

SUMMARY REPORT

TOI WAIKATO

Kia Hua
Kia Puāwai

GROW AND PROSPER MĀORI ARTS IN WAIKATO

Supported by

 creative
ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA



Creative Waikato
Toi Waikato

He Mihi

Toi Tangata Toi Whenua
Toi Māori

Pou hihiri
Pou rarama
Te pou herenga tangata
Te pou herenga whenua
Te pou ka toko
Te pou ka hiki
Te pou ka eke tū tārewa ki ngā
rangī tāwhaowhao
Ūtaina atu ngā kōrero nei
Mā te pūreirei tōngakengake
ki te whakahaumanu i te pou
o taku whare kōrero
Tōtoro te pūhina o te ata hāpara
o te ata kura, o te ata tū
Ki ngā taiwhenua
ki ngā papa kāinga
ki te one e karapinepine
tonu i a tātou
Ko te whakahu tēnei a tari Toi
Waikato ki a koutou i poipoia tēnei
kaupapa i o koutou takiwā
Ū te pou, māia te pou
Hui te marama, hui te ora
Hui ē, Tāiki e!

Toi Waikato — Kia Hua, Kia Puāwai provides an insight into opportunities for Māori artists within Waikato.

INTRODUCTION

The purpose of the mahi was to identify how toi Māori can be best supported for future growth. The process has been a discussion with Waikato artists to understand:

“How can Māori arts and artists across the Waikato be best supported to help traditional knowledge thrive and contemporary practice grow?”

This rangahau allowed a journey into understanding the aspirations of toi artists living in Waikato, forming a clear picture from the aspirations of the sector and defining opportunities and initiatives that will support these ambitions.

By showing what exists and what could be, this document becomes a powerful tool for advocating for Māori arts. Organisations such as iwi, Councils, funders and education providers can use this information to develop future plans to support toi Māori.

HOW THE RESEARCH WAS CONDUCTED

Information was gathered through hui, kanohi ki te kanohi, with rūpu and individuals from a wide range of experience, ages and art forms. Research took place between January and June 2017. The goal was to gather whakaaro with full representation across the region. The approach was to whakarongorongo artists' experiences, challenges and aspirations in free flowing kōrero. Over 100 toi Māori artists contributed to hui representing the areas of:

Kirikiriāroa/Hamilton, Whatawhata, Morrinsville, Ngaruawahia, Huntly, Karapiro, Putaruru, Ōtorohanga, Waihi, Te Kuiti, Waitomo, Hangatiki, Raglan/Whaingaroa, Te Awamutu, Te Aroha, Paeroa. Artists represented Tainui waka: Tainui, Maniapoto, Hauraki, Raukawa and Ngāti Hauā and included artists from other iwi around Aotearoa who now live and practice in Waikato.

The toi artists covered the areas of:

- Raranga (weaving)
- Whakairo (carving)
- Contemporary music
- Dance/Hip Hop
- Kapa Haka
- Painting
- Photography
- Uku (ceramics)
- Sculpture
- Tukutuku (woven panels)
- Korowai (cloak)
- Poetry/Writing
- Mixed Media
- Tā Moko (traditional tattoo)
- Performing Arts
- Graphic Design

Te Kaupapa

TOI MĀORI STRENGTHS IN WAIKATO

- The Waikato region is acknowledged as a hub of Māoridom with particular strengths in Māori creative expression
- It stands on a rich history embedded in the Kingitanga movement and significance of Turangawaewae Marae
- Iwi and hapū have a strong desire to maintain and preserve their own individual culture and heritage arts practices and ensure that learning reflects regional distinctions
- Waikato's Māori population ranks second in size out of the 16 regions in Aotearoa
- 6% of all people in the Waikato region can hold a conversation in Te Reo Māori, higher than the national average of 4%
- The Waikato region has numerous experts in the areas of rāranga, whakairo, hoe waka and navigation, taonga puoro in addition to more urban art forms such as urban dance, music and spoken word
- Kapa haka is one of the most popular forms of Māori arts in the Waikato
- Te Wānanga O Aotearoa was founded in Te Awamutu and is the largest Māori learning institute in Aotearoa
- Te Wānanga O Aotearoa has one of the largest contemporary Māori arts collection in Aotearoa
- Waikato tertiary institutes foster practice of emerging and established artists with Te Wānanga O Aotearoa, WINTEC, The Waikato University and Waikato Tainui College for Research and Development
- Key public sculptures in Hamilton by established Māori artists such as Michael Parekowhai and Fred Graham
- The University of Waikato is a leading institution for their Māori and Indigenous studies and has one of Aotearoa's vast taonga puoro collection
- Te Kotahi Research Institute (The University of Waikato) has undertaken significant research such as Ngā Hua o Tāne Rore, scoping the contribution Kapa Haka makes to New Zealand society

