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# NZWG SUBMISSION: CULTURE, WELLBEING AND THE LIVING STANDARDS FRAMEWORK

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## Introduction

New Zealand Writers Guild - Puni Taatuhu o Aotearoa (NZWG) submission in support of introducing a fifth capital of culture into the Living Standards Framework (LSF).

## About NZWG

New Zealand Writers Guild is the professional association and registered trade union of New Zealand script writers. NZWG are committed to working in a way that adheres to the spirit and the principles of the Treaty of Waitangi.

NZWG represent the professional interests of writers in the fields of film, television, theatre, radio, comics and new media. NZWG members include most of the professional script writers working in New Zealand.

NZWG are a member of [International Affiliation of Writers Guilds](#), [Council of trade Unions](#), [WeCreate](#) and are part of the [Film Industry Working Group](#).

NZWG aims and objectives – full aims and objectives are found in our [constitution](#):

- To protect, represent and further the interests of New Zealand writers;
- To be the national and international voice of New Zealand writers;
- To establish, maintain and improve minimum conditions of work and rates of compensation for writers;
- To provide communication, negotiation, conciliation, arbitration, information and advisory services for the benefits of members in their relationships with employers, production companies, producers, other writers or anyone else in relation to their work;
- To promote policy, legislation and legal and economic rights for the benefit of writers, including but not limited to the issues of copyright, moral rights and status of the artist;

## Submission

NZWG support the review and discussion of including culture in the LSF and support the two terms as expressed in the discussion paper “cultural vitality” and “cultural vibrancy”.

NZWG support the papers identification of the social and economic measurement tools, highlighting how the capital of culture positively impacts and enriches the lives of New Zealanders every day.

In the following pages NZWG respond to the relevant discussion points.

### Responses Chapters 1 – 6

1.1 – Yes, the UNESCO definition of culture capture the main element of human culture.

1.2 – Yes, this material reflects the importance of human culture for personal and social dignity and wellbeing, importantly including children.

1.3 – The implications can only be positive; people are more than just economic measurement indicators for government policy. Wellbeing is holistic and positive wellbeing protection and promotion helps to ensure that people can thrive; personally, and then within wider communities.

2.1 – NZWG think that with more indicators in each of the themes of table 2.4, yes you can capture the diversity and dynamism of value in wellbeing.

2.2 – As above, with more specific indicators it is feasible to capture tangata whenua and other cultures within the wellbeing framework. Have many iwi and hapū from around New Zealand been consulted to ensure this though?

2.3 – See below comments on Table 2.4

Table 2.4 – NZWG would like to see an expansion on other forms of Cultural Engagement and vitality – currently the indicators are:

Cultural engagement and vitality	<ol style="list-style-type: none"><li>1. Participation in cultural activities</li><li>2. Attendance at cultural activities or locations</li><li>3. Local content on New Zealand television</li><li>4. Inclusive national identity</li></ol>
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Point 3. Should also include local content on other screens, stages and in printed materials. Is the reason only New Zealand television is included because of measurement abilities? If so, this may change in the future and this policy should be future proofed to include all local content and its different broadcast and distribution methods.

2.5 – Responses to the two questions posed;

- Does the set of selected dimensions adequately represent all key aspects of wellbeing according to the diverse cultural values of different groups and communities in the country?

Using the table 2.3, NZWG do not believe this table accurately reflects the storytellers / cultural conductors' ways in which they engage with and enrich the lives of New Zealanders.

This table needs to expand its measurement to include New Zealand content on screens and stages that sit outside of prime-time television via free to air channels. Many people interact with local content through streaming and on-demand viewing, films and with local performances, on stages.

See NZ on Air research into shifted audience habits, especially in younger age groups -

<https://www.nzonair.govt.nz/research/where-are-audiences-2018/>

- Do one or more of the dimensions include indicators that explicitly address culture itself as a key contribution to wellbeing?

NZWG believe this is a starting point in the identification of indicators that contribute to wellbeing. A sense of belonging is reference by our membership when questioned, and seeing themselves reflected in society, on screen and onstage; whether that was fictional or factual content and had a higher impact on their wellbeing when they felt represented through comical and positive forms.

3.1 – Yes; they adequately cover the main aspects of culture. NZWG would, of course, like to see script writers the storytellers of culture being named in some way in these definitions.

3.2 – NZWG support the term *Cultural Vibrancy*. This term covers diversity of culture better, by including arts as a source of cultural vibrancy.

3.3 – Yes, with additional support of the following statement from the discussion document;

*Cultural vitality has significance at the national level. Some discussions in this context refer to a country's national identity. It is crucial, however, to avoid any suggestion of a single cultural identity, particularly in a country founded on a bicultural partnership and which is now strongly multicultural.*

4.1 – Yes, with the ability for measurements of the reasons why people would not be able to freely learn and or speak te reo Māori or the ability to express their own identity.

