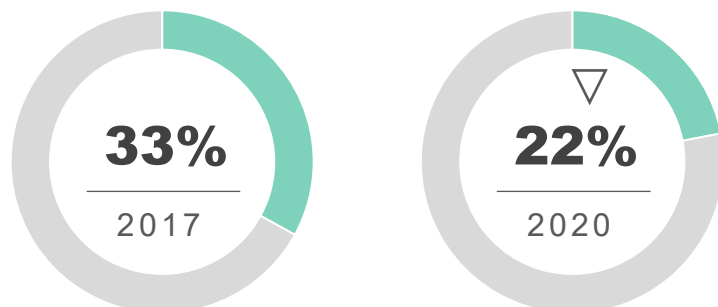
Attendees with the lived experience of disability (74%) are also more likely than average to have attended online.

Visual arts attendance: impact of film festivals

Q

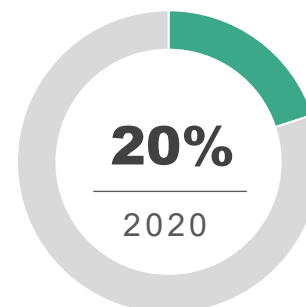
Were film festivals included among the visual arts you have visited in the last 12 months?

Māori



Base: All Māori who have attended the visual arts 2017 (n=300); 2020 (n=605)

New Zealand



Base: New Zealand (n=3032)

COMMENTARY

Twenty-two percent of Māori who have attended the visual arts, have attended a film festival in the last 12 months. This is a significant drop from 2017, despite some film festivals moving to an online format. Attendance is consistent with the national average (20%).

Seventy-eight percent of those who have attended film festivals in the last 12 months have also attended other visual art forms. This is broadly in line with 2017 and with all New Zealanders (80%).

Sub-group differences among Māori:

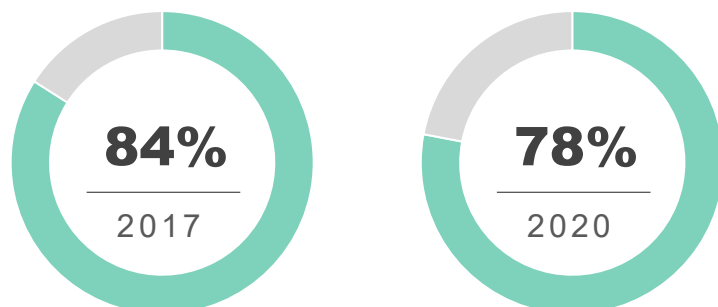
Māori women (17%) are less likely than average (22%) to have attended film festivals. Māori who live in rural areas or towns are also less likely than average to have attended (18%).

However, Māori with the lived experience of disability (36%) are more likely than average (22%) to have attended film festivals in the last 12 months.

Q

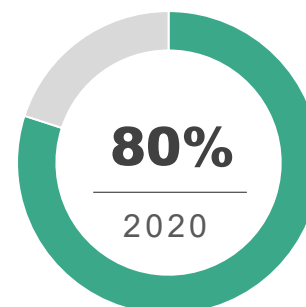
And have you visited visual arts other than film festivals in the last 12 months?

Māori



Base: All Māori who have attended film festivals 2017 (n=96); 2020 (n=119)

New Zealand



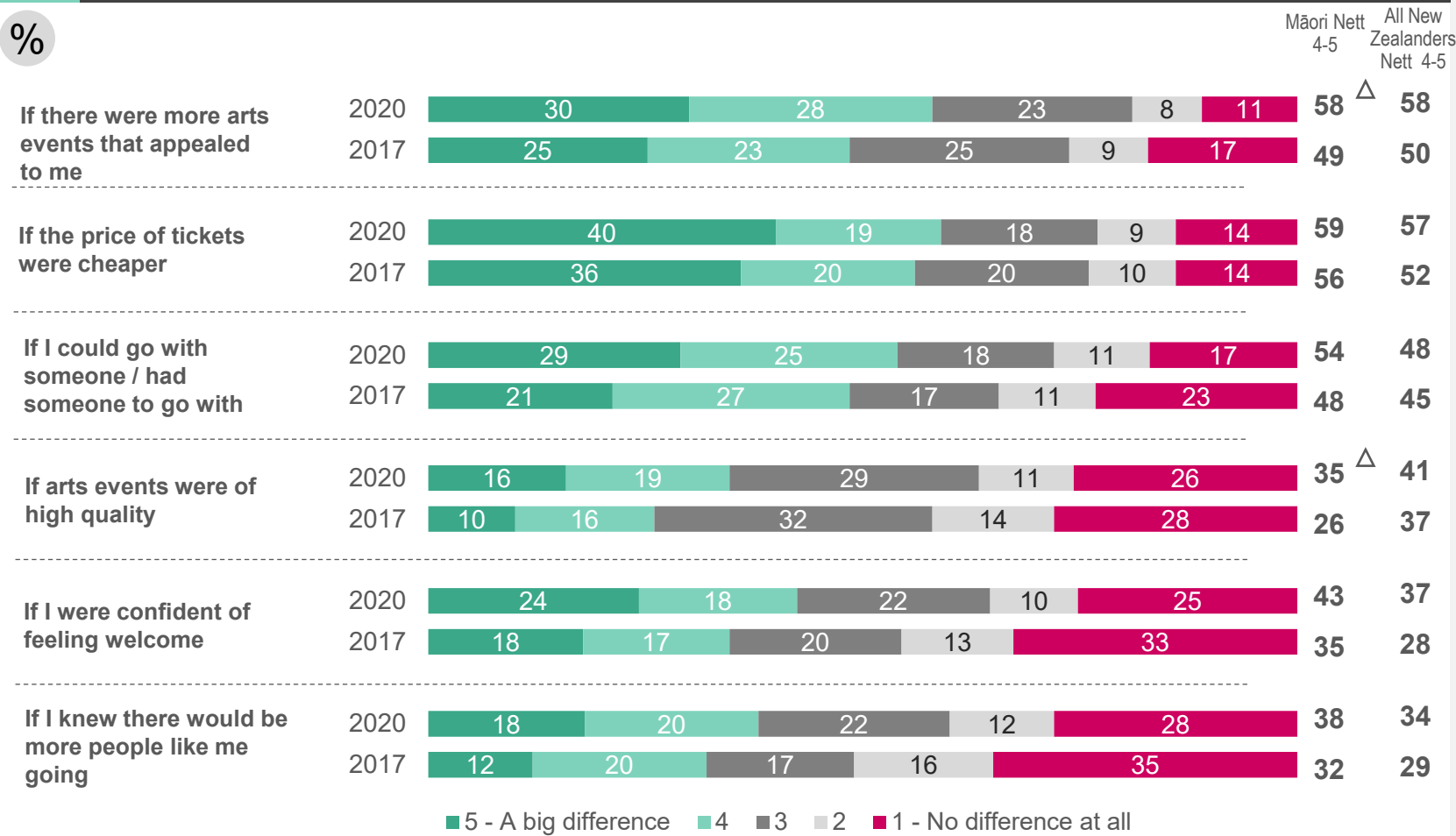
Base: New Zealand (n=652)

