



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

***A LIVING DOCUMENT  
UPDATED SEPTEMBER 2021***

# Background

## 1. COVID-19

COVID-19 continues to impact the arts, culture, and creative sector. The pandemic has created widespread uncertainty, highlighting the underlying fragility of the sector and amplifying existing inequities.

Collaborative advocacy is necessary to shift the systemic conditions and enable the creative sector to adapt, innovate and thrive.

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

## 2. HE HUI TAUNAKI

In April 2020 Te Taumata Toi-a-Iwi hosted an online 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.

The advocacy momentum has continued, and hui were held monthly throughout 2020 and into 2021. These have now become bi-monthly, as engagement now occurs via in-person and online events.

## 3. HE HUARAHI KI MUA

These hui have identified the 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 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

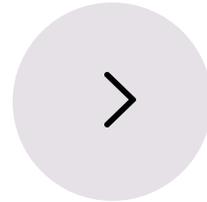
## KAUPAPA

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

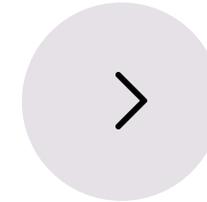
To ensure ngā toi me ngā kaimahi toi are an integral part of the recovery and renewal of Tāmaki Makaurau both now and into the future.

# Guiding Principles



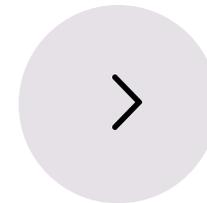
## Takapau

Weave together a strong foundation



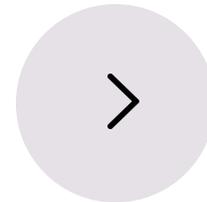
## Wero

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 makers, and the impact within communities.

# *Strategic Priorities*

## **1. Connect and Unite**

There is a need to continue to build a collective voice to advocate for change. Current infrastructure needs to be shifted to support more joined-up collaboration across the sector at large.

## **2. Equity and Inclusion**

We want to see strategic systems change to address the inequalities and create a fairer distribution of resources. We need to understand the equity lens across all levels – representation, access and inclusion.

## **3. Evidence and Research**

The value of ngā toi - culture, creativity and the arts - in Tāmaki Makaurau needs to be better understood and articulated. Major knowledge gaps persist and current knowledge centres a pākeha world view. The lived experiences and stories of all our communities need to be amplified, known, and celebrated.

## **4. Recovery and Rebuild (Build Back Better)**

COVID-19 provides a specific window to establish ngā toi as part of the continued recovery and rebuild of Tāmaki Makaurau. We see an opportunity to establish long-term sustainability for the sector in this region and nationally.

## **5. Visibility and Profile (Public Engagement)**

We see the value and contribution the sector makes to the economy and our collective wellbeing. We want to engage the public within advocacy - to shift the idea of what “art” is and who “art” is for. “Art” is an essential part of the everyday fabric of life.

## **6. Capacity and Resource**

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

# Context and Roles

The rōpū grows, shifts, and changes depending on where the energy is. While there is no requirement to attend hui, and no official membership, we ask people in the Network to advocate from where they are in the system. Long-term transformation cannot be the responsibility of creatives alone. Arts and culture agencies, institutions, and ecosystem organisations need to actively participate in advocacy, working in partnership.

## Te Taumata Toi-a-Iwi role

- Provides administrative, resource, and backbone support
- Convener, connector, listener, driver, activator
- Enacts advocacy initiatives either with or on behalf of the Network
- Conduit and bridge between the sector and local / central government

## Who makes up the Network and what is its potential?

- A collective / container for change that is representative and cross-sectoral
- Important roles for the network are to support thought leadership, be radical and provocative, promote diverse voices and be inclusive
- Made up of activators, changers-makers, enablers, policy makers, and sector leaders; aspirational goal of being truly representative of the region's sector

## How does the Network operate and how might it grow?

- Has a kaupapa that is agile, flexible, and fluid
- Developmental approach with an inclusive process
- Region-based (Tāmaki Makaurau)
- Action focused

## What is the “ask” of the Network?

- Supports advocacy by throwing their mana behind projects
- Lends their experience, knowledge and connections
- Shares and amplifies advocacy actions
- Offers a place for testing; as an ideation group and as a sounding board
- Acts as a touchstone for identifying key issues, provides inclusive feedback and direction as to what and where to focus advocacy
- Is willing to be a working group around specific calls to action, a group that will mobilise around key issues
- Supports and partners with resources when and where possible

## Ongoing questions

- How do we develop inclusive ways of operating to enable action?
- What actions / mechanisms will best support our goal for systems change?
- What areas do we need to focus on for short, medium, and long term impact?

# What we did in 2020

Ngā Toi Advocacy Network were instrumental in advancing advocacy for the cultural, arts and creative sector across 2020. The COVID environment, alongside an election year, provided a unique opportunity to connect the sector and undertake important advocacy responses.

Advocacy actions in 2020 include:

## 1. Advocacy Needs and Opportunities

- Definition of key barriers, needs, and opportunities within the sector to inform advocacy mahi.

## 2. Shared Vision

- The creation of a shared vision, guiding principles and roadmap for collective advocacy in Tāmaki Makaurau.

## 3. Auckland Council Emergency Budget 2020/2021

- Utilising and sharing with the wider creative community a template submission to Auckland Council regarding the Emergency Budget 2020/2021.

