

**Creative
Waikato
Toi Waikato**

Wellbeing and Arts, Culture and Creativity in the Waikato:

How to Support Our Creative Professionals

A deep dive into the overall wellbeing and holistic needs of the Waikato creative sector

February 2023

Prepared by



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Acknowledgement of Country

Huber Social acknowledges First Nations people as the Traditional Owners and Custodians of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the Elders past, present and future, and to all First Nations and Indigenous communities.

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Addressing the Wellbeing Needs of Waikato Artists

The 2022 *Wellbeing and Arts, Culture and Creativity in the Waikato Report* has produced a wealth of insights into the impacts of art, culture and creativity in the Waikato. The report showed us that creative professionals in Waikato are a generous, passionate group who value community and cultural connection. The art they create, practice and share can have a positive impact on the wellbeing of everyone in Waikato.

However, the report also identified that the creative sector is particularly affected by a disparity in access to essential resources such as affordable housing, local employment opportunities and sustainable income. Many of these existing issues were further amplified as a result of the COVID-19 pandemic, which had unprecedented impacts on the creative sector globally. These resource deficits can have negative effects on artists' physical and mental health and are likely detracting from their overall wellbeing.

To better successfully address this resource imbalance and other priority needs among artists, Creative Waikato and Huber Social have partnered to create the *How to Support our Creative Professionals* supplementary report. The report utilises a wellbeing approach to identify underserved needs within the creative community and explore potential data-driven levers for creating appropriate and lasting change. With this, the creative sector and its partners will be better-equipped to drive and advocate for policies and projects that can best serve the needs of creative professionals and ultimately raise the wellbeing of Waikato as a whole.



Cian Parker by Kelsy Scott for Waikato New Works Incubator



A Note Regarding Our Approach

The authors would like to acknowledge that many of the levers identified in the report are capability-oriented. That is to say, changes that would need to be made by and to creative professional communities themselves, rather than ones implemented by others in their surrounding environment (e.g., raising the national minimum wage, increasing regional quotas for affordable housing, etc.).

This is largely due to the nature of the original measurement approach and tools used in data collection for the *Wellbeing and Arts, Culture and Creativity in the Waikato* report. The goal of the original study was to examine the impact of arts, culture and creativity on the wellbeing of Waikato people, which was theorised as being achieved through things like improved mental wellness, stronger sense of connection to land and community, and other personal or internal capabilities. While some external or environmental factors were included in the original survey, such as access to employment and housing, it did not necessarily capture the full range of resources or systems one may need access to in the Waikato for their wellbeing to thrive.

As such, there is limited data on access to opportunities which is available to include in analysis for this report. This type of data could provide stronger insights for decision-making at a district or regional level; moreover, it may balance the types of interventions recommended to address the priority needs identified.

"Local government needs to realise the value of the arts sector as a vital contributor to both economic and social wellbeing. There is vast untapped potential in the arts that can revitalise towns and communities, drive additional tourism revenue, create jobs and give pride and purpose to the people who live in those communities. It needs serious investment in the form of full time paid professionals whose job is to build the arts into a serious contributor to the local economy."

While improvements to individual capabilities may be an effective pathway for supporting certain needs, community and regional-level change is also required, particularly to address systemic issues in social resourcing of the sector.

For this reason, it may be worth conducting follow up needs assessments within additional communities of interest to fill any data gaps and expand potential scope for future analyses. Partnering with local and regional governments and wellbeing initiatives, such as the Waikato Wellbeing Project, presents an opportunity to reinforce existing datasets and provide stronger evidence to guide Waikato towards greater collective wellbeing.



"The context for these insights must **acknowledge the systemic changes that need to be addressed** to holistically contribute to the wellbeing of our creative professionals.

We know that **creatives are often first-responders in times of crisis and recovery**, and the work they create and experiences they curate provide solace, connection, exploration and understanding for our broader communities, but **often as a society we aren't acknowledging the wellbeing of those people who serve our wellbeing**. As this is a whole of system consideration, we also acknowledge the importance of other community spaces, support services, capability builders and regional and sector-based initiatives who are proactively contributing to addressing these needs.

This is not only a problem for the arts, culture and creative sector; it occurs in many different spaces, but we provide this insight to support the storytelling that is needed to address the important and valuable roll that artists and creatives play in our broader societal ecosystems, and that **if our arts, culture and creative sector is thriving, our communities are thriving.**"

-- Dr. Jeremy Mayall
CEO, Creative Waikato

Akakite Māi Itaaū Tūa -
Orchestras Central Ensemble with
Horomona Horo and Benny Marama



Key Takeaways

The *How to Support Our Creative Professionals Report* has identified multiples opportunities for the creative sector and its partners to nurture the wellbeing of its regional artists using an intentional and sustainable approach. Many of these opportunities are intersecting, and have the potential for ripple effects that may address multiple priority needs within this community. For example, strengthening creative professionals' personal support networks can both create new pathways for accessing affordable housing and increase their sense of social connection, both of which are priority needs within the sector.

Furthermore, it is important to consider the wellbeing nuances of communities within the creative sector. As the report has shown, access to essential resources is a more urgent need among performing artists; thus, interventions designed to improve access would not offer the same wellbeing benefits to visual and object artists.

Artist-led design of initiatives and policies must be prioritised to ensure that the intended outcomes are actually relevant to the wellbeing of the impacted artists.

To strengthen cultural connection:

- Prioritisation of initiatives that aim to strengthen place attachment or community identity - such as cultural celebrations, placemaking projects, or the Whiria te Tāngata project.

To improve mental wellness and social connection:

- Social connection and mental health can have a mutually beneficial relationship.
- Improved access to quality health services and homes and appropriate opportunities for physical exercise may also alleviate mental wellness stressors and reduce social isolation.

To increase access to essential resources:

- Strengthening personal resilience and broadening support networks may help at an individual level.
- Cross-sector collaboration and sustainable investment to invoke meaningful policy change will also be required to address systemic resourcing issues.

