



Te Hā o ngā Toi

Māori Arts Strategy 2019-2024



MY ANCESTOR IS ME, DARCY NICHOLAS (2019)

Courtesy of the artist (darcynicholas.co.nz).

Whakatauki

*Te Waka Toi, he pātaka
whakaarahia i roto i te pā
tūwatawata o ngā puna waihanga.*

Te Waka Toi, an aspirational
journey within the realms
of our creative expression.

Introducing our Māori arts strategy, Te Hā o ngā Toi

Te Hā o ngā Toi is Creative New Zealand's strategy to advance the aspirations of ngā toi Māori artists and practitioners, for the benefit of all New Zealanders. It sets out how we will focus our development efforts to shift hearts and minds and partner for effective outcomes, so that ngā toi Māori thrives at home and on the global stage.

Te Hā o ngā Toi is underpinned by a mātauranga Māori framework which incorporates knowledge - knowledge creativity, knowledge transfer and knowledge reclamation.

Recent public leadership that te reo Māori is a taonga for all New Zealanders heightens our confidence that the time is right to more proactively uplift Māori arts and culture across the board.

This is the first time we have articulated our strategic ambitions for ngā toi Māori in this way. It is the first time we have described how we want to work with the arts and culture whānau, and more effectively with Crown agencies and organisations, so that together we can make a bigger impact on the lives of New Zealanders through ngā toi Māori.

During our engagement with the sector we heard calls for greater partnership, more responsiveness to serving the communities we represent, and acknowledgement that people, art and culture are inseparable in te ao Māori. Crucially, we heard about the importance of leaving space for ideas and solutions to come from artists and communities including marae-hapū-iwi, artist collectives and entities that identify as Māori. To effect this, we will go back to the sector to work with them again to scope, design and deliver, initially with whare tapere initiatives.

Te Hā o ngā Toi has two parallel strands.

The first strand is about collaborating, initially with other Crown organisations and leading cultural agencies that have a key role in advancing ngā toi Māori, so that together we can have a bigger impact.

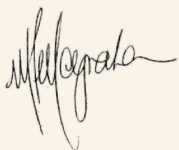
The second strand is about focusing our own efforts, within Creative New Zealand, to strengthen ngā toi Māori by:

- advancing ngā toi Māori practice development
- increasing public engagement with ngā toi Māori
- building a stronger sector to advance ngā toi Māori aspirations.

By endorsing Te Hā o ngā Toi, the Arts Council of New Zealand Toi Aotearoa acknowledges the guiding hands of the statutory Māori Komiti and the many artists and practitioners, change agents and advocates who contributed their time, aroha and wairua to inform this strategy.

Toi te kupu - Toi te mana - Toi te whenua.

We will deliver a complementary implementation plan in the first half of 2019, with more detail about how we will work with the public and private sectors to design, deliver and monitor the actions and outcomes of Te Hā o ngā Toi.



Michael Moynahan
Chair
Arts Council



Dean Whiting
Chair, Te Komiti Māori
Arts Council





TAONGA TUARUA, NEKE MOA

Photo courtesy of the artist.

Contents

Introducing our Māori arts strategy, Te Hā o ngā Toi	02
Te Hā o ngā Toi - What will I see?	07
Glossary of terms	08
Section 1: Context	11
Mātauranga Māori Framework: Te Waka Toi	13
Section 2: What we know, from looking inward and talking to the sector	17
Creative New Zealand's perspective	18
Snapshot of Crown support for Māori arts and culture	20
The sector's perspective	22
Section 3: The Strategy	27
Our Approach	28
What we will do	29
Section 4: The future	33
Moemoea – Our Vision	34
Future State Narrative	36
Governance	38

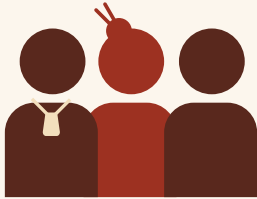


TE MĀTĀRAE I ŌREHU PERFORM AT TE MATATINI

Photo courtesy of Te Matatini.

Te Hā o ngā Toi

WHAT WILL I SEE?



If you're a ngā Toi Māori artist...

You'll see more money and support available from Creative New Zealand Toi Aotearoa to help advance your ngā toi Māori practice, and more opportunities to get involved in the design of new initiatives.



If you're an arts organisation we currently fund...

You'll see Creative New Zealand Toi Aotearoa working with you to share more examples of good practice, promotion, support and advocacy for ngā toi Māori, and more opportunities to get involved in the design of our new programmes.

If you're someone who wants to experience ngā Toi Māori...

You'll see more ngā toi Māori content and opportunities to experience ngā toi Māori across the country, especially outside of the main centres.



If you're a Crown organisation or cultural agency...

You'll see an open invite from Creative New Zealand Toi Aotearoa to join us as we implement Te Hā o ngā Toi to drive a shared agenda to advance ngā toi Māori.



Glossary of terms

Our ngā toi Māori strategy Te Hā o ngā Toi is underpinned by key Māori concepts, explained in this glossary of terms so readers unfamiliar with the expressions can easily find and understand them.

Mātauranga Māori: literally translated means ‘Māori knowledge’. It’s a modern term that broadly includes traditions, values, concepts, philosophies, world views and understandings derived from uniquely Māori cultural points of view. It traverses customary and contemporary systems of knowledge. In everyday situations, mātauranga Māori is an umbrella term that draws on knowledge systems such as whakapapa (genealogy), tikanga Māori (Māori protocol), manaaki (hospitality and consideration), taonga tuku iho Māori (treasured arts and heritage).

Ngā toi Māori: includes Māori heritage arts practice such as tā moko, tārai waka, waiata, mōteatea, rāranga, whakairo, te reo, whaikōrero, karanga, tukutuku, kowhaiwhai, kapa haka, waiata ā-ringa, waiata tawhito, poi, whakaeke, whakawaatea, waiata haka, mau rākau, taonga pūoro and traditional Māori games. It also includes the work of Māori artists across all forms of contemporary arts practice.

