

# Shifting the rock together: tools for collective advocacy



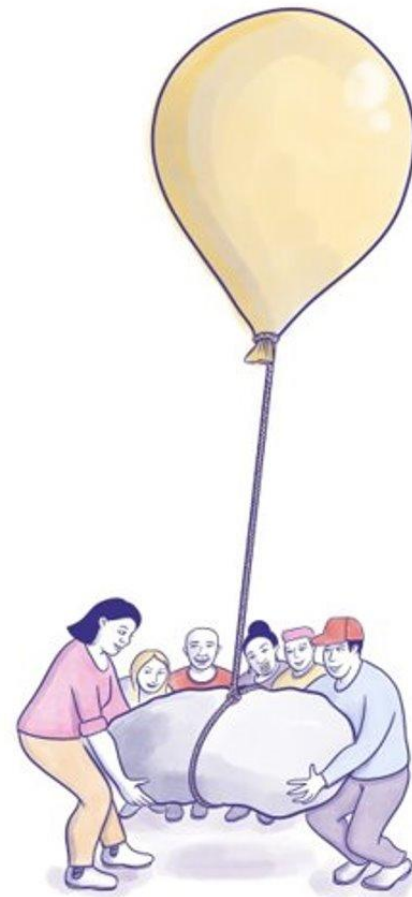
**Tracey Monastra**  
Manager, Advocacy  
Creative New Zealand



**Tānemahuta Gray**  
Wheako Pōneke,  
PANNZ



**Kim Morton**  
Ōtautahi Creative Spaces



# Narratives guide for arts advocates

## Changing the story on arts, culture, and creativity in Aotearoa



*A guide for arts advocates.*

How to build support for a future where artists and creativity thrive, so all New Zealanders flourish

creative NZ The Workplace

## A quick guide to Changing the story on arts, culture, and creativity in Aotearoa



creative NZ The Workplace

Five communication building blocks to deepen people's thinking and build more support.



