



# **Creative New Zealand Diversity Report 2022 / 2023 Te Pūrongo Rerenga Kētanga 2022 / 2023**

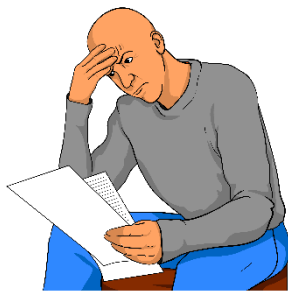


**Published: March 2025**

# Before you start



This is a long document.



It can be hard for some people to read a document this long.



Some things you can do to make it easier are:

- read it a few pages at a time
- set aside some quiet time to look at it
- have someone read it with you to support you to understand it.



# What you will find in this document

## Page number:



About this document .....3



Overall findings .....12



Applicants ..... 15



Peer assessors .....35



Staff.....41



Arts Council.....46

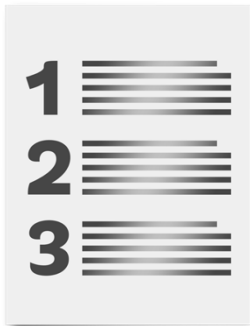


Where to find more  
information .....49

# About this document



This Easy Read is a **summary** of a longer report.



A **summary**:

- is shorter than the main report
- tells you the main ideas.



You can find the full report at:

**<https://tinyurl.com/4h4saebw>**



The full report is **not** in Easy Read.



The report is called the **Creative New Zealand Diversity Report 2022 / 23**.

The report is called **Te Pūrongo Rerenga Kētanga 2022 / 23** in te reo Māori.



**Creative New Zealand** is the part of the Government that supports **the arts** in New Zealand by:

- giving **artists** money
- training artists to do things like:
  - look after their money
  - get people to come to see their art
- supporting Aotearoa New Zealand artists to show their art in other countries
- doing other things to make the arts better in Aotearoa New Zealand.



**The arts** means all creative activities like:

- painting
- acting
- writing
- kapa haka
- making jewellery
- making tapa cloth.

**Artists** are people who work in the arts.



This report is about the **diversity** of the people who:

- ask Creative New Zealand for money
- go to arts events Creative New Zealand gives money to
- work for Creative New Zealand.



**Diversity** means having lots of different groups of people.

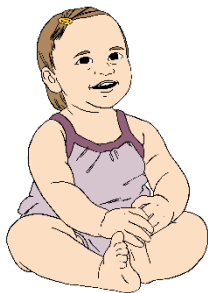
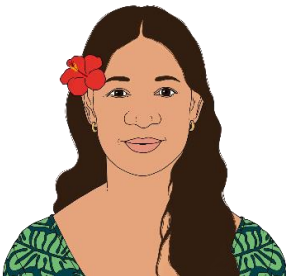
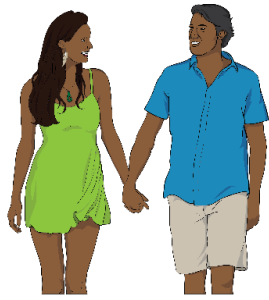


Some examples of diversity are having people of different:

- ages
- **genders**
- **ethnicities.**





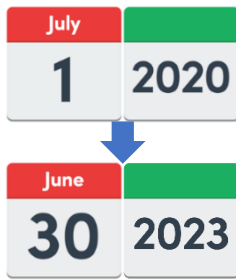


**Gender** is if you are:

- a man
- a woman
- another gender like non-binary.

**Ethnicity** means your:

- culture like:
  - Māori
  - Samoan
  - New Zealand European
- background like whether you:
  - were born in Aotearoa New Zealand
  - moved to Aotearoa New Zealand from another country.



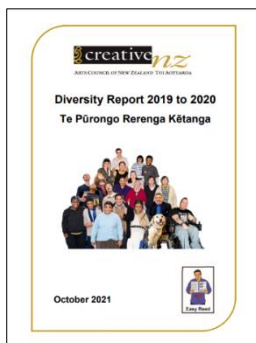
This report is about diversity at Creative New Zealand from 1 July 2020 to 30 June 2023.



