

Strategy Activation



Strategic priorities

Current landscape

What need/opportunity we're seeing

How we're responding

How our response aligns to strategy

Expected outcomes

What we'll achieve

Creative Conversations

The impact of COVID-19 across the creative sector has created unique opportunity and momentum for advocacy aimed at re-imagining arts sector funding systems.

There is opportunity to increase the visibility of the value of the arts to community wellbeing, and to develop clear messaging about what is needed and what will be effective to support sector recovery and revitalisation.

The strengthening of sector voices is creating potential for more inclusive and diverse sector alliances, and more active collaborative partnerships.

- We are continuing to convene the creative sector through Ngā Toi Advocacy Network, which will activate more joined-up advocacy activities via its advocacy roadmap.
- We supported the sector to engage with the Auckland Council emergency budget submissions process by providing guidance on key messaging.
- We are driving collaborative advocacy efforts on effective arts policy through an election event and direct engagement with Government ministers and officials.
- We are actively influencing cross-Council / CCO conversations about co-investment and future Auckland Council arts strategy (Toi Whitiki).
- We are facilitating the Regional Arts Organisations network to support cross-regional connectivity and joined-up advocacy at a national level.
- We are commencing new mechanisms for engagement with Māori and Asian communities in Tāmaki Makaurau to better understand needs and opportunities.
- We are co-hosting talanoa (online conversations) to create a platform for community knowledge sharing as part of the Moana Oceania research project.
- We are repeating our COVID-19 impact survey and developing a concurrent think piece that explores the pressures and possibilities of a post-pandemic future.

A stronger and more inclusive sector voice.

A stronger evidence base for sector needs.

More collaborative and tactical arts advocacy.

Enhanced conditions for systems change.

Increased readiness for collaboration.

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Creative Connections

Feedback from our stakeholders shows that convening, connecting and dot-joining across the sector are seen as essential activities and that the capacity of others to lead this work is limited, particularly in the wake of COVID-19.

Convening and collaboration will be key to supporting the types of joined-up advocacy needed to drive through system changes that will support a more vibrant and resilient creative sector.

COVID-19 has also had a significant financial impact on creative organisations and infrastructure. This is continuing to drive potential for shared spaces/creative hubs.

- We are continuing to explore opportunities for a central Auckland arts precinct with Auckland Live and Auckland Council.
- We are investing and engaging with the Pt Chevalier Social Enterprise Trust to explore the feasibility of the Carrington Project, which will explore the development of Unitec's Building One as a modern community, arts and wellbeing hub.
- We are continuing to build relationship with Toi Māori, Moana Oceania and Asian arts communities in order to strengthen connections across the Tāmaki Makaurau creative ecosystem.

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Creative Leaders Network

Creative sector leaders are integral to the success of advocacy efforts, sector partnerships and alliances, COVID-19 response efforts and leadership of a revitalised creative sector post-pandemic.

- We are working with ART Venture alumni to understand and scope the capacity development needs of creative leaders in the region, including leadership development.
- We are actively seeking to co-design capacity development opportunities with alumni and other sector leaders, and are exploring how we could invest (or co-invest) to prototype or deliver these.

More connected creative leaders.

A stronger sector voice.

A stronger evidence base for sector needs.

More tactical investment in capacity development.

More responsive sector capacity and capability support.

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Capacity for Impact

Feedback from our sector stakeholders shows the value of Te Taumata Toi-a-Iwi playing a regional leadership role in terms of connecting and convening, advocacy and the development of key strategic sector initiatives.

To deliver on this leadership role effectively it is vital that we increase our visibility and influence, build our capacity and reach, stay well connected to the sector and monitor our impact.

- We have developed a new Creative Catalyst role to expand our internal skills and capacity to develop and lead key strategic projects across the sector.
- We have expanded our Creative Network with new associates who give us the ability to expand our skills, knowledge base, relationships, capacity and reach.
- We have developed a new communications plan and rolled out new website and social media content to engage with our stakeholders.
- We have completed an evaluation of our activity across the 2019-20 financial year in order to track our progress and identify areas to strengthen our impact.

A stronger sector voice.

Strengthened connections across the creative ecosystem.

Enhanced conditions for systems change.

Creative Investment Partnerships

In response to COVID-19 there have been huge shifts across the funding landscape. These shifts include both a scaling-back of Auckland Council budgets as well as the development of new Government funding packages (to be administered by the Ministry for Culture and Heritage).

Influencing the shape of new funding policy will be key to ensuring that the Auckland sector's priority needs and aspirations are met.

Working to address funding inequities and ensure more joined-up systems of investment across local/central government and philanthropic sectors remains vital.

- We have developed an investment policy to outline our trust's approach and priorities.
- We are partnering with Auckland Council to develop a 'map' of the creative sector funding ecosystem. This will engage Auckland creative sector investors to identify trends in investment priorities, investment gaps/inequities, and potential opportunities for greater strategic alignment/co-investment.
- We are working through the Regional Arts Organisations network to influence new COVID-response funding policy.
- We have been developing strategic relationships with key sector investors across local government, central government and philanthropy; and are also exploring opportunities to develop cross-sector investment partnerships.

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