



Mapping Creative Sector Investment and Outcomes

Report for Arts Investors Forum

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Acknowledgements

We would like to acknowledge the substantial time and resource invested by project partners in undertaking this analysis of arts funding in Tāmaki Makaurau.

This report was co-commissioned by Auckland Council, Creative New Zealand and Te Taumata Toi-a-Iwi on behalf of the Auckland Arts Investors Forum.

Executive Summary

This report summarises key funding data from organisations within the Tāmaki Makaurau Arts Investors Forum: Auckland Council, Tātaki Auckland Unlimited Foundation North, Creative New Zealand, and Ministry for Culture and Heritage. Funding data is categorised by key organisational outcomes, and funding trends are mapped over time from 2019/20 to 2022/23. This work builds on funding analyses undertaken since 2021 through the Investors Forum.

Auckland Council (including Tātaki Auckland Unlimited and Eke Panuku) is the lead funder in the region, accounting for \$183m in 2022/23. Around \$74m of this is allocated to Auckland Libraries, with the remainder spread across other investments. Significant funding is provided through Creative NZ (\$21.1m), Manatū Taonga (\$14.7m) and Foundation North (\$7.9m).

Overall, total funding in these organisations declined between 2021/22 and 2022/23 by \$9.2m, with the main decline occurring through Manatū Taonga (\$8.7m). Auckland Council funding declined by \$2.2m, and Foundation North funding increased by \$1.6m. Note however, funding for 2022/23 occurred prior to major shifts in funding that will be apparent from 2023/24 onwards.

Among participating organisations, analysis of intended outcomes indicates:

- Within Auckland Council, infrastructure is the most commonly noted primary funding intention (\$149m), followed by participation (\$19.5m). For funding where the secondary outcome is indicated, participation is the most commonly noted funding intention (\$148.1m), followed by Māori outcomes and identity (\$12.7m each).
- For Creative New Zealand's investment in Auckland in 2022/23, the outcomes of 'New Zealanders experience high-quality arts' and 'high-quality art is developed' were allocated \$6.8m and \$5.4m respectively. The outcomes of 'New Zealanders participate in the arts' and 'New Zealand's art sector is resilient' were each allocated \$4.2m.
- Manatū Taonga funding was directed to the COVID recovery programme (investment to help the arts, culture and heritage sectors through the impacts of COVID-19); and the Matariki Ahunga Nui Fund – a fund to support mātauranga through Te Kāhui o Matariki. Funded outcomes not available specifically for the Auckland region.
- Foundation North's grant-making has been oriented towards outcomes and priorities to address significant, evidence-based social, economic, and environmental inequalities in its region. The approach does not have a sector focus, but creative sector investment data indicates important areas of investment are the arts sector (\$3.7m), building projects (\$2.6m), and kaupapa Māori (\$0.5m).

From analysis of investment data, a range of common outcome themes are evident across most funders, and which may offer a platform for collaborative investment in the future:

1. Increased equity and social inclusion
2. Safeguarding Mātauranga Māori and enhancing Māori cultural heritage
3. Sustainability and resilience
4. Community creative development
5. Creative economy, capacity and capability development
6. Strategic support and development
7. Collaboration and knowledge sharing.

1. Introduction

This report summarises key funding data from organisations that are part of the Tāmaki Makaurau Arts Investors Forum: Te Taumata Toi-a-Iwi, Auckland Council, Tātaki Auckland Unlimited Foundation North, Creative New Zealand, and Ministry for Culture and Heritage.

Funding data in this report is categorised, to the extent possible, by key organisational outcomes, and funding trends are mapped over time. The lens of organisational outcomes also enables a brief analysis of common themes in investment outcomes sought across the Investors' Forum. These are presented as a starting point for discussion, and potentially may provide a platform for potential co-investment in the future.

This report is a companion document to one that explores case studies of intersections and interrelationships of funding in creative sector activities. These case studies highlight the important and interrelated roles that different investors play in supporting the creative ecosystem.

2. Approach

This document draws on funding data supplied by Arts Investors Forum member organisations for the 2022/23 financial year. Investor organisations were asked to supply:

- Key funding streams and amount funded for 2022/23 in Tāmaki Makaurau for the creative sector
- How member organisations map their investments to specific outcomes
- Brief descriptive narrative on the investment focus or key activities within each funding stream
- Brief descriptive narrative on the outcomes sought from creative sector investments in 2022/23, if available.

Section 3 summarises the investment patterns and trends over time, from 2019/20 to 2022/23. Note however that funding for the 2022/23 year occurred prior to major shifts in funding that will be apparent from 2023/24 onwards. Appendices to this document provide original data supplied by member organisations.

Key investment outcome areas were explored through a thematic analysis of the organisation-specific outcomes indicated in funding reports. These are discussed in section 4.

3. Creative sector investment patterns

2022/23 Arts Sector Funding Overview

The pages that follow detail the key areas of investment in Tāmaki Makaurau.

A summary of investment for each funder is detailed in Figure 1 below. Overall, the data indicates the following:

- Auckland Council (including Tātaki Auckland Unlimited and Eke Panuku) is the lead funder of the creative sector in the region, accounting for \$183m in 2022/23. Around \$74m of this is allocated to Auckland Libraries capital (capex) and operational (opex) expenditure and the remainder is spread across a variety of programmes and investments.
- There is significant funding provided through Creative NZ (\$21.1m), Manatū Taonga (\$14.7m) and Foundation North (\$7.9m).

Figure 1: Key funders for Ngā Toi in the Auckland region 2022/23

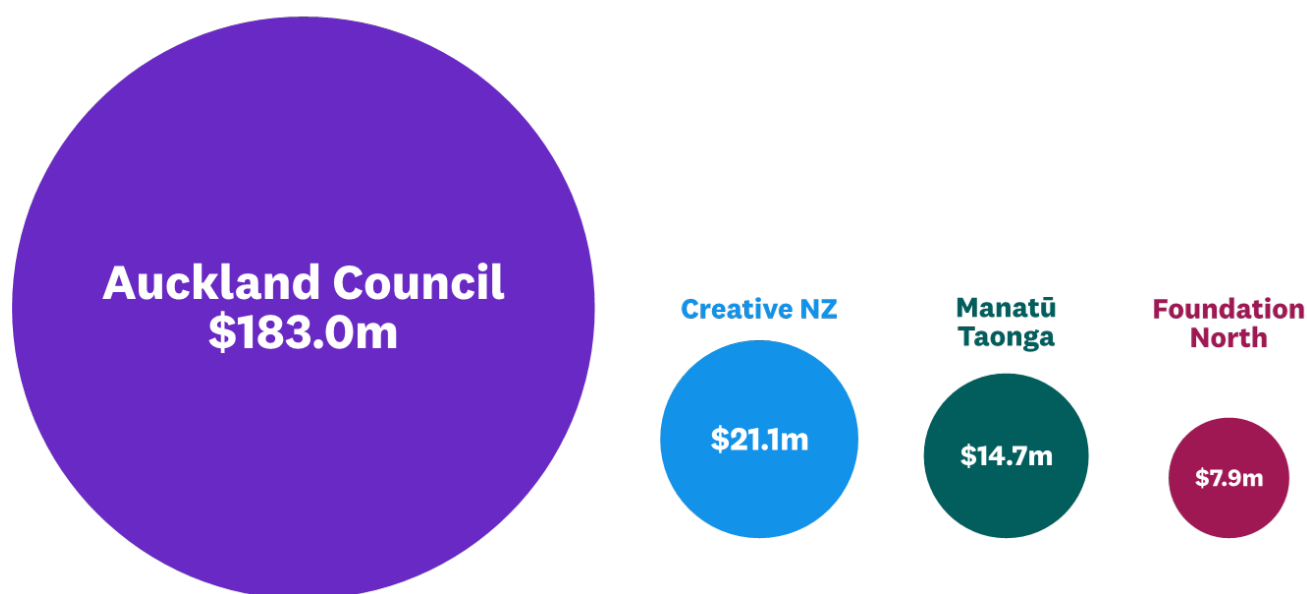
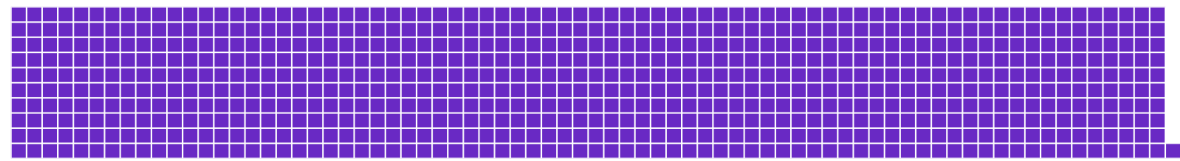


Figure 2 on the following page shows key components of Auckland Council's funding, including Council-Controlled Organisations (CCOs) and other funding bodies linked to Council (major cultural institutions and the Auckland Regional Amenities Funding Act).

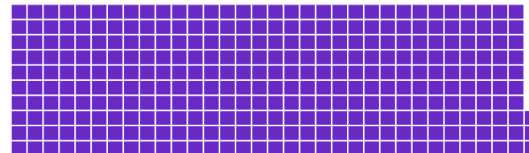
Figure 2: Key components of creative sector funding in Tāmaki Makaurau¹

Auckland Council, Tātaki Auckland Unlimited (TAU) & Eke Panuku (EP)

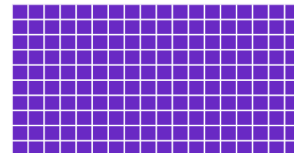
\$74.1m:
Library opex & capex



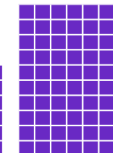
\$32.3m:
Auckland War Memorial Museum



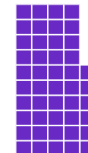
\$18.6m:
MOTAT



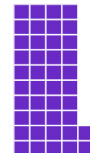
\$6.1m:
Funded
arts partners



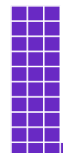
\$4.6m:
Auckland
Philharm.



