

23 July 2024

Toi Mai Workforce Development Council
Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora Industry Development Plan 2024 consultation

By email: wdpfeedback@toimai.nz

Tēnā koutou katoa

Submission to: Toi Mai Workforce Development Council
Subject: *Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora* – Ngā Toi Māori Industry Development Plan 2024
From: Arts Council of New Zealand Toi Aotearoa (Creative New Zealand)

Introduction

1. Creative New Zealand welcomes the opportunity to submit feedback on the Ngā Toi Māori Industry Development Plan 2024 – *Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora*.
2. We have also provided feedback on the *Kia Mura!* Workforce Development Plan for Toi Puaki (performing arts) and ask that you refer to our comments on Māori performing arts within that separate submission.
3. We agree with the challenges outlined, and support the recommendations included, in the Ngā Toi Māori Industry Development Plan. We wish to acknowledge the valuable work of Toi Mai and the collaborative approach in working with a range of mātanga to develop *Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora* and related Workforce Development Plans such as *Kia Mura* for Toi Puaki (performing arts).
4. Recommendations included in the Ngā Toi Māori Industry Development Plan align with feedback and insights we have received from mātanga and ringatoi:
 - through consultation with Māori arts leaders to develop our [Remuneration Policy for Artists and Arts Practitioners 2022 – Ko te Mahere Utu mā Ngā Kaitoi, Kaiwaihanga Toi](#)
 - at the [Toi Ora Wānanga 2023](#) that involved over 200 ringatoi, mātanga and arts leaders discussing actions required to bolster and sustain Ngā Toi Māori and Māori creativity
 - through research such as [Profile of Creative Professionals 2023](#) highlighting the **low level of pay** creative professionals continue to receive (\$37,000 median total income per annum including *all* sources of income and only \$19,500 median creative income), **lack of sustainable career options** and **negative impact on ringatoi wellbeing**.

- research such as [Audience Atlas Aotearoa 2020 – Māori audiences and the market for Ngā Toi Māori](#) that notes the sizeable potential audiences and markets for Ngā Toi Māori artforms including Māori film, craft/object, digital/video art, kapa haka, music, dance, theatre and literature.

5. The key contact person for matters relating to this submission is:

Name: Aroha Rangi

Position: Co-Manager, Māori Policy & Performance—Kaiwhakahaere, Kaupapa Here, Arotake Hoki

Contact: aroha.rangi@creativenz.govt.nz

Key points

6. Creative New Zealand:

- (i) **agrees with the challenges facing the Ngā Toi Māori industry** as outlined in the *Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora* Industry Development Plan. These are consistent with our knowledge and experience working with mātanga, ringatoi, Māori arts practitioners, and Māori-led arts organisations, collectives and groups over many decades
- (ii) **strongly agrees** with the *Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora – ‘Thrive by 35’* vision to have a thriving Ngā Toi Māori industry by 2035
- (iii) **supports the recommendations** proposed in the Industry Development Plan for Ngā Toi Māori – we have provided detailed feedback on each recommendation and related actions below
- (iv) **supports the actions** proposed in the Industry Development Plan for Ngā Toi Māori and those in *Kia Mura!* for performing arts that relate to Ngā Toi Māori and Creative New Zealand.

Creative New Zealand agrees with the challenges facing Ngā Toi Māori highlighted in the Industry Development Plan

7. Creative New Zealand agrees with the challenges facing the Ngā Toi Māori industry as outlined in *Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora* – specifically **the need to:**

- (a) Create a **clearly defined Nga toi Māori industry** and establish and strengthen **key Māori-led infrastructure for toi Māori** – for example, Māori-led centres of excellence and connection, representative bodies and entities that can support ringatoi and mātanga to:
 - continue to preserve and protect mātauranga Māori and technical skills to retain, develop and disseminate Ngā Toi Māori knowledge and practices, to ensure toi Māori can thrive
 - have regenerative/sustainable careers and clear development pathways for toi Māori, to ensure ringatoi can produce high-quality work that is recognised, valued and equitably paid
 - ensure Kaitiakitanga (Māori stewardship) and Mana Whakahaere (Māori ownership) is in place to prevent exploitation or misappropriation of mātauranga Māori and ensure protection of intellectual property and recognition of artists’ rights.

