

# How funding the arts is changing as we change as a nation

*Jo Blair, Sue Gardiner, Leighton Evans,  
Eric Holowacz*



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*The Future of Trust*  
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***To think about...***



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# *Jo Blair – Lead of Arts Foundation Foundation & Founder, Brown Bread*



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## Moving the Arts Foundation Community ...

# FROM

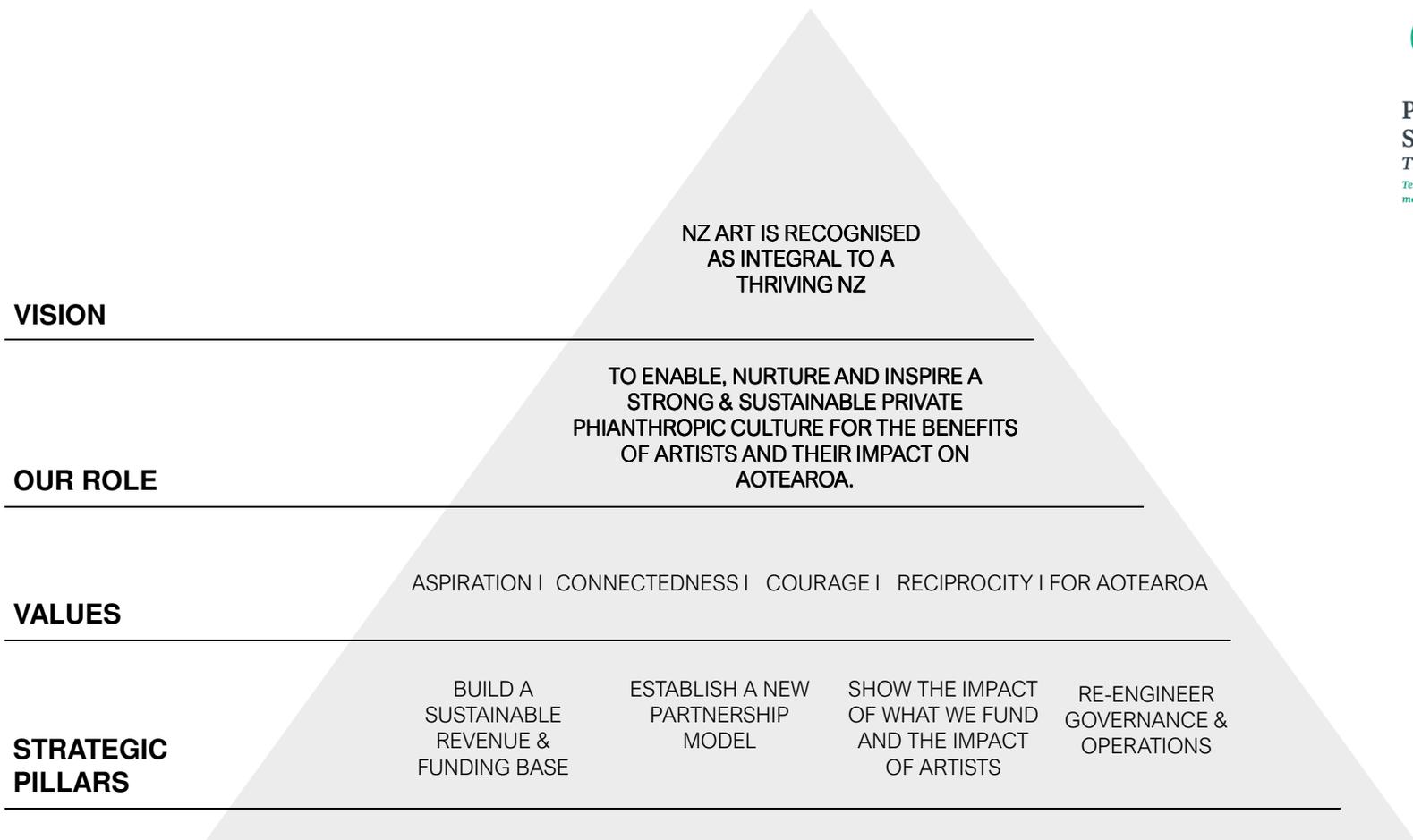
# TO

Elite Club	Diverse open community
Status	Opportunity
Few	Many
Philanthropy	Engagement
Donate	Invest
One dimensional	Multi-faceted
Looking on	Tasting the blood!
Rewarding	Transforming
Achievement	Potential
Generic	Cool/Contermporary
Closed loop	Open source
Traditional	Contemporary
One moment of connection	Multiple moments





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# THE ARTS FOUNDATION

# 2019 LAUREATE AWARD

The Arts Foundation  
Backing artists to make their mark

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Online: [www.thearts.co.nz](http://www.thearts.co.nz)  
Social: @artsfoundationnz



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The Arts Foundation  
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## ARTS MONTH AGGREGATOR

The Arts month website will let you write, and tell NZ what you think art is, as well as aggregate all the responses coming through social media.