\$4.2m:
Auckland
Arts Fest.



\$3.1m:
Marae
infrast.



\$4.3m:
Other
Māori
outcomes



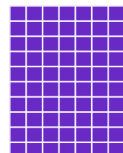
\$5.2m:
Regional
progs.



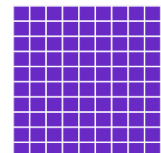
\$3.0m:
Local
progs.



\$9.0m:
All other
Council funding



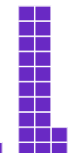
\$11.1m:
TAU:
Auckland Art Gallery



\$5.1m:
TAU:
Other

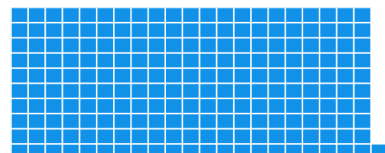


\$2.2m:
EP:
Arts
invest.

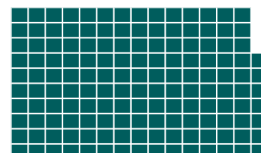


Other funders

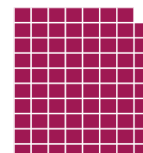
\$21.1m:
Creative NZ



\$14.7m:
Manatū Taonga



\$7.9m:
Foundation
North



■ \$100,000

Auckland Council investment

Figure 3 on the following page provides a breakdown of Auckland Council investment in the arts, through different sources within council, and also through a range of related entities and funding streams, including CCOs, major cultural institutions and the Auckland Regional Amenities Funding Act (ARAFA).

¹ Note that each square represents \$100,000 investment.

Figure 3: Auckland Council creative sector investments 2022/23

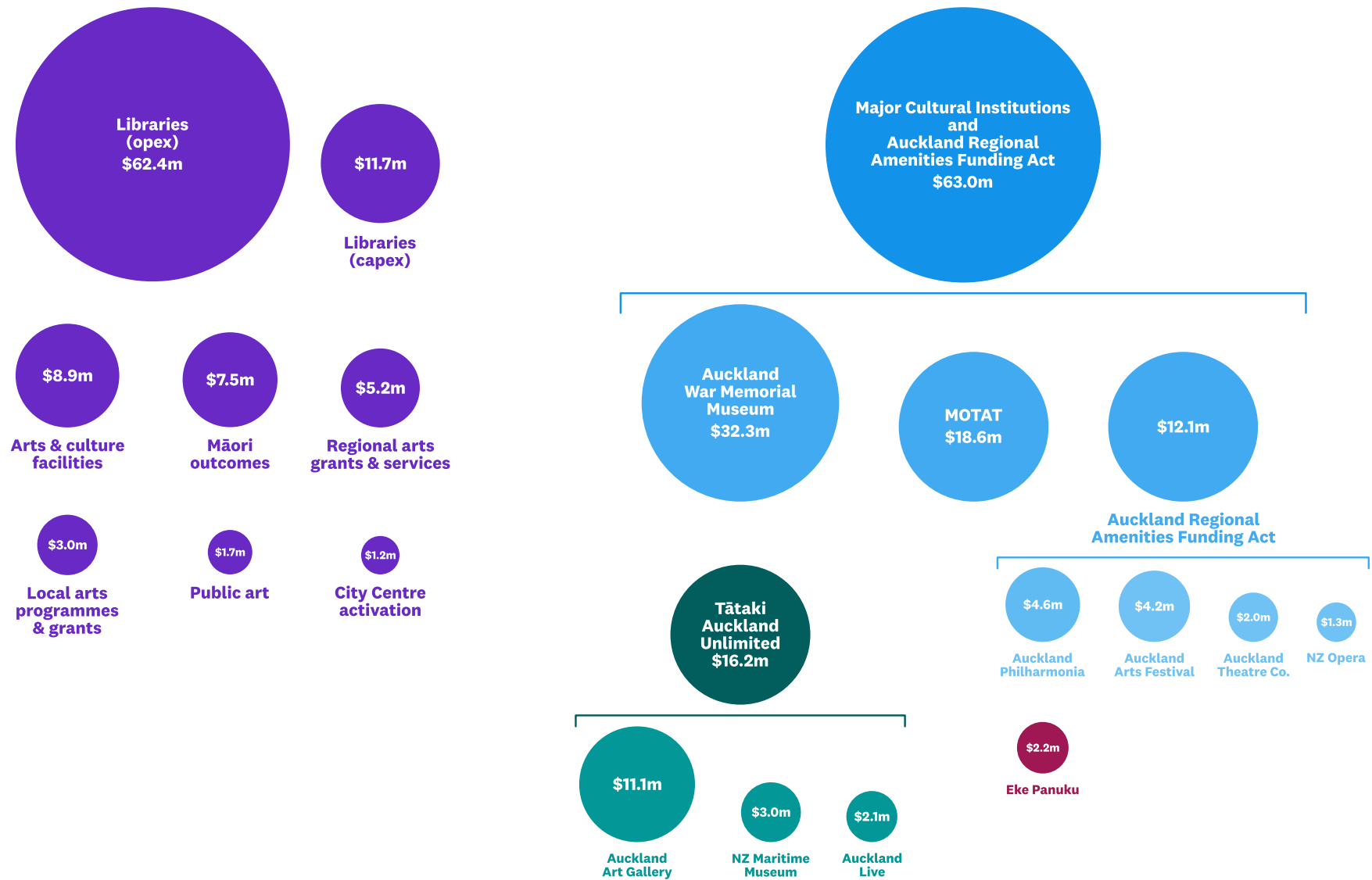
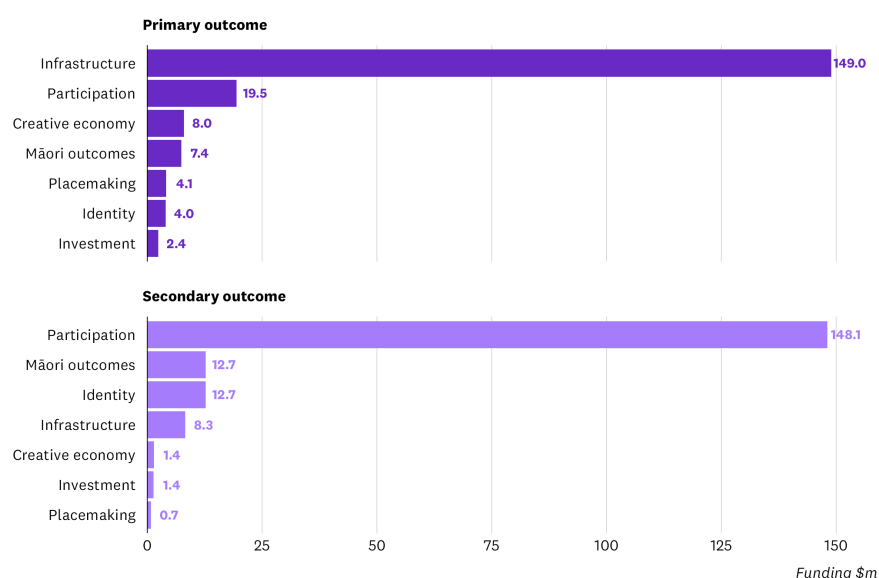


Figure 4 below details distribution of funding by primary and secondary-attributed outcomes (including libraries funding), based on supplied data. Infrastructure is the most commonly noted primary funding intention (\$149m), followed by participation (\$19.5m). For funding where the secondary outcome is indicated, participation is the most commonly noted funding intention (\$148.1m), followed by Māori outcomes and identity (\$12.7m each). Note some funding is included in more than one primary and/or secondary outcome.

Figure 4: Auckland Council funding by primary and secondary outcomes



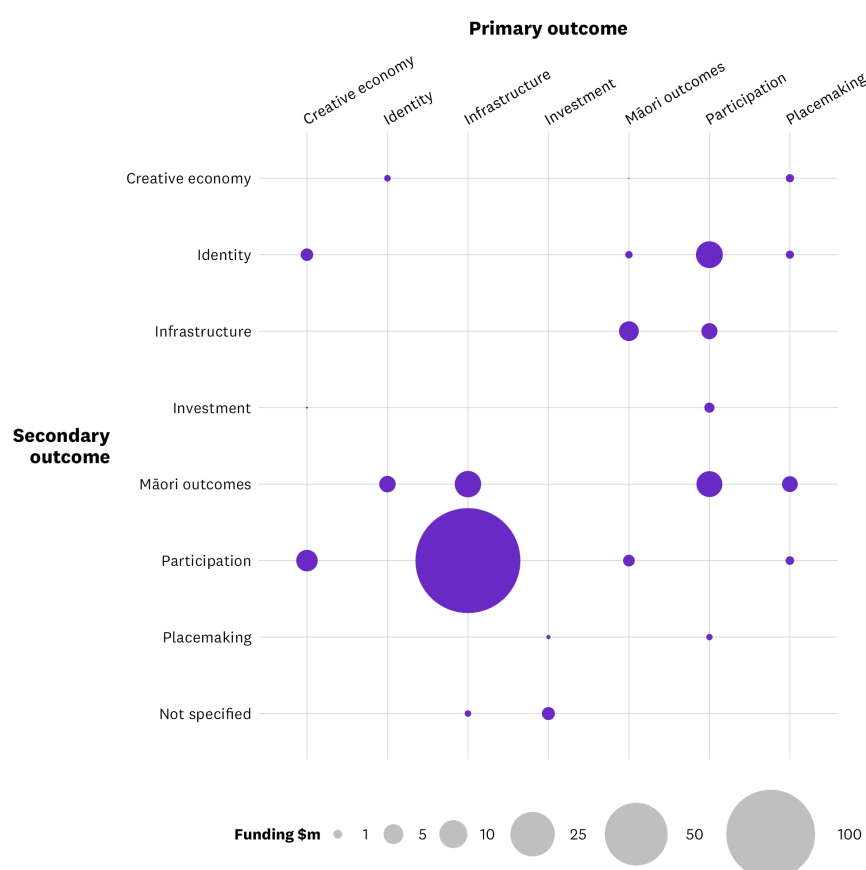
Note some funding is included in more than one primary and/or secondary outcome

Figure 5 on the following page details the intersection of Auckland Council funding by the range of associated primary and secondary outcomes, identified in its funding data, noting that \$11.3m of funding was associated with more than one primary outcome and \$4.2m of funding was associated with more than one secondary outcome. The data indicates that there is a substantial concentration of around \$140m of funding across the infrastructure and participation outcomes, with all funding for libraries, Auckland Museum, and MOTAT classified in this combination of categories. Infrastructure funding is a critical enabler of all other outcomes, also supports Māori outcomes as a secondary outcome.

