

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

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

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

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

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

**Our purpose and values:**  
including Mana Pasifika

**Our strategic focus areas:**

Resilience

Access, inclusion and equity

Wellbeing

**Mata Ali'i**  
‘The eyes of the chief’ – how we measure the impact of the Pacific Arts Strategy

**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

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