

Submission to
Proposed changes to the International Visitor Conservation and Tourism Levy
June 2024

BACKGROUND

WeCreate is the alliance of Aotearoa’s major creative industry associations and organisations (representing 30,000+ Kiwi creators, support people, and creative businesses – please see below), which was founded in 2014 to propel growth in the sector and increase its contribution to New Zealand’s social, cultural and economic wellbeing.

The creative economy contributes \$16b¹ 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.



SUBMISSION

- A thriving tourism industry requires a thriving arts, culture and creative sector (ACC).
- Tourism New Zealand’s website promotes Māori Cultural Experiences, Arts, Culture & Heritage, and film experiences to incoming visitors.

¹ [Arts and Creative Sector economic profiles 2023 | Manatū Taonga | Ministry for Culture & Heritage \(mch.govt.nz\)](#)

- NZ Story’s [November 2022 qualitative research](#) into global perceptions of New Zealand, also found that “...New Zealand’s embrace of Māori culture continues to resonate with international audiences. Markets such as Dubai, Japan and China admire our embrace of te ao Māori and commitment to keeping cultural traditions alive”.
- Visitors are attracted to New Zealand for events and arts & culture experiences. These experiences are provided by arts and culture organisations that rely on a mix of revenue, including central and local government investment, and self-earned income (eg ticket sales). These providers can not provide their events, venues and IP for free.
- These arts and culture organisations are part of the “tourism infrastructure” needed to provide high quality visitor experiences that visitors come here for. This infrastructure needs investment in its sustainability.
- WeCreate supports the proposal to increase the IVL and its investment in the part of the “wider economy” that is arts, culture and creative infrastructure.
- The 2023 IVL Investment Plan records that MBIE will give priority to tourism projects that contribute to the communities and local economies that the sector operates in. Funds from the IVL may be used to support projects across government.
- We submit that these, with an increase in the IVL, should include support for Arts, Culture and Creative infrastructure through funding to both Manatū Taonga and Territorial Local Authorities (tagged for ACC organisations).
- We support the proposed investment into Tourism Data, including analysis of what attracts visitors to New Zealand. WeCreate operates a Data and Insights Working Group that draws on data professionals from across central and local government and we are very alert to the challenges of making effective policy and investment decisions in the absence of quality and timely data.

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GROWING OUR CREATIVE SECTOR
www.wecreate.org.nz

WeCreate's Members and Friends are:

Advertising & Illustrative Photographers Assn	APRA AMCOS NZ
Tātaki Auckland Unlimited (formerly ATEED/RFA)	Australia & NZ Screen Association
Christian Copyright Licensing International	Code NZ
Commercial Communications Council	Copyright Licensing NZ
Creative NZ	Design Assembly
Designco	Directors & Editors Guild NZ
Equity NZ	Independent Music NZ
Māori Music Industry Coalition	Music Managers Forum NZ
NZ Comedy Trust	NZ Film Commission
NZ Game Developers Association	NZ Institute of Architects
NZ Institute of Professional Photography	NZ Music Commission
NZ On Air	NZ Society of Authors
NZ Writers Guild	Playmarket
Print Media Copyright Agency	Publishers Association of NZ
Radio Broadcasters Assn	Recorded Music NZ
SAE Institute	Screen Industry Guild Aotearoa NZ
Script to Screen	Screenrights
Sky Network Television	Screen Production and Development Association
Taro Patch Creative	TVNZ