- (b) establish **benchmarking pricing** and **procurement processes** to **underpin sustainable business models for Ngā Toi Māori ringatoi**, that ensures the tikanga, cultural and financial value of Ngā Toi Māori is understood and recompensed appropriately
- (c) include **Ngā Toi Māori industry and occupations** in Australian and New Zealand Standard Industrial Classification (**ANZSIC**) and Australia and New Zealand Standard Classification of Occupations (**ANZSCO**) **codes**, so the scope, scale and contribution of the Ngā Toi Māori workforce (ie, ringatoi creating taonga works and Māori employed in or running Western defined jobs and businesses) are **visible**, with their **distinct contribution** to New Zealand’s economy and wellbeing **more accurately measured and counted**, to ensure Ngā Toi Māori can receive equitable investment and policy attention.

We note that while infrastructure exists and is maintained to support Western artforms in Aotearoa, there is not equitable support or provision to ensure the retention and revitalisation of many Ngā Toi Māori artforms and practices.

Creative New Zealand strongly supports the vision set out in *Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora – ‘Thrive by 35’*

8. Creative New Zealand strongly supports the vision of ***Toi Ora, Tāngata Ora, Toi Ora, Whenua Ora*** (Healthy Māori Creativity, Healthy People, Healthy Māori Creativity, Healthy Environment) and the focus of having a thriving Ngā Toi Māori ‘powerhouse’ industry where:
 - **Ngā Toi Māori offers sustainable and well-paid careers**
 - there are **clear, safe, mātanga-led education and training pathways** for ākonga, ringatoi and practitioners to join a flourishing Ngā Toi Māori industry
 - **price models and healthy procurement processes are established and used** to support sustainable business models for ringatoi Māori
 - **interactions with Māori artists and practitioners are respectful and value the technical skill and mātauranga brought by mātanga toi** to the entire project scope and budget
 - **Ngā Toi Māori is available as a positive means of restoration and healing** (societal, environmental, cultural) with mātanga and ringatoi working across a range of sectors (e.g, arts and culture, education, health, economic development, tourism, justice, etc)
 - there is **support for regular wānanga for mātanga, ringatoi and ākonga** to convene, connect, share mātauranga and whakaaro to sustain and improve creative and professional practice.
9. Creative New Zealand is committed to working alongside Toi Mai, the wider Ngā Toi Māori sector, arts, culture, heritage, creativity, media, broadcasting and others to help achieve the vision.
10. We know how important ngā toi and the arts are to New Zealanders and the extent to which they are valued for their contribution to people’s wellbeing, identity and the economy, as seen most recently through our [New Zealanders and the Arts—Ko Aotearoa me ōna Toi research \(2023\)](#).
11. This research shows:
 - participation in the arts is at the highest level since we began surveying in 2005 – it has increased from 37 percent to 54 percent over this period, and attendance and positive attitudes are strong

- over 60 percent of New Zealanders agree that the arts help improve New Zealand society
 - 59 percent of New Zealanders believe that Ngā Toi Māori helps define who we are as New Zealanders (75 percent of Māori)
 - 31 percent of New Zealanders say Ngā Toi Māori improves how they feel about life in general (55 percent of Māori)
 - 92 percent of young people (10–14 years) want more involvement with an artform, a significant increase since 2020 (88 percent). The recent rise in desire for more involvement is largely driven by significant increases for visual arts (49 percent, up 7 points) and Ngā Toi Māori (18 percent, up 5 points).
12. Creative New Zealand’s collective research tells us that while the current arts funding system delivers well for the public, **it does less well for ringatoi and practitioners working in the sector**. Creative New Zealand is committed to working to ensure the arts can continue to play a vital role in improving the lives of New Zealanders and **improving the working conditions of the artists and arts practitioners** on which the public experience relies.

Creative New Zealand supports the recommendations and actions proposed in *Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora*

13. Creative New Zealand supports the six recommendations and actions (listed below) proposed in the Ngā Toi Māori Industry Development Plan to work with mātanga and ringatoi to retain, develop and disseminate Ngā Toi Māori knowledge and practices to ensure they thrive.

