

Our change journey and what's next : FAQs

Creative New Zealand held a webinar at 12.30pm on Thursday 27 March 2025 to give an overview of the changes we're making to the way we work. The webinar focused on the changes to multi-year support for arts organisations and groups.

The Arts Council of New Zealand Toi Aotearoa makes the final decision about all our funding. As we design the new tiers and shape of the Arts Organisations and Groups Fund, we won't be able to share details until the Arts Council has confirmed and agreed to the proposal. This is scheduled to take place in August. We aim to share all the information we're able to about the Arts Organisations and Groups Fund in September.

Answers in response to your questions

The questions we received came from three sources:

- Email, submitted through koreromai@creativenz.govt.nz before the webinar and answered in it
- Q+A, put in the Q+A function during the webinar
- FAQ, frequently put to our advisers

Questions and answers are grouped by topic:

- Organisations currently in the Tōtara and Kahikatea investment programme
- Eligibility of groups and organisations
- Funding rounds and application processes
- Applying after being declined
- Reporting
- Feedback on applications
- Creative New Zealand's revenue
- Offers and suggestions

Organisations currently in the Tōtara and Kahikatea programmes

1. *Are the Tōtara and Kahikatea programmes intended to continue as separate funds?*

No. From 2026, the Arts Organisations and Groups Fund will be *the* fund for all programme funding for arts organisations and groups.

2. *Will current Tōtara and Kahikatea investment organisations be guaranteed funding under the Arts Organisations and Groups Fund?*

No. Our funding has always been contestable and time limited. There are no guarantees of funding for any individual or organisation.

Eligibility of groups and organisations

3. *Are cultural and kapa haka groups eligible to apply? We want to attend international festivals and events to represent Aotearoa. Do we have to be non-profit? Do we have to be a registered company? Or an iwi/community group?*

Yes, cultural and kapa haka groups can apply if you meet the criteria for the fund. Depending on your structure you might meet the definition of a group, or an organisation. You do not have to be a registered company, or a non-profit. Marae, Iwi, and Hapū can apply to arts organisations and groups funds and opportunities if their requested activities meet the purpose of the fund. One of our Ngā Toi Māori Practice Advisers can assist you with making an application, and we encourage you to book a time with them through this page on our website: <https://creativenz.govt.nz/funding-and-support/advice-and-support/talk-with-an-adviser>

4. *Are universities considered groups? Could a research group within a university apply for funding to the Organisations and Groups Fund? Or, for Development Fund opportunities?*

We do not support activities and operational costs that are the core business of a Tertiary Education Organisation. An example of a *non-core* activity that is eligible for funding would be if a university were to run a residency programme for writers or artists. While a research group within a university would not be eligible, a university staff member doing an arts activity that sits outside of their university role may be eligible. An artform advisor would be able to help you understand whether or which parts of your project are eligible for funding.

5. *Please can you advise about the eligibility of CCOs (Council Controlled Organisations), as a CCO we often feel stuck between a rock and a hard place due to being unable to apply for CNZ funding among many other Trusts, whilst facing decreasing council funding.*

Creative New Zealand does not support activities and operational costs that are the core business of a CCO. There's more information here about who we do and don't support: <https://creativenz.govt.nz/funding-and-support/advice-and-support/before-you-apply>

Funding rounds and application processes

6. *How will the funding rounds be structured moving forward under the new model? Are there set periods for applications, or will there be rolling funding opportunities?*

The funding calendar for 2025 is on our website:

https://creativenz.govt.nz/funding-and-support/all-opportunities/funding-calendar#funding-schedule_funding-schedule-status=Open%20and%20upcoming

We are still working through the detailed design for the Arts Organisations and Groups Fund in 2026. We expect to communicate more in September 2025, after the August meeting of the Arts Council of New Zealand Toi Aotearoa.

7. *Will the funding rounds be competitive, and if so, what specific criteria will determine the success of an application?*

Funding is in high demand and all our funding rounds are strongly contested.

We encourage you to have a look at the assessment criteria for our current Arts Organisations and Groups funding – you can read more information on this webpage:

[https://creativenz.govt.nz/funding-and-support/all-opportunities/arts-organisations-and-groups-fund---\\$50000-to-\\$125000#how-your-application-is-assessed](https://creativenz.govt.nz/funding-and-support/all-opportunities/arts-organisations-and-groups-fund---$50000-to-$125000#how-your-application-is-assessed) . We are still working through the detailed design

for the Arts Organisations and Groups Fund in 2026. We expect to communicate more in September 2025, after the August meeting of the Arts Council of New Zealand Toi Aotearoa.

8. *Some organisations want to understand if it makes good sense to apply for multiyear funding in 2025 or if it's wiser to apply for a single year of funding, ahead of the new funds being announced in September.*

That's a good question and it's best for you to determine the level of funding you're requiring and the best timeframes to support your work. We suggest talking through your needs with an adviser, so you've explored all options. You can book a time with an

adviser through this page on our website: <https://creativenz.govt.nz/funding-and-support/advice-and-support/talk-with-an-adviser>

9. *Can an organisation apply to both the up to 50k and the 50-125k for two different things? For context, we successfully received 50-125k last year for two years for operation overall. Can we apply for up to 50k for one of our projects/events also this year?*

The short answer is no. Organisations that received funding in 2024 for two years cannot apply in 2025 (you cannot apply in 2025 if your arts organisation or group received funding through this fund for activity in 2026). Organisations can only apply to one tier of the Arts Organisations and Groups Fund. Funding offered is for a contribution towards operational and artistic costs and not towards specific activity.