Participation as a primary outcome was associated with \$19.5m of funding and linked to secondary outcomes of identity, Māori outcomes, infrastructure, investment, and placemaking. Māori outcomes as a primary outcome linked to infrastructure, identity and participation. Note that all arts and culture investment with Māori outcomes as the primary outcome has been funded through Kia Ora Tāmaki Makaurau, Auckland Council's Māori outcomes strategy.²

² <https://www.aucklandcouncil.govt.nz/about-auckland-council/how-auckland-council-works/kaupapa-maori/maori-outcomes/Pages/kia-ora-tamaki-makaurau-maori-outcomes-framework.aspx>

Figure 5: Auckland Council investment by combinations of primary and secondary outcomes 2022/23



Note some funding is included in more than one primary and/or secondary outcome

Figure 6 on the following page details Auckland Council investment streams, and the key arms of Council and Council Controlled Organisations (CCOs) that administer each funding area.

The most substantial areas of funding are libraries (\$74.1m), Auckland War Memorial Museum (\$32.3m), MOTAT (\$18.6m), and Auckland Art Gallery (\$11.1m).

Key arms of investment include:

- Libraries: \$74.1m
- Major Cultural Institutions levy (Auckland Museum and MOTAT): \$50.9m
- Tātaki Auckland Unlimited (including Auckland Art Gallery, Maritime Museum and Auckland Live): \$16.2m
- Auckland Regional Funding Amenities Act (ARAFA), comprising Auckland Theatre Company, Auckland Philharmonia, NZ Opera and Auckland Arts Festival: \$12.1m
- Facilities: \$8.9m
- Māori Arts and Culture Outcomes (including marae infrastructure, Te Matatini, Māori sites of significance and cultural initiatives, Kia Ora Tāmaki Makaurau): \$7.5m
- Regional programmes: \$5.2m.

Within the overall investment areas, Auckland Council notes that four arts organisations within the Auckland Council investment are funded through the Auckland Regional Funding Amenities

Act (ARAFA), comprising Auckland Theatre Company, Auckland Philharmonia, NZ Opera and Auckland Arts Festival. Auckland Museum and MOTAT funded by council levy through separate legislation. For the most part, other areas of funding comprise a range of grants and support for creative sector activities; these are not governed by specific legislation.

Figure 6: Auckland Council investment streams 2022/23

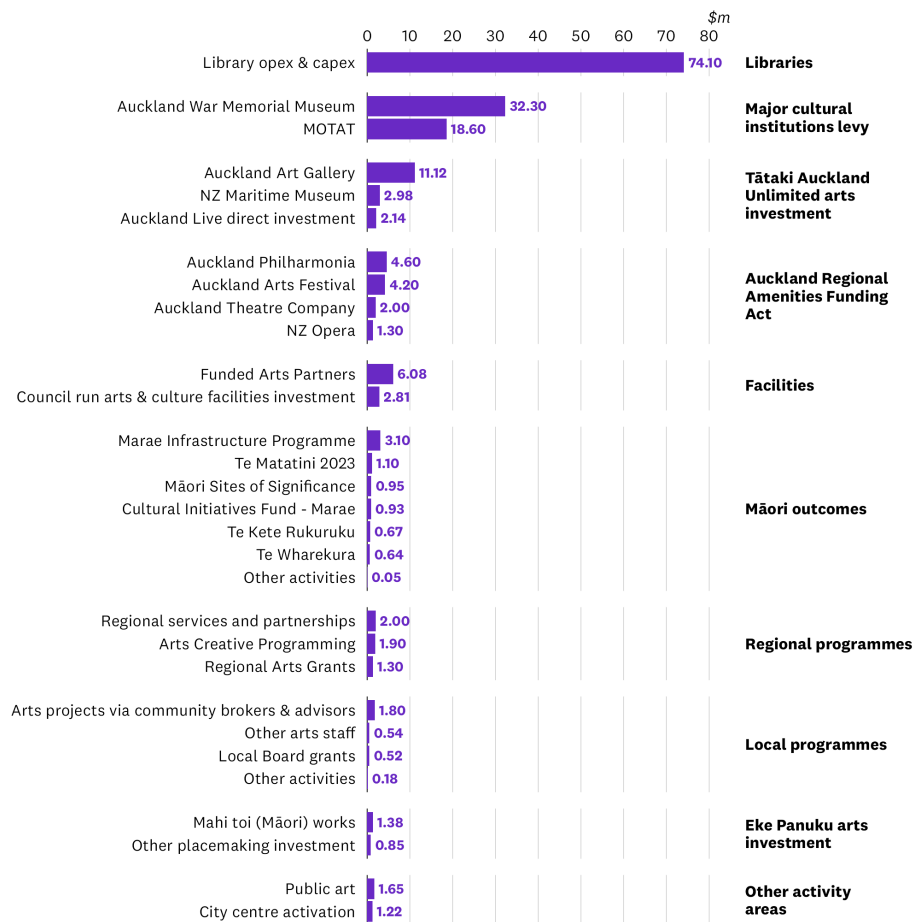
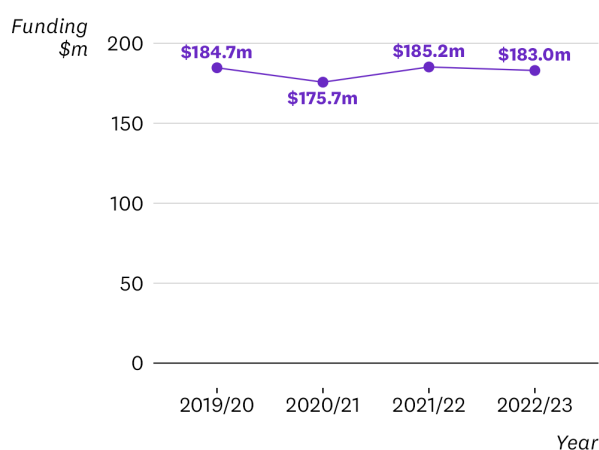


Figure 7 below details trends in overall investment between 2019/20 and 2022/23. With the exception of 2020/21 (a year of significant reduction in investment owing to COVID-19 lockdowns), investment remained relatively steady, falling slightly from \$184.7m in 2019/20 to \$183m in 2022/23 (0.9%).

Figure 7: Trends in Auckland Council investment 2019/20-2022/23



Creative New Zealand investment

Creative New Zealand investment in the Auckland region totalled \$21.1m in 2022/23. Figure 8 below details analysis of Creative New Zealand investment by outcome area in Auckland. In 2022/23, the outcomes of ‘New Zealanders experience high-quality arts’ and ‘high-quality art is developed’ were allocated \$6.8m and \$5.4m respectively. The outcomes of ‘New Zealanders participate in the arts’ and New Zealand’s art sector is resilient’ were each allocated \$4.2m.

Figure 8: Creative New Zealand Auckland investment by outcome 2022/23

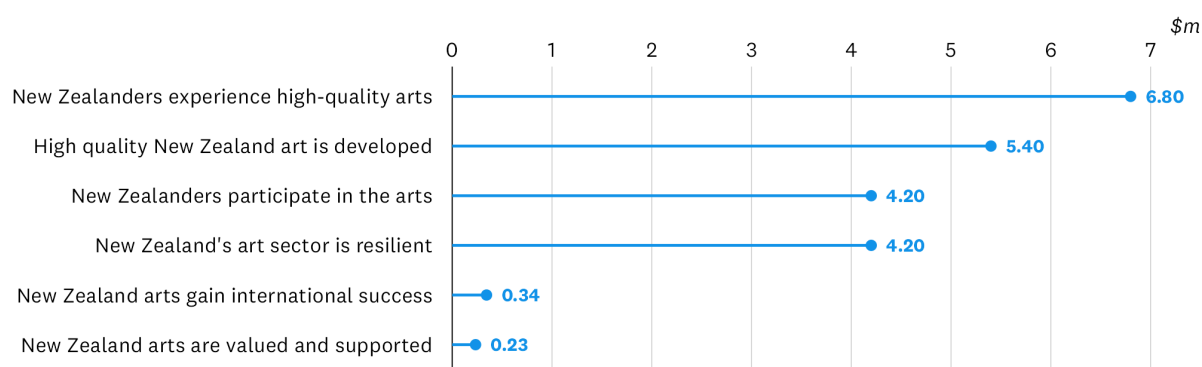


Figure 9 below details the funding streams for Creative New Zealand investments in Auckland in 2022/23. The most substantial areas of investment were:

- Toi Tōtara Haemata Investment Programme (\$7.4m): Contestable six-year funding to support arts organisations to deliver programmes which support CNZ’s strategies and outcomes.
- Arts Grants (\$4.8m): Project funding for New Zealand artists, arts practitioners, and arts organisations (including groups and collectives) to enable more sustainable careers, encourage innovation and the development of arts practice, and provide opportunities for diverse communities to access the arts.
- Toi Uru Kahikatea Investment Programme (\$3.8m): Contestable three-year funding to support arts organisations
- Pasifika Festivals Initiative (\$1.7m).