This is the second report about diversity at Creative New Zealand.



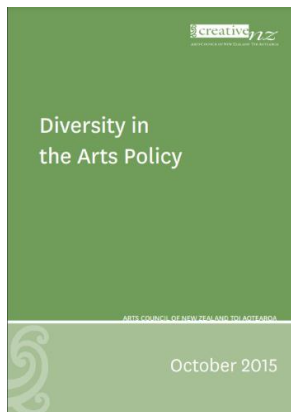
The first report was called **Diversity Report 2019 / 20**.



You can find the first report in Easy Read at this link:

<https://tinyurl.com/45by7bwe>

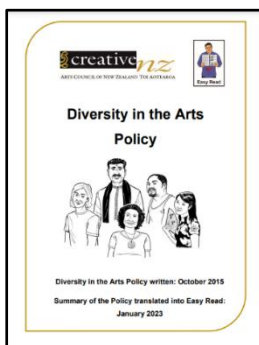
Creative New Zealand has a  
**Diversity in the Arts Policy.**



The **Diversity in the Arts Policy** says what Creative New Zealand will do to make sure lots of different groups of people can be involved in the arts.



The Diversity in the Arts Policy is from 2015.

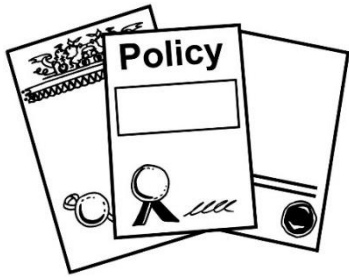


You can find the Diversity in the Arts Policy in Easy Read at this link:

**<https://tinyurl.com/2hmw92j6>**



The Diversity Reports tell Creative New Zealand if they are doing the things the Diversity in the Arts Policy says they will do.



Creative New Zealand is going to look at the Diversity in the Arts Policy in 2025 to see if they need to change anything.



The Diversity Reports will tell them:

- what they can do to make sure more people can be part of the arts
- how they can make sure everything they do is fair.



# Overall findings



The main things the Diversity Report 2022 / 23 says are **similar** to the main things the Diversity Report 2019 / 20 said.

**Similar** means nearly the same.



There has not been much change since the Diversity Report 2019 / 20 in the kinds of people who:

- ask Creative New Zealand for money
- go to arts events Creative New Zealand gives money to
- work for Creative New Zealand.





There has not been much change in the:

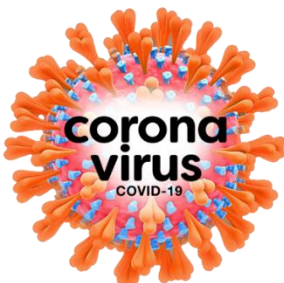
- genders of these people
- ages of these people
- ethnicities of these people
- **locations** of these people.



**Location** means where in Aotearoa New Zealand people live.

During the time this report looks at **COVID-19** was still badly affecting:

- Creative New Zealand
- the arts in Aotearoa New Zealand
- Aotearoa New Zealand.





**COVID-19** is a virus that can make people very sick.

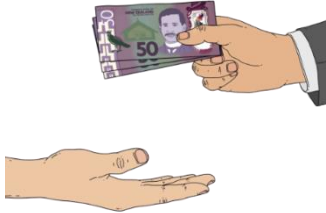


We had lockdowns to stop COVID-19 from spreading.



This meant that it was harder for some arts events to happen in the years this report looks at.

# Applicants



Creative New Zealand gives **funding** to artists.



**Funding** is money artists get to support them to make art.

Artists have to **apply** for funding.



**Apply** means that artists ask Creative New Zealand to give them funding.

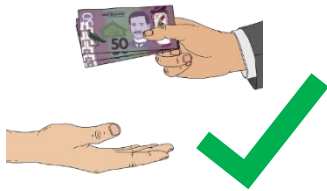


Only some **applicants** are **successful**.





