

# Pacific Arts Strategy

## 2023–2028

**CONSULTATION DRAFT** 09/03/23

# Pacific Arts Strategy 2023–2028 Draft for consultation

## From the Moana to the Stars

Tēnā koutou, Kia ora, Kia orana, Mālo ni, Fakaalofa lahi atu, Talofa lava, Mālō e lelei, Ni sa bula, Fakatalofa atu, Namaste – warm Pacific greetings.

Creative New Zealand are thrilled to celebrate the completion and delivery of our first ever Pacific Arts Strategy from 2018–2023 – and now we look to the future. Following significant fono, talanoa and engagement with the Pacific Arts community, we are now finalising our Pacific Arts strategic navigation map for the next five years.

This document sets out the proposed direction for Creative New Zealand’s support for Pacific arts from 2023 to 2028, taking on board what we’ve learned and the legacy of our first Strategy. It also describes key priorities for action which will bring this new direction to life.

Our navigation map has been developed with significant input from with the Pacific arts community, including the feedback we received from the 2022 Pacific Arts Summit in Te Whanganui-a-Tara/Wellington. We considered that feedback and have developed a draft strategy, which we’re now consulting on.

### Getting your feedback to us

Your feedback needs to reach us by **3pm on Monday, 27 March 2023**. You can send us your feedback by completing the online survey at: [www.surveymonkey.com/r/VQDDVKL](http://www.surveymonkey.com/r/VQDDVKL)  
You can also:

- email your thoughts to: [pacificarts@creativenz.govt.nz](mailto:pacificarts@creativenz.govt.nz)
- leave a comment or a video message on our Pacific Arts page on Facebook at: <http://www.facebook.com/cnzpacificarts>

### What happens next?

We’ll collate and analyse all feedback received by **3pm on Monday, 27 March 2023**, and report this to the Arts Council working group. No individual or organisation will be identified in our report or in any documents that analyse the responses. However, anonymised responses could be disclosed to others under the Official Information Act 1982, should they be requested.

Supported by Creative New Zealand staff, the working group will consider feedback on the draft Strategy and present a final draft to the Arts Council for agreement in April 2023.

We plan to launch the final Pacific Arts Strategy 2023-2028 by the end of June 2023, followed by an Action Plan.

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Our aspirations for the **future** of Pacific arts in Aotearoa New Zealand: our **vision** and **outcomes** – the difference we want our work to make, informed by the aspirations of the Pacific arts community

The areas we'll **focus** on over the course of this Strategy: working to these **guiding stars** will help us reach our future aspirations

**Powerful and resilient Pacific arts, led by passionate and enterprising Pasifika people, for Aotearoa, Te Moana-nui-a-Kiva and the world**

Pacific arts are bold and enterprising

Pacific arts are powerfully connected through resilient ecosystems of creative communities

Pacific arts inspire and influence people, everywhere

Our Pacific Arts Strategy is a vital and vibrant part of our **wider strategic direction**, for Creative New Zealand and for the arts in Aotearoa

**Our vision:** Dynamic and resilient New Zealand arts, valued in Aotearoa and internationally

**The value we create for New Zealanders,** through our support for the arts

**Our purpose and our values,** including Mana Pasifika

**Our strategic focus areas:**

Resilience

Access, inclusion and equity

Wellbeing

**Our strategies and policies,** including the Pacific Arts Strategy and Te Hā o ngā Toi—Māori Arts Strategy

**Te Waka Toi Pātaka,** our Mātauranga Māori Framework

**VAKA**

Pacific arts groups, collectives and organisations are supported to help lead and grow Pacific arts in Aotearoa

**TAGATA**

Pasifika artists and arts practitioners are resourced to develop their practice and deliver outstanding work

**MOANA**

Meaningful connections, across Aotearoa, Oceania and globally, ensure that Pacific arts are further enriched

**VA**

An innovative and networked Pacific arts environment exists, so that Pacific arts are strengthened for future success

**Kaupapa Pasifika**

**Mana Pasifika**

**CREATIVE NEW ZEALAND TOI AOTEAROA**

The **foundation** for our work: how we work and what we do, as the basis for delivering to our focus areas and our future aspirations

**How we work:**

We work in **Kaupapa Pasifika** ways, recognising the different journeys of Pacific arts communities, to uphold **Mana Pasifika** in the arts of Aotearoa New Zealand

**What we do:**

Through our work we **celebrate, connect, develop** and **invest** in Pacific arts, by delivering to the Strategy's **priorities for action**

**Our deliverables:**

**Investing** in the arts  
**Developing** the arts  
**Advocating** for the arts  
**Leadership** in the arts  
**Partnering** for the arts

**Our resources:**

Our **people and expertise**, including our *Pasifika staff, Arts Council members, assessors and others*  
Our **systems and processes**, including *Kaupapa Pasifika approaches*  
The **public money** we receive

**Our internal operating environment:**

The **strategies and policies** that guide our work and collectively form **our strategic intentions** as set by the Arts Council

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**Our internal operating environment:**

The **strategies and policies** that guide our work and collectively form our **strategic intentions** as set by the Arts Council

## From the Moana to the stars

We're thrilled to celebrate the completion and delivery of Creative New Zealand's first ever Pacific Arts Strategy from 2018–2023. Much work has been done during these first five years of delivering the Strategy but, as ever, there is more to do over the next five years to advance our aspirations for Pacific Arts.

The second Strategy continues our Pacific Arts journey and lays out our strategic direction from 2023 to 2028. The first Strategy was based around Te Moana-nui-a-Kiva, the Pacific Ocean and its people and cultures – this next Strategy will see our vision '*uplifted from the moana to the stars*' as we continue to move Pacific arts to the next phase of our longer-term vision.

This work includes broadening our perspective of our world across the night sky, and the guiding stars that pointed the way for our Pacific Islands ancestors and navigators. The stars help us explore unknown pathways with courage and determination, for a better future for their people and descendants.

The Pacific Arts Strategy's concepts of traditional Pacific navigation, exploration, courage and resilience, provide a cultural framework born of the Pacific region and Aotearoa New Zealand; one which helps us envision our work and aspirations. It requires us to be agile in changing weather and currents, and to adjust our journey, through calm seas and stormy weather such as the Covid-19 pandemic, climate crisis and global upheaval.

In troubled times, the Strategy provides a shining light and a map that allows us to navigate change to continue to deliver to the four strategic pou of **Tagata**, **Vaka**, **Va** and **Moana**. During disruptions, global volatility and closed borders over several years, the Va focus gained more significance and allowed new partnerships and relationships to bloom. These new bonds help to strengthen the Pacific arts ecosystem and powerfully connect people, communities and opportunities. Activating the #DigitalMoana concept created new ways of working with others, allowing for more innovation and opening new opportunities for community-building, learning, making and connecting.

