

Toi Ora Strategy 2025–2030

Toi Ora gives effect to Tū Mai Rā, Toi Aotearoa for ngā toi Māori

Tū Mai Rā, Toi Aotearoa

Creative New Zealand’s long-term strategy to 2040

Moemoeā, Our vision – The arts and ngā toi Māori are flourishing: created by a thriving arts community, enriching lives here and around the world

Ngā aronga Our goals	<p>Empowered communities, of all kinds, making decisions on the arts and ngā toi Māori closest to them</p>	<p>Thriving artists, ringatoi and practitioners, with viable creative careers, supported by a strong arts infrastructure</p>	<p>He mana toi, he mana tangata, ngā toi Māori and ringatoi Māori are visible everywhere and highly valued as part of the distinct identity of Aotearoa, which is admired globally</p>	<p>Powerful and resilient Pacific arts, led by enterprising and innovative Pasifika people, for Aotearoa, Te Moana-nui-a-Kiwa and the world</p>	<p>Inspired New Zealanders, embracing the arts and ngā toi Māori every day</p>	<p>A valued arts development agency, leading with impact and delivering for Aotearoa New Zealand</p>
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Creative New Zealand’s medium-term national strategy for ngā toi Māori informed by the principle of ‘by-for-with’

Moemoeā – Ngā toi Māori and ringatoi Māori are visible everywhere and highly valued as part of the distinct identity of Aotearoa, which is admired globally

Focus Areas	Toi Tangata	Toi Taiao	Toi ki te Ao	Toi Tuia	Toi Tuku
Ngā aronga Our goals	Ringatoi Māori including tāngata whaikaha and turi Māori individual and collective relationships, are strengthened and supported by strong ngā toi Māori infrastructure, communities and a flourishing arts ecosystem resulting in thriving careers.	Tiaki taiao (environmental guardianship) within ngā toi Māori is activated to ensure protection of the environment to maintain Māori artforms and mātauranga toi.	Ringatoi Māori are seen, celebrated and supported to experience meaningful global relationships and reciprocal opportunities with Indigenous peoples around the world.	Realise the Toi Ora moemoeā by partnering with central and local government, the arts, culture, heritage and creative agencies, marae, hapū, iwi and private sector organisations.	Creative New Zealand’s <i>Te Kaupapa o Toi Aotearoa</i> organisation culture programme principles will guide the way we work.
Priorities 5 years 2025/26 – 2029/30	<ul style="list-style-type: none"> We’ll work with and support the ngā toi Māori sector to convene for Māori-Crown engagements about the future of the arts, including, for example, to explore a potential independent Māori Arts Authority, building on the Toi Ora 2023 report. We’ll work to strengthen the ngā toi Māori ecosystem and infrastructure, including centres of connection and excellence and ngā toi Māori leadership development through our various investment programmes and initiatives to grow creative incomes and careers. We’ll support the transfer of knowledge, legacy works and succession by experienced and celebrated tohunga, kahurangi, māreikura for future generations of ringatoi and Aotearoa to benefit. We’ll work with and support Māori to reverse the at-risk nature of critically endangered artforms. 	<ul style="list-style-type: none"> We’ll work with others to advocate, connect and support our ringatoi, creatives, festival organisers on environmental initiatives that ensure the sustainability of and access to natural resources for ngā toi Māori as a taonga for future generations. We’ll work with and support Māori to advocate for the removal of barriers to transfer taonga across international borders and so that Māori can fully and authentically express themselves, according to them. 	<ul style="list-style-type: none"> We’ll work with others to grow market opportunities for ngā toi Māori locally, nationally and globally. We’ll collaborate across the Pacific Region to deliver to the purpose and outcomes set out in the 10-Year Pacific Regional Culture Strategy 2022–2032 through the Festival of Pacific Arts & Culture (FestPAC) – major festival and annual programme. 	<ul style="list-style-type: none"> We’ll work to increase positive attitudes about ngā toi Māori through research, insights, storytelling and advocacy to encourage greater engagement and participation. Working with the sector we’ll explore the health of Māori artforms, acting on findings, for the benefit of Māori artforms, practice development and sustainability. We’ll prioritise meaningful partnership relationships and outcome delivery with our legacy partners and mana whenua, hapū/ iwi to grow regional capacity and to celebrate ngā toi Māori. Through strong relationships and shared vision, we will build collective support and increase funding for ngā toi Māori. 	<ul style="list-style-type: none"> Whakamana i te Tiriti (upholding the mana of Te Tiriti o Waitangi) – we’ll give effect to Māori tino rangatiratanga and partnership aspirations embedded in Te Tiriti o Waitangi. Tuku Rauemi (handing over resources) – we’ll empower the communities we work with including marae, hapū and iwi, to determine their futures through the devolution of funding and services. Mana aki i te Tangata (lifting up the mana of the people) – to be more artist- and people-centric in our approach.