TOI MĀORI CHALLENGES IN WAIKATO

- Low profile and awareness of Māori arts activity amongst general population
- Narrow audience engagement
- Lack of visibility of Māori art in public art
- Tendency towards tokenistic inclusion of Māori arts
- Limited suitable venues for performance (limited accessibility driving preference for Māori to own or control their own spaces)
- Lack of carving studios or places where carving can be taught
- Many activities are undertaken on Marae due to the lack of other spaces or access to them, resulting in isolated audiences
- Limited places in which to make, learn about, showcase and share toi Māori
- Low level funding support for Māori art activities i.e. kapa haka at local, regional and national levels as well as other art forms
- Not enough employed roles to properly support the toi sector
- Few Māori skilled conservators to care for taonga in museum settings
- A number of museums are seen to have limited space or skill to display Māori art and craft
- Lack of understanding in non-Māori venues and organisations around appropriate Māori practice and engagement and value of Māori arts activity
- Deficit of business development skills in Māori artists and groups
- Difficulty for artists to access materials such as natural resources restricted by DOC or government e.g feathers, native woods

**Toi artists in the Waikato
want to feel and be connected
to others in their field
and location.**



Image: Te Wānanga O Aotearoa

WHAT DO TOI ARTISTS WANT?

Waikato is geographically expansive and artists want opportunities that are local and relevant to them and their communities. They want dedicated spaces where they can gather and create their mahi. They want to collaborate with others, learn alongside others and grow connections to expand their networks. They want to refine their technique, skills and knowledge and to be self-sustaining through their arts practices.

WHY?

Toi is integral and important to Māori. The aspirations for toi are based on this premise and are outlined in the 6 Key Principles.

HOW?

Following the 6 Key Principles, there is a series of opportunities and initiatives identified by the sector. Each project or initiative relates to or supports a key principle.

Recognising the interconnectedness between **Key Principles and Opportunities and Initiatives** is key to successfully supporting toi Māori to thrive in Waikato.

Summary

Toi Māori

TOI IS INTEGRAL TO MĀORI WELLBEING

Toi envelops all aspects of Māori living. Knowledge from tīpuna is held within the taonga, patterns, reo, mōteatea, waiata, historical stories and whakapapa. It is a direct connection to the mātauranga of our tīpuna, which is a source of strength for Māori.

“Māori art is not a commodity. It's a subconscious cultural expression of connection with taonga and tīpuna.”

The deep knowledge possessed within toi tuku iho, allows a person to learn about who they are and where they come from. It impacts all aspects of their lives, which radiates to the people they are connected to, their whānau and beyond.

“There needs to be a broader understanding of what toi Māori is. It is not what it is being defined as today. It is not separate from being Māori.”



Image: Te Iho Rangi — Te Aratatia Marae at Fairfield College
Opened December 1995



"What we are trying to do is keep it alive, pass over the beauty of tikanga Māori, sharing the tools, the reo, weaving and strengthening us as we come together as one"

SUPPORTING TOI SUPPORTS THE PRESERVATION OF MĀTAURANGA

"My kuia inspired me to do the karanga for events like tangi and unveilings" AGE 16

Māori knowledge has traditionally been passed on through toi. Whakatauki, mōteatea, waiata, stories etched in moko, carved in wood and woven in tukutuku.

Original expression was through practical hands-on application. Traditionally language was spoken, not written; whakapapa was recalled and chanted and not documented until later. It is in the 'doing' that toi can thrive and mātauranga endure.

"Our history of learning is oral. That's why we are creative because it is innate to us. To us, doing art is just as important as astronomy or science"

What is cohesive to learning mātauranga Māori is the concept of learning together, kanohi ki te kanohi, and learning on marae at the source of stories pertaining to that area and to the people.

Mātauranga

Engagement

TOI IS A POWERFUL TOOL FOR ENGAGEMENT AND VISIBILITY

Toi powerfully enables a way to see, hear, speak, feel, integrate, acknowledge and normalise Māori worldview in everyday living. Visibility validates a presence and perspective. A presence that in many places and ways, historically, socially, politically and culturally has been muted and unheard.