New Zealand arts sector: refers to the New Zealand arts community and all the artists, practitioners and organisations that contribute to creating, presenting and distributing the arts of New Zealand. The term ‘sector’ can also be used to refer to the artists, practitioners and organisations that make up a particular form of arts practice, such as the dance sector, the music sector and the literary sector.

Participation: refers primarily to active participation, defined as “the direct involvement of individuals, groups and/or communities in making or presenting”. Depending on the cultural context, community arts participation may signify more than active involvement. Community-based activities that relate to the maintenance and transmission of cultural and artistic traditions can involve receptive forms of participation: communities ‘participate’ actively and receptively in the learning, practice, presentation and appreciation of their artforms.

Pātaka: a storehouse, raised off the ground, used for storing and/or protecting taonga of an iwi.

Poutama: the stepped pattern of tukutuku panels and woven mats symbolising genealogies, the various levels of learning and achievement and the process of enlightenment.

Practitioners: encompasses a wider group than 'artists'. It includes people involved in organising the project such as producers, stage managers, technicians, publishers, editors, translators, curators, agents and dealers, as well as community-based practitioners. The term includes those people who may not necessarily classify themselves as artists, but who may be necessary to creating, presenting or distributing an artwork.

Service design: the activity of taking an existing or new product or service and making it the best fit for users' needs. We do this by fully understanding the problem we're trying to solve, gathering research and evidence, synthesizing the evidence and understanding priorities and must-haves, working with a range of people to develop a range of potential solutions, prototyping solutions with users and refining. Once this is done, we build and implement the solution.

Whare tapere: used in this document as a metaphor for a space, collective or network for ngā toi Māori artists to share, develop and present collaborative work to audiences and communities. Whare tapere were iwi community houses for storytelling, dance, music and other entertainments, and were a feature of community life in Aotearoa and throughout the Pacific prior to the arrival of Europeans.



VISUAL ARTIST NERYS NGARUHE,
NGĀ MANU PĪRERE AWARD RECIPIENT 2018

Photo: Norman Heke.

THE VALUE OF THE MĀORI LANGUAGE

Te Hua o te Reo Māori

Edited by Rawinia Higgins, Poia Rewi
and Vincent Olan-Reader
Ngā Pae o te Māramatanga
Edited Collections Volume Two



HOME: HERE TO STAY

Edited by Mere Kōpa, Marilyn McPherson and Linda Manū'atu
Ngā Pae o te Māramatanga Edited Collections Volume Three



FRED GRAHAM
TE TOHUNGA AUHA



CREATOR OF FORMS
MARIA DE JONG WITH FRED GRAHAM



MY LANGUAGE, MY INSPIRATION

CHRIS WINITANA



FUTURE CHALLENGES FOR MĀORI
HE KŌRERO ANAMATA

EDITED BY SELWYN KATENE
AND MALCOLM MULHOLLAND



WHETŪ TOA AND THE MAGICIAN

STEPH MATUKU

ILLUSTRATED BY
KATHARINE HALL



MATARIKI
TE WHETŪ TAPU O TE TĀU

RANGI MATAMUA



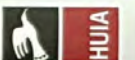
Wayfinding Leadership

Dr. CHELLIE SPILLER
HOTUROA BARCLAY-KERR
JOHN PANOHO



Legacy

WHITI HEREAKA



RENÉE The Skeleton Woman



Huia Short Stories 12



STORIES ON
THE FOUR WINDS

EDITED BY
BRIAN BARGH AND
ROBYN BARGH



HAKA

Patricia Grace

Illustrated by Andrew Burdan

HUIA

KATERINA
TE HEIKŌKŌ
MATAIRA

Ngā Whāirihi o Rangi



He Kōrero

WORDS BETWEEN US

First Māori-Pākehā Conversations on Paper

ALISON JONES
AND KUNI JENKINS



MĀORI AUTHORS REFLECTING MĀORI EXPERIENCES, STORIES AND ASPIRATIONS

01

Context

Creative New Zealand's ngā toi Māori Strategy Te Hā o ngā Toi is framed by our:

- Mātauranga Māori Framework, Te Waka Toi Pātaka
- Investment Strategy, Te Ara Whakamua 2018-2023
- Legislation, The Arts Council of New Zealand/Toi Aotearoa Act 2014

Te Hā o ngā Toi is about:

- **joining with others**, including community and iwi. Our strategy commits us to working collaboratively with other Crown organisations and leading cultural agencies. Our aim is to build a bigger platform for ngā toi Māori development and, domestically and internationally, ngā toi Māori visibility.
- **effecting change ourselves**. Our strategy emphasises our work with the sector in three areas:
 1. advancing ngā toi Māori practice development
 2. increasing public engagement with ngā toi Māori
 3. building a stronger sector to advance ngā toi Māori aspirations.



TORU TEKAU, BAYE RIDDELL (MĀORI CLAYWORKERS' COLLECTIVE NGĀ KAIHANGA UKU)

Photo: Norman Heke.

Mātauranga Māori Framework: Te Waka Toi

What is Te Waka Toi?

Te Waka Toi is our Mātauranga Māori Framework, guiding the context and rationale of our ngā toi Māori strategy Te Hā o ngā Toi. The framework is an acknowledgement of our past and enables Māori knowledge systems to guide our perspectives and to anchor and measure our intentions.

Whakapapa

The name Te Waka Toi recognises the whakapapa of the previous Māori Arts Board Te Waka Toi, which ushered in our investment in, and advocacy for, ngā toi Māori from 1994 to 2014.

**Ko Te Waka Toi he pātaka iringa kōrero,
e hono ai tatou mai te whenua ki te rangi
me te ao wairua.**

**Te Waka Toi, an aspirational journey within
the realms of our creative expression.**

A store of cultural wealth

Te Waka Toi is based on a pātaka, a living embodiment of cultural wealth and a repository of support, nourishment and mātauranga Māori. It entwines two fundamental ideas underpinning Te Hā o ngā Toi:

- Cultural wealth nourishes the whole community.
- The pātaka protects our potential for the future.