**Decision makers  
are like a balloon  
tied to the rock of  
public support**



**To get big, sustained  
change we need to  
move the rock - build  
public understanding  
and support**



**Audiences can be open to persuasion, hold supportive views, or opposing views.**

**We're aiming to reach people open to persuasion.**

*Image: Daylight/Ezra Whittaker*

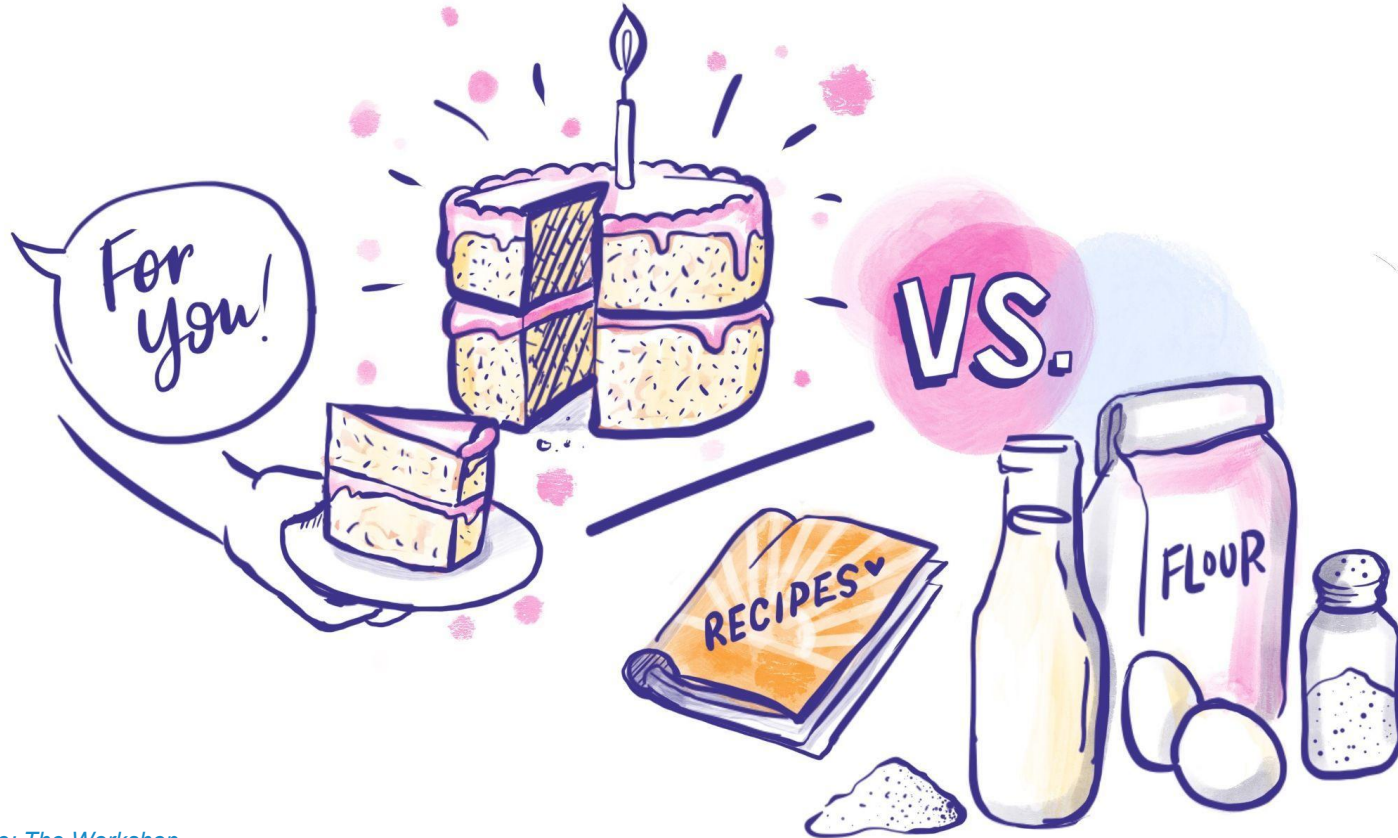


# Use a vision + explanation + solution formula



Image: Daylight/Ezra Whittaker

# Sell your cake, not your ingredients



TAKI RUA PRESENTS THE FENZ NATIONAL TOUR OF

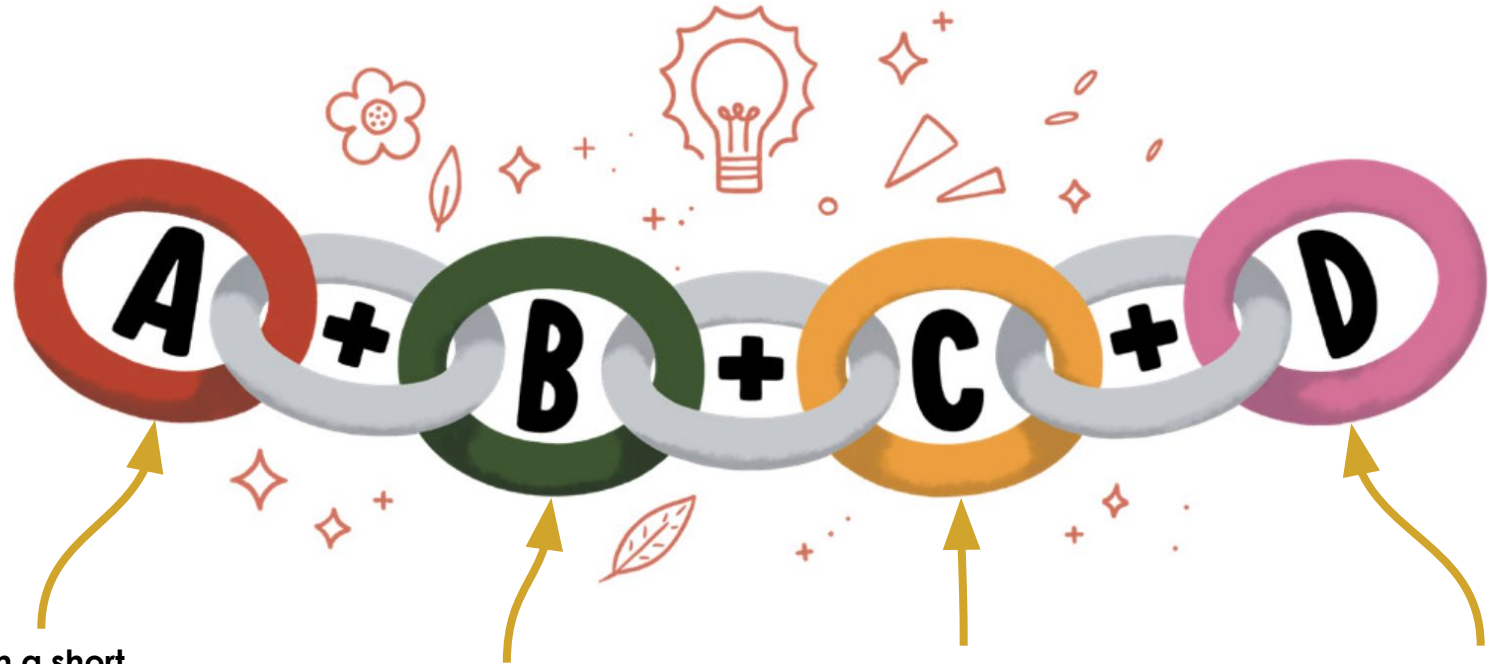
# HATUPATU KURUNGAITUKU

A Forbidden Love

Inspired by the Te Arawa iwi kōrero



# Explanatory chains put helpful facts in an order that helps people understand



Lead with a short vision, a link to values, or an explanation of why it matters.

Identifies the cause of the issue upfront.

Gives general direct and indirect impacts of the issue, with facts.

Ends with solutions, and names who should act, and what they should do.

# Tap into what people value

## EXAMPLES

- **Equity, including accessibility**
- **Community belonging**
- **Connection**
- **Identity**
- **Care**
- **Social and environmental justice**
- **Innovation**
- **Self-direction**

*Image: Daylight/Ezra Whittaker*



**Explain the connection between the arts, culture, and creativity that people value and what's needed to support artists and the sector**



# Arts, culture, and creativity as a public good



## Embrace helpful narratives

Arts, culture, and creativity is vital infrastructure for healthy, vibrant people and communities. Like other community infrastructure such as transport and schools, arts and culture needs the same support.

Everyone can experience and benefit from the art, culture and creativity that is all around us.

Arts, culture, and creativity is a public good and needs the same funding and support as other essential services.

It's fair that we all can be close to the creativity that we need.

The power of creativity can change lives.

## Reduce neutral narratives



Arts, culture, and creativity are good for our well-being — with no explanation of essential upstream change.

This narrative is true, but if you're advocating for systems or structure changes, it's important to link this narrative with the need for the right systems and structures.

## Replace unhelpful narratives



Arts, culture, and creativity are just a nice-to-have luxury.

Art is an elitist luxury, and all about million-dollar paintings and gallery openings.

# Emphasise strengths rather than struggles



# Te Ara Korowai

Embracing the path  
of recovery with the  
cloak of support



