



 creative *nz*
ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA

Toi Ora Strategy

The narrative and kaupapa underpinning the Toi Ora Strategy

2025–2030

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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	Empowered communities, of all kinds, making decisions on the arts and ngā toi Māori closest to them	Thriving artists, ringatoi and practitioners, with viable creative careers, supported by a strong arts infrastructure	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	Powerful and resilient Pacific arts, led by enterprising and innovative Pasifika people, for Aotearoa, Te Moana-nui-a-Kiwa and the world	Inspired New Zealanders, embracing the arts and ngā toi Māori every day	A valued arts development agency, leading with impact and delivering for Aotearoa New Zealand
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Toi Ora Strategy 2025–2030

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.

Kupu Whakataki

Foreword

Toi Ora Strategy is the medium-term ngā toi Māori strategy for Creative New Zealand Toi Aotearoa. It comes at a time when *kotahitanga*, standing in unity, matters more than ever.

Across Aotearoa, artists, ringatoi, practitioners and arts organisations are navigating significant change. Resources are stretched, inequities remain, and expectations on the arts and ngā toi continue to grow. In this context, standing together is not a nice-to-have, it is a necessity.

The arts and ngā toi do not exist in isolation. The kōrero we hold, the decisions we make, and the relationships we nurture ripple outward, shaping how art is created, shared and valued in communities across the motu, and how we understand ourselves as a nation. *Toi Ora* reflects our collective responsibility to ensure the arts remain accessible, inclusive and grounded in the realities of the people they serve.

This strategy has been informed by deep listening and honest kōrero across the sector. It acknowledges progress already made, particularly in strengthening support for ngā toi Māori. It's also clear about the challenges that remain, including how we better support artists and ringatoi to sustain meaningful careers and benefit fairly from their work.

Toi Ora delivers to Creative New Zealand's long-term vision and goals, as set out in *Tū Māi Rā, Toi Aotearoa*, our long-term strategy to 2040. *Toi Ora* also aligns with *Amplify: A Creative and Cultural Strategy for New Zealand*. Together, these strategies affirm that for the arts to flourish, we must embrace both the opportunities and responsibilities of change, including emerging technologies, while remaining anchored in equity, access and care for people.

As governors, we see *Toi Ora* as a shared commitment to working collectively, empowering communities, and strengthening the relationships that sustain creativity over time. *Toi Ora* signals our intent to ensure Creative New Zealand is confident in its direction for ngā toi Māori, responsive to its communities, and fit for the future.

This will take collective effort. It will require new partnerships, new ways of working, and the courage to challenge ourselves and each other, with care. We're committed to playing our part towards achieving this new future and embracing the challenge that lies ahead.

He toi whakairo, he mana tangata;
he mana tangata, he toi whakairo.

Where there is artistic excellence, there is human dignity.



Kent Gardner
Chair, Arts Council



Kura Moeahu
Komiti Māori Co-Chair



Puamiria Parata-Goodall
Komiti Māori Co-Chair

He Kōrero Whakamārama

About Toi Ora

Toi Ora Strategy sets out how Creative New Zealand will support ngā toi Māori over the 2025–2030 period. It brings together what was heard through the national *Toi Ora* summit in 2023 and ongoing kōrero with Māori arts communities across Aotearoa.

Toi Ora builds on Creative New Zealand's *Te Hā o ngā Toi - Māori Arts Strategy 2019–2024* and sits alongside our overarching organisational strategy to 2040, *Tū Mai Rā, Toi Aotearoa*. Together, this helps build a shared, long-term direction for Māori arts, leadership and wellbeing across Aotearoa.

The *Toi Ora* Implementation Plan sits alongside this strategy and outlines actions and measures that signal how Creative New Zealand intends to invest in and give effect to *Toi Ora* over time.

While *Te Hā* established strong foundations and strengthened relationships across the sector, *Toi Ora* signals a shift toward tino rangatiratanga and Māori mana motuhake, collective wellbeing, system-wide strength and future-focused impact for ngā toi Māori.

The strategy is shaped around a moemoeā and five interconnected focus areas.



Each focus area has a goal and a number of priorities that will be advanced over the next five years. Across the development of *Toi Ora*, there was strong community endorsement of the focus areas, alongside a clear call to ensure access, inclusion and visibility for tāngata whaikaha and turi Māori within the ngā toi Māori ecosystem.

