

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

**A LIVING DOCUMENT
UPDATED DECEMBER 2020**

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

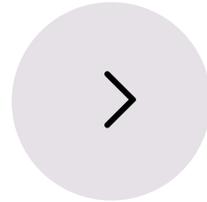
KAUPAPA

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

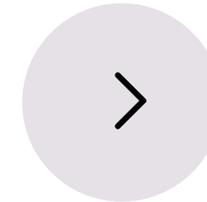
To ensure ngā toi me ngā kaimahi toi are an integral part of the recovery and renewal of Tāmaki Makaurau both now and into the future.

Guiding Principles



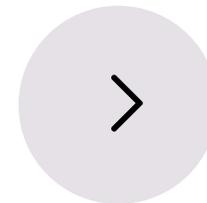
Takapau

Weave together a strong foundation



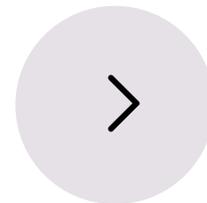
Wero

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. 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.

3. 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.

4. Recovery and Rebuild (Build Back Better)

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.

5. Visibility and Profile (Public Engagement)

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. There is a need to engage the public within advocacy - to shift the idea of what “art” is and who “art” is for. And establish how “art” is an essential part of the everyday fabric of life.

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.

Reimagining the Future - Advocacy Roadmap

December 2020

Strategic priorities	Current landscape What needs or opportunities are we seeing?	How could we respond?	Actions Completed in 2020 and focus areas for 2021	Expected outcomes What we'll achieve
<p>1. Connect & Unite</p>	<p>Current arts advocacy in Tāmaki Makaurau is disconnected and tends to be undertaken by individual organisations or sectors.</p> <p>There is a strong desire to connect the sector, build a collective vision/ voice and advocate for change.</p> <p>There is a need for coordination, organisation, convening, writing, evaluating, building shared agendas, leadership and resource sharing.</p>	<p>Establish an arts advocacy network in Tāmaki Makaurau to understand the advocacy work being undertaken, the current needs and opportunities for alignment.</p> <p>Hold regular hui to strengthen sector connections, identify a shared advocacy vision and create a collective advocacy movement.</p> <p>Create a 'home' for arts advocacy in Tāmaki Makaurau, potentially via an online platform.</p>	<p>COMPLETED IN 2020</p> <ul style="list-style-type: none"> • Ngā Toi Advocacy Network established • 8 x Ngā Toi Advocacy hui held • Identification of key barriers, needs and opportunities within the sector. • Creation of a shared vision and road map • Sector engagement with the Election Forum event • TTTAI established a regional funders network <p>FOCUS AREAS – SHORT TERM (2021 Q1-2)</p> <ul style="list-style-type: none"> • Engagement with key decision makers within Auckland Council (councillors & CCO boards) • Engagement with Manatū Taonga – MCH • Engagement with incoming Ministers • Engagement with Creative New Zealand • In-person event to bring the sector together • Create an online platform for advocacy mahi • Create a regular communication plan to network <p>FOCUS AREAS – MEDIUM TERM (2021 Q3 ON)</p> <ul style="list-style-type: none"> • Creation of a sector-led national body to advise ministries and government • Creation of a cross-party working group and/or a cross-ministry taskforce 	<p>Strengthen sector connections.</p> <p>Create a stronger sector voice.</p> <p>Develop a shared advocacy vision.</p>

