

Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora

**Healthy Māori Creativity, Healthy People;
Healthy Māori Creativity, Healthy Environment**

Te kano ki te rau Report summary

Toi Ora, Tāngata Ora; Toi Ora, Whenua Ora is the first industry development plan (IDP) for Ngā Toi Māori, the Māori creative arts sector. While recognised socially as a sector, there is no formal, legal classification, and so accurate statistics on who is working in the sector and how many – needed to aid workforce development initiatives – are currently impossible to gather, and any formal coverage of the sector includes Māori doing work in other sectors that don't necessarily fall within Ngā Toi Māori, such as graphic design, architecture and media.

We are calling this plan an industry development plan rather than a workforce development plan (WDP), because the industry scaffolding that is assumed to underpin other WDPs does not yet exist for Ngā Toi Māori. Before we can understand the workforce and vocational education needs of the industry, there has to be an industry in the first place!

This IDP has been developed through a human-centred research process where 12 empathy interviews and one wānanga were conducted with ringatoi (artists) from across various disciplines, whose kōrero informed the themes, challenges and opportunities as outlined below:

- Ringatoi are often simplified as hobbyists or conflated with those working in other industries.
- Taonga that are created by ringatoi are seen as services or additions to a product rather than intrinsic to its creation.
- Ringatoi are often brought into a broader project too late in a creative process to realise the full cultural value they can bring.
- A lack of a set industry benchmark means that ringatoi are not paid appropriately for their work.

- Current occupations that fall under Ngā Toi Māori are not counted by current occupation measures (such as ANZSIC and ANZSCO).
- Western-style education practices that dominate in Aotearoa New Zealand are not suited to teach the full depth of Ngā Toi Māori, mātauranga and te ao Māori.
- Consumers of taonga are often unaware of the full cultural significance of the work produced, diluting its economic value and leading to culturally unsafe practices for ringatoi.

For Ngā Toi Māori to thrive, all of these issues must be addressed. Toi Mai aims to see its sectors thrive by '35, which for Ngā Toi Māori looks like: flexible and adaptive training models where training meets ākonga in their time and place; new pathways forged in a flourishing and expanding industry that offers sustainable and well-paid careers; benchmarked price models, 'playbooks' and healthy procurement processes that underpin sustainable business models for ringatoi; respectful interactions with practitioners that acknowledges the true value of taonga and mātauranga within a project's scope and budget; genuine models of co-design and collaboration in effect; and established funding that facilitates wānanga for regular connection and sharing of whakairo. The following wero (challenges), manuka takoto (recommendations) and hīkina (actions) are what ringatoi practitioners tell us are needed to achieve this.

Mānuka Takoto. Hīkina!

Strategic goals and recommendations

Wero 1: Increase participation in Ngā Toi Māori education and improve access to pathways post-secondary education for Māori.

- **Mānuka Takoto | Recommendation:** An enduring sustainable fund is established to support alternative Toi Māori education models (MoE).
- **Hīkina | Toi Mai action:** Convene a specific hui or group to identify alternative funding models. Meet with identified agencies to collaborate on these opportunities.

Wero 2: Ensure that there is an increasing education offering of Ngā Toi Māori in Aotearoa.

- **Mānuka Takoto | Recommendation:** MoE, marae, iwi, hapū and mātanga – cohesion and collaboration to identify what the education offerings should be.
- **Hīkina | Toi Mai action:** Develop qualifications in line with recommendations. Collect data and insights to identify and monitor changes in the landscape of Ngā Toi Māori.

Wero 3: Ensure and improve the connectivity and investment in Ngā Toi Māori across our societal ecosystem – including health, corrections, taiao, education and commerce.

- **Mānuka Takoto | Recommendation:** Corrections, MoH, Te Whatu Ora, NZTE
- **Hīkina | Toi Mai action:** Facilitate a hui to share data and understand what each is doing within their own areas of operation relative to Ngā Toi Māori.

Wero 4: Ngā Toi Māori/ringatoi are remunerated appropriately.

- **Mānuka Takoto | Recommendation:** Council, iwi and ringatoi need to convene and collaborate to understand and codify benchmark standards for Ngā Toi Māori.
- **Hīkina | Toi Mai action:** Conduct a pilot engagement with councils (such as the Wellington City Council) to prototype guidelines and remuneration standards for engaging Ngā Toi Māori. Bring in industry experts in relevant disciplines to understand lessons learned from their experience and the processes that inform pricing benchmarks.

Wero 5: Tikanga of Ngā Toi Māori is understood.

- **Mānuka Takoto | Recommendation:** Tohunga and various providers (councils, architects, engineers, engineering schools, infrastructure providers); MCH; iwi – anyone involved in the procurement and commissioning of works. These organisations need to be able to define the tikanga value of Ngā Toi Māori. This definition needs to be evaluated and then communicated through these organisations – there is a possibility that this is not uniformly understood today.
- **Hīkina | Toi Mai action:** Raise awareness of these findings to these industry bodies. Show them when and how best to engage and the value that will be gained through genuine collaboration and integration with Ngā Toi Māori practitioners.

Wero 6: Create a wānanga for mātanga Toi Māori.

- **Mānuka Takoto | Recommendation:** Toi Iho, Toi Māori Aotearoa, Te Ātinga and other Toi Māori organisations including mātanga Toi Māori, brought together to collaborate and co-design priorities as outlined.
- **Hīkina | Toi Mai action:** Further kōrero with ringatoi and kaitiaki to establish a national forum. Discuss and explore the feasibility of how to form a national representative body that supports and advocates for Ngā Toi Māori.

To download the full plan, visit toimai.nz