Encouraging greater attendance in the arts among Māori

Q

What difference would the following make in encouraging you to go to the arts more often?

%



COMMENTARY

Sixty-nine percent of Māori agree that some arts interest them but they still don't go much (see slide 16). We asked these respondents what might encourage them to go more often.

Choice and ticket prices remain the top two factors that influence attendance. Fifty nine percent said ticket prices influenced attendance and 58% noted a lack of events that appeal to them.

There is also an opportunity to further increase attendance by tackling the social norm that you need to attend arts events with other people, as well as perceptions of quality.

Finally, greater inclusivity needs to be promoted to encourage attendance for around four in ten Māori. Forty three percent said they would be more likely to attend if they were confident of feeling welcome. Further, 38% said knowing people like them were going would increase their attendance.

The proportion referencing each trigger is generally higher than in 2017, although the only statement where a significant increase occurred was if arts events were of a higher quality.

Sub-group differences among Māori:

Younger Māori aged 15-29, are much more likely than average to say having someone to go with would make a big difference in attendance in the arts (66% vs. 54%).

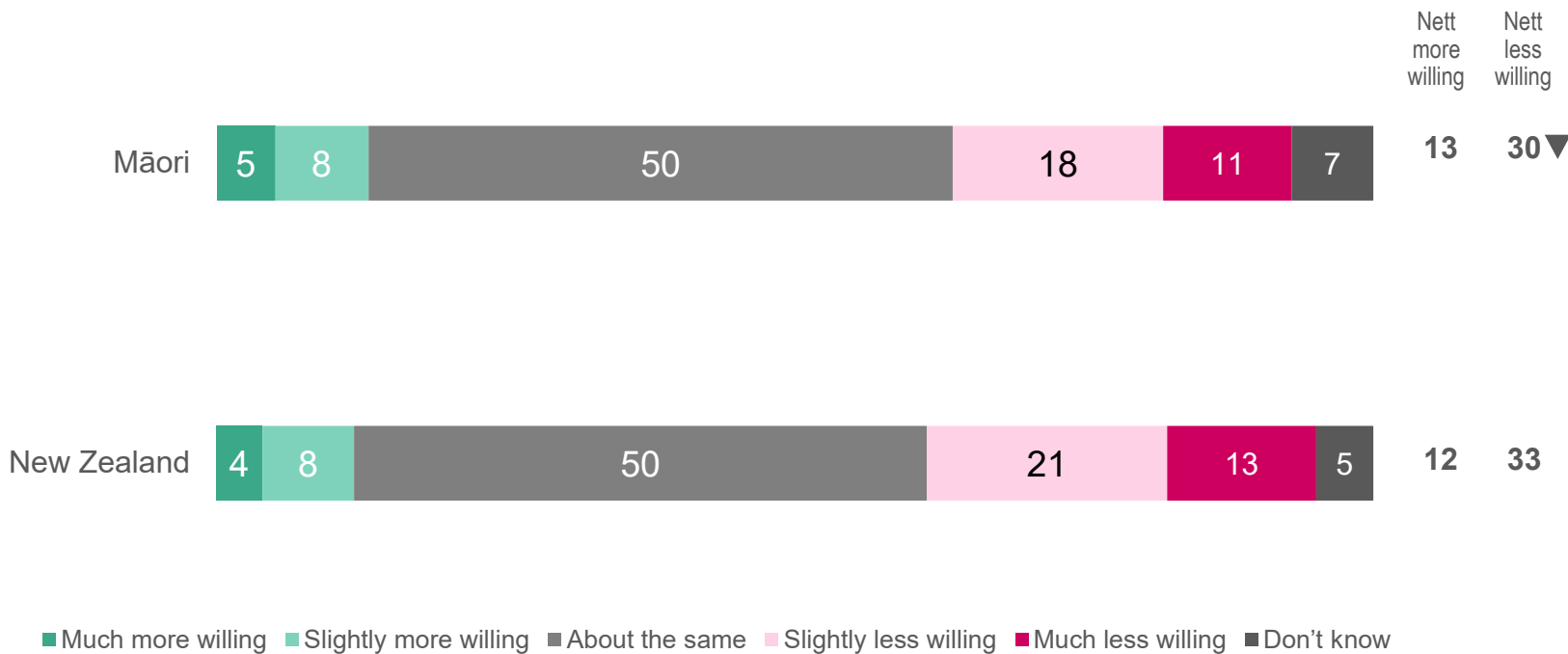
Ticket pricing is of particular importance in encouraging attendance for Māori women, with 65% agreeing it would make a big difference (compared with 59% average for Māori).

