

3 October 2025

Ministry for Pacific Peoples
deliveringforpacificcommunities@mpp.govt.nz

Tēnā koutou katoa

Submission to: Ministry for Pacific Peoples – Te Manatū mō ngā iwi o te Moana nui a Kiwa
Subject: Delivering for Pacific Communities Strategy (Draft)
From: Arts Council of New Zealand Toi Aotearoa (Creative New Zealand)

Introduction

1. Creative New Zealand welcomes the opportunity to submit on the draft *Delivering for Pacific Communities Strategy 2025 - 2028* (the Strategy).
2. The key contact person for matters relating to this submission is:

Name: Aroha Rangi
Position: Co-Manager, Māori Policy & Performance
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Key points

3. Creative New Zealand has a strong interest in the draft strategy, recognising our **longstanding partnership** with the Ministry for Pacific Peoples (MPP) and our **shared commitment to support thriving Pacific communities**. Our mutual aspirations include the flourishing of Pacific languages, cultures, identities, leadership and enterprise across Aotearoa New Zealand.
4. We have valued our collaboration with MPP under the *Lalanga Fou* strategy (2018), Creative New Zealand's *Pacific Arts Strategy 2018–2023*¹, and now, under our current strategy for Pacific Arts (2023–2028²) that was developed following extensive fono and talanoa with Aotearoa Pasifika communities including those with Polynesian, Melanesian and Micronesian whakapapa.
5. To deliver on the mission of the draft strategy – ‘to uphold New Zealand’s rich historical, cultural and constitutional ties to the Pacific, and support communities to realise their aspirations and build a confident, resilient and prosperous Pacific Aotearoa’ – Creative New Zealand submits **that Pacific arts, cultures, and heritage should be recognised as a key priority**.

¹ Creative New Zealand Pacific Arts Strategy 2018-2023: <https://creativenz.govt.nz/about-creative-nz/corporate-documents/pacific-arts-strategy-2018-2023>

² Creative New Zealand Pacific Arts Strategy 2023 – 2028: [Pacific Arts Strategy 2023 - 2028 | Creative New Zealand](#)

6. Pacific cultures, heritage, and arts are foundational to Pacific wellbeing, prosperity, and resilience. They also serve to maintain and strengthen whakapapa and creative connections and relationships between tangata whenua and tangata moana within Aotearoa and across Te Moana-nui-a-Kiwa.
7. The inclusion of Pacific arts, cultures and heritage will enable MPP to reflect cross-government initiatives and investment aligned with the government's *Amplify: New Zealand's Creative and Cultural Strategy 2025–2030* and more effectively collaborate with Creative New Zealand and Manatū Taonga Ministry for Culture & Heritage to progress actions included in the *Amplify Implementation Plan*³ that will also contribute to MPP's strategic priorities of:
 - **Economic Growth:** 'lift Pacific economic contributions and strengthen the Pacific business sector to increase revenue, scale and create jobs'
 - **Health:** 'promote health and wellbeing of Pacific families and communities'
 - **Education:** 'boost skills and employment opportunities and investment in Pacific languages, cultures and identities to improve outcomes and grow the talent New Zealand needs.'
8. It will also support MPP's wider strategic objectives to:
 - **Develop, use and disseminate quality data and insights:** noting Creative New Zealand's research programme includes bespoke reports on Pacific creative professionals (creative income and sustainability of creative careers), Pacific audiences and the market for Pacific arts and New Zealanders attitudes, participation and engagement with Pacific Arts.
 - **Foster and maintain strong relationships with Pacific communities and stakeholders** through key initiatives such as the *Pacific Festivals Initiative* that provide positive impact to Pacific artists, communities and businesses around Aotearoa.
 - **Invest in local, Pacific-led solutions and support** such as *Tala: Sharing Pacific Stories* that will develop new Pacific language publications (plays, poetry collections, short stories, novels) by Pacific creative to support the revitalisation of languages such as te gagana Tokelau, vagahau Nieu, te reo Māori Kūki 'Airani, lea faka-Tonga and gagana Sāmoa, increase the body of Pacific literature published in New Zealand and access to and visibility of Pacific creatives' work.
 - **Collaborate with key government agencies to ensure policies and programmes work for Pacific communities**
 - **Champion Pacific values in action**
 - **Be future focused and leverage advances in technology.**
9. We would question the inclusion of Law and Order as a standalone priority within the draft strategy. In our view, the objective – 'to ensure Pacific communities are safe and supported by investing in culturally responsive justice initiatives' – may be more effectively addressed through integration with other strategic priorities. This would enable

³ *Amplify: A Creative and Cultural Strategy for New Zealand 2025-2030 Implementation Plan:*
https://www.mch.govt.nz/sites/default/files/2025-08/Amplify_2025-2030_Implementation_Plan.pdf

collaborative delivery with relevant agencies and ensure alignment with tikanga-led justice frameworks and initiatives.