**Applicants** are the artists who apply for funding.



Being **successful** means that Creative New Zealand decides to give the artist funding.



Applicants can be:

- **individuals**
- **organisations.**



**Individuals** are artists working on their own.



**Organisations** are groups of artists who work together.

Some organisations work together all the time like:

- an orchestra
- a choir
- a kapa haka company.



Some organisations only work together for a short time like:

- painters who show their paintings together
- actors who put on a play together.





The types of funding artists can apply for are:

- residencies
- **scholarships**
- **bursaries**
- support to show their art in other countries.



**Residencies** are when artists get funding to:

- live somewhere for a short time
- work somewhere for a short time.

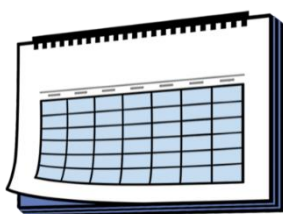


Residencies give artists time to focus on their art.



**Scholarships** are funding the artist can use to study art.

**Bursaries** are another type of funding the artist can use to study art.



There is also funding that lasts for more than one year.



Only organisations can apply for funding that lasts for more than one year.



In the time covered by this report:

- about half the applicants were individuals
- about half the applicants were organisations.





Organisations were more likely to be successful.

About 2 out of every 3 successful applicants were organisations.

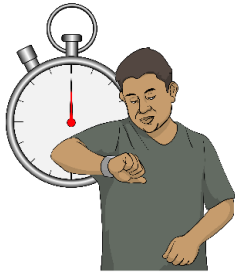


About 1 out of every 3 successful applicants were individuals.

Organisations are more likely to be successful because:

- they have more **resources** so their **applications** are better
- they are more likely to:
  - show their art to more people
  - make art that more people can be part of.





**Resources** are the things an organisation has that support them to write a good application like:

- time
- knowing what a good application looks like.



An **application** is all the information an artist gives Creative New Zealand when they apply for funding.

## Gender of applicants

In the time covered by this report more women than men applied for funding.



Women and men had the same chance of getting funding.



The chance of getting funding if you are another gender was a bit smaller.

## Age of applicants



Most applicants were aged 30 to 39 years old.

The next biggest group of applicants were aged 40 to 49 years old.



The third biggest group of applicants were aged 50 to 59 years old.



This is not surprising.



These are some of the biggest age groups when you look at all New Zealanders.

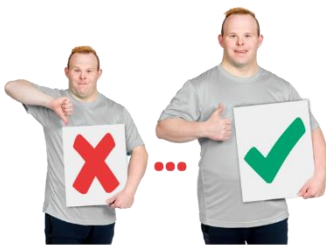


Most working artists are these ages.

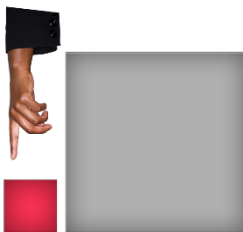
Artists of all ages had a similar chance of getting funding.



Artists aged 20 to 29 years old had the same chance of getting funding as older artists.



This is better than in the Diversity Report 2019 / 20.



In that report artists aged 20 to 29 had a smaller chance of getting funding.



## Career stage of applicants

Artists have different **career stages** like:



- **emerging artist**
- **established artist.**



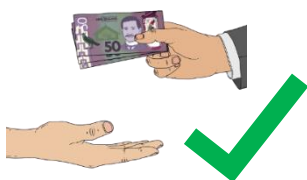
**Career stage** means how long someone has been working as an artist.



**Emerging artists** are people who have just started working as artists.



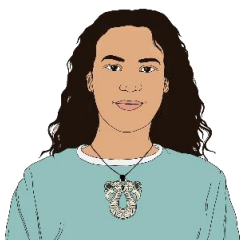
**Established artists** are people who have been working as artists for a long time.



In the time covered by this report established artists were more likely to get funding than emerging artists.