Figure 9: Creative New Zealand investment streams 2022/23

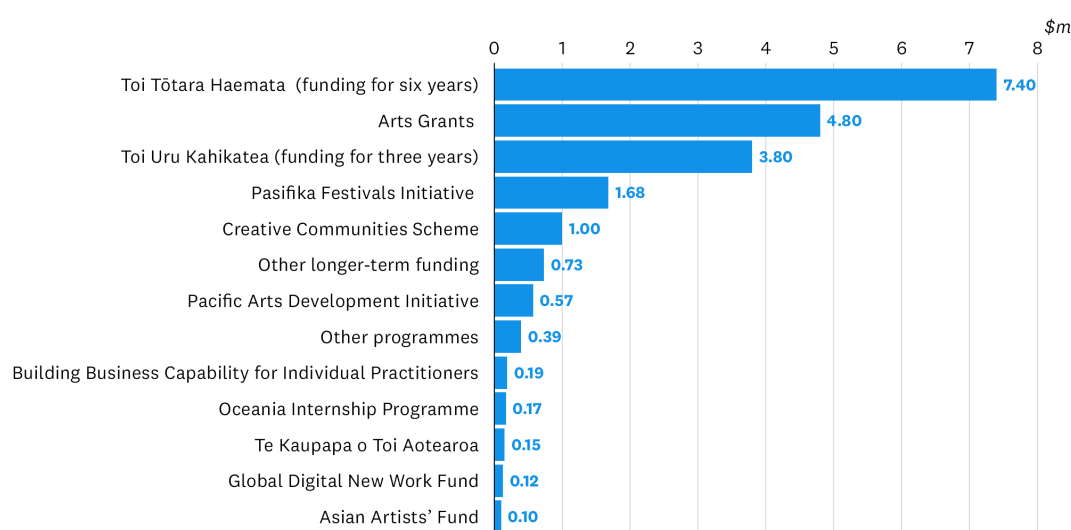
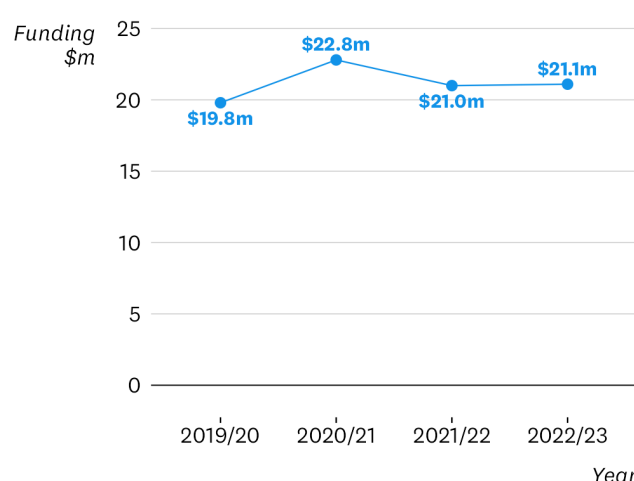


Figure 10 below details trends over time for Creative New Zealand's Auckland investments. Overall, there was a 6.6% increase in Creative New Zealand's investment in the region between 2019/20 and 2022/23.

Figure 10: Trends in Creative New Zealand Auckland investment 2019/20-2022/23



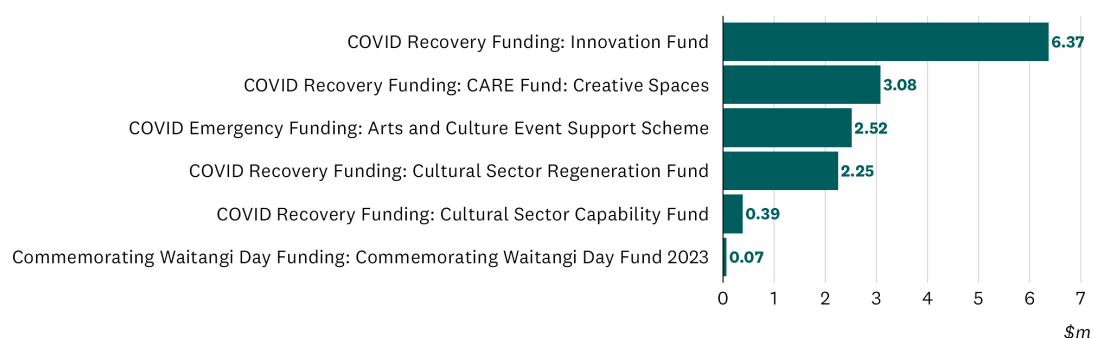
Manatū Taonga Ministry for Culture and Heritage investment

In the 2022/23 year, Manatū Taonga funding was directed to:

- The COVID recovery programme (investment to help the arts, culture and heritage sectors through the impacts of COVID-19)
- The Matariki Ahunga Nui Fund – a contestable fund to support regeneration of mātauranga associated with Te Kāhui o Matariki.

In the 2022/23 financial year, payments totalled \$41.3m, with \$14.7m paid to organisations and individuals located in the Auckland region. Figure 12 below details funding levels for Manatū Taonga investment streams for Auckland in 2022/23.

Figure 11: Manatū Taonga Auckland investment streams 2019/20-2022/23



Manatū Taonga have estimated the distribution of its investments in all regions against organisational and government outcomes and objectives, detailed in Table 1 below. Note that as funded initiatives often contribute to multiple outcomes, projects may be included more than once, meaning that the totals will not align with the total investment.

Table 1: Manatū Taonga investment in all regions against organisational/government outcomes/objectives

Outcome area	Amount funded
Improved sustainability and resilience of the arts, culture and heritage sectors	\$13.20m
Improved access and participation in arts, culture and heritage sectors	\$12.39m
Increased employment and skill development opportunities	\$7.53m
Increased use of arts, culture and heritage as a tool to improve wellbeing	\$5.16m
Increased commercial opportunities for the arts, culture and heritage sectors	\$2.87m
Support the regeneration of mātauranga associated with Te Kāhui o Matariki	\$0.99m
Improved safeguarding of Mātauranga Māori and/or support of Toi Māori	\$0.59m

Table 2 details the intended outcomes that each investment stream is aligned with, as identified by Manatū Taonga.

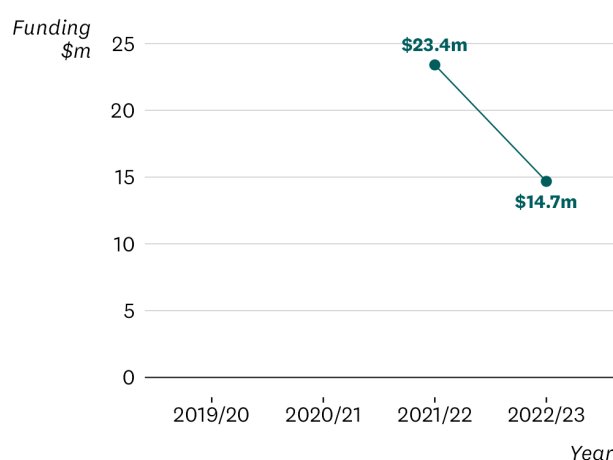
Table 2: Manatū Taonga investment streams by outcome 2022/23

Investment focus/ key activities	Access and Participation	Mātauranga Māori and Toi Māori	Sustainability and Resilience	Wellbeing	Employment and Skill Development	Commercial Opportunities	Notes
Arts and Culture Event Support Scheme	✓		✓		✓		All funded initiatives contributed to the identified outcomes
CARE Fund: Creative Spaces	✓		✓	✓			All funded initiatives contributed to the identified outcomes
Commemorating Waitangi Day Fund 2023	✓	✓					All funded initiatives contributed to the identified outcomes
Cultural Sector Capability Fund	✓	✓	✓	✓	✓		Each funded project contributed to specific outcome/s across the identified outcomes

Cultural Sector Regeneration Fund	✓	✓	✓	✓	✓	Each funded project contributed to specific outcome/s across the identified outcomes
Innovation Fund	✓	✓	✓	✓	✓	Each funded project contributed to specific outcome/s across the identified outcomes

Figure 12 below shows the changes in investment in the Auckland region between 2021/22 and 2022/23. The shifts in funding reflect the wind-down of Manatū Taonga COVID recovery funding from the 2021/22 peak. Note that data is not available prior to 2021/22.

Figure 12: Trends in Manatū Taonga Auckland investment 2021/22-2022/23



Foundation North investment

Since 2018, Foundation North's grant-making has been oriented towards a set of Outcomes and Priorities that the Foundation wants to contribute to address significant, evidence-based social, economic, and environmental inequalities being felt by many communities in its region. The strategy does not have a sector focus, with funding targeted to initiatives aligned to four broad areas that deliver positive outcomes to enhance the lives of the people in its region:

- Hāpai te ōritetanga | Increased Equity
- Whakauru mai | Social Inclusion
- Whakahou taiao | Regenerative Environment
- Hāpori awhina | Community Support

Foundation North acknowledges the importance of arts and culture and plays a supplementary role in the wider arts infrastructure.

In 2022/23, Foundation North reported supporting the arts, creative and heritage sectors in the Auckland region to the value of \$7.9m, detailed through the grant streams indicated in Figure 13 below. 2022/23 was the first year of a partnership with Creative New Zealand to deliver the Asian Artists' Fund; this fund was established as part of an attempt to address funding

inequalities in Aotearoa for artists of Asian descent. Total funding for this partnership in the 2022/23 financial year was \$430,000, with \$395,000 allocated to Auckland

The total Foundation North investment also includes funding for Marae within the Auckland region. The Foundation acknowledges Marae as centres of excellence for Māori identity, language, tikanga, mātauranga and cultural leadership.