This second Pacific Arts Strategy for 2023–2028 sets out our strategic priorities for the next five years, taking on board what we've learned and the legacy of our first Strategy. As with the first Strategy, our navigation map has been developed with input, engagement, fono and talanoa with the Pacific arts community, including the feedback we received from the Pacific Arts Summit

2022 in Te Whanganui-a-Tara Wellington. We're grateful for this feedback; as with our ever-changing world, it has richly informed our next priorities for action.

The Arts Council (Creative New Zealand's governing board) and Creative New Zealand staff wish to thank the many Pacific artists, practitioners, creatives, groups, organisations, partners, government agencies and friends of the arts for their valuable and passionate contribution and input into this Pacific Arts Strategy.

**la manuia mea uma**

May all be well

Caren Rangi

**Manukura—Chair**

**Arts Council of New Zealand Toi Aotearoa**

## **Mauri ora – Aotearoa me Te Moana-nui-a-Kiwa**

*[Full text to follow for final Strategy: Māori and Pacific peoples share ancestral whakapapa including values, culture, languages, spiritual beliefs and strong sense of family and community. Our shared whakapapa from Aotearoa New Zealand to the Blue Pacific Ocean of Te Moana-nui-a-Kiwa...]*

[Whakataukī]

Bonita Bigham, Kura Moeahu  
**Co-Chairs, Komiti Māori**  
**Arts Council of New Zealand Toi Aotearoa**



# Continuing the journey for the next five-years

Creative New Zealand is proud to continue its support of Pacific arts, Pasifika artists and arts practitioners, and Pacific arts groups, collectives, and organisations. The Pacific arts community continues to make a huge and dynamic contribution to the arts in Aotearoa. Pacific arts, culture and creativity are a major feature of the arts environment and contribute to the cultural, social, economic and environmental wellbeing of Aotearoa New Zealand.

## About this Strategy – Our navigation map

We set out our Strategy in two main parts.

- Our **five-year strategic direction** for Pacific arts. We summarise this direction in the diagram on page 4, and in the text from page 13, where we talk about how we see our future, the areas we want to focus on over the next five years, and the foundation that supports the Strategy.
- Our **priorities for action** to 31 December 2025. From page 26 we set out six priorities for action, looking at where we're at now and what we want to see happen by the mid-point of the Strategy (ie, by 31 December 2025).
  - **Ensuring Pacific arts include our whole village**
  - **Building leadership and skills development**
  - **Growing global Pacific arts**
  - **Growing and deepening strategic partnerships and collaborations**
  - **Building resilience and sustainability**
  - **Helping to address climate change.**

Towards the back of the Strategy, we also outline our current and future investment, and how we plan to deliver to this Strategy, from page 33.

### A note on the terms used in this Strategy

By *Pacific arts* we mean the arts of the *Pacific Island peoples of New Zealand*. These terms come from our legislation, the Arts Council of New Zealand Toi Aotearoa Act 2014, which gives us the mandate to support Pacific arts and empowers us to do what we do.

The *Pacific Island peoples of New Zealand* include all New Zealanders with Pacific Island heritage. The *Pacific Islands* refers to the islands and nations of Oceania, which include the islands and nations of Micronesia, Melanesia and Polynesia.

We also use other similar words, like *Pasifika*, meaning people living in Aotearoa New Zealand who have Pacific Island heritage. You'll also see terms for the Pacific like *Moana*, *Oceania* and *Te Moana-nui-a-Kiva*, which many consider to be more inclusive. The term *Moana peoples* is also used by some Pasifika communities, but this may apply only to Polynesia and may not be used by some Melanesian or Micronesian peoples.

## **Where we've come from – Our whakapapa and legacy**

Aotearoa, the tangata whenua of this place and people of the Pacific Islands, have a rich history spanning hundreds of years, from the great Polynesian ocean voyagers. The colonial era in the Pacific Islands – and New Zealand's role later – saw waves of Pasifika migration, with diverse Pacific peoples now making up 8 percent of our population (Census 2018). Those who moved here brought Pacific arts, culture and creativity with them, which has contributed to New Zealand's cultural mana and identity as a nation in the vast Pacific region.

Supporting the arts of Pacific Islands peoples in Aotearoa has been an important part of Creative New Zealand's mandate and whakapapa, under the Queen Elizabeth II Arts Council and then the Arts Council of New Zealand Toi Aotearoa.

In 1978, our legislation was amended to establish the Council of Māori and Pacific Arts (MASPAC). MASPAC's functions included keeping the Arts Council informed about, and the needs of, Māori and Pacific arts, and providing advice to the Council in respect of Māori and Pacific arts.

A further change came in 1994, with the formation of a dedicated South Pacific Arts Committee, overseeing funding for Pacific arts. Many of our community and cultural leaders served on the Committee, and imagined a prosperous future where opportunities would abound for Pacific artists and creatives to thrive, in Aotearoa and internationally.

A new Act came into force in 2014 and the Arts Council governance structure was unified; the Committee was disestablished, but the new look 13-member

Council was mandated to have a minimum of two Pasifika members. These roles were initially held by Luamanuvao Dame Winnie Laban (the last Chair of the disestablished Committee), and Caren Rangi, former Committee member and the current Chair of the Arts Council.

Both Dame Winnie and Caren led the development of the first ever Pacific Arts Strategy 2018–2023, with support from the wider Arts Council and staff, and extensive and robust talanoa and consultation with the Pacific arts and other communities.

Over the course of the first Pacific Arts Strategy 2018–2023, there's been a significant increase in new opportunities, reach, engagement and investment in Pacific arts. This second Strategy will continue to help direct and prioritise Creative New Zealand's investment in Pacific arts over the next five years, and build on our work and learnings to deliver to the first Strategy.

## **Where we're heading – Our four guiding stars**

This Strategy embraces the essence of Pasifika peoples and cultures, gathered around four focus areas, or guiding stars: **Tagata**, **Vaka**, **Va** and **Moana**. These have been carried forward from the first Pacific Arts Strategy.

Together, the four guiding stars – imbued with the values and concepts of Pasifika peoples – will continue to provide a living map to guide us in a continuing journey, from ancient navigation towards future possibilities.

- Our first guiding star is **Tagata** – the people, the heart of the Strategy.
- The second guiding star is **Vaka** – the vessels for our journey and the potential for more vaka to join our growing fleet in the future.
- The third guiding star is the **Va** – the meaningful spaces between people, places, cultures, time, and dimensions, tangible, and intangible. Adorning this space includes accepting talanoa that may challenge how things are done, to enable new ways and new thinking to emerge, and to innovate for the benefit of Pasifika peoples and wider communities.
- The fourth guiding star is **Moana** – Te Moana-nui-a-Kiva, the vast Blue Pacific Ocean homeland of Pasifika peoples that is the fluid bridge between a new home in Aotearoa, other lands and opportunities, and to the #GlobalMoana and #DigitalMoana of new tools and technology.

Embedded in the meaning of these four concepts are ways of working that will guide us towards achieving our vision and outcomes, for a more longer-term sustainable impact on people, communities and ecosystems. More detail on each of the guiding stars is included from page 15.