Nearly 2 out of every 5 established artists got funding.



Only 1 out of every 4 emerging artists got funding.



Creative New Zealand is making some changes to its funding.

The changes mean there is some funding that only emerging artists can apply for.



Creative New Zealand hopes these changes will make it easier for emerging artists to get funding.

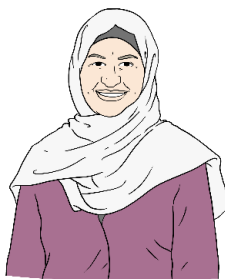
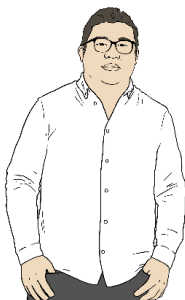
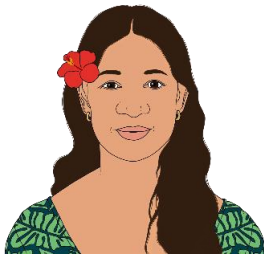


## Ethnicity of applicants

Creative New Zealand looks at 6 ethnicities:



- Māori
- European
- Pacific Peoples
- Asian
- **MELAA**
- other ethnicity.



**MELAA** means:

- Middle Eastern
- Latin American
- African.



Creative New Zealand thinks each ethnicity will have different numbers of applicants.



Looking at the ethnicities of all New Zealanders tells Creative New Zealand how many applicants of each ethnicity there are likely to be.



Most ethnicities had the number of applicants Creative New Zealand thought there would be.



There were fewer applications from Asian artists than **expected**.

**Expected** means what we thought would happen based on what we already know.



Nearly 1 out of every 5 New Zealanders is Asian.



Only 1 out of every 20 applicants was Asian.

Asian applicants had the same chance of getting funding as other applicants.

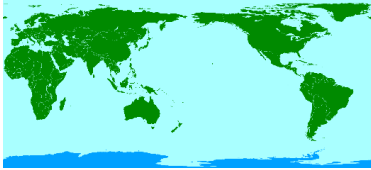


There was more funding than in the Diversity Report 2019 / 20 for:

- Māori-led organisations
- Pacific-led organisations.



## Distribution of activity

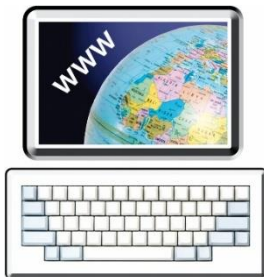


**Distribution of activity** means where the arts funded by Creative New Zealand happen.



The arts funded by Creative New Zealand can happen in lots of places like:

- cities in Aotearoa New Zealand
- towns in Aotearoa New Zealand
- online
- in other countries.

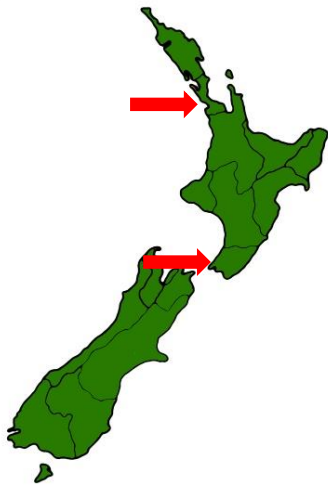




Most of the arts funded by Creative New Zealand happen in big cities like:



- Auckland
- Wellington.



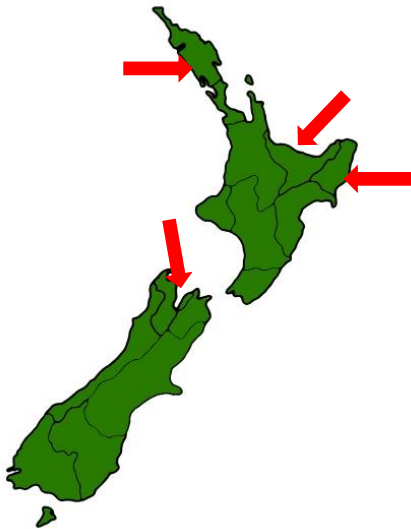
Organisations whose funding lasts more than one year mostly do art:

- in Auckland
- in Wellington
- all around the country.