Te Waka Toi reflects the journey of Tāne to retrieve the baskets of knowledge (ngā kete o te wānanga) for humankind. Among those baskets was Te Kete Aronui containing wisdom, virtue and the arts.

Te Waka Toi symbolises the knowledge retrieved by Tāne and reminds us of our collective responsibilities to nurture and protect our cultural wealth for future generations.*

Te Waka Toi enriches the lives of all New Zealanders

We centre Te Hā o ngā Toi around Te Waka Toi because it:

- is an expression of the value and importance of ngā toi Māori
- is a holistic concept relevant to our contemporary context
- anticipates a wider view of wellbeing, incorporating the social, cultural and economic value of ngā toi Māori.

* The fuller kōrero of Tāne and ngā kete o te wānanga can be found in Te Ara, the online encyclopaedia created by the Ministry for Culture and Heritage (www.teara.govt.nz). We acknowledge that Māori may have their own versions of this story or different world views.

Mātauranga Māori Framework

Te Waka Toi, he pātaka whakaarahia i roto
i te pā tūwatawata o ngā puna waihanga

Te Waka Toi, an aspirational journey within the realms of our creative expression



Tekoteko: Ko Tāne – Resilience (Manahau)

Tāne is celebrated for his resilience by obtaining the baskets of knowledge (ngā kete o te wānanga). Tāne retrieved the baskets to imbue humankind with knowledge.



Koruru: Ko te Kete Aronui – Responsibility (Kawenga)

Amongst those baskets was Te Kete Aronui containing both wisdom, virtue and the arts. This pātaka symbolises the knowledge retrieved by Tāne in his trying journey to remind us of our collective responsibilities to nurture and protect them into the future.



Paepae Kaiāwhā: Balance (Whakarite)

The Paepae Kaiāwhā represents the relationship between the past and the present. It acknowledges and grows the engagement and connection.



Pou Aronui: Divine Connection (Hononga Whenua)

The Pou Aronui maintains our connection to Papatūānuku and the essence and knowledge that anchor us together.



Maihi: Development (Whanaketanga)

The pākake (whale form) designs remind us of the deep cultural wealth within our arts, and represents the developmental journey of adaptation and innovation.



Mahau: Ancestral Connection (Hononga Tipuna)

Within the mahau reside representations of ancestors who have defined the pathway for today's artists. These elements, bound by whakapapa, make our artforms distinctive.

PĀTAKA FRAMEWORK

What?

The Pātaka provides a conceptual framework that enables a Māori worldview to guide decision making to advance our work.

Te Waka Toi



Kūaha: Potential (Maiatanga)

The kūaha is a symbol of potential. It entices us to consider the bounty of the pātaka protected and nurtured within.



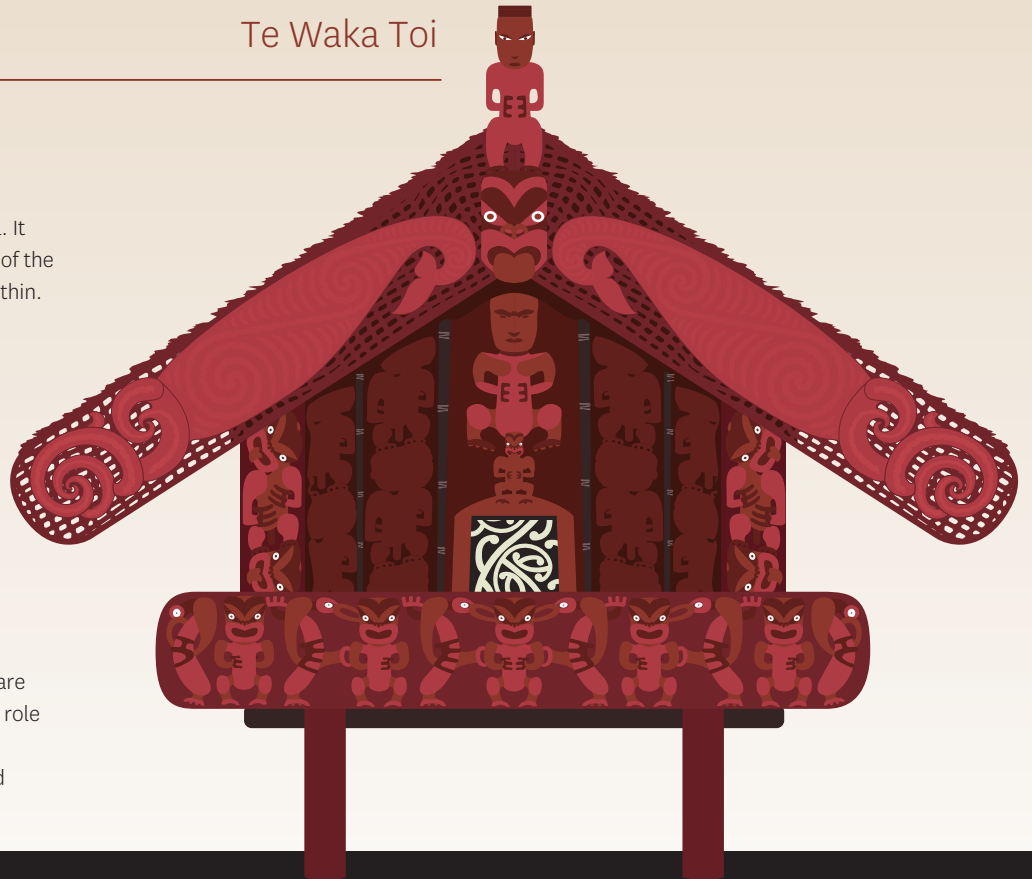
Amo: Community (Hapori)

It is the communities that uphold the integrity of the arts. The amo strengthen and carry the journey of Te Waka Toi and represent whānau-hapū-iwi.