Advancing the kaupapa

Toi Ora reflects a clear commitment to how Creative New Zealand will show up for ngā toi Māori, in a time of pressure, uncertainty and change. In this context, kotahitanga is essential.

Kotahitanga allows us to share ideas, be inspired, challenge our thinking, support one another, test our assumptions and treasured truths, and remain open to new possibilities. The spirit of *Toi Ora* is not in a long list of actions, but perhaps the one idea, the one shift, the one catalyst that moves our thinking, our practice or our organisations forward.

The mahi of ringatoi and hapori matters. Its value is not measured by the outcome of a funding round, particularly in a constrained environment. Ngā toi Māori play a critical role in Aotearoa and globally, provoking thought, asking difficult questions, holding up the mirror, and helping us imagine what could be.



Toi Ora signals Creative New Zealand's commitment to working differently. We're not interested in tinkering around the edges. We're prepared to take a bold stance, to review how we operate, to change how we invest, to strengthen our advocacy, and to actively seek new pathways for greater, more sustainable investment in the arts. We'll do this with you, and we're committed to learning, adapting and walking this path together.

Gretchen La Roche, Tumu Whakarae - Chief Executive, Creative New Zealand.

As we change and develop, we'll honour our responsibilities under Te Tiriti o Waitangi, as a Te Tiriti-implementing organisation, guided by the principle of by-for-with. Ngā toi Māori and Māori leadership are foundational to the cultural life of Aotearoa, and will be supported through Māori-led decision-making, stronger regional relationships, and approaches that empower communities to shape their own priorities for arts and cultural development. *Toi Ora* signals a commitment to mana motuhake in practice.

Artists and creatives are masters of responding, adapting and re-imagining. In times of uncertainty, this is our strength. *Toi Ora* is about backing that strength with care, ambition and collective purpose.

The origins of Toi Ora Strategy

I puta mai a Toi Ora i te hui nui o ngā toi Māori i te tau 2023, i reira wānanga ai ngā ringatoi, ngā mātanga, me ngā kaiārahi o ngā toi Māori puta noa i te motu. I whakatakotoria ngā wawata, ngā māharahara, me ngā aronga mō āpōpō, ā, i kawea hoki ngā wero me ngā whakaaro ki mua i te kāwanatanga o te wā kia rangona, kia mau tonu.

Ko Te Rautaki Toi Ora te hua o aua kōrero. He whakamaharatanga tēnei ki ngā kupu i whakatakotoria hei kawenata kia kaua e ngaro, kia noho hei pou herenga mō ā tātou mahi kei tua.

Hāniko Te Kurapa, Senior Manager, Te Kauapa o Toi Aotearoa, Creative New Zealand

Toi Ora Strategy is grounded in the voices, knowledge and leadership of Māori.

It comes directly from the national *Toi Ora* summit held in 2023, where Māori arts leaders, ringatoi and practitioners gathered to speak openly about the future of ngā toi Māori. That gathering was shaped by decades of Māori leadership, governance and advocacy across the arts, as well as sustained engagement among Māori communities, ringatoi and institutions.

The kōrero shared through Toi Ora 2023 spoke to the wellbeing of whenua, of people, and of ngā toi Māori themselves. It highlighted the need for sustainable careers, intergenerational succession, fair recognition, and systems that reflect Māori realities, alongside the responsibility of agencies and institutions to respond with integrity, care and action. What is also different about this strategy is its accountabilities – to ngā toi Māori, to ringatoi me ngā hāpori toi, and to all of Aotearoa.

Paula Carr, Senior Manager, Māori Strategy & Partnerships, Creative New Zealand

The mahi continues both in Aotearoa and globally. Māori leadership in ngā toi has contributed to international discussions on arts and culture, including through forums such as the World Summit on Arts and Culture, the Council of Pacific Arts and Culture, and hui on the future of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). In these spaces, Māori perspectives have reinforced the role of Indigenous arts as central to identity, knowledge and wellbeing, grounded in the guidance of communities at home.

