

**Creative
Waikato
Toi Waikato**

Wellbeing and Arts, Culture and Creativity in the Waikato

Understanding the impact of arts,
culture and creativity on the people
of the Waikato Region

October 2022

Prepared by



**HUBER
SOCIAL**

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Acknowledgement of Country

Huber Social acknowledges 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.

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Empowering Communities to Engage with Art, Culture and Creativity

Arts, culture and creativity play a vital role in a thriving society and touch all facets of our community. In the Waikato, community members engage with arts, culture and creativity every day, sometimes without even realising it.

Creative Waikato and its partners in the creative sector have set out to measure the impact of arts, culture and creativity in the Waikato. The project is two-fold: a community-wide study of the impact of engagement with arts, culture and creativity and broader wellbeing needs, and the development of a community toolkit that will enable measurement partners to assess their organisation-level contributions to the overall goal of a thriving Waikato community.

The results from this report provide evidence for the creative sector to leverage in design and development of future creative and cultural programs, as well as a tool for articulating the impact of and advocating the need for access to arts, culture and creativity.

Key findings from this study include:

Engagement with arts, culture and creativity positively impacts wellbeing

On average, Waikato residents who self-report having a high level of engagement with arts, culture and creativity have higher wellbeing than those who have little or no engagement.

For all Waikato residents, engagement with arts, culture and creativity has a positive relationship with overall wellbeing. The more often they attend, create or participate in artistic and cultural events, the higher their



Mark Hamilton, Stock image

‘Te ohonga ake o tooku moemoeaa, te puaawaitanga o te whakaaro’

*‘The awakening of my dreams, is the blossoming of my thoughts’
– Naa Te Puea Herangi*

wellbeing is likely to be. This holds true regardless of engagement level or relationship with the creative sector.

Access to arts is important to everyone

Waikato residents who believe they have greater access to arts, culture and creativity are also more likely to have higher overall wellbeing.

This relationship between perceived access and wellbeing exists for all Waikato residents,



regardless of how frequently they are attending, creating or participating in arts, cultural and creative activities. In fact, for those who consider themselves less engaged with the creative sector, perceived access is more important to wellbeing than for those who are highly engaged. They also believe they have on average 8% less access to these types of activities and events. The creative sector may want to consider ways to increase access - including perceived access - for those who are not actively engaged in arts, culture and creativity.

Mental wellness is a priority need in Waikato

Mental wellness is one of the strongest predictors of overall wellbeing for all Waikato residents, regardless of level of engagement with arts, culture and creativity. However, residents have reported feeling anxious, angry and unhappy, indicating that these needs are not currently being addressed. In particular, professional creatives and enablers in the creative sector scored significantly lower on average across mental wellness factors as compared to non-industry folks, an inequality likely driven by the effects of the COVID-19 pandemic on the sector.

The current evidence base shows that engagement with arts, culture and creativity is one way of improving mental health outcomes. The creative sector may wish to explore ways that their programming and events can specifically address the mental health needs of Waikato residents, thereby having a positive impact on overall wellbeing.

The Waikato community values arts, culture and creativity

Regardless of how passionate or involved someone is with arts, culture and creativity, all Waikato residents recognise the value that these things contribute to their every day life, as well as that of their whānau and children. This holds true across all levels of engagement with arts, culture and creativity or the creative sector in general.

"Art reflects the wellbeing of the community and is an essential part of who we are to be human."

- Waikato resident, Hauraki District



Waikato Museum



Why Measure Social Impact?

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.

1. Measure

To measure the impact of arts, culture and creativity, Huber Social measures the shift in overall wellbeing and outcomes for those who benefit - in this case, the people of Waikato.

Measurement provides a data-driven approach for Creative Waikato and other arts organisations to articulate their social impact to internal and external stakeholders.

2. Maximise

Beyond a focus on outcomes, Huber Social's approach considers the holistic needs of a person to be in the best position to fulfil their potential.

Through this measurement approach, opportunities are identified for improved resource allocation to maximise the potential good that community engagement with the arts sector can create.

Why Wellbeing?

Measures overall progress and supports the systematic solving of social issues

Ultimately, the goal of all social impact is to put people in the best position to fulfil their potential and achieve wellbeing. It is therefore important to measure wellbeing to ensure that overall, programmes are having a positive impact. To measure social impact, Huber Social therefore measures a shift in overall wellbeing and the specific programme outcomes that contribute to it.

Taking a wellbeing approach also provides a whole-of-life understanding of a person's needs. Instead of starting with the issue at hand, which tends to focus on the crisis end of a problem and place artificial limitations on the needs of people, strengthening wellbeing supports building a person's capability and opportunity to fulfil their potential, thus working to systematically address social issues.



Tōia Mai by Joe Citizen

**For details of how Huber Social measures wellbeing, please refer to Appendix 1, the Huber Social Wellbeing Measurement Framework*



**THE VISION OF
CREATIVE WAIKATO:**

**Waikato prospers
with diverse and
transformative
creative activity.**



About Our Measurement Partners

This measurement project has been developed through collaboration between Huber Social and Creative Waikato. Creative Waikato work for a bold and ambitious creative sector, one that makes the Waikato region stronger. They recognise the importance of arts and culture as the horizontal threads that touch each vertical strand of society, interlocking to create a strong and beautiful fabric.

They achieve their vision by supporting, connecting, promoting and advocating for the arts community; providing advice, training and support, building connections and supporting collaborations, sharing stories, expanding audiences, and by championing the arts contribution to our region's wellbeing on a local, regional and national level.

To strengthen the reach and uptake of this measurement project, Creative Waikato enlisted the support of numerous measurement partners across the creative industry. Thanks and acknowledgement are given to their efforts in making this report possible:

- Clarence Street Theatre
- Gallagher Academy of Performing Arts
- Hamilton Arts Trust
- Hamilton Operatic Society
- He Mana Toi Moehau Trust
- Orchestras Central Trust
- RAMP Gallery
- Riverlea Theatre
- The Meteor Theatre
- Toi Ako Te Kauwhata/Te Kauwhata Arts Group
- Te Ohu Whakaita
- Waikato Society of Arts



Dr Jeremy Mayall, Horomona Horo & Regan Balzer



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



Measurement Approach

Design

To assess the impact of arts, culture and creativity, Huber Social set out to measure the overall wellbeing (impact) and levels of capability and access to opportunities (outcomes) for people in the Waikato region. A co-design workshop with the Creative Waikato team was first held to identify outcomes critical for inclusion in the measurement framework. Further literature reviews and consultations with Creative Waikato produced a final measurement plan that would be practically, ethically, and culturally appropriate for the project context.

Measurement Tools

All data was collected through self-report surveys, created by Huber Social and developed and tested with representatives from both high and low engagement levels. This was then piloted by Creative Waikato.

To ascertain level of engagement with arts, culture and creativity, survey respondents are asked to rate how engaged they believe they are with the sector. This is asked first at the beginning of the survey, followed by three scales asking respondents to rate their frequency of engagement with arts, culture, and creativity in three different forms: (1) daily engagement with music, TV/films, and literature; (2) engagement with arts, culture and creativity as an audience member; and (3) engagement with arts, culture, and creativity as a creator or participant. Respondents were asked to rate their level of engagement once again at the end of the survey, to account for differences in perceived engagement, positive or negative, as a result of taking the survey and reflecting more deeply on one's engagement. An average of the two subjective assessments

was then used to determine overall level of engagement in arts, culture and creativity, rather than an objective measure calculated from engagement frequency questions. This method was selected as it elevates the lived experience of the individuals participating, rather than using an arbitrary threshold to categorize the experience of others. This approach is also aligned with the Wellbeing Measurement Framework.*

Data Collection and Ethical Review

The Wellbeing and Arts, Culture and Creativity in the Waikato study was submitted to the Huber Social Ethical Review Board for ethical assessment (Committee No. EC00473). It was granted approval on 15 April 2021. Online survey links were distributed by Creative Waikato and its measurement partners throughout June 2022, with data collection ending early July 2022.

Limitations

Due to the COVID-19 pandemic, launch of the study was significantly delayed, as social distancing, stay-at-home orders, and other restrictions made engagement with arts, culture and creativity a challenge for many. The effects of the pandemic on the creative sector are still being felt, and may be reflected in the results of this study.

While the final sample is largely representative of Waikato, females and those with tertiary degrees are overrepresented; this should be taken into account when considering the application of study findings to the broader Waikato community.

*For more information on the Huber Social Wellbeing Measurement Framework, please see the report appendix.



Survey Participants Summary

In total, 989 Waikato residents participated in the Waikato Wellbeing Survey. The response distribution was largely reflective of the overall Waikato population, with two exceptions:

- Gender - 68% of the population identified as female, thus males are slightly underrepresented in the sample.
- Education - 69% of all respondents have completed some form of tertiary education, as compared to 18% of the population.*

The report authors recognise the limitations that sample skews place on applying findings to the broader Waikato public, and will strive to mitigate these risks for future community-wide studies. However, given the alignment of all other demographic factors, confidence is still high in the representation these results offer for the broader Waikato community.

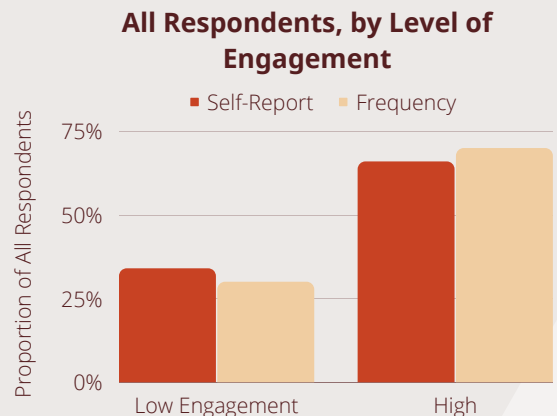
Other key demographic insights of the total survey sample include:

- 45-54 and 55-64 year olds constituted the largest age groups represented in the survey (19% each).
- Over 50% of respondents were based in Hamilton City, slightly more than the population average.
- 11% of respondents identified as LGBTQIA+.
- 16% of respondents identified as Māori.
- 3% of respondents identified as students, and 16% as retired.
- The largest employment sector represented in the survey was education and training (30%). The creative sector constituted about one-eighth (12.3%) of all responses.
- About 50% of the sample is involved with the creative sector in some capacity, either as professional creatives or enablers of arts, culture and creativity.

Measurement Groups

In addition to community-wide analysis, there were two key measurement groups: level of engagement with arts, culture and creativity, and role within the creative sector.

Using self-report level of engagement, about two-thirds (66%) of respondents were categorised as high engagement and one-third (34%) as low engagement. This distribution aligns well with objective measures of engagement, using attendance and creation or participation in at least one artistic, cultural or creative event per month as the definition for high engagement.



In terms of sector role distribution, the creative sector represents about half of all survey responses. About one-quarter (27%) of respondents identified as a professional artist or creator, and just under half (43%) identified as enablers of art, culture and creativity, through work as staff members, volunteers, advocates, etc.

A full description of the survey sample and accompanying graphics can be found in the report appendix.



Defining Arts, Culture and Creativity

What do we mean by arts, culture, and creativity?

We believe art doesn't only exist inside buildings like art galleries or museums. It can be found throughout our daily lives.

When we ask about arts, culture, and creativity, we're thinking about all kinds of creative things, from humming a tune or dancing, writing and painting and crafting, to going to the cinema or reading a book.

This also encompasses the many and varied cultural practices and traditions that exist in our diverse community.

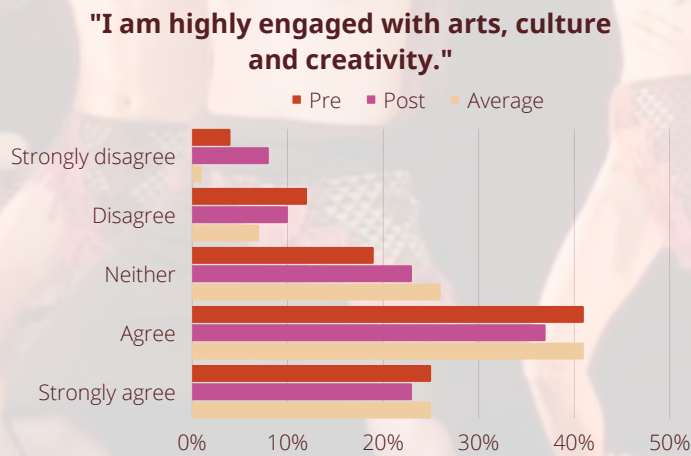
*Hamilton Gardens Arts Festival,
Sunset Symphony -
Trust Waikato Symphony Orchestra*



Subjective Engagement with Arts, Culture and Creativity

Understanding how people engage with arts, culture and creativity in Waikato was critical to the measurement project's data analysis approach (being able to compare high vs. low engagement) as well as offer an opportunity to contribute to the existing research on community engagement within the sector.

To measure level of engagement with arts, culture and creativity, respondents were first asked to reflect on their own personal assessment of their level of engagement. This was done both at the start and end of the survey, and then an average of the two was taken to determine overall engagement.



On average, respondents' self-assessment of their level of engagement with arts, culture and creativity was slightly lower after they had completed the survey as compared to their self-assessment at the start of the survey. It could be that the act of reflecting on the many types of engagement listed in the survey made some respondents realise that they were not as actively engaged with creativity as they previously thought.

However, there were also many respondents who scored higher on their self-assessment at the end of they survey, indicating that perhaps taking the survey helped them reflect positively on all the ways they engage with arts, culture and creativity in their daily life. To account for these variations, both positive and negative, an average of the two scores was used to determine level of engagement.



Forms of Arts, Culture and Creativity Engagement

To measure about specific types of engagement and their frequency, the following art forms and examples were used:

Independent Engagement:

Art, culture and creativity in forms you can engage with on your own such as:

- Literature, e.g. reading a book or a short story
- Screen arts, e.g. watching a movie, watching television
- Music, e.g. listening to records, listening to music online

Attendance:

Art, culture and creativity in forms you can watch or attend at events:

- Literature e.g. going to a book launch, attending story or poetry readings, etc.
- Visual arts e.g. viewing a painting, photography, graphic design or digital art, etc.
- Screen arts e.g. watching a film in the theatre, etc.
- Craft/object arts e.g. view an art show featuring ceramics, textile and printmaking, sculpture, etc.
- Cultural e.g. Ngā Toi Māori and Pasifika, etc.
- Dance e.g. attending a dance show or performance, etc.
- Music e.g. going to a concert, etc.
- Theatre e.g. going to a play, musical, or comedy show, etc.
- Interart/Multimedia (a hybrid or fusion of artforms outside of the above categories), etc.

Creating or Participating

Art, culture and creativity in forms you can perform, create, enable, or participate in at events:

- Literature e.g. writing a book, short-story, poetry, comic, etc.
- Visual arts e.g. taking a painting class, photography, producing graphic design or digital art, etc.
- Screen arts e.g. making a movie, etc.
- Craft/object arts e.g. taking a pottery class, knitting a hat, volunteering in an sculpture gallery etc.
- Cultural e.g. Ngā Toi Māori and Pasifika, etc.
- Dance e.g. choreographing, performing in a dance show, or taking dance classes, etc.
- Music e.g. performing in a band or musical group, taking singing classes, or playing an instrument, etc.
- Theatre e.g. producing a play, performing in a musical, or volunteering as a costume designer etc.
- Interart/Multimedia (a hybrid or fusion of artforms outside of the above categories), etc.

"Creativity is the brain power that defines our time, helps think outside a box and determine new ways of being!"

- Waikato resident, Waipā District



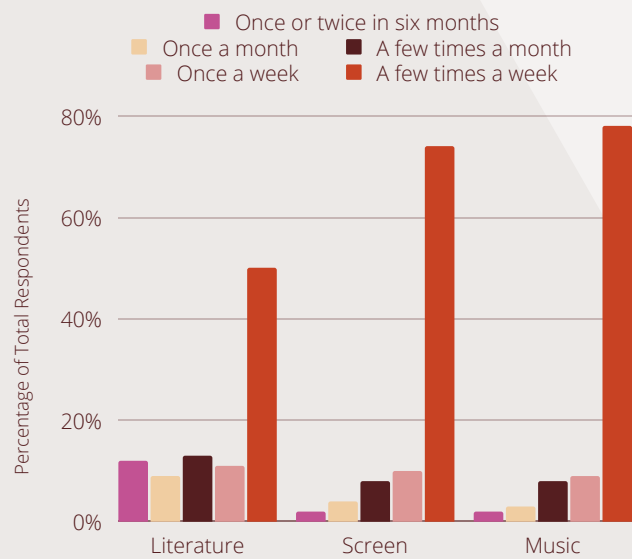
Independent Engagement

In addition to subjective perception of engagement, respondents were asked questions about frequency of attending, participating in or creating artistic, cultural and creative activities and events.