People value arts, culture and creativity, but don't yet see, understand, or support the changes that will make the biggest difference.




Image: Daylight/Ezra Whittaker

# Focus on artists as people and the systems that support them



Image: Daylight/Ezra Whittaker

# Art Work campaign



**ART WORK**  
Lissy and Rudi Robinson-Cole are shaping their own empire

Exploring the work life of artists in Aotearoa  
Read the series at [thespinoff.co.nz](https://thespinoff.co.nz)

Photo: Ralph Brown

THE SPINOFF creative nz  
ARTS COUNCIL OF NEW ZEALAND THE SPINOFF



ART WORK



Areta Wilkinson

ART WORK




Pip Adam

ART WORK



Anapela Polataivao



**ART WORK**  
Rodney Bell puts his energy in the right places

Exploring the work life of artists in Aotearoa  
Read the series at [thespinoff.co.nz](https://thespinoff.co.nz)

Photo: Ralph Brown

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# Use compelling language

- Art, culture and creativity
- Art, culture, creativity and ngā toi Māori



# Compelling language example



“We have to meet this time with radical imagination and wildness of our own - the campfire wildness of creativity, of actions, visions, stories and experiences that bring us together, that reach across from one consciousness to another, to many.”

**Emily Perkins**

Author

# Compelling language example



*Image: Julie Zhu*

“Imagine an arts sector that feels electrified: with leaders that make our jaws drop; with artists that sear themselves into our flesh; with work that completely rewires how we see the world, that makes our hearts pound so hard it hurts. Imagine a sector where our artists choose to stay here because there’s nowhere else they’d rather be.”

**Rosabel Tan**

Writer, strategist, producer

# Replace unhelpful narratives with helpful narratives

## EXAMPLES

- Embrace helpful: Art, culture and creativity as a public good
- Replace unhelpful : The arts are 'a luxury' or a 'nice to have'

*Image: Daylight/Ezra Whittaker*



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# The evidence

# Fact Finder for arts advocates

- Creative New Zealand website
- Advocating for the arts section

The screenshot shows the Creative New Zealand website's 'Fact finder for arts advocates' section. The page features a dark purple header with the title 'Fact finder for arts advocates' in white. Below the header is a search bar and a navigation menu. The main content area displays a grid of fact cards, each with an image, a headline, and a source. The left sidebar contains a search bar, a 'Funding and support' dropdown, and a list of categories including 'Advocating for the arts', 'Advocacy tools and research', and 'Development and resources'. The 'Advocating for the arts' category is selected, showing a list of sub-categories and tags.

