

**A SHARED VISION FOR  
NGĀ TOI ADVOCACY  
IN TĀMAKI MAKĀURAU**

**A LIVING DOCUMENT  
UPDATED JUNE 2020**

# Background

## 1. COVID-19

COVID-19 has impacted deeply on the creative sector. Alongside the immediate impacts, the pandemic has created widespread uncertainty, highlighted the underlying fragility of the sector and amplified existing inequities.

There is a strong desire from the sector for collaborative advocacy to shift the systemic conditions and enable the creative sector to adapt, innovate and thrive.

Alongside this, there is the opportunity for the creative sector to become an integral part of the economic recovery in Aotearoa and support our collective wellbeing.

## 2. HE HUI TAUNAKI

In April, Te Taumata Toi-a-Iwi hosted an advocacy hui with a group of cross sector arts organisations. The aim was to identify current advocacy actions, discuss priorities and potential alignments and understand how these could be activated.

A second hui was held in May, with the intent of surfacing a shared advocacy vision, clarifying the scope and understanding the foundation for this mahi.

## 3. HE HUARAHI KI MUA

These initial hui identified a need to connect arts advocacy in Tāmaki Makaurau and ensure a higher visibility of the activity and actions being undertaken.

The following document captures the kōrero to date and offers a shared vision, guiding principles and proposed roadmap for collective advocacy in Tāmaki Makaurau.

To support this and continue the current momentum, ongoing advocacy hui provide a place for discussion and debate, and a platform to identify opportunities for aligned advocacy, lobbying, and influence.

# A Shared Vision

## WHAKATAUKĪ

Kotahi te aho ka whati,  
ki te kāpuia e kore e whati.  
Na “Kingi Tāwhiao”

One strand of flax is easy to break,  
but many joined together stand strong.  
King Tāwhiao

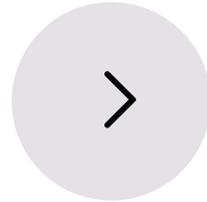
## KAUPAPA

To generate shared visions and action that nurture ngā toi - culture, creativity and the arts in Tāmaki Makaurau - and affirm their essential role in our past, present, and future.

## WERO

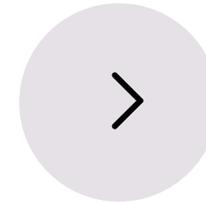
To ensure ngā toi me ngā kaimahi toi are an integral part of the recovery and renewal of Tāmaki Makaurau both now and into the future.

# Guiding Principles



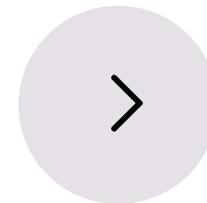
## Takapau

Weave together a strong foundation



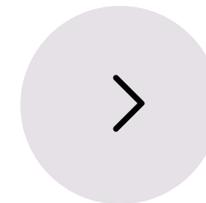
## Wero

Challenge the existing systems and structures



## Tauawhi

Embrace and support. Be inclusive in our process, our practice, and our language.



## Whakarahi

Amplify mahi toi – the work of artists, creatives and maker, and the impact within communities.

# Strategic Priorities

## 1. Connect and Unite

Current advocacy in Tāmaki Makaurau is fragmented and disconnected. There is a need to connect the creative sector and build a collective voice to advocate for change.

## 2. Evidence and Research

The value of ngā toi - culture, creativity and the arts - in Tāmaki Makaurau is not well understood or articulated. Major knowledge gaps exist and current knowledge privileges pākeha, middle class experience.

## 3. Equity and Inclusion

There is a need for systems change within the creative sector to address the inherent inequalities and create a fairer distribution of resources. And a need to understand the equity lens first across all levels – representation, access and inclusion.

## 4. Visibility and Profile

There is a lack of visibility of ngā toi, as well as a lack of visibility of the value and contribution that the sector makes to the economy and to our well-being.

## 5. Recovery and Rebuild

COVID-19 provides a specific window to establish ngā toi as part of the recovery and rebuild of Tāmaki Makaurau. This provides an opportunity to establish long-term sustainability for the sector.

## 6. Capacity and Resource

While the talent and creativity exist within the sector, few organisations or individuals have the resources or capacity to focus on advocacy.

## 7. Public Engagement

There is a need to engage the public within ngā toi advocacy. To shift the idea of what “art” is, who it is for, and to establish how “art” is an essential part of our everyday fabric of life.

# Contributors

This paper captures the kōrero from a series of advocacy hui held throughout 2020 and is intended to be a living document.

Our process and connection to Te Ao Māori, tikanga and te reo has been considered and respectful, we take guidance and are led by Te Taumata Toi-a-Iwi's Pou Hononga.

Contributors include...

Arts Foundation  
Arts Makers Aotearoa  
Auckland Arats Festival  
Auckland Council  
Auckland Live  
Auckland Writers Festival  
Circability  
Creative New Zealand  
Creative Thinking Project  
Lagi-Maama  
Taurima Vibes

Te Taumata Toi-a-Iwi  
Te Tuhi  
Te Uru  
The Basement  
The Big Idea  
University of Auckland  
Vunilagi Vou  
WeCreate  
Youth Arts New Zealand

# Glossary of terms

Our shared vision for ngā toi (the arts) advocacy in Tāmaki Makaurau is underpinned by Māori frameworks explained in this glossary. This hopefully will give readers the full essence and understanding of these expressions, which supports the intention of this framework.

**He hui taunaki:** A meeting to support, to recommend or to reinforce – it shows the meeting has a higher purpose rather than just for the sake of a meeting.

**He huarahu ki mua:** A pathway forward – there are many ways to get to where we are going, this is but one.

**Hui:** Gathering, meeting a space, time and opportunity to korero about the kaupapa and come up with a way forward together.

**Kōrero:** Discussion – meaningful engagement in the kaupapa where every voice is heard, and every voice is valued.

**Ngā kaimahi toi:** “practitioners of Art “

**Ngā toi:** This has become more commonly know as “The Arts” but toi o ngarangi was the 12 heavens and was the place where Māori knowledge was said to have come from.

**Takapau:** This is a a type of whariki (mat) that was used for chiefs this symbolises the importance of our kaupapa – and the need to elevate our kōrero.

**Tauawhi:** Means to embrace or support one another it means where all in this together.

**Wero:** The challenge.

**Whakarahi:** Means to enlarge, amplify the message of positivity about arts and its practitioners.