Respondents were first asked to think about how often they do creative things on their own like read a book, listen to music, or watch TV or movies. By doing so, it enables respondents to recognise and reflect on the ways in which they engage with arts, culture and creativity on a near-daily basis. These types of engagement are distinguished from the events and activities more traditionally considered to be artistic, creative and cultural, which are covered in the following questions.

The majority of people read a book, watch TV or movies, or listen to music at home at least a few times a week, although there was greater variability with literature. Nearly everyone participates in some form of independent engagement at least a little bit.

% of all responses, by type of independent engagement



Best Fest



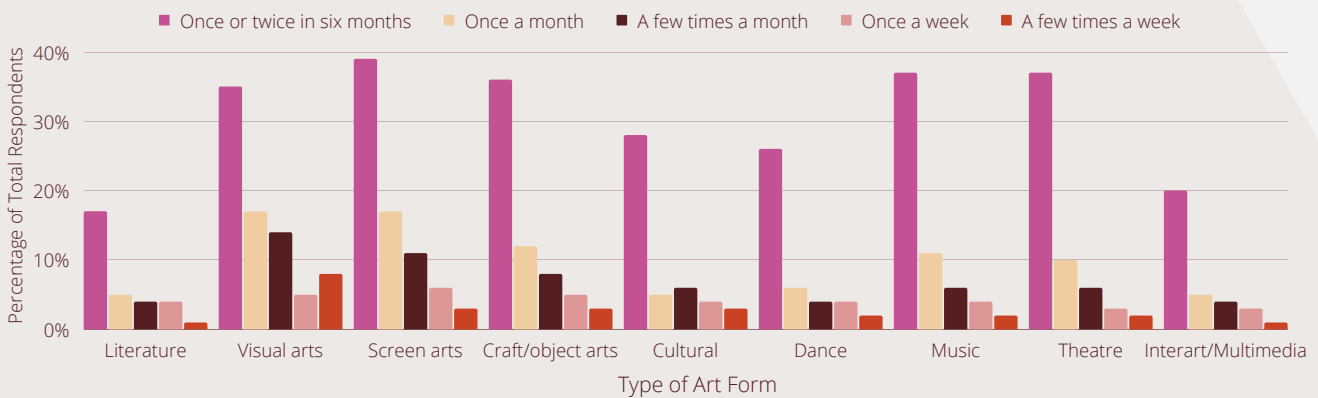
Attendance, Participation and Creation

Attendance

Attendance refers to how frequently a respondent has attended or seen an arts, culture or creative event as an audience member. An event is considered to be something organised and open to others in the community. Examples of this include - but are not limited to - going to a photography exhibition, watching a movie in a theatre, attending a book reading, visiting an art gallery or Waiata-ā-ringā.

Among all Waikato residents, visual arts is attended with the greatest frequency, followed by screen arts and then craft/object arts. Interart/multimedia and literature events are the least frequently attended.* About half of the sample (46%) reports that on average, they do not attend any artistic, cultural or creative events at all.

All Responses, by Attendance Type

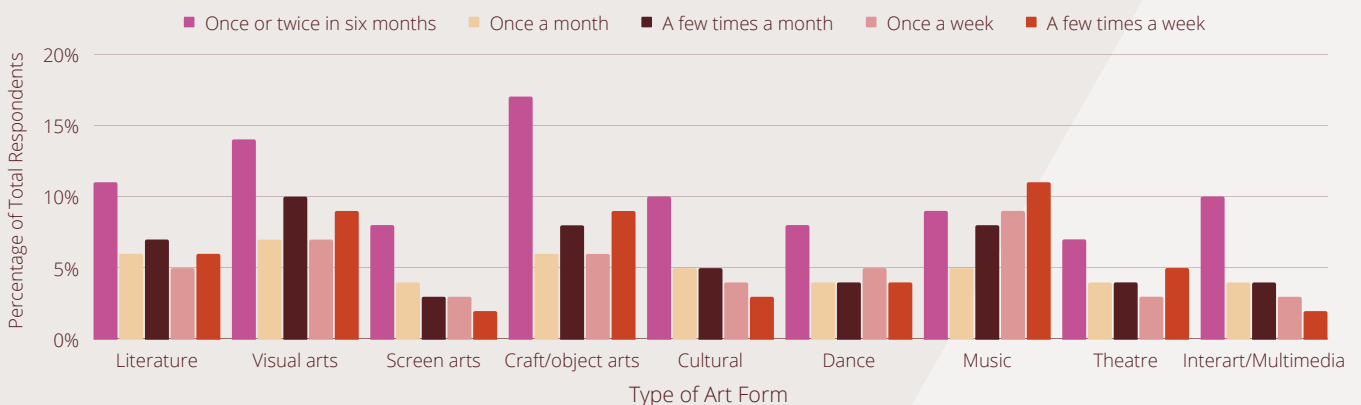


Creation or Participation

Creation or participation refers to how frequently a respondent has actively performed, created, enabled or participated in the arts, either through an event or activity. Examples of performing, creating, enabling or participating in art include - but are not limited to - volunteering in an art gallery, designing the set of a play, singing in a choir, writing poetry, funding the production of a film, or taking pottery classes.

Music, visual arts, and craft/object arts are the most frequent art forms created. Screen arts, interart/multimedia, and theatre are the least frequently created, which may be due to the time required to produce these artforms. Just over two-thirds of the sample (68%) report that on average, they do not create or participate in any art at all.

All Responses, by Creation/Participation type



*Interarts projects integrate artforms of any cultural tradition, combining them to create a new and distinct work!. Source: Creative NZ

"It is essential for self expression and engaging with others in a spiritual way - beyond the limitations of words alone. Music in particular has been central to my life - both as a performer and listener."

- Waikato resident, Thames-Coromandel District



Level of Engagement with Arts, Culture and Creativity

The following section explores the overall wellbeing of Waikato residents based on their level of engagement with arts, culture and creativity. It discusses the unique factors which may contribute to each group's wellbeing, along with their strengths and challenges.

Meltdownz performing at Whiti taken by Trina Edwards



Key Findings

1. People who are highly engaged with arts, culture and creativity are more likely to have higher wellbeing

Waikato residents who rate themselves as highly engaged with arts, culture and creativity had 5% higher wellbeing on average than those who rate themselves with low engagement. Furthermore, the more someone believes they are engaged with arts, culture and creativity, the higher their wellbeing is likely to be, regardless of current level of engagement or relationship to the creative sector.

2. Engagement with arts, culture and creativity - in any form - is beneficial to the wellbeing of Waikato overall

When looking at the relationship between engagement with arts, culture and creativity and overall wellbeing of Waikato as a whole, any form of engagement - individually at home, attending an event or creating or participating in art and culture - was found to be positively correlated with overall wellbeing. This suggests that if Waikato residents engage with arts, culture and creativity in any form, their wellbeing is also likely to be higher.

At the self-reported engagement level, these benefits become more specific by engagement type. For those with self-reported high levels of engagement, attending events was found to be positively correlated with overall wellbeing. For those with both high and low engagement, independent engagement - such as reading a book or listening to music - was also found to have a positive relationship with overall wellbeing. Creating or participating in arts or cultural events did not have a significant relationship with overall wellbeing for either group.

3. Engagement with arts, culture and creativity strengthens connection to community and place

Waikato residents who are highly engaged with arts, culture and creativity scored higher on average across factors related to connection to community and place, including sense of belonging, opportunities to connect with both like-minded and diverse people, and feeling connected to land and nature. As both outcomes have strong relationships with overall wellbeing, higher scores across these factors may explain in part why those who are highly engaged with arts, culture and creativity also have higher wellbeing than those with little or no engagement.

"My engagement [with arts, culture and creativity] is limited at the moment but when I have higher levels it has a positive affirming impact; [it] takes my thoughts away from worry and helps reset my views on things."



Demographics by Engagement Level

The following offers some key insights into demographic distribution by level of engagement. In total, there were 696 (73%) respondents considered to be highly engaged with arts, culture and creativity, and 251 (27%) respondents who have little or no engagement.

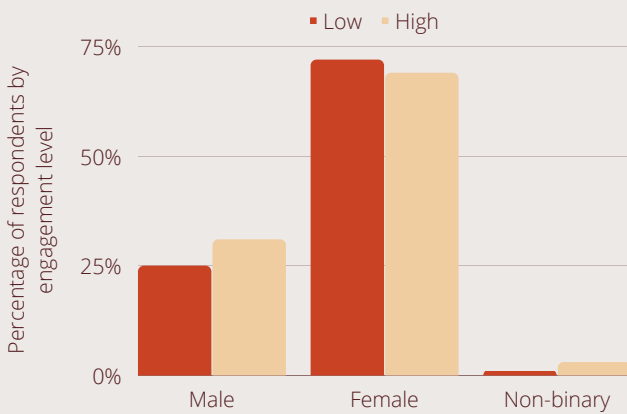
Gender

Across both levels of engagement, there are significantly more females than males, although this difference is smaller among those with high levels of engagement than low or no engagement.

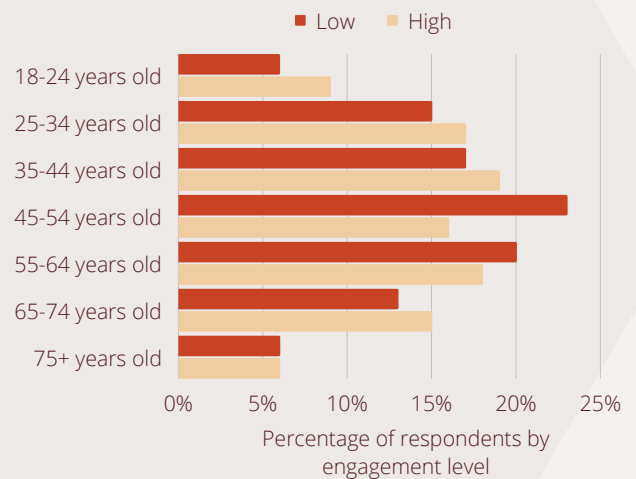
Age

The average age of residents with high levels of engagement with arts, culture and creativity is 50 years old; the average age of residents with low engagement is 51 years old.

Level of Engagement, by Gender



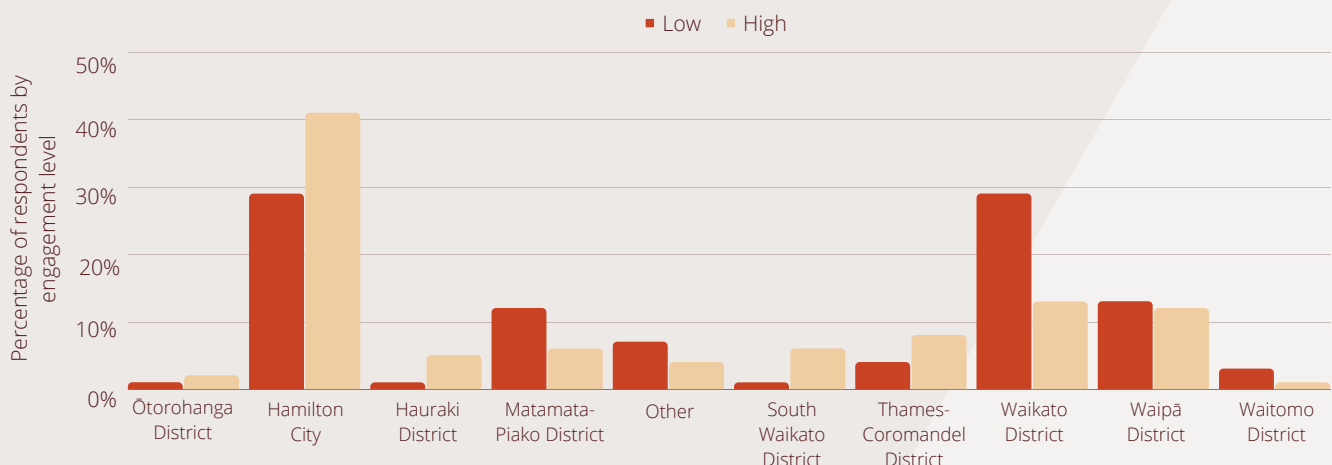
Level of Engagement, by Age



District

There is a relatively larger proportion of people who are highly engaged with arts, culture and creativity in Hamilton City (41%) compared to those with little or no engagement (29%).

Level of Engagement, by District



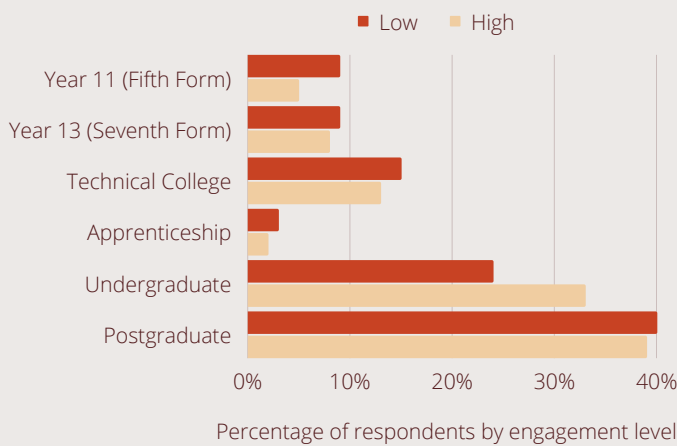


Demographics by Engagement Level

Education

On average, those who are highly engaged with arts, culture and creativity have higher educational attainment than those who are not engaged.

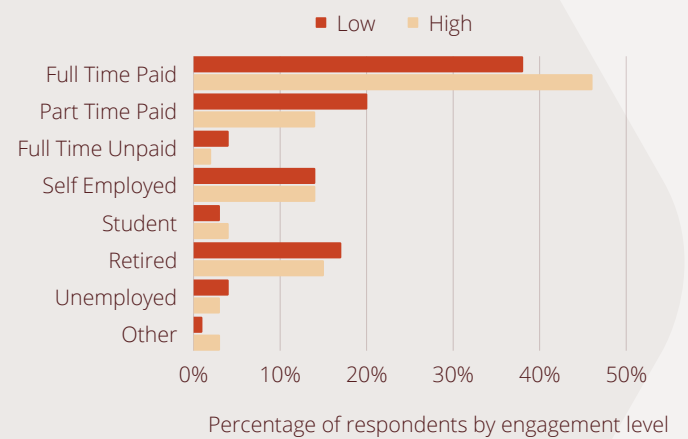
Respondents' Educational Attainment, by Industry Role



Employment Status

In this study sample, there were slightly more highly-engaged respondents who have full time employment than those with little or no engagement, but fewer individuals who are retired.

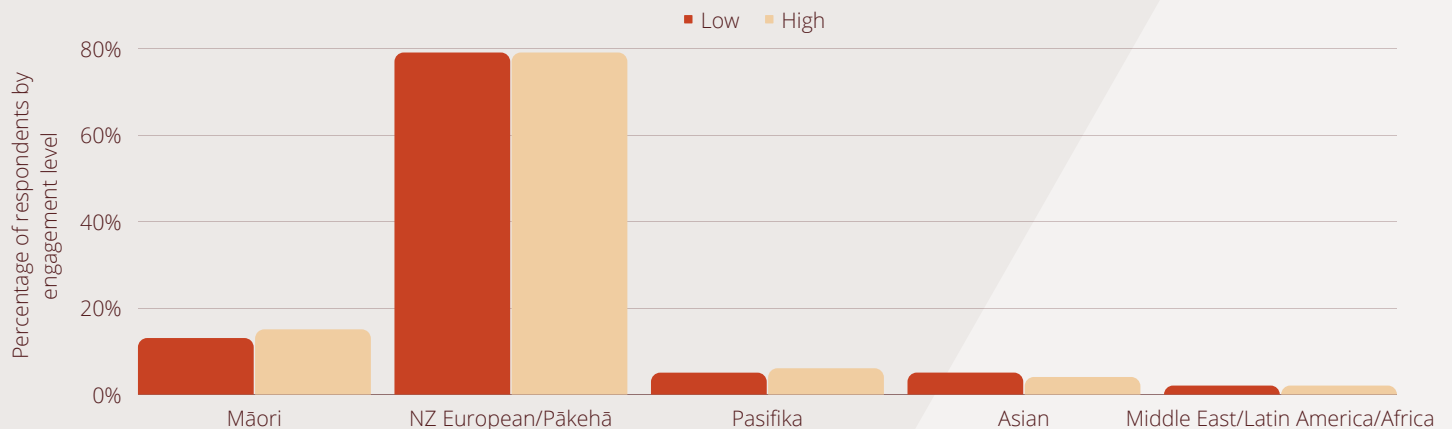
Respondents' Employment Status, by Industry Role



Cultural Background

The majority of respondents identify as NZ European/Pākehā, regardless of level of engagement. There is a slightly larger proportion of Māori respondents who consider themselves to be engaged with arts, culture and creativity (15%) as compared to those who do report as being highly engaged (13%).