COVID-19: Impact on willingness to attend arts in person

Q

How has COVID-19 impacted your willingness to attend arts and cultural activities in person?

%



COMMENTARY

Thirty percent of Māori are less willing to attend arts events in person because of COVID-19, suggesting there is still anxiety around catching the virus while out and about, particularly in large crowds. This is lower than the average for all New Zealanders (30%).

On the other hand, 13% of Māori are more willing to attend arts events following the pandemic. It could be this group of are motivated to live life to its fullest following the pandemic.

Sub-group differences among Māori:

Māori aged 60+ are more likely than average to be less willing to attend the arts in person because of COVID-19 (38% vs, 30%).



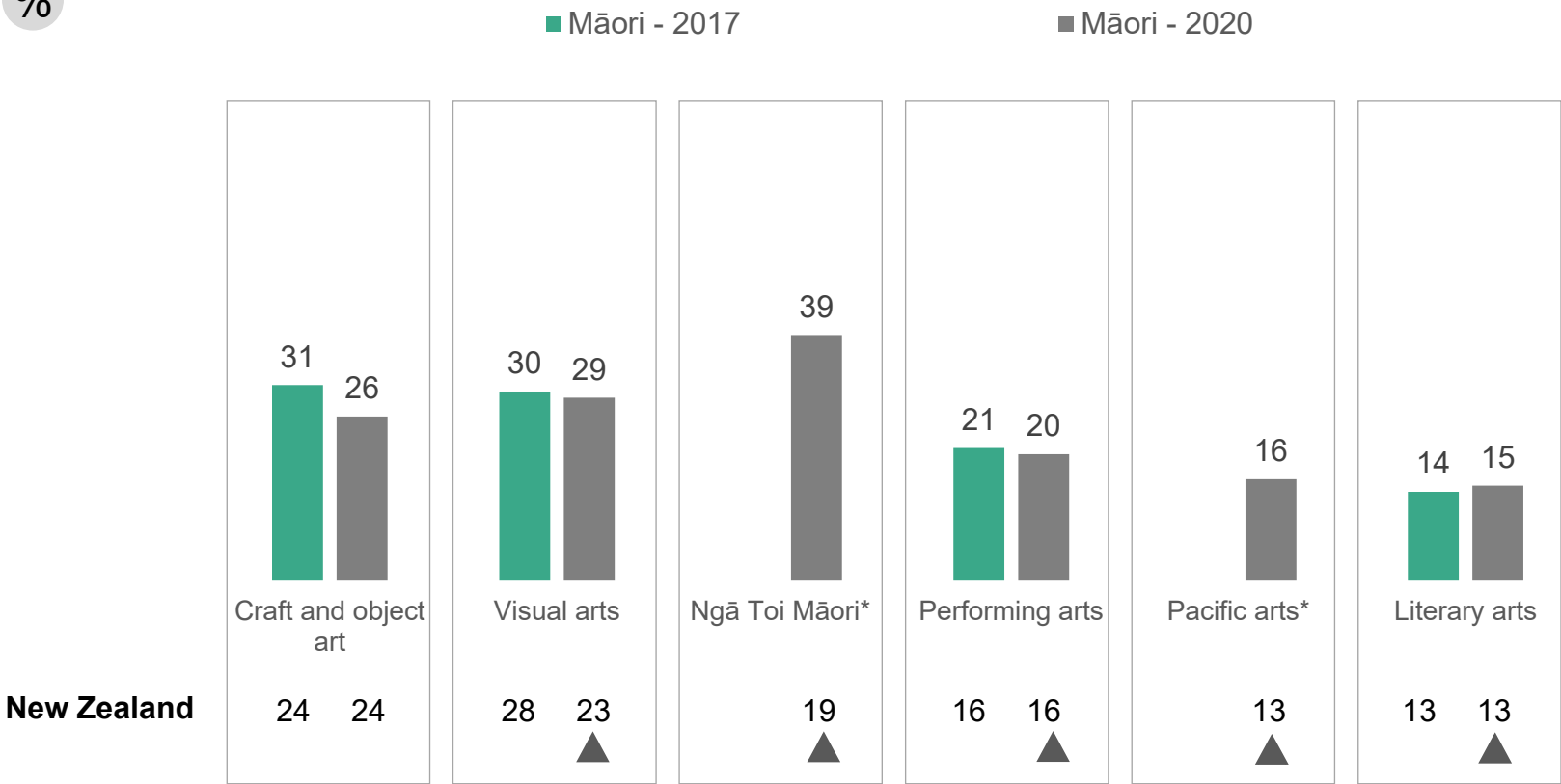
MĀORI PARTICIPATION BY ARTFORM

Māori participation by art form

Q

Proportion who have participated in different art forms in the last 12 months.

%



COMMENTARY

The chart shows the proportion of Māori who have been actively involved in each art form at least once in the last 12 months.

For Māori, Ngā Toi Māori is the most popular art form to participate in, followed by visual arts and craft and object arts.

Participation in all art forms is consistent with 2017. Participation in all art forms (except craft and object art) is significantly higher among Māori than all New Zealanders.

Please note, the survey question wording changed for Māori and Pacific arts in 2020, and so there is no trend data presented for these two art forms.

Further analysis of each art form (including sub-group differences) is presented in the following slides.

*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

Craft and object art participation among Māori

Q

Thinking again about craft and object art, have you created anything in the last 12 months?

