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## SUBMISSION TO MANATŪ TAONGA | MINISTRY FOR CULTURE AND HERITAGE ON AMPLIFY: A CREATIVE AND CULTURAL STRATEGY FOR NEW ZEALAND

Thank you for the opportunity to present this submission.

This submission outlines key action points supported by Queenstown Lakes District Council (QLDC) and areas recommended for further consideration.

QLDC is supportive of Amplify: A Creative and Cultural Strategy for New Zealand 2024-2030 (Amplify) and acknowledges its broad alignment with QLDC's recently endorsed [Creativity, Culture and Heritage Strategy | Te Muka Toi, Te Muka Tākata](#). The strategy was developed through a process of collaboration and partnership with QLDC, the Three Lakes Cultural Trust (TLCT), Lakes District Museum and Kāi Tahu, and was informed by the collective aspirations of our communities.

Specific actions that QLDC supports are expanded upon in the body of the submission.

QLDC recommends the following areas for consideration:

- more specific signposting of which agencies deliver on actions, and their role(s)
- greater consideration of the limited capacity and mandate for local government to increase funding in the creative and cultural sector
- more explicit consideration of regional equity when delivering on action points
- a clearer distinction between industry focused initiatives, which aim for financial return, and creative and cultural initiatives, which require different measures of success beyond financial return.

QLDC would not like to be heard at any hearings that result from this consultation process. QLDC is happy to be contacted to clarify or discuss any points raised in this submission. Thank you again for the opportunity to comment

Yours sincerely,



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## SUBMISSION TO MANATŪ TAONGA | MINISTRY FOR CULTURE AND HERITAGE ON AMPLIFY: A CREATIVE AND CULTURAL STRATEGY FOR NEW ZEALAND 2024-2030

### 1.0 Context of the consultation topic in relation to QLDC

- 1.1 Queenstown Lakes District (QLD) has a vibrant ecosystem of creative practitioners, businesses, and cultural heritage organisations, including its own in-council film office to support the screen industry. The district's vision to amplify its creative and cultural sectors is outlined in its recently endorsed [Creativity, Culture and Heritage Strategy](#). QLDC's strategy shares Amplify's focus on building capability, protecting our taoka (taonga) and fostering innovative thinking to create new economic opportunities in the district.<sup>1</sup>
- 1.2 QLD is also a key part of New Zealand's tourism economy and plays an important role in showcasing our culture to the world. QLD is the second most visited district in New Zealand and contributed to over 8% of national tourism GDP in the year ending March 2023.<sup>2</sup> The district also has the second highest proportion of the workforce in the Arts and Creativity sector in the country.<sup>3</sup>
- 1.3 QLDC's [Economic Diversification Plan](#) and [Destination Management Plan](#) outlines the district's vision of a sustainable and high value local economy. These plans share Amplify's goal of lifting productivity and raising wages through building the capabilities of our workforce and growing our export market. Supporting the screen industry, for example, is identified as a key project to promote economic diversification and productivity in the district.
- 1.4 Kāi Tahu, as mana whenua of the district, and QLDC, are committed to working in partnership with the seven papatipu runaka with shared interests in the district. This includes preserving cultural practices and taoka. The essential role Kāi Tahu plays in facilitating cultural connection in the district and preserving its heritage is highlighted in the district's Creativity, Culture and Heritage Strategy.

### 2.0 QLDC welcomes the development of Amplify and its ambition to build the capacity and recognition of the creative and cultural sectors.

Specific actions which QLDC supports include:

- 2.1 **Simplifying funding access for creative practitioners and organisations.** QLDC supports this action to the extent that it makes it easier for local practitioners to access and apply for funding. This includes the opportunities that existing funding channels (such as the Screen Production Rebate) create for the local practitioners in the film industry, and its role in advancing capabilities in the sector.
- 2.2 **Enabling creative and cultural sectors to contribute to a cross-portfolio of outcomes.** This action is generally supported by QLDC in that it highlights the social, economic and cultural benefits that come with creative and cultural initiatives. However, QLDC is concerned about the role local authorities are signaled to play in this action, without receiving additional funding or having the capacity to do so.

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<sup>1</sup> Use of 'k' instead of 'ng' will be respected, unless 'ng' is used in the official name of an entity, place name or area. This is in line with linguistic differences between standard Māori and Southern Kāi Tahu dialect.

<sup>2</sup> <https://www.infometrics.co.nz/>

<sup>3</sup> <https://www.infometrics.co.nz/article/2024-10-new-zealands-most-creative-city-in-2023>

**2.3 Develop a research programme to strengthen the evidence base in the creative and cultural sector.** QLDC strongly supports this action and requests that insights be provided in a way in which they can be broken down at a regional and district level for ease of use for local government and community partners.

