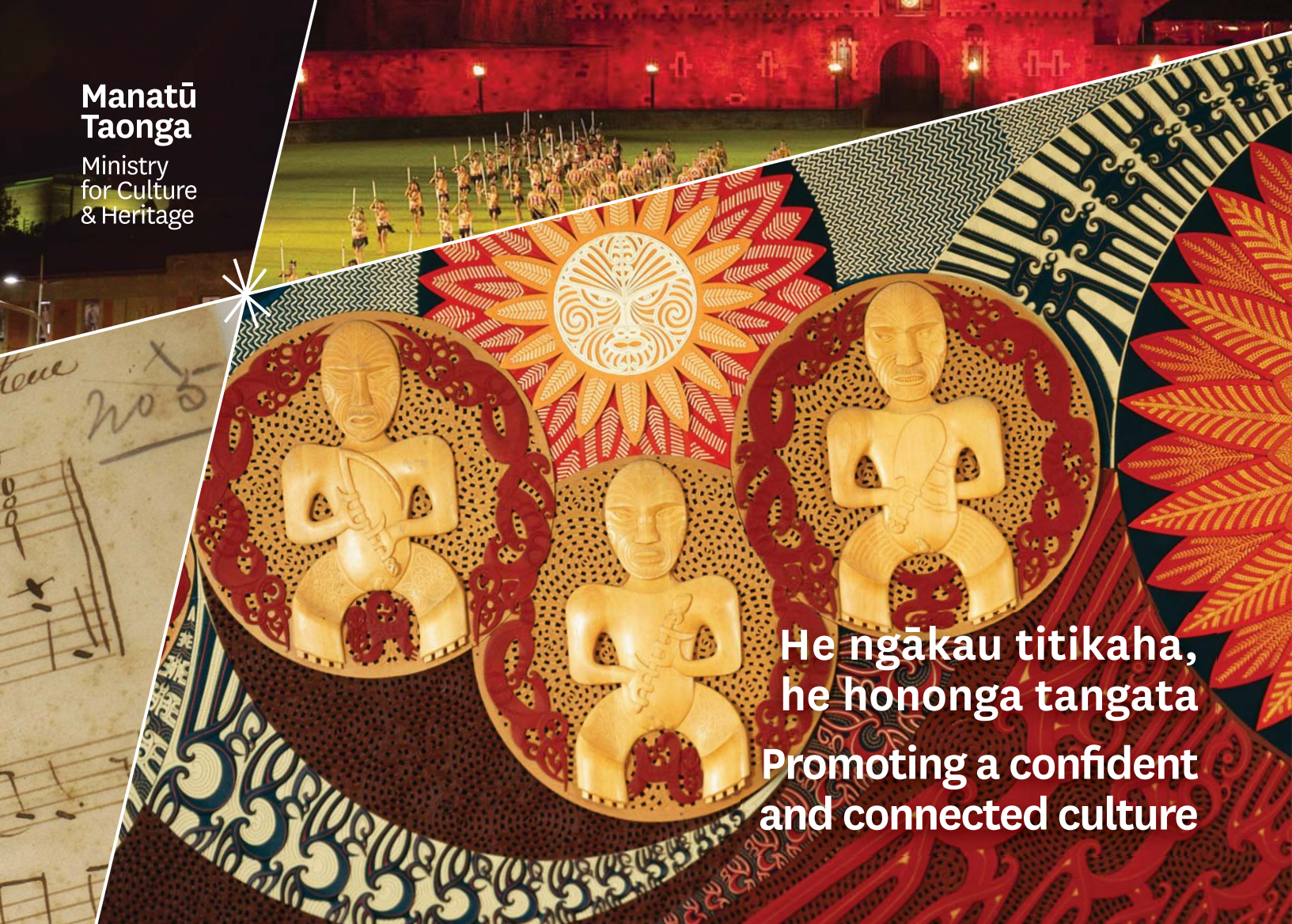


**Manatū
Taonga**

Ministry
for Culture
& Heritage



**He ngākau titikaha,
he hononga tangata
Promoting a confident
and connected culture**



Offices of Manatū Taonga, Wellington

Ko wai mātou

Who we are

A small ministry with a broad mandate, wide reach and a big heart

Manatū Taonga is a small ministry with a broad mandate, wide reach and a big heart.

Our work is diverse – we support many of Aotearoa’s art, media, heritage and sports organisations; we also advise government on cultural matters and provide historical and heritage resources for everyone to access. The organisations we fund deliver a range of cultural experiences for all of us to learn from, appreciate and enjoy.

We have a leadership role across the cultural sector. We work with our funded agencies and partners to help shape national conversation about New Zealand’s culture and heritage. We tell the stories shaping our history, we help to preserve and care for our taonga and support others to do the same. We provide a broad range of resources for many audiences.

