

Toi Ora Strategy 2025-2030 – Draft for consultation

Creative New Zealand's medium-term national strategy for ngā toi Māori, informed by the principle of 'by-for-with'.

Structure of the strategy

Toi Ora Strategy 2025-2030 (Draft) expands on one of the goals in *Tū Mai Rā, Toi Aotearoa*, Creative New Zealand's long-term strategy to 2040 DRAFT.

The moemoeā – vision has five goals. Each goal has priorities, which will inform our actions throughout the term of the strategy.

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.

Goal 1: Toi Taiao

Tiaki taiao (environmental guardianship) within ngā toi Māori practices is activated to protect and maintain mātauranga and respond to climate change.

Toi Taiao priorities

There are two priorities in this goal.

1. We'll 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.
2. 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.

Goal 2: Toi Tangata

Ringatoi Māori individual and collective relationships are strengthened, supported by strong ngā toi Māori communities and infrastructure.

Toi Tangata priorities

There are four priorities in this goal.

1. We'll work with and support the ngā toi Māori sector to convene for Māori-Crown engagements about the future of the arts and explore a potential independent Māori Arts Authority, building on the Toi Ora 2023 report.
2. 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.
3. 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.
4. We'll work with and support Māori to reverse the at-risk nature of critically endangered artforms.

Goal 3: Toi Ki Te Ao

Ringatoi Māori experience strong relationships and reciprocal opportunities with indigenous peoples around the world with a focus on the Pacific region, Asia, Canada, Norway, and South America.

Toi Ki Te Ao priorities

There are two priorities in this goal.

1. We'll grow markets and opportunities for ngā toi Māori to collaborate with other indigenous practitioners – locally, nationally and globally.
2. 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 and Culture (FestPAC) – major festival and annual programme.

Goal 4: Toi Tuia

Realise the *Toi Ora* moemoeā by partnering with government departments, the creative agency network, marae, hapū, iwi, and private sector organisations.

Toi Tuia priorities

There are four priorities in this goal.

1. We'll work to increase positive attitudes about ngā toi Māori through research, insights, storytelling and advocacy to encourage greater engagement and participation.
2. Working with the sector we'll explore the health of ngā toi Māori and act on its findings to enable artform development.
3. We'll prioritise meaningful partnership relationships and outcome delivery with our legacy partners and mana whenua, hapū and iwi.
4. Through strong relationships and shared vision, we will build collective support and increase funding for ngā toi Māori.

Goal 5: Toi Tuku

Creative New Zealand's *Te Kaupapa o Toi Aotearoa* organisation culture programme will guide the way we approach our work.

Toi Tuku priorities

There are three priorities in this goal.

1. Whakamana i te Tiriti – we'll give effect to Māori tino rangatiratanga and partnership aspirations embedded in Te Tiriti o Waitangi.
2. Tuku Rauemi – we'll empower and enable the communities we work with (including marae, hapū and iwi) to determine their futures through the devolution of funding and services.
3. Mana aki i te Tangata – we'll amplify reciprocity and wellbeing internally and externally.