4.2 – NZWG clearly support the introduction of the fifth capital 'Cultural Capital'. Advantages would include more structured policy support of the free rights of expression for all New Zealander's and the increase in New Zealander's wellbeing for that overarching measurement and increased support through identification. Expression of self and support in the arts have proven benefits as expressed in multiple studies within the discussion document, one study that resonated with NZWG was from England:

<https://www.artscouncil.org.uk/exploring-value-arts-and-culture/value-arts-and-culture-people-and-society>

*Participation in culture is significantly associated with good health and high life satisfaction. A detailed study by Scottish Government analysts, based on data from the Scottish Household Survey 2011, confirmed that, for the first time in Scotland, participating in culture or attending cultural places or events has a positive impact on health and life satisfaction. The report, *Healthy Attendance: The Impact of Cultural Engagement and Sports Participation on Health and Satisfaction with life in Scotland 2013*, identifies a positive link with wellbeing, even when other*

*factors including age, economic status, income, area deprivation, education, qualifications, disability or long-standing illness and smoking are accounted for.*

NZWG could not identify any disadvantages of creating a fifth capital. And as identified and agreed with by NZWG in the discussion document *“It might also be argued that cultural capital is more than the sum of its parts in Figure 4.2, so something is lost if only four capitals are considered in the framework.”*

4.3 – NZWG again, only see strengths in the proposal to add further sections to the LSF dashboard. The discussion paper highlights the business case for supporting the creative class. NZWG would argue to include screen production in the next study of its kind referenced in 4.5, as Statistics NZ no longer fund the following Screen Industry Survey – the only measurement tool for the screen sector in New Zealand. A key measurement tool that will be required to assist in the fifth capital – Cultural Capital.

Screen Industry Survey - <https://www.stats.govt.nz/information-releases/screen-industry-201718>

Statistics NZ release on ending the Screen Industry Survey - <https://www.stats.govt.nz/news/four-surveys-to-end>

5.1 – Yes, NZWG believes 5.1 Draft Value of Culture Framework adequately captures all the important types of wellbeing values. If the definition of “New Zealand films” is intended to cover all forms of New Zealand screen content, including but not limited to, television and other forms of local content available through streaming and on demand platforms.

5.2 – NZWG does not have qualified expertise in the best practise methodology of population survey questions. So, from an unqualified perspective, NZWG believes that yes; this methodology could be applied to NZ survey data.

5.3 – Yes, this is a useful representation of how to monitor NZ’s investment in culture. This measurement tool would then help to better inform government budget decisions on how much to spend on culture.

6.1 – To adequately cover the screen sector, in table 6.1, New Zealand Film Commission and Te Māngai Pāho need to be included in statistical data sources for local content for New Zealand Audiences. Again, please response to question 4.3 of measurement of the screen industry – or lack thereof.

6.2 – NZWG support the four suggested indicators in section 6.3, as below. And the two other indicators from Human and Social Capital – *Sense of Purpose* and *Sense of Belonging*.

- *Cultural performance*, measured by the percentage of adults who in the last four weeks have taken part, outside their job, in a cultural event.
- *Cultural attendance*, measured by the percentage of adults who in the last four weeks have attended or visited at least one cultural event or venue.
- *Community cultural vitality*, measured by the percentage of adults who belong to a group described as arts or culture; religious or spiritual; or environment.
- *Indigenous cultural vitality*, measured by the number of adults who in the last four weeks have participated in selected activities related to Māori culture.

In the above indicators it is vital to include identifying adults who work full time (paid or unpaid) in cultural performance and cultural performance creation ie: script writers, producers, directors, actors and technicians. These people aren’t currently adequately identified by the above indicators.

6.3 – NZWG strongly believe YES, that inclusion of these indicators will enhance Treasury’s advice about lifting broad living standards. Not all New Zealander’s live or operate within the current LSF, and inclusion of cultural vitality and vibrancy can only benefit these people and their lives.

## Response Future Pathways

As an organisation that works primarily in supporting, advocating and protect the rights of the storytellers of the many cultures of New Zealand, NZWG support the requirement to create this discussion paper to better understand, support, and improve culture and wellbeing in the context of the LSF.

NZWG also support Treasury in undertaking a comprehensive review of LSF and its dashboard in 2021, we would like to see this as a priority for Treasury.

NZWG support the eight key points highlighted in future pathways. We look forward to assisting in any way possible with the understanding, measurement, and support of culture within wellbeing.

It is imperative that the LSF dashboard can introduce Cultural Capital for the betterment of New Zealand people’s wellbeing – this will have improve and uplift wellbeing in all other areas of life in New Zealand, from financial through to social indicators of wellbeing.

Alice Shearman | Executive Director

New Zealand Writers Guild – Puni Taatuhi o Aotearoa.

On behalf of all members of New Zealand Writers Guild – Puni Taatuhi o Aotearoa.