To build connection to place among visual and object artists:

- Placemaking initiatives which bolster community identity and prioritise cultural celebration may enable greater connection to place and improve overall wellbeing among visual and object artists. Local councils working with local creatives can serve social cohesion through artistic interventions linked to space and place.

To increase access to affordable housing and income for performing artists:

- Performing artists in particular are in need of financially-viable employment opportunities in their field of work.
- Investments in quality, affordable housing are urgently needed to support the wellbeing of Waikato performing artists and the community at large.



*Daniel Ormsby
Ngā Toi Māori artist*



About the Report

About the Project

Independent measurement expert Huber Social was engaged by Creative Waikato to measure the social impact of community engagement with arts, culture and creativity in Waikato. To support the arts sector in measuring their contributions to community wellbeing, Huber Social also developed a social impact toolkit, adaptable to individual organisations' arts and cultural activities.

Measurement provides a data driven approach for Creative Waikato and other arts organisations to articulate their social impact to internal and external stakeholders, and identifies opportunities for maximising that impact by better directing their resources to meet their communities' wellbeing needs.

Measurement Activities

To measure the social impact of arts, culture and creativity, Huber Social and Creative Waikato developed and launched the Waikato Wellbeing Survey in June 2022. The self-report survey asked people to think about their overall satisfaction with life, type and frequency of engagement with arts, culture and creativity, and their own levels of capabilities and access to opportunities.

This report presents findings specific to Waikato creative professionals - individuals whose main work (or source of income) is in the arts sector, including artists, producers, administrators, writers, etc. The report builds off initial findings from the *Wellbeing and Arts, Culture and Creativity in the Waikato Report*, and further explores the wellbeing needs of creative professionals and potential levers for elevating the wellbeing of the sector.

*Performing arts: Art forms such as music, dance, and drama which are performed for an audience.

^Visual and object arts: Art forms such as painting, drawing, sculpting, photography, filmmaking, and other visual and multimedia arts.

Creative Professionals Analysis

Statistical analysis was used to identify key drivers of wellbeing for creative professionals in Waikato and likely pathways for improving wellbeing. To understand potential differences in drivers by art form, results were compared between artists who predominately practice visual and object art and performing arts. Given the predominance of professional amateur artistry in Waikato (particularly in performing arts), the sample sizes for these two groups was small. It should be noted that the majority of artists (68%) report practicing both art forms.

Sample Demographics

The following provides a high-level summary of key demographic characteristics composing the Waikato creative professionals sample.

Table 1. Creative Professional Demographics Summary

| | All Creative Professionals | Visual and Object Art* | Performing Arts^ |
|-------------|---|--|---|
| Sample Size | n=266 | n=48 | n=25 |
| Gender | Female (54%) Male (41%) Non-binary (3%) | Female (79%) Male (17%) Non-binary (2%) | Female (44%) Male (48%) Non-binary (0%) |
| Average Age | 40 years | 48 years | 44 years |
| Māori | 20% | 12.5% | 20% |
| Location | Hamilton City (44%) Waikato (14%) Waipā (10%) | Hamilton City (40%) Waikato (21%) Waipā (15%) Thames-Coromandel (15%) | Hamilton City (60%) Other (16%) Waipā (12%) |

Note: A full table of sample distribution by location can be found in the report appendix.



Creative Professionals in the Waikato

Among its many findings, last year's inaugural *Wellbeing and Arts, Culture and Creativity in the Waikato Report* highlighted the unique wellbeing needs of the region's creative professionals.

While there was no significant difference in overall wellbeing levels between creative professionals as compared to non-industry folks, the report did find that a key driver of wellbeing - access to essential resources - was significantly lower among artists. This includes access to sufficient local employment opportunities, affordable housing and income, all of which are critical to the wellbeing of Waikato residents.

Additional analysis has identified that mental wellness, including loneliness, and personal connection to culture can also be considered underserved needs among professional creative communities. Collectively, these unmet needs may be acting as social deterrents among creative professionals' overall wellbeing.

The following section explores these three need areas - connection to culture, mental wellness and social connection, and access to essential resources - and discusses potential approaches for addressing each one. Improvements across any and all three of these areas is more likely to result in improved wellbeing of creative professionals in the Waikato.



Predictors of Wellbeing for Creative Professionals

When asked to reflect on their overall wellbeing, Waikato creative professionals rank themselves in a similar wellbeing state as the rest of the region: on average, they report feeling slightly satisfied with their current conditions, but recognise that there are certain life needs which are currently unmet.*

To understand what those needs might be, statistical analysis was used to identify from over 50 holistic factors measured those which have the strongest relationship with overall wellbeing. For both Waikato artists and non-artists, five factors emerged as consistent predictors of wellbeing - pride, enjoyment, purpose, self-love, and self-respect. In addition to these five, self-awareness was found to have a uniquely strong relationship with wellbeing among creative professionals specifically, and for that reason has been included as well.



Strengthening any of these six factors is more likely to accompany improvements in overall wellbeing among creative professionals, as opposed to addressing other factors which do not have as strong a relationship with their overall wellbeing.

While these individual factors each have a strong relationship with overall wellbeing, there are additional drivers that may have an influence on the wellbeing status of creative professionals - particularly those that are underserved among the creative community and which may be hindering overall wellbeing. The next few pages will explore such factors, and identify potential pathways for improving each one as a means of supporting creative professionals' wellbeing.

*Average overall wellbeing of Waikato creative professionals (4.96 out of 7) and non-industry folks (5.02 out of 7) was not found to be significantly different ($p > 0.1$). Overall wellbeing was measured using the Satisfaction with Life Scale.



Connection to Culture

'Culture' can have many different definitions, but in this report it refers to the shared values, beliefs or practices that define a group.

Connection to culture was identified as a moderate driver of overall wellbeing for creative professionals. However, both feeling connected to culture and perceived access to cultural engagement opportunities were relatively low among artists, indicating that this need is underserved within the creative community.

A notable exception are Māori creative professionals, who report having significantly greater connection to culture. This trend extends to non-creative Māori residents as well.

