

# Our Values in Practice



## Whanaungatanga

We build authentic and deep relationships based on shared values.

We nurture relationships so that they are enduring.

We want everyone whom we engage with to experience a strengthening of their connections.

We work collectively with others on the shared interests that connect us.

Building relationships and connections enables us to be more responsive to the needs and aspirations of the creative sector.

## Kaitiakitanga

We actively share knowledge, ideas and learning that can fuel the creative sector.

We see the resilience in the creative ecosystem and recognise our responsibility to strengthen it further.

We focus on learning because it gives us courage to keep disrupting and moving forwards with purpose.

We are thoughtful stewards of our resources, which may mean making bold decisions to grow our impact and build our long-term legacy.

## Manaakitanga

Our interactions with others are respectful, caring and nourishing.

We take care to enhance the wellbeing of our people, partners and communities.

We recognise the generosity shown to us and meet it with reciprocity.

We listen, host safe spaces for conversation and ensure diverse voices can be heard.

We are conscious that our work helps to advance equity.

## Kotahitanga

We lead in ways that bring others with us and creates shared purpose across the sector.

We use our voice to amplify the good work of others and to influence wider change when it's needed.

We look for collaborations that create exponential value.

We value innovation and disruption as tools that can positively shift conditions in ways that benefit the whole creative ecosystem.