Huapae: Support and Advocacy (Āwhina me te Ākina)

The huapae is the structure upon which the contents of the pātaka are supported. This is symbolic of the role of Creative New Zealand and the public sector in strengthening and advocating for the arts.



Why?

Ngā Toi Māori enhances cultural wellbeing and strengthens identity.

How?

For the New Zealand Arts Council Toi Aotearoa, the framework is a window through which the taonga of Māori arts and culture enriches our arts and is upheld across the arts sector for all New Zealanders.



RANGATAHI 'MOVERS & SHAKERS' HUI, AUCKLAND, 2018

02

What we know, from looking inward and talking to the sector

Our ngā toi Māori strategy Te Hā o ngā Toi was developed after close scrutiny of Creative New Zealand’s current work and a period of engagement with ngā toi Māori artists and practitioners. Our aim was to gain a deeper understanding of the wider arts and cultural funding sector’s interest in, and contribution to, ngā toi Māori.

Both of these perspectives showed that to enhance ngā toi Māori we need to:

- join with others and work collaboratively to create a system to better support ngā toi Māori
- effect change ourselves by:
 1. supporting ngā toi Māori artists and practitioners to better develop their practice and careers
 2. increasing opportunities for the public to engage with ngā toi Māori
 3. supporting the ngā toi Māori sector so they can better connect with the wider arts sector and more New Zealanders.

What we know

Creative New Zealand's perspective

In reviewing our current work, we identified areas that directly contribute to and are aligned with Te Hā o ngā Toi, our future strategic direction.

Joining with others

Creative New Zealand is a relatively small player in the arts and cultural funding landscape. We know there is scope for us to work more effectively with other Crown organisations and leading cultural agencies to advance ngā toi Māori.

We know from our snapshot of Crown support for Māori arts and culture (see page 20) there are many organisations involved. As a result, there is a fragmented view of the ngā toi Māori sector. If we had a clearer collective view, we could work together more strategically and achieve a greater impact for all New Zealanders.

Effecting change ourselves

1. Ngā toi Māori practice is strong in some areas but work is needed to develop sustainable pathways.

We know ngā toi Māori practice in Aotearoa is strong in some areas, mostly due to voluntary efforts and the deep sense of community service demonstrated by Māori. There is a thirst for more knowledge and support to develop artists and gain more exposure at a regional, national and international level.

However, there are challenges for ngā toi Māori artists and practitioners to access funding and develop a sustainable career, as the current infrastructure and funding for ngā toi Māori is disparate and unevenly spread across artforms, regions and funders.

2. Support for ngā toi Māori is increasing in some areas but access needs to be improved.

Two pieces of recent research highlight the issues of support and access:

- Creative New Zealand's 2017 research, New Zealanders and the Arts, found growing support among New Zealanders for ngā toi Māori and an increased appetite for high-quality ngā toi Māori events. However, lack of access to a range of artforms outside the main centres means attendance is becoming less frequent.
- The Audience Atlas New Zealand 2017 confirmed most New Zealanders are interested in ngā toi Māori but attendance is declining. In 2017, 44% of New Zealand's culture market had attended a Māori performance, cultural festival, arts exhibition or another Māori arts or cultural event in the past three years. This equates to 1.6 million adults, 4% fewer than measured in 2014.*

3. We are already working across the sector to increase capacity and capability to deliver ngā toi Māori but there are opportunities for us to do this in a way that connects with the wider arts sector.

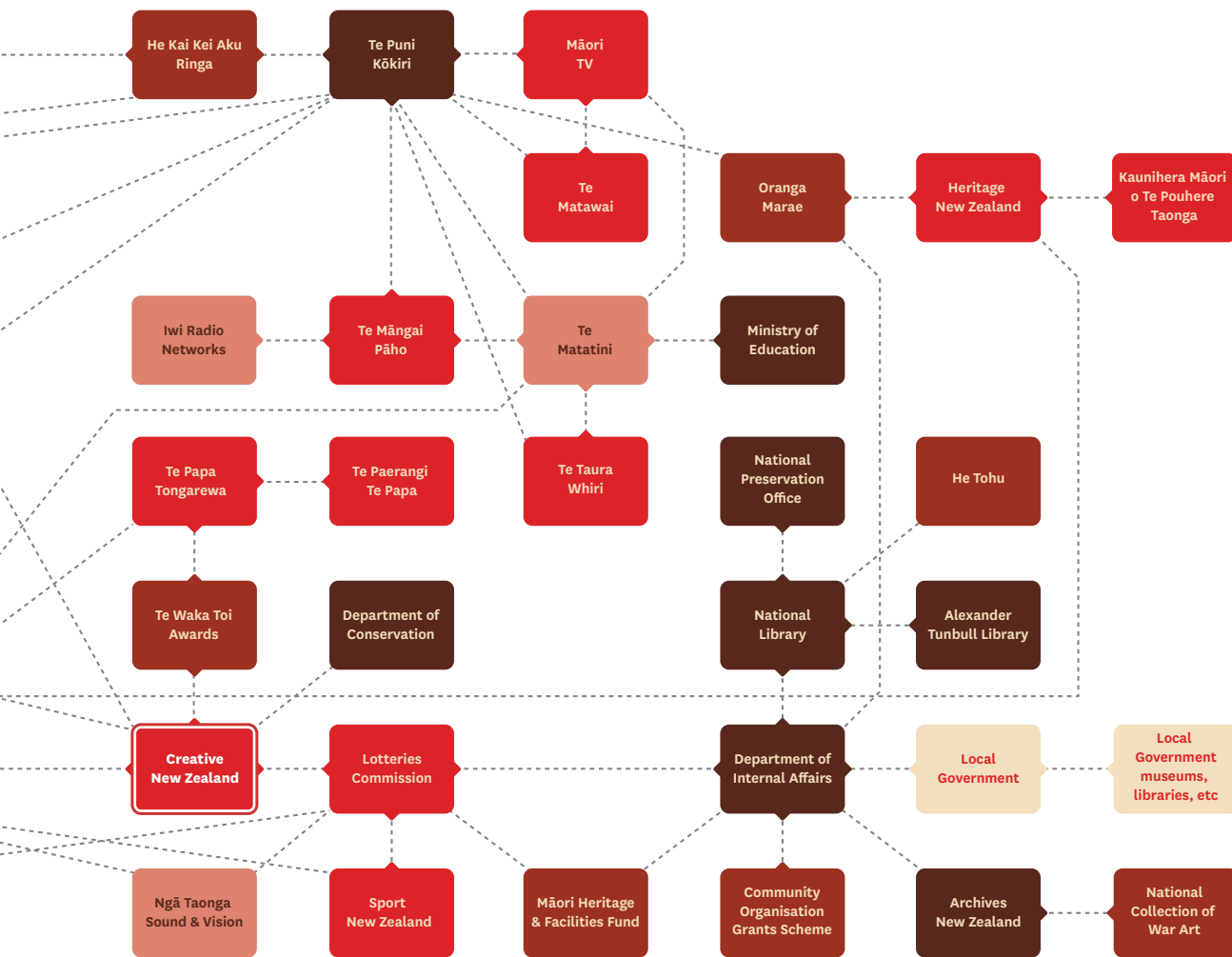
We have a particular interest in building the ngā toi Māori sector to ensure as many New Zealanders as possible have opportunities to participate in ngā toi Māori.