Stronger cultural connection is linked to better health and social outcomes, as well as higher overall wellbeing. Therefore, improving cultural connection stands to not only benefit the wellbeing of creative professionals, but Waikato as a whole.

Potential Levers for Change:

- **Strengthening place connection:** Also known as 'place attachment', this is an emotional connection with a specific place (geographic or built) or land. Connection to place is vital to establishing community identity and defining one's cultural heritage; therefore, recognising and celebrating these places of significance can help to strengthen one's sense of connection to culture as well.
- **Broadening community connection:** As with access to key resources, stronger community connection was also found to be a driver of cultural connection. This may be achieved both through strengthening sense of belonging and community identity within the creative professional community as well as building links to other Waikato communities.

Key takeaways:

- Initiatives that aim to strengthen place attachment or community identity - such as cultural celebrations, placemaking projects, or the Whiria te Tāngata project - can help build inter- and intra-cultural connection among the Waikato creative community.



Personal Connection to Culture & Heritage
-8%

Compared to all other factors measured, creative professionals feel less connected to their culture and heritage



Opportunities to Engage with Culture
-10%

Compared to all other factors measured, creative professionals feel that they have less opportunities to connect with their culture and heritage



Mental Wellness and Social Connection

Social connection and mental wellness go hand-in-hand, as one can have a compounding effect on the other and vice versa. Research has found positive links between overall wellbeing and both outcomes, and that engagement with the arts is one potential approach to reducing loneliness and improving mental health.¹

However, creative professionals in Waikato reported having slightly poorer mental wellness and social connection outcomes as compared non-industry residents. Effects of the COVID-19 pandemic have likely contributed to this, as the creative sector was disproportionately affected by social restriction measures that reduced income-generating opportunities and may have increased mental health pressures.

That being said, there are many levers which can be activated to address both of these factors, which collaboratively can have a positive impact on overall wellbeing.

Potential Levers for Change:

- **Improving access to mental health services:** Strengthening one's sense of purpose, identity, and emotional self-management were all found to be contributors to improved mental wellness outcomes and reduced social isolation. However, access to affordable mental health services is still a barrier for many Aotearoa residents, due to cost and availability of providers.²
- **Opportunities for physical exercise:** While there is a well-established link between mental and physical wellness, creative professionals reported low levels of physical wellness relative to all other outcomes measured, indicating that existing opportunities may not be well-designed for the creative community. Creating opportunities for physical movement that resonate with all types of artists may be one down-stream approach to improving overall wellbeing.
- **Better quality housing:** Creative professionals who report having comfortable homes were more likely to feel less lonely and have better mental wellness, suggesting that poor housing conditions may be a stressor on mental wellness, social connection and ultimately overall wellbeing.

Key takeaways:

- Social connection and mental health can have a mutually beneficial relationship.
- Improved access to quality health services and homes and appropriate opportunities for physical exercise may also alleviate mental wellness stressors and reduce social isolation.



Social Connection
-8%

Creative professionals report feeling less socially connected and more isolated than to non-industry folks



Happiness
-6%

Creative professionals report feeling happy less often than non-creative professionals



Anxiety
+4%

Creative professionals report feeling anxious more often than non-industry folks



Anger
+4%

Creative professionals report feeling angry more often than non-industry folks

¹ (Tymoszuk et al., 2021)

² (Kulshrestha & Shahid, 2022)



Access to Essential Resources

Meeting basic needs of income, housing and employment is important to the wellbeing of all people across the Waikato and Aotearoa as a whole. The national Stats NZ *Wellbeing statistics: 2021* report states that people who have enough income to cover basic needs and high-quality homes are more likely to have higher wellbeing; findings which were confirmed at a regional-level in the the *Wellbeing and Arts, Culture and Creativity in the Waikato Report*. Moreover, an absence of adequate employment opportunities and affordable housing options can be clearly linked to reduced disposable income and poorer housing conditions endured.

Data analysis found that access to essential resources is significantly lower among creative professionals, thus having a deficit effect on their overall wellbeing. Increasing access to essential resources should be a priority for the Waikato creative sector and its partners, as improvements across any one of these factors is likely to result in higher wellbeing.

Potential Levers for Change:

- **Increasing sustainable funding for arts:** Improving the sector's long-term economic health and stability through informed, large-scale, multi-year funding streams can lead to greater job options and security for creatives.
- **Strengthening creative professionals' resilience:** Data suggests that creative professionals who feel more resilient are more likely to have greater access to key resources. This may be a reflection of how one's problem-solving and coping skills can be leveraged to resolve personal resource challenges.
- **Deepening community connection:** Having strong personal networks that you can open up to was also found to be a driver of resource access for creative professionals. Community, family and cultural networks have been found to not only offer protective socio-economic factors for their members, such as employment opportunities, but can also help strengthen resilience and improve holistic wellness.³

Key takeaways:

- Strengthening personal resilience and broadening support networks may help at an individual level; however, cross-sector collaboration and investment to combat a history of chronic under-valuation will also be required to address systemic resourcing issues.



Local Employment
-8%

Creative professionals have less access to local employment opportunities than non-industry folks



Access to Income
-4%

Creative professionals feel that they do not have enough money to cover basic needs



Affordable Housing
-4%

Creative professionals have less access to affordable housing than non-industry folks



Quality Housing
-4%

Creative professionals have less access to quality housing than non-industry folks

³ (Garcini et. al., 2020)



Wellbeing Needs of Visual and Object Artists and Performing Artists

Just as art, culture and creativity can vary by medium of expression, so too can a person's wellbeing needs. The following section offers a focused look at two types of creative professionals:

- **Visual and object artists:** Those who practice art forms such as painting, drawing, sculpting, photography, filmmaking, and other visual and multimedia arts.
- **Performing artists:** Those who practice art forms such as music, dance, and drama which are performed for an audience.*

Initial results suggests that on average, Waikato creative professionals have similar levels of wellbeing, regardless of their art medium. Like their non-industry peers, both visual and object and performing artists report feeling slightly satisfied with their life and current conditions,[^] indicating that while this community is not critically struggling with their wellbeing, they likely have needs which are not being adequately addressed.