During the rest of the year – the AF website will aggregate any hash tag it wants eg - #Nzart

It will become a depository of art content.

The Arts Foundation  
Backing artists to make their mark

the Arts Foundation

Give to The Arts Foundation  
Sign-up to newsletter

# ART IS:

MENU

ALL EVENTS ARTS BALL ARTS MONTH

New Zealand Arts Month  
September 2019

Arts Month celebrates artists and art across Aotearoa. A month of art events nationwide, we're inviting New Zealanders to discover their local artists, asking artists what they need to make their work, and raising money to support art in New Zealand.

ART IS: Stephen McCarthy	ART IS: "It's a synthesis of every every thing." Karen Walker	ART IS: Jo Blair	ART IS: MY FUTURE Claire McCallum	ART IS: Taika Waititi
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LOAD MORE



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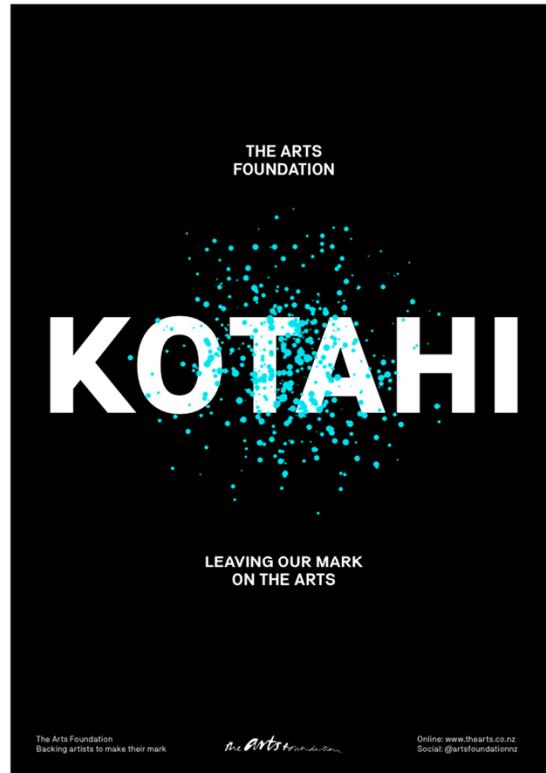
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## KOTAHI

Kotahi (one, together, union) is the name of our new collective giving community - a group of people who believe the arts can make a difference to New Zealand.

We'd love Forsyth Barr to be with us every step of the way with Kotahi - building it together.



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***Sue Gardiner – Co-Director of  
Chartwell Trust  
Trustee of Eden Arts,  
Auckland Art Gallery Foundation***



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# A Philosophy of Creative Visual Thinking

- + Research
- + Collection
- + Advocacy
- + Exercise
- + Philanthropy
- = CHARTWELL



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*You need the arts...  
and the arts need you.*

## *A Philosophy of Creative Visual Thinking*

- Evolution has given us all the human imagination.
- The arts enables us to activate the human imagination.
- Understand your own creative mind first!



Paul Hartigan, *Against the Grain*, 1980,  
Chartwell Collection

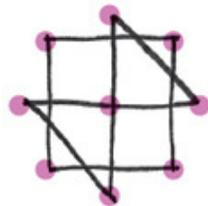


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## + *Research into Creative Thinking with mind and body.*

- How do we better understand the benefits and value of the arts?
- Substantial international research and evidence is already providing answers.
- The Creative Thinking Project at the University of Auckland engages with and develops thought leadership in this field.

THE  
CREATIVE  
THINKING  
PROJECT



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business

THE CREATIVE THINKING PROJECT

Professor Nancy J. Adler  
S. Graydon Chair in Management  
McGill University

Nancy Adler – Why Are Creative Thinking Skills So Important In The Workplace?