Respondents' Cultural Background, by Engagement Level



*Note that respondents could select up to two ethnicities or cultural backgrounds; therefore, the total percentage for each engagement level may be larger than 100%



Engagement with Arts, Culture and Creativity

On average, those who self-report being highly engaged with arts, culture and creativity are also objectively engaging more frequently with arts, culture and creativity than those who report having little or no engagement. However, those who do not report feeling very creative are still engaging with arts, culture and creativity on a regular basis.

Individual Engagement

Close to three-quarters of residents with low engagement are doing things like watching movies at home and listening to music on a near daily basis. Just over half (54%) of those in the high engagement group report reading a book or other form of literature almost every day.

Attendance

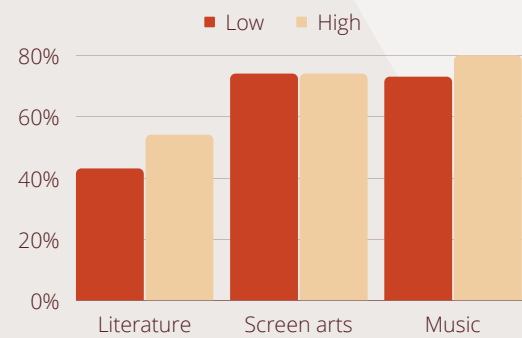
Over half (55%) of all those who self-report as having little or no engagement with arts, culture or creativity are still attending at least one type of creative event per month. Things like going to the movies, to a photography exhibit, and to see live music are the most frequently attended types of events amongst those with little or no engagement.

76% of residents who are highly engaged in arts, culture and creativity report attending at least one creative event per month. Visual arts, screen arts and craft/object arts are the most frequently attend types of creative events for this group.

Creation and Participation

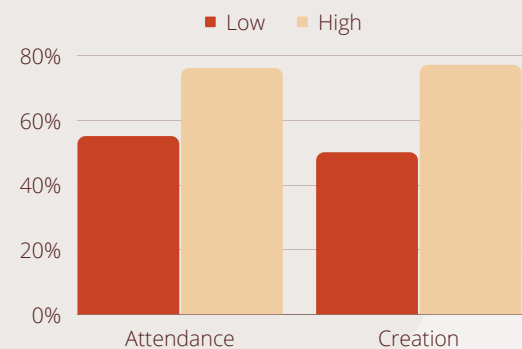
Half of all low-engagement residents are still creating or participating in arts, culture and creativity on a monthly basis. Most often, they're doing things like painting, playing music or taking a pottery class.

Average Daily Independent Engagement, by Engagement Level



Percentage of respondents by engagement level

Monthly Attendance or Creation/Participation of Artistic, Cultural or Creative Events, by Engagement Level



Percentage of respondents who engage with arts, culture and creativity at least once a month

Nearly 80% of those who report being highly engaged are creating or participating in arts, culture and creativity each month. This tends to take the form of creating movies or videos, photography, or creating sculptures.

These findings demonstrate that all residents, even those who consider themselves to have little or no engagement, are interacting with arts, culture and creativity on a regular and frequent basis.



Engagement with Arts, Culture and Creativity Is Associated with Higher Wellbeing

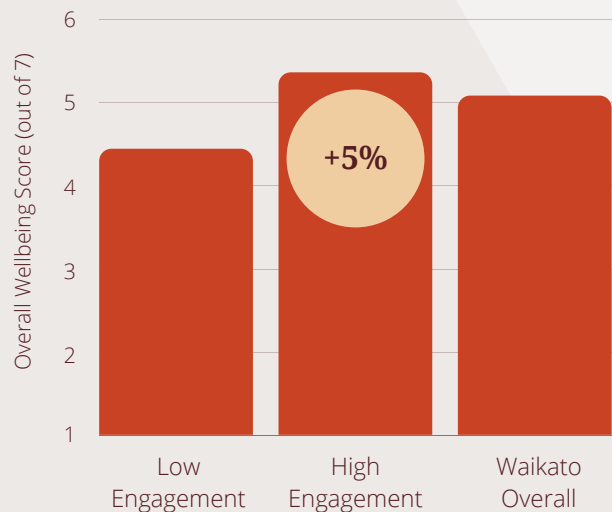
Statistical analysis shows that there is a positive relationship between arts, culture and creativity and overall wellbeing. **Those who report being highly engaged with arts, culture and creativity have 5% higher overall wellbeing as compared to those who report little or no engagement with arts, culture and creativity.**

Having high engagement with arts, culture and creativity is associated with higher wellbeing across all demographic factors. For example, residents in Waipā District who are highly engaged with arts, culture and creativity have 13% higher overall wellbeing than those with low engagement, and on average, students who are highly engaged have 15% higher wellbeing than those with low engagement. Exceptions to this trend include those who identify as LGBTQIA+ (-12%) and Māori (-4%), two groups who were both found to have lower wellbeing when more engaged with arts, culture and creativity. Additional data collection would enable further analysis to identify the unmet needs driving the lower wellbeing of these two specific populations.

When considering the population of Waikato as a whole, **any form of engagement with arts, culture and creativity is likely to accompany an improvement in overall wellbeing.** While independent engagement with arts, culture and creativity has a positive relationship with overall wellbeing at a community level, attending artistic, cultural or creative events is more likely to support higher wellbeing among those who are already engaged with overall wellbeing as opposed to those with little or no engagement.

Similarly, creating or participating in artistic, cultural or creative events has a positive relationship with overall wellbeing among

Average Overall Wellbeing, by Engagement Level



Relationship with Wellbeing and Engagement with Arts, Culture and Creativity and Wellbeing*

	High	Low	Overall
Individual	✓	✓	✓
Attend	✓		✓
Create or Participate			✓

professional creatives and enablers, but does not have a significant relationship with overall wellbeing for those who are not directly involved with the creative sector.

These findings suggest that while all forms of engagement have wellbeing benefits at the community level, specific forms resonate more strongly with wellbeing depending on one's current level of engagement with arts, culture and creativity.

*The matrix depicts which forms of art, culture and creativity have a significant relationship with overall wellbeing. A check indicates if a form of engagement has a significant predictive relationship with overall wellbeing. An absence of a check means there is no significant relationship.



Understanding What Matters Most to Wellbeing

In addition to measuring the impact of engagement with arts, culture and creativity, this measurement project set out to measure and identify Waikato residents' wellbeing needs.

By using such a holistic measurement approach, the creative sector will not only have a greater understanding of the contributions that arts, culture and creativity have to overall wellbeing, but will have also identified which other factors are important to the wellbeing of Waikato residents.

This information can inform sector strategies for addressing and improving the overall wellbeing of all Waikato residents, both through arts, culture and creativity programming as well as cross-sector partnerships.

To achieve this, statistical analysis was performed to identify which outcomes and factors measured have a strong, predictive relationship with overall wellbeing. When these outcomes are improved upon, residents' wellbeing is more likely to also increase. These are referred to as 'predictors of wellbeing'.

This project measured 53 individual factors, grouped into nine high-level outcomes:

- **Value of Arts:** Perceived value of and access to arts, culture and creativity.
- **Connection to Community:** The personal and social connections in one's life.
- **Connection to Culture:** Ability to access and engage with one's culture, with safety and respect.
- **Connection to Place:** Connection to home, community and nature.
- **Connection to Self:** Perception of self-value, including sense of purpose, pride and hope.
- **Mental Wellness:** Overall emotional state, including levels of anxiety, stress and joy.
- **Physical Wellness:** The knowledge and skills to lead a physically healthy life.
- **Resilience:** Ability to handle setbacks and adapt in the face of uncertainty.
- **Resources:** Includes access to income, employment, and housing.

The stronger the relationship between an outcome (or factor) and overall wellbeing, the more likely an increase in that outcome (or factor) will accompany an increase in overall wellbeing.



Wellbeing Needs Are Similar Across Engagement Levels

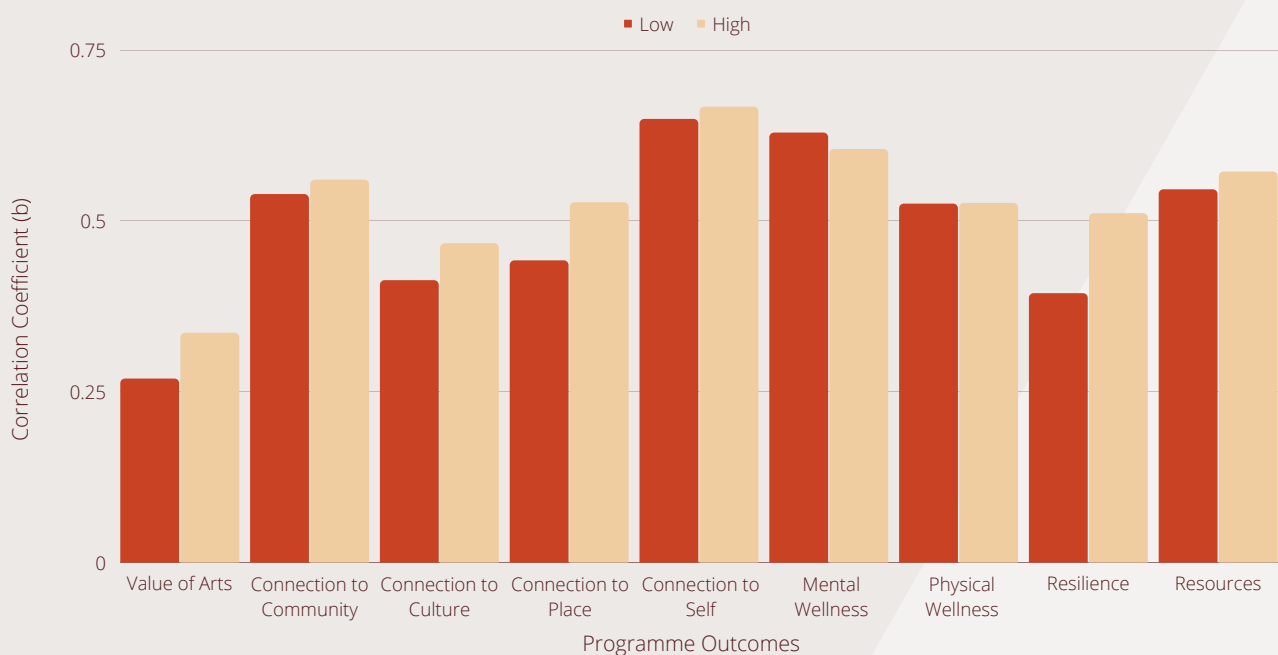
In examining the relationship between overall wellbeing and the nine broad outcomes measured, results are fairly similar between those highly engaged with arts, culture and creativity and those with little or no engagement. Improvements across any of these outcomes is likely to accompany an increase in overall wellbeing, regardless of engagement level.

However, connection to self and mental wellness have the strongest relationships with overall wellbeing for both groups. If improvements to mental health outcomes or strengthened sense of identity and purpose are achieved for either group, their overall wellbeing is more likely to increase as well, compared to improvements across outcomes with moderate or weak relationships with overall wellbeing.

While the value of arts overall has a weak relationship with overall wellbeing for both those with high and low levels of engagement, it is still positive and significant, meaning the more someone believes that art, culture and creativity add value to their life, the greater likelihood that their wellbeing is higher as well. Therefore, demonstrating and educating others about the value of arts and access to them can have a positive effect on wellbeing, even for those who do not feel that they are very engaged with arts, culture and creativity.

Arts, culture and creativity are a medium through which many of these wellbeing drivers can be addressed. By understanding the holistic wellbeing needs of the Waikato community, the creative sector can better tailor their initiatives, activities and events to address those things that matter most to overall wellbeing.

Relationship Between Overall Wellbeing and Key Outcomes, by Engagement Level



*Strength (magnitude) is determined by the size of the correlation coefficient. Strong >0.6, Moderate = 0.599-0.4, Weak <0.4. For more information on predictors of wellbeing methodologies, please see the report appendix.



Five Consistent Predictors of Wellbeing

In addition to the nine broad outcomes, statistical analysis was used to identify which of the 53 individual factors measured have a strong relationship with overall wellbeing.

Across all factors measured, five were identified as the strongest predictors of wellbeing, regardless of engagement level or role within the creative sector. These are:



Waikato residents who feel a sense of pride and purpose, who enjoy life and who love and respect themselves are also more likely to have higher overall wellbeing.

Moreover, artistic, cultural and creative events and activities that address any one of these five factors are more likely to have a positive impact on the overall wellbeing of attendees and creators.



Unique Predictive Factors of Wellbeing by Engagement Level

Beyond the five factors consistent across all Waikato residents, there are additional predictors of wellbeing unique to those with high engagement and low engagement with arts, culture and creativity.* These are:

Low Engagement



Having a strong community of friends and family



Feeling free to be oneself



Getting enough sleep and feeling well rested

High Engagement



Being able to manage one's emotions



Feeling satisfied with one's employment



Feeling financially secure in one's home

Outcomes

- Connection to Place
- Physical Wellness
- Access to Resources
- Connection to Self
- Connection to Community

For those who are already highly engaged with arts, culture and creativity, having high emotional intelligence, feeling satisfied with their work, and feeling connected to land and place means that this group is more likely to have higher wellbeing. For those who are not engaged with arts, culture and creativity, overall wellbeing is more likely to be higher if they have a strong network of friends and family, feel free to express themselves fully, and feel well rested.

The creative sector can leverage these findings to develop and deliver targeted activities, events and initiatives that address the unique needs of both low and highly-engaged Waikato community members. By using a data-driven approach, arts, culture and creativity can have the greatest impact on the wellbeing across the whole of the Waikato.

**For more information about the predictors of wellbeing for each engagement group, please see the report Appendix.*



Engagement Increases Waikato Residents' Value of Arts, Culture and Creativity

Those who are highly engaged scored significantly higher across factors related to the value that arts, culture and creativity adds to their lives, including their ability to express themselves creatively. This suggests that the more engaged Waikato residents are with the creative sector, the greater value they see arts, culture and creativity contributing to their lives and the lives of their family and whānau.



Value of Arts to Self
+14%

Arts, culture and creativity are an important part of residents' lives



Self-Expression
+12%

Highly-engaged residents feel that they can more easily express themselves creatively



Value of Arts to Whānau
+11%

Residents believe arts, culture and creativity is important to the wellbeing of their family and whānau

"The impact of arts culture and creativity on my life encourages my life to be full of life, love and goodness. It builds my wellbeing and encourages me to support others to be the same."

- Waikato resident, Hamilton City

Cian Parker by Kelsy Scott for Waikato New Works Incubator



Engagement with Arts, Culture and Creativity Strengthens Connection to Community and Place

Being highly engaged with arts, culture and creativity means that residents are also more likely to have stronger connections to community and to land and place. Given that connection to land and place is a predictor of wellbeing specifically for those highly engaged with arts, culture and creativity, the fact that they are also scoring higher on this factor means that it is likely contributing to their higher overall wellbeing.

Connection to Community and Place



Connections with Like-Minded People

+9%

Highly-engaged people feel they are able to connect with like-minded people



Vibrant Community

+9%

Highly-engaged people feel that their community is a vibrant place



Connection to Land and Place

+8%

Highly-engaged people feel a greater sense of connection to their land and place



Sense of Belonging

+8%

Highly-engaged people feel a greater sense of community belonging



Connections with Diverse People

+7%

Highly-engaged people feel that they have more opportunities to meet people who are different from them

'Placemaking' is a powerful government tool for engaging communities in the planning, design and management of their shared public goods. Given that arts and culture increase connection to community and place, the creative sector and their interests should be represented in placemaking discussions. Examples of how arts and culture have been incorporated into placemaking include the Creative New Zealand Toi Aotearoa and Regional Arts Network Aotearoa's submissions to the 'Review into the Future for Local Government'.



Creative Sector Insights

The following section explores the overall wellbeing and unique drivers of respondents based on their role within the creative sector: (1) professional artists and creative practitioners (creatives), (2) other enablers of the arts such as staff, volunteers, and other support roles (enablers), and (3) those who are not directly involved with the creative industry (non-industry).



Key Findings for the Creative Industry

1. Independent engagement and attending artistic, cultural and creative events strengthens wellbeing across all sectors

Statistical analysis shows that independent engagement with arts, culture and creativity - such as reading a book or listening to music - and attending artistic, cultural and creative events or activities has a positive relationship with overall wellbeing across all Waikato residents internal and external to the creative sector. Creating or participating in events or activities was only found to have a positive, significant relationship with overall wellbeing for those active within the creative sector.

2. Access to employment, affordable housing and income are priority needs among creative professionals

Access to local employment opportunities, affordable housing and income are all moderate predictors of wellbeing which also received low scores among creative professionals. This indicates that these needs are underserved, and contributing negatively to overall wellbeing. Making long-term investments in the local creative sector is one approach to addressing these needs and supporting the overall wellbeing of all professional creatives in the Waikato.

