

Office of Hon Carmel Sepuloni



MP for Kelston

Minister for Social Development

Minister for Disability Issues

Associate Minister for Arts, Culture and Heritage

Associate Minister for Pacific Peoples

10 JUL 2019

G.W.

Email: fyi-request-10517-42d5a5b6@requests.fyi.org.nz

Dear G.W.

I refer to your request received on 12 June 2019, which has been considered under the Official Information Act 1982 (OIA), for the following information:

“All communications between Museums Aotearoa and yourself in both your capacity as minister for social development and Associate Minister for Arts, Culture and Heritage between 2017 and 2019. Communications should include emails, letters, minutes or other records from meetings and record of phone conversations.”

Information being released

Please find enclosed the following documents:

Item	Date	Document Description	Decision
1.	15/05/2018	Email including action points of a meeting with Museums Aotearoa	Partial release
2.	18/05/2018	Hon Sepuloni's response to Museums Aotearoa's letter dated 23/04/2018. Attachments include email from Museums Aotearoa to relevant Ministers and officials, and Museums Aotearoa's 2018 position paper	Partial release
3.	07/08/2018	Email from the office of the Associate Minister for Arts, Culture and Heritage to Museums Aotearoa	Partial release
4.	05/03/2019	Email from the office of the Associate Minister for Arts, Culture and Heritage to Phillipa Tocker. Attachment: Event information request form	Partial release

I have decided to release the documents listed above, subject to information being withheld under section 9(2)(a) of the OIA – to protect the privacy of natural persons.

Information provided in a similar request

Please note that a number of documents within the scope of your request have been released to you within the response to your request to the Prime Minister and Minister for Arts, Culture and Heritage.

Information publicly available

The following information is also covered by your request and is publicly available:

Date	Document Description	Link
23/04/2018	Museums Aotearoa's position paper for Ministers	museumsaotearoa.org.nz-position-paper-for-government-ministers

Accordingly, I have refused your request for the document above under section 18(d) of the OIA – the information requested is or will soon be publicly available.

Information being withheld

There are no additional documents covered by your request that I have decided to withhold.

If you wish to discuss this decision with us, please feel free to contact gemma.robinson@parliament.govt.nz.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Yours sincerely



Hon Carmel Sepuloni
Associate Minister for Arts, Culture and Heritage

S9(2)(a)

From: S9(2)(a)
Sent: Tuesday, 15 May 2018 4:16 PM
To: S9(2)(a)
Subject: Museums Aotearoa meeting 15 May

Kia ora, Matthew. The actions I took out of today's meeting were:

MCH to follow up with Museums Aotearoa:

- to identify an engagement opportunity with local government that the Minister can attend to promote the value of museums/galleries and how they contribute to regional development **Timeframe: By 19 July**
- on the MA position paper issues and to provide advice + options to Minister Sepuloni (framed by MCH's 2016 museums strategy work - updated to take account of the current environment eg. repatriation). **Timeframe: By 19 July** [*fyi could bring the date forward if required but key people at MA are away in June*]

Let me know if that agrees with your understanding –

thanks!

S9(2)(a)

Senior Policy Advisor, Māori
Policy and Sector Performance Group - Heritage Sector
Manatū Taonga | Ministry for Culture & Heritage
Promoting a confident and connected culture
Public Trust Building, 131 Lambton Quay, Wellington
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S9(2)(a)

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Hon Carmel Sepuloni

MP for Kelston

Minister for Social Development

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Associate Minister for Arts, Culture and Heritage

Associate Minister for Pacific Peoples



18 MAY 2018

Cam McCracken, Chair and Phillipa Tocker, Executive Director
Museums Aotearoa
PO Box 10928
Wellington

Tēnā korua

Thank you for your letter of 23 April 2018 and attached position paper.

New Zealand has a diverse museum and gallery sector supported by enthusiastic local communities who appreciate the rich collections and the stories they tell. It is a sector that makes valuable contributions, including economic contributions, to New Zealand society and our sense of nationhood.

Your overview of the challenges facing the sector and where you see opportunities for the museum and gallery sector to work alongside government agencies is very useful. I found it valuable to consider the issues you have raised and to begin discussing these further, when meeting with Phillipa and Courtney Johnston on Tuesday this week.

I am looking forward to attending and speaking at the Museums Aotearoa Conference on 22 May and staying to observe the repatriation plenary panel.

Thank you again for the contribution you and your membership are making to the cultural life of this nation.

Nāku noa, nā

A handwritten signature in black ink, appearing to be 'C. Sepuloni', written over a large, diagonal watermark that reads 'RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982'.

