

Te Manawa

Leading transformational change
for Ngā Toi Māori in the creative
sector in Tāmaki Makaurau

Prepared by Te Taumata Toi-a-Iwi
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Karakia

Manawa mai te mauri nuku
Manawa mai te mauri rangi
Te mauri ka whakapiki
Te mauri ka whakake
Te mauri o te toi-o-nga-rangi
Te mauri o ēnei tāura
Te mauri o ēnei tauira
Te mauri ka puta ki te whaiao marama
Uhi wero tau ana mai te mauri
Haumi e, Hui e, Taiki e

Mihi

He hōnore, he kororia, ki te Atua he maungarongo ki te whenua he whakaaro pai ki ngā tāngata katoa.
Me whakahōnore i a Kingi Tuheitia, te pouherenga o ngā waka i te ao Māori.
Ka mihi hoki ki tona hoa rangatira me te kāhui ariki nui tonu, pai mārire ki a rātou.
He mihi ka tika ki a rātou katoa kua mene atu ki te pō, ki te hunga i para i te huarahi mō tātou katoa o te ao kōmiro nei, Haere, haere, hoki atu ra ki Hawaiki nui, Hawaiki roa, Hawaiki pāmamao ki te Hono-i-Wairua, ki reira okioki ai. Kāti rā, ki a tātou te hunga ora, te waihotanga mai o rātou mā, tēnā tātou katoa.
Tēnei te mihi, tēnei te tono mai ngā mātāpuputu o te ao toi, ki ngā mātātatahi o te ao toi, o Tāmaki Makaurau.
Tēnei tono he kaupapa ki te whakarauora, ki te whakahohe ngā ringa toi Māori o Tāmaki Makaurau, Tāmaki hereherengā tāngata.
I roto te kōrero o Kingi Tawhiao “Ki te kahore he whakakitenga ka ngaro te iwi”.
Heoi ano ko te manako i kitea nei e koutou te hua, te Kōingo i roto i tēnei tono, mai ngā kaitoi o Tāmaki, Heoi ano tihei uriuri, tihei nakonako, tihei ki te whaiao ki te ao marama.

Tihei Mauriora.

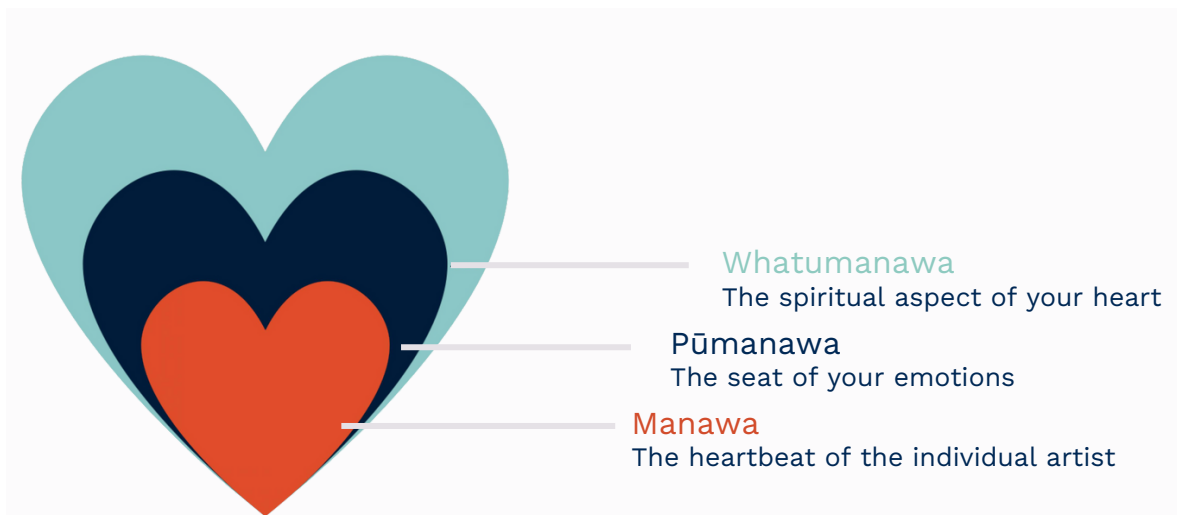


He Ara Hou

He kokonga whare e kitea, he kokonga ngākau e kore e kitea.

Te Manawa is a Māori artist-led collective leading transformational change in the creative sector in Tāmaki Makaurau.

Te Manawa in this context represents the beating heart of Ngā Toi Māori in Tāmaki Makaurau. This is best characterised by the three hearts, Manawa, Pūmanawa and Whatumanawa, as illustrated in the model below.



