

Ākina

Māori Outcomes
– Highlights and Successes
1 JULY 2024 – 30 JUNE 2025

Mihi

Taiaha hā, Taiaha hā!
Tākina ake ki runga i ngā tihi tapu o Tāmaki Makaurau
Herehere ngā waka, herehere ngā tāngata,
ki ngā taumata tūpuna, ki te whenua rongomaiwhiti.
Hōparapara ki uta, hōparapara ki tai!
Tākina ko au, tākina ko koe,
ki te whenua haumako, ki te whenua rangatira
te mana, te ihi, te wehi, te tapu
Tākina ko koe, tākina ko au
E, ko Tātaki e ngunguru nei,
E, ko koia e ara ē!

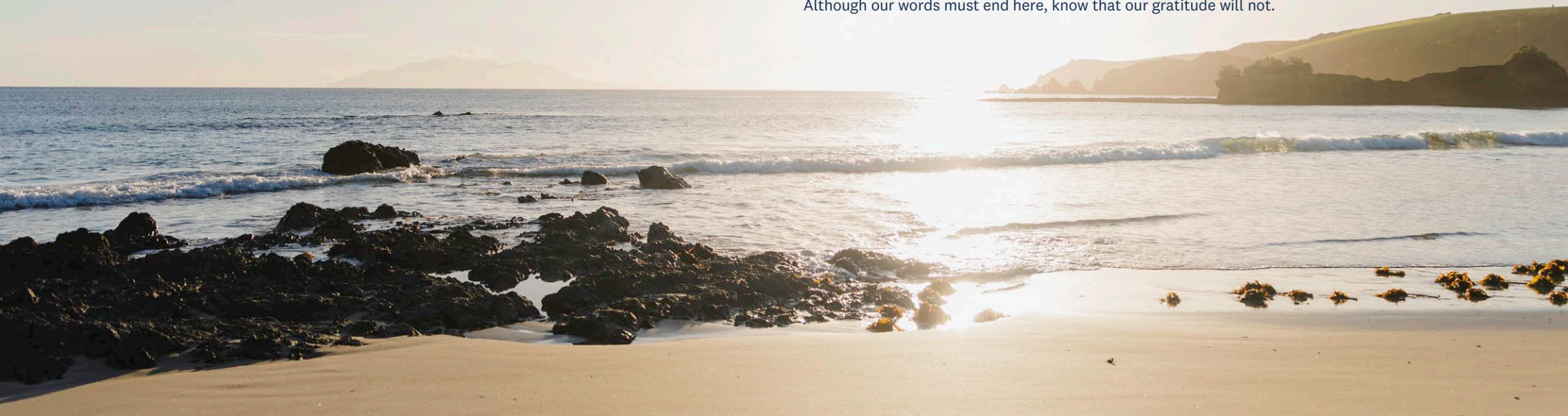
Kei ngā atua o te pō, tāwharautia mātou ki ō koutou manaakitanga
Ki ngā mate tāruru nui o te wā, haere, haere, whakangaro atu koutou.
Ko te akaaka o te rangi ki a koutou
Ko te akaaka o te whenua ki a tatou.

Tēnā koutou e ngā mana, e nga reo o tēnā muka, o tēnā whaitua.
Tēnei te mihi mahana o te wā, i te whakaarotanga ake ki ngā mahi kua
whakatutukingia e mātou o Māori Outcomes i roto i ngā tau.
Heoi ngā kupu i konei, tēnei ka mihi.

Taiaha hā! (A sentry cry to awaken the people)
My recitation begins upon the sacred summits of Tāmaki Makaurau.
To the unification of ancestral canoes and people to the exhortations
of the ancestors; and to the unique and beautiful estate.
Thus traversing the land and sea!
I recite, and we recite, the history of
the bountiful and noble land
imbued with spiritual power, excitement, awe, and sanctity!
You recite, and we recite, the contemporary of
Tātaki (Auckland Limited) rumbling hence!
Alas, we rise, awaken!

To the custodians of the ethereal realm, guide and protect us.
To the great procession of souls who have traversed beyond, we bid you a solemn farewell.
Let the interwoven ties of the spiritual realm bind to themselves,
and the ties of the physical realm bind us, the living.

We duly recognise the quintessence and myriad voices resonating from diverse
domains and heritage.
It is with heartfelt warmth that we extend our deepest acknowledgements to you all,
as we reflect upon the accomplishments of Māori Outcomes throughout the years.
Although our words must end here, know that our gratitude will not.



Kupu Whakataki | Introduction

In the financial year since we published our second edition of *Ākina*, Tātaki Auckland Unlimited (TAU) has continued to promote, support and develop initiatives identified in *Te Mahere Aronga* (our Māori Outcomes Plan).