We’re a Treaty partner. We value

the special relationship we have with iwi. We support iwi/Māori cultural priorities through our work programme. We’re also an agency of the Crown, which means we work in partnership with Māori and are guided by the principles of the Treaty of Waitangi.

We’re a public sector agency. We provide advice to the government of the day on a range of arts, cultural and heritage policy. We work with our public sector partners to deliver nationally significant programmes that speak to the heart of our national identity.

Tō tatou aronga
Our purpose

**He ngākau titikaha,
he hononga tangata**

**Promoting a confident and
connected culture**

Developed collaboratively across our organisation, the common purpose is our shared understanding of what Manatū Taonga does, and how we contribute to New Zealand's wellbeing and prosperity.

Promoting the importance of culture and heritage for all New Zealanders; our role within the sector, and the breadth and depth of our work.

Confident in what we do, as individuals and as an organisation; as a nation we are confident in our unique place in the world.

Connected across our organisation and across sectors; connecting communities through culture and heritage; connecting the past, present and future.



Māori flags at Waitangi Day, 2008, New Zealand Herald/newspix.co.nz

Ō tātou mahinga
What we do

**Policy advice to the
government of the day,
funding of sector agencies,
agency board governance,
research and publications,
commemorations, online
resources, heritage
programmes**

Culture reflects, connects and inspires us, telling the story of who we are.

It's vital to our wellbeing and resilience, creates thriving and connected communities, and defines our individual and shared sense of what it means to be a New Zealander.

Cultural experiences help connect us with our stories, heritage and history, and our unique place in the world. These experiences also give us the opportunity to share in the stories and cultures of other New Zealanders, and the diverse communities we live in.

We celebrate our many perspectives and backgrounds, and treasure our indigenous culture. Māori culture has a special place at the heart of Aotearoa's cultural identity, and belongs to all New Zealanders.

Our diverse cultural sector is integral to our everyday life. It makes a major contribution to New Zealand's economic growth and sustainable prosperity. Every year, our sector contributes billions of dollars to the economy and supports thousands of jobs across the country. Our creative industries nurture talent and build skills in people who showcase who we are on the international stage.

Tō tātou arotahi
Our direction

Te hono i te iwi nui tonu ki te ahurea o Aotearoa
We will connect more people with New Zealand's culture

Tō tātou kaupapa matua
What matters to us

**Creating opportunities for New Zealanders to engage with Māori culture –
creating an inclusive New Zealand whakapapa**

We are competent and effective at engaging with Iwi/Māori as customers and partners

We work with our partners to support Iwi/Māori aspirations

We assist all New Zealanders to appreciate, understand and engage with Māori culture

Valuing Aotearoa's cultural diversity

We promote the diversity of New Zealand society in the cultural sector, so all New Zealanders can connect to and see themselves in it

Investing in culture for the wellbeing and prosperity of New Zealanders

We shape government thinking about investing in culture, leveraging impact and encouraging the pursuit of excellence and innovation across the sector

Caring for the nation's taonga and identity

We connect people with New Zealand's culture and heritage by sharing stories

We act as a responsible guardian to the tangible and intangible cultural heritage under our care as it continues to evolve

Ō tātou wāriu me ngā whanonga Our values and behaviours

Our values and behaviours are a cross-ministry collaboration to describe how we do things here. These are what make Manatū Taonga a great place to work, illustrate how we will operate at our collective best, and support our common purpose and direction.

Manawanui

He toa taumata rau.
Bravery has many resting places.



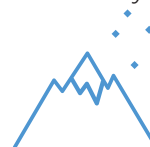
Act courageously

We step up and act with integrity.

We speak the truth, even when it's hard.

Matakite

Ko te pae tawhiti whāia kia tata, ko te pae tata, whakamaua kia tina.
Seek out distant horizons, and cherish those you attain.



See ahead

We are deliberate about where we are going and make the hard choices to lead the way.

We find out what's going on around us and grab opportunities to make the difference.

Mana tāngata

He taonga rongonui te aroha ki te tāngata.

Goodwill towards others is a precious treasure.



Care together

We **respect** our individual differences and knowledge.

We **take care of each other**.

Together we are stronger.

Mahara

I orea te tuatara ka puta ki waho.

A problem is solved by continuing to find solutions.



Think, be curious

We **question** conventional wisdom and ask 'how could it be better?'

We go beyond the familiar to design **creative solutions**.

Manaaki

Kia akiaki te mana o te tāngata.

To uplift the mana of people.



Serve with pride

We **take pride** in our work and the value culture brings to New Zealanders.

We put **communities at the heart** of what we do.