Figure 13: Foundation North Auckland creative sector investment streams 2022/23

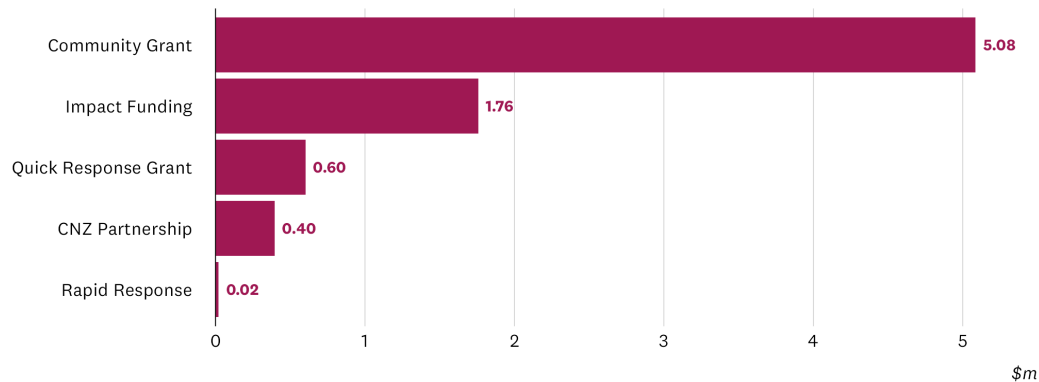


Figure 14 below details trends in creative sector investment by Foundation North, based on available data. Foundation North attributes the increase in 2022/23 to the Community Building Fund which only runs bi-annually, with 2022/2023 being the on-year.

Figure 14: Trends in Foundation North investment (from data available) 2020/21-2022/23

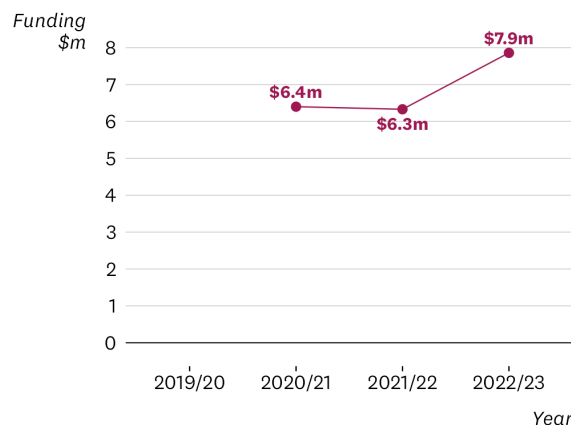
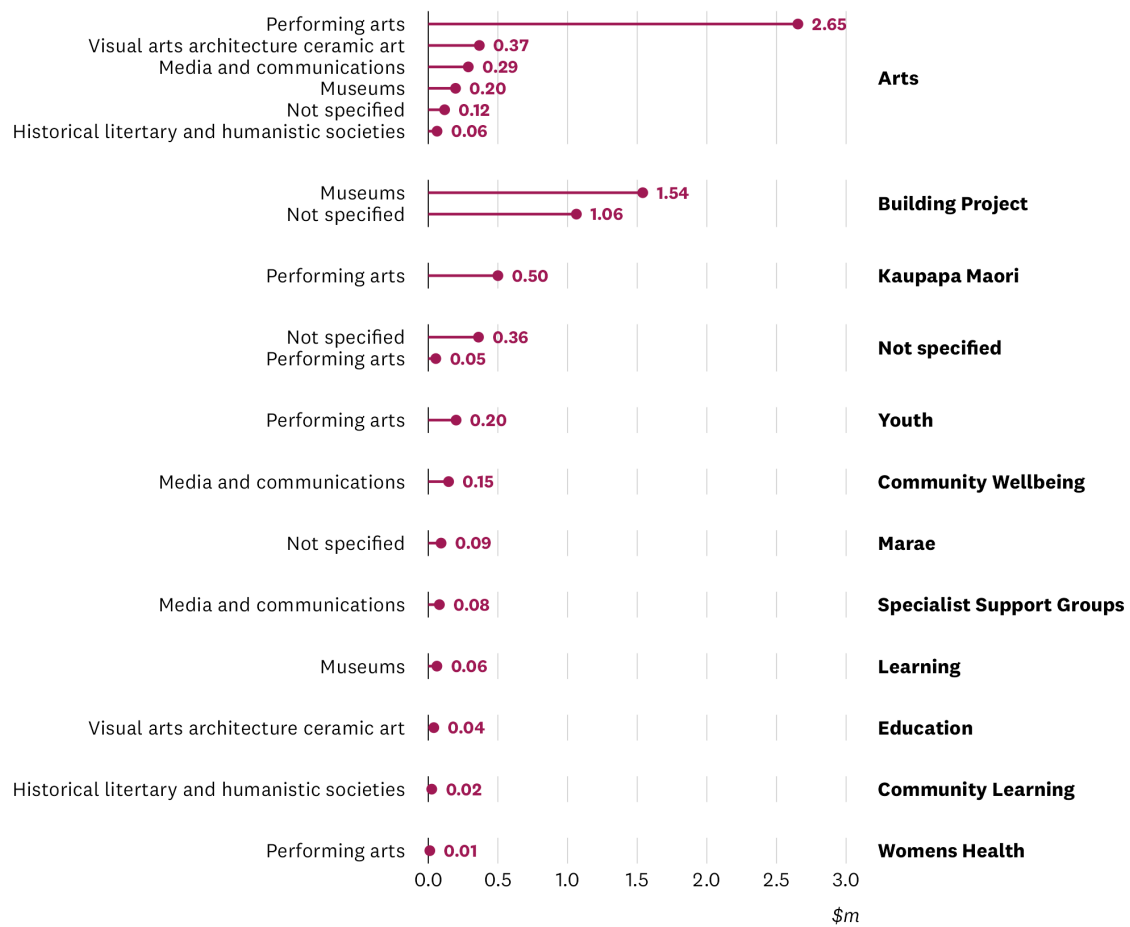


Figure 15 on the following page details allocation of creative sector grants by Foundation North in 2022/23, grouped by sector areas, which gives some indication of intended outcomes. In the figure below, the arts sector is a key beneficiary, receiving some \$3.7m, followed by building projects at \$2.6m, and kaupapa Māori with \$0.5m. Other sectors to benefit from creative grants include youth, community wellbeing, marae, education and learning, and women's health.

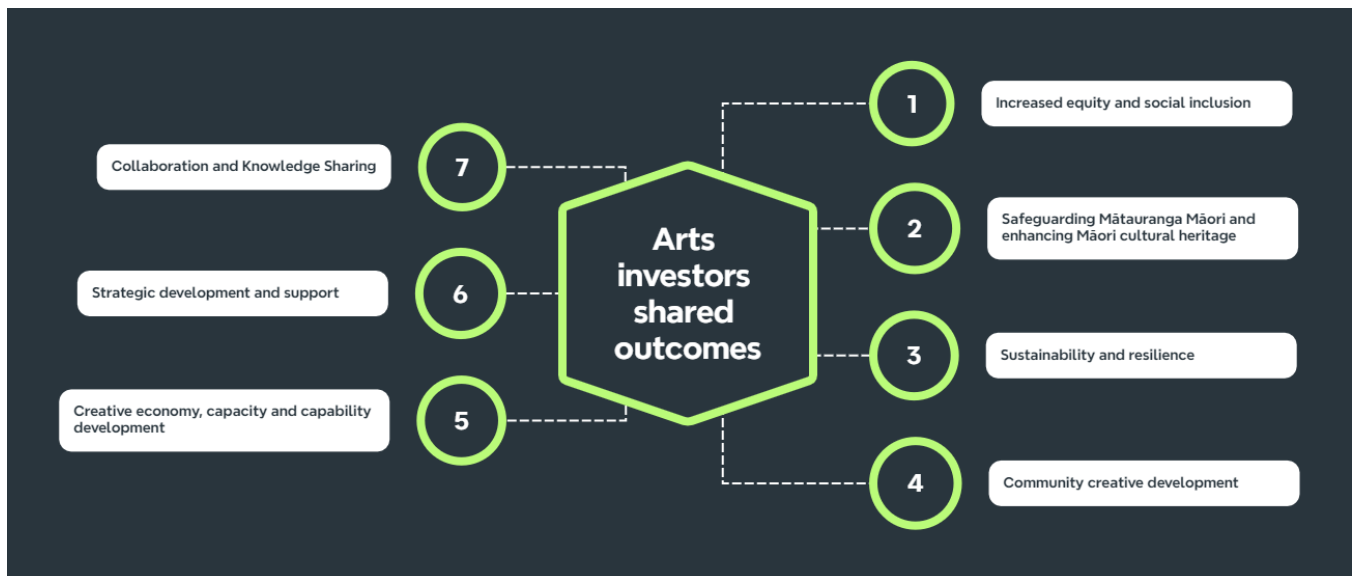
Figure 15: Foundation North Auckland investment by sector areas 2022/23



4. Shared investment outcomes

From analysis of investment data, a range of common outcome themes are evident, summarised in Figure 16 below. These are not necessarily evident in all organisations, but indicate outcomes that are shared in some way by most organisations in the Investors Forum.

Figure 16: Summary of shared investment outcomes in Auckland funding ecosystem



More detailed outcomes are set out below within each theme, and offer a starting point for discussion, and may well need to be refined further. They do however suggest that there is a potential platform for co-investment in the future to leverage the strengths and interest of Investor Forum organisations.

