

**‘Cultural Indicators for NZ 2006 -
Tohu Ahurea mo Aotearoa
Indicators which highlight key trends in NZ’s cultural sector’
(www.stats.govt.nz)**

Result of a long period of development (since 1993) of Ministry for Culture and Heritage and Statistics NZ. Framework of 5 theme areas, broadly reflecting key goals for the NZ cultural sector and those involved in it.

Under these 5 themes sit 10 outcomes.

Theme	Outcome	Indicators
1. Engagement	Engagement – in arts, culture, heritage events	1a, 1b, 1d, 1f
	Environment – that supports	1b, 1c
	Access – to activities	1d, 1e
	Value – valued by NZ’ers	1a, 1b, 1d, 1f
2. Identity	Identity – sense of identity	2a, 2b, 2c
	Strength – Maori and Pakeha strong and living	2a, 2b, 2c
3. Diversity	Diversity – freely expressed, respected, valued	3a, 3b
4. Social Cohesion	Enhancement – community relationships	No current ind.
	Cohesion – fosters tolerant, inclusive society	No current ind.
5. Economic Development	Development – growing contribution to economy	5a, 5b 5c

Each Indicator lists: Definition
Rationale
Data Source
Current Level and Trends

Indicator	Council			
	Env. Waikato ¹	Env Southland	Nelson	Gisbourne
1. Engagement – participating, maintaining and improving, developing a sound administrative infrastructure, improving access. (p4)				
1a – Cultural employment	✓	✓		
1b – Employment in creative occupations	✓			
1c – Median incomes from creative occupations				
1d – How often people experience cultural activities on average.	✓	✓	✓	
1e – Barriers to cultural experiences				
1f – Household spending on cultural items				

¹ Env Waikato ‘themes’: AccW = Accessible Waikato, ActW = Active W, EdW = Educated W, GrW = Green W, SafW = Safe W, SusW = Sustainable W, ThrW = Thriving W, VibW = Vibrant W, WelW = Well W.

	Env. Waikato	Env Southland	Nelson	Gisbourne
2. Cultural Identity – distinctive to NZ; valued as link past, present, future; maori culture contribution to NZ's identity (p26)				
2a – Speakers of te reo Maori	✓			✓
2b – Local content on TV				
2c – Maori TV ratings				
3. Diversity – diversity is positive; all cultural backgrounds free to express; diversity recognised as an essential part of NZ's culture (p32)				
3a – Grants to minority ethnic cultural groups	✓			
3b – Attendance/participation at/in ethnic cultural activities	✓	✓		
4. Social Cohesion – social connectedness, membership and communication between groups (p37)				
No data collected on this yet but some have been identified				
Non-Maori attendance at Maori cultural events			(✓)	
Other ethnicities attendance – that are not Maori or NZ European/Pakeha.				
5. Economic Development – contribution to overall growth (p39)				
5a – Income of cultural industries				
5b – Value-added contributed by the creative industries				
5c – The creative industries' proportion of total industry value-added.				
TOTAL out of possible 16	6	3	2	1