

What can **the Culture Sector** do to help?



Social Cohesion Guide for the Culture Sector

Belonging through the arts, media and sport

The cultural sector includes the media and the arts, culture and heritage sector, such as the screen industry, performance arts and museums. Public perceptions of social cohesion, inclusion and diversity are often shaped by the content produced by the cultural sector.

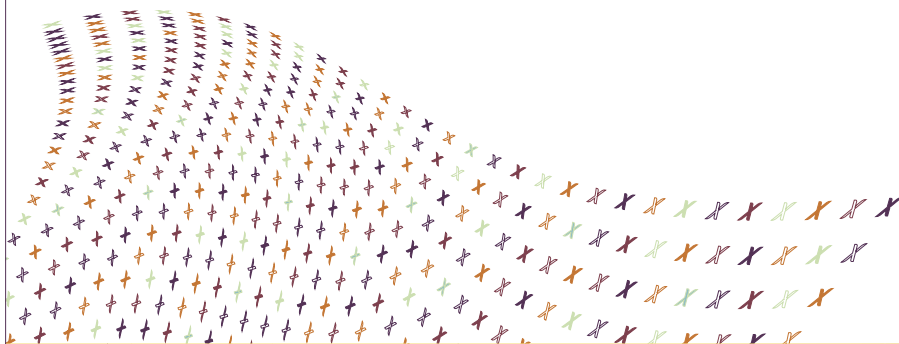
The sector plays a key role in building social cohesion through content reflecting diversity and different impacts for different people in Aotearoa New Zealand.

Storytelling at all levels, from feature films to news articles, provides a vital element in reflecting our diverse culture and helping us all connect.

We're all different but we want to get along, celebrate our diversity and respect others when we disagree. This is important because not everybody feels that they can be who they are or trusts that their voice will be heard.

We are an increasingly diverse country with our businesses serving many different communities. We need to find ways to listen to each other and hear each other.

We want to commit to understanding our differences and strengths and to work on what unifies us and what brings us closer.



Belonging

What it looks like

In a society where people get along well, we: know each other, know our neighbours, feel included in our workplaces, and know where to go to get help when we need it.

We feel that we are able to talk to people we might not normally talk to, speak up when we hear people saying discriminatory things, and feel free to share who we are, where we are from, and how we do things.

In a crisis we leave no one behind; everyone is included.

Building more belonging

What you can do

So, what can we do in our communities to help more people belong, embrace diversity, feel connected, take part, trust others, feel respected?

Belonging, trusting others

- Enhance digital inclusion, including education about risks and staying safe
 - consider pay walls, discounted subscriptions, zero-rated websites or webpages on educational and topical information that pertains to public health.
- Challenge stereotypes and responsibly engage with the stories of communities
 - consider how a story pertaining to a community is likely to be received by the community.
- Enabling education that will improve cultural competency in the sector and challenge stereotypes and discriminatory practices.
- Support, commission, and programme works of art and initiatives that promote anti-discriminatory messages.
- Support, commission, and programme works that challenge stereotypes and antisocial norms.

- Preserving and making digitally available audio-visual heritage that shows past social norms, allowing researchers, documentary makers and New Zealanders to identify the evolution of discrimination and cultural norms.

Embracing diversity, feeling respected

- Encourage positive attitudes and behaviours that value diverse contributions
 - create places or activities that encourage belonging and reduce loneliness.
- Ensure coverage of diverse life experiences and population groups across all art and media
 - engage community leaders or attend community events for community stories.

Feeling connected

- Run and promote diverse events in art and media spaces
 - create community outreach programmes that may include holding free arts and music events or activities in places such as art galleries and museums.
 - provide free meeting spaces and communal areas to community groups and NGOs to hold social gatherings, hui and workshops.
 - consider participation issues in the cultural sector. For example, identifying representation issues in arts and media and reaching out to NGOs and community groups that work with underrepresented groups to learn how to increase participation.
- Collaborate with organisations that work with deaf and hard of hearing people about art and multi-media content relating to them.
- Treasuring, honouring, and preserving taonga from the past and present for future generations.
- Better education regarding cultural capacity and understanding.
- Run and promote diverse events in the art and media space
 - create community outreach programmes that may include holding free arts and music events or activities in places such as art galleries and museums.
 - provide free meeting spaces and communal areas to community groups and NGOs to hold social gatherings, hui and workshops.

- Support, commission, and programme works reflecting underrepresented communities. For example, <https://pantograph-punch.com/categories/pacific-arts-legacy-project>
- Support storytelling and music from a diverse range of communities and cultures.
- Preserving and making available audio-visual materials that report on diverse life experiences and population groups through the history of New Zealand since the early 1900s.
- Enabling historians, researchers, documentary makers, producers of content and other New Zealanders to connect with and identify similarities and differences in social norms as they have evolved in Aotearoa New Zealand
 - Chinese Languages in Aotearoa New Zealand – is an ongoing project using language to highlight complex issues of cultural identity within various Chinese New Zealand communities. (See website: [Chinese Languages in Aotearoa | Te Papa](#))
 - LGBTQI+ Histories of Aotearoa New Zealand: Kōrero takatāpui ki Aotearoa – explores queer objects, artworks, and stories in Te Papa’s collections and covers the rich histories of Aotearoa New Zealand’s LGBTQI+ communities and icons (see website: [LGBTQI+ histories of Aotearoa New Zealand | Te Papa](#)).
 - Fashioning ourselves: clothing, identity and culture – explores stories that highlight the influences, industry, and imagination of fashion in New Zealand through collections, exhibitions and research.
- Ensuring positive representation of diverse experiences and community ownership of stories and taonga.
- Promoting language and cultural diversities through different mediums.

Taking part

- Talk to community advisers, community leaders or NGOs about ideas related to social cohesion as part of cultural sector projects.
- Apply for funding applications to government agencies to fund your cultural sector project, COGS or Lotteries through the grants management system or through the Community-Led Development Programme.

- Tackle barriers to participation in the cultural sector
 - identify underrepresented demographics and intersections
 - reach out to NGOs and community groups that work with or represent those groups to learn how to increase participation.
- Use arts programmes as a vehicle for building transferable skills such as leadership, teamwork, and cultural capability that can benefit other sectors. For example, www.sistemaaotearoa.org.nz.
- NZ On Air supports a range of community groups, including the disabled community, by providing programmes, captioning and coverage of events. Targeted funding initiatives across screen, news media, kids' content and the music sector increase the participation of various groups (such as Māori, Pacific peoples, Asian peoples, youth and women).
- Increase diversity in sports governance boards, and opportunities to participate for players, coaches and administrators.
- Provide content for event planners, organisers, artists and others involved in cultural events that enables participation.
- Contribute as a partner in the Tāhuhu programme (involving Archives NZ, National Library and Ngā Taonga Sound & Vision) to promote activities that foster belonging and participation.
- Facilitate behind-the-scenes access to art collections and multimedia content for descendants, researchers, learners, artists, makers and practitioners.
- Answer questions and requests for information about collection items and topics of interest from the public.
- Provide positive interactions and safe spaces for communities to participate.
- Improve access for communities to engage with art collections and multimedia content.