Toi Ora honours the legacy of Māori governance and leadership that has shaped the arts system, including the Māori and South Pacific Arts Council (MASPAC), the Te Waka Toi board, and the Toi Aotearoa Komiti Māori. It is not a new beginning, but a continuation of that whakapapa. It also acknowledges the role of Creative New Zealand's rōpū kaimahi Māori, Toi Huarewa, who supported the shaping of the strategy through cultural guidance and care.

As *Toi Ora* moves from intention into action, it stands as a pou – a reference point for mutual accountability and learning, and a measure of our commitment to ngā toi Māori, Māori artists and communities across Aotearoa.

Kotahitanga

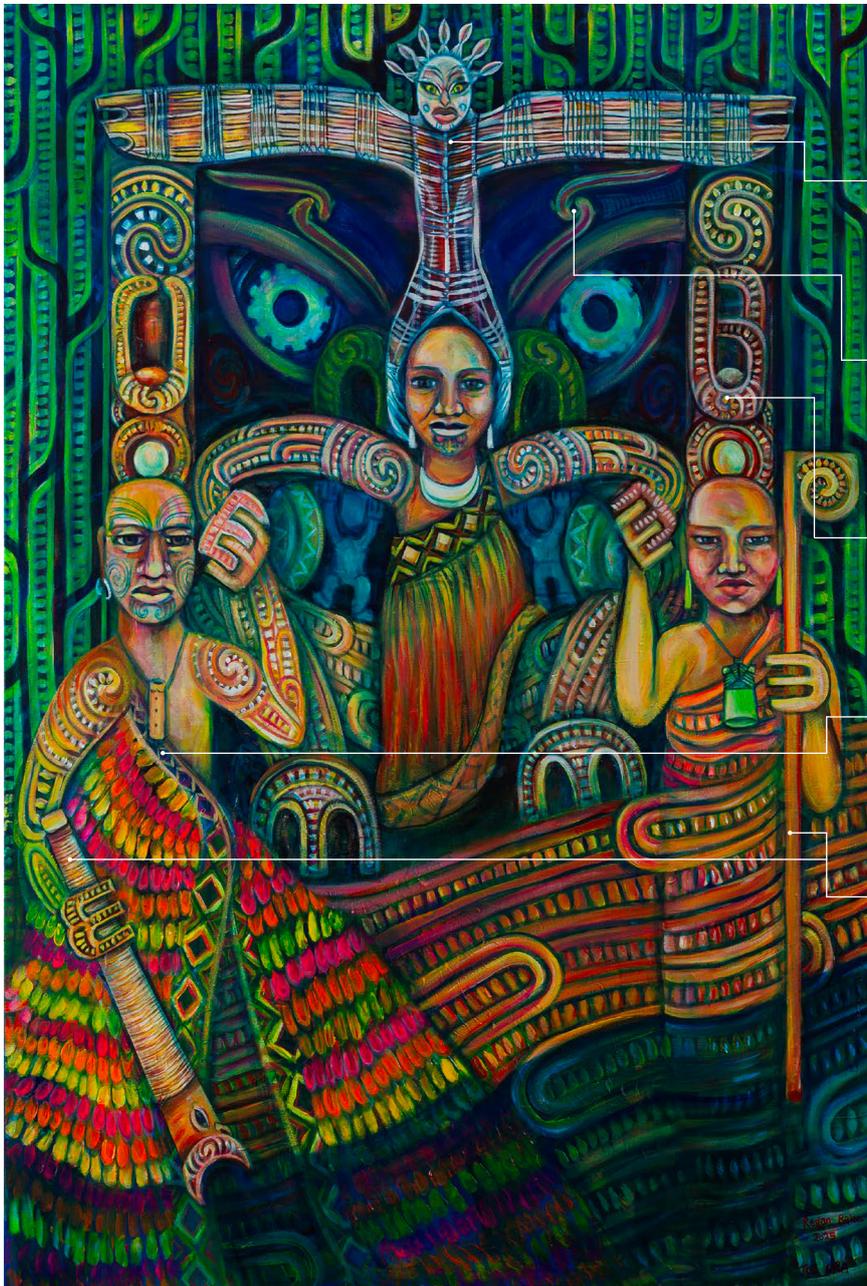
Unity & Inclusion

This work is grounded in the kaupapa of Kotahitanga, as articulated through the words and leadership of the late Kīngi Tūheitia Pōtatau Te Wherowhero VII. Kotahitanga speaks to many voices coming together, holding differences with care, and moving forward with shared purpose.