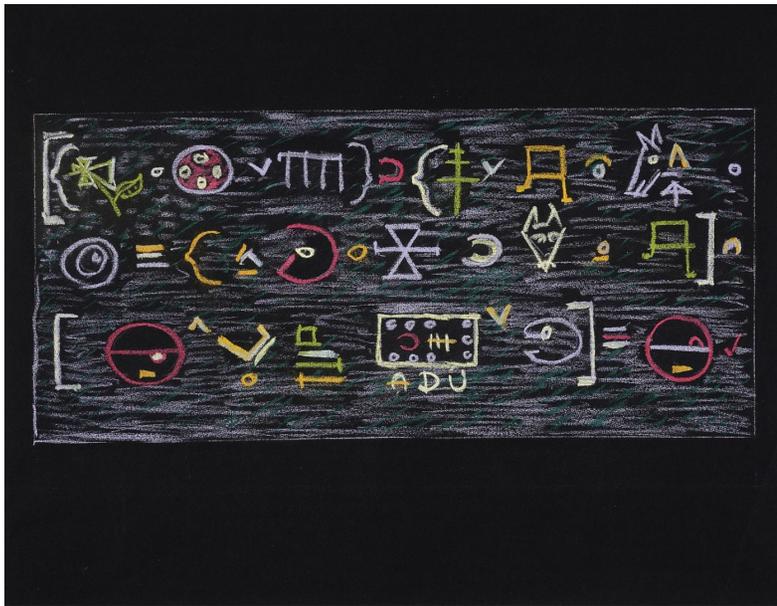
'There are enough issues in the world where we know that current approaches aren't working, that if we can't create [...]

## + *Chartwell Collection: demonstrates creative visual thinking.*

Through art making and engaging with art, you can know your own creative self and become a more empathetic arts philanthropist.



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Edwin Tanner, *Untitled, Logic*, 1960-70, Chartwell Collection  
Tony de Lautour, *Corrections*, 2018, Chartwell Collection

## *+ Advocacy for the public art gallery as a gymnasium for the mind*

Chartwell takes an active approach to understanding the arts, focussing on the visual arts. The public art gallery is the vehicle to deliver access to the creative minds of artists and to see how other people think – to then to be encouraged to give ‘possibility thinking’ a try themselves!



Alfredo Jaar, Other People Think, Light Box, 2012, Chartwell Collection



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*+ Exercise the creative mind by active participation with Squiggla.org*



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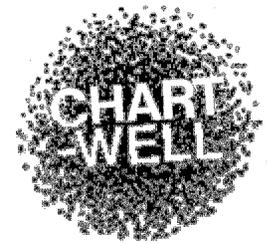
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## + *Philanthropy = Evolution + Empathy*

- Everything conspires against us exercising our innate, intuitive, imaginative way of thinking.
- Most of us do not treasure or nurture our imaginations.
- Arts philanthropy provides the opportunity to explore our culture – generates new thinking, new ideas, new connections, and deeper understanding of ourselves and others.
- Enables sustainability for artists, art organisations and thinkers and dreamers to imagine the future.

*We need art and art needs us.*

= [www.chartwell.org.nz](http://www.chartwell.org.nz)





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# *Leighton Evans*

## *CEO – Rata Foundation*

***Eric Holowacz –  
Arts consultant, governance,  
Festival direction, partnerships***



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South Carolina Arts Commission Spoleto Festival Arts  
Council of Beaufort County Wellington City Council  
The Studios of Key West Cairns Festival Mildura Arts  
Centre Arts Council of Greater Baton Rouge Sedona  
Arts Centre Whakatane Museum and Arts...

FROM THE DESK OF  
ERIC VAUGHN HOLOWACZ

Dear Jacinda,

# Dear Jacinda:



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A five-minute prologue to a possible government white paper that could lead to a revolutionary new form of sustainable arts funding for the 21st century, the proliferation of creative identity, certain long-term resources, the diversification of philanthropic community, stronger non-profit balance sheets, and



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# Aotearoa Arts and Culture Endowment Strategy (ACES)

Jacinda,

Step 1

## Seed It:

Find a new \$80 million in the next Wellness Budget. Give \$30 million of that to arts, culture, and hertiage in the usual ways. But then take the remaining \$50 million and grant \$1 million each to 50 organisations across New Zealand as permanently restricted endowments.



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Step 2



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## Feed It:

Rally all the other arts funders—foundations, philanthropists, corporates, lotteries—and encourage new charitable giving specifically to these 50 permanently restricted endowments  
(not operating and not programming)



Step 3



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## Manage It:

Board and management decide how to use the earnings from the endowment fund:

- re-invest to grow endowment
- or transfer earnings as income to the annual budget.

Step 4





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## Will It:

Use New Zealand's growing  
ACES Permanent Endowments to build  
a culture of legacy giving—bequests and  
planned gifts by individual donors.

Step 5





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## Take It:

When the Endowment reaches a certain size, allow the organisation to raid some of the fund, but not frequently, and only for specific reasons requiring new working capital.

Step 6



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## Respect It:

Board, management, and staff need to understand the risks, priorities, market volatility, investment options, and caveats of this strategy.

What if? What if? What if? What if?

What if?

What if?