**creative nz**  
ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA

Search

Funding and support

Advocating for the arts

Advocacy tools and research

Fact finder for arts advocates

Our advocacy work

Our Advisory Group - Te Rōpū Mana Toi

Development and resources

Search

Results 1-50 of 309

Most Recent

**< HIDE FILTERS**

**CATEGORY**

- Civic Engagement 6
- Community & Connection 70
- Creativity & Problem Solving 11
- Economy 11
- Health 92

**TAGS**

- Accessibility 8
- Art therapy 37
- Arts practitioners 12
- Asian New Zealanders 6
- Belonging 19

**Half of Asian New Zealanders feel the arts are important to their personal wellbeing.**

**41% of New Zealanders feel the arts are important to their personal wellbeing.**

**43% of young New Zealanders agree that taking part in art activities will help them get a job when they are older.**

**SOURCE**  
Creative New Zealand Toi Aotearoa (NZ)  
2023

**SOURCE**  
Creative New Zealand Toi Aotearoa (NZ)  
2023

**SOURCE**  
Creative New Zealand Toi Aotearoa (NZ)  
2023

# Fact Finder – example facts



**“Between March 2020 and March 2021, the Māori arts and creative sector contributed over \$1.05 billion to New Zealand’s GDP.”**

**SOURCE**

Ministry for Culture & Heritage  
Manatū Taonga (NZ)

2022



**5 out of 7 people (over 70%) believe arts, culture and creativity is important to the wellbeing of their family and whānau.**

**SOURCE**

Creative Waikato Toi Waikato (NZ)

2022



**The creative industries strengthen community cohesion and enhance local democracy.**

**SOURCE**

Department for Culture, Media and Sport (UK)

2023



**63% of New Zealanders agree that “the arts help define who we are as New Zealanders.”**

**SOURCE**

Creative New Zealand Toi Aotearoa (NZ)

2023



**64% of New Zealanders think “the arts contribute positively to our economy.”**

**SOURCE**

Creative New Zealand Toi Aotearoa (NZ)

2023

# Fact Finder – creative spaces example facts



**Creative spaces for people with disabilities increases their visibility in their community, which supports understanding, breaks down barriers and changes stigmas.**

**SOURCE**

Ministry for Culture & Heritage Manatū Taonga (NZ)

2019



**Community art places can help improve public safety by offering safe, constructive activities for at-risk youth.**

**SOURCE**

National Opinion Research Centre (USA)

2021



**Creative spaces bring people together and make high streets more vibrant.**

**SOURCE**

Department for Culture, Media and Sport (UK)

2023



**Arts venues can provide a third arena of learning for young people, alongside the classroom and the home.**

**SOURCE**

World Health Organisation

2019



**Creative spaces help improve communication skills, self-development and connection with local community.**

**SOURCE**

Ministry for Culture & Heritage Manatū Taonga (NZ)

2019

# New Zealanders and the Arts Ko Aotearoa me ōna Toi

2023 survey findings

**verian**   
Formerly Kantar Public

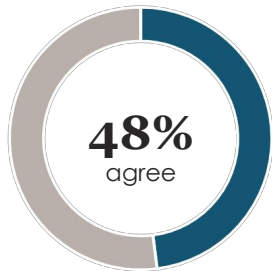
 **creative** *nz*  
ARTS COUNCIL OF NEW ZEALAND | TOI AOTEAROA



Photo credit: **Auckland Philharmonia Orchestra, Requiem, Photography by Andi Crown on behalf of Auckland Arts Festival 2022**

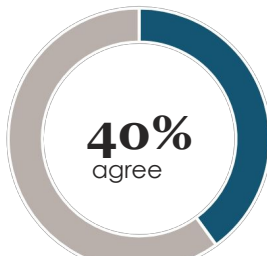
# New Zealanders' **personal connection** with the arts has grown, and many feel it aids their wellbeing.

