Soundplant

Manatū Taonga — Ministry for Culture & Heritage

PROBLEM STATEMENT: Artists cannot make informed decisions as to whether they can maintain a healthy career in the arts

MISSION: Build tools and pathways to shared knowledge that enables healthy decision-making, improving outputs and resiliance

THEORY OF CHANGE

WHO
Artists
Industry
Educators
Funders

WHY
Access/Sharing
Knowledge
Networking
Regeneration

WHO
Support services
local/central government
regional arts hubs

WHY
Music economy
Validation statistics
Research/academic
Social impacts

INPUTS	MECHANISMS	SHORT-TERM	MID-TERM	LONG-TERM
		OUTCOMES		

INPUTS

SOUNDPLANT

Web based network application with query and answer tree based on creative cycle of create, produce, promote and perform

Creative cycle layered with understandings of expenses, revenues and hauora

Knowledge base of data/wiki that drives informed feedback mechanisms back to artists and stakeholders

MECHANISMS / SHORT-TERM / MID-TERM / LONG-TERM

MECHANISMS	SHORT-TERM OUTCOMES	MID-TERM OUTCOMES	LONG-TERM OUTCOMES
Prompted to identify costs associated with expense stage of cycle	Reduction in expense, lowering risk and improving decision making = less liability	Minimising financial liability, maximising creative engagement, improving bottomlines, minimising breakevens strategic improvements improving career choices	Creative industry confidence and resilience
Prompted to identify income associated with revenue stage of cycle	Higher income, improved cashflow, financial freedoms for improved creative choices		Generating musical cities
			Improvement of national identity through arts
Prompted to identify wellbeing associated with any stage of cycle	Lowering stress and anxiety, Improving comfort through awareness pre-empting breaking points	High comprehension creating resilience; Improved health and enjoyment; Creative growth; Greater productivity	Greater artistic excellence
			High creative hauora
Advice and support informed by data driven by keywords and machine learning	Validation pros/cons; Contact and Networking; Strategic alternatives intervention of risky decision making	Demonstrative impact Comparative outputs for Industry and Arts Sector confidence and insight	Deep industry networks and organisational connections
			Policy change/ improvement