Despite these similarities in wellbeing, understanding the differences between wellbeing outcomes and drivers of these two groups can help key stakeholders to provide tailored support that will have a greater chance of improving the wellbeing of each type of creative professional, as well as the creative sector as a whole.

**Art practice was measured based on frequency of engaging with various examples of both visual and object and performing art forms over the past year, with once per month being the threshold for 'high' engagement. Given the small sample size of both subgroups, results should be considered indicative rather than conclusive.*

[^]Average overall wellbeing of visual and object artists was 4.94 out of 7; average overall wellbeing of performing artists was 4.85 out of 7; neither were found to be significantly different from creative professionals (4.96) or non-industry folks (5.02)($p>0.1$).



Visual and Object Artists Have Stronger Access to Resources and Sense of Self

Compared to performing artists, visual and object artists reported having greater access to key resources and a stronger sense of self and how we relate with others.*

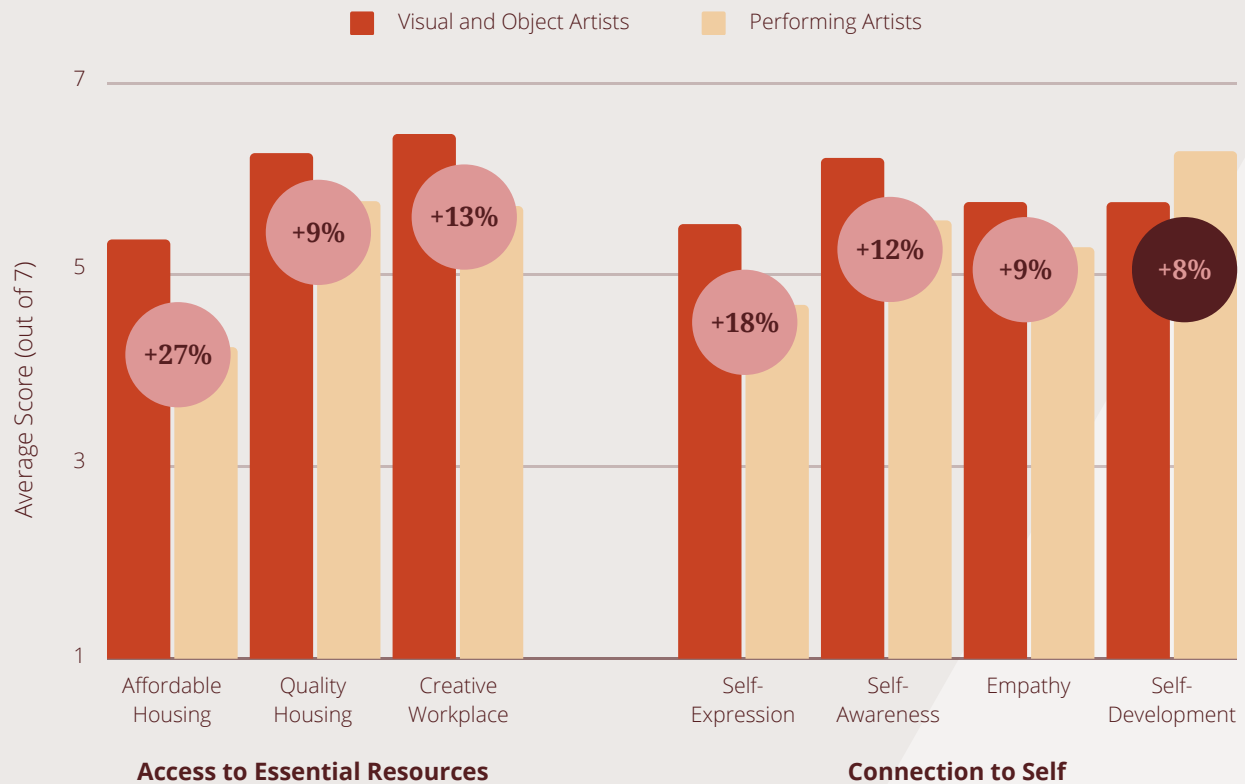
However, these factors are not strong drivers of overall wellbeing for visual and object artists; thus, higher scores here do not necessarily translate to higher overall wellbeing.

Access to diverse emotional experiences was the one exception to this trend, where on average performing artists scored 8% higher than visual and object artists.



Duan Poaneki - Contemporary Māori Artist

Key Differences in Wellbeing Outcomes, by Art Form



*All differences in average scores reported were found to be statistically significant (p<0.1)

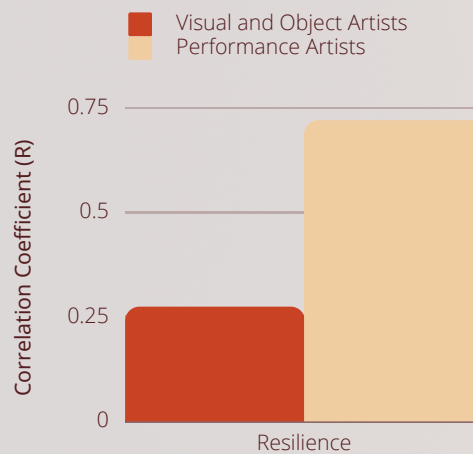


Resilience Is Uniquely Important to Wellbeing of Performing Artists

While there are many similar drivers of wellbeing shared between visual and object artists and performing artists, resilience stands out for its contrasting relationship with overall wellbeing among the two artist groups.⁴

For creative professionals who predominately engage with performing arts, resilience was found to have a significantly stronger relationship with overall wellbeing as compared to that of visual and object artists. This suggests that performing artists' wellbeing is more sensitive to fluctuations in resiliency levels, and that if both groups experience a boost in resiliency, it will be more likely to translate into larger improvements in overall wellbeing among performing artists and less likely to result in a change in overall wellbeing for visual and object artists.