The figures in the artwork stand together, distinct, interconnected and intergenerational. They show that unity does not mean sameness - it depends on difference.

Kotahitanga is not simply an artwork that accompanies Toi Ora, it expresses its intent. Toi Ora brings people together across ngā toi Māori, artists, ringatoi, whānau, hapū, iwi, organisations and institutions, to shape a future that is shared and accountable.

Through ngā toi Māori, Kotahitanga also speaks to who we are as Aotearoa. It reflects how identity, belonging and a sense of place are formed, strengthened and carried through the arts.



The artwork draws together the five focus areas of Toi Ora:



Toi ki te Ao
Manu aute



Toi Taiao
Tuna, ngahere



Toi Tangata
Waharoa



Toi Tuia
Kahu huruhuru



Toi Tuku
Pūkaea, tewhatewha



Kotahitanga Artist
Regan Balzer
(Te Arawa, Ngāti Ranginui,
Raukawa, Apakura, Scottish,
Irish)

Moemoeā Vision

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

This moemoeā reflects a future where ngā toi Māori and the people who practice them are valued and supported locally, nationally and globally as part of the cultural identity of Aotearoa.

The moemoeā is basis for Creative New Zealand's long-term goal for ngā toi Māori, part of our long-term strategy to 2040, *Tū Mai Rā, Toi Aotearoa*.



Image: Tā Derek Lardelli



Image: (Left to right) Bernard Makoare, Libby Hakaia, Ria Hall, Tā Derek Lardelli, Prof. Ngataiharuru Taepa

Ngā Aronga Our Focus Areas

The five focus areas of *Toi Ora* are interconnected and mutually reinforcing.

Together, these focus areas describe what Creative New Zealand will prioritise, and how this strategy will be put into practice.

No single focus area stands alone. Each relies on the others to realise the *Toi Ora* moemoeā.

Toi Ora is intended to be read, discussed and tested in practice alongside the communities it serves.

This strategy is supported by a separate *Toi Ora* Implementation Plan, which outlines indicative actions, phasing and measures. That plan is a living document, intended to be reviewed and refined over time in partnership with Māori and sector stakeholders.



Images: Toi Ora Summit 2023 - Creative New Zealand



Image: Whenua painting; Nui Te Korero 2023

Goal

Ringatoi Māori, including tāngata whaikaha and turi Māori and their individual and collective relationships, are strengthened and supported by strong ngā toi Māori infrastructure, communities and a flourishing arts ecosystem, resulting in thriving careers.

What this focus area prioritises

Ringatoi Māori, including tāngata whaikaha and turi Māori, are supported in building strong relationships, infrastructure, and sustainable careers.



Image: Te Matatini haka pōwhiri 2025, Taranaki

Why this matters in practice

- Ringatoi have clearer pathways into sustainable careers, not just one-off opportunities.
- Knowledge, skills and leadership are retained and passed on across generations.
- Ringatoi Māori, including tāngata whaikaha and turi Māori experience greater visibility, support and decision-making power within the arts system.

What we will focus on (2025–2030)

Over the life of *Toi Ora*, Creative New Zealand will:

- **Support Māori-Crown engagement**
Work with and support the ngā toi Māori sector to convene Māori-Crown engagements about the future of the arts, including, for example, exploring a potential independent Māori Arts Authority, building on the *Toi Ora* 2023 report.
- **Strengthen the ngā toi Māori ecosystem and infrastructure**
Strengthen centres of connection and excellence, and support to ngā toi Māori leadership development through investments and initiatives that grow creative incomes and careers.
- **Support knowledge transfer and succession**
Support the transfer of knowledge, legacy works, and succession by experienced and celebrated tohunga, kahurangi and māreikura, for future generations of ringatoi and Aotearoa to benefit.
- **Protect critically endangered artforms**
Work with and support Māori to reverse the at-risk nature of critically endangered artforms.



Image: Muriwai Weavers Workshop

Goal

Tiaki taiao (environmental guardianship) within ngā toi Māori is activated to ensure the protection of the environment to maintain Māori artforms and mātauranga toi.