As a navigator charts a long voyage under the stars, we'll continue to review and reset our course annually, or more regularly, so we're agile and can adjust to an ever-changing environment. Maintaining and strengthening meaningful relationships and regular talanoa with Pasifika artists and communities will help us do this, by always adorning the Va to uphold Mana Pasifika.

# Our five-year strategic direction

As shown on the left-hand side of page 4, our strategic direction has three layers.

- Our aspirations for the **future** of Pacific arts in Aotearoa: our **vision** and **outcomes** – the difference we want our work to make, informed by the aspirations of the Pacific arts community.
- The areas we'll **focus** on over the course of this Strategy: working to these **guiding stars** will help us reach our future aspirations.
- The **foundation** for our work: what we do and why we do it, as the basis for how we deliver to our focus areas and future aspirations.

Our Strategy also links with and enriches the wider strategic direction for Creative New Zealand Toi Aotearoa; it is a vital and vibrant part of where the whole organisation is heading in the future. The relationship is represented in the star field on the right-hand side of page 4.

## Future aspirations – our vision and outcomes

Our **vision** for the Pacific arts of the future is for:

**Powerful and resilient Pacific arts, led by passionate and enterprising Pasifika people, for Aotearoa, Te Moana-nui-a-Kiva and the world**

This vision covers three important aspects of Pacific arts which are supported in turn by three **outcomes**. These outcomes describe the difference we want our work to make and, along with the vision, have been informed by the aspirations of the Pacific arts community.

**Pacific arts are bold  
and enterprising**

**Pacific arts are  
powerfully connected  
through resilient  
ecosystems of creative  
communities**

**Pacific arts inspire and  
influence people,  
everywhere**

Pacific arts practice covers a wide range of contemporary and heritage artforms, and the space for practice that sits between, is influenced by, and that blends these two areas. Local events and community-based activities are

also a significant – but sometimes less acknowledged – feature of the Pacific arts environment. We want our work to help support Pacific arts that are **bold and enterprising**, and which make a difference to the world around them.

The Pacific arts community is diverse and vibrant but is often clustered in particular areas. It is also without much of the formal infrastructure that supports other areas of arts practice. We want to see Pacific arts **powerfully connected** by helping to build more **resilient ecosystems of creative communities**. This can be achieved by supporting the community to engage better, between community members themselves and with funders/supporters who also share an interest in successful Pacific arts.

We want our work to help the unique voice of Pacific arts **inspire and influence people, everywhere** – in Aotearoa New Zealand, across the Moana and around the world. Build understanding and a deeper sense of the wider value Pacific arts bring to our lives will also be important.

### **What's the research telling us?**

Creative New Zealand's research provides insights into where some of the opportunities might lie.

*New Zealanders and the Arts—Ko Aotearoa me ōna Toi* provides a benchmark for New Zealanders' engagement with the arts over time. In our 2020 survey, 18 percent of New Zealanders had attended Pacific arts events over the previous 12 months, with 43 percent of Pasifika people attending Pacific arts events. Participation in Pacific arts is also high amongst Pasifika people, with 46 percent of Pasifika participating at least once in the previous 12 months.

Attitudes towards the arts are also positive with Pasifika people; 71 percent agreed that the arts are an important way of connecting with their culture, much higher than the figure for all New Zealanders of 54 percent. When asked whether taking part in the arts supports their identity, 49 percent of Pasifika people agreed, again much higher than the 37 percent of all New Zealanders who agreed with this statement.

*Audience Atlas Aotearoa 2020* explores the market for arts and culture in New Zealand. Looking at motivations, 33 percent of Pasifika audiences are seeking to 'do something out of the ordinary' (compared to 26 percent of New Zealanders overall), with 29 percent of Pasifika audiences looking to 'better define cultural or personal identity' (compared to 12 percent of

New Zealanders overall). The market itself is healthy, with 3.6 million adults in Aotearoa New Zealand interested in Pacific arts; a further 632,000 would consider engaging but haven't previously.

### Focus areas – our guiding stars

To help reach the future we want, we'll continue to concentrate our efforts around four focus areas – our guiding stars.

<p style="text-align: center;"><b>Tagata</b></p> <p style="text-align: center;">Pasifika artists and arts practitioners are resourced to develop their practice and deliver outstanding work</p>	<p style="text-align: center;"><b>Vaka</b></p> <p style="text-align: center;">Pacific arts groups, collectives and organisations are supported to help lead and grow Pacific arts in Aotearoa</p>
<p style="text-align: center;"><b>Va</b></p> <p style="text-align: center;">An innovative and networked Pacific arts environment exists, so that Pacific arts are strengthened for future success</p>	<p style="text-align: center;"><b>Moana</b></p> <p style="text-align: center;">Meaningful connections, across Aotearoa, Oceania and globally, ensure that Pacific arts are further enriched</p>

Like a constellation, the four guiding stars are connected and linked. We expect support for individual artists and arts practitioners, including leadership (**Tagata**), will also help strengthen Pacific arts groups, collectives and organisations (**Vaka**).

We will continue to build an innovative and networked Pacific arts environment based on meaningful, inclusive and reciprocal relationships (**Va**), that links community members and others, and deliver accessible opportunities for those individuals and groups. Strengthening meaningful connections with artists and communities in Oceania and beyond (**Moana**) will be important to the wellbeing of Pacific arts in Aotearoa.

For this Strategy and over the 2023–2028 period, we will continue to build and strengthen longer-term Pacific arts outcomes, including work that was postponed due to the disruptions from Covid-19 and our new environmental and socio-economic context. The high-level priorities for action reflect this approach, including the need to be more agile during unexpected stormy weather.

## **Tagata**

*Pasifika artists and arts practitioners are resourced to develop their practice and deliver outstanding work*

We chose the word **Tagata** as it's a word commonly used across the Pacific to mean 'person' or 'people'; showing the many connections Pacific people share, to each other and to the tangata whenua of Aotearoa.

Pacific arts practice in New Zealand today covers a wide range of contemporary and heritage artforms. These areas rest on a spectrum, and traditional notions of what makes up each are often blurred. Across the spectrum, we're proud to see Pasifika artists and arts practitioners enjoying local and international recognition for their high-quality work.

The youthful demographics of New Zealand's Pacific communities (eg, over 55 percent aged 25-years and under, NZ Census 2018) means that more young and emerging artists and arts practitioners are coming through. Supporting them to both create their art and to develop their skills and experience will be increasingly important, to help nurture and strengthen the Pacific arts sector over the next five to 10 years.

For all artists and arts practitioners, being able to navigate the New Zealand arts funding and support system is essential to access what's available.