Relationship Between Resilience and Overall Wellbeing, by Artist Type

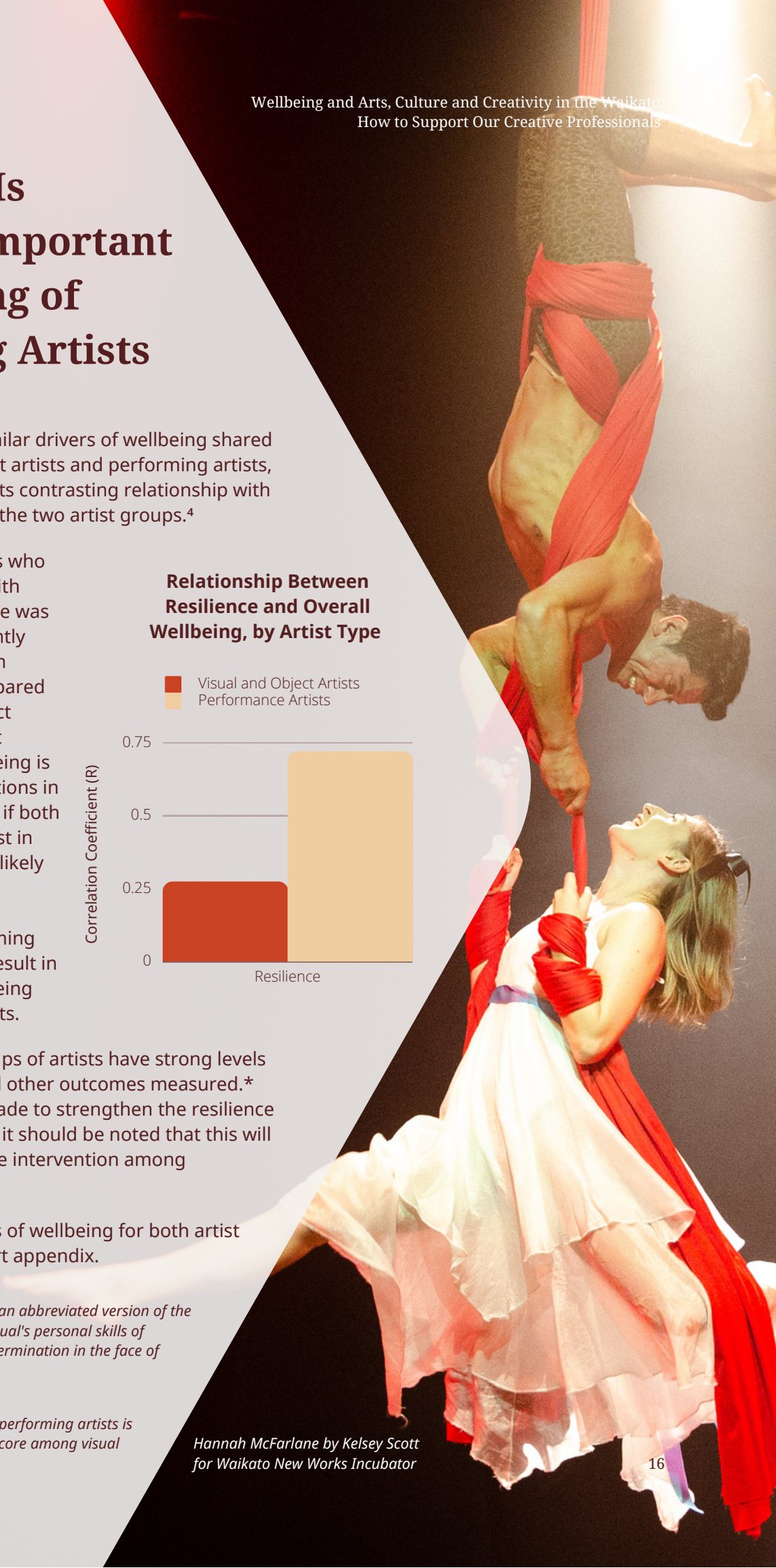


Encouragingly, both groups of artists have strong levels of resilience relative to all other outcomes measured.* However, if efforts are made to strengthen the resilience of creative professionals, it should be noted that this will more likely be an effective intervention among performing artists.

For a full list of predictors of wellbeing for both artist groups, see the the report appendix.

⁴'Resilience' was measured using an abbreviated version of the RS-14 Scale. It assesses an individual's personal skills of problem-solving, coping, and determination in the face of adversity (Wagnild, 2009).

**Average resiliency score among performing artists is 5.41 out of 7; average resiliency score among visual and object artists is 5.46 out of 7.*





Connection to Place is a Priority Need for Visual and Object Artists

Connection to place, or 'place attachment', has a significant relationship with overall wellbeing for visual and object artists as well as the Waikato community as a whole. Broadly speaking, research has linked stronger place attachment to better psychosocial outcomes as well as greater satisfaction with life.⁵ Connection to place can also have positive relationship with the natural environment, as stronger place attachment has been linked to pro-environmental behaviours.⁶

Despite this relationship, factors measuring connection to place received relatively low scores among this visual and object artists. While those who are highly engaged with art, culture and creativity were found to have stronger connection to place than those with little or no engagement, these findings still present an opportunity for improving the wellbeing of this particular group.

Potential Levers for Change:

- **Strengthening community identity:** For visual and object artists, data suggests that community connection is a strong driver of place attachment, as fuelled through open communication, inclusion and celebration. 'Placemaking' is a method for engaging communities in the planning, design and management of their shared public goods and fostering of community identity. This could be a powerful tool for bolstering community identity, and by extension place connection.
- **Connection with culture:** Closely related to community identity, connection to culture was also found to be a driver of place attachment. In particular, visual and object artists who feel that they are part of 'something bigger' than themselves, and that they have equal opportunities to connect with their culture and heritage, are more likely to have stronger place attachment. Creating space to enable self-directed cultural connection and expression may also promote greater connection to place for this artist group.