Wero 1: Remunerate Ngā Toi Māori ringatoi appropriately

Creative New Zealand strongly supports this recommendation and proposed Toi Mai actions to boost and track income for ringatoi:

- a) **Develop clear payment/pricing standards and models** (such as those provided by the [National Association for the Visual Arts](#) in Australia) to provide recommended benchmarks for fees and wages which can be used to inform negotiations between ringatoi and organisations, with recommended standards and conditions, including taxation and other allowances that:
- recognise the technical skill, experience, practice knowledge and mātauranga alongside tikanga, cultural and financial value of Māori artists work and contribution to commissioned projects
 - protect ringatoi IP and mātauranga Māori from misappropriation
 - support sustainable business models for ringatoi Māori.
- b) **Ensure Ngā Toi Māori industry and occupations are included in the ANZSIC and ANZSCO codes** and that Ngā Toi Māori and ringatoi are included in **wider research** into the New Zealand arts, culture, heritage, media, broadcasting, sport sector/ecology, working with agencies such as Manatū Taonga Ministry for Culture & Heritage, Creative New Zealand, and groups such as the Creative Industries Data and Insights Working Group,¹ to have **clear measures and evidence of Ngā Toi Māori occupations, output and the contribution of ringatoi to Aotearoa’s economy and wellbeing.**

¹ Including Manatū Taonga Ministry for Culture & Heritage, Ministry for Business, Innovation & Employment, Stats New Zealand, Tātaki Auckland Unlimited and Toi Mai.

- c) **Establish healthy procurement processes for Ngā Toi Māori** working with mātanga and industry experts in relevant disciplines through a pilot to prototype guidelines and remuneration standards for engaging Ngā Toi Māori artists.

Creative New Zealand will continue to:

- promote and support the implementation of our [Remuneration Policy for Artists and Arts Practitioners](#), including setting clear expectations of funding recipients in relation to fair remuneration, and provide resources to help the sector implement the policy.
- monitor creative practitioners' income levels and working practices through future iterations of the [Profile of Creative Professionals research](#) (conducted every three years)
- commission an [Arts Sector Summary Remuneration Report](#) providing up-to-date information on remuneration/pay packages, employment policies and practices for ringatoi, arts practitioners and administrators working as employees and contractors in the arts sector (conducted every two years).

Wero 2: Increase participation in Ngā Toi Māori education and improve access pathways post-secondary education for Māori

Creative New Zealand supports this recommendation and actions to improve access to Ngā Toi Māori post-secondary education for Māori including:

- a) **Establish an enduring sustainable fund to support alternative Ngā Toi Māori education models** (Tertiary Education Commission, Ministry of Education)

We note that the most successful Ngā Toi Māori education models we have seen have been developed and led by mātanga toi and senior, experienced Māori arts practitioners. Effective funding models are required to support mātanga and ringatoi **salaries and provide infrastructure required for accessible, culturally safe education environments and learning pathways** – where mātanga can teach and not also be required to support the development and maintenance of arts and education infrastructure.

- b) **Create accessible and culturally safe, multi-faceted education environments for Ngā Toi Māori**

A recommendation from the [Toi Ora Wānanga 2023](#) was to support the development of **centres of connection and excellence for Ngā Toi Māori** such as the Waka Centre of Excellence being developed by Kaupapa Waka mātanga.

These centres of excellence would be **mātanga-led with mātauranga Māori and community at the core of their operational model** and provide flexible and adaptive training with a **focus on learning and employment/enterprise opportunities** related to specific taonga tuku iho and artform practices. They would support mātanga to work with tauira to develop technical (artform and digital) and tikanga skills and competencies required.

Wero 3: Ensure and improve connectivity and investment in Ngā Toi Māori across our societal ecosystem – including health, education, taiao, commerce, justice and corrections

Creative New Zealand supports this recommendation and actions to:

- a) **Bring Government departments and agencies, mātanga, Māori-led arts organisations and collectives together to develop and support well-coordinated, inclusive Ngā Toi Māori activities or programmes that support increased positive outcomes in health, education, taiao, commerce and justice** and be accessible for tāngata whaikaha and turi

Māori. It would be helpful to support and involve mātanga from successful Ngā Toi Māori models that are making a significant difference in health, education, taiao, commerce and justice, to better understand how agencies can work most effectively to improve connectivity and investment in Ngā Toi Māori across government.