Recent feedback from the Pacific arts community (ie, at the Pacific Arts Summit in October 2022 and through our regular engagement, fono and talanoa), outlined a range of support needs for Pasifika artists and arts practitioners that could be considered under the Tagata pou. These included the need for:

- Mana Pasifika and Kaupapa Pasifika culturally appropriate ways of working and engaging with diverse Pasifika artists, cultures and creative communities
- a stronger focus on access, inclusion and equity through greater support and empowerment of the diverse range of Pasifika peoples, including Deaf and disabled Pasifika artists and practitioners, and LGBTQIA+/MFPFAFF+ artists
- improved support for younger and emerging artists and arts practitioners
- more support and visibility for Melanesian and Micronesian arts, cultural and creative communities



- access to internships and professional development opportunities for future Pacific arts leaders in Aotearoa, the Pacific Islands, and in digital spaces and online communities
- opportunities to develop business skills for Pasifika artists as creative entrepreneurs for sustainable careers
- the consideration of Pasifika artist and practitioner wellbeing and mental health
- simplified, accessible and mana-enhancing Creative New Zealand systems and processes for artists and practitioners, with a focus on ensuring these are accessible for Deaf and disabled artists and communities, and that Creative New Zealand has expertise in these areas
- professional development opportunities for individual Pasifika artists at all career stages
- greater recognition for the contribution of Pasifika artists and practitioners make to the arts, culture and identity of Aotearoa New Zealand.

Priorities for action that relate to **Tagata** are set out in the table from page 27.

## **Vaka**

*Pacific arts groups, collectives and organisations are supported to help lead and grow Pacific arts in Aotearoa*

For us, the word **Vaka** signifies the great ocean-going traditions of the Pacific; the vessels that help propel us forward; the means for us to move from one place to the next.

In this area, we're looking at ways to strengthen Pacific-led arts groups, collectives and organisations, and Pacific arts spaces. A strong and well-resourced Pacific arts environment will include a range of Pacific-led entities with skilled and experienced leaders and personnel.

Informal community networks exist in Pacific arts across the country, however, the formal infrastructure for supporting Pacific arts in New Zealand is limited. We currently (2023) support five Pacific-led/focused organisations through our multi-year funding Investment programmes, plus two Pacific-Māori led organisations. While the number of Pacific organisations in our Investment programmes has improved, there is still an under-developed system of support

for groups, collectives and individuals to create, present, distribute and participate in Pacific arts.

The informal networks and groups that actively support Pacific arts and artists can find it difficult to access longer-term funding because of funder requirements for formal governance structures and well-established business accountability systems. This can be a challenge for more youthful Pacific peoples who may be less likely to have formal organisational infrastructures in place.

Development of strong Pacific arts organisations will require skilled and experienced leaders and personnel. Investment in Pacific creative enterprises to increase business skills started under the first Pacific Arts Strategy; feedback has been that this support should be continued and increased, for a sustainable and resilient Pacific arts ecosystem.

Recent feedback from the Pacific arts community described a desire to see the following actions under the Vaka pou:

- empowering and supporting diverse Pasifika communities, organisations, collectives and groups to lead their own growth
- more Pacific-led organisations supported by Creative New Zealand
- multi-year support and funding for individual and established Pasifika artists and creatives, for longer-term sustainability and planning
- improve access to business expertise and skills development for Pacific creative enterprises for sustainability
- capability-building support for Pacific-led arts organisations, arts practitioners, arts management/leadership and governance
- continuing support for the maintenance, transmission and practice of Pacific heritage arts
- the expansion and strengthening of the Pacific arts, culture and creative ecosystems and development of dynamic forms of infrastructure from a Pasifika worldview.

Priorities for action that relate to **Vaka** are set out in the table from page 27.

## **Va**

*An innovative and networked Pacific arts environment exists, so that Pacific arts are strengthened for future success*

The **Va** represents the space in between people and things; a space that connects rather than separates.

We expect the Va to be characterised by respectful, non-exploitative, mutually beneficial collaborations; those that *teu le Va* ('adorn the Va') rather than detract from it.

Many arts organisations within the wider New Zealand arts environment are looking to work more closely with Pasifika artists. The resources they collectively possess have the potential to significantly grow Pacific arts in New Zealand and internationally. However, there can be barriers to working together. These can include:

- the imbalance and lack of equity in a relationship where one partner has most of the resources, skills and industry knowledge working with less-experienced Pacific organisations or community groups who have a wealth of Pacific arts cultural expertise
- cultural conflict where partners may not share the same values or understanding of *Mana Pasifika*
- a lack of resources within some mainstream arts organisations that leads them to focus on delivering their own, more traditional programmes and activities
- little or limited contact between mainstream and Pasifika artists/arts organisations, leading to a lack of awareness of the opportunities that may exist.

A strong and well-resourced Pacific arts environment will also be actively supported by Pacific arts stakeholders (eg, local government, community funders and other supporters). Ideally these stakeholders will work with Pasifika artists and Pacific-focused art organisations – as well as with one another – to encourage, promote and support the Pacific arts sector, in the spirit of *adorning the Va*.

Organisations and institutions with Pacific arts interests need to be clear about their particular roles and the ways that they can best encourage and support Pacific arts.

Recent feedback from the Pacific arts community under the Va pou included calls for:

- greater support for Pacific arts communities to connect with each other to strengthen the Va, share knowledge and expertise, from urban metropolitan centres to smaller towns in regions around Aotearoa
- more opportunities for Pasifika artists and practitioners to network, fono and talanoa including focused gatherings for youth, regional arts, heritage artists, and Toa Deaf and disabled Pasifika artists and practitioners
- less dependency by Pasifika artists on short-term project funding from government and more opportunities to build skills to diversify income and revenue, including online and digital opportunities
- greater support for artists creating and presenting work using digital technologies and platforms.

Priorities for action that relate to **Va** are set out in the table from page 27.

## **Moana**

*Meaningful connections, across Aotearoa, Oceania and globally, ensure that Pacific arts are further enriched*

The Moana pou is about connections between Pasifika artists and artists/markets in Oceania and globally. Pasifika artists and communities have strong links across Te Moana-nui-a-Kiva and beyond, with many families maintaining links to Pacific Island communities across the Pacific, as well as to sizeable Pacific communities in cities around the world.

Strengthening links with artists and communities in Oceania is important to many Pasifika artists and helps develop the arts of Aotearoa New Zealand. Arts/cultural exchange with artists based in Te Moana-nui-a-Kiva is also important to the health of Pacific heritage arts in New Zealand.

Recent feedback from the Pacific arts community under the Moana pou described a desire to see:

- more residency and cultural exchange opportunities between New Zealand-based Pasifika artists and Pasifika artists based in Oceania ensuring that the cultural exchanges uplift the mana of Pasifika artists based in Aotearoa and artists in nations across Te Moana nui a Kiva
- greater recognition and visibility of the success of Pasifika artist and

practitioners and their contribution to Aotearoa New Zealand nationally, across Te Moana nui a Kiva and internationally

- activate Pacific arts responses to the threat of climate change in the Pacific Islands and Aotearoa for Pacific arts, families, communities and the maintenance and transmission of ancestral cultural practices, knowledge and traditions.