The arts are for people like me



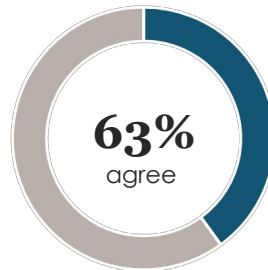
▲ 5 pts

The arts are part of everyday life



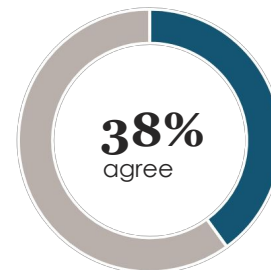
▲ 3 pts  
△ 5 pts

The arts are good for my mental health and wellbeing



New measure

The arts make me feel less lonely and isolated



New measure

“ It has helped me overcome my mental health issues that have come up quite recently.”

Māori and Pacific woman, 40-49 years, Hawke's Bay

▲▽ = significantly higher / lower than 2017  
▲▽ = significantly higher / lower than 2020

# New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for Deaf and disabled people

2023

**verian**   
Formerly Kantar Public

 **creative** *nz*  
ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA



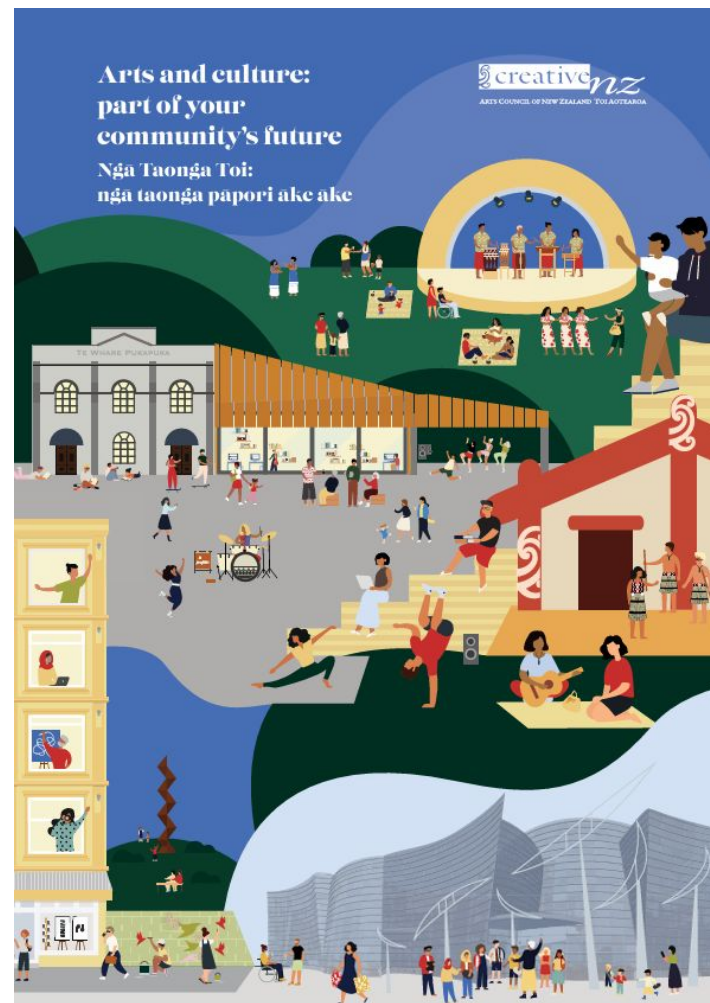
Photo credit: Touch Compass workshop Suzanne Cowan's Tentacular performers and collaborators 2023, Photography by Touch Compass.

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# Local government resources

Local Government resource

# Arts, culture and creativity: part of your community's future



- Benefits of investing in art, culture and creativity for community wellbeing outcomes (cultural, environmental and social benefits)
- Ways Councils can increase support for arts and culture in their communities
- How to involve arts communities in local decision making