Creative New Zealand is working with Manatū Taonga and arts, culture, heritage, media, broadcasting and sport agencies to support the development of the **Cultural System Evidence Framework** that can provide evidence of the **contribution and value of Aotearoa's cultural system to our economy, society, wellbeing, environment, global connections, creativity and Te Ao Māori**. It would be great for Toi Mai to be involved in this work. Māori data and evidence from the Evidence Framework will also be helpful to provide baseline information to inform future work and investment.

Wero 4: Ensure that there is an increasing education offering of Ngā Toi Māori in Aotearoa

Creative New Zealand supports this recommendation and the actions:

- a) To work collaboratively with mātanga, Māori arts organisations and collectives, the Tertiary Education Commission and Ministry of Education to **identify education offerings for Ngā Toi Māori and develop Ngā Toi Māori qualifications (co-designed with mātanga toi)**, as well as where and how the education offerings should be provided.
- b) To **collect data and insights to identify and monitor changes in the Ngā Toi Māori landscape**: Creative New Zealand would be interested in working with Toi Mai and other arts, culture, heritage agencies included in the Māori Leadership Advisory Rōpū providing input into the Cultural System Evidence Framework to progress this work.

We note the importance of:

- ensuring an **increased education offering of Ngā Toi Māori, provided through primary and secondary education** in the New Zealand Curriculum and Te Marautanga o Aotearoa, **as well as post-secondary**, so that accessible pathways to learn about Toi Māori exist throughout New Zealanders' education and to **support more sustainable career options for ringatoi**
- **continuing programmes such as [Creatives in Schools](#)** that opened up creative pathways for students and supported them to gain confidence in te reo, mātauranga Māori and ngā toi Māori, while also developing other learning competencies and supporting the mental wellbeing of students and ākonga. This programme also affirmed the positive cultural identity of Māori students.

Wero 5: Tikanga of Ngā Toi Māori is understood

Creative New Zealand supports this recommendation, but we think that **focused work needs to be progressed to achieve this goal and improve awareness and value of taonga works and ensure culturally safe practices**.

Actions recommended under the **Wero of remunerating ringatoi appropriately**, such as the following, could make a significant difference in the way tikanga of toi Māori is understood, included in processes and valued.

- a) **Establishing healthy procurement processes for Ngā Toi Māori** working with mātanga and industry experts develop clear guidelines and remuneration standards for engaging Ngā Toi Māori artists

- b) **Developing clear payment/pricing standards and models** that provide:
- **benchmarks for fees and wages** that recognise the technical skill, experience, practice knowledge and mātauranga alongside tikanga, cultural and financial value of Māori artists work and contribution which can be used to inform negotiations between ringatoi and organisations,
 - **recommended standards and conditions** (eg, involvement of mātanga at the early design stage rather than finishing stages of commissioned projects)
 - **protect ringatoi IP and mātauranga Māori from misappropriation**
 - **support sustainable business models for ringatoi Māori.**

Wero 6: Create wānanga for mātanga Toi Māori

Creative New Zealand supports this recommendation and would like to be involved in wānanga with mātanga activated by Toi Mai to look at how to better support Kaitiakitanga (Māori stewardship) and Mana Whakahaere (Māori ownership).

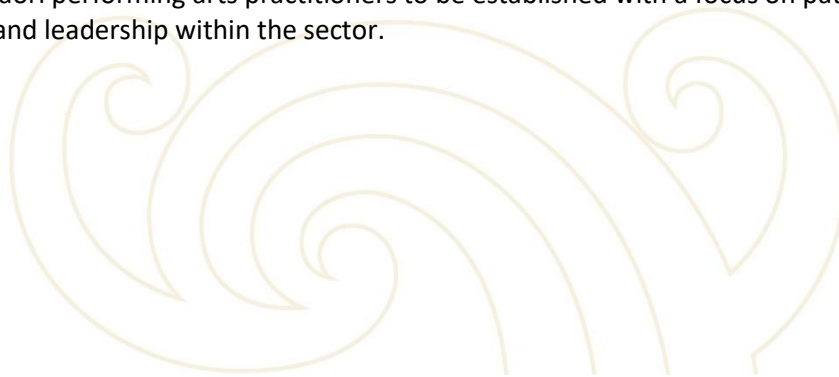
In the first instance, wānanga focused on delivering actions that mātanga have requested in the Industry Development Plan (e.g., procurement processes for Ngā Toi Māori, clear pricing models) may be helpful.