Priorities for action that relate to **Moana** are set out in the table from page 27.

## Foundations for our work

The Strategy is underpinned by foundations that describe **how we work** and **what we do**. As well as our work towards the four guiding stars, we also aim to improve our responsiveness across these foundations.

### How we work:

We work in **Kaupapa Pasifika** ways, recognising the different journeys of Pacific arts communities, to uphold **Mana Pasifika** in the arts of Aotearoa New Zealand

### What we do:

Through our work we **celebrate, connect, develop** and **invest** in Pacific arts, by delivering to the Strategy's priorities for action

In terms of **how we work**, Kaupapa Pasifika and Mana Pasifika are at the heart of our work to deliver to the Strategy. In our navigation map, they are the 'pointer stars' to the four guiding stars of Tagata, Vaka, Va and Moana.

**Kaupapa Pasifika** refers to a foundation of understanding and knowledge created by Pasifika people and expressing Pasifika aspirations, values and principles. It is based on these two concepts:

- **Kaupapa** – awareness of the unique cultural perspectives of a distinct group of New Zealanders.
- **Pasifika** – the unique cultural perspectives and beliefs embodied in the values, customs, rituals, dance, song, language and cultural expressions of the individual Pasifika nations.

The combination of the two attributes reflects the unique context of Aotearoa-based Pasifika communities, their Pasifika aspirations, values and principles and desire to express cultural values and world views that relate to their experience as Pasifika peoples living in New Zealand.

Pacific arts values and the worldviews and experiences of diverse Pasifika communities in Aotearoa – from Polynesia, Micronesia and Melanesia – create a proud identity and belonging, including our whakapapa to our home islands in the Pacific Islands, Te Moana-nui-a-Kiva.

**Mana Pasifika** speaks to the need to uphold Pacific arts because of their inherent value and the high esteem in which they're held, and that this needs to be cared for and nurtured into the future. It is a key value for Creative New Zealand and helps link the Strategy to our wider strategic direction and aspirations for the arts.

We will continue to Teu Le Va – 'adorn the space' – between Creative New Zealand, the diverse Pacific arts communities, partners and stakeholders including having the courage to talanoa with mana on challenging issues and to explore new solutions for our work.

Looking at **what we do**, we'll deliver to the Strategy's **priorities for action**, as set out from page 26. These will evolve over time, to make sure we're on the best path towards our destination and are achieving what we expected to along the way. We've updated our priorities from the first Strategy, so that they're relevant to a changing world and line up with Creative New Zealand's new overall strategic focus.

Our work under these priorities for action will be set out in the Strategy's action plan, and will **celebrate, connect, develop** and **invest** in Pacific arts, to achieve our focus areas and future aspirations.

We'll also see policies, research and development, innovation and Pasifika-led cultural frameworks developed and implemented across the arts ecosystem, including all Creative New Zealand programmes, systems and processes, to deliver outstanding public service for Pasifika.

## **Our wider strategic direction**

Our future approach to Pacific arts will be specific to the needs of diverse Pasifika communities and be guided by Creative New Zealand's overall strategic direction and priorities. Just as the Pacific Arts Strategy has evolved over time, so too has Creative New Zealand's wider strategic direction.

Key elements of our current strategic direction are shown on the right-hand side of the diagram at page 4. We've included them here to show how the

Pacific Arts Strategy sits alongside the broader aims for our organisation and for the arts.

From the top of that diagram, Creative New Zealand’s **vision** is for ‘Dynamic and resilient New Zealand arts, valued in Aotearoa and internationally’. This vision describes our wider ambition for the arts and what we want to achieve.

Our long-term strategic direction to 2029 has, as its essence, **The value we create for New Zealanders** through our support for the arts. We describe this value in four ways.

- The arts and ngā toi improve the wellbeing of New Zealanders.
- The arts and ngā toi strengthen whānau, hapū, communities and society.
- The arts sector contributes to prosperous and resilient communities.
- Ngā toi and the arts contribute to the wellbeing of Te Taiao (the natural world).

**Our purpose and our values** are also important to our how we achieve our future ambitions. Our purpose, through our empowering legislation, is ‘To encourage, promote and support the arts in New Zealand for the benefit of all New Zealanders’. Our values describe the actions and behaviour the arts sector, our partners and the public can expect from us as we work with them. They guide our conduct and decision-making, and include **Mana Pasifika** – we recognise the arts of the Pasifika peoples of New Zealand.

Within our medium-term strategy to 2026 – our Statement of Intent – sit our three **strategic focus areas**.

- **Resilience** – developing a resilient and sustainable arts sector, including sustainable arts sector careers.
- **Access, inclusion and equity** – ensuring our services and the arts are accessible to, inclusive of and equitable for all New Zealanders.
- **Wellbeing** – embedding a recognition of the role of the arts and ngā toi in contributing to the wellbeing of New Zealanders.

**Our strategies and policies**, including the Pacific Arts Strategy and Te Hā o ngā Toi—Māori Arts Strategy, collectively shape our work. Together, all our strategies and policies form what we call our internal operating environment (see below).

**Te Waka Toi Pātaka**, our Mātauranga Māori Framework, enables a Māori worldview to guide how we work and make decisions. The Pātaka anticipates a wider view of wellbeing, incorporating the social, cultural, environmental and economic value of ngā toi Māori, and responds to the aspirations of the ngā toi Māori sector.

In the Creative New Zealand layer at the bottom of the diagram sit three elements. These are drawn from the Creative New Zealand perspective of our long-term strategic direction. At the Creative New Zealand level, the Pacific Arts Strategy will also continue to guide:

- Creative New Zealand’s wider work across **our deliverables** of investing in the arts, developing the arts, advocating for the arts, leadership in the arts and partnering for the arts – our deliverables are what we do to deliver on our strategic intentions
- How we engage **our resources** to best effect, including our people and expertise (Pasifika staff, Arts Council members, assessors and others), our systems and processes (including Kaupapa Pasifika approaches), and the public money we receive
- How we develop and build **our internal operating environment** (ie, the strategies and policies that guide our work and collectively form our strategic intentions as set by the Arts Council). In addition to the Pacific Arts Strategy and Te Hā o ngā Toi—Māori Arts Strategy, we also have an Investment Strategy and an Advocacy Strategy, as well as policies around areas like Diversity in the Arts and Remuneration for Artists and Arts Practitioners.

## The surrounding waters

Like all strategies, the Pacific Arts Strategy exists in a broader environment, including Creative New Zealand’s overall strategic direction outlined above. The Strategy connect with other areas such as:

- **future directions for arts and culture**, described in our other strategies and in the strategies of other arts and culture organisations and partners nationally and internationally (eg, the Council of Pacific Arts and Culture’s Regional Culture Strategy: Investing in Pacific Cultures 2022–2032, and the Pacific Islands Forum’s 2050 Strategy for the Blue Pacific Continent)
- **future directions for the creative industries**, both in New Zealand and globally, and the position of the arts at the heart of all creative endeavour



- **future directions for Pasifika in Aotearoa**, such as the broader aspirations of Pasifika across the cultural, social, economic and environmental spheres in New Zealand, and the government’s aspirations for Pasifika (eg, the All-of-Government Pacific Wellbeing Strategy)
- **future directions for Te Moana-nui-a-Kiva**, such as economic development and sustainability, international relations and trade, climate change, demographics and health needs.