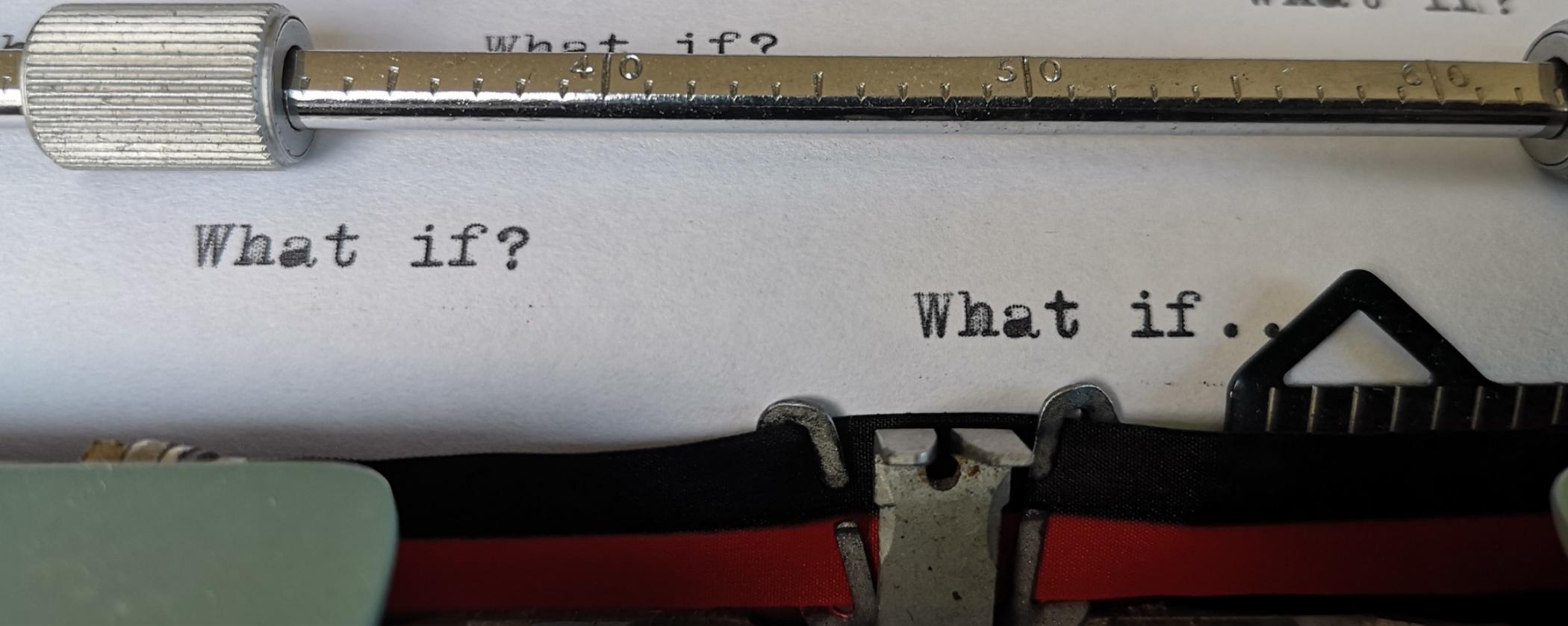
What if?

What if?

What if?

What if?

What if...



# What if...

... the Minister for Arts, Culture and Heritage finds an extra \$50, 80, or 100 million for the sector?

And what if the NZ Government establishes these new permanently restricted endowments?  
And what if organisations placed a better focus on capitalisation, growth, net equity, diversified fundraising, and endowment building?



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## What if...

...each time the New Zealand Lottery drew a winner, it also drew somebody's favourite arts, culture, and heritage organization and awarded it a \$10,000 windfall. Twice a week, every week? There's an extra million per year



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## What if...

...ATM machines, when withdrawing cash,  
gave you the option of also making a \$10  
contribution to a favourite arts organisation.  
And what if the bank then matched that?



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## What if...

...the new \$35 Tourist Tax, which will generate revenue for conservation and tourism, is increased to \$40, and the additional \$5 revenue is used to support arts organisations?  
That's an extra \$11 million annually.



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## What if...

...like Brazil has done since 1946, we impose a 1.5 percent payroll tax on corporations, and used this revenue to fund cultural programming and facilities, arts and recreation? In 2012, the resulting cultural funding in Brazil was \$600 million.



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## What if...

...every power company in New Zealand added \$1 to every monthly bill, and this new funding powered the arts, culture, and heritage sector. 1.5 million households times 12 is an electrified \$18 million per year.



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## What if...

...local governments converted the standard library card into a culture card, and it provided discounts or subsidies in support of performing arts, cinemas, festivals, museums, and cultural experiences. Weekly offers, two-for-one days, behind the scene opportunities, and family discounts?



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## What if...

...institutional funders encouraged rapid-response micro-grants for any creative person wanting to lead a small-scale catalytic project designed to make the community more creative, engaged, connected?

What if?

What if?

What if?

t if?

What if...

# Thank you

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