Creative New Zealand convened [Toi Ora 2023 wānanga](#), a national summit on ngā toi Māori in June 2023, involving mātanga and ringatoi from a range of Ngā Toi Māori disciplines and Māori-led arts organisations, such as Toi Māori Aotearoa and other Māori arts collectives. The wānanga also included and was supported by a number of Crown entities, including Manatū Taonga.

The Toi Ora Wānanga identified four key sector priorities; some that have strong alignment with feedback received from mātanga in the Industry Development Plan such as:

- a) the development of succession and intergenerational plans to build a strong and resilient toi Māori sector
- b) centres of connection and excellence to foster community, learning, creativity and enterprise based on mātauranga Māori, with tikanga core to the operational model
- c) Mana Māori Motuhake – the devolution of kaitiaki functions and powers to Māori and support for autonomy in decision-making to restore, care for, preserve and sustainably use natural resources for ngā toi and mātauranga Māori
- d) a stand-alone Māori arts agency to manage funding, establish Māori art collections and provide infrastructure to strengthen the toi Māori sector.

In terms of the development of ‘a nationally representative body that supports and advocates for Ngā Toi Māori’, included as an action under this recommendation, it should be noted that Creative New Zealand has also heard calls from key Māori performing arts organisations for a peak body for Māori performing arts practitioners to be established with a focus on pathways to employment and leadership within the sector.



Background on Creative New Zealand

14. Creative New Zealand is the national arts development agency of Aotearoa New Zealand, responsible for delivering government support for the arts. We're an autonomous Crown entity, first established as the Queen Elizabeth II Arts Council in 1964 and continued under the [Arts Council of New Zealand Toi Aotearoa Act 2014](#). Creative New Zealand's legislative purpose is *to encourage, promote, and support the arts in New Zealand for the benefit of all New Zealanders*.
15. Creative New Zealand receives funding through the New Zealand Lottery Grants Board Te Puna Tahua and Vote: Arts, Culture and Heritage. In 2023/24, Creative New Zealand **invested \$70 million in the arts**, supporting the sector through our funding, capability building, advocacy, leadership and partnering initiatives.
16. In previous years, our investment in Ngā Toi Māori has been between 21 – 25 percent of our total budget, for example: investment of \$17.1 million in ngā toi Māori from our total investment of \$68.1 million in 2022/23, \$14.9 million from a total of \$70 million in 2021/22 and \$17.1 million from a total of \$78 million in 2020/21.
17. Our long-term strategic direction to 2029, set out in our [Statement of Intent 2022–2026](#), identifies the outcomes we're seeking to achieve on behalf of all New Zealanders.
 - **Stronger arts**, as shown by:
 - High-quality New Zealand art is developed
 - New Zealand arts gain international success.
 - **Greater public engagement with the arts**, as shown by:
 - New Zealanders participate in the arts
 - New Zealanders experience high-quality arts.
 - **Stronger arts sector**, as shown by:
 - New Zealand's arts sector is resilient
 - New Zealand arts are valued and supported.
18. We contribute to achieving our outcomes and create value for New Zealanders, by delivering programmes in the following areas.
 - **Investing in the arts**, including providing funding to artists, arts practitioners and arts organisations.
 - **Developing the arts** through our capability building programme for artists, arts practitioners and arts organisations.
 - **Advocating for the arts**, to promote the value of the arts and empower the arts sector to make the case for the arts.
 - **Leadership in the arts**, to ensure the arts sector is well positioned collectively to respond to **change**.
 - **Partnering for the arts**, to develop reciprocal relationships and partnerships that increase the impact of our collective work for the arts.

Please feel free to contact us if you have any questions or if you wish to meet to discuss this submission further.

Ngā mihi nui ki a koutou katoa, nā



David Pannett

Senior Manager, Strategy & Engagement
Pou Whakahaere Matua, Rautaki me te Tūhono