Toi can provide everyday touch points to acknowledge mana whenua and tangata whenua perspectives. A visible presence is a pathway to understanding. From understanding comes transformation. Toi and all its forms is a way to engage in kaupapa Māori that gives a broader understanding to Māori perspectives.

It is as important for non-Māori to engage with as it is for Māori to see.

“I reckon finding a way to support and push Māori artists to go hearty for the mainstream platforms and within those platforms use their artform as a way of representing Māori in the greater arena”

Māori artists' mahi often pushes deeper narratives, highlighting important issues that may be historical or topical. Toi and the many ways it is expressed can carry messages that may not always want to be heard, but are important to be said.

“The work of an artist is personal but relatable to others. The koha to the viewer is that they develop an understanding of who you are and who they are.”



Image: Te Wānanga O Aotearoa

Image: Te Ahurei a Rangatahi



"Knowledge of our tīpuna is still alive and the many ways we use to express it in this modern world makes me proud to be Māori."

AGE 17

TOI IS CRUCIAL FOR TAIOHI

Investing in the wellbeing of the next generation is vital to ensuring thriving future communities. Assisting taiohi to explore their culture enriches their lives and builds their sense of identity. A solid foundation of identity supports confidence to carve their personal pathway in life.

When guided by whānau, role models, kaiako and hapū they have the best possible network to flourish within.

"Te whakatinanatanga i a ngāi Māori.
Te nohotahi i raro i te maru kotahi."

AGE 14

"If you have confidence in yourself, everything else will flow"

"They think they are learning about graffiti art, but they are really learning how to express themselves effectively, working with others, learning how to be considerate and mindful. These values are not new. This is how our tūpuna were."

We asked 100 taiohi, what their wawata around toi were. Their top two goal responses were:

"To share my Māori pride"

"Learn about my whakapapa, iwi and where I'm from"

taiohi



Image: Te Wānanga O Aotearoa

"How can you put a value on my knowledge and skill when it has been a journey of a life time!"

Mana

AN APPRECIATION FOR THE SKILL AND DEEP KNOWLEDGE OF TOI BENEFITS ALL MĀORI

There is a lack of understanding around the 'labour of love' that is invested into toi. The return on that labour is often understated by a perceived value that doesn't acknowledge the full picture. Artists can feel undervalued for their knowledge, skill and abilities. This can be a discouraging cycle.

Not all artists have the desire to sell their mahi or put a dollar value to their work,

however the time and preparation and years of building their craft can be undermined by perceptions of what their work is 'worth'.

Upholding mana of the artist includes transparency of use of their work. When a rōpū doesn't feel the mana of their work is upheld, it can result in missed opportunities for the wider community.

INVESTING IN TOI HAS A HEALING IMPACT ON INDIVIDUALS AND COMMUNITIES

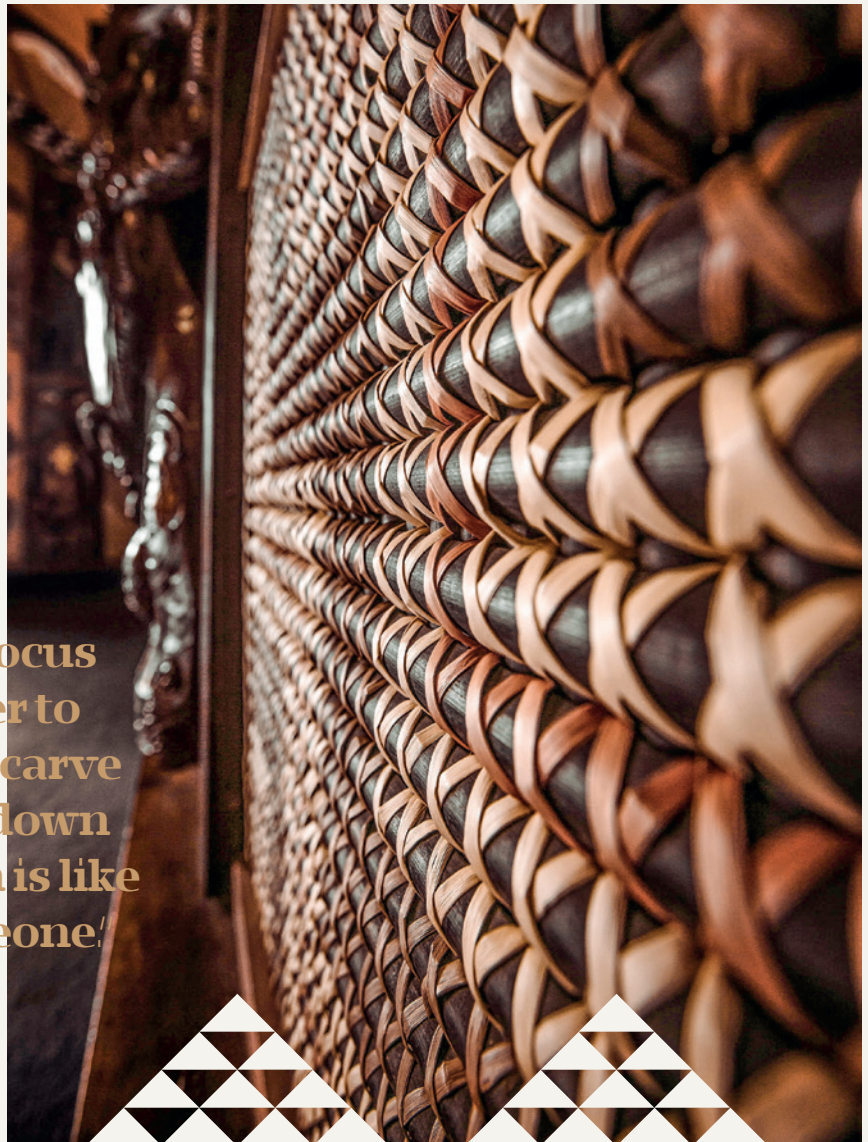
It is widely recognised that toi is a powerful means for addressing wellbeing in the community.

