COMBINED SCREEN GUILDS SUBMISSION TO TE TAI ŌHANGA THE TREASURY

THE LIVING STANDARDS FRAMEWORK 2021

DECEMBER 2021

INTRODUCTION

The following Aotearoa New Zealand screen industry guilds, organisations and associations have come together to submit a joint submission to Te Tai Ōhanga The Treasury on the Living Standards Framework 2021.

Actors Agents Association of NZ (AAANZ)
Directors and Editors Guild of Aotearoa New Zealand (DEGANZ)
DocEdge
Equity New Zealand
Ngā Aho Whakaari | Māori in Screen
New Zealand Writers Guild | Puni Taatuhi o Aotearoa (NZWG)
Pacific Islands Screen Artists (PISA)
Pan-Asian Screen Collective (PASC)
Screen Industry Guild of Aotearoa New Zealand (SIGANZ)
Screen Music and Sound Guild (SMSG)
Screen Production and Development Association (SPADA)
Women in Film & Television NZ (WIFT NZ)

Our collective position is one that supports culture being recognised as its own wealth within the Living Standards Framework (LSF). We do not support Treasury's approach which subordinates culture to an underlying theme of the other aspects of wealth. We believe valuing and prioritising culture, in all its forms, positively impacts the wellbeing of people, communities, and society, in Aotearoa New Zealand.

We thank Te Tai Ōhanga The Treasury for the opportunity to submit on this important issue for our sector and look forward to continuing the conversation.

THE VALUE OF THE AOTEAROA NEW ZEALAND SCREEN INDUSTRY

The Aotearoa New Zealand screen industry generates $3.27bn gross revenue annually, and amplifies and drives social, cultural, educational, and economic growth both domestically and internationally.

The screen sector's eco-system is comprised of many dynamic parts, including production companies and creatives that produce, distribute, broadcast, and monetise screen content of all kinds for domestic and international audiences. The sector also encompasses satellite service businesses and industries and has long been in the business of digital exports. Its convergence with high-tech, gaming, AR/VR, visual effects, and animation ensures it is always at the forefront of innovation.

THE LIVING STANDARDS FRAMEWORK 2021 – CULTURE

As detailed in our introduction, we believe Culture, in all its forms, is a wealth and should be recognised as one of the five wealth's of Level 3 of the LSF.

For many years, the screen sector has worked hard to find ways to articulate the value of culture to government, the country's economy, and New Zealanders. In Dr George Barker's book 'Cultural Capital and Policy'[1] he further defined the term "cultural capital". His analysis considers the role that cultural creation, and in particular film production, has in the formation of cultural capital, and makes some suggestions about ways of supporting this activity. Dr Barker's contribution is an important one as it begins, without being reductive, to put an economic framework around what has previously been the realm of cultural theorists.

International and domestic research also illustrates the positive economic and societal impact culture has on wellbeing statistics – as well as deliver measurable outcomes economically. These in tandem, embed value, encourages education, increases funding, and promotes growth of cultural wealth amongst people and their communities.

Economic and other wellbeing benefits of culture are not mutually exclusive, they are mutually advantageous for the future of Aotearoa.

The Treasury approach to place culture as an underlying theme in all the other aspects of wealth in this new iteration of the LSF is not supported by the combined screen guilds and industry organisations.

APPROACH

While we support the three new approaches – He Ara Waiora, Lalanga Fou, and the Children's Commissioner's Wellbeing Wheel – we ask Treasury to reconsider reducing and refocusing culture to only these three approaches.

By approaching culture through these three lenses, we believe it will have the unintended consequences of:

- narrowing the full spectrum of what 'culture' encapsulates.
- reducing the positive and measurable impacts of culture on wellbeing; and
- limiting support of culture, in all its forms, in the LSF and future policy decisions.

The iterative approach to culture becoming a wealth seems to have been adopted without clear reasoning. If culture is to underpin all other wellbeing indicators, we need to better understand, define, and be able to measure and support culture in all its forms at the same level as the other four wellbeing wealth indicators.

DEFINITIONS

We support expanding the definitions presented in the research commissioned by Manatū Taonga 'Culture, Wellbeing and the Living Standards Framework: A Perspective 2019'[2].

- 4.5 Culture Vibrancy and Business Prosperity.
- 5.1 Cultural Value and Economic Value
- 5.2 Cultural Engagement and Production

[1] Are the links to the more detailed reports and data sources we have identified the right ones, and what other links are missing?

[2] Are the links to the more detailed reports and data sources we have identified the right ones, and what other links are missing?

FEEDBACK ON QUESTIONS

ARE THE CRITERIA WE HAVE USED TO ASSESS THE CURRENT AND PROVISIONAL NEW INDICATORS THE RIGHT ONES?

Indicators:

1. *Directly relevant to the concept being measured.*
2. *Comparable with indicators used elsewhere.*
3. *Sensitive to policy interventions and amenable to change.*
4. *Able to be disaggregated to look at the distribution of outcomes.*
5. *Timely, in that they are available without too long a delay and can provide information on changes over time.*

We support the criteria being used to assess the current and provisional new indicators; however, we believe the definition of culture is too narrow, and therefore reduces the ability of the criteria to adequately assess the current and provisional indicator for culture.

HAVE THE INDICATORS BEEN ASSESSED FAIRLY AGAINST THESE CRITERIA?