%



Base: All Māori 2017 (n=717); 2020 (n=1172)

COMMENTARY

Twenty-six percent of Māori have participated in craft and object art in the last 12 months. This is in line with 2017.

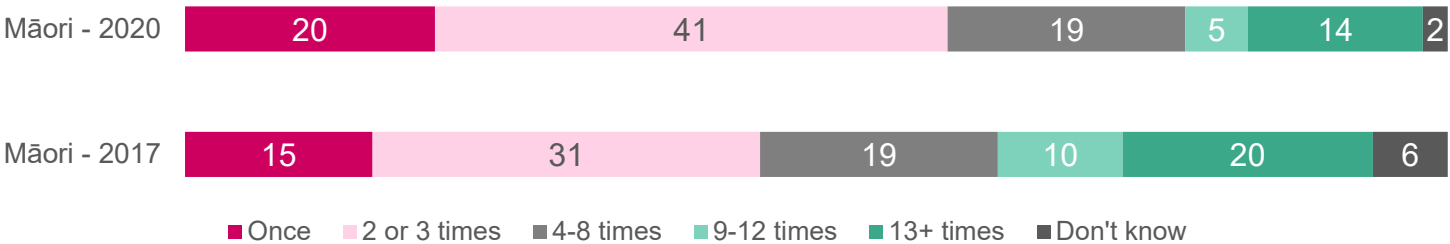
The frequency with which people are participating is lower than in 2017. Nineteen percent participate on a regular basis (at least nine times in the last 12 months) compared to 30% in 2017.

Sub-group differences among Māori:

Māori women (32%), and Māori from households with income between \$51,000 - \$80,000 are more likely to participate in craft and object art.

Q

On average, how often have you done this in the last 12 months?



Base: All Māori who have participated in craft and object arts 2017 (n=219); 2020 (n=339)

Literary arts participation among Māori

Q

Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%



Base: All Māori 2017 (n=717); 2020 (n=1172)

COMMENTARY

Fifteen percent of Māori have participated in literary arts in the last 12 months. This is in line with 2017.

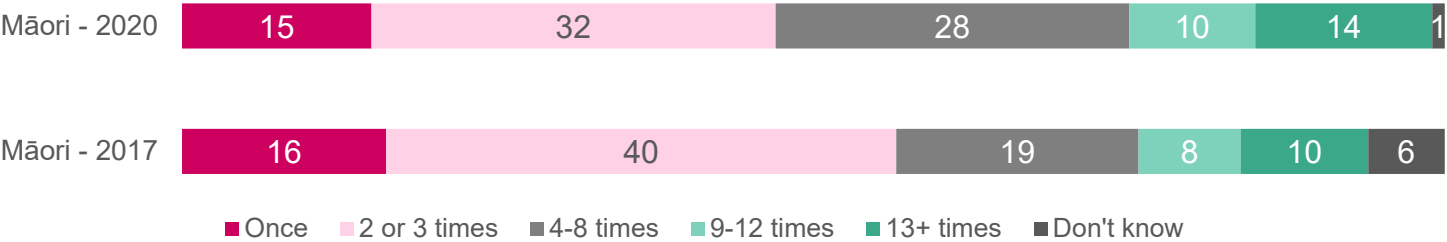
The frequency of Māori participating in literary arts is broadly consistent with 2017.

Sub-group differences among Māori:

Māori women are significantly more likely to participate in literary arts between 9 and 12 times in the last 12 months (13% vs 10% average for Māori).

Q

On average, how often have you done this in the last 12 months?



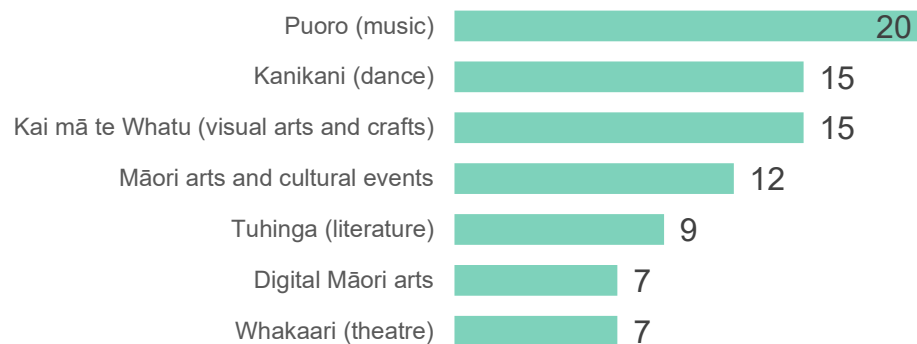
Base: All Māori who have participated in literary arts 2017 (n=104); 2020 (n=174)

Ngā Toi Māori participation among Māori

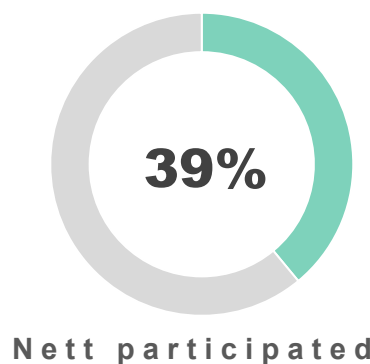
Q

In the last 12 months have you taken part in any Ngā Toi Māori (Māori arts)?