We have also supported new initiatives that are aligned with our strategic priorities and our goal to give effect to Te Tiriti o Waitangi in tangible, accessible ways, along with valued Māori collaborators.

The biggest change in our operating environment is our Economic Development development rūpū and its functions moving into Auckland Council. As it took effect in June 2025, this retrospective celebrates some of the excellent outcomes the Economic Development team, their partners and collaborators achieved during the year.

TAU continues to deliver major events and destination marketing for Tāmaki Makaurau, and remains home to beloved arts, cultural, conservation and heritage institutions. Our commitment to enhancing Auckland's cultural vibrancy, providing a wealth of enriching experiences and opportunities, and telling Auckland's story to the world is stronger than ever.



Māori Engagement Committee members Hinurewa te Hau (Chair – seated), Vicki Salmon (left, Chair of the TAU Board), Dan Te Whenua Walker, and Jennah Wooten – with Chief Executive Nick Hill and Māori Outcomes Director Helen Te Hira on the right.

So, too, is our commitment to seeing Māori-led entrepreneurship, creativity and innovation thrive. Our Māori Engagement Committee continues to grow governance-level relationships with Mana Whenua and Mātāwaka of Tāmaki Makaurau Auckland to guide strategic development and oversee collaborative, timely and relevant initiatives.

Ngā mihi nui to everyone who has partnered with us to develop education, arts, and economic development programmes, sponsor events and initiatives, and guide our planning and strategy. Through our collective mahi in delivering *Te Mahere Aronga*, we are creating meaningful impacts across our community.

Hinurewa te Hau
Chair, Māori Engagement Committee

Helen Te Hira
Director, Māori Outcomes



Te Whakaū i Te Mahere Aronga

Activating our Māori Outcomes Plan – Te Mahere Aronga

Te Mahere Aronga (TMA) provides a framework and context for our mahi to advance positive Māori outcomes in the region. It outlines what we are planning to achieve, and how we will be accountable to the people of Tāmaki Makaurau Auckland.

Our current *Te Mahere Aronga* (2024-2026, updated in April 2024) is based on **Kia Ora Tāmaki Makaurau**, Auckland Council's Māori outcomes performance measurement framework.

This publication showcases initiatives identified in *Te Mahere Aronga* that were implemented or developed during the last financial year (1 July 2024 to 30 June 2025). TMA is set to be refreshed and aligned with council's updated strategic framework, Tāmaki Ora, in early 2026.

Our mahi had significant impact in two major strategic priority areas, **Kia ora te Umanga – Māori business, tourism, and employment** (where TAU was the lead agency), and **Kia ora te Ahurea – Māori identity and culture**.

You will also see examples of:

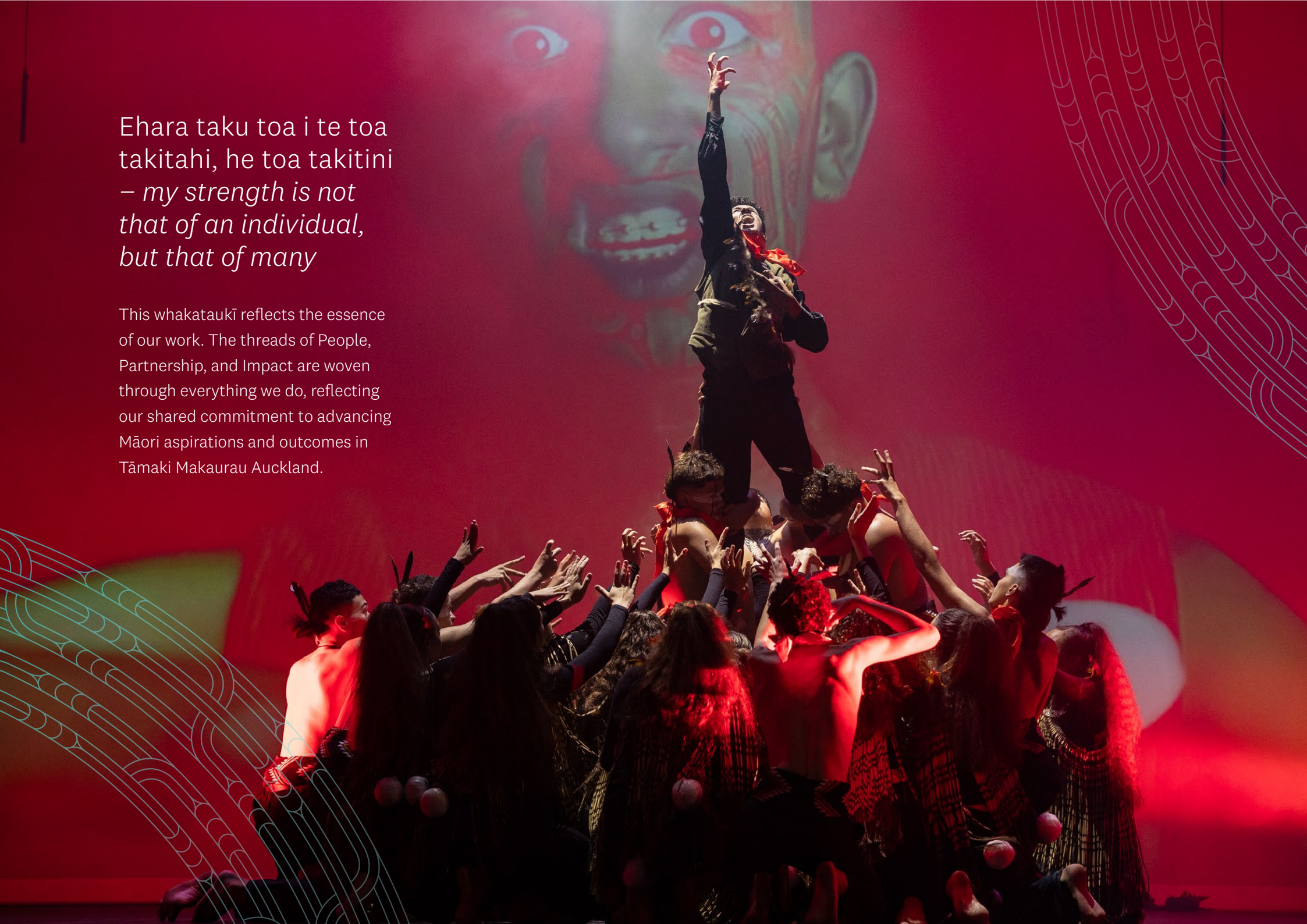
- **Kia ora te Kaunihera:** Empowering our organisation to build skills and capability in te ao Māori
- **Kia ora te Reo:** Creating environments for learning and showcasing te reo Māori
- **Kia ora te Whānau, Kia ora te Rangatahi, Kia ora te Hononga:** Encouraging Māori participation and engagement across generations and activities
- **Kia ora te Taiao – Kaitiakitanga:** Demonstrating our care for the natural environment through mātauranga Māori.



See Te Mahere
Aronga

Ehara taku toa i te toa
takitahi, he toa takitini
– *my strength is not
that of an individual,
but that of many*

This whakataukī reflects the essence
of our work. The threads of People,
Partnership, and Impact are woven
through everything we do, reflecting
our shared commitment to advancing
Māori aspirations and outcomes in
Tāmaki Makaurau Auckland.





Our mahi is grounded in Te Tiriti o Waitangi – a partnership that shapes how we work and why we work. We honour the wairua of this place and strive to share its richness with the world, connecting global audiences to te ao Māori and ensuring that every citizen and visitor experiences the mana and vibrancy of our region.

He Tāngata | People

At the heart of our mahi are people – tamariki, taiohi, and kaumātua. We are working to strengthen pathways for leadership, creativity, and prosperity. Our focus is on nurturing cultural identity, enabling creative expression, and sharing mātauranga across generations.

Te Mahi Ngātahi | Partnership

True partnership drives meaningful change. Our relationships with Mana Whenua, Mātāwaka, Māori businesses, and creative leaders are grounded in respect, reciprocity, and shared vision. Through collaboration and co-design we embed tikanga in our practices and deliver initiatives that reflect te ao Māori. Working shoulder to shoulder ensures that our greatest achievements are collective, enduring, and deeply connected to the aspirations of Māori communities.

Te Pānga | Impact

Impact is more than numbers – it's the depth of cultural connection and opportunity created. Through *Te Mahere Aronga*, our Māori Outcomes Plan, we affirm our commitment, strategy, and shared responsibility to advance Māori aspirations. This mahi enriches the cultural life and vibrancy of Tāmaki Makaurau. By strengthening cultural identity and connecting the world to te ao Māori, we ensure all communities benefit from a region alive with wairuatanga and opportunity.

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Attendees gather for the blessing of the mauri stone, led by Te Kawerau ā Maki Engagement Officer Tyler Taua-Gordon.

Te Puna Creative Hub: He tauira e arahina ana e te Māori hei whakahou i te ahumahi auaha

Te Puna Creative Hub: a Māori-led model for creative industry transformation

Te Puna Creative Hub officially opened in Te Kōpua Henderson on 14 May 2025, marking a significant milestone in Māori-led creative industry development. A collaboration between Te Kawerau ā Maki and Tātaki Auckland Unlimited, Te Puna is a powerful example of partnership driving cultural and economic growth.