3. Workplace creativity is key to job satisfaction

On average, people who report working in environments that require creative thinking or problem solving are also more likely to have greater job satisfaction. Given that job satisfaction has a moderate relationship with wellbeing, employers may wish to consider ways to create opportunities for their employees to meaningfully engage with arts and creativity into their workplace.

4. Non-professional creatives benefit from arts engagement

Compared to non-industry folks with low arts engagement, people who frequently attend artistic, cultural or creative events or who create art on their own were found to have higher levels of enjoyment and feelings of respect, two of the top five wellbeing needs of all Waikato residents. They also reported feeling more connected to their community, being able to creatively express themselves, and having greater access to culture, all of which are important to overall wellbeing.

"Arts and culture enrich life. Being creative has a positive impact on my mood, on my wellbeing. Singing and listening to music makes me happy. I feel more connected to nature when I harvest harakeke and weave. I feel more connected to my ancestors."

- Waikato resident, Waikato District



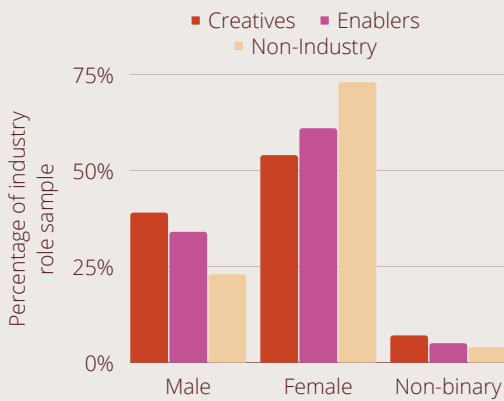
Creative Industry Demographics

The creative sector represents just over 50% of the Waikato Wellbeing Survey sample. About half of all enablers are also professional creatives, and 75% of all professional creatives are also enablers. **Most importantly, there is no significant difference in overall wellbeing by sector role** - both those within and outside of the creative sector are satisfied with life.* The following presents additional key insights into the demographic distribution across creative sector roles.

Gender

Female respondents represented the majority across each industry role; this is likely a product of overrepresentation of female respondents in the overall sample.

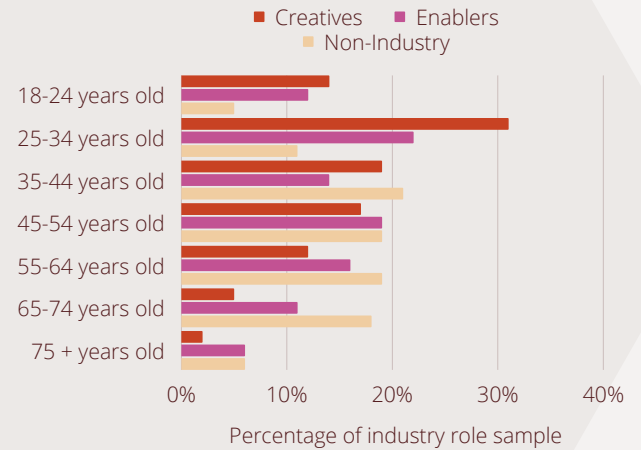
Respondents' Gender, by Industry Role



Age

Professional creatives are younger on average than both enablers and non-industry folks. 25-34 year olds make up the largest proportion of professional creatives (31%).

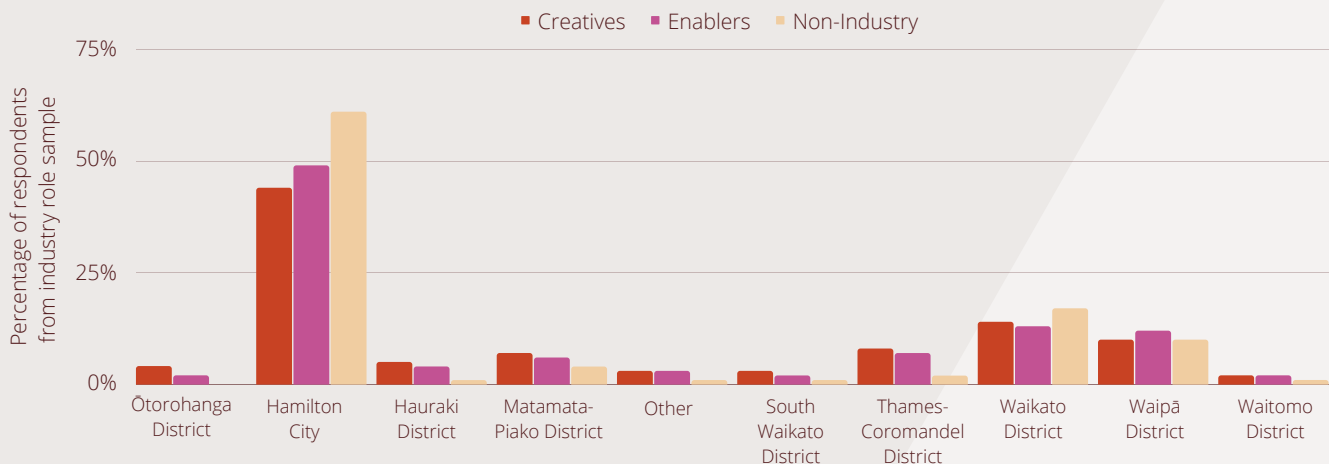
Respondents' Age, by Industry Role



District

Hamilton City has the largest proportion of professional creatives, industry enablers and residents who are not affiliated with the industry, professionally or otherwise. Distribution across districts is largely representative, with some overrepresentation in Hamilton City.

Respondents' Location, by Industry Role



*Average overall wellbeing of professional creatives (4.96), enablers (5.04), and non-industry folks (5.02) were not found to be statistically different (p>0.01).

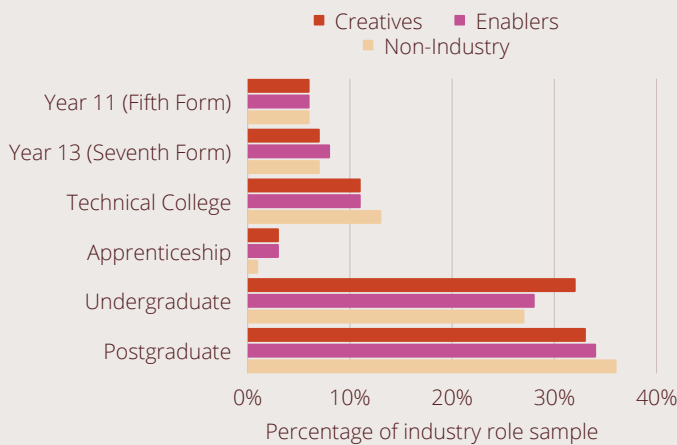


Creative Industry Demographics

Education

The majority of respondents have either an undergraduate or postgraduate degree, regardless of industry role.

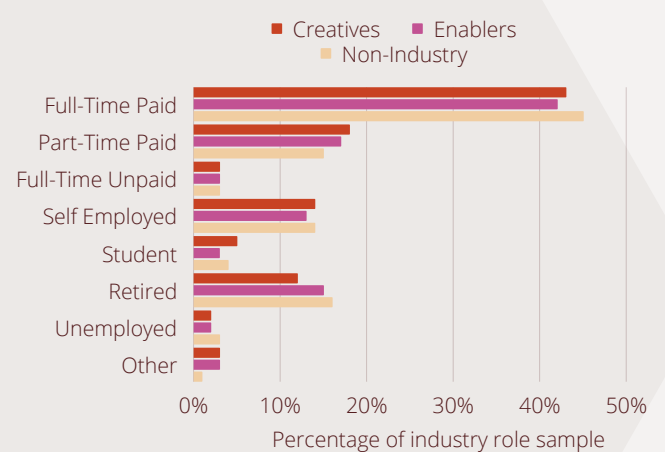
Respondents' Educational Attainment, by Industry Role



Employment Status

Distribution of employment status is largely even across all industry roles. Positively, almost half (43%) of professional creatives report having full-time paid employment.

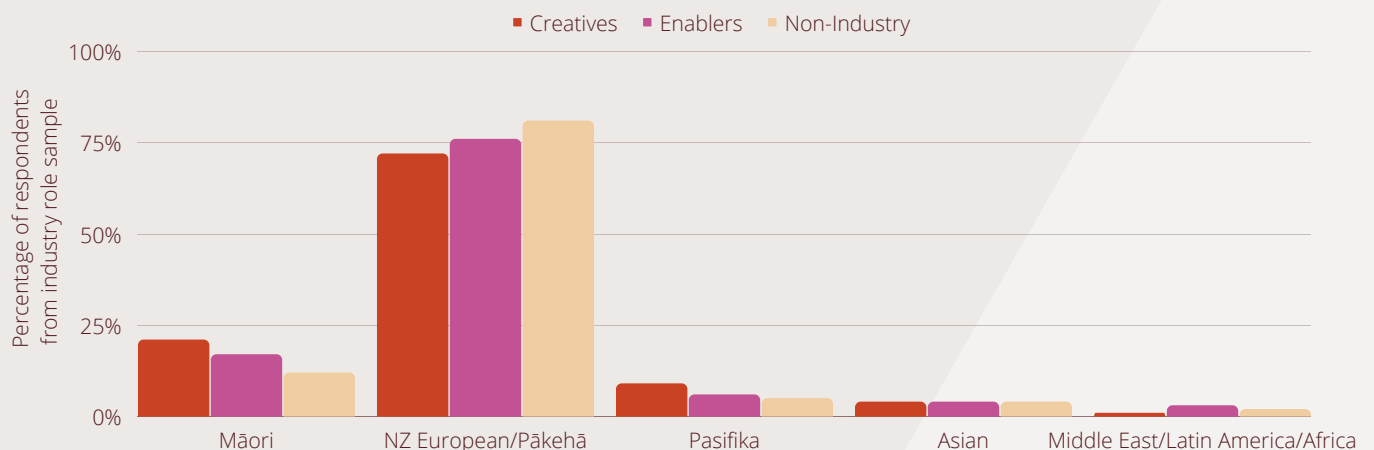
Respondents' Employment Status, by Industry Role



Cultural Background

The majority of respondents identify as NZ European/Pākehā, across all three industry roles. There is a slightly larger proportion of Māori respondents who are professional creatives (24%) as compared to industry enablers (21%) or non-industry folks (12%).

Respondents' Cultural Background, by Industry Role



*It should be noted that respondents could select up to two ethnicities or cultural backgrounds; therefore, the total percentage for each industry role type may be larger than 100%.



Engagement with Arts, Culture and Creativity Across the Sector

On average, overall wellbeing is 6% higher among those who are highly engaged with arts, culture and creativity, regardless of sector role. The majority of the creative sector and about 50% of non-sector folks consider themselves to be highly engaged. Those who self-reported having low engagement cited challenges with COVID-19 restrictions and social distancing as obstacles to their engagement.

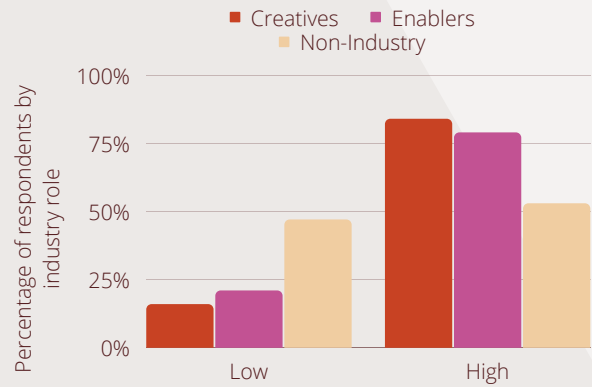
Almost three-quarters of this group attend artistic, cultural or creative events on a monthly basis, and nearly 50% are creating or participating in art and culture. Interestingly, a slightly larger proportion of enablers report creating or participating in artistic, cultural or creative events at least once a month; however, this may be due to the fact that about 50% of creative enablers are also creative professionals.

Most importantly, engagement with arts, culture and creativity in almost all forms has a positive relationship with the overall wellbeing of all sector roles, meaning the more frequently that Waikato residents can attend or participate in artistic, cultural and creative events, the higher their wellbeing is likely to be. Thus, there is a need for access to opportunities to engage with arts, culture and creativity for all Waikato residents and across all sectors.

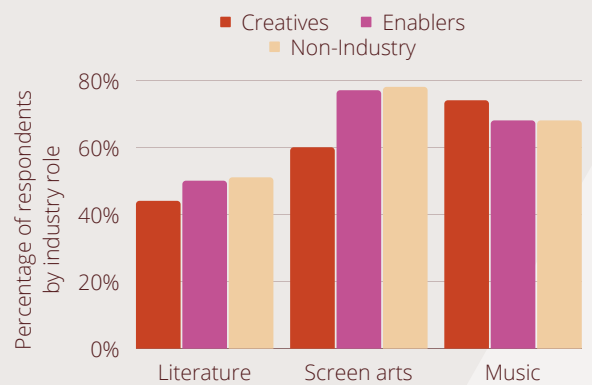
Engagement with Arts, Culture and Creativity and Wellbeing, by Art Form, Engagement Level and Industry Role

	Creative	Enabler	Non-Industry
Individual	✓	✓	✓
Attend	✓	✓	✓
Create or Participate	✓	✓	

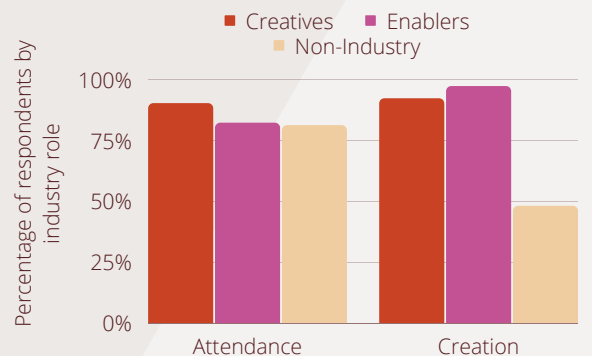
Self-Reported Level of Engagement, by Industry Role



Average Daily Independent Engagement, by Industry Role



Monthly Attendance or Creation/Participation of Artistic, Cultural or Creative Events, by Industry Role





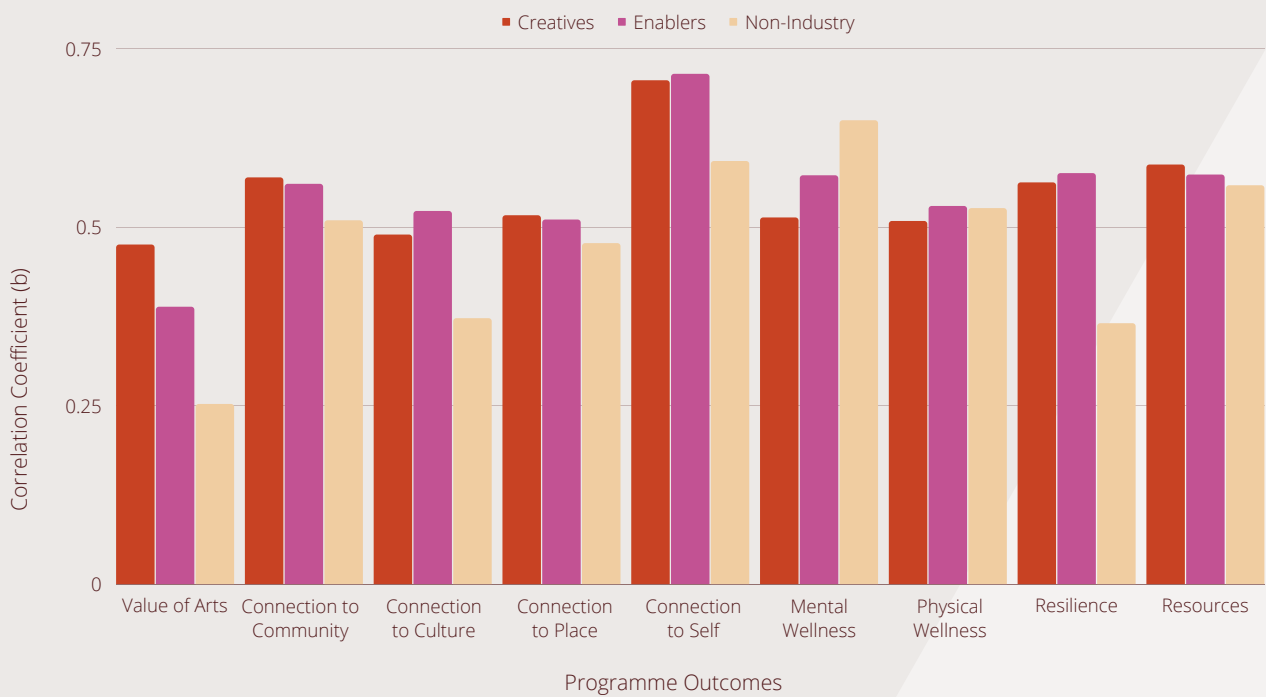
Arts, Culture and Creativity Matter Most to Professional Creatives

Similarly with engagement level, data analysis was used to identify the strongest overall drivers of wellbeing for Waikato residents who are within and outside of the creative industry.

