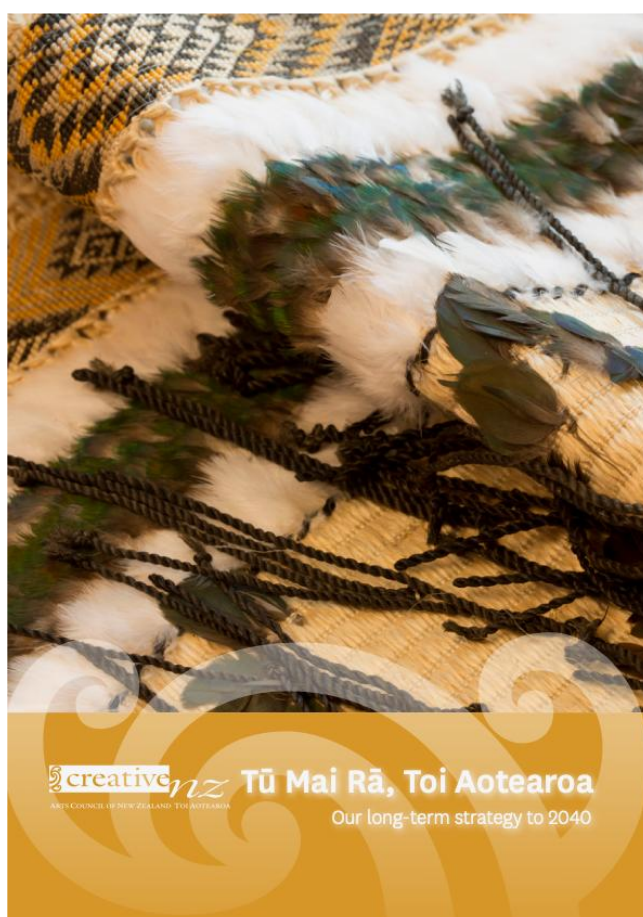




Tū Mai Rā, Toi Aotearoa

Our Long-Term Strategy to 2040

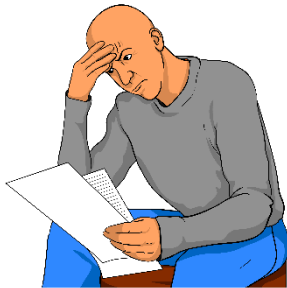


Published: July 2026

Before you start



This is a long document.



It can be hard for some people to read a document this long.

Some things you can do to make it easier are:



- read it a few pages at a time
- set aside some quiet time to look at it
- have someone read it with you to support you to understand it.



What you will find in here

Page number:



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About this Easy Read

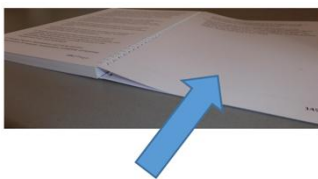


This Easy Read is from
Creative New Zealand.



Creative New Zealand works to support:

- the **arts**
- **ngā toi Māori / Māori arts.**



There is more information about
Creative New Zealand on
pages 8 to 18 of this Easy Read.



When you see **we / our / us** in this
Easy Read it means **Creative
New Zealand.**



The **arts** means all kinds of creative things people do like:

- painting
- dancing
- writing
- making jewellery
- making tapa cloth.

Ngā toi Māori / Māori arts are:

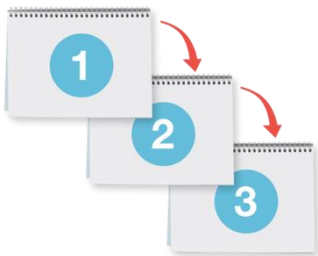
- any art made by Māori artists
- Māori arts like:
 - raranga / weaving
 - kapa haka
 - whaikairo / carving.



This Easy Read is about our long-term **strategy** called **Tū Mai Rā, Toi Aotearoa**.

Here a **strategy** is a plan for:

- the things we want to make happen
- what we need to do to make those things happen.



In this Easy Read **Tū Mai Rā, Toi Aotearoa** will be called **the strategy**.



The strategy talks about:

- our **vision**
- the **goals** we will work on from now until 2040.



