

# Long-Term Insights Briefing Focus Area:

## Demographic changes

With changes to the make up of Aotearoa New Zealand's population, our country demographics will be very different in 2040. This will create both challenges and opportunities for the cultural sector. How will demographic changes influence the sustainability of the cultural sector ecosystem into the future?

### What we have heard

“Changing demographics over time will determine the requirements to maintain relevancy”

“The volunteer demographic is changing. Historically, it was retirees, however as the younger generation head into that age group, there is less inclination to volunteer”

“Continuing structural inequality will be a barrier for participation and institutions need to consider this in their programmes”

“Urban development patterns will influence how our audiences consume/participate in culture”

“The cultural sector needs to more accurately represent the demographics of Aotearoa New Zealand. Ensuring investment is equitable is a key part of this, as is ensuring Mātauranga Māori, for example, is given equal weight in comparison to other knowledge system”

“Younger people are discovering and listening to music differently. This will continue to shape the market in the future”

“The role that media plays in democracy needs to be taken into account. Our population will become more diverse and people will be less deferential to traditional structures and authorities. This is already starting to happen”

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### What others are saying

“New Zealand's population is projected to grow to 6.1 million in 2043. All ethnic populations are projected to grow, with the highest rates of growth in the Middle Eastern/Latin American/African and Indian ethnic groups...

...All ethnic populations will gradually age over the coming decades. Māori and Pacific populations will continue to have a much younger age structure than the total New Zealand population”

[National Ethnic Population Projections 2018-2043 stats.govt.nz](https://stats.govt.nz/nz/infocus/ethnic-population-projections-2018-2043)

“Young New Zealanders (aged 10–14) are feeling more creative. 79 percent say doing creative things makes them feel excellent or good. are very or extremely creative (↑10%). Young New Zealanders are increasingly seeing the benefits of engaging with the arts in their lives”

[New Zealanders and the Arts 2020 Research Summary, creativenz.govt.nz](https://creativenz.govt.nz/research/new-zealanders-and-the-arts-2020-research-summary)

“Digital art is the main art form that young New Zealanders would like to participate in more (58%). This is followed by visual arts (42%) and performing arts (33%). Young Māori are more likely than average to want to increase their participation in Ngā Toi Māori (27% compared to 13%). Young Pacific peoples have a stronger desire than average to increase their participation in Pacific arts (35%, compared to 11%) and performing arts (44%, compared to 33%)”

[New Zealanders and the Arts Young Persons survey, creativenz.govt.nz](https://creativenz.govt.nz/research/new-zealanders-and-the-arts-young-persons-survey)

“Attendance at Ngā Toi Māori events has been trending up. The benefits of Ngā Toi Māori go beyond appreciation of the artform, with more New Zealanders agreeing than it motivates them to kōrero te reo and improves their wellbeing. These trends are being driven by people who don't identify as Māori”

[New Zealanders and the Arts 2020, creativenz.govt.nz](https://creativenz.govt.nz/research/new-zealanders-and-the-arts-2020)

“Demographic changes will influence future “cultural capital”. Cultural capital belongs to the community in which it develops; it is adapted and extended by each generation as part of a community's cultural vitality and vibrancy; and it is transmitted from generation to generation”

[Culture, Wellbeing, and the Living Standards Framework: A Perspective, NZ Treasury, June 2019, treasury.govt.nz](https://treasury.govt.nz/publications/culture-wellbeing-and-the-living-standards-framework-a-perspective)

“Reorienting funding towards a ‘cultural bonus’ of \$1,000 for 18-year-olds would improve youth access to cultural goods and create a cultural sector more reflective of the desires of those who stand to shape our culture for an adult lifetime”

[Culture, young people and wellbeing in Victoria University Policy Quarterly Vol. 16 No. 2\(2020\): Listening to Voices of the Future](https://www.vic.gov.au/culture-young-people-and-wellbeing-in-victoria-university-policy-quarterly-vol-16-no-2-2020-listening-to-voices-of-the-future)

## **Demographic changes: what we would like to discuss**

**How will demographic changes influence the sustainability of the cultural sector ecosystem into the future?**

### **Visioning activity:**

- It is February 2040, thinking about the topic [B, C, D, E] what do you think the newspaper headline would be, OR
- What would the youngest person in your family be doing in 2040?
- You are recalling the past two decades from 2020 to 2040, what key changes do you think would have happened in the work you do?

### **What is happening now (in 2022) or will happen that will influence this? And when?**

- What is on the horizon, what are the trends? (introduce wild cards, ideas)
- What is strengthening, weakening, wild cards, and weak signals?
- When might they happen (short term, medium term, long term?)

### **What might we need to do to meet these challenges / embrace opportunities, and when?**