Of all measurement groups considered, value of arts was found to have the strongest relationship with wellbeing among professional creatives; the more professional creatives feel that arts, culture and creativity is contributing to their wellbeing and the greater perceived access they have, the higher their wellbeing is more likely to be.

While connection to self is the strongest driver for those within the creative sector, the wellbeing of those outside of it has a stronger relationship with mental wellness. The creative sector may wish to consider these differences in predictors of wellbeing when designing programme and initiatives with specific internal and external audiences in mind, so that resources can be utilised to have the greatest impact on wellbeing.

Relationship Between Overall Wellbeing and Key Outcomes, by Engagement Level



*Strength (magnitude) is determined by the size of the correlation coefficient. Strong >0.6, Moderate = 0.599-0.4, Weak <0.4. For more information on predictors of wellbeing methodologies, please see the report appendix.



Unique Predictive Factors of Wellbeing of the Creative Sector

Understanding the unique needs of the creative sector is critical to ensuring that resources are being best directed to support the wellbeing of the industry. To do this, Huber Social looked at the top ten predictors of wellbeing for professional creatives, creative enablers and non-industry folks.* The five individual predictors of wellbeing identified for all Waikato residents - enjoyment, pride, purpose, self-love, and self-respect - are still important to wellbeing regardless of role. Beyond those five factors, there were additional factors identified which held unique significance for for each subgroup.



For professional creatives, self-awareness was a uniquely strong predictor of wellbeing that did not appear in the top ten predictors of wellbeing for creative enablers or non-industry folks. The same relationship is held for self-belief and creative enablers, and for personal community, happiness and loneliness for non-industry folks.

Understanding the unique factors of wellbeing within the sector can enable targeted responses that will most effectively address the needs most likely to lead to an improvement in overall wellbeing. For example, having a strong sense of self-belief is a uniquely strong predictor of wellbeing for creative enablers; however, on average enablers scored low in this factor, which may likely be negatively impacting their overall wellbeing. With this knowledge, the creative sector can design and implement initiatives that specifically focus on strengthening self-belief and resilience. Not only are these evidence-based efforts a more effective use of resources, but they are also more likely to accompany real improvements in the overall wellbeing both within and outside of the creative sector.

*For a full list of predictors of wellbeing for each subgroup, see the report appendix.



Employment, Housing, Financial Stability are Priority Needs for Creative Sector

A priority need is a factor or outcome that has a statistically strong correlation with high overall wellbeing, but which scored low among Waikato residents. This need is therefore not being adequately addressed, and can be considered a priority need that, when improved upon, is more likely to accompany higher overall wellbeing.



Access to Local Employment
-8%

Creative professionals have less access to local employment opportunities



Access to Affordable Housing
-4%

Creative professionals have less access to affordable housing



Access to Income
-4%

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

Among creative sector professionals, access to local employment, affordable housing and income stability were all identified as priority needs. Each of these factors was found to be important to the overall wellbeing of creative professionals, but access to both was ranked relatively low within this group, and significantly lower compared to non-professional creatives.

To address these needs, Waikato should consider ways to strengthen the local creative sector. By creating more employment opportunities for professionals, financial stability in the sector would improve and may have a positive impact on housing affordability.

While there are many independent funding opportunities granted to individuals and organisations, greater long-term investments in the creative sector as a whole could better address these systemic issues and support the wellbeing of all creative professionals.



Professional Creatives Have a Stronger Connection to Community

Across all factors measured, professional creatives scored significantly higher among factors measuring connection to community, as compared to enablers of culture, arts and creativity. Connection to community is a moderate predictor of overall wellbeing, indicating that these stronger scores are likely a source of support for the professional creative community's wellbeing.



Sense of Belonging
+18%

Industry members feel a greater sense of community belonging



Celebrated Communities
+15%

Industry members feel that community is celebrated more where they live



Connections with Like-Minded People
+13%

Industry members feel that they have greater access to people with shared experiences



Personal Communities
+12%

Industry members feel they have more access to a strong community of friends and family



Connections with Diverse People
+8%

Industry members feel that they have more opportunities to meet people who are different from them

Furthermore, there is a strong evidence base that speaks to the benefits of socially connected and diverse societies. Connected communities and societies are more likely to thrive due to knowledge and resource sharing, greater trust of community members and institutions, and a stronger shared values system.* Diversity helps to promote tolerance and empathy within and between different cultural groups, enriches the holistic wellness of communities through the exchange of experiences, and supports a healthy economy and workforce.^

While greater connection has direct benefits for the overall wellbeing of the creative sector, it also offers broader benefits for the community as a whole, which in turn may positively contribute to the overall wellbeing of Waikato.

*OECD (2011). *Perspectives on Global Development 2012: Social Cohesion in a Shifting World: Executive Summary*. Available at: www.oecd.org/site/devpgd2012/49067839.pdf
^BBC. *What is diversity?* From the *Bitesize* series. Available at: <https://www.bbc.co.uk/bitesize/topics/znbrpg8/articles/zk79t39>



Creatives and Enablers Have Greater Value of and Access to Arts, Culture and Creativity

Not surprisingly, those involved in the creative industry score higher on average across arts and creativity factors. This includes creativity in the workplace, which was identified as a predictor of wellbeing for both creative professionals and those not involved with the creative industry.



Creative Self-Expression

+15%

The creative sector enables opportunities for self-expression



Access to Arts, Culture and Creativity

+12%

The creative sector feels they have moderate access to artistic, cultural and creative activities



Value of Arts to Self

+11%

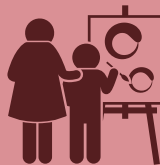
Arts, culture and creativity are an important part of the lives of those involved in the creative sector



Value of Arts to Whānau

+10%

The creative sector believes arts, culture and creativity is important to the wellbeing of their family and whānau



Value of Arts to Children

+9%

The creative sector believe arts, culture and creativity is important to the wellbeing of their children



Creative Workplace

+8%

The creative sector values creativity, creative thinking and problem solving in the workplace

Being able to express oneself with creativity may contribute positively to one's overall mental health, through pathways such as reduced anxiety, a stronger sense of identity, and greater happiness overall.* Given that mental health is a priority need for all of Waikato, supporting those external to the creative community to strengthen their skills for creative expression may contribute to improvements in their overall mental wellness, and in turn, their overall wellbeing.

*Van Lith T, Schofield MJ and Fenner P. (2013). Identifying the evidence-base for art-based practices and their potential benefit for mental health recovery: A critical review. *Disability & Rehabilitation*, 35(16): 1309-1323. doi: 10.3109/09638288.2012.732188



"Art nurtures our soul; it enables us to feel, positively or negatively, but it helps us to engage in the world, to be a part of something outside of ourselves."

Listening to a song or a piece of music, seeing an artwork or dance performance or a drama or play, can send us to a different time or scenario; it can help solve a problem by getting us to see or interpret things differently.

- Waikato resident, Waipā District



Creative Sector Strengthens Cultural and Social Responsibility

Professional creatives and enablers of arts, culture and creativity are more likely to report having stronger connections to culture and sense of responsibility to others.



Celebrated Community
+8%

The creative sector celebrate their community



Spirituality
+7%

The creative sector feel connected to something bigger than themselves



Connection to Culture
+5%

The creative sector feel they are more connected to culture



Access to Culture
+5%

The creative sector believe they have more access to opportunities to engage with culture and heritage



Generosity
+5%

The creative sector enjoy giving their time and skills to others



Opportunity to Make a Difference
+4%

The creative sector believes they have the opportunity to make a difference in people's lives

"It provides me with a challenge, an outlet for my creativity; an opportunity to be part of a community, to meet new people; and an opportunity to give back, to pass on my knowledge."

- Waikato resident, Ōtorohanga District



Workplace Creativity is Key to Job Satisfaction

Research has shown that organisations that embrace and promote creativity and innovation in their work environments are more likely to grow and perform better; but beyond financial metrics, workplace creativity has social benefits as well.

Analysis found that **Waikato residents who have jobs that require creative thinking or problem solving are more likely to have a higher level of satisfaction with their work.**

This relationship between job creativity and satisfaction exists, regardless of industry role. In fact, creativity at work is slightly more important for people who are not involved with the creative sector.

Unsurprisingly though, people who are professional creatives and/or enablers of the arts sector report that their professions require greater creativity than non-industry folks, and about **one-third of all non-industry folks report do not believe that their work requires any creativity, creative thinking or problem solving.**



Creative Workplace

-7%

Waikato residents who are not affiliated with the creative sector report significantly less creativity, creative thinking and problem solving in their workplace.

Considering this deficit, employers across all sectors in the Waikato should consider ways to integrate creativity into their workplace culture. Doing so will not only be to their financial benefit, but more importantly may support higher employee wellbeing.

For artists or organisations wanting to explore this connection between arts activity and the workplace, please get in touch with the Creative Waikato team who are happy to support explorations in this area.

For those in the local business/non-creative sector community, the Creative Waikato team is available to connect with to explore how to enable more creativity for employees both internally and by connecting with local creatives.

*Tyla Armstrong
Hamilton Zinefest 2021*



Benefits of Engagement For Non-Professional Creatives

Creating art and attending creative and cultural events are not just for the benefit of professionals; engagement with arts, culture and creativity can benefit everyone. **For non-professionals, those who report attending artistic and cultural events at least once per month were found to have higher levels of enjoyment and feelings of respect from others**, two of the strongest predictors of wellbeing for all Waikato residents.*

Below are some of the greatest benefits experienced by non-professional creatives through their engagement with arts, culture and creativity.

Benefits of Attending Artistic, Creative or Cultural Events for Non-Professional Creatives



Creative Self-Expression
+12%

Non-professional creatives are able to express themselves creatively



Vibrant Community
+11%

Non-professional creatives feel that they live in a vibrant community



Opportunities to Connect to Culture
+11%

Non-professional creatives have more opportunities to connect with their culture



Connection to Land and Place
+10%

Non-professional creatives feel more connected to land and place

Benefits of Creating Art, Creativity and Culture for Non-Professional Creatives



Value of Arts to Self
+17%

Non-professional creatives believe arts, culture and creativity are important to them



Connections with Like-Minded People
+9%

Non-professional creatives are able to connection with like-minded people



Passions and Interests
+8%

Non-professional creatives have stronger passions and interests



Connection to Culture and Heritage
+8%

Non-professional creatives feel more connected to their culture and heritage

*Non-professional creatives scored +5% higher on enjoyment and +3% higher on feeling heard and respected by others (p<0.01) as compared to non-professional non-creatives (non-industry folks who engage with arts, culture and creativity less than once per month).



Overall Wellbeing in the Waikato

The following section presents an overview of the current status and trends of overall wellbeing in the Waikato region. It identifies what matters most to overall wellbeing, as well as the community's strengths and challenges.



Key Findings for the Waikato Community

1. Engagement with arts, culture and creativity positively contributes to wellbeing for people in Waikato

When looking at the Waikato region overall, any form of engagement with arts, culture and creativity positively contributes to the overall wellbeing of its people. This includes daily independent engagement, as well as attending and creating or participating in artistic, cultural and creative events, initiatives and activities.

2. Mental wellness is a priority need for wellbeing in Waikato

Mental wellness is the strongest predictor of wellbeing for Waikato overall; participants also indicated that they are struggling with feelings of anger, anxiety and sadness. Engagement with arts, culture and creativity, particularly through creative self-expression, is likely to have a positive impact on the mental wellness of Waikato residents, and may lead to improvements in overall wellbeing.

3. Wellbeing needs vary by different art forms

Statistical analysis demonstrates that there are unique wellbeing needs among residents who are highly engaged with different types of art forms. For example, for people who frequently attend events for or create performing arts, access to affordable housing is uniquely important for their wellbeing. This analysis was also undertaken for fine art and craft and cultural arts. With this information, organisations operating across each of these three art forms can tailor their programming to better address the unique wellbeing needs of their patrons.

4. Perceived access to arts, culture and creativity is important to everyone

Perceived access to arts, culture and creativity was measured by asking respondents to think about their own level of access to artistic, cultural and creative events. For all respondents, the stronger someone believes they have access to arts, culture and creativity, the higher their wellbeing is likely to be.

Perceived access was scored lower by non-industry folks than those active in the creative sector, despite actually being more important to non-industry wellbeing. This suggests that improving access - objective and especially perceived - to artistic, cultural and creative events and activities for those outside of the creative sector is a priority need that, when satisfied, will more likely improve overall wellbeing among all Waikato residents.



The Overall Wellbeing of Waikato Residents

Overall, Waikato residents are slightly satisfied with their lives. Scores ranged from 1 to 7, although almost two-thirds of respondents reported being satisfied with their current conditions and one-quarter reported being highly satisfied with life.* This indicates that while there are some residents who are struggling with their wellbeing, the majority are doing well.

Within the population there are key differences among certain groups:

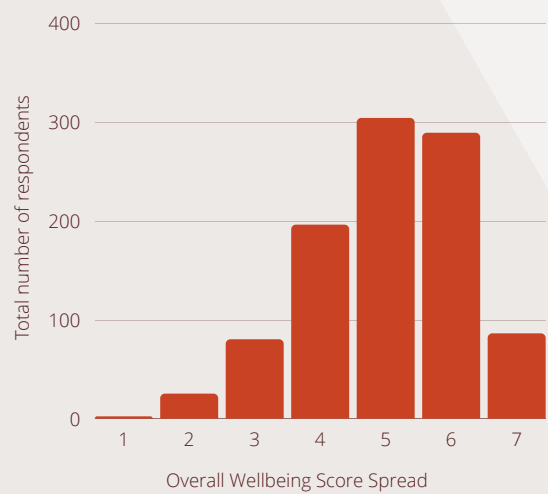
- **Age:** Wellbeing differs by age, with 65-74 year olds having the highest wellbeing and 45-54 year olds having the lowest wellbeing. This wellbeing trend has been observed across many other population studies.[^]
- **District:** Wellbeing by district ranged from slightly satisfied to somewhat satisfied, with Ōtorohanga District registering the highest average wellbeing at 5.57 out of 7.
- **Gender:** Men were found to have slightly higher wellbeing than women (8%) and people who identify as non-binary (10%).
- **Cultural background:** While there was no significant difference in wellbeing found for Māori residents, people who identify as Pasifika were found to have 13% higher wellbeing.
- **Education:** Residents who have completed an apprenticeship have the highest overall wellbeing by education level, 15% higher than that of the wellbeing average in Waikato.
- **Employment status:** People who are self-employed were found to have 14% higher wellbeing than the average Waikato resident, while people experiencing unemployment had 12% lower wellbeing.
- **Relationship status:** Those who are in a relationship and living together have the highest average wellbeing.
- **Sexual identity:** While wellbeing varies significantly by sexual identity, those who identify as bisexual have the lowest average wellbeing.

*Overall weighted satisfaction with life score is 5.02 out of 7. Average scores 1-3.49 indicate dissatisfaction with life; 3.5-4.49 indicates neither satisfaction nor dissatisfaction; 4.5-7 indicates satisfaction with life.

In unweighted analysis, 64% of respondents scored 4.5 or higher; 25% of respondents scored 6.5 or higher.

[^]Steptoe A, Deaton A & Stone A. Psychological wellbeing, health and ageing. *Lancet*. 2015 Feb 14; 385(9968): 640-648.

Distribution of Overall Wellbeing Scores in Waikato



Big Serious Muffin Band, Best Fest



"The impact of arts culture and creativity on my life encourages my life to be full of life, love and goodness. It builds my wellbeing and encourages me to support others to be the same."

- Waikato resident, Hamilton City

*Black Box Creative rehearse
Heathers at Riverlea Theatre 2021*



What Matters Most to Waikato Wellbeing

Analysis found that of all outcomes measured, connection to self and mental wellness were most strongly correlated with overall wellbeing.