Te Wero

- Covid-19 has deepened inequities and magnified the imbalance of both power and opportunities for Māori artists in Tāmaki Makaurau.
- Extended lockdowns have led to varying levels of hardship and an impact on hauora, with limited access to support for Māori artists.
- Artists are disconnected, fragmented and currently operate in silos.
- There is a lack of intergenerational connections to enable transfer of mātauranga between kaumatua, pakeke, rangatahi, tamariki / whanau, hapu, iwi and marae.

Te Āheinga: A thriving Ngā Toi Māori sector in Tāmaki Makaurau

Te Manawa offers a collective way forward that unifies, advocates and enables system change by:

- Activating tino rangatiratanga for the Toi Māori sector in Tāmaki Makaurau.
- Developing new sustainable and regenerative pathways for the Toi Māori sector, designed by, with, and for Māori.
- Enabling connection, collaboration and the intergenerational transfer of mātauranga.



Te Hihiringa

Understanding the Need

Te Taumata Toi-a-Iwi is Auckland's Arts Regional Trust. Te Taumata contributes to the development of the arts and culture ecosystem that makes Tāmaki Makaurau a city alive with creativity.

Te Taumata is largely sectoral in focus and a key strategic priority is support of Māori-led development of Ngā Toi Māori networks, capability and infrastructure. This mahi is led by Pou Hononga Eynon Delamere (Te Whānau-ā-Apanui, Ngāi Tahu, Ngāti Rongomai and Whakatōhea) and Toi Māori Lead Chantelle Whaiapu (Te Rarawa, Te Aupouri, Ngāti Raukawa).

In 2021 Eynon Delamere and Chantelle Whaiapu initiated a series of facilitated conversations with Māori artists to gain a snapshot of Māori arts and the Toi Māori sector in Tāmaki Makaurau.

Two key questions underpinned the conversations:

1. Is there a Māori arts sector in Tāmaki Makaurau and what does that look like?
2. What support do Māori artists and arts organisations in Tāmaki Makaurau need?

Alongside the conversation series, a reference group of Māori artists was formed to test ideas and themes as they arose, and peer review the direction of this work. This group was a reflection of intergenerational expertise in the Māori art sector across multiple genres and consisted of independent practitioners, sole traders, creative businesses, not-for-profit organisations and artist collectives.

The insights gathered determined outcomes and identified solutions that informed the development of Te Manawa - a by Māori for Māori approach to strengthen the skills, talent expertise of and opportunities for Māori artists and develop a thriving connected Toi Māori sector in the region.

What We Heard

Tāmaki Makaurau, Tāmaki Makaurau herehere i ngā tangata

- Covid-19 continues to highlight the deepening inequalities that Māori face and has magnified the imbalance of power and opportunities for Māori artists within the wider arts and creative sectors, perpetuated by the current systems of funding, investment and support.
- Many respondents talked openly about their mental health and other underlying issues, both within and post the Covid-19 lockdown periods.
- There was a strong call for rangatiratanga, as participants believe that only a by Māori, for Māori approach can start to address the inequities in the current system.
- This engagement highlighted the decline of the Māori arts sector following the amalgamation of the seven cities into the supercity in 2010. The merger has seen most resources centralised, a loss of local creative identity and the position of Māori arts and artists, all of which impacted on the collective presence and wellbeing of the Toi Māori sector in Tāmaki Makaurau.



What We Heard

“

Māori collective wellbeing is integral to the health of the Ngā Toi Māori sector.

”

“

Take others on the creative journey - it's important to the mauri of the sector.

”

“

Its hard to have a Māori sector in Tāmaki Makaurau when we're all competing for the same putea.

”

“

It seems that all the funding tends to go to all those whom are what I call tohunga or experienced artists and there is nothing left to nurture those whom come through.

”

“

We're the culture shapers, producers who can shape the future.

”

Emerging Themes

The following themes draw from the insights shared by Māori artists and identify the key changes needed to enable a thriving Ngā Toi Māori sector in Tāmaki Makaurau.



Te Aumangea: A focus on wellbeing and resilience for Māori practitioners.



Tino Rangatiratanga: Self-determination and autonomy for Māori in the creative sector.



Taunaki: Robust and coordinated advocacy of, by and for Māori artists in Tāmaki Makaurau.



Mana Taurite: Equity for Māori in the funding and investment system, particularly within local and central government.



Te Whanaketanga: New sustainable and regenerative pathways for the Ngā Toi Māori sector, designed by, with, and for Māori.



Ngā Mahi Tūturu: Increased access for Māori artists to development opportunities and support systems to enable sustainable careers.



Te Rapunga

Te Manawa Approach

Te Manawa offers a collective way forward that unifies, advocates and activates system change for Māori artists in Tāmaki Makaurau.