We also acknowledge that we’re one of many players in all the areas mentioned above. This Strategy will allow us to make our contribution to that wider work clearer – to adjust course and respond to changing circumstances, including new opportunities that may arise.

## Our priorities for action

The **priorities for action** set out the key areas Creative New Zealand will focus on to deliver the Strategy, as we see them now. Each of these priorities touch on more than one of our guiding stars – **Tagata, Vaka, Va** and **Moana**.

The priorities for action are described from page 27 and include a snapshot of where we're at now and what we want to see happen by the Strategy's mid-point (ie, December 2025).

- **Ensuring Pacific arts include our whole village**
- **Building leadership and skills development**
- **Growing global Pacific arts**
- **Growing and deepening strategic partnerships and collaborations**
- **Building resilience and sustainability**
- **Helping to address climate change.**

The priorities for action may change as we move through the next five years. That's why we've set them, at this stage, to the mid-point of the Strategy. Think of this as a vaka journey – we'll consider our direction and, if necessary, adjust the course in response to changes in the conditions and wider environment. The Strategy is designed to be a living, evolving map that remains relevant to the current and future needs of the Pacific arts community.

A more specific action plan will be prepared and refreshed as required, likely at least every 18–24 months, setting out actions for the relevant period in more detail. These action plans will be available on our website at: [www.creativenz.govt.nz/About-Creative-NZ/Corporate-documents/xxxxx](http://www.creativenz.govt.nz/About-Creative-NZ/Corporate-documents/xxxxx)

Having an action plan also allows progress to be measured, monitored and reported to the Pacific arts community and the public at regular intervals.

The Pacific arts community provided us with a lot of valuable feedback over the course of the first Strategy's implementation and development, which we'll continue to use as we carry out the work under this Strategy's action plans.

## Priorities for action to 31 December 2025

What are our priorities for action? (as at 1 July 2023)	Our guiding stars				Where are we at now? (as at 31 March 2023)	What do we want to see by the Strategy's mid-point? (by 31 December 2025)
	TAGATA	VAKA	VA	MOANA		
<p><b>Ensuring Pacific arts include our whole village</b></p> <p>We will champion, advocate for and invest in growing an inclusive, fair and accessible Pacific arts community; one that celebrates Toa disabled artists, MVPFAFF+ and LGBTQIA+ people, young people and women. Engagement and opportunities for the Melanesian and Micronesian arts, culture and creative communities will increase.</p>	✦	✦	✦	✦	<p><i>[Text to be developed for final Strategy: Will draw on examples like:</i></p> <p>Offering for the fifth year, our annual Pacific Arts Toa Award (\$10,000) for Pasifika artists with the lived experience of disability; offering for the second year the co-designed Aniva Pacific Artist Residency for MVPFAFF+ artist in partnership with Pataka Art + Museum in Porirua City Council; supporting the NZ Melanesian Festival for a further three years; and celebrating emerging Pasifika artists across Auckland, Wellington and Dunedin in our partnerships with Fringe Festivals, along with other awards and opportunities.</p> <p>Our Pasifika-led multi-year funded organisations Black Grace, Tautai, Pacific Dance NZ, The Conch, Pacifica Arts and Cultural Centre, Tawata Productions and Kia Mau Festival</p>	<p>We will see more connected ecosystem of diverse Pacific arts communities, including Melanesian, Micronesian, Toa disabled arts, LGBTQIA+, young people and women.</p> <p>We will see mana-enhancing and empowering processes, increased investment and co-designed support and initiatives for our diverse communities via Pacific Arts Strategy initiatives/pilots and across all Creative New Zealand programmes – investments, grants and special opportunities, capability building, international, and the Creative Communities Scheme.</p> <p>We will have expertise on CNZ staff for Toa disabled Pacific artists.</p>

What are our priorities for action? (as at 1 July 2023)	Our guiding stars				Where are we at now? (as at 31 March 2023)	What do we want to see by the Strategy's mid-point? (by 31 December 2025)
	TAGATA	VAKA	VA	MOANA		
					deliver a range of programmes and activities supporting our whole Pacific arts village.]	
<p><b>Building leadership and skills development</b></p> <p>We will enable development opportunities for Pasifika creatives and arts practitioners across all layers of the Pacific arts ecosystem, including around business and enterprise skills, community and youth leadership, organisational management and governance.</p>	✦	✦	✦		<p><i>[Text to be developed for final Strategy: Will draw on examples like:</i></p> <p>Four-year partnership with Leadership New Zealand (2019–2022) that has seen 14 Pasifika artists graduating from the year-long programme and progress to leading ecosystems for their own communities; investing in Pasifika-led leadership programmes developed such as Mana Moana by artist Dr Karlo Mila; investing for the third year in the Pacific Dramaturg residency in partnership with Playmarket NZ to strengthen storytelling; delivering our inaugural Pacific Producer residency in partnership with Bats Theatre in Wellington; committing to our partnership with the Pacific Business Trust for the annual Pacific Creative Enterprise Award.]</p>	<p>We will see more individual Pacific artists and creatives in leadership positions, including in governance roles, where they will have the skills to influence and lead communities across the Pasifika and mainstream arts ecosystems in Aotearoa, for the world.</p> <p>We will see more skilled and confident Pacific creative entrepreneurs, arts business leaders and arts managers in the community – in the private and public sectors – who are creating and building new formal structures, companies and business models for Pacific arts and communities.</p>

What are our priorities for action? (as at 1 July 2023)	Our guiding stars				Where are we at now? (as at 31 March 2023)	What do we want to see by the Strategy's mid-point? (by 31 December 2025)
	TAGATA	VAKA	VA	MOANA		
<p><b>Growing global Pacific arts</b></p> <p>We will grow and invest in Pacific arts opportunities in Aotearoa, the Pacific Islands and internationally, including via #DigitalMoana and #GlobalMoana online communities and technologies.</p>	✦	✦	✦	✦	<p><i>[Text to be developed for final Strategy: Will draw on examples like:</i></p> <p>Continuing investment in Oceania residency opportunities in Samoa, Hawai'i (Fulbright NZ Pacific Writer Residency) and developing new opportunities; Pacific Islands/NZ initiatives and collaborations in partnership with other government agencies such as the Ministry of Foreign Affairs &amp; Trade; investing in globally significant Pacific artists such as Yuki Kihara – first Pacific artist representing New Zealand at the Venice Biennale; three-year partnership to develop young Pasifika talent in dance with Parris Goebel's Palace Dance Studio; partnering with Australian Arts Council for Digital Fellowship programme; accessing internationally recognised expertise to grow Pacific arts skills via partnership with USA/NZ VII Academy photo-journalism masterclasses.]</p>	<p>We will see more Pacific artists, companies, collectives and organisations achieve more global and international opportunities, with better skills at navigating global markets and audiences.</p> <p>We will see more strategic and longer-term planning by Pacific arts creatives and communities for overseas opportunities that will grow their #GlobalMoana presence, in the Pacific Islands and around the world.</p> <p>We will see many Pacific artists, companies and collectives with a digital online 'fale'/website for global audiences, markets, income streams and potential opportunities overseas.</p>