Key takeaways:

- Encouraging communities and councils to engage with local artists to create and shape placemaking initiatives can offer new employment opportunities, strengthen community identity and connection to place, and ultimately improve overall wellbeing among visual and object artists.

⁵ (Kale, 2019).

⁶ (Vask & Kobrin, 2001).



Connection to Land/Place
-6%

Compared to all other outcomes measured, visual and object artists feel less connected to their land and/or place



Vibrant Communities
-9%

Compared to all other outcomes measured, visual and object artists do not believe that their communities are very vibrant



Access to Affordable Housing and Income Are Priority Needs for Performing Artists

Previously identified as a priority need for all creative professionals, access to resources, namely affordable housing and enough income to cover daily living costs, is particularly low among performing artists.

On average, performing artists report having significantly less access to resources compared to visual and object artists. Access to resources was also one of the lowest scored outcomes across all measured, indicating that it is an underserved need among this artist group and is likely having a detrimental effect on their overall wellbeing.*

Beyond community strengthening and resilience building, there are additional strategies which can be implemented to address this priority need for performing artists.

Potential Levers for Change:

- **Increasing availability of desirable employment opportunities:** Both quantitative and qualitative data indicate that there is a shortage of employment opportunities for performing artists in Waikato that offer both fulfilment of purpose and a liveable wage. Artists should not have to make a trade-off between income and job satisfaction, given that both are important to their overall wellbeing.
- **Increase availability of quality affordable housing:** Performing artists who feel their housing costs are not affordable are also less likely to report feeling comfortable in their homes. Poor quality housing has been linked with negative mental and physical health outcomes, all of which have implications for overall wellbeing. As the Waikato region is currently facing an exponentially increasing housing shortage, investments in quality affordable homes must be a priority.⁷

Key takeaways:

- Performing artists in particular are in need of financially-viable employment opportunities in their field of work.
- Investments in quality, affordable housing are urgently needed to support the wellbeing of Waikato performing artists and the community at large.



Access to Affordable Housing
-19%

Compared to all other outcomes measured, performing artists do not feel that their housing costs are affordable



Access to Income
-7%

Compared to all other outcomes measured, performing artists feel that they do not have enough money to cover basic needs

*Performing artists reported 12% less access to resources on average compared to visual and object artists ($p < 0.01$), and 20% less access to local employment opportunities compared to residents employed outside of the creative sector ($p < 0.01$).

⁷ According to the Waikato Housing Initiative, the Waikato region is short 7,500 homes at present and will require an additional 50,000 by 2043 to meet increasing demands (Waikato Housing Initiative, 2018).



In Waikato Artists' Own Words

All Waikato residents, including creative professionals, were offered the opportunity to directly voice their views on what is needed to best support the creative community.*

Key themes that were identified across open feedback from artists and audiences included:

- **Greater financial support** for artists and the creative sector.
- More opportunities for sharing and celebrating **Māori art and culture**.
- Broadening the **reach and diversity of creative events** through diffuse promotion strategies.

Artists in particular voiced how the COVID-19 pandemic has had wide-reaching effects on their community. Many cited increased financial insecurity through reduced event opportunities and audience attendance, decreased community engagement with their art and a loss of motivation to create.

To address this, artists have also called for an increase in available sustainable funding across the creative sector. This would improve job security and income access for artists through multiple pathways:

- More local employment opportunities for artists.
- Higher wages for artists and creative enablers.
- Creation of more affordable and accessible opportunities for engaging with arts and culture, which in turn will help grow and perpetuate demand.

They also suggested increasing minimum wages across intersecting sectors such as the hospitality and tourism industries to support individuals' transitions to creative professionals.

While the government has made efforts to address artists' needs through initiatives like the Creative NZ Remuneration Policy, there is still more work to be done.⁸ Continued investment from government would not only support the creative sector but the Waikato community as a whole, as arts and culture are key tools for 'placemaking' and would strengthen community identity, bolster surrounding industries, and address the most urgent wellbeing needs for Waikato's creatives.

"It would be great to see the sector become more sustainable through a change in the way we collectively value and understand this sector and the role it can play more broadly."

*For a full analysis of these topics and other key themes, refer to *In Our Own Words*, annex to the Wellbeing and Arts, Culture and Creativity in the Waikato Report.

⁸ (Creative NZ, 2022).



Get in Touch

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Appendices:

- The Huber Social Wellbeing Measurement Framework
- Creative Waikato Impact Thesis
- Predictors of Wellbeing
- Significance Tables
- District Response Rates
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- References



Huber Social Wellbeing Measurement Framework

To be able to fulfil their potential and achieve wellbeing, each individual needs to have the capability and the opportunity to do so. Everyone has different needs within these categories depending on their context.

When it comes to measuring the social impact of a service, Huber Social measures the 'shift' the service creates in terms of wellbeing and the specific outcomes achieved to create this. Results are then consolidated at a sector, community and global level.

Longitudinal measurement monitors effectiveness of programmes, projects or initiatives to meet these needs; ensuring resources are directed to have the greatest impact. The vision is a wellbeing measurement system that delivers the whole picture, to put each of us in the best position to achieve wellbeing and leave no one behind.

The goal for each of us is the same; wellbeing. That which differs are our individual needs.

The Huber Social Wellbeing Measurement Framework

IMPACT

Wellbeing

To be in the best position to fulfil your potential and live a life of value. The overall goal for all services working with people.

OUTCOMES

Through building **Capability**

Resilience
Life skills
Wellness - mental,
physical and spiritual

OUTCOMES

and providing **Opportunity**

Resources
Self development
Societal structures
Relationships



The Waikato Arts, Culture and Creativity Impact Thesis

The Waikato Arts, Culture and Creativity Impact Thesis outlines how arts, culture and creativity impact those who benefit from engagement. Through measuring each level of impact, the Waikato arts sector and region as a whole can use a data-driven approach to demonstrate what it is about arts, culture and creativity that matters most to overall wellbeing, and what is needed to maximise the sector's impact.