Tikanga	Whakamarama	In Practice	Outcome
Manawa	The heartbeat of the individual artist	The support, advocacy and advice needed to keep individual artist's energised and uplifted.	Hauora: The artist is balanced, their creative practice is sustainable and resilient.
Pūmanawa	The seat of the emotions	When individual artists' wellbeing is settled or tau then the sector will also be strong.	Hononga: A more connected, collaborative, thriving and visible Māori creative sector.
Whatumanawa	The spiritual aspect of your heart	The connections that move artist's into a higher realm - everything is in harmony and all hearts align.	Tino rangatiratanga: Transformational change is happening within the creative sector of Tamaki Makaurau.

Ngā Whanonga Pono

RANGATIRATANGA We recognise and respect the individual autonomy of each Māori artist and Māori arts organisations. We respect each other as partners and therefore value each other's aspirations, positions, roles and expertise. We will come together to foster and develop a Toi Māori infrastructure in Tāmaki Makaurau.	MANAAKITANGA Everything we do will be about mana enhancing processes. We will open up brave conversations and encourage artists to work collaboratively, support one another, communicate clearly and challenge respectfully.
MANA RITE Everyone's voice is valid and no one's voice shall be louder or have more weight than the other. Mā te tuakana te teina e tōtika, mā te teina te tuakana e tōtika.	AUAHATANGA We will focus on creativity and innovation to achieve better outcomes for the Māori arts sector utilising old fashion methods kanohi ki te kanohi and exploring new technologies.



Te Whainga

The establishment of Te Manawa will support Māori artists to grow and strengthen their capabilities enabling the Toi Māori sector to thrive in Tamaki Makaurau.

Te Manawa is a by Māori for Māori solutions approach that is guided by mātauranga Māori and indigenous practices, knowledge and ways of being. Supported by Te Taumata Toi-a-Iwi, Te Manawa is a kaupapa Māori collective, led and staffed by Māori, and supported by Māori businesses and services. By creating opportunities for Māori artists, we are ensuring all investment into Te Manawa benefits Māori and importantly remains in the Māori economy.

We will deliver on this offer through the following activities:

1. Rangatiratanga - Rapunga

Research, co-design and develop a new innovative Māori governance and leadership model centered in Te Ao Māori and drawing on mātauranga Māori practices and tikanga.

2. Auahatanga - Tūāpapa

A focus on creativity and innovation to achieve better outcomes for the Toi Māori sector utilising kanohi-ki-te-kanohi and other technologies. A core component will be to establish a kaupapa Māori 'hub' to create an agile foundation for this mahi. Within this 'hub' we will establish an 'tūāpapa' online directory of Māori artists and provide tools and resources to enable the pursuit of creative, economic, cultural and social opportunities. The online platform will promote artists' experiences, stories and content aimed to build their resilience, wellbeing, inspire their practice and support the transmission of mātauranga. Artists will register for free for the directory.

3. Manaakitanga - Hononga

Connecting artists to people, organisations and services that offer a range of support to empower practitioners and build sustainability and resilience. The initial programme will focus on three core areas that will be activated throughout the year:

- Wellbeing initiatives.
- Economic development workshops, bespoke advisory sessions and project opportunities.
- Cultural/social initiatives, that include an annual artist led wananga.

A key part of all offerings will be tuakana/teina opportunities between senior established artists and emerging artists to enable the transmission of intergenerational mātauranga.

Connections and support will be offered in a variety of forms (online/ kanohi-ki-te-kanohi, bespoke/ universal) and will respond to the self-identified needs of the Toi Māori sector.



4. Mana rite – Amplify Māori Artist Voices

Amplifying and promoting the stories, experiences of the artists and the opportunities for the Toi Māori sector. Te Manawa will provide digital, communication and marketing support to Toi Māori artists in the region.

5. Haututanga – Leadership & Advocacy

A strong Māori leadership voice in the sector influencing policies and strategies, particularly those that ensure greater equity for Māori artists and the Toi Māori sector in Tāmaki Makaurau.

Whakatepe

Te Manawa will elevate the arts and creativity of Māori in Tāmaki Makaurau by harnessing and building on the energy, passion, and innovation of the Toi Māori sector.

Te Manawa will;

1. Support the wellbeing and development of Māori creatives in Tāmaki, not only in their practice but increase their income through arts.
2. Lead system transformation from a Māori perspective and correct the imbalance of power in the current creative ecosystem.
3. Lay a foundation for a strong Māori sector in Tāmaki Makaurau, which can contribute nationally to the development of arts in Aotearoa.

Tē oranga tonutanga o ngā toi
Māori o Tāmaki Makaurau i
roto i ō ringaringa

The continued wellbeing of
Māori arts in Tāmaki
Makaurau is in our hands



Te Taumata
Toi-a-Iwi