Hon Carmel Sepuloni
Associate Minister for Arts, Culture and Heritage

Katherine Baxter

From: Phillipa Tocker <phillipa.tocker@museumsaotearoa.org.nz>
Sent: Monday, 23 April 2018 2:30 PM
To: Rt. Hon Jacinda Ardern; Hon Carmel Sepuloni; Hon Grant Robertson
Cc: Sarah Tebbs; Katherine Baxter; Cam.McCracken@dcc.govt.nz; Paul James MCH; Stefan Corbett (stefan.corbett@mch.govt.nz)
Subject: 180423 Phillipa Tocker - Museums Aotearoa Position Paper for Government
Attachments: 2018-04 Museums Aotearoa Position Paper for Government Ministers.pdf

Tēnā koe,

Please find attached a position paper from Museums Aotearoa to expand on our earlier correspondence.

We very much appreciate the video message from Hon Jacinda Ardern addressing our MA18 'Outside Insights' conference in May, and look forward to welcoming Hon Carmel Sepuloni to the event in Christchurch on 22 May.

If you have any queries, please contact me.

Nāku noa,
Nā Phillipa

Phillipa Tocker
Executive Director
Museums Aotearoa

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Museums Position Paper

23 April 2018

1. Introduction

Museums exist for the benefit of all New Zealanders as well as visitors to Aotearoa. We preserve our past, help define our present and educate for our future. We are storehouses and story-tellers for our shared culture. We are both world-class tourism destinations and community anchors.

We offer a place for community, education, discovery and reflection, a refuge from the pressures of daily life and a place for inspiration and participation. As social businesses, we also contribute to the economic vibrancy of our communities. Our workforce is diverse, highly skilled and future-focused; we provide and benefit from a wide range of volunteering opportunities.

With more than 470 museums throughout New Zealand, ranging from national institutions to volunteer-led organisations, we ensure all New Zealanders can explore their cultural identity, access meaningful cultural and learning experiences, and engage with the cultures, histories and worldviews of others. We are kaitiaki of taonga and identity, tangible and intangible heritage, which we care for through research and scholarship.

Museums across the country are actively evolving. Changes in museum practice over the past 30 years has resulted in a sector that is focused on access and participation; that is keenly aware of the need to reflect the changing face of New Zealand; that honours a commitment to the Treaty of Waitangi; and that is often at the forefront of conversations that lead to social change. Museums are at the forefront of reflecting New Zealand's growing diversity and changing demographic with programming that actively engages with all communities. New Zealand's museum sector is recognized internationally for its digital innovations and collaborations. Changes in the ways museums are funded have also lead to entrepreneurial thinking and commercial experimentation.

But there is still more potential for us to add economic and cultural value to the nation, as well as back into our local communities and local economies. We have the potential to add significant value to the new Government's regional development initiatives. We also have the ability to partner and support new Māori development initiatives as iwi grow in their ambitions to care for and create access to their natural and material taonga.

This position paper identifies where we would like to work with Government to review, refocus and possibly reprioritise existing government investment, as well as identify new initiatives which would allow museums to leverage their efforts on behalf of New Zealand as a whole.

We see four key areas in which museums could partner with Government to unlock new value for all of New Zealand. As well as providing vital cultural, economic and social agency, we invite you to see us as:

- A key partner in the formulation and roll out of new initiatives for regional economic development, particularly in employment and education.
- A key partner in supporting the expectations and aspirations of iwi and Māori, as iwi increasingly care for and provide access to their taonga, including the development of cultural tourism opportunities.

- A key partner with central and local government in promoting the social, economic, environmental and cultural well-being of communities.
- A key partner, alongside libraries, archives and other cultural/memory institutions, in providing the framework for New Zealanders to explore and understand our national identity.

2. Museums in Aotearoa New Zealand

For a country of New Zealand's size, our museum sector is large, diverse, and very accessible. In addition to the major national, metropolitan, military and regional institutions, there are hundreds of small, often volunteer-run institutions that provide great benefit to both their immediate communities and tourism.

Only Te Papa and the national service museums (Airforce, Army, Navy, Police) are directly funded by central government. The majority of New Zealand museums are funded by local government authorities through a variety of mechanisms, with varying levels of security.

New Zealand's museums employ more than 3,500 staff, and benefit from the dedication of about 10,000 volunteers. We estimate our museums are care for over 30 million collection items, manage over 1000 buildings and heritage properties, and collectively welcome at least 12 million visitors annually.

Modern museums act as community hubs, providing cafes, theatres, venue hire, retail, i-Sites and studios. These facilities create employment and earn income that balances public investment.

The social, educational, cultural, health and economic benefits of access to museums are well understood and backed by local and international research. However, the failure of funding keep pace with inflation and increased operating costs makes it increasingly difficult to meet the ever-expanding expectations of both visitors and funders/stakeholders.

3. About Museums Aotearoa

Museums Aotearoa (MA) is the peak professional association for Aotearoa's 470+ public museums and art galleries, and those who work in and for them. Our goals are focused on advocacy, professional development and manaakitanga for the sector.