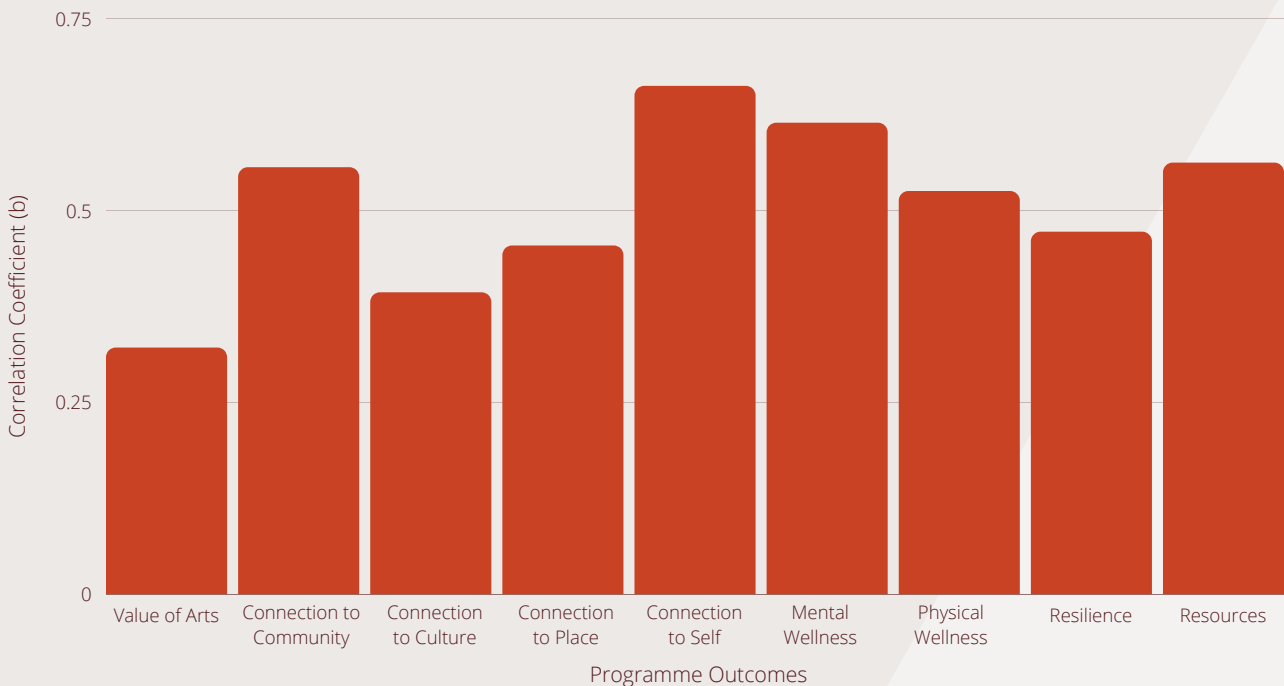
While value of arts, creativity and culture has a statistically weak relationship with overall wellbeing, it is still positively correlated, meaning that Waikato residents who value the contributions of arts, culture and creativity to their lives more are also more likely to have higher wellbeing.

Improvements across any of these outcomes are more likely to result in improvements to the wellbeing of Waikato residents, but particularly for those outcomes which have a strong relationship with wellbeing. The arts sector may wish to leverage these findings when considering how its programmes can address both arts and other key wellbeing outcomes such as mental wellness and connection to self.



Tooms perform GrrrlFest at Nivara Lounge 2021

Relationship Between Overall Wellbeing and Programme Outcomes



*Strength (magnitude) is determined by the size of the correlation coefficient. Strong >0.6, Moderate = 0.599-0.4, Weak <0.4. For more information on predictors of wellbeing methodologies, please see the report appendix.



Predictive Factors of Wellbeing for Waikato Residents

Statistical analysis identified the following five factors as the strongest predictors of overall wellbeing for the Waikato community as a whole, meaning that the higher a Waikato resident scores across one or all of these factors, the higher their wellbeing is likely to be.



When Waikato residents admire who they are, have pride in their achievements and a strong sense of purpose, feel respected by their peers and are able to fully enjoy life, their wellbeing is more likely to be higher. These factors are also found to be the strongest predictors of wellbeing across the Waikato population, regardless of level of engagement with arts, culture and creativity, or role in the arts sector. This suggests that improvements across any of these factors will most likely have a positive impact on the wellbeing of Waikato as a whole, rather than the majority alone.

Factors measuring self-love, pride, enjoyment and sense of purpose all received relatively high scores, indicating that Waikato residents are feeling strong in these areas and that their levels of self-love, pride, enjoyment of life and sense of purpose are likely contributing positively to their current state of overall wellbeing.* However, residents indicated that they only somewhat feel that they are heard and respected by others, suggesting that there is perhaps an opportunity for targeted interventions that aim to increase shared respect, thereby improving overall wellbeing.

*The average score of all outcomes measured is 5.36. Self-love (5.60), pride (5.61), enjoyment (5.56) and purpose (5.68) all received above-average scores; respect (5.26) received a below-average score and therefore can be considered a priority need.



Mental Wellness Is a Priority Need

Of all outcomes measured, mental wellness was identified as having one of the strongest relationships with wellbeing. However, the lowest scoring factors among Waikato residents are anxiety, anger and sadness - all of which are indicators for mental wellness.



Anxiety
4.17
out of 7

Residents sometimes feel anxious and/or worried



Sadness
4.40
out of 7

Residents sometimes feel sad or unhappy



Anger
4.53
out of 7

Residents sometimes feel angry

If any of these outcomes are improved upon, it is more likely that wellbeing will also improve for Waikato residents, in particular those who are feeling angry, anxious or upset more often.

Arts, culture and creativity are one way of addressing the mental wellness needs of Waikato residents, as engagement with arts, culture and creativity has been found to help reduce anxiety and contribute to feelings of purpose, mindfulness and happiness.* For example, in this study analysis found that **creative self-expression is positively associated with better mental wellness outcomes.** This suggests that being able to express oneself through art and creativity can be a successful medium for reducing anxiety and increasing happiness and enjoyment, all of which can lead to improved wellbeing.

The Waikato arts sector may wish consider how their creative events and cultural activities can have a positive impact on the mental wellness of their patrons and the larger community, thereby positively contributing to an improved state of overall wellbeing for residents in the Waikato.

*Fancourt D, Finn S. What is the evidence on the role of the arts in improving health and well-being? A scoping review [Internet]. Copenhagen: WHO Regional Office for Europe; 2019. (Health Evidence Network synthesis report, No. 67.) Available from: <https://www.ncbi.nlm.nih.gov/books/NBK553773/>





Benefits of Attending and Creating Arts, Culture and Creativity

Attending or creating arts, culture and creativity offer unique benefits to Waikato residents. Residents who attend or create artistic, cultural or creative events or activities at least once a month report feeling more connected to culture and community, to land and place, and self.

Attending Artistic, Cultural and Creative Events



Self-Expression

+23%

Residents feel that they can more easily express themselves creatively



Value of Arts to Self

+14%

Arts, culture and creativity are an important part of residents' lives



Connections with Like-Minded People

+12%

Residents feel they are able to connect with like-minded people



Connections with Diverse People

+12%

Residents feel that they have more opportunities to meet people who are different from them

Creating or Participating Artistic, Cultural and Creative Events



Self-Expression

+13%

Residents feel that they can more easily express themselves creatively



Vibrant Community

+12%

Residents feel that their community is a vibrant place



Celebrated Communities

+10%

Residents feel that community is celebrated more where they live



Connection to Land and Place

+10%

Residents feel a greater sense of connection to their land and place

Creating or participating is more likely to result in people having greater connection to land, stronger communication skills, and connections with like-minded people, all of which are moderate predictors of wellbeing for all Waikato residents. By increasing engagement with arts, culture and creativity - either through attendance or participation/creation - Waikato has a greater chance of improving the wellbeing of the region as a whole.



Wellbeing Needs Vary By Art Form

To understand the unique benefits of each type of broad art form included in measurement, statistical analysis was used to identify which factors measured have a strong correlation with wellbeing for people who engage with fine art and craft, performing arts and cultural arts.*

Results show that while there is significant overlap between the three categories, there are certain factors which have a unique relationship with overall wellbeing. The following are the unique predictors of wellbeing for each art form, when looking at the top ten factors for each:

Performing Arts



Having access to affordable housing

Includes dance, music, screen arts and theatre. Having access to affordable housing is uniquely important to the wellbeing of people who frequently engage with performing arts.

Cultural Arts



Understanding how one's position affects their view of the world

Includes Ngā Toi Māori and Pasifika. People who engage with cultural arts are more likely to have higher wellbeing if they also have high self-awareness and access to quality housing.



Having access to housing that meets all needs

Fine Art and Craft



Having a strong sense of purpose

Includes craft/object art, literature, visual arts, and interart/multimedia. People who frequently engage with fine arts and crafts are more likely to have higher wellbeing if they have a strong sense of purpose, are satisfied with their job and often feel happy.



Feeling happy

Opportunity for emotional development, self-expression and creative self-expression were also found to have a strong relationship with overall wellbeing for people who frequently engage with performing and cultural arts, but not fine art and craft.



Having satisfaction with one's job

With this information, actors within the creative sector can have a deeper understanding of the specific needs of their audience members and professionals. By tailoring their services and programs to address the needs, arts organisations will be better positioned to support the wellbeing of their community members.

**Engagement defined as attending or creating an event or activity at least once a month, by each art form. Note that the authors recognise that these categories are not mutually exclusive, and have been defined as such solely for the purposes of data analysis. For the full list of predictors of wellbeing for each art form, please see the report appendix.*



Everyone Needs Access to Arts, Culture and Creativity

Believing that you have access to arts, culture and creativity was found to have a positive, significant relationship with overall wellbeing, regardless of one's current engagement level with arts, culture and creativity or their relationship with the creative sector.

Interestingly, the relationship between perceived access to arts and wellbeing is stronger amongst those who are not a part of the creative sector, indicating that perceived access matters more to those who may not be attending or participating in arts, culture and creativity as often.

This may be due to the fact that those who are not an active part of the creative sector may feel that they do not have as easy access, and therefore place greater value in their access to arts, culture and creativity as compared to those who are directly involved with the creative sector and are confident in its availability. This belief is reflected in each groups' scores of perceived access, as non-industry folks have 12% less access to it than those who are professional creatives or enablers.

These results may also be reflective of the current shift in attitudes towards arts as a result of the COVID-19 pandemic. In times of social and financial distress, such as a global pandemic and recession, the public perception of arts tends to shift, viewing it as a luxury good rather than a public need. Access to arts, culture and creativity is still necessary for overall wellbeing, but its accessibility drops as attitudes change and funding is reduced.*

Increasing access - especially perceived access - is one way that the arts sector can support the wellbeing of all Waikato residents, across all sectors.

*Mak HW, Fluharty M and Fancourt D (2021). Predictors and Impact of Arts Engagement During the COVID-19 Pandemic: Analyses of Data From 19,384 Adults in the COVID-19 Social Study. *Front. Psychol.* 12:626263. doi: 10.3389/fpsyg.2021.626263

*Urinetown by Bold Theatre
at The Meteor Theatre*



All Waikato Residents Value Art, Culture and Creativity

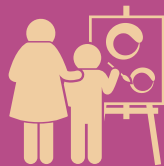
Waikato residents' belief that arts, culture and creativity are an important part of their lives was one of the highest scored factors. However, connection to culture and access to opportunities to connect with culture were some of the lowest scored of all factors. Given that both of these factors are predictors of wellbeing, improvements to connection and access to culture would likely be beneficial to the overall wellbeing of Waikato.

Of all 53 factors measured, the following seven are indicators for arts, culture and creativity value and access:



Value of Arts to Self
5.95
out of 7

Arts, culture and creativity are an important part of residents' lives



Value of Arts to Children
5.75
out of 7

Residents believe arts, culture and creativity is important to the wellbeing of their children



Access to Arts, Culture and Creativity
5.69
out of 7

Residents feel they have moderate access to artistic, cultural and creative activities



Self-Expression Through Creativity
5.52
out of 7

Residents feel they have access to some opportunities that allow them to express themselves creatively



Value of Arts to Whānau
5.42
out of 7

Residents believe arts, culture and creativity is important to the wellbeing of their family and whānau



Connection to Culture and Heritage
4.83
out of 7

Residents feel slightly connected to their own culture and heritage



Opportunities to Connect with Culture and Heritage
4.77
out of 7

Residents believe they have access to opportunities to connect with their culture, but only slightly



Mark Hamilton - Stock image



Waikato Residents Are Self-Aware and Generous

Of the 53 factors measured, Waikato residents reported feeling strongest across factors related to their access to resources, connection to culture and value of arts, culture and creativity.

The following represent the six highest-scoring factors, where Waikato residents feel the most confident in their current conditions:



Home

6.00

out of 7

On average, residents have comfortable homes*



Generosity

5.96

out of 7

Residents enjoy giving their skills and time to others



Value of Arts to Self

5.95

out of 7

Arts, culture and creativity are an important part of residents' lives



Passions

5.93

out of 7

Residents have passions and interests



Self-Awareness

5.93

out of 7

Residents understand how their position in life affects how they view the world



Access to Self-Development

5.91

out of 7

Residents have the opportunity to continue learning new things

It should be reiterated that those with a tertiary degree were overrepresented in the survey sample; thus, while quality home may be one of the top rated factors, it may not be representative of the reality of many Waikato residents.

"It allows social connections and a feeling of satisfaction of learning new things, applying skills and being part of something bigger than myself."

- Waikato resident, Waipā District



Residents Face Challenges with Mental Wellness and Access to Resources

As previously identified, mental wellness is a priority need for Waikato residents overall; this holds true for residents with both high and low levels of engagement with arts, culture and creativity and those within and outside of the creative sector, as **these factors were scored the lowest out of all 53 measured by all groups.**



Anxiety
4.17
out of 7

Residents sometimes feel anxious and/or worried



Sadness
4.40
out of 7

Residents sometimes feel sad or unhappy



Anger
4.53
out of 7

Residents sometimes feel angry

In addition to mental wellness, factors related to access to resources - specifically local employment opportunities - as well as connection to their community were also identified as challenges for all Waikato residents, regardless of engagement level or relationship with the creative sector.



Celebrated Community
4.64
out of 7

Residents do not feel that where they live community is celebrated



Access to Local Employment
4.58
out of 7

Residents do not feel that there are enough job opportunities in their community



Loneliness
4.64
out of 7

Residents feel lonely and isolated

Even though these factors may not be strong predictors of wellbeing, they do still matter in part to the overall wellbeing of Waikato residents.* Arts organisations may want to consider how their events and activities could address Waikato residents' needs for local employment opportunities, celebration of community and creation of social connections, as improvements across these factors is more likely to result in a positive change in overall wellbeing.

*Access to local employment opportunities ($r=0.308, p<0.01$), celebrated communities ($r=0.347, p<0.01$) and loneliness ($r=0.383, p<0.01$) all have a weak relationship with overall wellbeing. For more information on predictors of wellbeing, please see the report appendix.

A background image showing a group of women performing a haka. They are wearing black long-sleeved tops and long, shimmering green skirts. They are standing in a line, looking to the right. The scene is lit with blue and purple stage lights.

"It gives me quality of life, it is soul food, gives me joy, allows me to engage in the richness of other's lives, experiences and culture as well as my own, and to celebrate that in all it's diversity."

- Waikato resident, Hamilton City



Leveraging Data to Create Change

This report represents the first wellbeing and arts, culture and creativity study undertaken in the Waikato region.

The results here clearly demonstrate that engagement with arts, culture and creativity can have a positive impact on the overall wellbeing of Waikato residents, both for those who are already active in the creative sector, as well as those who have little or no involvement. Engagement with arts, culture and creativity leads to individuals who are more in touch with themselves, their land and their cultures, as well as strong, vibrant and diverse communities, all of which contribute positively to Waikato wellbeing.

These findings highlight the need for greater investment - financial, political and social - in arts, culture and creativity for all Waikato residents, both because of the direct benefits arts and culture offer to wellbeing, as well as their secondary benefits, such as improved mental health outcomes through creative self-expression and greater job satisfaction achieved through creativity in the workplace.

Local councils, social funders and civic enablers should prioritise initiatives which focus on enabling creative self-expression and promoting workplace creativity, as well as programmes which address perceived access to arts, culture and creativity. These three areas were identified as priority needs, particularly for those Waikato residents who do not frequently engage with arts, culture and creativity.

If under-engaged residents are able to attend more artistic and cultural events and interact with creativity in their workplace, they are more likely to feel more satisfied with their job and comfortable with expressing themselves creatively, both of which can support higher overall wellbeing.

The creative sector may also wish to use these results as an advocacy tool to lead a broader conversation about the health of the industry, particularly in light of the ongoing consequences experienced as a result of the COVID-19 pandemic. This report has identified the urgent need for stronger financial stability for creative professionals, in the form of greater access to local employment opportunities, increased wages to keep up with the costs of daily living and improved access to affordable housing.

The evidence presented in this report of the creative sectors' priority needs reinforces much of what has already been advocated for in local council submissions. Studies by Creative NZ, the Regional Arts Network and others around have similarly highlighted need for the systemic changes to support the long-term sustainability of the sector, and it is initiatives like the Waikato Arts Navigator which hope to address the sector's wellbeing needs through sustained, strategic funding. Investing in arts, culture and creativity will not only strengthen the creative sector, but will improve the wellbeing of Waikato as a whole.



Hamilton Gardens Arts Festival 2018



What's Next for Measurement

Further Insights

These results offer a strong baseline in the Waikato, both in terms of overall wellbeing and engagement with the creative sector. In addition to the findings presented in this report, additional analysis may be undertaken to explore specific communities' relationships with arts, culture and creativity, identify any unique predictors of wellbeing, and inform future engagement strategies and funding opportunities. For example, the creative sector may wish to investigate further the wellbeing needs of LGBTQIA+ and Māori community members who have high engagement with arts, culture and creativity, given that those two groups have significantly lower wellbeing than their counterparts with little or no engagement.

