

Submission to Tomorrows Schools Review

March 2019

Background

WeCreate is the alliance of New Zealand's creative industries with the mission to grow the creative sector's contribution to New Zealand's social and economic wellbeing. WeCreate's member organisations represent content creators and owners across the spectrum of the creative industries from screen, to games and books, visual arts, advertising, music, performing arts, mixed reality, design, photography and architecture. In addition to our members, large businesses and government agencies in the New Zealand creative sector are Friends of WeCreate. Together our Members and Friends represent over 25,000 individual creators and creative businesses.

In 2016, WeCreate commissioned NZIER to prepare *The Evolution of Kiwi Innovation*. This report demonstrated that kiwi creativity drives jobs and economic growth, not only in the creative industries, but increasingly as a key enabler of other sectors.

The New Zealand creative sector:

- **Enriches the lives of all New Zealanders** through our ideas, and our stories of people and place
- Brings fresh thinking and new solutions to **help Kiwis thrive**
- Is at the forefront of **technological innovation**
- Drives **growth** in the digital age through **innovation and productivity, diversifying** our output and exports beyond traditional industries
- Generates **high value jobs and outputs** – not just in the creative industries, but **in every sector**
- Fosters the skills and talent we will need to confidently face the **Future of Work**
- Offers new opportunities for **small business and regional development**
- Is sustainable and **kind to the environment, helping to meet emissions targets**
- **Exports globally**, growing trade weightlessly and with few barriers

In the past 2 years, WeCreate has consulted widely in the development of an Action Plan to grow our creative sector for the good of all New Zealanders. The comments made here are informed by that process, which has involved over 200 creative industry leaders and government officials and included the establishment of six Working Groups comprising industry experts, one of which is dedicated to Education.

WeCreate is currently seeking a concerted industry-led partnership with government to grow our sector's contribution to Aotearoa New Zealand's wellbeing. Following two years of consultation, WeCreate has proposed an Action Plan to accelerate growth, which includes recommendations to:

- Better connect our creative industries for growth - with each other, with government, with Māori, with other industries, and with the world.
- Enhance the profile and potential of our creative sector; and creativity as an enabler of economic, cultural and social wellbeing.
- More accurately measure, and track, the value and potential of our creative sector.

- Enable accelerated growth in the capability, capacity, and export potential of our creative people and businesses.
- Support our creators' ability to derive value from their work.

The government response, led by MBIE and MCH, to the WeCreate Action Plan is currently being prepared.

Submission prepared by Paula Browning
Chair, WeCreate Inc

Submission

1. In order to grow Aotearoa New Zealand's creative economy, we need to have an education system with creativity at its heart.
2. A school system that embraces the Arts and creativity is vital for building pathways into tertiary training in the Arts and creative careers. The Arts curriculum guarantees the right of every child to experience and make music, dance, drama and visual arts in our schools, increasingly at the intersection with new technologies.
3. The Arts in schools are valuable not only in and of themselves, but because they train the imagination and develop the attributes that are vital to the making of a more creative Aotearoa New Zealand.
4. The Arts have however almost disappeared from many New Zealand schools, and this has consequences for both the creative industries and the wider social and cultural health of the country
5. The Arts in schools are vital for young people to understand how to make art for themselves and for others, and how creative pursuits can become a meaningful career choice.
6. A return to an education system that celebrates and values the Arts will provide the basis by which society comes to understand the fundamental importance of creativity to making a rich life.
7. In 2018 the government introduced a new Digital Curriculum (emphasis added) – *“students integrate, in the outcomes they develop, specialized knowledge of digital application and systems including: network architecture; complex electronics environments and embedded systems; interrelated computing devices, hardware and applications; **user experience design**; complex management of digital information ; and **creative media**”*
8. International evidence suggests that high quality Arts experiences provided in partnerships between schools and the creative industries are vital for inspiring new generations of Arts makers. Just as we have role models in sport, our children need Arts role models.