The MA Board is comprised of directors and staff from a range of institutions from around the motu. Succession planning is a strong focus, to ensure representative leadership for the sector.

MA also leads national collaborations. We are currently working with MCH on policy and evidence to support the cultural value framework; Arts Access Aotearoa to extend accessibility and inclusion in museums; Creative New Zealand on audience engagement; Tourism Industry Aotearoa on evidence and capacity building; and Te Papa on professional development.

4. Opportunities for us to work with Government to make a real difference.

4.1 Regional development opportunities.

With museums large and small spread through virtually every community of New Zealand, this sector has a unique opportunity to contribute in a coordinated manner to regional development opportunities including but not limited to education and employment.

Recommendation: Promote the museums sector as a partner in regional development activities, throughout central and local government.

Recommendation: Reconsider the criteria and scope for the Regional Cultural Heritage Fund, which in 2016 replaced the Regional Museums Fund allowing a

wider group of organisations to compete for capital funding. The fund is also only committed through to June 2019.

4.2 Support for Māori and iwi-led cultural ventures.

As Treaty settlements continue to be concluded, Māori and iwi-led groups are increasingly investigating the possibilities of setting up self-managed cultural centres to care for their taonga and cultural tourism ventures. Museums have to this point be largely involved in the Treaty settlement process through access to collections. There is a much broader opportunity around museums lending their skills and experience to such centres and tourism ventures to nurture and amplify these new activities.

Recommendation: Create a working group (possibly with TPK, MCH, Tourism New Zealand and MBIE) to investigate how the museums sector could best support new iwi-led cultural ventures.

4.3 Regional touring fund.

A centrally managed fund (possibly administered by CNZ or MCH) that would assist larger institutions to tour exhibitions and collections around Aotearoa. Currently, costs of touring exhibitions are prohibitive for smaller and more distant museums, meaning these audiences often miss out. This would allow a more joined-up approach to sharing collections and expertise which are distributed nationally.

Recommendation: Consider a new contestable fund to enable more touring of exhibitions and collections around New Zealand, in particular outside the main centres.

4.4 Informing government policy.

Revised tax legislation has potential to open new opportunities. Funding for acquisitions to public collections is shrinking, while the value in the market for art and objects has increased exponentially. Opportunities exist to incentivise the donation of significant items to museums. Allowing a tax deduction on the monetary value of donations of significant art and artefacts would encourage greater levels of benefaction, bring incredible objects into the public domain, and enable museums around the country to continue to develop their collections for the future without placing additional burden on local government funding.

The Association is also interested in the work underway by the Treasury in the Living Standards Framework. Museums and galleries are important contributors to cultural capital and provide great opportunities for growth and development of the community and economy. We would welcome the opportunity to contribute to exploring this concept further as a guide for investment. We have strong insights to the potential of Museums to improve the well-being of our communities

Recommendation: Explore the implications of tax incentives to encourage individuals to donate art works and objects of cultural significance to museums.

Recommendation: Engage Museums Aotearoa in a working group on cultural input to the Living Standards Framework.

4.5 Addressing governance and funding anomalies.

In addition to Te Papa, New Zealand has four other statutory museums (Auckland, Canterbury, Otago, and MOTAT), whose legislation dictates and safeguards their objectives, collection policies, governance and funding. The major metropolitan art gallery equivalents – equally complex, important and successful institutions – in contrast are run in three cases as units of their respective

councils, and in one (Wellington) as a Council Controlled Organisation, making them much more vulnerable to the vagaries of political chance.

Regional museums and galleries are similarly at the mercy of fluctuations in local politics, meaning that some are well-supported and others sadly neglected. There is an opportunity identify how more security and a stronger set of national expectations could be provided to our leading arts institutions.

Recommendation: Consider addressing current governance and funding anomalies whereby some institutions are protected by statutory measures and others are not.

Recommendation: Consider extending MCH's cultural value research into a fully-funded research partnership with MA in order to understand the value museums bring to New Zealand and future opportunities for the sector.

4.6 Address longstanding issues with MOE's contestable funding.

Museums make an invaluable contribution to New Zealand's education system, providing rich environments and highly trained staff who dramatically develop children's horizons. Many museums rely on the Ministry of Education's Learning Experiences Outside The Classroom (LEOTC) programme to fund these services. At the same time, constant changes to MOE priorities and uncertain funding cycles make it difficult to plan long term, negatively affect relationships with schools, and depresses morale in this important section of the museum workforce. Consideration should be given to encouraging a focus on low-decile, geographically distant and disadvantaged schools. Consideration could also be given to funding areas that are currently disallowed (e.g. pre-schools, homeschoolers).

Recommendation: Consider working closely with MA and the sector to build the relationship with the Ministry of Education and bring greater clarity and security to the LEOTC programme.