Future Wellbeing Studies

As this is a holistic measurement, the creative sector may also wish to look towards new partnerships to undertake future joint studies. If the creative sector can include essential indicators in a timely, community-wide survey or census, annual measurements in the interim years can be undertaken to investigate specific areas of arts, culture and creativity that are of particular interest to the sector or Waikato as a whole.

Community Toolkit

To empower and enable creative organisations to both understand and articulate the impact of their work from a wellbeing perspective, Huber Social and Creative Waikato have developed a community social impact toolkit. The community toolkit contains both educational and practical content to support organisations in taking the first steps towards impact measurement.

By using the toolkit, organisations are able to develop their own Impact Thesis, which articulates how they achieve their impact; access tools to help facilitate participation in local and regional wellbeing assessments; and leverage findings from this report to achieve advocacy, research and funding goals.

The community toolkit is available for use by any Waikato arts organisation, or anyone interested in learning a bit more about social impact measurement. It can be found on the Creative Waikato website at www.creativewaikato.co.nz





Get in Touch

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Waikato River Festival 2018



Appendices:

- The Huber Social Wellbeing Measurement Framework
- Data Transparency Page
- Survey Demographics
- Predictors of Wellbeing
- Significance Tables



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



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>989 responses were included; data was weighted using gender, age, dis education levels to account for overrepresentation of those factors in the sample.</i>	N/A	N/A
	BASELINE	Control group (independent of the intervention)	N/A	N/A
		Group baseline measured (pre-intervention)	N/A	N/A
		Baseline inferred from time in program (e.g. 1 vs. 3 years) <i>Comparison group (low vs high engagement) inferred from frequency of engagement with arts culture and creativity.</i>	1	Y
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	Datamining 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 0; MED 10-12; HIGH 13-15			HIGH	13



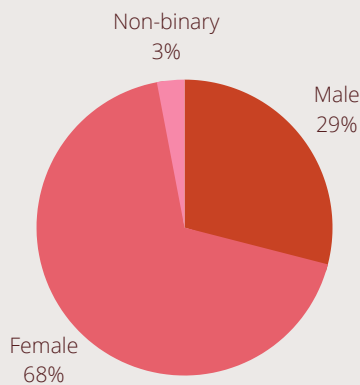
Survey Participant Demographics

The following offers some key insights into demographic distribution of the Waikato Wellbeing Survey respondents. In total, there were 989 responses. All results presented here are of unweighted survey responses; however, data analysis has weighted responses by gender, age, district location and education so that the results are representative of the Waikato region.

Gender

The majority of respondents identified as female (68%). This skew in the sample has been controlled for in the data analysis so that there is an even distribution between female and male respondents.

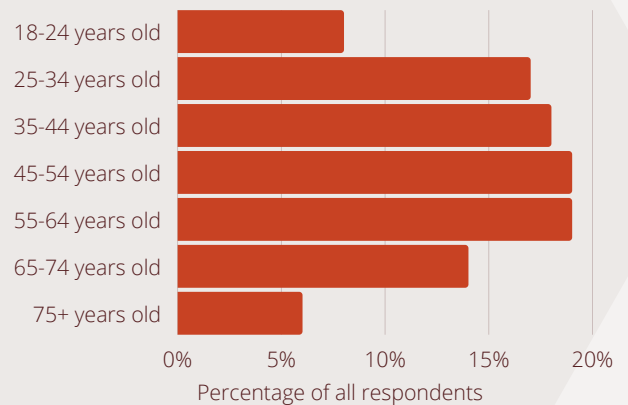
All Respondents, by Gender



Age

45-64 year olds make up the largest proportion of respondents (19% each), followed by 35-44 year olds (18%). This is a comparable age distribution for the Waikato community.*

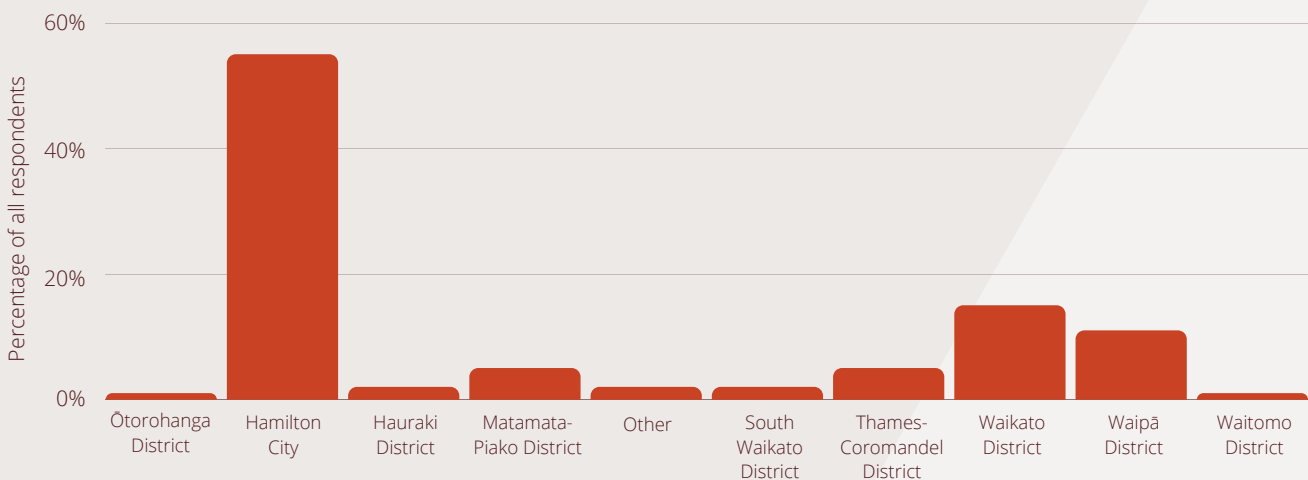
All Respondents, by Age



District

Over 50% all respondents are based in Hamilton City. While responses were collected from all districts, there was slight underrepresentation from South Waikato District and Matamata Piako District; this was adjusted for during data analysis.

All Respondents, by District



*Population source: <https://www.stats.govt.nz/tools/2018-census-place-summaries/waikato-region#education-and-training>

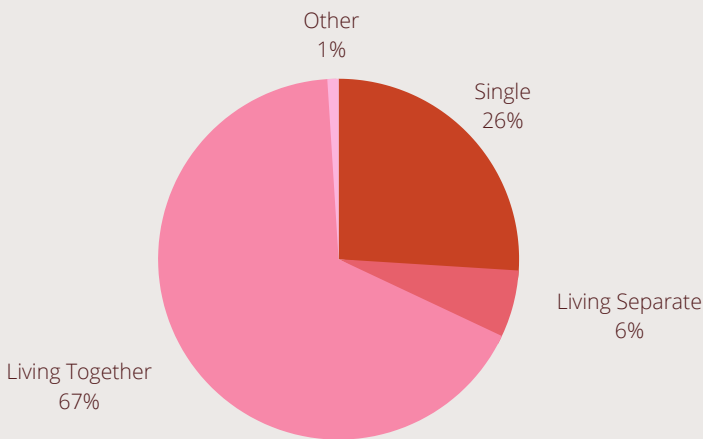


Survey Participant Demographics

Relationship Status

The majority of respondents are in a relationship and living together. Over one-fifth of all respondents are not in a relationship. Other relationship types include those who are in de facto partnerships or widowed.

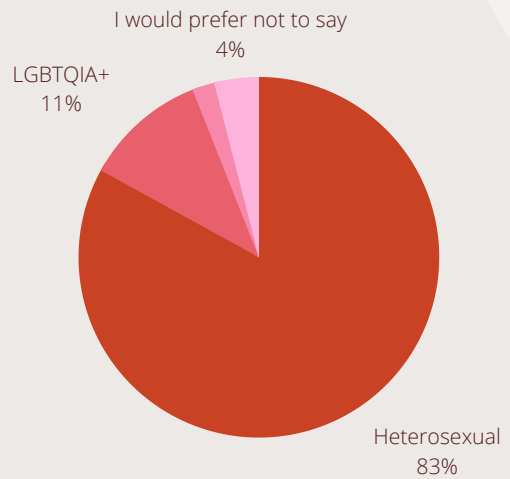
All Respondents, by Relationship Status



Sexual Identity

The majority of respondents identified as heterosexual. Of the 11% who identified as LGBTQIA+, 4% identified as gay or lesbian, 4% bisexual, 1% pansexual, 1% asexual and 1% identify another way.

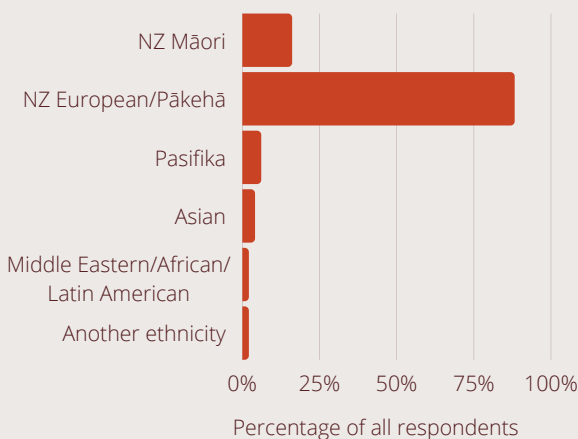
All Respondents, by Sexual Identity



Cultural Background

The majority of respondents identify as New Zealand European/Pākehā (88%), with New Zealand Māori representing 16% of the total sample.

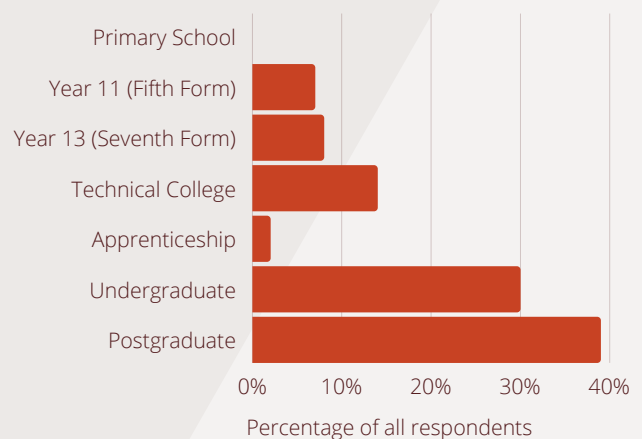
All Respondents, by Cultural Background



Educational Attainment

Undergraduate and postgraduate degree holders represent 21% of the population, but in the unweighted data set represented 69% of all responses.

All Respondents, by Education Level



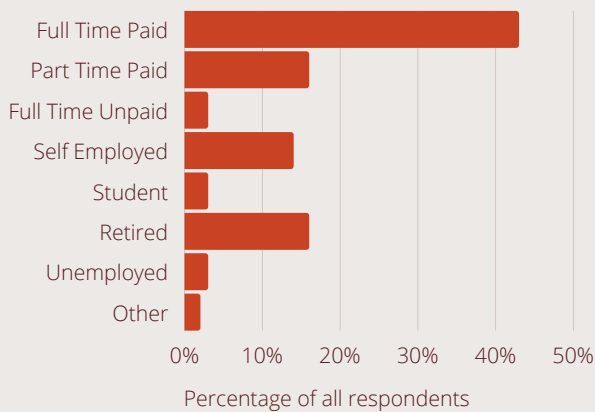


Survey Participant Demographics

Employment Status

Almost half (43%) of survey respondents have full time paid employment. 16% of respondents have part time paid work, and 16% are retired.

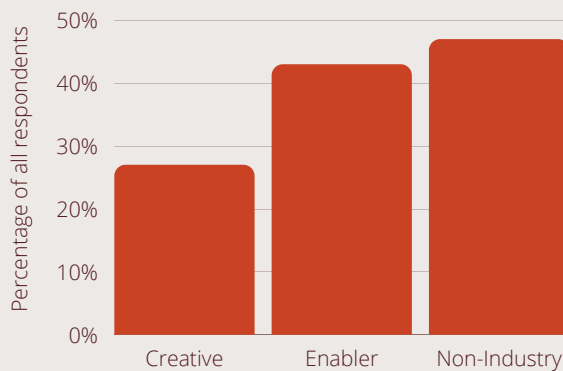
All Respondents, by Employment Status



Role in Creative Sector

When considering original unweighted responses, about one-quarter (27%) of respondents identified as a professional artist or creator; just under half (43%) identified as enablers of art, culture and creativity, through work as staff members, volunteers, advocates, etc.

All Respondents, by Role in Creative Sector



Employment Sector

The largest proportion of respondents identified as having employment in the education and training sector (30%); just over 10% identified as being from the creative sector.

Sector	%
Accommodation & Food Services	3.8%
Administrative & Support Services	6.4%
Agriculture, Forestry & Fishing	2.3%
Arts, Culture & Creativity	12.3%
Construction	3.3%
Education & Training	29.7%
Electricity, Gas, Water & Waste Services	1.0%
Financial & Insurance Services	1.6%
Health Care & Social Assistance	11.4%
Information Media & Telecommunications	3.3%
Manufacturing	2.8%
Mining	1.0%
Other	7.0%
Personal Services	0.3%
Professional, Scientific & Technical Services	5.4%
Public Administration & Safety	4.1%
Rental, Hiring & Real Estate Services	0.8%
Retail Trade	2.9%
Transport, Postal & Warehousing	0.5%
Wholesale Trade	0.2%



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 overall as well as by level of engagement and industry role.



Roimata (Teardrop) by Simon Te Wheoro at Kotahitanga Exhibition, The Meteor Theatre



Significance Tables

Table 1. All Strong to Moderate Predictors of Wellbeing for the Waikato Community

Indicator	R	Magnitude	Outcome	Score
Enjoyment	0.647	Strong	Mental Wellness	5.56
Pride	0.629	Strong	Connection to Self	5.61
Purpose	0.599	Moderate	Connection to Self	5.68
Self-Love	0.59	Moderate	Connection to Self	5.60
Respect	0.524	Moderate	Connection to Self	5.26
Happiness	0.524	Moderate	Mental Wellness	5.19
Personal Connections	0.496	Moderate	Connection to Community	5.51
Quality Home	0.494	Moderate	Access to Resources	6.00
Emotional Intelligence	0.49	Moderate	Connection to Self	5.48
Sleep	0.489	Moderate	Physical Wellness	4.76
Self-Expression	0.483	Moderate	Connection to Self	5.40
Work Satisfaction	0.48	Moderate	Access to Resources	5.29
Sense of Belonging	0.476	Moderate	Connection to Community	5.29
Connection to Land/Place	0.466	Moderate	Connection to Place	5.24
Access to Income	0.454	Moderate	Access to Resources	5.34
Self-Awareness	0.452	Moderate	Connection to Self	5.93
Physical Health	0.44	Moderate	Physical Wellness	5.34
Hope	0.43	Moderate	Mental Wellness	5.87
Affordable Housing	0.429	Moderate	Access to Resources	5.17
Communication Skills	0.416	Moderate	Connection to Community	4.98
Connections with Like-Minded People	0.415	Moderate	Connection to Community	5.17
Self-Belief	0.415	Moderate	Resilience	5.23
Opportunity for Exercise	0.404	Moderate	Physical Wellness	5.65
Safe Communities	0.403	Moderate	Connection to Place	5.36
Sadness	0.403	Moderate	Mental Wellness	4.40



Table 2. All Strong to Moderate Predictors of Wellbeing for those Highly Engaged in Arts, Culture and Creativity

Indicator	R	Magnitude	Outcome	Score
Enjoyment	0.642	Strong	Mental Wellness	5.64
Pride	0.618	Strong	Connection to Self	5.67
Purpose	0.602	Strong	Connection to Self	5.72
Self-Love	0.573	Moderate	Connection to Self	5.92
Happiness	0.514	Moderate	Mental Wellness	5.20
Respect	0.506	Moderate	Connection to Self	5.33
Emotional Intelligence	0.503	Moderate	Connection to Self	5.79
Quality Home	0.492	Moderate	Access to Resources	6.00
Work Satisfaction	0.492	Moderate	Access to Resources	5.36
Connection to Land/Place	0.491	Moderate	Connection to Place	5.35
Sleep	0.476	Moderate	Physical Wellness	5.02
Sense of Belonging	0.475	Moderate	Connection to Community	5.45
Access to Income	0.475	Moderate	Access to Resources	5.86
Personal Connections	0.474	Moderate	Connection to Community	4.82
Self-Awareness	0.468	Moderate	Connection to Self	5.70
Self-Expression	0.459	Moderate	Connection to Self	5.35
Safe Communities	0.457	Moderate	Connection to Place	4.72
Affordable Housing	0.442	Moderate	Access to Resources	5.22
Physical Health	0.431	Moderate	Physical Wellness	5.97
Communication Skills	0.423	Moderate	Connection to Community	5.49
Hope	0.416	Moderate	Mental Wellness	6.04
Self-Belief	0.411	Moderate	Resilience	5.26
Problem-Solving	0.41	Moderate	Resilience	5.61
Connections with Like-Minded People	0.409	Moderate	Connection to Community	5.31
Opportunity for Exercise	0.402	Moderate	Physical Wellness	5.73
Opportunity for Personal Development	0.401	Moderate	Resilience	5.69
Problem-solving	0.406	Moderate	Resilience	5.67



