

# **PANNZ Webinar - Rebuilding the Creative Sector**

11am, Monday 25 May 2020

---

**Coordinator: Dolina Wehipeihana, Ngati Tukorehe /  
Ngati Taukawa**

- How to have a resilient arts sector.
  - Creative NZ conference would have started today and run through tomorrow.
- 

**Speaker 1: Helen Khoey, Senior Advisor Audience  
Development & Capability Building, Creative NZ**

- New ways of working, new ways of value creation.
  - New unparalleled connections into the arts sector at this time.
  - Digital offerings, supporting local. How to do things differently – better, stronger ecosystem, resulting in a better world.
  - Three secrets of resilient people (Lucy Hone, resilience expert, psychologist, TED Talk):
    1. Know suffering is part of every human existence and don't ask 'why me?'
    2. Are good at selecting where to focus their attention – on the things they can change – and accepting the things they can't change. Tune into the good.
    3. Ask what am I doing to help/harm myself in terms of thinking and actions. Be kind to yourself, give yourself control over decision making.
-

# **PANNZ Webinar - Rebuilding the Creative Sector**

11am, Monday 25 May 2020

---

## **Speaker 1: Helen Khoey, Senior Advisor Audience Development & Capability Building, Creative NZ (cont.)**

- Audience engagement – more than just audience numbers, it's about building strong communities around them and becoming more resilient. Audience focused = proper cause. Audience seen as stakeholders, two-way continuous exchange, build community around the institution.
- Behind the scenes insights to deepen the audience experience, e.g. NZ Ballet choreographer talks about the dance steps that have been performed.
- Opportunities with the digitisation of the arts, e.g. widen audience of NZ Film Festival and NZ Writers Festival.
- Enhance, not replace – a valid way to experience the arts.
- Optimistic that audiences will return – 85% of theatre goers in Australia planned to go at least as much as before the pandemic.
- Artwork / performance for the good of the community, not just to make a great artwork.
- New and more sustainable ways of creating art and performance.
- Don't go back to the old days – grow awesome ideas for the benefit of all people and the planet.

## PANNZ Webinar - Rebuilding the Creative Sector

11am, Monday 25 May 2020

---

### Speaker 2: Richard Benge, ArtsAccess Aotearoa

- ArtsAccess Aotearoa are advocates for making the arts accessible to all in New Zealand. Arts for All Network (membership-based).
- How accessible are New Zealand arts organisations? The more accessible they are, the more resilient they will be.
- 20% of people in NZ have a disability. If you don't know the barriers for the disabled to access the arts, you won't be able to overcome them,
- Disabled artists, performers, audience members, museum and gallery visitors.
- Not business as usual, but how to build a more representative and inclusive new normal.
- Disabled people have a wealth of knowledge of new ways of working and technology – they have been connecting this way since before COVID. Don't lose the accommodations of COVID to include this section of society. Build on them, benefitting everyone.
- Resilience – flexibility and innovation. Factor in accessibility planning from the start.
- Opportunities to reflect and explore new projects.
- Value inclusion and representation at all levels.
- Everyone gets a share in telling their stories.

## **PANNZ Webinar - Rebuilding the Creative Sector**

11am, Monday 25 May 2020

---

### **Speaker 3: Puawai Cairns, Acting Director of Audience & Insights, Te Papa**

- Puawai is from Ngati Ranginui, Ngai te Rangi and Ngati Pukenga iwi – Tauranga Moana.
- The Age of Precariousness – Corona didn't break the system, Corona exposed a broken system.
- Never waste a good crisis.
- When resources are scarce, the people become as a taniwha – e.g. food stock in the harbour. When resources are scarce, the people become ferocious and work with scarcity to become stronger. When the door closes, find a window to break into.
- Resilience is about privilege: access to resources, time, planning, coping with stress – people leadership.
- Pale panic – when they panic, things get pale.
- Concern about Maori inclusion. An excuse to do pale panic. Rationalise the reduction in opportunities to be part of the system. Don't revert to the efficient / economic way at risk of exclusion. Rather expand and find ways to bring people with us.
- Temporary mission as a response to COVID – show some change, through various timeframes.

## **PANNZ Webinar - Rebuilding the Creative Sector**

11am, Monday 25 May 2020

---

### **Speaker 3: Puawai Cairns, Acting Director of Audience & Insights, Te Papa (cont.)**

- Puawai's new temporary mission - challenges and opportunities: people led / privilege priority audiences (Maori & Pasifika) / accessibility rules / partnership / research / trust / stay with the vulnerable.
  1. Working from home – privilege, many people don't have the space or resources.
  2. Accessibility via digital – privilege, many people don't have the technology, bandwidth, access to fibre. Make sure assumptions are backed up with data.
  3. Recovery via a Te Ao Maori lens – more than just ceremonial. Stay with the vulnerable, social justice, true accessibility, 7-70 year olds are comfortable in a public museum setting re their exposure to risk.
- Overarching principles of recovery:
  - Manaakitanga
  - Hauora
  - Kaitiakitanga pupuritanga
  - Kotahitanga me te mahitahi
  - Karakia – ceremonial to look after wairua

## **PANNZ Webinar - Rebuilding the Creative Sector**

11am, Monday 25 May 2020

---

### **Speaker 3: Puawai Cairns, Acting Director of Audience & Insights, Te Papa (cont.)**

- Physical – don't abandon those you have been nurturing on digital platforms – this intimate relationship needs to be included.
  - Don't forget the things that worked for us during lockdown – reflection and continuing to learn.
  - Nothing will ever be the same as before – grief, bewilderment, lessons (heartening) and worthy of celebration. The whole system is precarious!
-