

22 September 2025

Hon Erica Stanford

Minister of Education, via email : erica.stanford@parliament.govt.nz

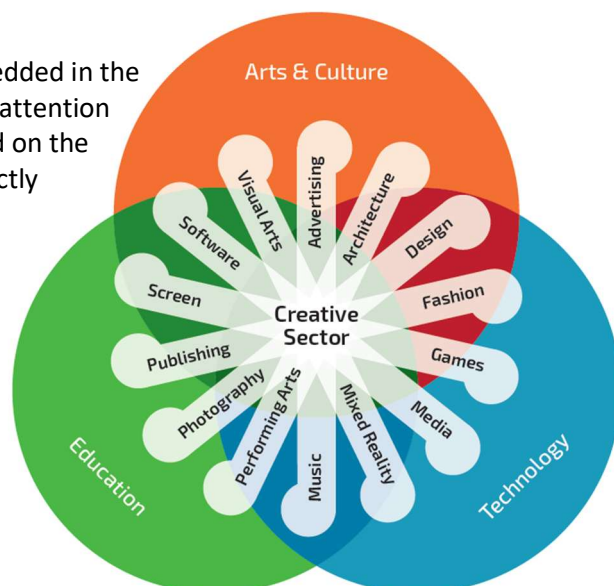
Copy to : Hon Paul Goldsmith, Minister of Media and Communications, Minister for Arts, Culture and Heritage,
paul.goldsmith@parliament.govt.nz

Tēnā koe Minister,

WeCreate is the alliance of Aotearoa's major creative industry associations and organisations (representing 30,000+ Kiwi creators, support people, and creative businesses), which was founded in 2014 to propel growth in the sector and increase its contribution to New Zealand's social, cultural and economic prosperity. The creative economy contributes \$17.5b¹ to New Zealand's GDP and, with the right policy settings, could be worth \$25b by 2030. Our sector is an ecosystem and much of the talent we have is fostered in and by arts and culture organisations, as shown in the diagram below.

Our sector has been advocating for arts and creativity to be embedded in the education system for many years and we have been paying close attention to the changes you are making in our schools. We have submitted on the proposed changes to NCEA, and are writing to ask about you directly about the "Future Focused Secondary School Subjects".

We are interested to know who is advising you on curriculum matters relating to our sector as we have not been able to find any of our member associations or businesses that have been consulted. While it is very positive to see subjects such as music technology included on the new list, along with media, journalism and communications, the connection to industry in designing and delivering subjects such as these will be critical for student and industry success, and for New Zealand's economic growth prospects.



We'd also like to take this opportunity to draw your attention to the benefits of the STEAM² approach to education. The new curriculum announcement emphasised the traditional STEM focus but there is a strong evidence base, including in some New Zealand schools, that STEAM - where the Arts are embedded part of the learning - better prepare students for the rapidly evolving world that they will be working in. A STEAM approach would also be a step towards achieving the outcomes of the Nurturing Talent pillar of Minister Goldsmith's *Amplify* strategy that was approved by Cabinet recently.

We look forward to hearing from you soon.

Ngā mihi nui, nā

Paula Browning
Executive Director

Victoria Blood
Chair

¹ [Arts and creative sector profile 2024 - Infometrics report summary](#)

² [STEM vs. STEAM: Why the Arts Are Becoming Essential to Science and Tech Education in 2025](#)