Building on the current groundswell of public interest in ngā toi Māori, we see an opportunity for change and the delivery of more content to be driven through both Māori and other contexts. This should help the public see ngā toi Māori as a shaper of New Zealand identity that benefits all.



TE TOKI WAKA HOURUA FLEET AT NEW ZEALAND MARITIME MUSEUM, AUCKLAND 2018

Photo: Te Kawa Robb.





The sector's perspective

To better understand the sector's perspective, we travelled the country to hear the experiences of ngā toi Māori practitioners and their communities first hand. Between November 2017 and May 2018, we held 28 hui and workshops, attended festivals and events, met with other arts and cultural funding agencies, and also canvassed views through an online survey. We've included here examples of what we heard, with the full summary on the Creative New Zealand website.*

Disconnection is exacerbated by the practice that most artists often work as individuals or in silos. At the same time, relevant funding Ministries or agencies operate with a silo mentality.

HUI REFLECTION

Joining with others

Leadership, simpler navigation and increased innovation across the cultural funding sector would build resilience

During our engagement, we heard that cultural agencies and other organisations could work more collaboratively to provide strategic leadership and advocate for the aspirations of ngā toi Māori practitioners and leaders. There is scope to simplify how people have to navigate existing funding channels and to develop new, more

innovative, approaches to funding.

Inviting others to join us means we can bring our collective strengths together to create fresh value for the sector and reach new and wider audiences.



Effecting change ourselves

In relation to what we could change directly, three broad themes emerged:

1. Consistently supported robust infrastructure development underpins long-term success

We heard that, in many parts of the country, there are limited venues and other creative kaupapa Māori spaces available. This means there are fewer opportunities for ngā toi Māori practitioners and Māori artists to collaborate and support growing their practice and gaining exposure.

Increasing national and regional infrastructure (such as galleries, performance venues, collaborative workshops) would support ngā toi Māori arts practice development. This could also lead to greater public engagement through more opportunities for the public to experience ngā toi Māori.


When you look at the mainstream arts sector, it appears healthy, there's lots happening, venues, galleries and museums are everywhere, but the same cannot be said for the Māori arts sector. What we need are Māori cultural spaces where Māori artists can gather to network, share mātauranga, create art, exhibit art, get business support etc, and all across the country.

HUI REFLECTION



800+

800+ Māori artists and organisations engaged kanohi-ki-te-kanohi and shared their stories

28

Hui and workshops held across the motu

There is a lack of understanding around the value of Māori art and culture in nation-building.

HUI REFLECTION

2. Valuing ngā toi Māori means increasing visibility of ngā toi Māori

We heard that, generally, there is little visibility of ngā toi Māori at a wider community level, especially outside main centres. Visibility of ngā toi Māori is important because it reflects an increasing appreciation and understanding of the importance of Māori as tangata whenua, to both the New Zealand identity and as Treaty of Waitangi partners with the Crown.

Developing and supporting features of the 'pātaka' framework (outlined on page 14) within communities will strengthen and promote the value of ngā toi Māori for the wider community.

A strong, centralised advocate or advocates for ngā toi Māori would help artists and the wider sector articulate the value of ngā toi Māori for communities.



3. Change is needed across the entire arts sector, not just the ngā toi Māori sector, to realise the greatest and most sustainable change

Māori arts and culture is given less attention than other mainstream arts, yet is an essential component to strengthening our unique identity.

HUI REFLECTION

We heard that ngā toi Māori practitioners want to take their work to a wider audience – and that the most efficient way to do that is to bring existing arts sector organisations on board, as strong advocates for the importance of ngā toi Māori.

Increasing our work with the Investment Portfolio clients we already support, to better provide for ngā toi Māori outcomes, will demonstrate a clear commitment to ngā toi Māori and have a strong reach into a wider range of communities and markets.



193

People participated in the online survey



LISA REIHANA PRESENTED AT THE PRESTIGIOUS 57TH INTERNATIONAL ART EXHIBITION – LA BIENNALE DI VENEZIA, VENICE (2017)

Photo: Michael Hall.

SECTION

03

The Strategy

MOEMOEĀ - OUR VISION

Ngā toi Māori is visible everywhere and highly valued, as part of New Zealand's distinct identity, which is admired globally.

The Strategy

Our approach

To successfully deliver our strategy we need to join with others and, at the same time, effect change ourselves.