%

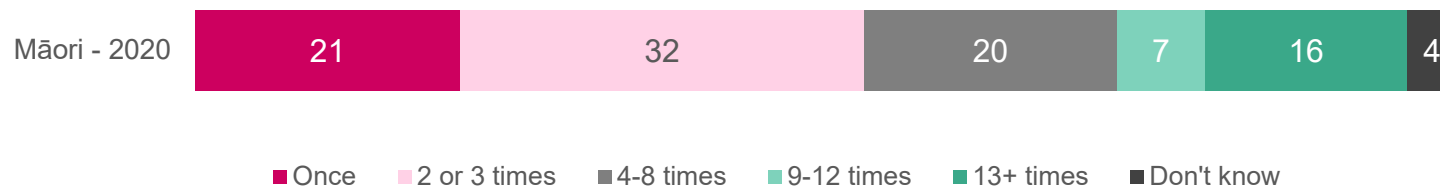


Base: All Māori 2020 (n=1172)



Q

On average, how often have you done this in the last 12 months?



Base: All Māori who have participated in Ngā Toi Māori 2020 (n=462)

COMMENTARY

Ngā Toi Māori is the most popular artform for Māori to take part in. Thirty nine percent of Māori have participated in Ngā Toi Māori in the last 12 months. Please note due to changes in the question wording trends are not shown against 2017.

The most popular Ngā Toi Māori activity is puoro (music), followed by kanikani (dance) and Kai mā te whatu (visual arts and crafts).

Just over half of those who participate do so on a fairly infrequent basis (up to three times in the last 12 months).

Sub-group differences among Māori:

Māori men (36%) are less likely to have participated in Ngā Toi Māori than Māori women (42%).

Forty-nine percent of Māori youth aged 15-29 have participated in at least one Ngā Toi Māori activity in the last 12 months. This age group was more likely than average to participate in almost every form of Ngā Toi Māori.

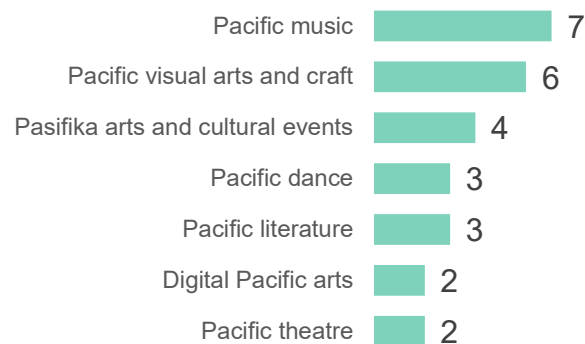
Māori aged 60-69 are more likely to say they have not participated in any Ngā Toi Māori in the last 12 months (71%).

Pacific arts participation among Māori

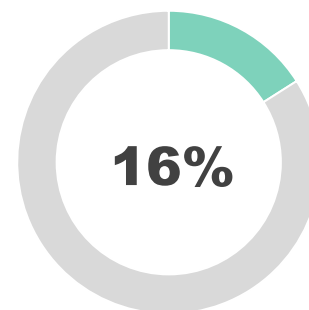
Q

In the last 12 months have you taken part in any of the following Pacific arts?

%



Base: All Māori 2020 (n=1172)



Nett participated

COMMENTARY

Sixteen percent of Māori have participated in the Pacific arts in the last 12 months. Please note due to changes in the question wording trends are not shown against 2017.

The most popular Pacific arts activities are Pacific music and Pacific visual arts and craft.

Two in three of those who participate do so on a fairly infrequent basis (up to three times in the last 12 months).

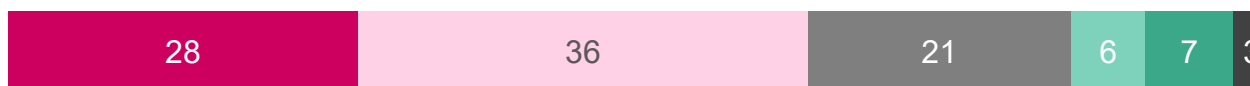
Sub-group differences among Māori:

Māori with the lived experience of disability are more likely than average to have participated in at least one Pacific arts activity in the last 12 months (24% vs 16%).

Q

On average how often have you done this in the last 12 months?

Māori - 2020



■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know

Base: All Māori who have participated in Pacific arts 2020 (n=195)

Performing arts participation among Māori

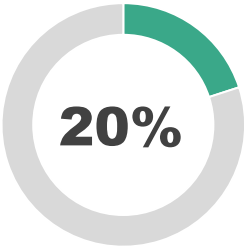
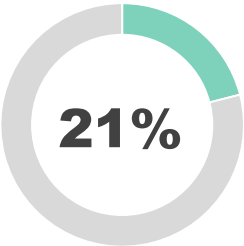
%

Q

Still thinking about the performing arts, have you taken part in this in the last 12 months?

Māori 2017

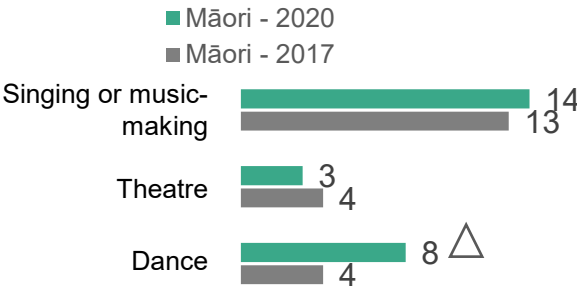
Māori 2020



Base: All Māori 2017 (n=717); 2020 (n=1172)

Q

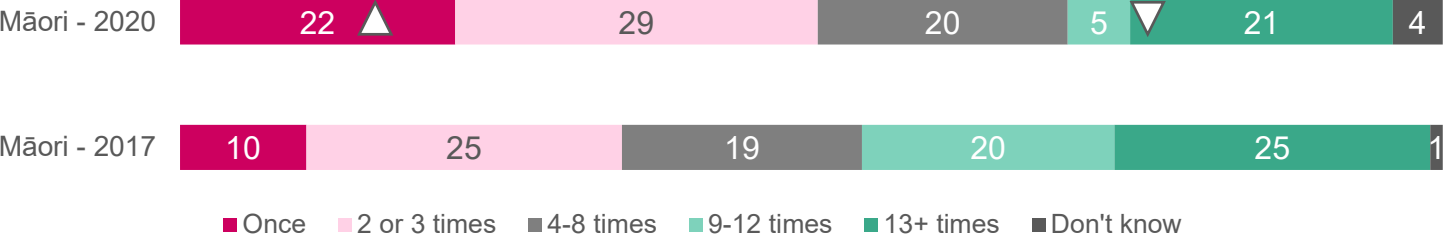
Which of these were you actively involved in?