## 4. Ngā Toi in Aotearoa – 2020 and beyond

- Supporting the creation of [Ngā Toi in Aotearoa – 2020 and beyond](#), a submission used to brief arts spokespeople as a part of the election forum.
- This submission was also designed to guide political parties on their arts and culture policies ahead of the election. It was sent to arts, culture and heritage spokespeople, party leaders, and party policy directors.
- Signing and endorsing [Ngā Toi in Aotearoa – 2020 and beyond](#)

## 5. Arts, Culture and Creative Sector Election Forum

- Informing and designing the brief for [Shaping the future of the arts, culture, and creative sector – an election forum](#).
- Attending, sharing, and commenting on the forum live stream.
- Attending a face to face debrief on the election forum and offering ideas for the next stages of advocacy. Hosted in partnership with Auckland Live, The Big Idea, and The Spinoff.

# The road so far, 2021

Across 2021, Ngā Toi Advocacy Network have continued to shape the cultural, arts and creative sector advocacy movement. Until August 2021, Aotearoa was relatively COVID free. The August 2021 outbreak has proven that the environment remains precarious for a sector that must constantly respond and recover.

Advocacy actions in 2021 include:

## 1. Advocacy Needs and Opportunities

- Continuing to define key barriers, needs, and opportunities within the sector to inform advocacy mahi. Updating our shared vision, guiding principles and roadmap for collective advocacy in Tāmaki Makaurau. Working in response to events and areas of focus.

## 2. Speaker series

- Curating a speaker series that sees different practitioners discuss different themes, challenges, and ideas at each Ngā Toi Advocacy Network hui.
- Speakers have included Rosabel Tan, Amber Curreen, Eynon Delamere, Shona McElroy, Nigel Borell, Ema Tavola, Huia O'Sullivan and Rose Hiha-Agnew.
- Our May hui with Nigel and Ema was held in-person in partnership with Te Pou Theatre. We are planning to hold our last hui of 2021 in-person in November in partnership with Auckland Live, alert levels permitting.
- There is strong interest in decolonising work in the arts, including in governance and operational structures, practices and resources.

## 3. Auckland Council Long Term Plan 2021-2031

- Utilising and sharing with the wider creative community a template submission to Auckland Council regarding their Auckland Council Recovery Budget as part of their Long Term Plan 2021-2031.

## 4. Are The Arts Essential?

- On 16th March 2021, Te Taumata, alongside the Ngā Toi Advocacy Network, partnered on a debate as a part of the Auckland Arts Festival, with Auckland Live. The topic was [Are the Arts Essential?](#)
- Pre-debate, Te Taumata commissioned Rosabel Tan to research and write [We can build a new utopia: Reimagining the post-Covid ngā toi arts and culture sector in Aotearoa](#). This think piece contained a series of interviews that has shaped the basis for understanding the current barriers and opportunities within the sector in Tāmaki Makaurau.

# Looking ahead, 2021 and beyond

Advocacy is a long game. While there is still more mahi to do in 2021 we also look to what lies ahead in 2022 and what actions can be taken to support a ngā toi advocacy movement across Tāmaki Makaurau.

Areas of focus 2022:

## 1. Advocacy Needs and Opportunities

- Continuing to define key barriers, needs, and opportunities within the sector to inform advocacy mahi. Updating our shared vision, guiding principles and roadmap for collective advocacy in Tāmaki Makaurau. Working in response to events and areas of focus.
- Engagement with Auckland Council and government, Māori leadership and representation, arts education (STEAM not STEM), a national strategy, governance, influencing funding and investment and promoting the essential role of arts and creativity are considered next priorities for advocacy.

## 2. Key actions and key messages

- A survey held in June 2021 saw the Network call for creation of formalised advocacy statements, as well as corresponding key messages and actions and practical offerings around advocacy (case studies, resources)
- Before the August 2021 COVID outbreak, we planned to host a Network summit in November to explore and workshop three focus areas, as well as any corresponding key messages and tools, to campaign on in 2022. These advocacy tools and resources would be designed to be shared and amplified across the Network's communities to support a growing movement.
- Due to current uncertainties, we are now looking to host the summit in 2022.

## 3. Manatū Taonga – Ministry of Culture and Heritage

- As the Ministry continues to roll out its Cultural Sector Regeneration Fund, there are opportunities for engagement and collaboration in the Tāmaki Makaurau region. Specific streams include capability and innovation funds.

## 4. Auckland Council Elections 2022

- 2022 will see local elections take place across the country. For Auckland, this includes the election of the mayor, councillors, and local board members.
- The Network has an opportunity to engage in the region's local politics, specifically where leadership, policy, decision-making and local governance impacts the sector and the public.
- There is opportunity to host an event, much like the national election forum hosted by Te Taumata and the Network in 2020. Such events help to create awareness of the value arts, culture, and creativity in wider public discourse.

# Contributors

This paper captures the kōrero from a series of advocacy hui held throughout 2020 and 2021 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 Access Aotearoa  
Arts Foundation  
Arts Makers Aotearoa  
Artspace Aotearoa  
Artweek Auckland  
Auckland Arts Festival  
Auckland Council  
Auckland Live  
Auckland Theatre Company  
Auckland Tourism, Events and Economic Development  
Auckland University of Technology  
Auckland Writers Festival  
Basement Theatre  
Centre for Social Impact  
Chromacon

Circability  
Corbans Estate Arts Centre  
Creative New Zealand  
Creative Thinking Project  
Depot Artspace  
Foundation North  
Lagi-Maama  
New Zealand Comedy Trust  
New Zealand Dance Company  
New Zealand Writers' Guild  
Ngā Rangatahitoa  
Performing Arts Network of New Zealand  
Q Theatre  
Taurima Vibes  
Tautai Pacific Arts Trust

Te Ora Auaha  
Te Pou Theatre  
Te Taumata Toi-a-Iwi  
Te Tuhi  
Te Uru  
The Big Idea  
The Crescendo Trust of Aotearoa  
The Open Fort  
University of Auckland  
Vunilagi Vou  
Weaving Change  
WeCreate  
Women in Film and Television New Zealand  
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 kōrero 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 known 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 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.