Joining with others

Partner with other Crown organisations and leading cultural agencies

Working together to co-create an ecosystem that supports ngā toi Māori.

Te Hā o ngā Toi will invite collaboration with communities, central and local government and others to advance a collective ngā toi Māori agenda, by recognising the role that arts and culture play in social, cultural, economic and environmental outcomes. We will begin by inviting other Crown organisations and leading cultural agencies with a key role in advancing ngā toi Māori to work with us.

Effecting change ourselves

We will focus our own efforts to:

1. Advance ngā toi Māori practice development

Te Hā o ngā Toi will focus on how we can support ngā toi Māori practitioners to develop the skills and practices they need to succeed and grow in New Zealand and globally.

Strengthening ngā toi Māori and ngā toi Māori practitioners' reputation for excellence.

2. Increase public engagement with ngā toi Māori

Promoting engagement, access and visibility.

Te Hā o ngā Toi will focus on how we can increase New Zealanders' participation in, and access to, ngā toi Māori across the country and across artforms.

3. Build a stronger sector to advance ngā toi Māori aspirations

Developing the sector's support for ngā toi Māori and mātauranga Māori.

Te Hā o ngā Toi will focus on how we can better explain and communicate our contribution, and support through the Investment Portfolio, to deliver ngā toi Māori and mātauranga Māori.

We are committed to building support for ngā toi Māori across the arts sector. As an initial step, we want to better understand the current state so we know where to focus our future efforts.

What we will do

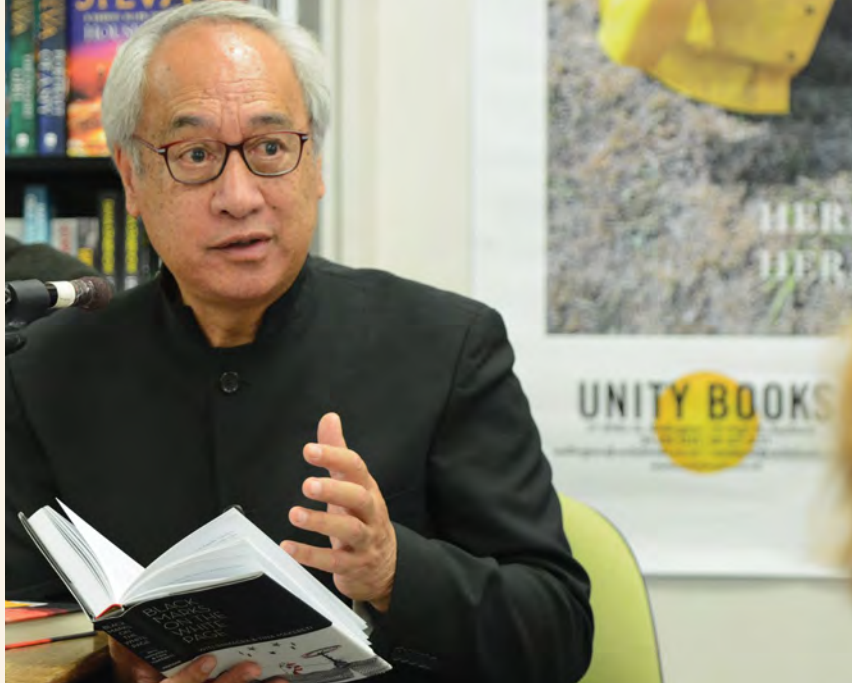
Te Hā o ngā Toi focuses on partnering with others as well as improving our own efforts, in three key areas, using our influence, resources and research, to make the greatest difference.

We will produce a complementary implementation plan in the first half of 2019, clarifying how we will work with the sector to design, deliver and monitor the actions and outcomes of Te Hā o ngā Toi. We will review the plan periodically.

Joining with others

Partnering with Crown organisations and leading cultural agencies

During our engagement, we heard that Crown cultural agencies and other organisations could work more collaboratively to provide strategic leadership, research and advocacy for the aspirations of ngā toi Māori practitioners and leaders. In response, we will invite Crown cultural agencies and other organisations to collaborate with us to strengthen ngā toi Māori. In time, we will look to collaborate more effectively with the wider private cultural sector as they join us on this journey.



Internationally renowned novelist Witi Ihimaera.



Tā moko artist Julie Paama-Pengelly. Photo: Art Body.

The Strategy

We will partner with others to drive a shared agenda to advance ngā toi Māori by:

- inviting key funders and decision-makers to join us as we implement Te Hā o ngā Toi
- working with other Crown organisations and leading cultural agencies to determine their commitment to collaborative work
- working collaboratively to provide strategic leadership that realises opportunities for further collaboration and collective actions to advance ngā toi Māori.

Extending a clear and unambiguous invitation to other cultural agencies and organisations to join us as we implement Te Hā o ngā Toi is a new approach for us. This is a major part of our commitment to embedding the principles of Te Waka Toi, by working more effectively across Creative New Zealand and the public sector to nurture and advance ngā toi Māori.



Work by clay artist Stevei Houkamau. Photo courtesy of the artist.

Effecting change ourselves

1. Advancing ngā toi Māori practice development

We heard Māori artists wanted more opportunities to develop their arts practice at home and abroad, to work with communities and engage in wider dialogue with indigenous communities in the Pacific and around the world – and looked to us to help that happen.

In response, we will increase our support for individual practice and provide more opportunities for artists to work in and with communities. We already fund programmes that are effecting change, but we have identified others we can modify to achieve more.

We will improve our existing investments and programmes to better support ngā toi Māori by:

- increasing the breadth and depth of ngā toi Māori content, created and delivered across all artforms
- advancing local and international exchange opportunities for practitioners and Māori artists to support networking, collaboration and fresh practice
- continuing to support and grow emerging ngā toi Māori practitioners and artists.

