Moemoeā – Our Vision
Ngā toi Māori is visible everywhere and highly valued, as part of New Zealand’s distinct identity, which is admired globally.

Joining with others
Partnering with Crown organisations and leading cultural agencies
Working together to co-create an ecosystem that supports ngā toi Māori.

Effecting change ourselves
Advancing ngā toi Māori practice development
Strengthening ngā toi Māori and ngā toi Māori practitioners’ reputation for excellence.

HOW WE’LL KNOW IF WE ARE SUCCESSFUL
These poutama reflect our progress, working in partnership with others, towards reaching our vision.

Increasing public engagement with ngā toi Māori
Promoting engagement, access and visibility.

Building a stronger sector to advance ngā toi Māori aspirations
Developing the sector’s support for ngā toi Māori and mātauranga Māori.

Seamless sector delivering to ngā toi Māori outcomes
Greater collaboration across Crown organisations and leading cultural agencies
Results give confidence for increased collaboration
Crown organisations and leading cultural agencies commit to collaborative work

More Māori practitioners working across the arts
Opportunities for career/practice progression and capability building
Wider range of work and career development opportunities at home and abroad
More opportunities for ngā toi Māori career and practice development

All New Zealanders experience ngā toi Māori
New Māori infrastructure models emerge and are supported to grow participation and experiences
Communities outside the main centres have access to ngā toi Māori
More opportunities to experience ngā toi Māori

The arts sector champions ngā toi Māori and mātauranga Māori
The public perceives the wider arts sector as champions of ngā toi Māori
The arts sector increases support for ngā toi Māori outcomes
The arts sector practically supports ngā toi Māori and mātauranga Māori

You can read our full Māori arts strategy, Te Hā o ngā Toi, on our website at www.creativenz.govt.nz/maori-arts-strategy
Te Hā o ngā Toi

Māori Arts Strategy 2019-2024

WHAT WILL I SEE?

If you’re a Crown organisation or cultural agency...
You’ll see an open invite from Creative New Zealand Toi Aotearoa to join us as we implement Te Hā o ngā Toi to drive a shared agenda to advance ngā toi Māori.

If you’re an arts organisation we currently fund...
You’ll see Creative New Zealand Toi Aotearoa working with you to share more examples of good practice, promotion, support and advocacy for ngā toi Māori, and more opportunities to get involved in the design of our new programmes.

If you’re someone who wants to experience ngā Toi Māori...
You’ll see more ngā toi Māori content and opportunities to experience ngā toi Māori across the country, especially outside of the main centres.

If you’re a ngā Toi Māori artist...
You’ll see more money and support available from Creative New Zealand Toi Aotearoa to help advance your ngā toi Māori practice, and more opportunities to get involved in the design of new initiatives.

About Us

Creative New Zealand encourages, promotes and supports the arts in New Zealand for the benefit of all New Zealanders through funding, capability building, our international programme and advocacy.

The Arts Council is responsible for setting Creative New Zealand’s organisational strategy, including Te Hā o ngā Toi. The Arts Council consists of members appointed by the Minister for Arts, Culture and Heritage.

In developing Te Hā o ngā Toi, the Arts Council was guided by the members of Te Komiti Māori:
- Suzanne Ellison (Kai Tahu and Te Atiawa)
- Professor Taiarahia Black (Ngāi Tūhoe, Ngāti Tūwharetoa and Te Whānau-ā-Apanui)
- Dean Whiting (Te Whānau-ā-Apanui)
- Karl Johnstone (Rongowhakaata, Te Aitanga-ā-Mahaki and Ngāi Tāmanuhi)

Cover: Kotahi, Atamira Dance Company. Photo: Charles Howell

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