“A broken childhood inspired me in my craft to overcome and tell others about it through the art form of storytelling.”

“Toi and health are not separate from each other. Rongoā is not only in plants, art is rongoā too.”

“I’ve realised the life changing impact toi Māori can have on children, youth at risk, young students, adults needing rehabilitation.”

“The patience and focus it takes for a weaver to weave, or a carver to carve slows the thinking down from the noise, which is like meditation for someone!”



Ngā Mahi



INCREASING AWARENESS AND ENGAGEMENT OF TOI MĀORI

- Build broader public understanding and appreciation of toi Māori and tangata whenua through permanent public art, flagship events and dedicated spaces
- Strengthen cultural pride and identity by profiling leading artists and their mahi
- Develop broader public knowledge of the Waikato area, Kīngitanga and iwi by sharing the stories behind iwi artist's work
- Build the body of knowledge and protect the taonga of the region by offering mentorships, development workshops and internships
- Build the confidence, identity and aspirations of tamariki and taiohi by enticing them to engage in toi experiences

STRENGTHENING TOI MĀORI SECTOR IN WAIKATO

- Grow regional reputation of toi Māori by promoting the outstanding talent and level of artistry here
- Broaden career pathways and nurture skills by developing wānanga opportunities for artists to network and collaborate with other artists and industries
- Increase tourism value in the region by extending visitor stays with cultural and arts experiences
- Grow sector profitability through the development of centralised platforms for commercial sale of artist's mahi

**"I would love to provide
an environment where local
artists are promoted safely, without
cultural boundaries. And for these
artists to have more international
exposure, and experiences.
Especially the younger ones."**

"It would be good to have a 'Māori Arts Map' something like a directory where all artists can see and learn who's who in the zoo and what people are up to. Connect us all together so we can support each other's gigs and work"

"If iwi had an artists database I can be part of so they can find me and others who are artists so when mahi and restoration on marae needs doing, they can connect with us"

"Grow a Māori arts showcase event in Hamilton — like a mini Māori art market (but not) where it showcases not only fine art and top practitioners but also as a section for emerging artists of all levels. I think there are so many creative Māori people out there whose mahi may not be at a high level yet, but just need a platform and support to help them sell work, to grow, to become inspired and to connect"

"Great opportunity here to up the profile of toi Māori in the Waikato region. A hub could be a base spot that adds value to the Waikato economy with performance art, and embracing everything toi Māori. There's an opportunity here for the tangata whenua of the region to get involved with some already knowing stories surrounding our area that could be shared amongst the wider Waikato whānau"

"In order to keep our culture alive, thriving, and strong, we must advocate more for a stronger community backing in this. With a strong community backing, it's a step to normalising our culture, another step in sharing it with the rest of the world, and great opportunity for value and investment in tourism. Waikato needs to get better at telling their stories, much like Rotorua has been able to do so"

"Formally established artists don't have a sense of a community they can be part of. Recently returned to the area and no way of connecting. All these ladies are keen to learn and have the time but there is a big disconnect. There is no space for them to go. Just to have a cup of coffee with others who are practicing and working, where they can go and awhi and be part of that community"

"There seems to be pockets of activity, but people don't know of others doing similar things in other areas, how can we connect in together"

"There are empty school buildings since they've closed down. They would make ideal art studios for artists who want to work alongside others"

whakatatutuki

Many ideas and initiatives were raised in the research. Each concept was fed back and tested with those who participated. The following tables identify the projects that received most support and favourable feedback.