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Strategic priorities	Current landscape What needs or opportunities are we seeing?	How could we respond?	Actions Completed in 2020 and focus areas for 2021	Expected outcomes What we'll achieve
2. Equity & Inclusion	<p>The need for systems change within the creative sector to address the inherent inequality and create a fairer distribution of resources.</p> <p>The need to understand the equity lens first, across all levels – representation, access and inclusion.</p>	<p>Ensure advocacy is representative of the diversity of Tāmaki Makaurau and that we make space for all voices at the table.</p> <p>Greater involvement of artists, creatives and makers in advisory capacities across local and central government.</p> <p>Amplification and support of Māori and Moana Oceania led advocacy.</p>	<p>COMPLETED IN 2020</p> <ul style="list-style-type: none"> Recognising and upholding different worldviews on ngā toi (E.g. “Arts” of Moana Oceania research project led by Lagi-Maama Academy and Consultancy). <p>FOCUS AREAS – SHORT TERM (2021 Q1-2)</p> <ul style="list-style-type: none"> Engage with Māori, Moana Oceania and Asian creatives to understand opportunities for connection and engagement. Increase representation in network – ensure Māori, Moana Oceania and Asian creatives are included, along with younger voices. 	<p>Greater representation, access and inclusion across the sector.</p>
3. Evidence & Research	<p>The value and roles culture, creativity and the arts in Tāmaki Makaurau is not understood or articulated.</p> <p>Major knowledge gaps exist and current knowledge privileges pākeha, middle class experience.</p>	<p>Gather data to understand the creative sector’s economic and wellbeing contribution in Tāmaki Makaurau.</p> <p>Undertake research to better understand the cultural context of the arts in Tāmaki Makaurau in order to inform advocacy actions.</p>	<p>COMPLETED IN 2020</p> <ul style="list-style-type: none"> Initial Evidence & Research working group hui “Arts” of Moana Oceania research project led by Lagi-Maama Academy and Consultancy. TTTAI & Auckland Council commissioned research on the funding ecosystem in Tāmaki Makaurau. <p>FOCUS AREAS – SHORT TERM (2021 Q1-2)</p> <ul style="list-style-type: none"> Establish Evidence & Research working group Research and data gathering to understand the value and contribution of ngā toi (both economic and well-being). TTTAI commissioned research to further understand the cultural context of ngā toi in Tāmaki Makaurau. 	<p>Clear evidence to support advocacy.</p>

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<p>4. Build Back Better</p>	<p>Government (local and central) needs guidance, support and pressure to increase leadership, investment and nurturing of culture, creativity and the arts to improve the wellbeing of all in Aotearoa.</p> <p>COVID-19 provides a specific window to establish arts, culture and creativity as part of the recovery and rebuild of Tāmaki Makaurau. Which then opens the door for long-term sustainability for the arts.</p> <p>The 2020 election provides a key opportunity to advocate and engage with the new government. While at a local level there is opportunity to engage with the Toi Whītikī review and the Long-Term Plan submission process.</p>	<p>Amplify creative sector response to COVID-19.</p> <p>Form strategic alliances within local and central government and with key media allies.</p> <p>Distribute ngā toi manifesto and/or an open letter to local and central government.</p> <p>Activate creative sector feedback to the Auckland Council Emergency Budget 2020/2021 and review of Toi Whītikī.</p> <p>Engage with Manatū Taonga, the Ministry for Culture and Heritage and contribute to the development of the Arts and Culture COVID Recovery Programme.</p>	<p>COMPLETED IN 2020</p> <ul style="list-style-type: none"> • Activation of creative sector feedback to the Auckland Council Emergency Budget 20/21 • Creation and distribution of the <i>Ngā Toi in Aotearoa – 2020 and beyond</i> • Produced <i>Shaping the Future of the Arts, Culture and Creative Sector - an election forum</i> <p>FOCUS AREAS – SHORT TERM (2021 Q1-2)</p> <ul style="list-style-type: none"> • Encourage and enable sector submissions to the Auckland Council 10-year Budget 2021-2031 (Long-term Plan) (consultation runs from 15 Feb – 15 Mar 21). • Engage with the review of Toi Whītikī – Auckland’s Arts and Culture Strategic Action Plan • Systems change – understand and identify what is needed to create investment that enables organisations and artists to flourish. What do we want the future to look like? • Ensure Toi Māori at the heart of every policy, vision and strategy <p>FOCUS AREAS – MEDIUM TERM (2021 Q3 ON)</p> <ul style="list-style-type: none"> • Undertake a review of government, council, sector, regional structures and ecosystems – to understand what is working, what is at the centre and what is missing. • Create a vision and a strategy for how culture and the arts shape the nation and deliver to council / government. • Address how the sector is funded (lotteries / Vote budget) 	<p>Culture, creativity and the arts play a central role in COVID-19 recovery and rebuild.</p> <p>Government (local and central) engagement and action on arts advocacy.</p>