1. Impact A thriving Waikato where people are enabled to live a full human experience and achieve their potential.



2. Outcomes Arts, culture and creativity contribute to the above impact by providing the Waikato community with the following capabilities and opportunities:

- Connection to self
 - Connection to place
 - Connection to culture
 - Connection to community
 - Resilience
 - Physical wellness
 - Mental wellness
 - Income and employment
-



3. Outputs Engagement with arts, creativity, and culture leads to the following outputs:

- Participation in activities related to arts, creativity, and culture.
- Jobs and income created by activities related to arts, creativity, and culture.



4. Activities Art, creativity and culture involve the following activities:

- Participation in activities related to arts, creativity and culture



5. Resources The above impact requires the following inputs:

- Financial support
- Skilled and passionate community members
- Physical spaces and materials



Predictors of Wellbeing

To inform the creative sector in how best to support the overall wellbeing of the Waikato community, correlation analysis is used to identify which factors measured have a significant relationship with overall wellbeing; these are known as predictors of wellbeing.

The predictors of wellbeing can be found listed in the following tables in order of statistical strength. The stronger the relationship between an outcome and overall wellbeing, the more confidence there is that a change in the outcome will correspond with a change in wellbeing.

Relationship strength is based on both the statistical significance (p-value) and beta coefficient value (r). All predictors listed are statistically significant to $p < 0.001$ (unless otherwise noted), meaning there is 99% confidence that the relationship identified between the predictive outcome and wellbeing is true, rather than produced due to sampling error or chance. The beta coefficient (r) describes how closely each outcome and wellbeing are likely to move together in relation to each other.

For the purposes of this study, a strong relationship between an outcome and overall wellbeing is defined as any outcome with a beta coefficient value greater than 0.6; a moderate relationship is between 0.599 and 0.4; a weak relationship less than 0.4. Even though a relationship may be weak, there is still a significant association between the outcome and overall wellbeing.

The following pages present all strong and moderate predictors of wellbeing that have a significant relationship with overall wellbeing, for Waikato creative professionals overall as well as by practised art form.



*Simon Te Wheoro "Roimata (Teardrop)"
for Kotahitanga United Through Creativity*



Significance Tables

Table 1a. All Strong to Moderate Predictors of Wellbeing for All Waikato Creative Professionals

| Indicator | R | Magnitude | Outcome | Score |
|-------------------------------------|-------|-----------|-------------------------|-------|
| Pride | 0.671 | Strong | Connection to Self | 5.68 |
| Self-love | 0.632 | Strong | Connection to Self | 5.60 |
| Purpose | 0.608 | Strong | Connection to Self | 5.76 |
| Self-Awareness | 0.608 | Strong | Connection to Self | 5.88 |
| Enjoyment | 0.556 | Moderate | Mental wellness | 5.62 |
| Emotional Intelligence | 0.555 | Moderate | Connection to Self | 5.37 |
| Respect | 0.549 | Moderate | Connection to Self | 5.36 |
| Self-Expression | 0.526 | Moderate | Connection to Self | 5.28 |
| Job Satisfaction | 0.507 | Moderate | Access to Resources | 5.47 |
| Quality Housing | 0.505 | Moderate | Access to Resources | 5.83 |
| Personal Community | 0.502 | Moderate | Connection to Community | 5.51 |
| Value of Arts to Whanau | 0.500 | Moderate | Arts | 5.97 |
| Access to Income | 0.491 | Moderate | Access to Resources | 5.15 |
| Safe Communities | 0.478 | Moderate | Connection to Place | 5.47 |
| Connection to Land/Place | 0.473 | Moderate | Connection to Place | 5.33 |
| Self-Belief | 0.464 | Moderate | Resilience | 5.28 |
| Communication Skills | 0.463 | Moderate | Connection to Community | 5.09 |
| Adaptability | 0.459 | Moderate | Resilience | 5.43 |
| Coping Skills | 0.454 | Moderate | Resilience | 5.26 |
| Happiness | 0.450 | Moderate | Mental wellness | 5.15 |
| Connections with Like-Minded People | 0.450 | Moderate | Connection to Community | 5.42 |
| Sleep | 0.448 | Moderate | Physical wellness | 4.85 |
| Affordable Housing | 0.443 | Moderate | Access to Resources | 5.01 |
| Sense of Belonging | 0.443 | Moderate | Connection to Community | 5.47 |
| Opportunity for Exercise | 0.438 | Moderate | Physical wellness | 5.62 |
| Vibrant Communities | 0.436 | Moderate | Connection to Place | 5.11 |
| Physical Health | 0.434 | Moderate | Physical wellness | 5.39 |



Significance Tables

Table 1b. All Strong to Moderate Predictors of Wellbeing for All Waikato Creative Professionals

| Indicator | R | Magnitude | Outcome | Score |
|---------------------------------------|----------|------------------|-------------------------|--------------|
| Opportunities for Self-Development | 0.431 | Moderate | Resilience | 5.89 |
| Problem-Solving | 0.428 | Moderate | Resilience | 5.59 |
| Empathy | 0.422 | Moderate | Connection to Community | 5.50 |
| Understand Another Perspective | 0.421 | Moderate | Connection to Community | 5.58 |
| Connection to Culture | 0.407 | Moderate | Connection to Culture | 4.98 |
| Freedom of Spirituality | 0.405 | Moderate | Connection to Culture | 5.64 |
| Opportunity for Emotional Development | 0.401 | Moderate | Connection to Self | 5.87 |
| Hope | 0.400 | Moderate | Mental wellness | 5.88 |