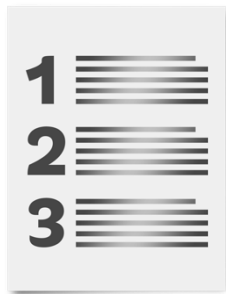
Here our **vision** is an idea about what we think things should be like in the future.



Here **goals** are the things we plan to do to make our vision real.

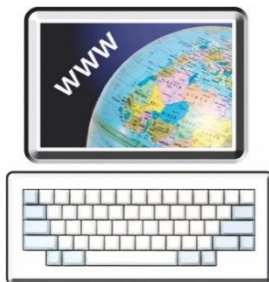


This Easy Read is a **summary** of the full strategy.



A **summary**:

- is shorter than the full document
- tells the main ideas.



You can read the full strategy on our **website** at:

www.creativenz.govt.nz/tumaira



The full strategy is **not** in Easy Read.



We believe that a lot of good things could happen in the arts and ngā toi Māori in the coming years.



We also know that a lot of things could change before 2040.



We will also change to make the future we want.

About Creative New Zealand



We have been supporting the arts in Aotearoa New Zealand since 1964.



The **Arts Council of New Zealand Toi Aotearoa Act 2014** says our purpose is to:



Encourage, promote and support the arts in New Zealand for the benefit of all New Zealanders.



The **Arts Council of New Zealand Toi Aotearoa Act 2014** is a law made by the Government about how our organisation should run.



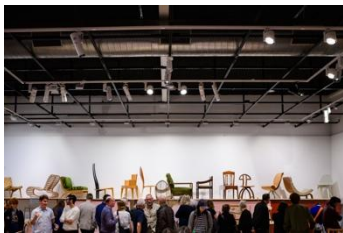
Here **encourage** means to give people reasons to feel:

- confident
- hopeful.



Here **promote** means to tell people how they can:

- make art
- see art
- support the arts.





Some of the ways we support the arts and ngā toi Māori are:

- giving **artists** money
- training artists to:
 - take care of their money
 - get people to see their art
- showing the work of Aotearoa New Zealand artists overseas
- giving the Government advice about supporting the arts
- speaking up about why the arts are important.



Artists are people who make art.



We support:

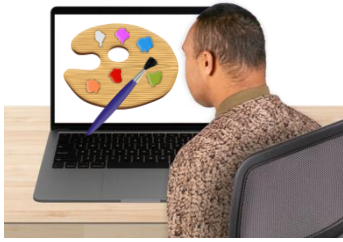
- a lot of different kinds of art
- arts from many **cultures** like:
 - ngā toi Māori / Māori arts
 - Pacific arts.

Culture is a way of:

- thinking that a group shares
- doing things as a group.

There are many different cultures in Aotearoa New Zealand like:

- Māori culture
- Pacific culture
- Deaf culture.



The arts and ngā toi Māori in Aotearoa New Zealand are always changing as:

- people find new ways to make art
- artists from different cultures come to Aotearoa New Zealand.



It is good for people to:

- make art
- see / experience art.



The arts and ngā toi Māori can:

- make people feel good
- make money for:
 - artists
 - Aotearoa New Zealand.





The arts and ngā toi Māori can also:

- bring people / **communities** together
- tell the world about Aotearoa New Zealand.

Here **communities** are groups of people who have something in common like:

- the way they make art
- where they live
- the culture they come from.

The people who work for us have a lot of different:

- skills
- experience.



We work with the **arts community** to make our:

- plans
- decisions.



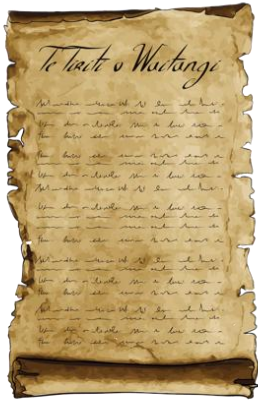
Here the **arts community** is everyone who works to:

- make art
- show art
- sell art.



We want to make sure the artists we work with can choose how they:

- make art
- live their lives.



We believe **Te Tiriti o Waitangi / the Treaty of Waitangi** is very important for everyone who lives in Aotearoa New Zealand including:

- tangata whenua / Māori
- tangata tiriti / everyone else.



Te Tiriti o Waitangi / the Treaty of Waitangi is an important agreement between Māori and the Crown.