FLAGSHIP PROJECT

He Aha? What is it?	Ngā Kaitautoko Potential Partners
<p>Waikato Toi Māori Festival</p> <p>Waikato has some of the best kapa haka rōpu, reo speakers, waka hoe rōpū, legacy weavers, musicians and artists in Aotearoa. The festival would become a platform to profile, experience, celebrate, value and strengthen toi Māori art forms. Greatest benefits will manifest from gathering multiple artforms together in one place and the inclusive appeal for Māori and wider community.</p> <p>The festival could become a cornerstone regional event, such as the Pasifika Festival in Auckland.</p>	<p>Museum & local galleries Local Councils Iwi of Tainui Waka Tainui Waka Cultural Trust Tainui Waka Tourism Inc Matariki festivals Waikato Tourism Regional theatres Community funders Local arts groups Tertiary and educational institutions Local schools kohanga reo, pre-school, through to secondary school Youth and development organisations Community centres Creative New Zealand Toi Māori Aotearoa Te Papa Tongarewa Te Puni Kōkiri</p>



He Aha? What is it?	Ngā Kaitaitoko Potential Partners
Toi Hub/s Shared spaces for artists to create, rehearse, exhibit, network and collaborate. Potentially studio, exhibition and retail space combined in one place.	Community funders Creative Waikato Councils Learning institutes Creative New Zealand
Online Resource Hub A virtual hub promoting relevant information to support Māori artists including resources, events and profiles	Creative Waikato Community funders
Online Video Stories Profiling the strength of our region through the stories of our artists	Media Creative Waikato Community funders Creative New Zealand
Business Development Wānanga Workshops for Māori artists developing business in creative industry	Creative Waikato
Toi Māori Consortium Pulling together expert toi Māori leaders as a regional steering group for major toi projects and collaborations	Local Arts Leaders Creative Waikato Iwi
Mentoring Programme Linking tohunga artists with emerging artists	Creative Waikato Toi Māori Aotearoa Creative New Zealand Community funders
Recurrent Regional Hui Artists in Waikato have opportunities to meet, learn and create together on a regular basis	Creative Waikato Community funders Creative New Zealand Toi Māori Aotearoa

OPPORTUNITIES FOR IWI

These were the suggestions to support each iwi to strengthen their distinctive identity through toi

He Aha? What is it?	Ngā Kaitaitoko Potential Partners
Toi & Cultural Strategy Each iwi could support their key priorities with a strategy and action plan to grow their tribal artists to retain knowledge and skills distinctive to their iwi.	Iwi Creative Waikato
Iwi Based Toi Advisors Iwi could create an internal role with the mandate to support, develop capabilities and link opportunities for their tribal artists.	Iwi Creative Waikato
Internships Iwi could consider supporting and fostering growth opportunities with Museums or other organisations for their artists	Iwi Local/national museums & galleries Creative Waikato Learning institutions
Toi Scholarships Iwi could consider ringfencing funding specific to arts projects such as toi wānanga or mentorships for their tribal artists to apply.	Community funders Creative Waikato Learning institutions
Catalogue of Taonga Iwi who haven't already, could invest in creating a digital record of their tribal taonga	Iwi National Services Te Paerangi
Artist database Iwi could coordinate an affiliated database of their artists and their specialties	Iwi Creative Waikato

What next?

The first step is to share this document, its findings and recommendations with stakeholders for toi Māori. This includes iwi, community funders, local government, central government, arts organisation and community organisations.

Next, we will start the conversations about which of these stakeholders could lead, collaborate or partner in the opportunities outlined in this summary.

In 2018–2019 Creative Waikato will develop our strategic planning to incorporate and lead the following projects identified in the research:

- Waikato toi Māori festival
- Online video series profiling Māori artists
- An online resource for Māori artists
- Creation and delivery of Māori artist business development workshops



Creative Waikato
Toi Waikato

Creative Waikato
131 Alexandra St, Hamilton
PO Box 9304

hello@creativewaikato.co.nz
0508 427 892
creativewaikato.co.nz