Case study

Heritage buildings

Cuba Mall, photo by Melanie Lovell-Smith

An important part of our role is to care for New Zealand's unique and irreplaceable heritage. One of the ways in which we do this is to help to protect our heritage buildings. They're part of our shared history, and give communities a sense of continuity with the past. They contribute to the quality of life in towns and cities, creating rich vibrant places enjoyed by residents and visitors alike. We help to make sure our special places are recognised for their cultural heritage values, and that they can be retained for communities to enjoy now and in the future.

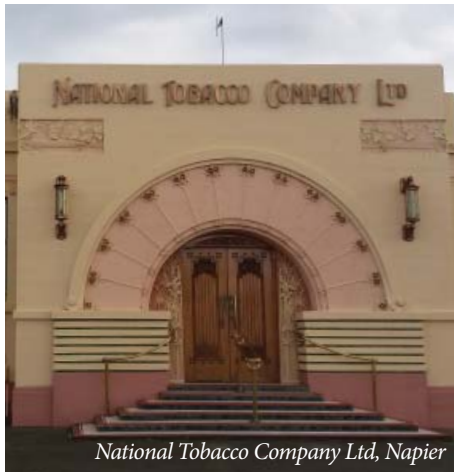
It's also our job is to ensure that government policies don't have unintended consequences for such places. For example, following the Canterbury earthquakes of 2010/2011 the Ministry of Business, Innovation and Employment reviewed the earthquake-prone building



Hurunui Hotel in the 1940s, Alexander Turnbull Library



Hurunui Hotel today



National Tobacco Company Ltd, Napier

requirements under the Building Act 2004, which led to a new system for managing earthquake-prone buildings.

Part of this was the establishment of Heritage EQUIP, a national programme administered by Manatū Taonga which provides advice and funding to private owners of heritage buildings that are earthquake-prone. Since its establishment in 2016, the programme has supported the strengthening of iconic rural buildings such as the Hurunui Hotel in Canterbury, several art deco buildings in Napier and buildings in iconic cityscapes such as Wellington's Cuba Street.

Find out more about the upgrade projects we have supported at: HeritageEquip.govt.nz/case-studies



Case study

Tuia – Encounters 250



Concept drawing of waka and ships in Auckland/Tāmaki Makaurau

2019 is an important milestone for New Zealanders. It marks 250 years since the first onshore meetings between Māori and Europeans in Aotearoa New Zealand, during the 1769 voyage of James Cook and the *Endeavour*.

A national commemoration, Tuia – Encounters 250, will acknowledge this pivotal moment in our nation's history, as well as the extraordinary feats of the Pacific voyagers who reached and settled in Aotearoa centuries earlier.

Tuia means 'to weave or bind together' and is drawn from a whakataukī (proverb) and karakia (ritual chant) that refers to the intangible bonds established between people when they work together.

Tuia 250 is an opportunity to bring forth our national identity, play a role

in progressing Crown/Māori relations and help build a more confident and connected culture.

Commemoration activities will be held across the country, and preparations are already under way in the four regions of Aotearoa where Europeans and Māori first met – Tairāwhiti, Coromandel, the Bay of Islands and Marlborough.

Our role alongside our agency partners is to help coordinate this activity, as well as deliver the national components of the commemoration. We want to extend the commemoration's reach as far as possible through a national voyaging event, the Tuia experience trail and educational resources.

We've been working hard to ensure the commemoration takes a broad and inclusive view that reflects who we are as a nation and who we want to be.



Joseph Banks bartering with a Māori for a lobster, 1769, watercolour and pencil by Tupaia, British Library

What success looks like

A future for Aotearoa New Zealand

We envisage a future for Aotearoa
New Zealand in which...

All New Zealanders have access to
cultural experiences that inspire them.

Young New Zealanders have access
to the many stories and perspectives
from our history.

The audience, and the venues for
cultural experiences, reflect the
diversity of our communities.

New Zealand is a top international
destination for its cultural landscape.

Our cultural diversity is reflected in
everyday local life, and celebrated on
the global stage.

The value, wellbeing and resilience
the cultural sector brings to our
communities is recognised, and seen
as central to New Zealand's prosperity.

Our national taonga are preserved for
future generations.



Education at the Tomb of the Unknown Warrior



Carpenter makes repairs to a hut, Antarctic Heritage Trust

Cover art: 'Te wehenga o Rangi rāua ko Papa', Cliff Whiting, National Library; Edinburgh Tattoo performance, Te Matatini; Dawn service on Anzac Day, 2015, photo by Colin McLellan; National anthem, Auckland City Libraries - Tāmaki Pātaka Kōrero.



Unveiling of the Belgian Memorial at Pukeahu



New Zealand Symphony Orchestra 2017 Season



GNZ
MSS
2016
(1)

Tempo di

God defend New Zealand - National Anthem

Piano

Coro
SS
a: b. bc