Significance Tables

Table 2. All Strong to Moderate Predictors of Wellbeing for Waikato Visual and Object Artists

| Indicator | R | Magnitude | Outcome | Score |
|-------------------------------------|-------|-----------|-------------------------|-------|
| Purpose | 0.610 | Strong | Connection to Self | 5.85 |
| Personal Community | 0.602 | Strong | Connection to Community | 5.58 |
| Happiness | 0.569 | Moderate | Mental Wellness | 4.98 |
| Enjoyment | 0.560 | Moderate | Mental Wellness | 5.35 |
| Access to Income | 0.551 | Moderate | Access to Resources | 5.26 |
| Loneliness | 0.508 | Moderate | Connection to Community | 4.79 |
| Self-Awareness | 0.496 | Moderate | Connection to Self | 6.21 |
| Connections with Like-Minded People | 0.492 | Moderate | Connection to Community | 5.36 |
| Pride | 0.472 | Moderate | Connection to Self | 6.02 |
| Physical Health | 0.449 | Moderate | Physical Wellness | 5.44 |
| Self-love | 0.442 | Moderate | Connection to Self | 5.81 |
| Sadness | 0.404 | Moderate | Mental Wellness | 4.00 |
| Sleep | 0.401 | Moderate | Physical Wellness | 4.43 |



Significance Tables

Table 3. All Strong to Moderate Predictors of Wellbeing for Waikato Performing Artists

| Indicator | R | Magnitude | Outcome | Score |
|---------------------------------------|-------|-----------|-------------------------|-------|
| Happiness | 0.666 | Strong | Mental Wellness | 4.96 |
| Pride | 0.665 | Strong | Connection to Self | 5.52 |
| Respect | 0.657 | Strong | Connection to Self | 5.04 |
| Problem-Solving | 0.642 | Strong | Resilience | 5.48 |
| Anxiety | 0.641 | Strong | Mental Wellness | 3.68 |
| Self-love | 0.629 | Strong | Connection to Self | 5.44 |
| Self-Belief | 0.619 | Strong | Resilience | 5.30 |
| Adaptability | 0.607 | Strong | Resilience | 5.32 |
| Sadness | 0.590 | Moderate | Mental Wellness | 3.54 |
| Connection to Land/Place | 0.570 | Moderate | Connection to Place | 5.42 |
| Emotional Intelligence | 0.569 | Moderate | Connection to Self | 5.12 |
| Opportunities for Self-Development | 0.569 | Moderate | Resilience | 5.68 |
| Self-Expression | 0.530 | Moderate | Connection to Self | 4.68 |
| Purpose | 0.529 | Moderate | Connection to Self | 5.71 |
| Self-Awareness | 0.528 | Moderate | Connection to Self | 5.56 |
| Safe Communities | 0.519 | Moderate | Connection to Place | 5.64 |
| Enjoyment | 0.516 | Moderate | Mental Wellness | 5.33 |
| Opportunity for Emotional Development | 0.456 | Moderate | Connection to Self | 6.28 |
| Connection to Culture | 0.445 | Moderate | Connection to Culture | 4.56 |
| Quality Housing | 0.438 | Moderate | Access to Resources | 5.76 |
| Sense of Belonging | 0.413 | Moderate | Connection to Community | 5.28 |



District Response Rates

Table 4. Response Rates by District

| District | All Creative Professionals (n=266) | Visual and Object Artists (n=48) | Performing Artists (n=25) |
|----------------------------|---------------------------------------|-------------------------------------|------------------------------|
| Hamilton City | 44% | 40% | 60% |
| Hauraki District | 5% | 2% | 0% |
| Matamata-Piako District | 8% | 2% | 0% |
| Ōtorohanga District | 4% | 0% | 0% |
| South Waikato District | 4% | 2% | 4% |
| Thames-Coromandel District | 8% | 15% | 4% |
| Waikato District | 14% | 21% | 4% |
| Waipā District | 10% | 15% | 12% |
| Waitomo District | 2% | 2% | 0% |
| Other | 2% | 2% | 16% |



Data Transparency Page

To support understanding of the findings and informed decision-making, Huber Social includes a data transparency page for every measurement project. This makes clear the rigour of evidence and analysis across every stage of the data lifecycle for the measurement project.



| Phase | Questions on the Treatment of the Data | | Points allocated | Yes or No |
|---|---|---|------------------|-----------|
| Design | SAMPLE | Everyone in the program included in the measurement | 2 | N |
| | | OR Survey sample population designed to be representative of group | 1 | Y |
| | | Sample description: <i>All 989 responses from original Wellbeing and Art, Culture and Creativity in the Waikato dataset were included; creative professionals were self-indicated (yes=266, no=723). Disaggregation by art type included fine and object artists (n=48), performing artists (n=25); or artists who practice both types of art (n=180).</i> | N/A | N/A |
| | BASELINE | Control group (independent of the intervention) | 1 | Y |
| | | Group baseline measured (pre -intervention) | N/A | N/A |
| | | Baseline inferred from time in program (e.g. 1 vs. 3 years) | N/A | N/A |
| EXCLUSIONS | Details of people specifically excluded from the measurement: <i>Survey only open to residents of Waikato 18 years or older.</i> | N/A | N/A | |
| Data Collection | DISTRIBUTION | Online surveys | | Y |
| | | OR hardcopy surveys | | N |
| | | Data collection supervised by Huber Social consultant | 1 | Y |
| | | Translation or guidance provided | N/A | N/A |
| | DATA SOURCES | Data mining of other sources | 1 | N |
| | Data included from previous years/measurements | 1 | N | |
| Cleaning | CLEANING | Partial responses removed or no partial responses | 1 | Y |
| | | Details of any responses removed: <i>Responses removed if surveys incomplete. Responses missing 50% or more of outcomes data were excluded.</i> | N/A | N/A |
| Analysis | SHIFT MEASUREMENT | Calculated on time in program | | N |
| | | Calculated on group average | 1 | Y |
| | | Calculated based on individual scores | N/A | N/A |
| | TEST APPLIED | Basic analysis | | Y |
| | | Statistical Correlation Test | 2 | Y |
| | Multiple Regression or Lasso Regression Test | 3 | N | |
| Reporting | REPORTING | Client published Outcomes Report (prove) | 1 | Y |
| | | Client received Social Performance Report (improve) | 2 | Y |
| | | Client published full Social Impact Report | 3 | Y |
| RIGUOUR SCORE: LOW: 1-9; MED 10-12; HIGH 13-15 | | | HIGH | 13 |



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