**2.4 Investigate amending immigration settings.** QLDC supports this action and signals that the retention of skilled workers, and supporting them to access housing for example, is a key challenge to ensuring talent is retained in the country. QLDC also acknowledges this action's alignment with its Welcoming Plan 2024-2027, developed as part of the Welcoming Communities | Te Waharoa ki ngā Hapori initiative.

**2.5 Work across government to identify and update regulation that impacts on the creative and cultural sectors' ability to grow and produce creative work.** QLD is home to a vibrant screen industry centered on location-based filming; however, practitioners find the permitting processes and regulatory frameworks onerous, lengthy and not fit-for purpose. QLDC recommends that regulation regarding creative activity on public land, such as Department of Conservation Land, be included in the proposed reviews.

**2.6 Work across government to respond to intellectual property (IP) risks to creative and cultural works, including kā toi Māori.** QLDC supports system-level changes required to improve recognition of cultural IP and protection of taoka-derived works.

### **3.0 QLDC has also identified areas where Amplify may be improved to ensure its actions are practicable and fit for purpose**

#### **3.1 Amplify could better signpost which agencies are involved in delivering on actions.**

3.1.1 While the content of Amplify's actions shows a deep understanding of key issues in the sector, QLDC requests more information on which agencies will be involved in action points and their role(s) in delivery.

3.1.2 Specifically mentioning which agency (or agencies) are involved will ensure accountability and transparency. It will also allow stakeholders, such as local authorities, to provide more actionable feedback on the practicability of following through on actions.

#### **3.2 Amplify should consider the limited capacity and mandate for local government to increase its role in funding the creative and cultural sector.**

3.2.1 QLDC is supportive of the action regarding the simplification of funding structures but highlights that local government does not have capacity to be an alternative source of funds for the cultural and creative sectors.

3.2.2 Actions which involve partnership and delivery by local government, and its associated agencies, beyond its current work programmes will need to be accompanied by the resources and mandate to implement them. For example, local authorities' mandate to continue to provide essential support to the cultural and creative sector is currently being questioned by calls to focus on 'must-haves'.<sup>4</sup>

#### **3.3 Ensure regional areas benefit from the proposed strategy.**

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<sup>4</sup> <https://www.beehive.govt.nz/release/back-basics-local-government>

- 3.3.1 QLDC welcomes the introduction of long-term funding for local galleries, as well as investigating regional centres of excellence. Throughout the implementation of the strategy, Amplify should further incorporate regional equity to action points to ensure that the benefits do not disproportionately fall on urban centres.
- 3.3.2 QLDC urges the Ministry for Culture and Heritage to strategically leverage different regions' unique advantages, and not only use population to focus initiatives. For example, QLD is a premier visitor destination and is well positioned to play an important role in promoting the 'NZ Inc' brand to international visitors, well beyond its relatively low resident population.

#### **3.4 Amplify should make a clearer distinction between industry-focused actions, and creative and cultural actions.**

- 3.4.1 While Amplify takes steps towards valuing creativity in its cross-portfolio of outcomes action, QLDC recommends more focus on supporting creativity with the goal of societal and cultural benefit, not only financial return.
- 3.4.2 QLDC also requests a clearer distinction between support for creative industries, which are primarily focused on financial return, and other creative initiatives, which are focused on public benefit and individual expression. Amplify does not clearly distinguish between the two and needs to acknowledge that a strategy focused on supporting the creative industry may measure success differently than a strategy focused on supporting cultural and creativity more generally (without the primary goal of financial return).

#### **Recommendations:**

**R.1** – QLDC is generally supportive of Amplify and its strategic pillars.

Specific actions that QLDC supports are:

- simplifying funding access for creative practitioners and organisations
- enabling creative and cultural sectors to contribute to a cross-portfolio of outcomes
- developing a research programme to strengthen the evidence base in the creative and cultural sector
- investigate amending immigration settings to support the cultural and creative sectors
- work across government to identify and update regulation that impacts on the creative and cultural sectors' ability to grow and produce creative work
- work across government to respond to intellectual property (IP) risks to creative and cultural works, including kā toi Māori.

**R.2** - QLDC recommends signposting which agencies are involved in delivering on actions, and their key outputs, to ensure transparency and accountability of actions.

**R.3** - Amplify should consider the capacity and mandate for local government to increase its role in funding in the creative and cultural sector.

**R.4** - QLDC calls for Amplify to ensure regional areas benefit from the proposed strategy to promote regional equity in the culture and creativity sector.

**R.5** - Amplify should make a clearer distinction between industry focused initiatives and creative and cultural initiatives, as this distinction has implications on establishing measures of success at implementation stages.