



**AOTEAROA NEW ZEALAND
CIRCUS ASSOCIATION**

STRATEGY 2021-2026





Ngā Tikanga

Values and Best Practice

- **Mānakitanga** – showing respect for others
- **Hauora** – seeking appropriate balance between mental, physical, social and spiritual wellbeing.
 - **Awhinatanga** – maintaining care for others
- **Whanaungatanga** – recognizing and promoting diversity and inclusiveness
- **Pono tūtura** – maintaining professional integrity





Our Future Vision

A thriving circus sector.

NZ circus as an art form respected by the general public.

NZ circus evolves and innovates.

A strong inclusive and caring circus community.

Circus arts is a viable career path.

Our Focus

Visible leadership.

Advocating for our members.

Maintaining a clear understanding of what the Aotearoa circus sector is and needs.

Supporting the visibility of circus arts within the creative landscape of Aotearoa

Support the development of networks within New Zealand and internationally.

Developing guidelines to support the circus sector.

Creating and distributing resources.

Our Foundation

ANZCA was formed to unite the circus communities within Aotearoa NZ by giving our art form validity and a greater collective voice. ANZCA is committed to respecting the values and kaupapa of those that have come before.





OUR CONTEXT

Meetings were held as part of the Future of Circus discussion at Auckland City Circus Convention, and an incorporated society was formed in mid 2015, at that time led by Frances Kelliher.

The impetus to begin a national organisation that could push circus in Aotearoa to a new level came from international inspiration and a global trend for collaboration.

Research which consulted the wider sector, commissioned in 2013 by Circus Kumarani, Developing Community Circus in Aotearoa New Zealand by Rachael Trotman, also supported the idea for formation of national support systems in order to grow circus practices in Aotearoa.

ANZCA was formed with a view to foster collaboration between centres across the country, to lay the groundwork in order to advocate for the sector as a whole, and to assist in creating a culture of safety in training and workplace environments.





Statement of Intent

Aotearoa New Zealand Circus Association (ANZCA) aims to further establish the circus art form in the professional, recreational and social realms.

This will be achieved by providing guidance and support through:

- Advocacy in the local and national arts and political environments,
- Education within the greater arts community and general public,
- Mentorship to promote professionalism and raise expectations within the sector.

Accessible Health and Safety guidance will be developed throughout all levels of the sector in order to:

- Promote a high level of Ethics to foster growth, respect, healthy competition and collaboration within the sector and the wider arts community,
- Improve the Resilience of the Circus sector, both in the community and professional sectors.

ANZCA will remain true to the Kaupapa of traditional circus while still moving toward a progressive future.

Inclusivity within Circus will be valued and promoted, in line with the principles of the Treaty of Waitangi.

All of this will provide the foundation for ANZCA to become a focused, high performing and constantly evolving organisation.



Core Functions

Advocacy

- Build relationships within the arts policy landscape,
- Maintain communication strategies that speak to advocacy as a core modus operandi,
- Strengthen attitudes that circus is a valuable and reputable art form.

Education

- Educate the circus community in circus-related knowledge and skills,
- Educate the wider arts community about the benefits and possibilities within circus,
- Advocate within the general public for circus as a consumable.

Mentorship

- Provide ways for practitioners to lead and learn by example,
- Develop ideas and communication strategies around professionalism in circus arts,
- Maintain excellence in ethical practice as an organisation to raise expectations within the sector.

Health and Safety

- Continue to drive development of codes of practice for Aotearoa,
- With all actions, promote health and safety as the number one priority for circus practice.

Ethics

- Infuse the idea that ethics within circus practice are vital for the community to grow,
- In discussion with the community, develop and communicate codes of ethics.

Resilience

- Be aware of and open to new sustainability pathways at all levels of the sector,
- Communicate sustainable practices and methodologies to members and the sector,
- Drive membership in order to create a united voice,
- Operate from a place of abundant thinking and community value at all times.

Kaupapa

- Be always aware of the ways members of the circus sector are relating to each other,
- Promote respect for experience,
- Uphold and champion a value system of care, respect and support for all community members.

Inclusivity

- Forefront inclusive thinking in all actions and plans,
- Support inclusivity within circus organisations nationwide.



Focus 2021 - 2026

Out of significant industry consultation, we've ascertained three areas on which to focus our support of the sector to achieve maximum positive growth.

Visibility - Visibility means that the circus of Aotearoa is seen as a valuable part of the artistic landscape from within the arts sector and by the public.

Networking - Networking refers to channels of communication to be established within the circus sector to position the circus sector within the wider arts ecology. Circus practitioners will feel connected with each other, engaged with the community and available for collaboration and dialogue.

Standards - Standards are professional expectations to be upheld by the sector. Clear and accessible information and guidelines will be available to all participants. The community will understand best practice and work together to uphold it.



Visibility

VISIBILITY OF CIRCUS IN THE PUBLIC EYE

Increasing the coverage of Circus in the media and in the public eye.

Circus tuition is visible and accessible to as many New Zealanders as possible.

VISIBILITY OF ANZCA TO OUR SECTOR

Ensuring all practitioners know about ANZCA, what we offer and why we're important.