What are our priorities for action? (as at 1 July 2023)	Our guiding stars				Where are we at now? (as at 31 March 2023)	What do we want to see by the Strategy's mid-point? (by 31 December 2025)
	TAGATA	VAKA	VA	MOANA		
<p><b>Growing and deepening strategic partnerships and collaborations</b></p> <p>We will continue to build the Va: developing meaningful and reciprocal relationships with key partners for co-investment, and growing shared resources, knowledge, networks and opportunities to collaborate with others for the benefit of Pacific arts. We will invest and develop skills in Pacific arts to develop fair, equitable and Kaupapa Pasifika-driven partnerships that benefit the Pacific arts community.</p>	✦	✦	✦	✦	<p><i>[Text to be developed for final Strategy: Will draw on examples like:</i></p> <p>Delivering the final Fa Wave of the Pasifika Festivals Initiative (\$12 million over three years) in collaboration with Ministry for Culture &amp; Heritage, Ministry of Pacific Peoples, Pacific Business Trust; partnering for the fourth year with the Arts Foundation for the successful and innovative Boosted X Moana campaign; partnering with the New Zealand Symphony Orchestra to grow Pacific conductor talent; supporting our Pacific arts communities in the regions via regional fono and initiatives; continuing partnerships with Pacific Business Awards, PM's Pacific Youth Awards, Pacific Music Awards, NZ Fringe Festival Awards (Auckland, Wellington, Dunedin).]</p>	<p>Pacific arts communities are communal in nature and we will see more strategic reciprocal partnerships and collaborations between artists and communities in Aotearoa, Te Moana-nui-a-Kiva and the world.</p> <p>We will see more fair and equitable partnerships and more skilled Pacific creative leaders who can negotiate the Va with others, including potential partners, in ways that are fair for Pasifika and based on shared values and mutual benefit.</p> <p>We will see Pasifika creatives and Pasifika-led groups and organisations with skills to more confidently partner with Māori and non-Pasifika as well as other industries to expand their influence, knowledge, resources and opportunities.</p>
<p><b>Building resilience and sustainability</b></p> <p>We will invest in and</p>	✦	✦	✦		<p><i>[Text to be developed for final Strategy: Will draw on examples like:</i></p> <p>Exploring other potential new</p>	<p>We will see more Pasifika creatives understanding the value of business and enterprise skills to sustain their</p>

What are our priorities for action? (as at 1 July 2023)	Our guiding stars				Where are we at now? (as at 31 March 2023)	What do we want to see by the Strategy's mid-point? (by 31 December 2025)
	TAGATA	VAKA	VA	MOANA		
develop Pacific creative enterprises and business skills development opportunities, including diversifying income streams for a sustainable and thriving Pacific arts creative socio-economy.					technologies for Pacific Arts including next phase for the NFTs Pilot; 12 Pacific creative enterprises have graduated from a pilot co-designed programme delivered by Manaaki Ltd – evaluation completed and decision to be made on offering an updated programme in 2023; up to 10 Pacific Creative Enterprises received \$50,000 each to build their organisational and leadership capacity; building the Pacific arts Va/ ecosystem with Pasifika festivals (Pasifika Festivals Initiative: \$12 million; 2020/21, 2021/22, 2023/24) – under the Fa Wave developing a national Pasifika Festivals ecosystem/capability building initiatives.]	creative practices, and we will offer more opportunities for Pasifika artists to gain these skills (including budgeting and financial planning, legal, intellectual property, coaching and mentoring).  We will partner with others to offer co-designed professional and business development opportunities that meet the needs of Pasifika artists.  We will see more Pasifika artists exploring new opportunities and pathways to diversify their income and benefit from their creative ideas and arts practices, so they make a more sustainable living for themselves and their families.
<b>Helping to address climate change</b>  We will develop and invest in Pacific arts climate change advocacy for the future, and work	✦	✦	✦	✦	<i>[Text to be developed for final Strategy: Will draw on examples like: A new climate change-focused artist residency in Fiji at the University of the South Pacific was postponed in 2020 due to Covid. Explore re-</i>	We will see a well-informed Pacific arts community who acknowledge and understand the climate change crisis that's impacting Aotearoa, the Pacific Islands and the world.  We will see Pacific artists as leaders

What are our priorities for action? (as at 1 July 2023)	Our guiding stars				Where are we at now? (as at 31 March 2023)	What do we want to see by the Strategy's mid-point? (by 31 December 2025)
	TAGATA	VAKA	VA	MOANA		
with Pasifika creatives, youth and key stakeholders to inform, educate and prepare the Pacific arts community. This recognises the existential threat to the planet and Pacific arts families and homes in the Pacific Islands and Aotearoa New Zealand – including to cultural history, ancestral knowledge, traditional technologies and heritage arts – is a threat to Pacific arts. We will align with the Blue Pacific 2050 Strategy and 10-year Pacific Regional Cultural Strategy in this work.					<p>activation to start in 2024 in Suva.</p> <p>The annual Samoa Artist Residency for a NZ Pasifika artist at the University of Samoa in Apia was paused due to Covid in 2020. The Samoa residency has been re-designed and devolved to partner Pacific Islands Dance Fono Trust to deliver from each year from 2023–2025. The dance-focused residency will offer a New Zealand dance practitioner three-months in Samoa, working on a project focused on climate change.</p> <p>Explore opportunities for alignment with the Pacific Islands Forum 2050 Blue Pacific and 10-year Pacific Regional Cultural Strategy 2022–2032; Samoa hosting Commonwealth Heads of Government meeting in 2024.]</p>	<p>in the climate change space via their creative work, advocacy or personal connections to climate-impacted Pacific Islands homes, and communities in Aotearoa.</p> <p>We will see the Pacific Arts Strategy as a means for providing leadership and advocacy in the climate change space, everywhere – acknowledging the direct impact and threat of climate change on the resilience of Pacific arts, including the threat to the maintenance and transmission of Pacific heritage arts.</p>



# How we support Pacific arts

## Our current investment

The support we provide to the arts – across strategic partnerships, funding, capability building, advocacy and other streams – is collectively known as our investment. We use our investment in the arts to pursue our strategic direction and to deliver on our priorities for action.