One of the key steps you will see as we implement Te Hā o ngā Toi is that we will take a critical look at our investment in ngā toi Māori across our programmes, with a view to increasing the amount of funding available to develop and deliver ngā toi Māori. This is part of our commitment to embedding the principles of Te Waka Toi, by recognising the mana and value of ngā toi Māori practice and ensuring directed investment to achieve cultural and artistic excellence to progress ngā toi Māori.

2. Increasing public engagement with ngā toi Māori

We heard that generally there is little visibility of ngā toi Māori at a wider community level, especially outside main centres.

In response, we will increase the number and range of opportunities for New Zealanders to participate in ngā toi Māori.

We have a range of programmes to increase engagement but there are opportunities to increase access, especially in areas outside the main centres. It's also important to provide space for rangatahi to be heard, and to deliver in areas where Māori populations are high.

We will build our programme to increase public engagement with ngā toi Māori by:

- better targeting our programmes to provide more opportunities to increase engagement with ngā toi Māori, especially in areas outside the main centres
- collaborating with the sector, using best practice service design principles (explained in the glossary on page 8), to design, develop and implement an initiative based on a Whare Tapere model for a wide audience.

Using best practice service design principles is a new approach for Creative New Zealand. This approach is part of our active commitment to embedding the principles of Te Waka Toi to work more effectively with the sector to develop solutions that meet our shared goals.

3. Building a stronger sector to advance ngā toi Māori aspirations

We heard that as ngā toi Māori are taonga to be embraced by the nation, like te reo Māori, the whole sector should be champions for Māori practitioners' work and developing audiences for Māori work.



TUJA TE MUKA TĀNGATA, Charles & Janine Williams (Whangarei, 2019). Photo courtesy of the artists.

In response, we will better target our work with existing arts organisations to support ngā toi Māori and deliver experiences to the public. We already advocate for ngā toi Māori aspirations, but there are opportunities to work more effectively together to create new and innovative ways of working within existing infrastructure.

We will advocate for ngā toi Māori aspirations by:

- explaining and communicating the current contribution of the Creative New Zealand-supported Investment Portfolio to ngā toi Māori
- sharing good practice of promoting, supporting and advocating for ngā toi Māori across the arts sector.

Part of our commitment to embedding the principles of Te Waka Toi is to focus our change efforts on working with Creative New Zealand's Investment Portfolio to share good practice. We will do this by communicating and networking in a way that is continuous in sustaining, valuing and developing the evolving nature of ngā toi Māori.



NGARO, LOUISE POTIKI BRYANT (IN COLLABORATION WITH MULTI-MEDIA ARTISTS RONA NGAHUIA OSBORNE AND PADDY FREE)

Photo: Tessa Chrisp.

SECTION

04

The Future

The success of Te Hā o ngā Toi will be realised at a local, national and global level. This section considers what the future impact of Te Hā o ngā Toi could be, for **ngā toi Māori practitioners, the public and the wider arts sector**.

The Future

Moemoeā – Our Vision

Ngā toi Māori is visible everywhere and highly valued, as part of New Zealand’s distinct identity, which is admired globally.

Joining with others

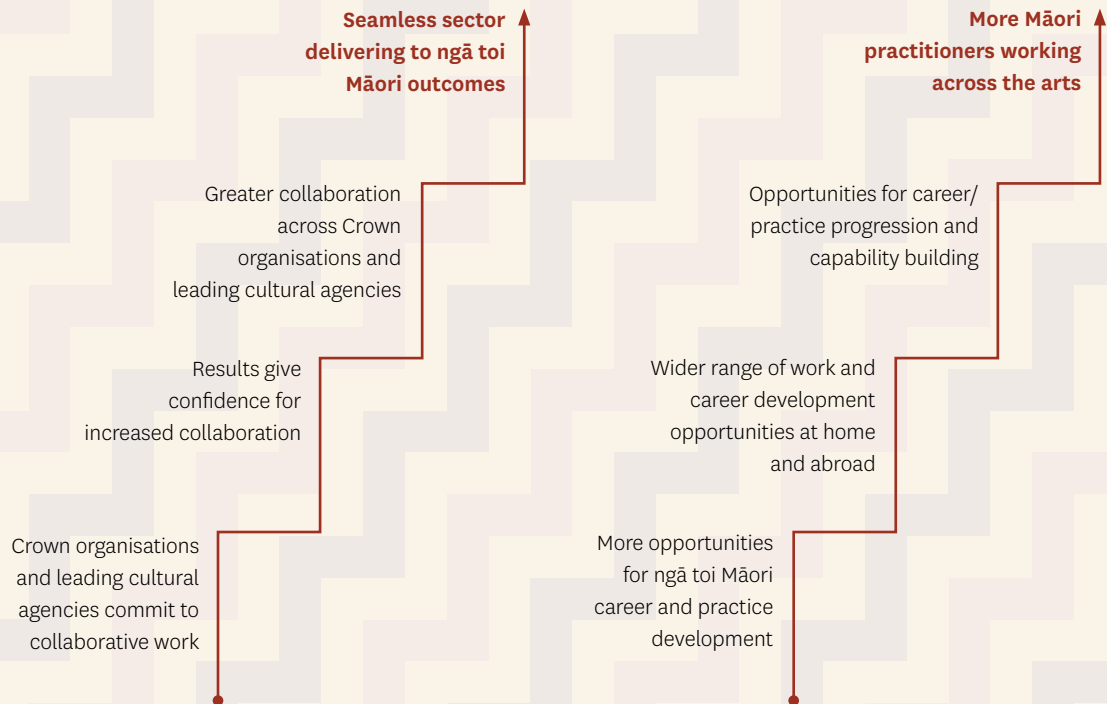
Partnering with Crown organisations and leading cultural agencies

Working together to co-create an ecosystem that supports ngā toi Māori.

Effecting change ourselves

Advancing ngā toi Māori practice development

Strengthening ngā toi Māori and ngā toi Māori practitioners’ reputation for excellence.

