



**Publishers  
Association of  
New Zealand**  
*Te Rau o Tākupu*

Amplify: A Creative and Cultural Strategy for New Zealand (DRAFT) 2024-2030

Publishers Association of New Zealand (PANZ) submission

*Hutia te rito o te harakeke, kei hea rā te kōmako e kō?*

*Kī mai ki ahau, he aha te mea nui o te Ao?*

*Māku e kī atu, he tangata, he tangata, he tangata.*

*If you were to pluck out the centre of the flax bush, where would the bellbird sing?*

*If you were to ask me, "What is the most important thing in the world?"*

*I would reply, "It is people, people, people."*

## Introduction

This submission from the Publishers Association of New Zealand (PANZ) speaks to Amplify: A Creative and Cultural Strategy (DRAFT) 2024-2030 for New Zealand.

This submission is guided by a PANZ Council hui where this draft strategy was tabled, a further hui between PANZ, NZSA, and CLNZ, an engagement consultation Zoom with Joe Fowler and colleagues, and collaborative edits and whakaaro with the PANZ Council.

We honour the many energies behind this measina, this treasure.

## Overview

PANZ believes there is a need for a creative plan in Aotearoa going forward, one that empowers the arts in New Zealand to be the very best we can be, to compete on the world stage, to imbue a strong local identity, and to actualise learning and career opportunities.

Here is the draft strategy's pou tokomanawa, heart pillar, vision:

***'Amplify our arts and culture to make New Zealand a global creative powerhouse.'***

Followed by these proposed 2030 targets:

- New Zealand ranks among the top 25 nations in the world for culture and heritage soft power, resulting in high-value cultural tourism and exports.
- More New Zealanders are actively engaging with New Zealand arts, culture and heritage.
- The GDP contribution of the arts and creative sector increases to at least \$20 billion, with a focus on exports.
- The median income for creative professionals more closely matches the median income for New Zealanders earning a wage or salary.

And these subsequent strategic pillars:

- **Investing for maximum impact**

Government investment, including the \$450 million investment in Vote Arts, Culture and Heritage maximises value for New Zealand from the creative and cultural sectors.

- **Nurturing talent**

Supporting New Zealand's creative and cultural talent pipeline and sustainable career opportunities.

## - Reducing barriers to growth

Modernising and streamlining government regulation enables the creative and cultural sectors to thrive.

### Publishing and literature

As the kaitiaki of publishing here in Aotearoa, PANZ has a unique place in the cultural landscape, we pride ourselves on being engaged and proactive with our almost 90 members across trade, educational, scholarly, and digital publishing.

PANZ is keenly focused on assisting our members with their current business and or cultural goals and helping to prepare our members to be successful now and in the future. We do this through offering training and professional development and representing our publishers' interests to government and other sectors, at home and internationally.

Unfortunately, there is no space held for New Zealand publishing in this strategy.

Throughout the entirety of *Amplify* there is no mention of **publishing** (except for at the end of the document on page 37 with what will happen to the final document), or **literature**, or even - **literacy** - which is mentioned only once in *financial* literacy, along with **books** mentioned only once and albeit in brackets on page 17.

This draft has no aroha for publishing and literature, no vision for how to bridge our hard-working, centuries old industry, into the pillars and actions outlined. *Amplify* erases New Zealand storytelling and the golden thread that connects these manifold other artforms together - a disservice to the membership we proudly champion.

The history of publishing dates back thousands of years to the earliest civilisations that developed systems for recording information. The first known forms of publishing were stone tablets, which were used in ancient Mesopotamia and Egypt around 3500 BCE.

Publishing tracks the passage of time through the written word, our history is published, our stories are bound and treasured all over the world – to see an absence of this taonga is to miss not only the economic contribution publishing makes to the country's GDP, it overlooks the stories of New Zealand and who we are as a people.

Furthermore, reading books was not noted as a measure to inform this draft strategy, as established in *Toi Mai*, which only further affirms the need for a greater publishing and literature presence within *Amplify*.

We would like to see this significant issue addressed within the final *Amplify* strategy. Publishing should be proudly represented as a key taonga and a cornerstone of the arts.

As there is no further putea, funding, available – what we ask for is acknowledgement, and the chance to work closely with government in steering this vaka forward.

The next figures are from our Nielsen Market Size Report 2023, the data speaks for itself in strengthening the position of publishing and literature in *Amplify*.

### **New Zealand publishing snapshot in 2023**

- \$280.3m total publishing revenue, includes trade, educational and professional sectors.
- \$18m units sold, in trade and educational revenue.
- \$14.2m export earnings from trade and educational sectors.
- \$48.7m in domestic revenue from NZ content alone.
- \$158.7m print book revenue, in trade and educational sectors.
- \$94.4m through the physical bookstore channel.
- \$12.9m in digital book revenue (all types).
- \$10.1m through eTailer channel.

### **Broader whakaaro**

In addition to contextualising where publishing in Aotearoa sits culturally, and commercially, we have further feedback on *Amplify* directly from our PANZ President.

- Modernise copyright and IP frameworks to ensure fair protection and compensation for publishers and authors remains in a world of generative AI, digital reproduction, and to strengthen and protect indigenous knowledge, mātauranga māori, and give rights to enforce the misuse of any cultural misappropriation.
- Strengthen the role of publishing in education by embedding New Zealand literature (Aotearoa and Pacific), into school curriculum and education programmes, nurturing talent and promoting and protecting our cultural identity.
- Promote publishing as a key contributor to soft power and cultural diplomacy, we recommend this strategy could help to highlight the role of New Zealand books, publishing, reading, literature – and how it can and does enhance the country’s global image, cultural tourism, and international export capability. For example, PANZ is preparing for New Zealand to be the Guest of Honour at the Bologna Children’s Book Fair in 2027. With strategic Government support, this offers New

Zealand a unique platform to share our rich heritage in children’s literature and to position Aotearoa as a beacon of creativity and cultural diversity.

- Increase equity in existing funding channels.
- Acknowledge publishing as a key driver of cultural and economic impact.
- Publishing can also support collaboration across the creative sectors – adapting books into screen productions, integrating into digital platforms, supporting public and private investment.
- The creative arts can be an enabler of equity, and a government strategy should be using this as a lever to provide greater support and rebalance the inequities that are in our society, and to be getting behind communities, groups, and people who have been underserved.

## Summary

We accept that *Amplify* intends to be a high-level document, but we also acknowledge and honour that many strands together hold the weave tight and within the details there are people, creative and cultural workers, who will be the daily deliverers of this plan. Part of our summary whakaaro is to highlight this workforce within the government and across ministries and sector organisations, and to ensure that alongside this strategy there is an action plan for the wellbeing of those whose hands will bring these words to life.

The process does inform the outcome and how we treat people within a process is just as important as executing the plan itself and meeting the many objectives therein.

Our stance as kaitiaki of the stories of Aotearoa is firm and we trust that our concerns as a significant contributor to the cultural identity of New Zealand will be heard, and addressed, by bringing our voice to the fore of *Amplify*.

We support the submissions of CLNZ and NZSA, and we look forward to working hard alongside you. It has been a mana-enhancing experience to talanoa with MCH and discuss publishing and literature at length, and we look forward to seeing that connection solidified in the final *Amplify* strategy with publishing and literature at its core.

Fakafetai lahi lele,



Courtney Sina Meredith

PANZ Association Director