10. *Are you considering a multiphase application process to keep things simpler for applicants and proportionate to their “ask”?*

Yes, we are considering a range of options for the Arts Organisations and Groups Fund that balance accessibility, an applicant focused approach and a robust decision-making process.

Applying after being declined

11. *We have applied for funding five times and closely follow all requirements from CNZ – what can we do differently to secure funding next time?*

This is challenging to answer – and we know how difficult it is to have repeatedly applied for funding and to not receive it. Working with an adviser and understanding the fund that you’re applying to, and its criteria is essential. In the face of very significant demand, quality of application is often not the issue. You can book to talk with an advisor through this page on our website: <https://creativenz.govt.nz/funding-and-support/advice-and-support/talk-with-an-adviser>

12. *In reply to the question around repeatedly applying for funding and not receive it, you said “In the face of exceptionally significant demand, and ongoing demand, the quality of your application is almost never the issue.” What are the issues, what are the criteria used for making decisions when most applications align strongly?*

Broadly Creative New Zealand is able to support between 10-30% of applications we receive for our contestable programmes. The central issue is demand for funding outweighs the funding available, therefore, strong applications may not be funded.

Applications are assessed by our external peer assessors and kaimahi (staff) against our assessment criteria (available to view on our website on this page: [https://creativenz.govt.nz/funding-and-support/all-opportunities/arts-organisations-and-groups-fund---\\$50000-to-\\$125000#how-your-application-is-assessed](https://creativenz.govt.nz/funding-and-support/all-opportunities/arts-organisations-and-groups-fund---$50000-to-$125000#how-your-application-is-assessed)), and recommendations are made by our panels. Generally, we look to support organisations that deliver to our strategy. Currently, our Interim Investment Intentions guides our decisions on strategy alignment: <https://creativenz.govt.nz/about-creative-nz/corporate-documents/creative-new-zealand-interim-investment-intentions-2023-2025>

Reporting

13. An organisation explained that their report for 2024/25 funding – which will outline the ways in which it delivered to its programme – is due after the application for the next round of funding. This means they won't be able to show the full delivery of their programme in their next application. They want to know how to address this to ensure it doesn't harm their next application.

We understand your query – and we don't want the timeframes to be a disadvantage for your next application. Your application to this year's funding round and your report on previous funding are two separate things. You're not required to report on previously funded activities before you apply for further funding. You do need to provide evidence that you deliver quality programming that is well regarded by others. You could use any evidence from the previous 12 months for instance, whether funded or not.

The best thing to do is to have a conversation with one of our advisers so we can put in place a clear plan that addresses your situation.

Feedback on applications

14. We're concerned that you're not offering feedback anymore. How do you intend for us to improve and make better applications?

We know this has been a change. Speaking with an adviser ahead of making an application is the best way to receive valuable feedback on your application, giving it the best chance. In 2025, we'll continue to be consistent in our approach to offer advice on your application and be consistent in the decisions made, but we still won't be offering written assessor commentary.

Creative New Zealand's revenue

15. How much money is available for arts organisations and groups?

Support for arts organisations and groups represents broadly 70% of our funding and investment budget. Creative New Zealand's total budget is approximately \$70 million for the 2024/25 financial year; this covers all our activities, our funding and investment, and our operating costs. We will share the budgets for organisations and groups funding for 2025 on our website, when the funds open in May.

We receive around 75% of our core funding from the New Zealand Lottery Grants Board Te Puna Tahua (Lottery Grants Board). Last year we had confirmation that for the next four years we'll receive nearly 53 million dollars per year (\$52.789 million). Our ongoing funding from the Government has been stable for a long period and remains at \$16.689 million in the 2024/25 year. Government funding makes up approximately 25% of Creative New Zealand's revenue.

16. Have you got the same amount of money to fund arts organisations and groups as you had for Tōtara and Kahikatea organisations?

The short answer is yes. There will be no reduction in our total investment in Arts Organisations and Groups. We are still considering how we allocate the total spend between the Arts Organisations and Groups Fund and the Development Fund for Arts Organisations and Groups – so you may see a change in the budget for each fund. But, in simple terms, the *total combined* investment across our current Tōtara and Kahikatea investment programmes and our current AOG budget amount will remain the same. We will publish the budgets for the Arts Organisations and Groups Fund and the Development Fund for Arts Organisations and Groups on our website once they open in May.

Offers and suggestions

17. Can we still share our data with Creative NZ to help shape future programs? [We] now has over 100 registered NZ artists and averages around 2,500 art visitors per month. We believe our data could provide valuable insights for supporting artists and the creative sector.

We encourage you to continue to share insights and information with us, and encourage you to make a time to speak with one of our advisers

<https://creativenz.govt.nz/funding-and-support/advice-and-support/talk-with-an-adviser>

18. A suggestion: in these times of change and increased zoom and other meetings facilitated by CNZ, could there be 'calendar' or similar on your website or a social media channel about those? We only get those through email or EDM and some of those invites can get lost among other important updates.

Thank you for this suggestion. We do promote our webinars and online events through our social media channels and monthly ePānui. We'll think about the right location for an events calendar on our website.