Under the first Pacific Arts Strategy, our investment had a strong focus on developing partnerships, aligning our strategy with other stakeholders including co-investment for collaboration, shared resources, new networks, ideas and knowledge. These included co-design and devolving our investment to partners to better deliver on the ground and activate a wider cultural ecosystem. This helps to empower Pacific arts communities to lead their own growth. Partnerships and collaboration will continue to be a focus under this Strategy.

Our **Investment Strategy Te Ara Whakamua** outlines the direction for Creative New Zealand’s overall investment in the arts. The Investment Strategy helps us to develop an arts investment portfolio fit for the future needs of the arts in New Zealand, including the future needs of Pacific arts.

We plan to maintain or continue to increase our investment into Pacific arts over the course of this Pacific Arts Strategy, across all our programmes. The Investment Strategy has seven principles, including: Our investment recognises and advances the arts of the Pacific Island peoples of New Zealand. The principles are complemented by three investment features, which specify the areas we’re looking to align our investment with: *Diversity and reach*; *Dynamic arts*; and *Resilient arts sector*.

## How do we support Pacific arts now?

These are some of the ways in which we currently support Pacific arts.

- A dedicated funding pool for Pacific arts projects and programmes of work through our Investment and Grants programmes. The ‘General funding pool’ is also open to all eligible applicants, including Pasifika artists (see below).

- Targeted pilots, funds and initiatives, including residencies, awards, the Pasifika Internships Programme, Pasifika Festivals Initiative, master classes, leadership and business-focused programmes and fellowships, and the regional fono initiative.
- Strategic partnerships in New Zealand and internationally, including with the Ministry of Foreign Affairs & Trade, Ministry for Pacific Peoples, New Zealand Symphony Orchestra, Pacific Business Trust, The Arts Foundation Te Tumu Toi, VII Academy, Penguin NZ, Pantograph Punch, Australian Arts Council, Fulbright New Zealand, and many others.
- Supporting Pacific arts in the community, including through the Creative Communities Scheme which encourages participation, supports diversity, and enables projects by, with, or for young people.
- Delivering and supporting major international opportunities, like the Festival of Pacific Arts and significant exhibitions such as the Asia Pacific Triennale in Australia.
- Recognising emerging, mid-career and established Pasifika artists and arts practitioners, including Toa artists with lived experience of disability, through the annual Creative New Zealand Arts Pasifika Awards.
- Other strategic initiatives, including #GlobalMoana opportunities for Pasifika to have a presence and participate in significant international events.

## **Dedicated Pacific arts and General arts funding pools**

As mentioned above, we have dedicated funding for Pacific arts via budget allocations and through a range of Creative New Zealand programmes. Along with the Pacific arts funding pool, we also have a Māori arts funding pool and a General arts funding pool available.

Having a Pacific arts funding pool allows us to better align with Kaupapa Pasifika, which recognises the unique and diverse cultures and worldviews of Pacific Island peoples in New Zealand, and the historic close relationship between New Zealand and the nations of the Pacific Islands region.

It also means that where an applicant chooses to self-identify their work as being ‘Pacific arts’, we apply a Kaupapa Pasifika assessment process. This involves two elements.

- Assessment by people with Pacific arts knowledge and expertise.

- Assessment of the extent to which Kaupapa Pasifika will be apparent in the practice and results of the project (this approach aims to understand and frame Pacific arts proposals within an appropriate cultural context, recognising the mana, cultural integrity and importance of the proposed work).

We'll continue to have a dedicated Pacific arts funding pool and a specific 'pathway' for the Pacific arts community. We will also continue to improve all our processes to align with Mana Pasifika and Kaupapa Pasifika, to better serve the diverse Pacific arts community and deliver to this Strategy.

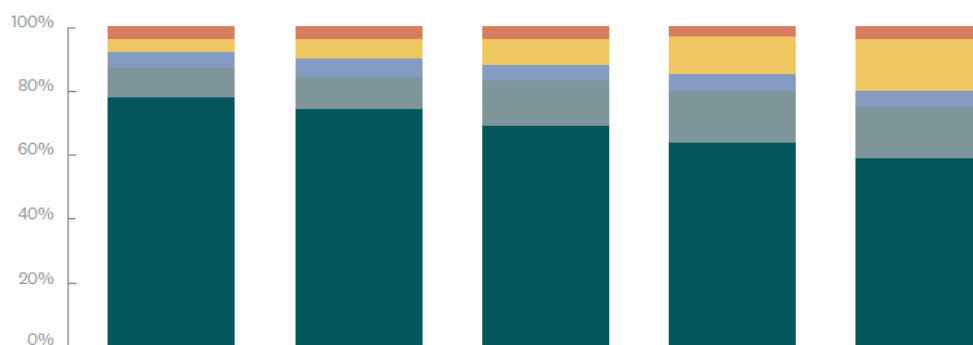
## **What has our recent investment looked like?**

In our most recent financial year (2021/22), we allocated \$14.148 million (20 percent of our overall investment) in direct support of Pacific arts. This includes funding from the Pacific arts funding pool and Pacific projects funded under the General arts funding pool. Our funding pools support investment through our Investment programmes, Grants and special opportunities, the Creative Communities Scheme, and our Initiatives and Pilots.

Over time, our investment in Pacific arts has increased significantly. Back in 2017/18, the last financial year before the first Pacific Arts Strategy came in, we invested just \$2.92 million (7.7 percent of our overall investment) into Pacific arts.

In recent years, our investment has been boosted by Government's Covid-19 recovery funds and the \$12 million Pasifika Festivals Initiative; through partnership funding (eg, via the co-investment partnership with the Ministry of Foreign Affairs & Trade); and through additional funding from the New Zealand Lottery Grants Board. It is important to note these are only relatively short-term sources of extra funding into Pacific arts, and not necessarily medium- to long-term commitments.

The following graph shows the change in our investment over time, across funding pools showing a steadily rising and significant increase for Pacific arts during the implementation of the first Pacific Arts Strategy 2018 – 2023.



	2017/18		2018/19		2019/20		2020/21		2021/22	
<b>Pacific work funded from GA</b>	\$1,412,746	4%	\$1,681,907	4%	\$2,449,639	4%	\$2,378,377	3%	\$2,686,239	4%
<b>Pacific Arts Pool</b>	\$1,507,228	4%	\$2,375,171	6%	\$5,458,341	8%	\$9,315,395	12%	\$11,461,922	16%
<b>Māori works funded from GA</b>	\$1,811,108	5%	\$2,414,430	6%	\$3,165,026	5%	\$4,166,412	5%	\$3,678,070	5%
<b>Māori Arts</b>	\$3,481,733	9%	\$4,124,693	10%	\$9,222,167	14%	\$12,950,331	16%	\$11,230,380	16%
<b>General Arts</b>	\$29,484,282	78%	\$31,453,654	75%	\$46,231,649	69%	\$49,998,761	64%	\$41,529,132	59%
<b>Total</b>	<b>\$37,697,098</b>		<b>\$42,049,855</b>		<b>\$66,526,821</b>		<b>\$78,809,276</b>		<b>\$70,585,743</b>	