ANZCA is always listening and responding to members and the sector.

VISIBILITY AMONGST THE DECISION MAKERS OF AOTEAROA

Ensuring that the circus sector is included in conversations with decision-makers in the government.

Aligning ANZCA's position within the arts ecosystem alongside other arts associations.

Ensuring Creative New Zealand understands the sector's growth, reach and needs.

Year One Steps

PUBLIC EYE

- Actively pursue NZ circus being covered by national news twice.

WITHIN OUR SECTOR

- Drive membership upwards (aiming at 100 active paying members by mid-2022).
- Build relationships with other key sector stakeholders.

AMONGST DECISION MAKERS

- Update CNZ four times a year with our activities, progress and the demographics of our sector.

Year Five Goals

PUBLIC EYE

- Public see New Zealand circus work as skillful and valuable.
- More New Zealanders are aware that participating in circus arts is an accessible option.
- The public sees the circus sector as an organised and united sector.

WITHIN OUR SECTOR

- People engaged in the New Zealand circus sector know about ANZCA, understand it's function and are engaged.
- The overall number of people engaged in circus in Aotearoa is up by 100% (2024 census reveals 1970 participants).

AMONGST DECISION MAKERS

- Circus is recognised by Creative New Zealand as an artform in it's own right and has been given a category.

Networking

PRACTITIONERS NETWORKING WITH EACH OTHER

- Platforms are created for regular dialogue between practitioners.
- Artistic exchange between circus practitioners of different centres, studios or sub-groups.
- Practitioners feel united within the artform of circus in Aotearoa.

AOTEAROA'S CIRCUS SECTOR NETWORKING WITH OTHER ARTS SECTORS

- Other arts forms see circus artists as viable and useful collaborators.
- ANZCA becomes a focal point for other art forms to find circus artists.

PRACTITIONERS NETWORKING WITH PRODUCERS AND PROMOTERS

- Circus is represented within existing platforms in the arts marketplace.
- Dialogue is facilitated between practitioners and producers & promoters.

ANZCA REPRESENTING THE NZ CIRCUS NETWORK INTERNATIONALLY

- The world is aware that we have a thriving circus sector in New Zealand.

Year One Steps

NETWORKING WITHIN CIRCUS SECTOR

- Develop a platform for regular discussion amongst the sector.

NETWORKING ACROSS ARTS SECTORS

- ANZCA meets with other performing arts industry leadership organisations at least once to seed the idea of cross-sector collaborations.

MARKETPLACE NETWORKING

- Building a relationship with PANNZ to understand their structure.

INTERNATIONAL NETWORKING

- ANZCA hosts an online conference bringing in international speakers and ideas.

Year Five Goals

NETWORKING WITHIN CIRCUS SECTOR

- Easy communication through the country between practitioners,
- Circus artists across the country are regularly collaborating with each other,
- Collaborations between different circus groups are normalised and part of common practice.

NETWORKING ACROSS ARTS SECTORS

- New Zealand circus is part of the arts conversation,
- Relationships with other major arts organisations and associations have been established,
- Participation in artistic residencies with other art forms is a more established practice.

MARKETPLACE NETWORKING



- New Zealand circus work is an integral and recurrent part of the arts marketplace.

INTERNATIONAL NETWORKING

- Yearly international online conference is established and contributes to sector growth.



Standards

STANDARDS FOR SECTOR EDUCATION

- Disseminating best practice guidelines,
- Ensuring mentorship, workshops and higher learning is available to all those working within the circus sector.

GROWTH OF PROFESSIONAL STANDARDS

- Accountability strategies for circus practitioners are developed in alignment with those of similar industries,
- A code of conduct and the communication channels surrounding it are established.

CULTURE GROWTH

- A proactive approach is taken for the growth and direction of the New Zealand circus sector.

RESOURCES

- Ensuring resources are visible, accessible and valuable.

Year One Steps

SECTOR EDUCATION

- Reformatted “Circus Safe” document as easy to digest segments.

GROWTH OF PROFESSIONAL STANDARDS

- Code of conduct composed, agreed upon and signed by ANZCA members.
- Ethics document completed.

CULTURE GROWTH

- Culture growth communication plan is created in order to infuse values of safety and well-being in all areas of the circus community.

RESOURCES

- Communicate with members and the circus industry at large about the resources we have available.
- Consult with at least 20 different ANZCA members each year to ensure we’re responding to the industry's needs.

Year Five Goals

SECTOR EDUCATION

- New Zealand has Tertiary Education in circus.
- A regular programme of Workshops, and Professional Development is offered by ANZCA.
- ANZCA’s mentorship program is running yearly.

GROWTH OF PROFESSIONAL STANDARDS

- “Circus Safe” is a Worksafe approved document.

- All circus professionals have insurance.
- New Zealand Equity also provides services to circus artists.

CULTURE GROWTH

- Practitioners understand that they are part of an ecosystem and know where to go for assistance in their growth.
- ANZCA has guidelines and templates available to educate around standards for work conditions and payment.

RESOURCES

- ANZCA is known as a source of accessible, correct and reliable information.