1. Increased equity and social inclusion:

- Enabling creative expression, participation in and enjoyment of arts and culture.
- Ensuring that diverse communities, artists and audiences, including Māori, Pasifika, and Asian communities, have access to arts funding and participation opportunities.
- Celebrating and amplifying the unique cultural identity of Tāmaki Makaurau and its communities.
- Valuing the contribution of the arts to individual and community wellbeing.

2. Safeguarding Mātauranga Māori and enhancing Māori cultural heritage:

- Sustaining and growing Mātauranga Māori and Māori identity
- Protecting and supporting Māori cultural heritage and practices.

3. Sustainability and resilience:

- Improving the sustainability and resilience of arts infrastructure.
- Facilitating sector innovation and creative connection.
- Building an evidence base of need, impact and value of the arts.

4. Community creative development:

- Supporting vibrant community-based arts and cultural projects.
- Promoting place-making and celebrating unique cultural identities.
- Strengthening connections across the creative ecosystem.

5. Creative economy, capacity and capability development:

- Investing in a flourishing and regenerative creative economy.
- Strengthening sector capacity and capability.
- Fostering sustainable creative careers and arts leadership development.

6. Strategic support and development:

- Investing in strategic, sector-led initiatives with long-term horizons.
- Supporting innovative projects for sector development.

7. Collaboration and Knowledge Sharing:

- Building trust and knowledge through sector and community relationships.
- Strengthened sector voice and collaborative arts advocacy.

Appendix: Detailed funding data supplied by investor organisations

Auckland Council

Table 3: Auckland Council investment 2022/23

Council organisation	Activity/Investment area	Investment focus	Investment 2022/23	Primary outcome	Secondary outcome
Auckland Council	Libraries	Operation of 55 Libraries across the region including: <ul style="list-style-type: none"> Book lending Venues for arts and culture events Venues for classes and workshops Managing cultural heritage collections 	\$74.1m Including: <ul style="list-style-type: none"> \$62.4M opex \$11.7M capex 	Infrastructure	Participation
	Māori outcomes	Māori cultural outcomes funded through Kia Ora Tāmaki Makaurau including:	\$7.5M total		
		<ul style="list-style-type: none"> Te Matatini 2023 	\$1.1M	Māori outcomes	Participation
		<ul style="list-style-type: none"> Māori Sites of Significance 	\$947.6K	Māori outcomes	Infrastructure
		<ul style="list-style-type: none"> Whariki Business Network 	\$20K	Māori outcomes	Creative economy
		<ul style="list-style-type: none"> Reo (TAU signage) 	\$28.8K	Māori outcomes	Identity
		<ul style="list-style-type: none"> Te Kete Rukuruku 	\$671K	Māori outcomes	Identity
		<ul style="list-style-type: none"> Marae Infrastructure Programme 	\$3.1M	Māori outcomes	Infrastructure
		<ul style="list-style-type: none"> Cultural Initiatives Fund - Marae 	\$929.6K	Māori outcomes	Infrastructure
		<ul style="list-style-type: none"> Te Wharekura 	\$642.7K	Māori outcomes	Participation

	Regional programming, grants and partnerships	Regional Arts Grants and services including:	\$5.2M total		
		Regional Arts Grants including: <ul style="list-style-type: none"> • Strategic Relationship grants • Audience development funding • Business capacity grants 	\$1.3M	Participation	Infrastructure, Investment
		Regional services and partnerships including: <ul style="list-style-type: none"> • Creative Partnerships projects and staffing • Regional Arts partners 	\$2M	Participation	Identity, Infrastructure
		Arts Creative Programming	\$1,9M	Participation	Identity
	Public Art	Public Art programme including:	\$1.650M total Including:		
		<ul style="list-style-type: none"> • Plan, commission and deliver public art (temporary and permanent) 	\$985,036.00	Participation	Identity
		<ul style="list-style-type: none"> • Public art collection maintenance and management 	\$228,114.00	Investment	Placemaking
		<ul style="list-style-type: none"> • Work with key infrastructure and urban development agencies to integrate art into large infrastructure projects 	\$437,048.00	Infrastructure	Participation

	Local arts programming, grants and services	Local arts programmes and grants:	\$3.02M total		
		• Local Board grants	\$523,237.67	Participation, Identity	Māori Outcomes
		• Arts programming in community centres	\$115,931.35	Participation, Identity	Māori outcomes
		• Arts projects funded through community brokers and specialist advisors	\$1,803,865.54	Participation, Placemaking	Māori Outcomes
		• Youth programmes with art and culture outcomes	\$59,569.89	Participation	Identity
		• Other arts staff - arts programmers and Place & Partner Specialists, Arts	\$542,689.00	Infrastructure	
	Facilities	Arts and culture facilities including:	\$8.88M total		
		• Council run arts & culture facilities investment (staffing and programming) in Lopdell House, Te Oro, OMAC, Franklin Arts Centre, Hawkins Theatre, Mangere Arts Centre, Nathan Homestead, Studio One, Papakura Art Gallery and Fresh Gallery Otara	\$2,809,506.77	Infrastructure, Identity	Māori Outcomes
		• <i>*Maintenance of above arts facilities</i>	\$379,897.65		
		• Funded Arts Partners	\$6,077,293.77	Infrastructure, Participation	Māori outcomes
	City Centre activation	City Centre activation:	\$1.22M total		

		<ul style="list-style-type: none">Enhancement of the city centre environs	\$90k	Placemaking	Participation
		<ul style="list-style-type: none">Experiences and events	\$515k	Participation	Placemaking
		<ul style="list-style-type: none">Artist development and capacity building, including future focus on support with COVID recovery	\$56k	Creative economy	Investment
		<ul style="list-style-type: none">Support for mana whenua, mataawaka creative communities and artists from underrepresented communities	\$560k	Identity	Creative economy
Auckland Council	Major Cultural Institutions (legislatively funded via council levy)	Major cultural instructions:	\$50.9M total		
		<ul style="list-style-type: none">Auckland War Museum	\$32.3M	Infrastructure	Participation
		<ul style="list-style-type: none">MOTAT	\$18.6M	Infrastructure	Participation
Auckland Council	ARAFA (Auckland Regional Amenities Funding Act)	ARAFA arts amenities:	\$12.1m total		
		<ul style="list-style-type: none">Auckland Theatre Company	\$2M	Creative economy	Identity
		<ul style="list-style-type: none">Auckland Philharmonia	\$4.6M	Creative economy	Participation
		<ul style="list-style-type: none">NZ Opera	\$1.3M	Creative economy	Participation
		<ul style="list-style-type: none">Auckland Arts Festival	\$4.2M	Participation	Identity
Tātaki Auckland Unlimited		Tataki AUL arts investment:	\$16.32M total (directly identifiable as investment into Nga toi)		
		<ul style="list-style-type: none">Auckland Art Gallery	\$11.12M	Infrastructure	Participation
		<ul style="list-style-type: none">NZ Maritime Museum	\$2.98M	Infrastructure	Participation

	<ul style="list-style-type: none"> Auckland Live direct investment (Direct programme investment and support only. Does not include commercial activity) 	\$2.14M	Investment	
Eke Panuku	Eke Panuku arts investment:	\$2.226 M total		
	<ul style="list-style-type: none"> Placemaking investment including: 	\$2.226M (including the below):	Placemaking	Participation, Identity, Creative Economy
	<ul style="list-style-type: none"> <ul style="list-style-type: none"> Mahi toi (Māori) works within Wynyard Quarter, Panmure, Takapuna, Northcote 	\$1.376M	Placemaking	Māori outcomes

Creative New Zealand

Creative New Zealand (CNZ) is the national arts development agency of Aotearoa New Zealand. It encourages, promotes, and supports the arts in New Zealand for the benefit of all New Zealanders. In 2022/23 CNZ invested \$74 million in the arts, including \$21.1 million to the Auckland region (Table 4).

Investment in Auckland comprised 29% of CNZ's investment in the arts sector. In addition to 'Auckland Investment,' investment in activity that took place nationwide (15%) and online (6%) sees benefits flow to Auckland by supporting arts and cultural experiences presented in the city; and CNZ's international programme (7%) adds additional investment to Auckland via artists based in the region. Further detail is available on page 34 of CNZ's [Annual Report 2022/23](#).

CNZ's deliverables are what the organisation does to support the arts community and achieve its outcomes. In 2022/23, CNZ's five deliverables were *Investing in the arts*, *Developing the arts*, *Advocating for the arts*, *Leadership in the arts* and *Partnering for the arts*.

Most of CNZ's work is delivered through *Investing in the arts* (\$64 million or 87% nationally in 2022/23) via a wide range of funds each with a different focus and scale, and with different eligibility criteria, policies, and processes. This includes CNZ's investment programmes – Toi Tōtara Haemata and Toi Uru Kahikatea. The two programmes provide multi-year funding (three to six years) to arts organisations to support continuous programmes of activity and ongoing infrastructure. Approximately 53% of CNZ support to Auckland (\$11.2 million) was provided through the two programmes in 2022/23. Table 5 provides a summary of all funding to Auckland in the period along with a brief description of the purpose of each fund or initiative.

[Te Whakaputa hua ki te hunga o Aotearoa-Creating value for New Zealanders](#), CNZ's long-term strategic direction set out in its [Statement of Intent 2022-2026](#) (SOI), describes how CNZ works to create long term value for New Zealanders through its support for the arts and ngā toi³.

CNZ's work is also guided by supporting strategies and policies – including [Interim Investment intentions](#), [Te Hā o Ngā Toi Māori Arts Strategy](#) and [Pacific Arts Strategy](#). CNZ's SOI 2022–2026 also identifies **three strategic focus areas**:

- **Resilience:** Developing a resilient and sustainable arts sector, including sustainable arts sector careers.
- **Access, inclusion, and equity:** Ensuring our services and the arts are accessible to, inclusive of and equitable for all New Zealanders.
- **Wellbeing:** Embedding a recognition of the role of the arts and ngā toi in contributing to the wellbeing of New Zealanders.

CNZ's performance framework as set out in the [Statement of Performance Expectations 2022/23](#) stems from the organisation's long-term direction and includes the six outcomes that describe the difference the organisation's work makes. Investment across the outcomes changes from year to year, in line with priorities,

³ Toi is broadly understood as 'art' or knowledge'. Source: Te Aka Māori Dictionary www.maoridictionary.co.nz Note: Creative New Zealand is working with the ngā toi Māori sector to provide a definition of ngā toi that explains its wider meaning and significance.

including how applications to funding programmes are assessed and the delivery of development and advocacy initiatives. Table 6 provides a high-level overview of how funding to Auckland supported the six outcomes in 2022/23.

Table 4: Total distribution of CNZ funding

CNZ Investment	Investment 2019/20	Investment 2020/21	Investment 2021/22	Investment 2022/23
Total Investment	\$70.2M	\$80.4M	\$74.M	\$73.6M
Auckland Investment	\$19.8M	\$22.8M	\$21M	\$21.1M ⁴
% of Total Investment	28.21%	28.40%	28.19%	28.74%

Table 5: Detailed distribution of CNZ funding to Auckland

Funding programme /initiative	Purpose	2019/20	2020/21	2021/22	2022/23
Toi Tōtara Haemata (funding for six years)	Contestable longer-term funding to support 81 arts organisations (23 Tōtara and 58 Kahikatea) to deliver programmes which support CNZ's strategies and outcomes (table 3).	\$5.3M	\$8.2M	\$6.6M	\$7.4M
Toi Uru Kahikatea (funding for three years)		\$3.3M	\$3.7M	\$3.3M	\$3.8M

⁴ It should also be noted that, in addition to 'Auckland Investment,' investment in activity that took place nationwide (15%) and online (6%) sees benefits flow to Auckland by supporting arts and cultural experiences presented in the city; and our international programme (5%) adds additional investment to Auckland via artists based in the region. Further detail is available on page 34 of Creative New Zealand's [Annual Report 2022/23](#)

Funding programme /initiative	Purpose	2019/20	2020/21	2021/22	2022/23
Additional other Tōtara and Kahikatea funding	In 2023, this was one-off funding allocated for cost pressure relief funding and organisational development and support.	\$40K	-	-	\$733K
Arts Grants	Project funding for New Zealand artists, arts practitioners, and arts organisations (including groups and collectives) to enable more sustainable careers, encourage innovation and the development of arts practice, and provide opportunities for diverse communities to access the arts. Includes Annual Arts Grants in 2022/23.	\$1.8M	\$7.1 ⁵ M	\$6.9M	\$4.8M
Asian Artists' Fund	Funded by Creative New Zealand and delivered Foundation North, this fund seeks to support the development of Asian artists in Tāmaki Makaurau and Te Tai Tokerau.	-	-	\$250K	\$100K
Creative Communities Scheme	Funding to city and district councils to support local arts projects.	\$1M	\$1.3M	\$1.3M	\$1M
Pacific Arts Development Initiative	Funding initiatives aimed at delivering the Pacific Arts Strategy 2018–2023: supporting powerful Pacific arts led by passionate and skilled Pasifika people, for Aotearoa, Te Moana-Nui-a-Kiva, and the world.	-	-	\$638K-	\$571K
Oceania Internship Programme	Funded by Creative New Zealand and delivered by Tautai, this programme places paid interns within arts organisations nationwide. This programme supports Pasifika practitioners to embark on a career in the arts as managers and administrators.	-	-	-	\$170K
Te Kaupapa o Toi Aotearoa	A partnership with Ngāti Whātua to reciprocate the implementation of each organisation's cultural objectives.	-	-	-	\$150K

⁵ Included additional 2020/21 COVID recovery funding.

Funding programme /initiative	Purpose	2019/20	2020/21	2021/22	2022/23
Global Digital New Work Fund	Funding for artists, arts practitioners, and arts organisations to create a new digital artwork that will be experienced by an international audience.	-	-	\$61K	\$125K
Other Programmes (funding programmes with under \$100k p.a. distribution)	<p>The 2023 initiatives were as follows:</p> <ul style="list-style-type: none"> • <i>Toi Ake- Mātauranga Māori te Awe Kōtuku Fund</i> • <i>Toi Tipu Toi Rea-Emerging Maori Artist Fund</i> • <i>Global Digital Research Fund</i> • <i>Tup Lang Choreographic Award</i> • <i>International Market Development Programme</i> • <i>Te Hā o Ngā Toi Māori Arts Strategy initiative: Increasing Public Engagement with ngā toi Māori</i> • <i>Te Hā o Ngā Toi Māori Arts Strategy initiative: Joining with others</i> • <i>Te Puāwaitanga</i> • <i>Transition funding</i> 	\$350K	\$50K	\$54K	\$393K
Building Business Capability for Individual Practitioners	Funding for individual artists and arts practitioners to develop skills that increase career sustainability and future-proof business practice.	-	-	\$170K	\$189K
Creative New Zealand received additional funding in 2020/21 to deliver to specific initiatives through the Arts and Culture COVID Recovery Programme. The Pacific Festivals Initiative Tolu and Fa Funds are the only remaining funds reported in 2022/23 however previous years comparative data is also included below.					
Pasifika Festivals Initiative	\$12 million (across all regions) over three years to support Pasifika festivals experiencing financial hardships due to the direct effect of the COVID-19 pandemic to remain viable.	-	\$1M	-	\$1.68M
Arts Continuity Grants	Support for short-term arts projects, or the stages of a project, which could be delivered within a changed and evolving environment because of COVID-19.	\$3.4M	-	-	-
COVID-19 Emergency Relief Grants	A contribution toward loss of income for eligible artists and arts practitioners who were experiencing devastating loss of income and opportunity and an uncertain future, and who had received the Government's COVID-19 Wage Subsidy	\$4.5M	\$10K	-	-
Capability Fund	Support for organisations to address immediate organisational needs and help stabilise and increase the sustainability of their businesses in response to the effects of the COVID-19 environment.	-	\$340K	-	-

Funding programme /initiative	Purpose	2019/20	2020/21	2021/22	2022/23
Revenue Generation Fund	Designed to build arts organisations' ability to diversify and increase their income streams, to help grow their sustainability in response to COVID-19.	-	\$1M	-	-
The following Creative New Zealand programmes/initiatives are not offered in 2022/23 however previous years comparative data is included below.					
Auckland Diversity Project	Supported projects that increased arts attendance and participation by Māori, Pacific and Asian communities in the Auckland Region. It also supported art projects for, by and with artists from those communities	-	-	\$250K	-
Toi Rangatahi Funds	Included Leadership Fund, Engagement Fund and Participation Fund. Supported arts projects for young people aged 15-25 in under-represented communities	\$10K	\$30K	-	-
Fundraising for the Arts - Staff Placements Fund	Supported arts organisations based in the Auckland region and Northland to apply for funding towards the salary costs of a fundraising staff placement. This was a partnership between Creative New Zealand and Foundation North.	\$100K	-	-	-
Total Investment in Auckland region		\$19.8M	\$22.8M	\$21M	\$21.1M

Table 6: Investment by Creative New Zealand outcome

CNZ Outcomes		Investment 2019/20	Investment 2020/21	Investment 2021/22	Investment 2022/23
STRONGER ARTS, as shown by:	High quality New Zealand art is developed	\$5.4M	\$7.5M	\$6.6M	\$5.4M
	New Zealand arts gain international success	\$223K	\$41K	\$300K	\$344K
GREATER PUBLIC ENGAGEMENT WITH THE ARTS, as shown by:	New Zealanders participate in the arts	\$3.7M	\$5.2M	\$4.9M	\$4.2M
	New Zealanders experience high-quality arts	\$3.9M	\$6M	\$5.1M	\$6.8M
STRONGER ARTS SECTOR, as shown by:	New Zealand's art sector is resilient	\$6.5M	\$4.1M	\$3.9M	\$4.2M
	New Zealand arts are valued and supported	\$94k	-	\$7.5K	\$234K
Total		\$19.8M	\$22.8M	\$21M	\$21.1M

Manatū Taonga Ministry for Culture and Heritage

Manatū Taonga Ministry for Culture and Heritage is the government's principal advisors on the cultural system which includes Ngā Toi. The Ministry provides advice on policy, legislation and sector development to the Minister for Arts, Culture and Heritage. The Ministry also funds some of New Zealand's most iconic arts, media, heritage and sports Crown entities such as Creative New Zealand, Heritage New Zealand Pouhere Taonga and NZ On Air.

As part of the COVID-19 Recovery Budget, the Government announced the Arts and Culture COVID Recovery Programme in May 2020. This investment was to help the arts, culture and heritage sectors through the impacts of COVID-19. The information provided below is based on the funding within the COVID Recovery Programme that was delivered directly to the sector by Manatū Taonga.

In 2023 Manatū Taonga took over the administration of the Matariki Ahunga Nui Fund. The fund celebrates and supports the regeneration of mātauranga associated with Te Kāhui o Matariki. The contestable funding is designed to support Māori communities in leading the development of Te Kāhui o Matariki-focused initiatives that recognise, not only Te Rā Aro ki a Matariki, the public holiday, but also the wider kaupapa and principles of Matariki. Up to \$3 million was available in 2023. We received a total of 321 applications across all our funding categories, seeking funding support of over \$13 million. Location or region specific information is not available for this funding.

As the term of some grants span financial years, the information provided below reflects the payments made to recipients of the COVID recovery programme and Matariki Ahunga Nui Fund delivered by Manatū Taonga, during the 2022/23 financial year. In the 2022/23 financial year, payments totalled \$41.29m, with \$14.68m paid to organisations and individuals located in the Auckland region.

Table 7: Overall investment by Manatū Taonga

Council Unit/CCO/ Organisation division	Fund	Fund purpose	Total Payments 2022/23 (including Auckland)	Auckland Region Payments 2022/23
Manatū Taonga – COVID Emergency Funding	Arts and Culture Event Support Scheme	One off grants to help organisers of arts and cultural events have confidence to commit to and deliver events while Government restrictions were in place in response to COVID-19. It also offered reassurance for artists and crew that they could get paid if their events didn't go ahead as planned.	\$6.74M	\$2.52M
Manatū Taonga – COVID Recovery Funding	CARE Fund: Creative Spaces	Funding for organisations or groups providing access to art-making activities and creative expression for people who experience barriers to participation.	\$7.98M	\$3.08M
Manatū Taonga – COVID Recovery Funding	Cultural Sector Capability Fund	Available to cultural sector leadership organisations to deliver projects to support the cultural sector to adapt to the COVID-19 environment by funding projects that build	\$1.60M	\$0.39M

		skills and knowledge, and provide access to advice, services, tools and resources.		
Manatū Taonga – COVID Recovery Funding	Cultural Sector Regeneration Fund	Supporting strategic, sector led initiatives that would have lasting benefit for arts, culture and heritage across Aotearoa New Zealand.	\$7.01M	\$2.25M
Manatū Taonga – COVID Recovery Funding	Innovation Fund	To support innovative projects that improve the sustainability and resilience of the sector, provide commercial opportunities, safeguard Mātauranga Māori and improve access and participation.	\$14.03M	\$6.37M
Manatū Taonga – Commemorating Waitangi Day Funding	Commemorating Waitangi Day Fund 2023	One off grants to support events that commemorate the signing of the Treaty of Waitangi and increase awareness and knowledge of Te Tiriti through celebrations and local storytelling.	\$0.30M	\$0.07M
Manatū Taonga – Te Awe Kōtuku Mātauranga Māori	Marae Ora Fund (rounds 5 and 6)	To support marae communities to retain, protect, or transmit their mātauranga and care for their taonga.	\$2.64M	Data not available
Manatū Taonga – Matariki Funding	Matariki Ahunga Nui Fund	Celebrates and supports the regeneration of mātauranga associated with Te Kāhui o Matariki.	\$0.99M	Data not available
Total 2022/23			\$41.29M	\$14.68M

The funds distributed by Manatū Taonga (through the COVID recovery fund) were all aligned towards making a contribution to the first six outcomes described below. Different funds and funded projects contributed to different outcomes (as shown in Table 4). Note the seventh outcome relates only to the Matariki Ahunga Nui Fund.

Table 8: Outcomes description

Outcome	Description
Improved access and participation in arts, culture and heritage sectors	Supporting sector practitioners/organisations and their core work or initiatives where they address barriers to access and participation, represent and engage more New Zealanders in arts, culture, and heritage, and grow audiences for the these sectors.
Improved safeguarding of Mātauranga Māori and/or support of Toi Māori	Supporting kaupapa led by Kaitiaki (custodians) and Ringatoi Māori (practitioners), for and on behalf of iwi, hapū, hāpori Māori, to safeguard their vulnerable Mātauranga through initiatives that strengthen Taonga Tuku Iho and Toi Māori infrastructure – including people, places, systems and tools.

Improved sustainability and resilience of the arts, culture and heritage sectors	Supporting the sustainability of sector practitioners/organisations and their core work or initiatives, either through emergency funding to enable continued involvement in the arts, culture and heritage sectors or from the recovery funding to grow or regrow their involvement.
Increased use of arts, culture and heritage as a tool to improve wellbeing	Supporting initiatives that use arts, culture, and heritage to provide wellbeing outcomes for New Zealanders, and strengthen the arts culture and heritage sector's ability to deliver wellbeing initiatives in the future.
Increased employment and skill development opportunities	Supporting sector practitioners/organisations and their core work or initiatives that retain or create new and sustainable jobs. We also want to support initiatives that help people in the sector to develop the skills they need to be successful and achieve their goals.
Increased commercial opportunities for the arts, culture and heritage sectors	Supporting initiatives providing a new demographic, regional, national and/or international markets for cultural products. This Outcome was exclusive to the Innovation Fund .
Support the regeneration of mātauranga associated with Te Kāhui o Matariki	Support Māori communities in leading the development of Te Kāhui o Matariki-focused initiatives that recognise, not only Te Rā Aro ki a Matariki, the public holiday, but also the wider kaupapa and principles of Matariki.

The table below shows the total value of projects which are contributing to each outcome area. As funded initiatives often contribute to multiple outcomes, projects may be included more than once, meaning that the totals will not align with the Total Investment amount in Table 7.

Table 9: Investment against organisational/government outcomes/objectives (excluding Marae Ora and Matariki)

Improved access and participation in arts, culture and heritage sectors	Improved safeguarding of Mātauranga Māori and/or support of Toi Māori	Improved sustainability and resilience of the arts, culture and heritage sectors	Increased use of arts, culture and heritage as a tool to improve wellbeing	Increased employment and skill development opportunities	Increased commercial opportunities for the arts, culture and heritage sectors	Support the regeneration of mātauranga associated with Te Kāhui o Matariki
\$12.39M	\$0.59M	\$13.20M	\$5.16M	\$7.53M	\$2.87M	\$0.99M

Table 10: Outcomes by Fund (excluding Marae Ora and Matariki)

Investment focus/ key activities	Access and Participation	Mātauranga Māori and Toi Māori	Sustainability and Resilience	Wellbeing	Employment and Skill Development	Commercial Opportunities	Notes
Arts and Culture Event Support Scheme	✓		✓		✓		All funded initiatives contributed to the identified outcomes.

CARE Fund: Creative Spaces	✓		✓	✓			All funded initiatives contributed to the identified outcomes.
Commemorating Waitangi Day Fund 2023	✓	✓					All funded initiatives contributed to the identified outcomes.
Cultural Sector Capability Fund	✓	✓	✓	✓	✓		Each funded project contributed to specific outcome/s across the identified outcomes.
Cultural Sector Regeneration Fund	✓	✓	✓	✓	✓		Each funded project contributed to specific outcome/s across the identified outcomes.
Innovation Fund	✓	✓	✓	✓		✓	Each funded project contributed to specific outcome/s across the identified outcomes.

Foundation North

Foundation North holds in trust for the Auckland and Northland communities an endowment, or putea, of over a billion dollars. This comes from the sale of the community's shares in what was previously the Auckland Savings Bank. That endowment allows Foundation North to make grants each year to not-for-profit groups in Auckland and Northland.

Since 2018, Foundation North's grant-making has been oriented towards a set of Outcomes and Priorities that the Foundation wants to contribute to address significant, evidence-based social, economic, and environmental inequalities being felt by many communities in its region. The strategy does not have a sector focus, rather with a limited grants budget each year, funding is targeted to a wide range of initiatives aligned to four focus areas that deliver positive outcomes to enhance the lives of the people in its region, with emphasis on supporting priority populations and communities, increasing understanding, and giving effect to Te Tiriti o Waitangi and on climate change action.

Foundation North funds across four focus areas:

- Hāpai te ōritetanga | Increased Equity
- Whakauru mai | Social Inclusion
- Whakahou taiao | Regenerative Environment
- Hāpori awhina | Community Support

Foundation North prioritises tangata whenua, Pacific peoples, children and young people, rainbow communities, people living with a disability, former refugees, new migrants, and the communities of South Auckland and Northland.

Foundation North acknowledges the importance of arts and culture and is in regular contact with core funders in the Auckland region. The Foundation plays an important supplementary role in the wider arts infrastructure by providing targeted funding to community cultural groups, artists, and arts organisations, supporting them to deliver community outreach, and accessibility initiatives for artists, community members, and diverse audiences.

The 2022/2023 was the first year of a partnership with Creative New Zealand to deliver the Asian Artists' Fund, this fund was established as part of an attempt to address funding inequalities in Aotearoa for artists of Asian descent. Since its launch, the fund has undergone continual evolution, responding to community feedback and input through the fund's evaluation and feedback processes as well as through an ongoing co-design process with mid-career and senior Asian arts practitioners in Tāmaki Makaurau and Te Tai Tokerau. 2024 will be the third iteration of the fund and the first time the fund development has been completely devolved to the community.

The positive variance in funding to the arts in the 2022/2023 financial year is also influenced by the Foundation North Community Building Fund which only runs bi-annually, with 2022/2023 being the on-year. The total Foundation North investment also includes funding for Marae within the Auckland region. The Foundation acknowledges Marae as centres of excellence for Māori identity, language, tikanga, mātauranga and cultural leadership.

Table 11: Foundation North investment 2022/23

Funding area	Amount	Notes
Asian Artists' Fund	\$395,000	The Asian Artists' Fund was established in 2022 as part of an attempt to address funding inequalities in Aotearoa for artists of Asian descent. Since its launch, the fund has undergone continual evolution, responding to community feedback and input through the fund's evaluation and feedback processes as well as through an ongoing co-design process with mid-career and senior Asian arts practitioners in Tāmaki Makaurau and Te Tai Tokerau. The total funding amount in the 2022/2023 financial year was \$430,000 - the amount of \$395,000 is all the funding that went to Auckland.
Building Projects	\$2,603,607	Foundation North runs a bi-annual Community Building Fund and within its core funding it supports Marae builds and renovations, as noted in our narrative from the previous investment mapping report: The total Foundation North investment also includes funding for Marae within the Auckland region. The Foundation acknowledges Marae as centres of excellence for Māori identity, language, tikanga, mātauranga and cultural leadership.
Other funding	\$4,861,197	The remaining grants are all administered through our core funding programmes Quick Response Grants, Community Grants, and Impact Grants.
Total	\$7,859,804	