

Manatū Taonga purpose: Promoting a confident and connected culture. He ngākau titikaha, he hononga tangata.

Manatū Taonga vision: We will connect more people with New Zealand's culture.

Te Arataki

Te waihanga whakapapa tūhonohono i a Aotearoa nui tonu
Creating an inclusive New Zealand whakapapa

Our people

- We have the competency basis for effective engagement with Iwi/Māori as customers and partners
- We have the right mix of organisational support across Manatū Taonga (e.g. knowledge, role modelling, engagement & investment)



Build Māori capability across Manatū Taonga

- In relation to Māori culture, build Manatū Taonga's:
 - ⇒ understanding of its value
 - ⇒ knowledge
 - ⇒ capability and confidence
- Build these at a foundational, role and person-specific level
- Measure progress across these
- Ensure we have the right mix of investment and support for Te Arataki across Manatū Taonga

By applying a Māori lens to our work...

we can ensure that Māori culture is integral to everyday New Zealand life so that...

New Zealanders can navigate the future with cultural confidence and respect that...

enables ready participation in shared and distinct cultural activities that...

creates an inclusive New Zealand whakapapa.

Create opportunities for all
New Zealanders to engage with
Māori culture

- Identify public need
- Identify the options and opportunities in existing and proposed programmes
- Work with iwi and other partners to deliver a programme
- Evaluate impact of initiatives and incorporate learning
- Demonstrate an increased connection between the NZ public and Māori culture

Our partnerships

- Create and implement effective mechanisms that work for iwi and Manatū Taonga
- So that Manatū Taonga staff are confident, competent and connected to other partners (iwi and agencies) to deliver a programme of public focused activities
- Iwi/Māori and Manatū Taonga have a shared understanding of each others' cultural priorities, Treaty commitments and obligations
- And are clear around the respective roles of Manatū Taonga, Te Puni Kōkiri, sector and other agencies, and iwi

Support Iwi/Māori cultural priorities

- Dialogue with iwi about their priorities
- Co-create and design initiatives with iwi
- Build coalitions through relationships with partnerships
- Pilot, then roll out or activate mechanisms
- Use learnings to inform opportunities for broader public engagement with Māori culture