Further information

10. Creative New Zealand's research findings demonstrate that Pacific arts, cultures, and heritage can and will play a vital role in advancing the draft strategy's objectives of economic growth, health, and education.
11. Our *Audience Atlas Aotearoa* research into Pacific audiences and the market for the Pacific arts⁴ found that:
 - 3.6 million adults in Aotearoa New Zealand are interested in Pacific Arts
 - A further 632,000 would consider engaging with Pacific Arts but haven't previously.
12. Our long-term research into New Zealanders' attitudes to, attendance at and participation in the arts show how critical Pacific Arts are to Pacific peoples. The 2023 results⁵ show:
 - 87 percent of Pacific peoples attended or participated in the arts in the twelve months prior to the survey (this is higher than the national average of 78 percent)
 - 79 percent of Pacific peoples felt that Pacific arts are an important way of connecting with their culture and identity.
 - 71 percent learned about Pacific culture through Pacific arts (51 percent among all New Zealanders).
 - 49 percent of New Zealanders felt that Pacific arts help define who we are as New Zealanders (70 percent of Pacific peoples).
 - 59 percent of Pacific peoples were motivated to speak a Pacific language through Pacific arts.

Who we are

13. Creative New Zealand is the national arts development agency of Aotearoa New Zealand, responsible for delivering government support for the arts. We're an autonomous Crown entity operating under the [Arts Council of New Zealand Toi Aotearoa Act 2014](#) (the Act).
14. Under the Act, we must recognise the arts of Pacific Island peoples of New Zealand; and uphold the principles of:
 - (i) **participation**, by supporting initiatives that encourage participation in the arts
 - (ii) **access**, by supporting the availability of projects of merit to communities or sections of the population that would otherwise not have access to them

⁴ *Audience Atlas Aotearoa* (2020): https://creativenz.govt.nz/-/media/project/creative-nz/creativenz/legacy-page-documents/20220208-audienceatlaspacificsummary_v40.pdf

⁵ *New Zealanders and the Arts—Ko Aotearoa me ōna Toi* (2023): <https://creativenz.govt.nz/development-and-resources/new-zealanders-and-the-arts---ko-aotearoa-me-ona-toi>

- (iii) **excellence and innovation**, by supporting activities of artistic and cultural significance that develop the creative potential of artists and art forms
 - (iv) **professionalism**, by maintaining and developing a professional arts infrastructure at both the national and community levels
 - (v) **advocacy**, by promoting New Zealand's arts and artists locally, nationally, and internationally.
15. Creative New Zealand receives funding through the New Zealand Lottery Grants Board Te Puna Tahua (NZLGB) and Vote: Arts, Culture and Heritage.
16. In 2024/25, Creative New Zealand invested over \$60 million in the arts, supporting the sector through investment and funds, targeted programmes and initiatives, partnerships and collaborations, policy and advocacy, and research.
17. Our vision is that the arts and ngā toi Māori are flourishing: created by a thriving arts community, enriching lives here and around the world. Our long-term goals are:
- **Empowered communities**, making decisions on the arts and ngā toi Māori closest to them.
 - **Thriving artists, ringatoi and practitioners**, with viable creative careers, supported by a strong arts infrastructure.
 - **He mana toi, he mana tangata**, thriving and highly visible ngā toi Māori, valued in Aotearoa and around the world.
 - **Powerful and resilient Pacific arts**, led by enterprising and innovative Pasifika people, for Aotearoa, Te Moana nui a Kiwa and the world.
 - **Inspired New Zealanders**, embracing our arts and ngā toi Māori every day.
 - **A valued arts development agency**, leading with impact and delivering for Aotearoa New Zealand.

Please feel free to contact us if you have any questions or if you wish to meet to discuss this submission further.

Ngā mihi nui ki a koutou katoa, nā

Makerita Urale

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Pou Whakahaere Matua, Moana Nui a Kiva
Creative New Zealand