4.7 Capacity building.

Museums Aotearoa is already working with Te Papa, universities and ITOs to ensure that practical training and entry-level qualifications are fit for purpose. There is an identified gap in professional development opportunities to equip our future sector leaders with the necessary skills, experience and networks to run world-leading cultural organisations. There is also the opportunity to bring emerging leaders from across the arts and culture sector together, to form a more diverse talent pool for our local leadership opportunities. In addition, we need to ensure our future workforce reflects our diverse communities, including Māori, Pacific, Asian, LGBGTQI and Deaf.

Recommendation: Consider funding a professional development programme for the wider cultural sector that will improve succession planning, manage generational change, and develop local talent for leadership positions in New Zealand's cultural organisations and boards.

We look forward to future discussions with you, as we collectively work toward a future where arts and culture are at the forefront of our national psyche and where museums and galleries are able to touch the lives of all New Zealanders.



Cam McCracken
Chair, Museums Aotearoa
Director, Dunedin Public Art Gallery



Phillipa Tocker
Executive Director, Museums Aotearoa

From: S9(2)(a)
Sent: Tuesday, 7 August 2018 5:47 PM
To: Phillipa Tocker
Subject: Acknowledgement of your correspondence re Museums Aotearoa

Dear Phillipa

On behalf of Hon Carmel Sepuloni, Associate Minister for Arts, Culture and Heritage, thank you for including the Minister on your correspondence to the Prime Minister. I know Minister Sepuloni appreciated the opportunity to meet you and Courtney earlier in the year and to speak at your conference, particularly on the topic of repatriation. I've heard from a few people that the speech was well-received and Minister Sepuloni is following progress on the repatriation work at MCH with interest. It's good to hear too that you're part of this and other work with MCH.

Your correspondence and reports will be provided to the Minister.

I look forward to catching up again soon.

All the best

S9(2)(a)

S9(2)(a)

Office of Hon Carmel Sepuloni MP, Minister for Social Development, Minister for Disability Issues, Associate Minister for Pacific Peoples, Associate Minister for Arts, Culture and Heritage

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From: [REDACTED] S9(2)(a)
Sent: Tuesday, 5 March 2019 11:43 a.m.
To: phillipa.tocker@museumsaotearoa.org.nz
Cc: [REDACTED] S9(2)(a)
Subject: Museums Aotearoa Conference - Thursday 23 May - Wellington

Good morning, Phillipa.

On behalf of Hon Carmel Sepuloni I would like to thank you for your invitation.

I can confirm that the Minister would like to attend on Thursday 23 May from 9am-10.40am at Te Papa, Wellington.

I have attached a form to be filled out and returned no later than Friday 19 April.

Ngā mihi

[REDACTED] S9(2)(a)

Office of Hon Carmel Sepuloni MP, Minister for Social Development, Minister for Disability Issues, Associate Minister for Pacific Peoples, Associate Minister for Arts, Culture and Heritage

Authorised by Hon Carmel Sepuloni MP, Parliament Buildings, Wellington

Email disclaimer:

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Office of Hon Carmel Sepuloni

EVENT INFORMATION FORM

Please provide as much information as you can now. If some information is not available at this time, please provide what you can and send more as it becomes available to S9(2)(a)

Some of the information requested might not apply to your specific event – please indicate this by marking it N/A

Event Details	
Name of host organisation	
Organisation background (objectives / purpose)	
Contact person for event (and on day) Contact number (landline and mobile) Email address	
Title of event	
Format of event (E.g. conference, launch, cocktail function, etc)	
Purpose of event (objective and planned outcome)	
Date and time of event (Please note whether date is flexible or not) Duration / length of event	
Time the Minister is required to arrive	
Venue (full physical address)	
Style of Ministerial address (Please choose from the following): 1) Formal speech from podium/lectern on stage 2) Informal speech in a room with less than 100 people 3) 'Around the table' informal discussion (Note: Speeches are between 5-15 minutes)	
Question & Answer session following the speech (please circle) (Please note to allow a max of 10 minutes)	
Acknowledgements (please list attendees that will be present that the	

Minister should acknowledge)	
Who else has been invited to speak (in particular, are other Ministers or MPs being invited)?	
What issues would you like the Minister to address in her speech?	
Who will be introducing / thanking the Minister?	
Are media being invited? If so, please state who and what organisation.	

Is there a Maori dimension to your event? If so, please provide the nature and timing of this? Will the Minister be required to respond in English or Maori and, if Maori, can your organisation provide a speaker on the Minister's behalf?	
Please provide a full run-sheet with specific timings for the event (Note: May be attached to this form)	
Please provide any specific protocols that we should be aware of	
Please provide a guest list (if possible) and indicate the make-up of the audience.	
Total number of people expected	
Do you have any questions in relation to the Minister's attendance?	

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