

Long-term Insights Briefing 2025: Topic consultation summary

Long-term Insights Briefings (LTIBs) are legislated think-pieces to help government plan for the future by considering long-term trends that will affect New Zealand in 2040 and beyond. Manatū Taonga has to produce an LTIB at least every three years.

From 16 September to 7 October 2024, Manatū Taonga conducted [public consultation on the proposed topic](#) for the next LTIB: “**How will digital technologies change the way New Zealanders tell their stories in 2040 and beyond?**”. The consultation sought feedback on the topic was and whether it was nationally, critically, and future focused.

In total, 49 submissions were received through a public survey (35 responses), written or email feedback (8 submissions) and conversations with stakeholders (6 submissions).

There was strong support for the LTIB topic and sub-issues

93 percent of survey respondents agreed the LTIB topic is suitable. There was high agreement that the topic is critical, future-focused and nationally significant.

Respondents rated the top sub-issues as te ao Māori and knowledge systems. Following this, the results also highlighted the importance of the sub-issues **digital cultural participation, digital infrastructure, and changing creative tools and products.**

When further analysed by the balance of sectors represented in the submissions, it was determined that the third sub-issue to prioritise should be **creative tools and products.**

Sub-issues selected as most important to consider in the LTIB by 60% or more of respondents

	Total (n=42) (frequency)	Total (n=42) (%)	Arts, Media, Creative and digital industries (n=28) (%)*	Cultural heritage and knowledge (n=27) (%)*
Te Ao Māori	30	71%	68%	82%
Knowledge systems	28	67%	64%	74%
Changing creative tools and products	22	52%	75%	37%
Digital Infrastructure	22	52%	46%	67%

*Respondents may have represented both subgroups and therefore the sum of the two groups is greater than the total.

The submissions further highlighted important trends and issues relating to the topic

AI raises concerns about the ethical use and production of content and services, particularly when considering mātauranga Māori. Organisations are concerned about the implications for intellectual and cultural property, cultural appropriation and representation, and the ability for creatives and communities to achieve data sovereignty and maintain ownership over their taonga.

Creatives are already thinking about AI and its potential effects on income, career pathways and funding. At the same time, new opportunities are being created through AI to complement existing work and services, if implemented correctly.

Digital technology can help increase access for all New Zealanders to cultural activities. Emerging technologies are creating opportunities for larger and more diverse audiences to participate in digital and online spaces. However, as digital inequalities already exist, it is important to ensure greater use of technology does not exacerbate the digital divide.

Digital literacy and education are needed to understand risks and prevent harm. Specialised knowledge is required to get the best out of emerging technologies. In an era of increasing mis- and disinformation, robust, critical and considered attention must be paid to how people can access and trust the information and content they engage with.

Increasing adoption of new digital technologies is inevitable, and New Zealand is largely unprepared. There are concerns that new digital technologies are emerging faster than government can consider them and questions as to whether the regulation required can keep up with the pace of change. New Zealand must adapt to technological shifts in an informed, ethical and timely way.

Storing digital content requires increased infrastructure and skills. An unprecedented amount of data is being generated and held in institutions like libraries and archives, and this trend is likely to continue. It is important to consider infrastructure and workforce requirements, including which data are stored, where, how and by/for whom.

Feedback

The wording of the topic has been refined to better reflect all parts of the cultural system.

The revision includes adding the word ‘culture’ and changing ‘tell’ to ‘create, share and protect’.

Revised topic

**Culture in the digital age:
How will technology change the way New Zealanders create, share and protect their stories in 2040 and beyond?**

The LTIB will focus on emerging trends, risks and opportunities regarding digital technology and its impact on the sub-issues: knowledge systems, changing creative tools and products, and te ao Māori.

Public consultation on the draft briefing is planned for June 2025

Details of the consultation will be published on the Manatū Taonga website. Following consultation, the briefing will be finalised and presented to parliament in late 2025.