Base: All Māori 2017 (n=717); 2020 (n=1172)

Q

On average, how often have you done this in the last 12 months?



Base: All Māori who have participated in the performing arts 2017 (n=139); 2020 (n=233)

COMMENTARY

Twenty percent of Māori have participated in performing arts in the last 12 months. This is in line with 2017.

Singing or music making remains the most popular type of performing arts for Māori to take part in. However, dance is catching up, with participation in dance having doubled from 4% in 2017 to 8% in 2020.

Those who are participating are doing so less frequently than before. Twenty six percent take part on a regular basis (at least nine times in the last 12 months), compared to 45% in 2017.

Sub-group differences among Māori:

Māori aged 15-29 are more likely than average to have taken part in performing arts (26% vs 20%).

Māori with the lived experience of disability are more likely than average to be active participants in singing or music making (23% vs 14%).

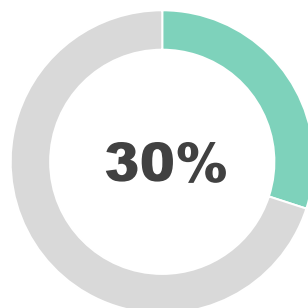
Visual arts participation among Māori

Q

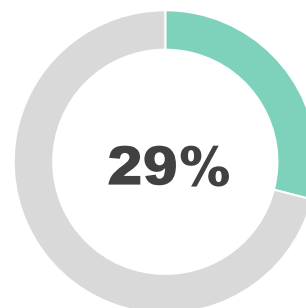
Have you created any visual artworks in the last 12 months?

%

Māori 2017



Māori 2020



Base: All Māori 2017 (n=717); 2020 (n=1172)

COMMENTARY

Participation in the visual arts in the last 12 months has stayed consistent at 29% in 2020.

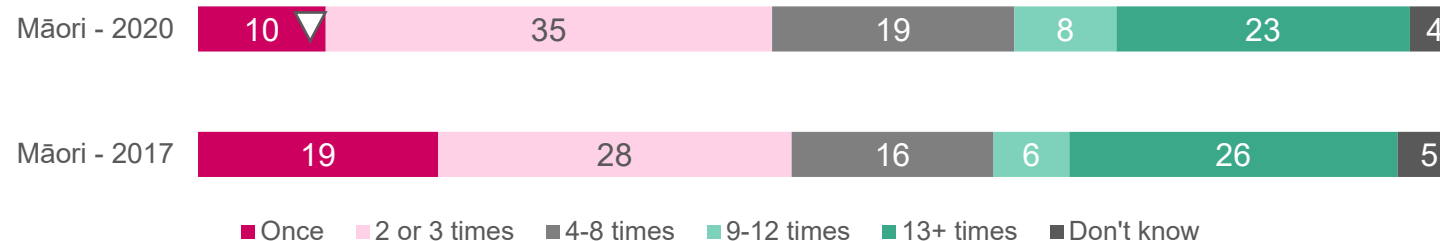
The frequency with which Māori are participating is broadly in line with 2017, albeit those who have only taken part once has declined from 19% to 10%.

Sub-group differences among Māori:

Māori women (32%) and adults aged 40-49 (37%) are more likely than average (29%) to participate in visual arts.

Q

On average, how often have you done this in the last 12 months?



Base: All Māori who have participated in the visual arts 2017 (n=194); 2020 (n=350)

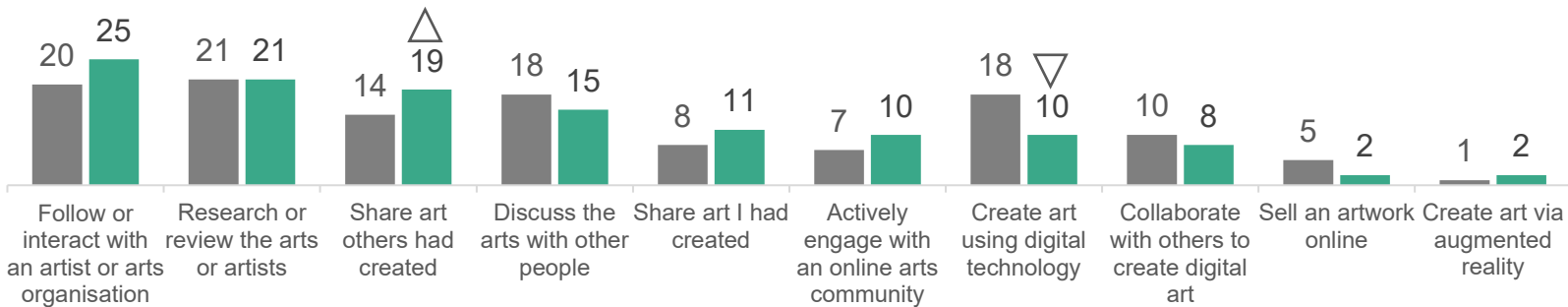
Use of digital technology for arts activities among Māori

Q

In the last 12 months have you used the internet or digital technology to do any of the following?

%

■ Māori - 2017 ■ Māori - 2020



COMMENTARY

Digital technology continue to enable Māori to engage with the arts in different ways. Forty seven percent of Māori do so.