Table 3. All Strong to Moderate Predictors of Wellbeing for those with Low Engagement in Arts, Culture and Creativity

Indicator	R	Magnitude	Outcome	Score
Pride	0.642	Strong	Connection to Self	5.49
Enjoyment	0.636	Strong	Mental Wellness	5.41
Self-Love	0.609	Strong	Connection to Self	5.50
Purpose	0.58	Moderate	Connection to Self	5.58
Respect	0.555	Moderate	Connection to Self	5.12
Happiness	0.545	Moderate	Mental Wellness	5.15
Personal Connections	0.537	Moderate	Connection to Community	5.45
Self-Expression	0.529	Moderate	Connection to Self	5.30
Sleep	0.512	Moderate	Physical Wellness	4.65
Quality Home	0.497	Moderate	Access to Resources	5.98
Loneliness	0.478	Moderate	Connection to Community	4.81
Emotional Intelligence	0.466	Moderate	Connection to Self	5.46
Sense of Belonging	0.461	Moderate	Connection to Community	5.01
Physical Health	0.45	Moderate	Physical Wellness	5.33
Hope	0.441	Moderate	Mental Wellness	5.76
Work Satisfaction	0.433	Moderate	Access to Resources	5.14
Sadness	0.415	Moderate	Mental Wellness	4.42
Connections with Like-Minded People	0.414	Moderate	Connection to Community	4.90
Access to Income	0.412	Moderate	Access to Resources	5.34
Self-Belief	0.406	Moderate	Resilience	5.18
Self-Awareness	0.4	Moderate	Connection to Self	5.84



Table 4. All Strong Predictors of Wellbeing for Professional Creatives

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	5.74
Self-Awareness	0.608	Strong	Connection to Self	5.88
Enjoyment	0.556	Moderate	Mental Wellness	5.61
Emotional Intelligence	0.555	Moderate	Connection to Self	5.39
Respect	0.549	Moderate	Connection to Self	5.34
Self-Expression	0.526	Moderate	Connection to Self	5.31
Work Satisfaction	0.507	Moderate	Access to Resources	5.44
Quality Home	0.505	Moderate	Access to Resources	5.84
Personal Connections	0.502	Moderate	Connection to Community	5.46
Value of Arts to Children	0.5	Moderate	Value of Arts	5.98
Access to Income	0.491	Moderate	Access to Resources	5.18
Safe Communities	0.478	Moderate	Connection to Place	5.43
Connection to Land/Place	0.473	Moderate	Connection to Place	5.26
Self-Belief	0.464	Moderate	Resilience	5.27
Communication Skills	0.463	Moderate	Connection to Community	5.05
Adaptability	0.459	Moderate	Resilience	5.43
Coping Skills	0.454	Moderate	Resilience	5.26
Connections with Like-Minded People	0.45	Moderate	Connection to Community	5.37
Happiness	0.45	Moderate	Mental Wellness	5.14
Sleep	0.448	Moderate	Physical Wellness	4.87
Affordable Housing	0.443	Moderate	Access to Resources	5.02
Sense of Belonging	0.443	Moderate	Connection to Community	5.43
Opportunity for Exercise	0.438	Moderate	Physical Wellness	5.63
Vibrant Communities	0.436	Moderate	Connection to Place	5.04
Physical Health	0.434	Moderate	Physical Wellness	5.37
Opportunity for Personal Development	0.431	Moderate	Resilience	5.85
Problem-Solving	0.428	Moderate	Resilience	5.59
Empathy	0.422	Moderate	Connection to Community	5.49
Understand Another Perspective	0.421	Moderate	Connection to Community	5.57
Connection to Culture	0.407	Moderate	Connection to Culture	4.94
Freedom of Spirituality	0.405	Moderate	Connection to Culture	5.63
Opportunity for Emotional Development	0.401	Moderate	Connection to Self	5.85
Hope	0.4	Moderate	Mental Wellness	5.87



Table 5. All Strong to Moderate Predictors of Wellbeing for Enablers of Arts, Culture and Creativity

Indicator	R	Magnitude	Outcome	Score
Pride	0.66	Strong	Connection to Self	5.63
Self-Love	0.635	Strong	Connection to Self	5.56
Purpose	0.626	Strong	Connection to Self	5.70
Enjoyment	0.616	Strong	Mental Wellness	5.62
Emotional Intelligence	0.551	Moderate	Connection to Self	5.50
Respect	0.529	Moderate	Connection to Self	5.33
Work Satisfaction	0.521	Moderate	Access to Resources	5.40
Self-Belief	0.52	Moderate	Resilience	5.21
Self-Expression	0.516	Moderate	Connection to Self	5.36
Sleep	0.501	Moderate	Physical Wellness	4.79
Quality Home	0.497	Moderate	Access to Resources	5.96
Self-Awareness	0.497	Moderate	Connection to Self	5.98
Happiness	0.49	Moderate	Mental Wellness	5.13
Personal Connections	0.477	Moderate	Connection to Community	5.64
Sense of Belonging	0.471	Moderate	Connection to Community	5.60
Connection to Land/Place	0.47	Moderate	Connection to Place	5.37
Safe Communities	0.452	Moderate	Connection to Place	5.50
Communication Skills	0.449	Moderate	Connection to Community	5.03
Access to Income	0.445	Moderate	Access to Resources	5.36
Problem-Solving	0.438	Moderate	Resilience	5.62
Opportunity for Exercise	0.437	Moderate	Physical Wellness	5.65
Connection to Culture	0.435	Moderate	Connection to Culture	4.99
Physical Health	0.433	Moderate	Physical Wellness	5.31
Connections with Like-Minded People	0.424	Moderate	Connection to Community	5.46
Opportunity for Personal Development	0.424	Moderate	Resilience	5.97
Hope	0.419	Moderate	Mental Wellness	5.89
Opportunity to Make a Difference	0.416	Moderate	Connection to Culture	5.84
Access to Culture	0.413	Moderate	Connection to Culture	4.92
Spirituality	0.412	Moderate	Connection to Culture	5.46
Vibrant Communities	0.411	Moderate	Connection to Place	5.17
Adaptability	0.41	Moderate	Resilience	5.50
Value of Arts to Children	0.4	Moderate	Value of Arts	5.97



Table 6. All Strong to Moderate Predictors of Wellbeing for those Outside the Creative Sector

Indicator	R	Magnitude	Outcome	Score
Enjoyment	0.686	Strong	Mental Wellness	5.53
Pride	0.596	Moderate	Connection to Self	5.60
Purpose	0.583	Moderate	Connection to Self	5.64
Self-Love	0.559	Moderate	Connection to Self	5.63
Happiness	0.554	Moderate	Mental Wellness	5.26
Respect	0.506	Moderate	Connection to Self	5.24
Sleep	0.494	Moderate	Physical Wellness	4.75
Personal Connections	0.49	Moderate	Connection to Community	5.43
Quality Home	0.487	Moderate	Access to Resources	6.04
Loneliness	0.487	Moderate	Connection to Community	4.89
Access to Income	0.472	Moderate	Access to Resources	5.40
Sense of Belonging	0.469	Moderate	Connection to Community	5.06
Affordable Housing	0.466	Moderate	Access to Resources	5.20
Physical Health	0.46	Moderate	Physical Wellness	5.36
Work Satisfaction	0.455	Moderate	Access to Resources	5.19
Self-Expression	0.446	Moderate	Connection to Self	5.45
Connection to Land/Place	0.438	Moderate	Connection to Place	5.17
Hope	0.438	Moderate	Mental Wellness	5.84
Emotional Intelligence	0.435	Moderate	Connection to Self	5.50
Sadness	0.432	Moderate	Mental Wellness	4.53



Table 7. Overall Wellbeing, by District and Engagement Level

District	Low Engagement			High Engagement			% Difference Between Engagement Level	p-value
	Overall Wellbeing	n	%	Overall Wellbeing	n	%		
Ōtorohanga District	5.07	3	21%	5.05	11	79%	0%	p>0.1
Hamilton City	4.84	211	39%	4.98	335	61%	3%	p>0.1
Hauraki District	5.00	2	10%	5.09	19	90%	2%	p>0.1
Matamata-Piako District	4.98	12	26%	5.12	35	74%	3%	p>0.1
Other	4.89	7	39%	5.31	11	61%	9%	p>0.1
South Waikato District	4.90	4	24%	5.09	13	76%	4%	p>0.1
Thames-Coromandel District	5.27	6	13%	5.02	40	87%	-5%	p>0.1
<i>Waikato District</i>	<i>4.91</i>	<i>50</i>	<i>34%</i>	<i>5.25</i>	<i>99</i>	<i>66%</i>	<i>7%</i>	<i>p<0.1</i>
<i>Waipā District</i>	<i>4.77</i>	<i>36</i>	<i>32%</i>	<i>5.40</i>	<i>75</i>	<i>68%</i>	<i>13%</i>	<i>p<0.01</i>
Waitomo District	4.50	4	29%	4.96	10	71%	10%	p>0.1
Total	4.86	335	34%	5.09	648	66%	5%	p<0.01

Note: Waikato District and Waipā District were the only two districts where a significant difference in overall wellbeing by engagement level was detected



Table 8. All Strong to Moderate Predictors of Wellbeing, for Residents Who Frequently Engage with Fine Art and Craft

Indicator	R	Magnitude	Outcome	Score
Enjoyment	0.629	Strong	Mental Wellness	5.61
Pride	0.614	Strong	Connection to Self	5.67
Purpose	0.593	Moderate	Connection to Self	5.72
Self-Love	0.578	Moderate	Connection to Self	5.62
Respect	0.512	Moderate	Connection to Self	5.26
Sleep	0.499	Moderate	Physical Wellness	4.77
Work Satisfaction	0.489	Moderate	Access to Resources	5.30
Happiness	0.487	Moderate	Mental Wellness	5.21
Connection to Land/Place	0.481	Moderate	Connection to Place	5.26
Access to Income	0.479	Moderate	Access to Resources	5.28
Quality Home	0.475	Moderate	Access to Resources	6.00
Self-Expression	0.474	Moderate	Connection to Self	5.42
Emotional Intelligence	0.472	Moderate	Connection to Self	5.46
Personal Connections	0.47	Moderate	Connection to Community	5.54
Sense of Belonging	0.467	Moderate	Connection to Community	5.36
Physical Health	0.457	Moderate	Physical Wellness	5.35
Self-Awareness	0.455	Moderate	Connection to Self	5.94
Hope	0.449	Moderate	Mental Wellness	5.92
Affordable Housing	0.447	Moderate	Access to Resources	5.16
Communication Skills	0.439	Moderate	Connection to Community	5.00
Safe Community	0.436	Moderate	Connection to Place	5.36
Connections with Like-Minded People	0.426	Moderate	Connection to Community	5.23
Opportunity for Exercise	0.423	Moderate	Physical Wellness	5.59
Self-Belief	0.413	Moderate	Resilience	5.25
Opportunity for Personal Development	0.4	Moderate	Resilience	5.92



Table 9. All Strong to Moderate Predictors of Wellbeing, for Residents Who Frequently Engage with Performing Arts

Indicator	R	Magnitude	Outcome	Score
Pride	0.648	Strong	Connection to Self	5.59
Enjoyment	0.627	Strong	Mental Wellness	5.54
Opportunity for Emotional Development	0.611	Strong	Connection to Self	5.91
Self-Expression	0.61	Strong	Connection to Self	5.36
Respect	0.558	Moderate	Connection to Self	5.22
Self-Love	0.533	Moderate	Connection to Self	5.53
Affordable Housing	0.528	Moderate	Access to Resources	5.09
Creative Self-Expression	0.51	Moderate	Connection to Self	5.52
Sleep	0.506	Moderate	Physical Wellness	4.64
Access to Income	0.504	Moderate	Access to Resources	5.26
Sadness	0.504	Moderate	Mental Wellness	4.29
Self-Awareness	0.501	Moderate	Connection to Self	5.88
Connection to Land/Place	0.501	Moderate	Connection to Place	5.22
Understand Another Perspective	0.477	Moderate	Connection to Community	5.69
Safe Community	0.475	Moderate	Connection to Place	5.39
Quality Home	0.467	Moderate	Access to Resources	5.96
Self-Belief	0.464	Moderate	Resilience	5.23
Sense of Belonging	0.461	Moderate	Connection to Community	5.26
Empathy	0.449	Moderate	Connection to Community	5.48
Physical Health	0.445	Moderate	Physical Wellness	5.30
Hope	0.44	Moderate	Mental Wellness	5.81
Opportunity for Exercise	0.44	Moderate	Physical Wellness	5.60
Opportunity for Personal Development	0.439	Moderate	Resilience	5.89
Creative Workplace	0.439	Moderate	Access to Resources	5.53
Vibrant Communities	0.43	Moderate	Connection to Place	4.92
Personal Connections	0.429	Moderate	Connection to Community	5.49
Problem-Solving	0.413	Moderate	Resilience	5.56
Access to Culture	0.407	Moderate	Connection to Culture	4.76
Freedom of Spirituality	0.402	Moderate	Connection to Culture	5.70
Coping Skills	0.4	Moderate	Resilience	5.22



Table 10a. All Strong to Moderate Predictors of Wellbeing, for Residents Who Frequently Engage with Cultural Arts

Indicator	R	Magnitude	Outcome	Score
Pride	0.704	Strong	Connection to Self	5.71
Opportunity for Emotional Development	0.696	Strong	Connection to Self	5.94
Self-Expression	0.631	Strong	Connection to Self	5.50
Creative Self-Expression	0.59	Moderate	Connection to Self	5.64
Self-Love	0.588	Moderate	Connection to Self	5.61
Enjoyment	0.587	Moderate	Mental Wellness	5.66
Respect	0.582	Moderate	Connection to Self	5.33
Self-Awareness	0.564	Moderate	Connection to Self	5.94
Connection to Land/Place	0.538	Moderate	Connection to Place	5.34
Quality Home	0.528	Moderate	Access to Resources	6.06
Value of Arts to Self	0.526	Moderate	Value of Arts	6.09
Sense of Belonging	0.52	Moderate	Connection to Community	5.41
Affordable Housing	0.517	Moderate	Access to Resources	5.19
Vibrant Communities	0.515	Moderate	Connection to Place	5.00
Problem-Solving	0.509	Moderate	Resilience	5.58
Empathy	0.508	Moderate	Connection to Community	5.51
Hope	0.499	Moderate	Mental Wellness	5.95
Access to Income	0.495	Moderate	Access to Resources	5.33
Opportunity for Personal Development	0.479	Moderate	Resilience	5.99
Sleep	0.476	Moderate	Physical Wellness	4.81
Freedom of Spirituality	0.474	Moderate	Connection to Culture	5.80
Coping Skills	0.474	Moderate	Resilience	5.14
Self-Belief	0.472	Moderate	Resilience	5.28
Physical Health	0.463	Moderate	Physical Wellness	5.39
Creative Workplace	0.462	Moderate	Access to Resources	5.67
Connection to Culture	0.456	Moderate	Connection to Culture	4.88
Understand Another Perspective	0.452	Moderate	Connection to Community	5.76
Spirituality	0.452	Moderate	Connection to Culture	5.30
Sadness	0.451	Moderate	Mental Wellness	4.45
Personal Connections	0.449	Moderate	Connection to Community	5.59
Adaptability	0.446	Moderate	Resilience	5.47



Table 10b. All Strong to Moderate Predictors of Wellbeing, for Residents Who Frequently Engage with Cultural Arts

Indicator	R	Magnitude	Outcome	Score
Work Satisfaction	0.446	Moderate	Access to Resources	5.39
Opportunity for Exercise	0.445	Moderate	Physical Wellness	5.69
Value of Arts to Children	0.441	Moderate	Value of Arts	5.59
Access to Culture	0.437	Moderate	Connection to Culture	4.86
Safe Community	0.436	Moderate	Connection to Place	5.54
Open-Mindedness	0.435	Moderate	Connection to Self	5.59
Value of Arts to Whānau	0.433	Moderate	Value of Arts	5.36
Access to Arts, Culture and Creativity	0.423	Moderate	Value of Arts	5.76
Access to Local Employment	0.412	Moderate	Access to Resources	4.67
Passions	0.411	Moderate	Mental Wellness	5.95
Celebrated Communities	0.405	Moderate	Connection to Community	4.66
Purpose	0.404	Moderate	Connection to Self	5.82



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