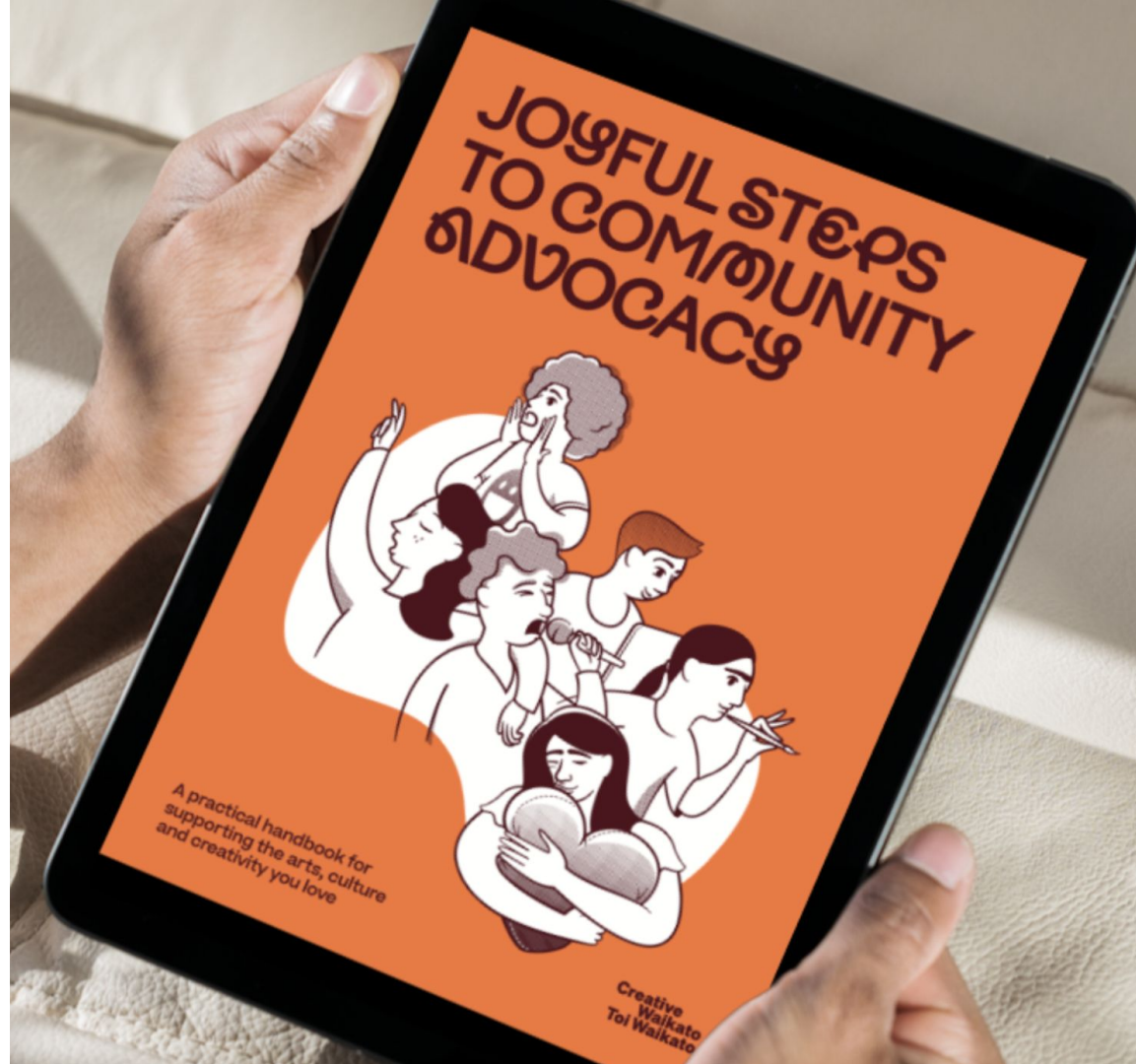
# Make some noise!

Engaging creatively with local government.

Being colourful and bold helps get the message across!



**Creative  
Waikato  
Toi Waikato**



# PICK-N-MIX

Templates and phrases  
to support you in consultation.



Example phrases that might  
be useful to work with:

Thank you for the opportunity to submit in response to the *(insert consultation name here)* with regards to the impact on my community. I am a part of the arts, culture and creative community and I support investment from the council into these areas because *(insert a reason or example of why this is important to you)*.

Having access to creative spaces in my local community is important to me because it helps me find connections with other people in my community. It is important that these spaces continue to have support so they can remain accessible. Some of my favourite spaces include \_\_\_\_\_. I see potential for \_\_\_\_\_.

It is important that we continue to support public events and public art because these things create vibrant communities where people can feel excited to be. I love to go with my family and friends to experience these things and to see the talent of my local community on display. My favourite creative event is \_\_\_\_\_.

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**Bringing it all  
together**

# Narratives worksheets

- Creative New Zealand website
- Advocating for the arts section
- A guide for arts advocates: additional resources

## Worksheet How to build an effective narrative



The [Vision/Values > Explanations > Solution](#) formula helps you create content for different mediums and channels when talking about the project or issue.