It is about Māori and the New Zealand Government making decisions together.

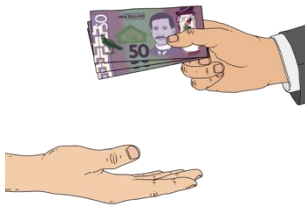


Te Tiriti o Waitangi guides how we:

- work
- make decisions.



Since 1994 we have spent over 1 and a half billion dollars on supporting the arts in Aotearoa New Zealand.



About 3 quarters of our money comes from the **New Zealand Lottery Grants Board Te Puna Tahua**.



The **New Zealand Lottery Grants Board Te Puna Tahua** supports communities with money from things like:

- Lotto
- Instant Kiwi.



About 1 quarter of our money comes from the government.

Our values



Here **values** are ideas that:

- we think are important
- tell us:
 - what is right / wrong
 - how to behave.

Our values tell us how to work with:

- each other
- the arts community
- everyone.



Āwhinatia – strengthen and support

We are:

- supportive
- **inclusive.**

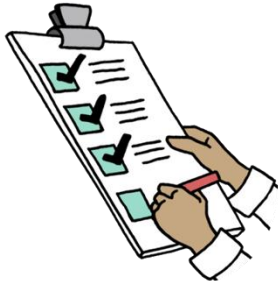


Inclusive means everyone can:

- take part
- feel like they belong.



We are **accountable** for the things we do.



Being **accountable** means doing things in a responsible way like:

- doing what we promise
- fixing problems as soon as possible.

We will always try to do the right thing.

Honotia – connect and grow

We work together with:

- each other
- the arts community.



We treat everyone with **respect**.



Here **respect** means treating people:

- fairly
- like they are important.



Māiatia – have courage and confidence

We are proud of the work we do.



We always work to do our best.



We believe good things will happen.

Our vision



Our vision is:

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



This means we want to make Aotearoa New Zealand a place where there is a lot of:

- art
- ngā toi Māori.





We want artists / everyone in the arts community to be able to:

- make the best art they can
- live good lives.



We want art to make life better for people:

- in Aotearoa New Zealand
- around the world.



Our goals



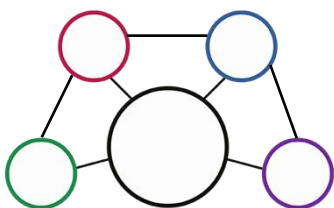
We sometimes call the things in the strategy te haerenga / our **journey**.



Journey means travelling from 1 place to another.

Our journey is how we move from:

- the way things are now
- to**
- how things could be in 2040.



Our goals all link together.

Work on each goal will support work on the other goals.



Each goal has **priorities**.



Here **priorities** are the things we think:

- are most important
- need to be done first.

Goal 1



Communities can make their own decisions about the arts / ngā toi Māori.



A priority for this goal is to support communities to make their own decisions about the arts and ngā toi Māori.



Another priority for this goal is to make better ways for communities to be in charge of decisions about the arts / ngā toi Māori.

Goal 2



People are supported to have good **careers** in the arts.



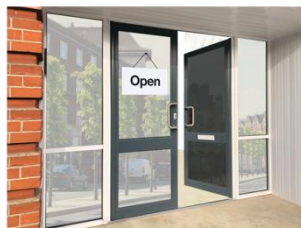
A **career** means all the jobs / work someone does in their lifetime.



Careers in the arts include:

- making art
- supporting artists
- showing art to people like running a theatre.





The priorities for this goal are to:

- work with the government to give more support to the arts
- build relationships with iwi / hapū to better support Māori artists
- support businesses that let people earn money from their art
- find more organisations that will give money to support the arts
- find new places for artists to sell their work:
 - in Aotearoa New Zealand
 - around the world.



Goal 3

Ngā toi Māori / Māori arts will be:

- in a lot of places
- treated as something very important to Aotearoa New Zealand
- enjoyed by people all around the world.

A priority for this goal is to make sure Māori have fair support in the arts / ngā toi Māori.