For the provisional wellbeing and wealth indicator *Cultural capability and belonging:*

- *Sense of belonging to NZ – Proportion of young people feeling a sense of belonging to Aotearoa/New Zealand as a whole (12-18 indicator), and proportion of people feeling a sense of belonging to New Zealand of 7/10 or higher (15+ indicator).*
- *Pacific language speakers – Proportion of Pacific Peoples who can speak two or more languages.*
- *Arts participation – % of people who have attended or participated in at least one art form in the last 12 months.*
- *Ability to express identity*
- *Te Reo Māori speakers*
- *Māori connection to marae*
- *Pacific language speakers*
- *Sense of belonging to NZ*
- *Arts participation*

We believe the potential new indicators for culture in both wellbeing and wealth are limited and means the measurement of culture – outside of individual participation – is unable to be validated.

Thus, leading to an inability to measure the wellbeing impacts of culture delivered via other medium – film, television, literature, etc. – against the criteria.

This definition of culture also lacks tangible and connected data measurements, such as its financial contribution to the GDP, value to local communities, and sense of worth for cultural practitioners.

To embed culture as a wealth under this new structure we propose:

1. Re-defining culture to encapsulate how we think about the value of the arts and culture to individuals and to society (as detailed in the outcomes of the AHRC's Cultural Value Project[3]).
2. Supporting an approach to culture that allows for better measurement of its value, which captures and reflects the true financial contribution of the cultural economy.

[3] Page 9, "The report widens the definition of culture" https://ahrc.ukri.org/documents/publications/cultural-value-project-final-report/

3. Researching of opportunities to better capture cultural data and value, such as
    a. The redesign and renewal of the screen sector Statistics NZ data collection
    b. Introduce reporting on tax contributions from cultural practitioners and businesses to government, ministries, and crown entities.

ARE THERE ANY INDICATORS THAT, BASED ON THE CRITERIA, ARE NOT HIGH ENOUGH QUALITY TO INCLUDE?

There are no indicators that are not high enough quality to include.

ARE THERE OTHER INDICATORS THAT WOULD PERFORM BETTER ON THE VARIOUS CRITERIA?

Embedding culture as a wealth would ensure that this indicator performed better on the various criteria, as mentioned above.

WHAT ARE THE MOST ESSENTIAL INDICATORS TO ADD INTO EACH ELEMENT OF THE FRAMEWORK?

We support the finding of the 2019 research 'Culture, Wellbeing and the Living Standards Framework: A Perspective 2019', which presented a case for implementing the designed Value of Culture Framework. We support further investigation into the implementation of this framework in the current LSF.

ARE THE LINKS TO THE MORE DETAILED REPORTS AND DATA SOURCES WE HAVE IDENTIFIED THE RIGHT ONES, AND WHAT OTHER LINKS ARE MISSING?

The links referenced in the document are accurate.

In this submission we utilised the research already undertaken on the cultural value of the screen industry, as follows:

- Cultural Capital and Policy – by George Barker
  https://www.vgls.vic.gov.au/client/en_AU/VGLS-public/search/detailnonmodal/ent:$002f$002fSD_ILS$002f0$002fSD_ILS:410297/one?qu=Arts+--+Economic+aspects+--+New+Zealand.&ic=true&ps=300&h=0
  ISBN 0-9582178-0-7
  Published by The Centre for Law and Economics, The Australian National University, PO Box 587, Wellington, New Zealand
- Understanding the value of arts & culture. The AHRC Cultural Value Project – by Geoffrey Crossick & Patrycja Kaszynska
  https://ahrc.ukri.org/documents/publications/cultural-value-project-final-report/
  Published by Arts and Humanities Research Council, Polaris House, North Star Avenue, Swindon, Wilshire, SN2 1FL
- Culture, Wellbeing and the Living Standards Framework: A Perspective – by Professor Caroline Saunders, Professor Paul Dalziel, working with Dr Catherine Savage
  https://www.treasury.govt.nz/system/files/2019-06/dp19-02-culture-wellbeing-lsf.pdf
- Journal of Cultural Economics
  http://culturaleconomics.org/journal/
- Screen Sector Strategy 2030
  Commissioned by Prime Minister Jacinda Ardern
  https://screensectorstrategynz.files.wordpress.com/2020/08/aotearoa-new-zealand-screen-sector-strategy-2030-final-august-2020.pdf

CONCLUSION

As articulated in our opening statement, the combined screen industry organisations support culture being recognised as its own Wealth within the LSF, rather than placing culture as an underlying theme in the other aspects of wealth

We believe valuing and prioritising culture, in all its forms, positively impacts the wellbeing of people, communities, and society, in Aotearoa New Zealand.

We look forward to the continuation of this conversation with Te Tai Ōhanga The Treasury.

Yours sincerely,

Actors Agents Association of NZ (AAANZ)
Directors and Editors Guild of Aotearoa New Zealand (DEGANZ)
DocEdge
Equity New Zealand
Ngā Aho Whakaari | Māori in Screen
New Zealand Writers Guild | Puni Taatuhi o Aotearoa (NZWG)
Pacific Islands Screen Artists (PISA)
Pan-Asian Screen Collective (PASC)
Screen Industry Guild of Aotearoa New Zealand (SIGANZ)
Screen Music and Sound Guild (SMSG)
Screen Production and Development Association (SPADA)
Women in Film & Television NZ (WIFT NZ)

For further comment, please contact:

Alice Shearman | Executive Director NZWG alice@nzwritersguild.org.nz

Sandy Gildea | Executive Director SPADA sandy@spada.co.nz