There were more of these organisations than there were in the Diversity Report 2019 / 20.

There are now organisations whose funding lasts more than one year in:



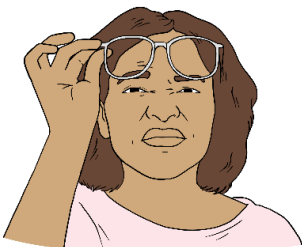
- Bay of Plenty
- Northland
- Gisborne
- Nelson–Marlborough.

Lots of people live in Canterbury.



This means lots of people should go to see art in Canterbury.

Fewer people went to see art in Canterbury than expected.



Lots of people do art in Canterbury.



## Attendance and participation



Creative New Zealand is interested in:

- **attendance** at the arts it funds
- **participation** in the arts it funds.



**Attendance** means how many people go to an arts event.



**Participation** means how many people get to make art at an event Creative New Zealand funds.

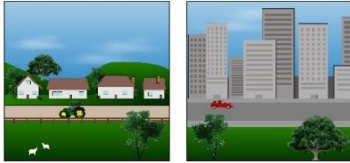


Attendance is highest in Auckland.

The place with the next highest attendance is Wellington.



These are big cities so large arts events happen there on purpose.



Most participation in arts happens where people live.

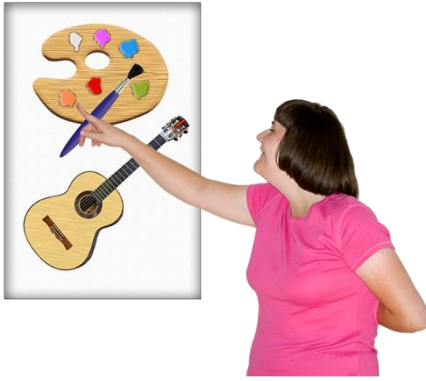


Participation in each part of Aotearoa New Zealand is about what is expected based on how many people live there.



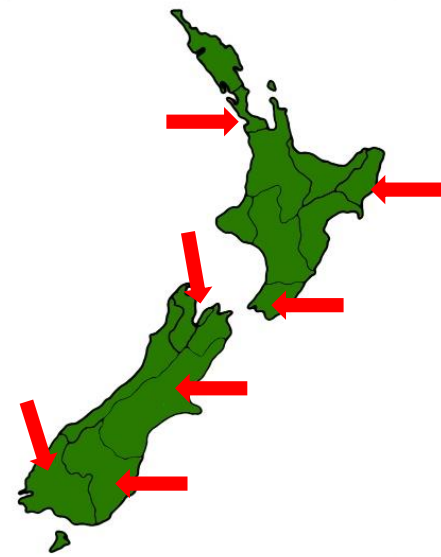
Some parts of Aotearoa New Zealand have participation that is:

- the same as expected
- higher than expected.



These parts of Aotearoa New Zealand are:

- Auckland
- Gisborne
- Wellington
- Nelson–Marlborough
- Canterbury
- Otago
- Southland.



## Peer assessors



Creative New Zealand works with **external peer assessors**.



**External** means the peer assessors do not work for Creative New Zealand.



**Peer assessors** are artists who:

- look at applications for funding
- support Creative New Zealand to decide which applicants should get funding.



The peer assessors Creative New Zealand works with are diverse.

## Gender of peer assessors



In the time looked at in this report most peer assessors were women.

About 3 out of every 5 peer assessors were women.



Just under 2 out of every 5 peer assessors were men.



Only a few peer assessors were another gender.

## Age of peer assessors

Peer assessors were lots of different ages.



About 1 out of every 3 peer assessors was aged 40 to 49 years old.



40 to 49 years old was the age group with the biggest number of peer assessors.

