

Te Taumata Toi-a-Iwi

Arts Regional Trust

Thursday 27 March

Te Pūaha o te Ako

Where our name, Te Taumata Toi-a-Iwi, comes from

Our name references the many summits of Tāmaki Makaurau, the volcanic cones that define our region, and the vantage points on which we stand to see our world.

Metaphorically, taumata references the aspirations of our artists, and the landscape of support which enables the creative activities of our communities.

Te Pūaha o te Ako

A new direction

“The strategic decision we made was to move from supporting individual development and activities through grants, to investing in sector development. We want to build a clearer understanding of the sector’s needs and encourage a strategic and collaborative response to those needs.”

Heta Hudson

Ngāti Awa, Tūhoe, Whakatōhea, Ngāi Tai

Whāia te toi huarewa o te auahatanga, hei kete toitoi manawa mō Tāmaki Makaurau

Seek the pathway of creativity as a kete of inspiration for Auckland

Te Pūaha o te Ako

Key areas of activity

Supporting the
development of
Tāmaki Makaurau
arts and culture
ecosystem:



Ngā Toi Māori development
and centering te ao Māori



Visioning, tactical leadership
and advocacy



Funding equity and access



Regional creative sector
development infrastructure

Te Pūaha o te Ako

Commitment to Māori

We are embarking on a journey to build an organisation with genuine commitment to decolonisation, indigeneity, and mātauranga Māori, weaving Māori culture, values and language into the fabric of the organisation and within the way we go about our business.'

Te Pūaha o te Ako

Te Manawa



Te Pūaha o te Ako

Shaping our communications

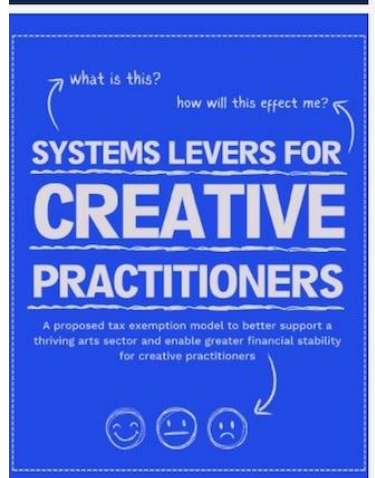
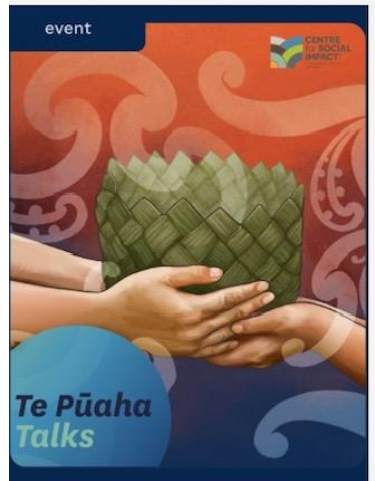
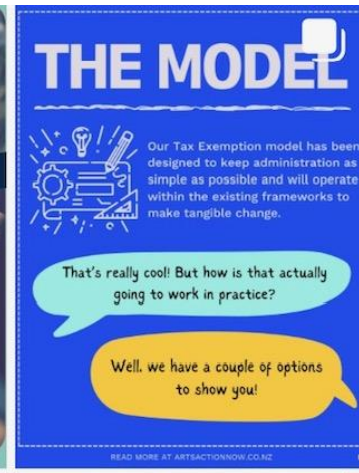
Tightly focused << >> General		
Kanohi ki te kanohi	Exploration, engagement, enablement	Publications

Te Pūaha o te Ako

Communications channels

Kanohi ki te kanohi	Website	Newsletter	Social media	News media	Online	Publications

Te Pūaha o te Ako





Explore, engage, enable

- Support the sector to explore issues
- Sector engagement
- Being a conduit for the sector to have a “voice”
- Being a bridge
- Being an amplifier

STOP THE CUTS

Auckland Council's draft budget for 2023/2024 proposes to cut \$36.5M from regional arts, events, and community initiatives. This will devastate Auckland's arts and culture sectors, sending our city backwards both socially and economically.

STOPTHECUTS.CO.NZ

Te Pūaha o te Ako

#StopTheCuts - key elements

- Collaborated with Ngā Toi Advocacy Network and key sector leaders/advocates
- Surveyed sector on potential impacts - 1,063 responses.
- Online web portal, which had over 63,000 unique visits
- Media training for sector spokespeople
- Social media and news media action
- Direct communication to councillors

#StopTheCuts - results

- 'Arts and culture' was the top feedback theme reported by Council (28% of submissions)
- This response was a contributing factor to Council winding back some of its proposed cuts impacting the sector, including \$23 million in regional grants and community services



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ARTS ACTION NOW!!!

an advocacy rallying point for artists and creatives across
Aotearoa



About

What is Advocacy?

