



Te Whakawhirinaki Kete

A national hauora and wellness resource

Our kaupapa:

To nourish the hauora and wellbeing of the creative community in Aotearoa through the development of a curated and curatable online resource kete.

The challenges we are addressing and the conditions we're trying to influence:

The creative sector is often defined by its resilience – its ability to withstand and respond to uncertain conditions through creativity and innovation.

Whilst this resilience paradigm recognises the enormous strength and adaptability of artists, it maintains a culture of “getting by” and struggling through, and can value continuity and productivity over wellness and creative nourishment.

The impact of COVID-19 has amplified the conditions that maintain this culture of struggle. It has magnified the extent of the economic fragility that artists are operating in, the stresses and struggles that artists experience to make a living from their practice, and the impact this has on their overall hauora.

Although many artists and creatives share these pressures and experiences, there are few systems of support across the creative ecosystem specific to the arts community . Existing resources to support wellbeing are disjointed or not sufficiently grounded in the creative experience.

How we'll nourish hauora with our creative communities

The principles of our model:

Through Te Whakawhirinaki Kete we will research, develop and curate online resources that are accessible to anyone in need, whilst tailored to the creative community experience. This will help whānau navigate and strengthen their hauora and wellness needs.

The way that our kete will be developed and used is underpinned by three key principles:

Tikanga and Mātauranga Māori

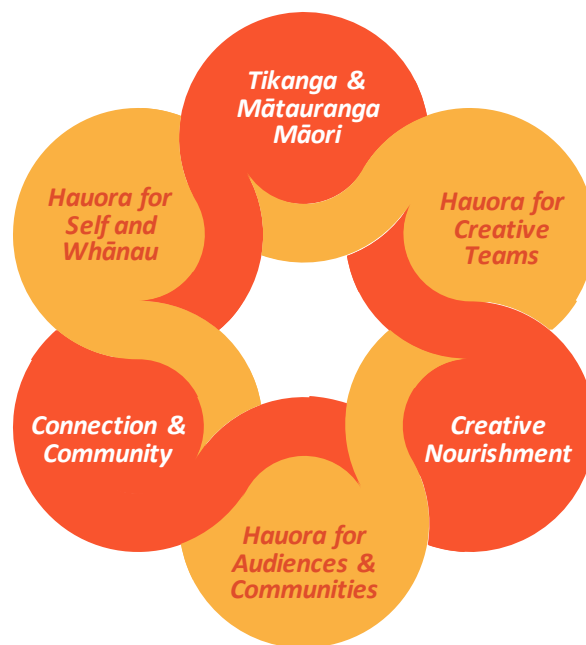
The way we engage and work the resources that we develop will be grounded in tikanga and matauranga Māori to help nourish cultural and spiritual wellbeing. Through these principles we understand the importance of balancing the many dimensions of being, that support hauora.

Creative Nourishment

Our resources whilst evidence-informed will embrace creative innovation and will be customised to engage the creative community. Our kete will reflect the diversity of Aotearoa's creative disciplines to proactively nourish creative wellness.

Connection and Community

Our kete will create space for connection across our creative communities. Our communities will be supported to connect and to access peer support. They will be able to share experiences, curate knowledge and help inform resources.



How hauora is nourished:

Our impact model reflects the connections between our individual wellbeing and the wellbeing of our whānau, our creative teams and practices, our collaborators, our audiences and, ultimately, our communities. We believe that by nourishing the hauora of the full creative landscape we weave wellness within and between each of these spaces.

We have identified outcome areas that we believe our kete can contribute towards and what we can track to demonstrate progress towards our model of hauora:

- We will strengthen the national evidence-base for creative wellbeing and hauora.
- We will create space for conversations about nourishment, creative wellbeing and hauora.
- We will develop a dynamic and creative culture around wellbeing in our sector.
- We will strengthen the ability of artists to self-determine their wellbeing needs and how to nourish them.
- We will help to build connections, unity and support systems across our creative ecosystem.
- We will encourage, manaakitanga, kotahitanga, joyful outlooks and flourishing hope .

Format and development

Structure:

The platform will be structured and aligned to principles or dimensions of hauora and combating lived experience discrimination, including:

- Whānau – with specific content areas for communities including Māori, Pasifika, LGBTQ
- Tinana (physical wellbeing)
- Hinengaro (mental wellbeing)
- Wairua (spiritual wellbeing)
- Katakata (laughter)
- Whakamana (uplifting)
- Kati! (Stop!)

Content:

- Published written content
- Downloadable written resources
- Instructive video content
- Educational videos
- Interactive private messaging
- Links to other resources and service providers
- Space for content sharing/curation

Development:

Te Whakawhirinaki Kete will be developed across four phases (12-months total). Each phase will add new content across different dimensions of hauora; as well as adding or iterating functionality based on testing, feedback and research.

The first development phase will act as a prototype and will be delivered regionally in Tāmaki Makaurau.

Each development phase will follow a development cycle of four stages – (1) research, (2) design, (3) delivery and (4) testing and review.