What this focus area prioritises

Toi Taiao focuses on environmental guardianship within ngā toi Māori, recognising the interconnected relationship between whenua, mātauranga and Māori artforms. It reflects the responsibility of kaitiakitanga and the role of ngā toi Māori in protecting, sustaining and expressing relationships with the natural environment.



Image: He Rau Aroha- Stevei Houkāmau

Why this matters in practice

Ngā toi Māori are deeply connected to the taiao through materials, processes, narratives and responsibilities handed down across generations. Strengthening tiaki taiao within ngā toi Māori supports:

- Ringatoi to access natural resources responsibly and sustainably
- The protection of culturally significant materials and practices
- Stronger connections between ringatoi and whenua
- Māori voices and mātauranga Māori are present in environmental and cultural diplomacy spaces, nationally and internationally

In practice, this focus area supports Māori artists and communities to uphold kaitiakitanga, adapt to environmental change, and continue expressing their identity, values and stories through ngā toi Māori, now and into the future.

What we will focus on (2025–2030)

Over the life of *Toi Ora*, Creative New Zealand will:

- **Support environmental initiatives through ngā toi Māori**
Work with others to advocate, connect and support ringatoi, creatives and festival organisers on environmental initiatives that ensure the sustainability of, and access to, natural resources for ngā toi Māori as taonga for future generations.
- **Remove barriers to the movement of taonga**
Work with and support Māori to advocate for the removal of barriers to transferring taonga across international borders, so Māori can fully and authentically express themselves according to them.



Toi ki te Ao

Global Connections



Image: Lisa Reihana - Emissaries



Image: Festpac 2024

Goal

Ringatoi Māori are seen, celebrated, and supported to experience meaningful global relationships and reciprocal opportunities with Indigenous peoples around the world.

What this focus area prioritises

Toi ki te Ao prioritises strengthening the visibility, reach and impact of ngā toi Māori internationally, grounded in reciprocal relationships, Indigenous solidarity and cultural exchange.



Image: Mataaho Collective at Venice

Why this matters in practice

- Ngā toi Māori have greater visibility and recognition on the world stage.
- Ringatoi Māori access meaningful, reciprocal international opportunities rather than one-off engagements.
- Māori values, narratives and mātauranga contribute to global cultural dialogue and Indigenous diplomacy.
- Stronger Pacific and Indigenous relationships worldwide.

What we will focus on (2025–2030)

Over the life of *Toi Ora*, Creative New Zealand will:

- **Grow global opportunities for ngā toi Māori**
Work with others to grow market opportunities for ngā toi Māori locally, nationally, and globally.
- **Strengthen Indigenous and Pacific connections**
Collaborate across the Pacific Region to deliver the purpose and outcomes set out in the Pacific Regional Culture Strategy 2022–2032, including through the Festival of Pacific Arts & Culture (FestPAC) and related programmes.



Toi Tuia

Meaningful Partnerships



Image: Detailed CNZ korowai of tāniko

Goal

Realise the Toi Ora moemoeā by partnering with central and local government, the arts, culture and heritage, marae, hapū, iwi and private sector organisations.

What this focus area prioritises

Toi Tuia focuses on building strong, meaningful partnerships that support the development, sustainability and visibility of ngā toi Māori, and enable collective action across sectors to achieve shared outcomes.



Toi Tuia

Meaningful Partnerships



Image: Te Waka Toi Awards 2023, recipients and award partners

Why this matters in practice

Strong partnerships enable ngā toi Māori to thrive beyond any single organisation or programme. In practice, this focus area supports:

- More coordinated and effective investment in ngā toi Māori
- Stronger regional capability and leadership through partnerships with mana whenua, hapū and iwi
- Increased public understanding, participation and advocacy for ngā toi Māori
- Sustainable, long-term support for Māori artforms, artists and communities

What we will focus on (2025–2030)

Over the life of *Toi Ora*, Creative New Zealand will:

- **Increase positive attitudes about ngā toi Māori**
Work with others to increase positive attitudes about ngā toi Māori through research, insights, storytelling and advocacy to encourage greater engagement and participation.
- **Strengthen understanding of Māori artforms**
Working with the sector, acting on findings, for the benefit of Māori artforms, practice development and sustainability.
- **Prioritise meaningful partnerships and shared outcomes**
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.
- **Build collective support and investment**
Through strong relationships and shared vision, we will build collective support and increase funding for ngā toi Māori.