Other priorities for this goal are to:

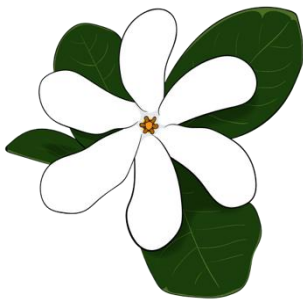
- build good relationships with Māori including:
 - tangata whenua / Māori communities
 - Māori-led arts organisations
 - ringatoi / Māori artists
- take care of ngā toi Māori so they can be **taonga** for a long time
- make better ways for ngā toi Māori to do well:
 - in Aotearoa New Zealand
 - around the world.



Here a **taonga** is:

- a treasure
- something that means a lot to people.

Goal 4



Pacific arts in Aotearoa New Zealand will be:

- doing well
- led by Pasifika people
- seen in:
 - Aotearoa New Zealand
 - Te Moana-nui-a-kiwa / the Pacific
 - places around the world.



The priorities for this goal are to:

- **invest** in Pacific arts so there can be exciting new art
- support Pacific art communities to work together
- find ways to make people everywhere excited about Pacific arts.



Invest means to spend:

- money
- time
- effort.

Goal 5



New Zealanders will enjoy the arts and ngā toi Māori every day.



1 priority for this goal is to teach people about the arts and ngā toi Māori so they will:

- understand the arts better
- enjoy the arts more.



Another priority for this goal is to support arts communities to speak up for themselves



Another priority for this goal is to make it easier for people to take part in the arts by:

- getting rid of **barriers**
- making the arts more inclusive.

Barriers are things that make it harder for people to do the things they want / need to do.

Barriers to the arts are things like:

- theatres that do not have space for wheelchairs
- art classes that cost a lot of money.

Goal 6



We are a trusted organisation that supports the arts / ngā toi Māori.

We make life better for people in Aotearoa New Zealand.



The priorities for this goal are to:

- have everything we need to:
 - meet our goals
 - stick to our values
 - change when we need to
- work to support the arts in lots of ways.



More priorities for this goal are to:

- speak up to make sure:
 - people understand why the arts are important
 - the arts are treated well
- make all the things we do **accessible** for people who:
 - work for us
 - need our support.



Accessible means that everyone can do the things they want / need to do.

Our waiata



This waiata / song was written for us in 2019 by Kura Moeahu.



It is called **Tū Mai Rā, Toi Aotearoa**.

Tū Mai Rā, Toi Aotearoa means
**Stand Proudly, Creative New
Zealand.**



We have given the name of this waiata to the strategy.



Our waiata says that as we move into the future we should:

- stand strong
- be proud.



It says we should:

- lead the way for the communities we work with
- share our stories
- support communities to grow.



It also says we should stay:

- balanced
- connected to:
 - people
 - the land.





Tū Mai Rā, Toi Aotearoa

Tū mai rā, Toi Aotearoa

ki te ao hurihuri,

hahana atu,

whakaniko tōku whare kōrero.

Ko Tāne manahau

i te kete aronui,

whātoro te whanaketanga

ki te hononga tīpuna.

Uruuru ki te māiatanga

mō ngā hapori,

whakamaua, whakamaua kia tina

i ngā whakaritenga, te āwhina me te
akina,

ki te hononga, hononga whenua.



Stand proudly, Toi Aotearoa

in this ever-changing world,

blaze the pathway,

beautify my house of dialogue.

Tane the resilient

brought about responsibility,

extended are the arms of
development to the past.

Enter into the potential of the
communities,

maintain the balance,

through support and advocacy,

keeping us anchored to
Papatūānuku.

Photo credits



Some of the photos in this Easy Read came from Creative New Zealand.

Here is some information about those photos.



This photo is of a korowai / cloak that was woven by Diggeress Rangituatahi Te Kanawa in 1981.



This photo is of a dance called **Aiga** by Touch Compass.

The photo was taken at the Nelson Arts Festival in 2024 by Melissa Banks.



This photo is from an exhibition called **The Chair: A story of design and making in Aotearoa** held at Object Space in 2023.

The photo was taken by Jinki Cambroner.



This photo is of an installation called **Takapau, 2022** by the Mataaho Collective.

The photo was taken at the Venice Biennale exhibition by Ben Stewart.



This photo is from a dance called **Yānum** by the Artham Dance Company.

The photo was taken by David St George.



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