Fill out this table with the core elements of your narrative

<p><b>Vision:</b> what will the world look like when we've achieved the change?</p> <ul style="list-style-type: none"> <li>• Is it concrete?</li> <li>• How will people's lives be different?</li> <li>• Does it draw attention to upstream/system changes?</li> </ul>	
<p><b>Values:</b> what values are you bringing to the surface?</p> <ul style="list-style-type: none"> <li>• Connect with the intrinsic values that matter to people?</li> <li>• Why do they care?</li> </ul>	
<p><b>Problem/barrier:</b> What's standing in our way to achieve the solution?</p> <ul style="list-style-type: none"> <li>• Check that you don't leave any gaps that the unhelpful narrative could fill e.g. explain away the problem with "bad choices."</li> </ul>	
<p><b>Cause (+ agent):</b> Who put the barriers there?</p> <ul style="list-style-type: none"> <li>• Check for gaps that people may fill in with their own narrative.</li> <li>• You can use an explanatory chain if the causes are complex, or you need to include data.</li> </ul>	

## A communication checklist

Check your communication:

- Talks mainly to your persuadable audience
- Tells your own story
- Uses a vision + explanation + solution formula
- Taps into intrinsic (internally rewarded) values like care, connection, contribution, or equity
- Uses a clear explanation about the barriers to your vision — what is the barrier, how did it get there, what are the flow-on effects, who created it, and names who can remove the barriers and what they need to do
- Uses helpful metaphors and frames, such as 'for the public good' and 'part of our ecosystem'
- Uses concrete, specific language
- Finishes by reminding people of your why

Check your communication does not:

- Talk just to your base of supporters
- Talk to entrenched opponents
- Negate or myth-bust opponents' stories
- Use unhelpful narratives or frames that trigger thinking about individualism, fatalism, marketism, or us versus them
- Tap into extrinsic (external) values such as money, fear, safety, and power
- Use a lot of facts to describe a problem rather than using facts as part of an explanation
- Use abstract or vague language

# How to build an effective narrative

**Vision:** what will the world look like when we've achieved the change?

- Is it concrete?
- How will people's lives be different?
- Does it draw attention to upstream/system changes?

We dream of a world where everyone with mental distress can access the life-changing power of art, culture and creativity in their neighbourhood, so that people feel happy, well and connected.

This matters because governments have increased spending on clinical mental health treatment like medication and therapy but this hasn't reduced the rates of mental illness. Evidence shows that social connection is the most important thing in people's recovery.

# How to build an effective narrative

**Values:** what values are you bringing to the surface?

- Connect with the intrinsic values that matter to people?
- Why do they care?

Equity

Collectivism

Connection

Accessibility

Creativity

# How to build an effective narrative

**Problem/barrier:** What's standing in our way to achieve the solution?

- Check that you don't leave any gaps that the unhelpful narrative could fill e.g. explain away the problem with "bad choices."

Many people face barriers to accessing creativity in their neighbourhood and need a place that's tailored for them.

Creative spaces provide safe and welcoming environments where people can be creative and connect with others. However, creative spaces face challenges to be sustainable. They don't fit neatly into either arts funding or health funding, so they fall between the cracks. On top of this, there's not enough funding to go around. As a result, there's inequitable access.

Artists can make a real difference to the lives of people with mental distress, but there are limited opportunities for creative spaces to employ them.

# How to build an effective narrative

**Cause (+ agent):** Who put the barriers there?

- Check for gaps that people may fill in with their own narrative.
- You can use an explanatory chain if the causes are complex, or you need to include data.

For a long time people in power, like MPs and local councillors, haven't recognised how critical arts, culture and creativity are to our wellbeing.

They haven't put in place policies that value creativity, and the infrastructure needed to resource it.

# How to build an effective narrative

**Solution:** What changes are you going to make to remove the barrier? What do you need people to do to support them?

- Check if your solution matches your problem.

People in government can work together to recognise the unique role that artists and creative spaces can play in the wellbeing of people with mental distress.

The government has policies that recognise the health benefits of exercise and sport – similar policies that recognise the health benefits of art culture and creativity are needed.

Creative spaces need secure, long-term funding so they can provide access to creativity and connection for people with mental distress. This would also make a big difference for artists by providing them with a career pathway.

# How to build an effective narrative

**Call to action:** What can I do?

- Check the call to action is targeted to the audience.
- Remind people why this matters.

You can contact decision-makers and call for policies that reflect the importance of art culture and creativity for wellbeing.

Ask them to increase access to creative spaces for people who need it. Suggest they support connections between mental health services and creative spaces through initiatives like arts on prescription. Remind them these ideas only work if creative spaces are properly funded to meet the demand.