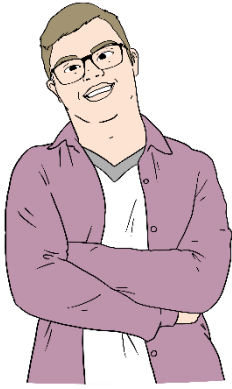


This is not surprising.

Peer assessors have normally been working as artists for a long time.



This means it makes sense for peer assessors to be a bit older.



Some peer assessors were **new**.

A peer assessor is **new** when they are working as a peer assessor for the first time.



Some peer assessors were **experienced**.

A peer assessor is **experienced** when they have worked as a peer assessor before.



This report shows the same mixture as the Diversity Report 2019 / 20 of:

- new peer assessors
- experienced peer assessors.

## Ethnicity of peer assessors



About half of peer assessors were European.

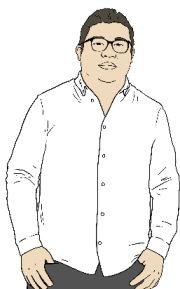


Just over 1 out of every 5 peer assessors was Māori.



About 3 out of every 20 peer assessors were **Pasifika**.

**Pasifika** means someone whose family comes from the Pacific Islands.

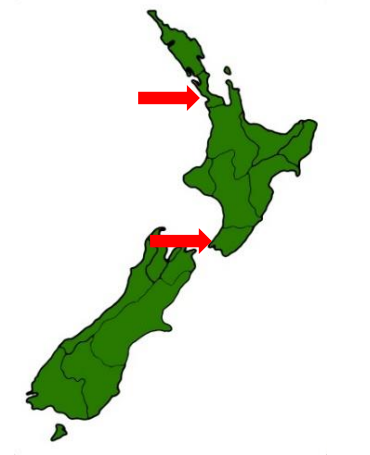


Just under 1 out of every 10 peer assessors was Asian.



## Location of peer assessors

**Location of peer assessors** means where peer assessors live.

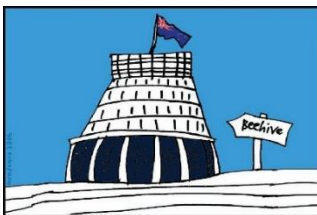


Most peer assessors lived in:

- Auckland
- Wellington.



Just under 2 out of every 5 peer assessors lived in Auckland.



3 out of every 10 peer assessors lived in Wellington.



Peer assessors lived in lots of other parts of Aotearoa New Zealand too.

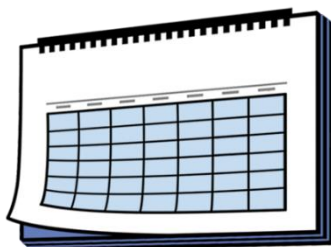
# Staff



The **staff** at Creative New Zealand is more diverse than it was in the Diversity Report 2019 / 20.



**Staff** means the people who work at Creative New Zealand.



The information in this part of the Easy Read is from 30 June 2023.

It may have changed since then.



Creative New Zealand could still be more diverse.



This would mean the different **cultures** that live in Aotearoa New Zealand could have more say in what Creative New Zealand does.



**Culture** is a way of:

- thinking that a group shares
- doing things as a group.

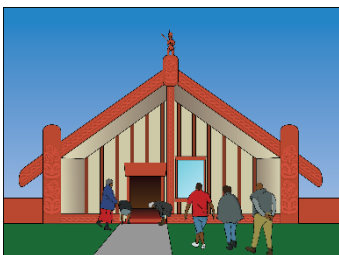


There are many different cultures in Aotearoa New Zealand.



Some examples of the different cultures are:

- Māori culture
- Pasifika culture
- Deaf culture.



## Gender of staff



The numbers in this part of the report are from 30 June 2023.

Most people who work at Creative New Zealand are women.



Nearly 4 out of every 5 people who work at Creative New Zealand are women.



Just under 1 out of every 5 people who work at Creative New Zealand is a man.