The most popular activities remain following or interacting with an artist or arts organisation (25%) and researching or reviewing the arts or artists (21%). They are followed by using digital technology to share art others have created (19%), which has increased significantly in popularity.

In contrast, Māori, in line with all New Zealanders are less likely to be creating art using digital technology (down significantly, from 18% to 10%).

Sub-group differences among Māori:

Māori aged 60-69 and 70+ are less likely to have used any internet or digital technology for arts, two thirds said they have not participated in any of the mentioned activities in the last 12 months.

Young Māori aged 15-29 are more likely than average to use digital technology to collaborate with others (14% vs. 8%)

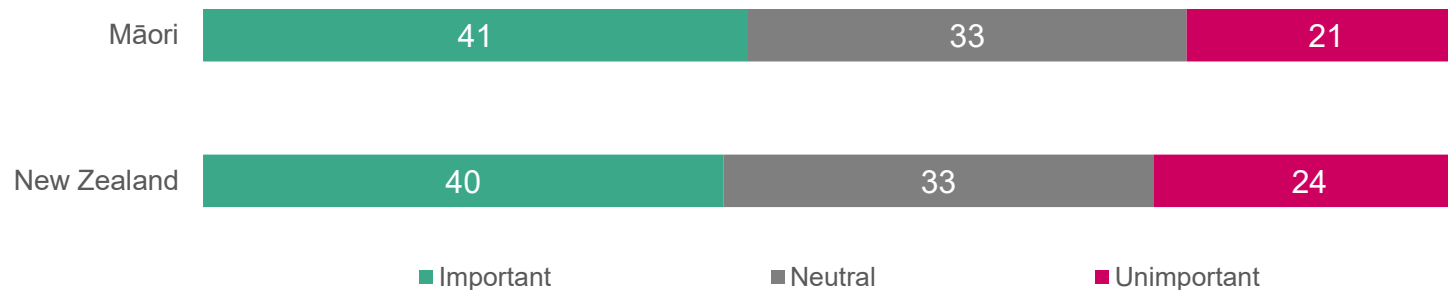


PERCEIVED IMPACT ON WELLBEING AND SOCIETY AMONG MĀORI

Importance of the arts to the wellbeing of Māori

Q How important is the arts to your personal wellbeing?

%



Q Would you say the arts have become more or less important to your wellbeing since COVID-19 arrived in New Zealand?



COMMENTARY

In 2020, the survey further explored the impact of the arts on wellbeing, with the two questions opposite.

Forty-one percent of Māori feel that the arts is important to their personal wellbeing. This is in line with all New Zealanders (40%).

COVID-19 has had a nett positive impact on the importance of the arts to Māori wellbeing. Twenty seven percent of Māori say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 11% say it is less important. This is line with the national average.

Sub-group differences among Māori:

The following groups are more likely than average (41%) to say that the arts are important to their personal wellbeing:

- Older Māori aged 50-59 (48%)
- Māori who live in metropolitan areas (47%)
- Māori women (46%).

Māori women (32%) are also more likely than Māori men (21%) to say the arts have become more important to their wellbeing since COVID-19 arrived in New Zealand.

Reasons why Māori feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

Forty-one percent of Māori feel the arts are important to their personal wellbeing. We asked these respondents an open ended question as to why this is. The chart opposite shows the leading reasons given.

These reasons relate to positive emotions such as feeling good or happy, as well as providing a source of self-expression. Some respondents talked about the therapeutic benefits of the arts and associated positive impacts on mental health. Māori respondents also noted cultural recognition and representation as a leading reason for importance of the arts.

Quotes

“Because I’m Māori and I’m proud of my culture”
(Woman, 30-39, Māori, Bay of Plenty region)

“Good Māori art in particular enhances my mental welfare and good art that I like always makes me feel happier”
(Woman, 70+, Māori, NZ European, Auckland region)

” [Art] helps me identify as Māori, something to appreciate and enjoy as a hobby”
(Man, 18-29, Māori, Otago region)

Reasons why Māori feel the arts improve society

Q

For what reasons do you feel the arts help improve society?

%

LEADING RESPONSES



COMMENTARY

Sixty-two percent of Māori feel the arts improve New Zealand society. We asked these respondents an open ended question as to why this is. The chart opposite shows the leading reasons given.


Key themes include self-expression, understanding cultures, increased acceptance of diversity and bringing people together.

Quotes

“Allow discussion between different people of all races”
(Man, 70+, Māori, Auckland region)

“Although New Zealand has a diverse population we are still prone to stick with what and who we know. Arts is a medium that all cultures can identify / connect with and we can all learn from / through each other's various art expressions”
(Woman, 40-49, Māori, Hawke's Bay region)

“Art gives people a sense of purpose, belonging, it is also an outlet to create something that will live long past the here and now”
(Woman, 40-49, Māori, Hawke's Bay region)



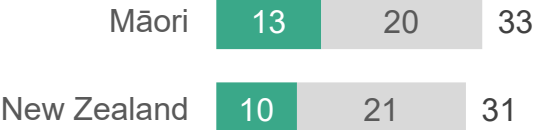
IMPACT OF COVID-19 AMONG MĀORI

Q

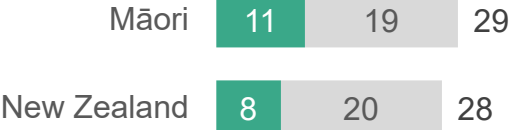
How much do you agree or disagree with the following?