Campaigns

HAVE YOUR SAY

Amplify: A Creative and Cultural Strategy for New Zealand

HAVE YOUR SAY

We need your input to ensure the Creative and Cultural Strategy for New Zealand 2024–2030 reflects the needs and values of our creative community!

Give feedback now!

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What's going on?

The Government has just released Amplify - their national creative and cultural strategy that outlines how they will support New Zealand's creative sectors to 2030.

The strategy is focussed on amplifying creativity and culture in New Zealand over the next six years, and responds to the sectors' unique challenges and opportunities.

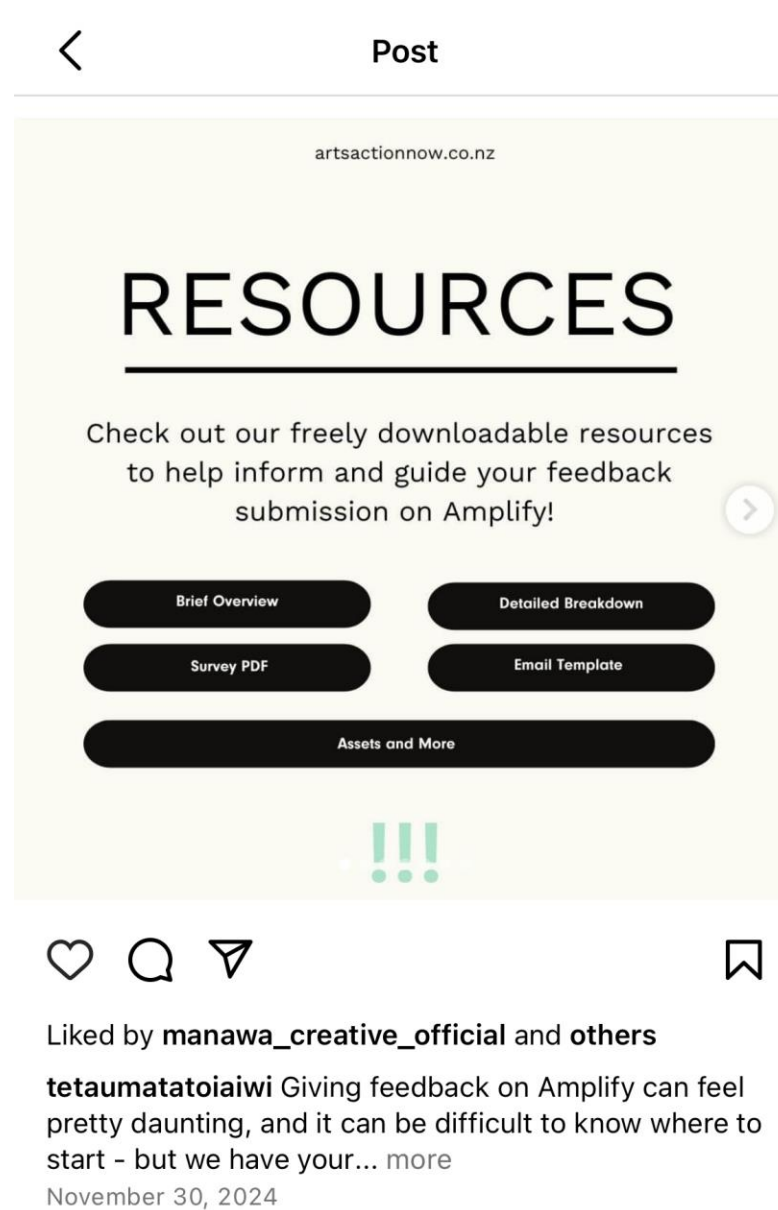
What does this mean for me?

This long-term strategy forms the basis of how the government will move forward in supporting our arts and cultural sector. The values, visions and pillars outlined in this strategy should provide the groundwork for necessary change and reflect how you - as creative practitioners - are feeling right now.

This is an opportunity for the Ministry to get a real understanding of what's actually going on in the sector - what people need, what is missing, what positive impact looks like, what values matter to us.

Why is my feedback so important?

While 2030 may feel far away, this strategy will have a long-term impact on you and the wider creative



What's next?

- Charities tax reform
- Auckland Annual Plan
- Amplify themes and release
- CNZ strategy
- Local elections 2025
- General elections 2026

Te Pūaha o te Ako

Thank you