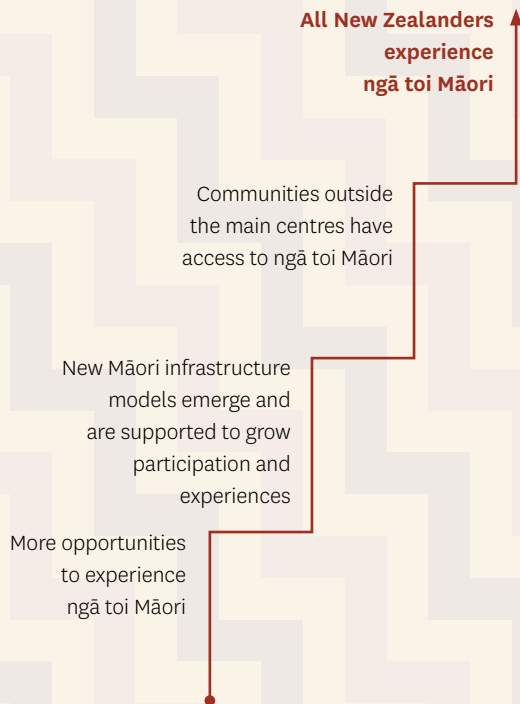


HOW WE'LL KNOW IF WE ARE SUCCESSFUL

These poutama reflect our progress, working in partnership with others, towards reaching our vision.

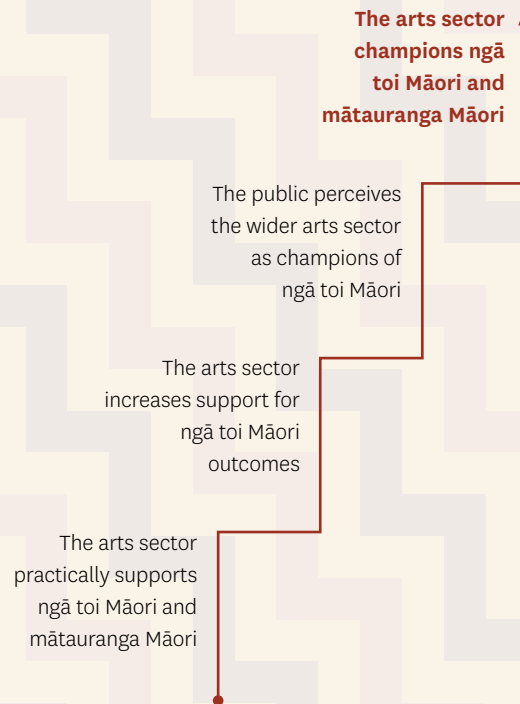
Increasing public engagement with ngā toi Māori

Promoting engagement, access and visibility.



Building a stronger sector to advance ngā toi Māori aspirations

Developing the sector's support for ngā toi Māori and mātauranga Māori.



The Future

Future State narrative

Looking forward 10 years, the Māori creative sector is delivering to its potential more than ever before. We see a stronger, richer country that widely **values** and **regularly participates** in ngā toi Māori.

In this future, Aotearoa benefits from the implementation of a national strategy for Māori Arts – Te Hā o ngā Toi. Ngā toi Māori is a unique identifier of Aotearoa New Zealand and our place in Te Moana-nui-a-Kiwa.

There is a wider understanding of **Te Tiriti o Waitangi** as our founding document and stronger partnerships with Māori, built on **mātauranga Māori** frameworks. The arts, culture and heritage sector works together to advance a **shared agenda** for arts and culture in Aotearoa for te ao Māori.

The new life breathed into arts leadership has delivered a sea change, where a sustainable career in the arts is a real option.

The benefits of public investment in te reo Māori, ngā toi Māori and ngā toi Māori artists (at both a local and central level) are realised regionally, nationally and globally.

Visibility has been the key to success. Ngā toi Māori is incorporated in our schools and kura, and businesses harness the unique contribution ngā toi Māori makes to the global stage. Wellbeing indicators that include arts and culture have meant the arts, including ngā toi Māori, are incorporated in long-term strategies for social, economic and environmental development.

Regional solutions to regional issues have shown how Te Hā o ngā Toi has real impact on a day-to-day level. Prioritising arts and culture in the regions has meant regional **long term plans, policies and strategies** make explicit the contribution to and investment in ngā toi Māori at a local level. More regions feature **ngā toi Māori ‘hubs’/ regional artist networks**, providing a place and a way for artists to come together to share mātauranga, collaborate, create, present and tour work. These ‘hubs’ further promote sustainability by providing business development and marketing advice.

This investment in ngā toi Māori at a local level, combined with the success of regional artist networks, has raised the visibility of ngā toi Māori for the wider public – especially Pākehā who may not have had much exposure to ngā toi Māori before. Visibility and exposure drive demand, through more public art, touring work, lively events and festivals, and Māori content in galleries, museums and other public spaces, and the cycle continues.



Tamarau Te Atahaenui (2018), Rangi Kipa, solid surface media, Te Papa Poupou commission. Photo: Norman Heke.

Working together, and with a greater shared knowledge and understanding, we see more authentic high quality Māori art being produced, enjoyed and celebrated across the globe.

As more New Zealanders actively participate in artistic and cultural opportunities we see lives enriched and our unique place in the world celebrated.

Governance

The Arts Council is responsible for setting Creative New Zealand’s organisational strategy, including Te Hā o ngā Toi. The Arts Council consists of 13 members appointed by the Minister for Arts, Culture and Heritage.

In developing Te Hā o ngā Toi, the Arts Council was guided by four of its members who formed Te Komiti Māori up to December 2018:

- Suzanne Ellison (Kai Tahu and Te Atiawa)
- Professor Tairahia Black (Ngāi Tūhoe, Ngāti Tūwharetoa and Te Whānau-ā-Apanui)
- Dean Whiting (Te Whānau-ā-Apanui)
- Karl Johnstone (Rongowhakaata, Te Aitanga-ā-Mahaki and Ngāi Tāmanuhiri)

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Photo courtesy of Te Rēhia Theatre Company.