

## Creative New Zealand online information sessions (March 2025) Questions and Answers

This document provides answers to frequently asked questions about Creative New Zealand's draft long-term strategy to 2040, *Tū Mai Rā, Toi Aotearoa*, sourced from information sessions held in March 2025.

Responses refer to our proposed long-term goals under the strategy:

- **Empowered communities**, making decisions on the arts and ngā toi closest to them, from a bigger support base
- **Thriving artists, ringatoi and practitioners**, with viable creative careers, supported by a healthy arts infrastructure
- **He mana toi, he mana tangata** – thriving and highly visible ngā toi Māori valued in Aotearoa and around the world
- **Inspired New Zealanders**, embracing the arts and ngā toi every day
- **A valued arts development agency**, leading with impact and delivering for Aotearoa New Zealand

This document was last updated on 24 March 2025.

### Questions on proposed long-term goals

**Empowered communities**, making decisions on the arts and ngā toi closest to them, from a bigger support base

#### 1. What does a 'bigger support base' mean? Funders and punters or wider New Zealanders?

We recognise that for the arts and ngā toi to flourish, we'll need to 'grow the pie' through all avenues. This includes growing audiences and increasing revenues from funders and the private sector.

#### 2. What art and ngā toi does the strategy cover? The draft strategy does not include creative industries like design, film, gaming etc

We're not planning to change the artforms we support. Our website sets out the artforms Creative New Zealand supports and those we don't:

<https://creativenz.govt.nz/funding-and-support/advice-and-support/before-you-apply#the-artforms-we-support>

#### 3. Can you articulate the role of Creative New Zealand in philanthropy? Are you intending to make your own relationships with donors, or invest in tools for fundraising, like Boosted etc?

We'll focus on what Creative New Zealand can uniquely do, to provide the most value and play the most effective role in the arts ecosystem. We are currently looking at our role in philanthropy and what initiatives we might provide in the future. We plan to

continue partnering with key organisations, such as the [Arts Foundation Te Tumu Toi](#), to increase philanthropy and giving to the arts and ngā toi. This includes initiatives such as [Boosted X Moana](#).

**Thriving artists, ringatoi and practitioners**, with viable creative careers, supported by a healthy arts infrastructure

**4. Does CNZ have the capacity to support individual artists, or are you expecting to call for increased Government support for individual artists?**

Yes, we'll continue to support individual artists. We're interested in exploring how we can boost support for the arts and ngā toi, including for individual artists, from sources other than our core funders - the Government and the New Zealand Lottery Grants Board Te Puna Tahua. This includes looking at opportunities to grow private sector support and how we can tap into funding opportunities through other government agencies and continue to advocate for the value of the arts to local government.

**5. When your Toi Tōtara Haemata and Toi Uru Kahikatea Investment programmes end in 2026, will these groups be placed in a competitive pool with the wider arts organisations of Aotearoa?**

With the Toi Tōtara Haemata and Toi Uru Kahikatea programmes ending, we'll be adding new funding tiers to the Arts Organisations and Groups round in 2026. Further details on the new funds will be available in September 2025.

If you're an arts organisation or group seeking funding from 2027 onwards, applications will open in early 2026 – but you can start preparing now by looking at the ['our change journey'](#) section of our website.

This month we're starting a series of webinars to share more detail on these changes, key insights, and to answer your most common questions. The first webinar will be held on 27 March (12.30pm – 1.30pm) – [Register for this webinar](#)

**6. With the *Amplify* strategy encouraging international investment in the arts in New Zealand, will there be any support for arts organisations and individuals to learn how to navigate that upcoming space?**

*Amplify* is the government's national creative and cultural strategy that outlines how the government will prioritise support for our creative and cultural sectors to 2030.

More information on the government's draft strategy is available at: <https://www.mch.govt.nz/our-work/arts-sector/amplify-creative-and-cultural-strategy-new-zealand>.

The summary of submissions on *Amplify* is available here: <https://www.mch.govt.nz/news/creative-and-cultural-strategy-receives-hundreds-submissions>.

Creative New Zealand will continue to support international work, providing guidance, insights and funding to support international professional and creative development, and to enable the presentation and touring of high-quality New Zealand work overseas.

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