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Strategic priorities	Current landscape What needs or opportunities are we seeing?	How could we respond?	Actions Completed in 2020 and focus areas for 2021	Expected outcomes What we'll achieve
5. Visibility & Profile	<p>Lack of visibility of the sector within the COVID-19 narrative, as well as a lack of visibility of the value and contribution of the creative sector (economic and wellbeing).</p> <p>There is a need to engage the public as a key audience for advocacy. To shift the idea of what “art” is and who it is for, how art is part of the everyday fabric of life, that art is essential.</p> <p>Engaging the public in the value of art is also a key part of lobbying to ministers and councilors to support the sector.</p>	<p>Communications plan to grow the profile of the arts and arts advocacy in Tāmaki Makaurau, steered around advocacy goals.</p> <p>Engaging with media champions of the arts to hero the role of arts in the widest context (e.g. how art is a part of “shovel ready” projects, contribution within the education and wellbeing spaces).</p> <p>Creative New Zealand’s Thankful for Art campaign</p>	<p>COMPLETED IN 2020</p> <ul style="list-style-type: none"> Media and social campaign alongside the Election Forum (The Big Idea and The Spinoff) Creative New Zealand’s <i>Thankful for Art</i> campaign <p>FOCUS AREAS – SHORT TERM (2021 Q1-2)</p> <ul style="list-style-type: none"> Further develop partnerships with key media advocates Undertake key events, including Auckland Arts Festival debate World Creativity and Innovation Week (15 – 21 April) <p>FOCUS AREAS – MEDIUM TERM (2021 Q3 ON)</p> <ul style="list-style-type: none"> Undertake a review of government, council, sector, regional structures and ecosystems – to understand what is working, what is at the centre and what is missing. Engage key spokespeople for different advocacy areas 	<p>Greater visibility and understanding of the sector.</p> <p>Increased public engagement and understanding of ngā toi.</p> <p>Growth of engagement from the general public in supporting sector advocacy activities.</p>
6. Capacity & Resource	<p>While the talent, creativity and people exist within the sector, few organisations or individuals have the resources available to focus on advocacy.</p>	<p>Engaging with philanthropy sector and key funders to build resource base for arts advocacy strategising and action.</p>	<p>FOCUS AREAS – SHORT TERM (2021 Q1-2)</p> <ul style="list-style-type: none"> Undertake conversations to understand the role of the Network as a resource for both local and central government agencies; a quick way to sector engagement. TTTAI hosting Creative Conversations with broader sector networks, (e.g. with ART Venture Alumni). <p>FOCUS AREAS – MEDIUM TERM (2021 Q3 ON)</p> <ul style="list-style-type: none"> Undertake conversations to understand the role of the Network for capability development. 	<p>Increased capacity, capability and resourcing for arts advocacy.</p> <p>Greater focus on wellbeing and hauora.</p> <p>Understanding of the opportunities for partnership within and across the Network.</p>

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...

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Auckland Tourism, Events and Economic Development
Auckland Writers Festival
Chromacon
Circability
Corbans Estate Arts Centre
Creative New Zealand
Creative Thinking Project
Basement Theatre
Lagi-Maama

New Zealand Comedy Trust
New Zealand Dance Company
Performing Arts Network of New Zealand
Taurima Vibes
Te Pou Theatre
Te Taumata Toi-a-Iwi
Te Tuhi
Te Uru
The Basement
The Big Idea
University of Auckland
Vunilagi Vou
Weaving Change
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.