What's most important is that government commits secure long-term funding to creative spaces. When creative spaces and artists get the right support, more people with mental distress can thrive.

This is hopeful  
long term work,  
planting seeds  
for change in the  
future.



The guide offers narratives we can use like a golden thread to string together our diverse and beautiful stories



Image: Daylight/Ezra Whittaker



Stop the Cuts  
**Save Auckland's Culture, Arts & Creativity**

**New Mirrors**  
Strengthening arts and culture media for Auckland, New Zealand

# THE SPINOFF

POLITICS POP CULTURE KAI BOOKS SECTIONS ▼ PODCASTS VIDEO MORE ▼

PARTNERS August 15, 2024

## Multi-talented artist Cadence Chung on emerging into the light

Sam Brooks  
Contributing writer

Show Story



**Cadence Chung**

creativewaikato

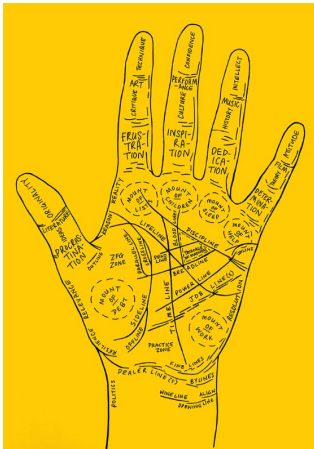
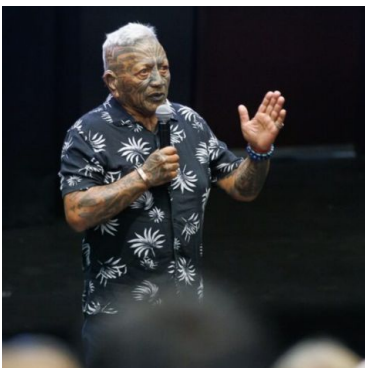
# 84%

of New Zealand parents see the arts as an important part of their child's education.

Source: Creative New Zealand, 2020.



# ARTISTS MAKE TĀMAKI



## Time to speak up and demand more for arts and creativity

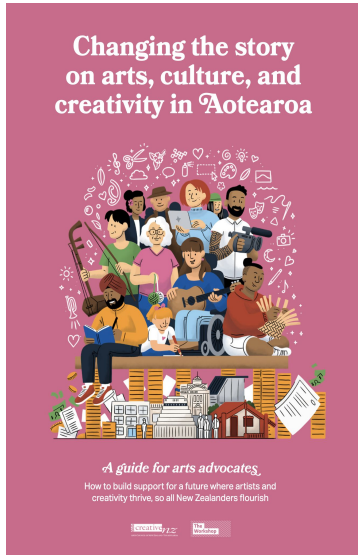
**Creative Capital**  
TE KĀRANGA AUAHA



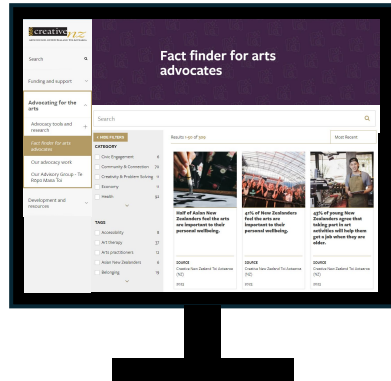
Did you make a submission to Auckland Council's Proposed Budget?

We want to read it!  
Email it to [info@teatamataoiwi.org.nz](mailto:info@teatamataoiwi.org.nz)

# Advocacy tools



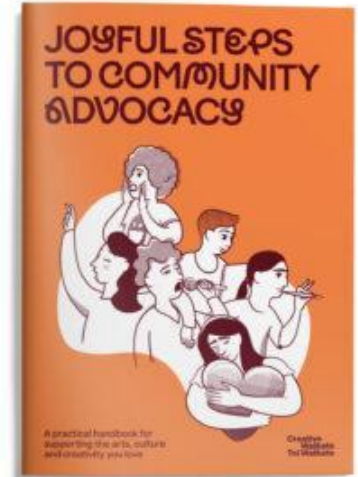
Narratives guide



Fact Finder



Part of your community's future



Joyful steps to community advocacy

[creativenz.govt.nz/advocating-for-the-arts/advocacy-tools-and-research](https://creativenz.govt.nz/advocating-for-the-arts/advocacy-tools-and-research)

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**He pātai?**  
Questions?