Only a few people who work at Creative New Zealand are another gender.



The **senior leadership team** at Creative New Zealand has:

- 3 women
- 4 men.



The **senior leadership team** is the group of top bosses at Creative New Zealand.

## Age of staff



The people who work at Creative New Zealand are lots of different ages.

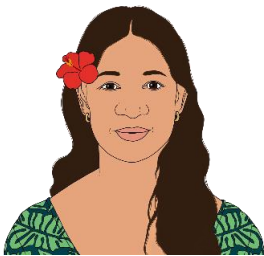
## Ethnicity of staff



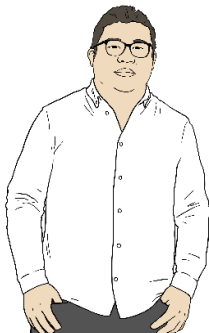
Just under 7 out of every 10 people who work at Creative New Zealand are European.



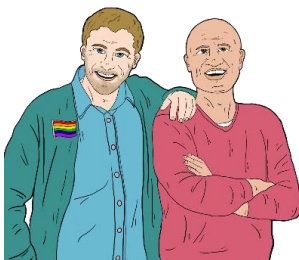
Just over 3 out of every 10 people who work at Creative New Zealand are Māori.



About 3 out of every 20 people who work at Creative New Zealand are Pasifika.



Just under 1 out of every 10 people who work at Creative New Zealand is Asian.



Some people who work at Creative New Zealand are more than 1 ethnicity.

# Arts Council

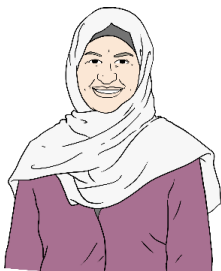


The **Arts Council** is the group of people who are in charge of Creative New Zealand.

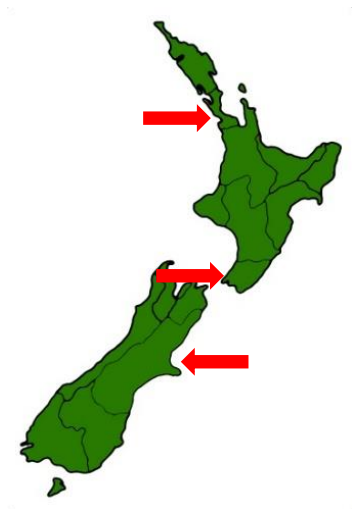
On 30 June 2023 the Arts Council had:



- 9 women
- 4 men.



Most people on the Arts Council were aged 50 to 59 years old.



Most people on the Arts Council lived in:

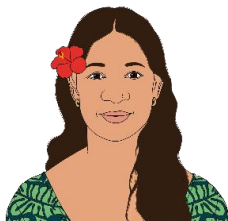
- Auckland
- Wellington
- Christchurch.



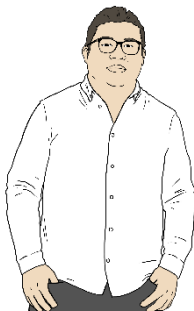
Half the people on the Arts Council were European.



Half the people on the Arts Council were Māori.

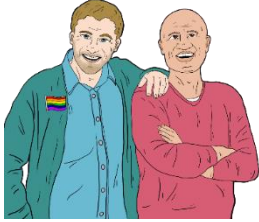


Just under 1 out of every 5 people on the Arts Council was Pasifika.



Just under 1 out of every 10 people on the Arts Council was Asian.





Some people on the Arts Council  
were more than 1 ethnicity.



1 person on the Arts Council was  
disabled.

## Where to find more information



You can contact Creative New Zealand if you:

- have questions about this report
- want more information.



You can phone Creative New Zealand on:

**0800 273 284**



It does not cost money to phone Creative New Zealand.



You can phone Creative New Zealand from 9:00 am to 5:00 pm.



You can email Creative New Zealand  
at:

**research@creativenz.govt.nz**

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