%

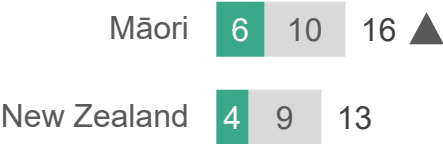
Arts and culture have supported my wellbeing during the COVID-19 crisis



I have watched more arts and culture activities online since the March lockdown



I have attended or participated in new arts and culture activities because of COVID-19



■ Strongly agree ■ Slightly agree

COMMENTARY

A third of Māori say the arts has supported their wellbeing to get them through COVID-19. The pandemic has also pushed Māori to watch more activities online since the lockdown (29%). These findings are consistent with all New Zealanders.

The pandemic has even provided a spur for Māori to engage in new cultural activities (16%), which is significantly higher than for all New Zealanders (13%).

Sub-group differences among Māori:

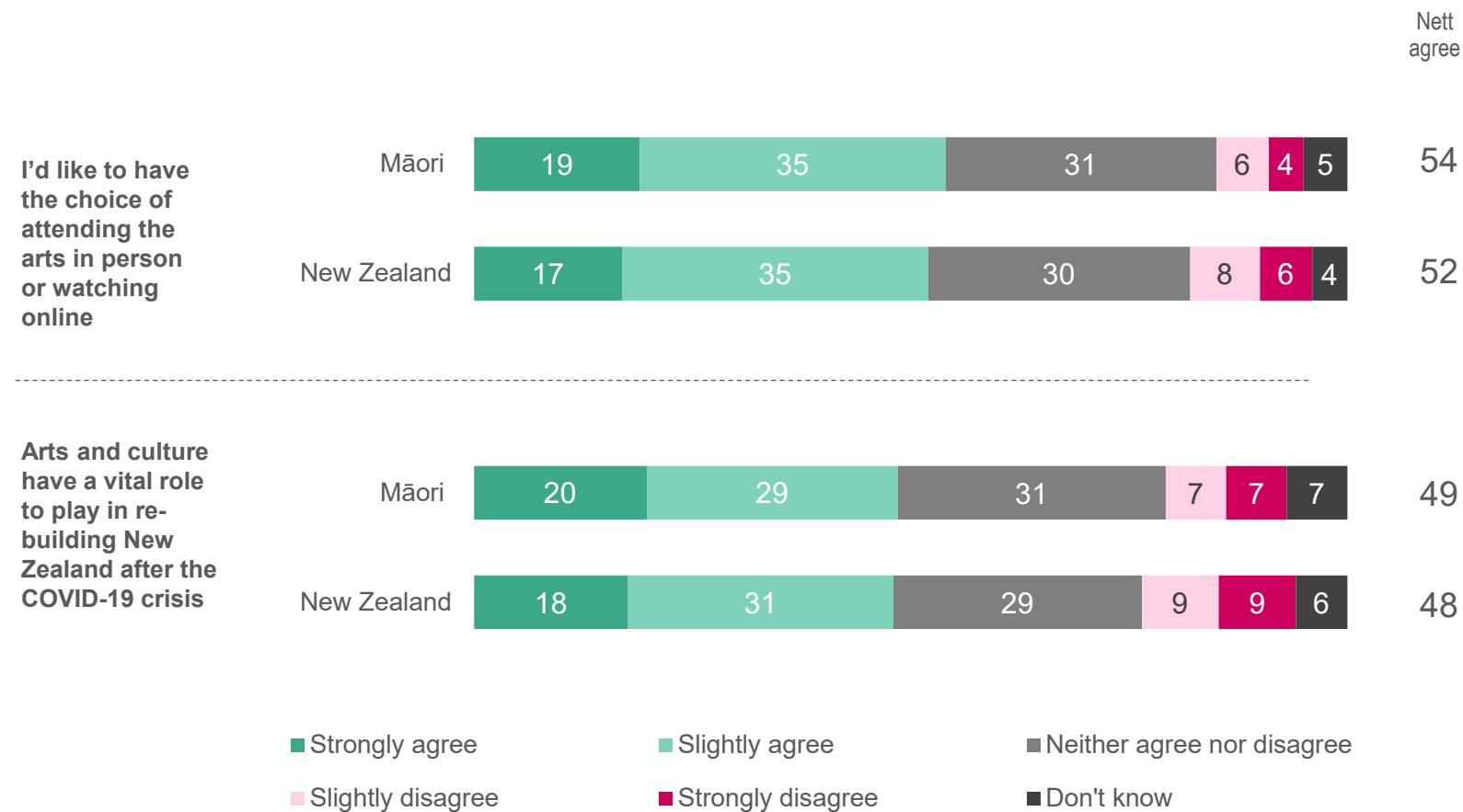
The following groups are more likely than average (33%) to say that the arts and culture supported their wellbeing during the COVID-19 crisis: Māori women (39%), and Māori adults 40-49 (43%).

Māori who live in provincial areas are less likely than average to have watched more arts and culture activities online since the March lockdown (23% vs 29%).

Māori aged 40-49 (23%) are more likely than average (16%) to have attended or participated in a new art activity because of COVID-19.

Q

How much do you agree or disagree with the following?



COMMENTARY

Half of Māori see the arts playing a vital role in the COVID-19 recovery.

There is an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 54% of Māori would like to have the choice of attending the arts in person or watching them online.

Both of these findings are consistent with all New Zealanders.

Sub-group differences among Māori:

Māori aged 40-49 (68%) and 70+ (67%) and Māori women (58%) are more likely than average (54%) to want the choice to view arts online or in person.

In contrast, young Māori aged 15-29 (45%), and Māori with the lived experience of disability (42%) are less likely to share this view.

Māori aged 40-49 (57%), and Māori from low income households (55%) are more likely than average (49%) to feel arts and culture have a vital role in rebuilding New Zealand after COVID-19.



FOR FURTHER INFORMATION PLEASE CONTACT

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