

COMMENT ON [AMPLIFY](#): A CREATIVE AND CULTURAL STRATEGY FOR NEW ZEALAND

Thank you for the opportunity to submit on Amplify: A Creative and Cultural Strategy for New Zealand. Te Rau Herenga o Aotearoa the Library and Information Association of New Zealand Aotearoa believe that a national creative and cultural strategy is important for the growth and continuation of the cultural and creative sector in Aotearoa.

LIANZA appreciate the need for such a strategy and welcomes the opportunity to help develop it. We believe that developing the right support and infrastructure to support this strategy is crucial.

BACKGROUND INFORMATION

Te Rau Herenga o Aotearoa, ([LIANZA](#)) has provided leadership to the wider library and information profession for over 122 years.

With a strong national network, active member communities and volunteer base, an established profile, and strong international connections, LIANZA spans all parts of the diverse library and information sector. This includes public, school, tertiary, health, prison, tertiary, special libraries and information services. LIANZA is the peak body for the library and information sector.

LIANZA works closely with [Te Rōpū Whakahaui](#), the professional body supporting kaimahi Māori in libraries. LIANZA also maintains a strong relationship with Te Puna Mātauranga o Aotearoa the National Library of New Zealand. We have strong links to the wider GLAMR sector. We are a member of the International Federation of Library Associations (IFLA).

Our networks and support extend to the Pasifika library community. We work closely with our LIANZA Pacific Information Management Network and with libraries in the Pacific.

We believe library and information services add significant value to communities and citizens in Aotearoa, enabling them to prepare for the future.

INVESTING FOR IMPACT

Taonga and other cultural heritage collections of immense significance are cared for by local government through its libraries, museums, archives and galleries. These collections contribute to cultural, social and economic wellbeing. They:

- tell stories of place which support a sense of pride and identity
- support Te Tiriti research and claims
- underpin the new local history curriculum
- attract visitors and researchers.

Investing for impact can focus on cultural heritage content and the role of libraries in attracting audiences through the use of our spaces and through initiatives such as those focused on New Zealand literature and reading initiatives, for example, the month-long Auckland Libraries [‘We Read’ festival](#).

Libraries will be open to collaborating with government on how best to maximise the channels they have with different audiences and the trust libraries have from their communities.

The library and information sector is a diverse and multi-variate sector of interdependent parts. Whether it be through providing culture and heritage collections, through the provision of digital and creative opportunities in our Maker Spaces and programmes, through the promotion of literacy or through reading for pleasure programmes and book promotion opportunities. These activities all have a significant impact across multiple stakeholder areas and outcomes.

NURTURING TALENT

LIANZA asserts that library, heritage, archive and knowledge services are fundamental to the sustained growth of the wider culture and heritage sector and that this should be acknowledged in the strategy.

The low wage of creatives is noted on page 8. LIANZA would point out that this situation is mirrored by many kaimahi working in the library and information sector, who, despite often being highly qualified with Master's and university degrees, are often earning close to the minimum wage. Pay equity endorsement is strongly encouraged for our sector, and we would note the inclusion of this in the strategy.

LIANZA strongly endorse and support actions to boost training for Māori and Pacific cultural conservators. This is a known issue in the culture and heritage sector and one that needs rectifying.

Public libraries are well placed to deliver on partnering with iwi to strengthen and sustain Māori Arts and cultural heritage.

REDUCING BARRIERS TO GROWTH

Public Lending Rights

Public Lending Rights are of key importance for the library and information sector. A LIANZA representative sits on the advisory group for Te Tari Taiwhenua advising on the scheme which was set up to provide annual payments to New Zealand authors in recognition of the fact that their books are available for use in New Zealand Libraries.

LIANZA supports the position of the NZ Society of Authors to modernise the Public Lending Right Scheme to include e-lending rights and better deliver a property rights scheme that provides a more equitable distribution of the funding available for authors in recognition of their books being available for free in New Zealand libraries.

Copyright Act

The Copyright Act 1994 has not been reviewed for thirty years and apart from minor tinkering, does not recognise the virtual library or users accessing resources online. Without meaningful and consistent input into the review process, there is every chance that the legislative changes could severely disadvantage libraries.

The voice of library and information services is crucial to be heard in any such review. A thorough and considered review of the Copyright Act is fundamental to ensure the protection of intellectual property created by New Zealand writers and researchers, as it is for access to this creative content.

GAPS IN THE STRATEGY

Libraries' digital response is part of their core role in ensuring equity of access to information and equitable opportunity to participate. LIANZA sees a gap in the Amplify strategy to address digital skills and digital services to support the creative and cultural sector.

P12 notes that digital growth is part of the Amplify strategy. The place of library and information services in ensuring digital inclusion and digital equity for their communities is highlighted in [the 2024 International Federation of Library Associations \(IFLA\) Trend Report](#). With the Trend Report, IFLA launched a global conversation on broader trends in how people are accessing, using, and sharing information and knowledge. LIANZA encourage the Ministry of Culture and Heritage to read the 2024 IFLA Trend Report.

Digital services offered by libraries are heavily used and highly valued. Almost all libraries offer digital skills programmes, one-on-one or in groups, and thousands of people take advantage of these programmes because they feel confident to do so. They see libraries as safe digital spaces within an increasingly unsafe digital world.

[Makerspaces](#) have emerged as dynamic environments within libraries, responding to the opportunities presented by new technologies and serving as vital platforms for fostering digital literacy in our communities. A growth area in libraries, makerspaces are important for the growth of digital literacy and creativity in communities.

The right infrastructure to support growth

Equity of access to library and information support is not assured for all Aotearoa New Zealand citizens. An inequity exists between areas with large and well-funded local government funding through rates, and therefore have well-resourced libraries, and those rural areas that don't. There is also inequitable access to library and information resources in under-resourced areas such as prison and school libraries.

Thank you for the opportunity to comment on the Amplify Strategy.

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