Toi Tuku

Te Kaupapa o Toi Aotearoa (How We Work)



Image: Toi Tuku - Haunui waka hourua in Kāwhia Harbour, Waikato. Photo: Erica Sinclair

Goal

Creative New Zealand's Te Kaupapa o Toi Aotearoa organisational culture and programme principles will guide the way we work.

What this focus area prioritises

This focus area is about how Creative New Zealand shows up in its decisions, relationships and day-to-day practice.



Toi Tuku

Te Kaupapa o Toi Aotearoa (How We Work)



Image: Pōwhiri to welcome new Chief Executive Gretchen La Roche

Why this matters in practice

- Creative New Zealand's decisions, investments and relationships are grounded in Te Tiriti o Waitangi and kaupapa Māori.
- Communities have greater control over resources and decisions that affect their futures.
- Ringatoi Māori experience an arts system that is more responsive, respectful and centred on people and relationships.
- The sector sees Creative New Zealand as a trusted partner that models equity, accountability and cultural integrity.

What we will focus on (2025–2030)

Over the life of *Toi Ora*, Creative New Zealand will:

- **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 the mana of the people)**
To be more artist- and people-centric in our approach.

Te Tiro Whakamua

Looking ahead

Toi Ora is a living strategy and a key part of achieving our long-term ambitions to 2040 contributing to a collective pathway for Māori arts leadership, wellbeing and sustainability over time.

Over the next five years, we'll keep reflecting on progress and keep up engagement and kōrero with the ngā toi Māori community. The voices of ringatoi, whānau, hapū, iwi and partners will continue to shape how *Toi Ora* is delivered in practice, as it moves from intention into action.

Looking further ahead, *Toi Ora* points toward a future shaped by Kotahitanga, where ngā toi Māori is thriving, visible and widely valued across Aotearoa and beyond. In this future, Māori creativity is recognised as a defining expression of who we are in Aotearoa and our place in Te Moana-nui-a-Kiwa.

A stronger understanding of Te Tiriti o Waitangi underpins this future. It is reflected in enduring partnerships with Māori, and in arts, culture and heritage systems working together to advance shared aspirations for te ao Māori. It also sees Māori leadership across ngā toi supported and sustained, enabling creative careers to be viable, respected and enduring.

Growing investment in ngā toi Māori, locally, regionally, and nationally, delivers benefits felt in communities and seen on the global stage.

We continue to strive for ngā toi Māori being visible everywhere - in schools and kura, public spaces, galleries, and museums, as part of Aotearoa New Zealand's culture and identity, strengthening participation, understanding, and connection.

Regions play a critical role in this future. Regional partnering, Māori-led hubs, networks and collectives provide places for artists to come together, share mātauranga, collaborate, create and present work, while building sustainability through business development and market access.

We welcome ongoing kōrero and connection as *Toi Ora* continues to evolve.

Find out more / Contact us:

[Website](#)

Ngā Kupu

Key Terms

Toi	Creative and cultural expression grounded in lived experience and whakapapa. Toi is a living practice that supports wellbeing, connection and identity, shaping how people understand themselves, each other and the world around them.
Ngā toi Māori	Māori arts and creative practices grounded in mātauranga Māori and expressed across a wide range of forms.
Ringatoi	Māori artists and practitioners working within ngā toi Māori.
Mātauranga Māori	Māori knowledge systems, ways of knowing and understanding the world, passed down through generations.
Tikanga	Māori values, customs and practices that guide behaviour and relationships.
Mana	Authority, dignity and standing, held collectively and individually.
Mauri	Life force or vital essence that exists in people, places and taonga.
Rangatiratanga	Leadership, authority and the ability of Māori to shape their own futures.
Kaitiakitanga	The responsibility of guardianship and care for the environment, taonga and future generations.
Tāngata whaikaha	Disabled people, expressed through a Māori worldview that recognises strength and potential.
Turi Māori	Deaf Māori, acknowledging both cultural and linguistic identity.
Kanohi ki te kanohi	Face-to-face engagement that builds trust and understanding.
Whānau, hapū, iwi	Kinship groups that form the social, cultural and political foundations of Māori society.

Supported by:

