



Arts, Culture and Heritage Policy

National celebrates New Zealand's vibrant and dynamic Arts, Culture and Heritage sector.

Through a range of important platforms, the sector enables our stories and talent to be shared with audiences both at home and around the world.

We believe showcasing New Zealand's history is vital, and that current generations should be given the opportunity to recognise the contribution made by previous generations of New Zealanders to our shared heritage.

National values the contribution our theatres, art galleries, museums, public sculptures and heritage buildings all play in weaving together the fabric of our communities, and enhancing the character and identity of our country.

Collectively, the creative industries make a significant contribution to our communities and economy. They support the tourism and hospitality sectors, and are an important contributor to the revitalisation of our city centres. National backs the creative sector to grow as it adds vibrancy to our communities.

Policy highlights

National will:

- Remember New Zealand's shared history and culture through events such as Treaty of Waitangi commemorations, protection of Taonga Tūturu, and Māori and Pasifika visual and performing arts.
- Ensure the legal and regulatory framework our creative industries operate under is fit-for-purpose, fosters growth, and supports access to international markets.
- Increase the reach of Te Papa and other mobile exhibitions to provide more opportunities to access our cultural heritage outside of the major urban centres.

- Develop a nationwide, sector-specific strategy to enhance the creative industries and promote New Zealand to the world.
- Pilot a Creative Accelerator programme designed to assist young people to identify creative careers opportunities.

History and Culture

It is important to commemorate and celebrate events that are integral to New Zealand's history. In Government, we developed the Pukehau War Memorial Park to provide a fitting place to commemorate the more than 30,000 New Zealanders who have died in conflict and the many others who have served their country. We also piloted the landmark Whenua Tohunga programme in Northland to increase the number of people who visit our heritage sites. National will continue to celebrate New Zealand's rich cultural diversity.

National will:

- Continue to celebrate events critical to our history such as the Treaty of Waitangi commemorations, and wider events and people who have shaped our nation, as well as honouring the sacrifices of past generations.
- Encourage initiatives to showcase our heritage sites to both domestic and international audiences.
- Recognise the growing number of cultures that make up New Zealand through state-funded programmes, initiatives and events.

Intellectual property

Our creative industries have the ambition and drive to become net exporters. We welcome the Ministry for Culture and Heritage's work to enhance the international potential of our music industry. The Copyright Act has in the past provided a sound framework, but rapid digital transformation means certain issues such as unauthorised copying and distribution must be addressed to ensure the Act fosters



investment and growth into the future. This is essential to the development of our music industry as exporters on the world stage. National believes it is critical the views of all creative sector industries, including screen and film, are taken into account before making any changes to the Copyright Act.

National will:

- Ensure the Copyright Act 1994 enables creative industries to attract investment, grow and export to international markets.
- Increase the opportunities for our most talented artists to perform at leading international events by incentivising those who create and invest in the creation of content through exclusive rights.

Exhibitions on tour

Our national museum, Te Papa Tongarewa, consistently produces high quality exhibitions. These exhibitions tell stories of New Zealanders from all walks of life and are valuable for people to learn in an interactive way. National will support Te Papa's use of innovative platforms to share these exhibitions with people outside of Wellington. National also want to see other significant exhibitions tour New Zealand, enabling people to experience our creative and cultural heritage.

National will:

- Ensure the Ministry of Arts Culture, and Heritage works with schools to improve the ability of young New Zealanders to access material from our national museum and other significant museums in our country.
- Encourage Te Papa and other significant museums to explore innovative mobile platforms to extend its reach around New Zealand in order to build a positive sense of appreciation of our cultural context, pride and belonging for New Zealanders.

Creative careers

Opportunities to pursue a creative career are increasing, with employment opportunities in the sector increasing. Yet many young

people and those that support their career choices are unaware of the breadth of roles and vast areas of work available. We will explore strategies and collaborations with professionals and practitioners to assist young people to become aware about the opportunities, skills and qualifications needed for a creative career.

National will:

- Design and pilot Creative Accelerator programmes, supported by practitioners in various regions.
- Engage with students, schools, creative practitioners and businesses through the Creative Accelerator programme to enable students to take confident steps towards a creative career.