As part of the Te Puna Creative Innovation Quarter, the hub supports screen, media, digital and creative technology, art, game development, music, and performing arts. It responds to long-standing economic challenges in Henderson, where growth has stagnated due to the loss of its manufacturing base. Rangatahi Māori in particular have faced limited opportunities. By creating pathways into Tāmaki Makaurau Auckland's \$9.5 billion creative sector, Te Puna helps unlock new futures for Māori talent.

Te Puna features world-class facilities such as the Kōmanawa digital theatre, a 466sqm black box studio, and sound suites. Tenants include Crescendo, a social enterprise mentoring rangatahi, and Click Studios co-working space.

Te Puna-based programmes funded through Auckland Council's Māori Outcome Fund include training in venue and event tech, digital content creation, podcasting, animated game development, and cultural competency for screen

crews working on sites significant to Te Kawerau ā Maki. Support also extends to pakihi Māori business growth initiatives, ensuring culturally grounded career and enterprise pathways.

Robin Taua-Gordon, Chair of Te Kawerau Iwi Tiaki Trust, emphasises the hub demonstrates "the power of whakapapa and the importance of preserving and advancing our unique cultural identity" while building economic prosperity.

"Te Puna Creative Innovation Quarter is a testament to the strength of Māori-led partnership and collaboration. This innovative hub is a shining example of what can be achieved when we work together towards a common goal, and I'm proud to see the positive impact it will have on the local community and creative businesses alike."

ROBIN TAUA-GORDON, CHAIR, TE KAWERAU IWI TIAKI TRUST

[Watch the opening video](#)

[Visit the website](#)

Te hoahoa ngātahi me Mana Whenua mō te āheinga kiriata

Co-designing film access with Mana Whenua

A new collaborative approach between Iwi and Hapū, Tātaki Auckland Unlimited (including Screen Auckland), and the screen industry is making it easier to film on culturally significant sites in Tāmaki Makaurau Auckland – while ensuring these places are respected and protected.

Previously, filming on these sites required both a film permit and a resource consent, causing delays and limiting Iwi and Hapū involvement. Screen Auckland proposed a change to the Auckland Unitary Plan to make short-term filming (up to 30 days) a permitted activity on council-controlled Sites and Places of Significance to Mana Whenua. This change allows the film permit process under the Public Trading, Events and Filming Bylaw 2022 to manage cultural protocols and site protection.

Over two years (2022–2024), TAU engaged with all 19 Mana Whenua groups. A working group was formed, including Iwi, Hapū, and screen industry representatives. Together, they shaped the plan change, updated permit tools, and created templates to embed tikanga into the process.

Plan Change 106 was publicly notified in October 2024. It received 10 submissions, and no submitters attended the hearing in May 2025.

Now, filmmakers only need a film permit – no resource consent – provided they:

- Avoid disturbing the land
- Consult Mana Whenua
- Maintain access for customary activities
- Follow the approved site plan and permit conditions
- Align with iwi protocols, planning documents or cultural impact assessments.

“This is a practical step towards the sector’s long-term sustainability, keeping Auckland accessible, agile and competitive on the world stage. Through two years of collaboration with Mana Whenua, we’ve created a stronger permit process that allows filmmakers to access incredible sites while honouring and protecting them.”

MATTHEW HORROCKS, MANAGER, SCREEN AUCKLAND

Ka whakatairangahia ngā pakihi tāpoi Māori e Treasures of Tāmaki

Treasures of Tāmaki highlights Māori-owned tourism businesses

Māori businesses providing enriching visitor experiences in Tāmaki Makaurau are featured on a new travel planning tool, developed by Tātaki Auckland Unlimited, with funding support from Auckland Council's Māori Outcomes Fund.

From immersive cultural experiences to indigenous cuisine, bespoke tours, cruises and activities of cultural significance, Treasures of Tāmaki Makaurau Auckland offers a curated selection of free and paid experiences that highlight our region's rich Māori heritage and showcases contemporary Māori creativity.

The site was officially launched in November 2024 with a few selected treasures, with the aim to grow and become a comprehensive travel planning tool where visitors can explore a wide range of exciting Māori tourism experiences in the region.

In March 2025, Treasures got a boost through an Urban List media campaign targeting Australian audiences. In June 2025, premier business event organisers got to experience some Treasures first hand during the annual MEETINGS conference. This included a pōwhiri led by Ngāti Whātua Ōrākei and The Haka Experience at Eden Park on 10 June, and a dedicated Treasures event and exhibitor stand during the trade show days that followed.

Further growth and development of Treasures of Tāmaki will be overseen by an advisory panel comprising of representatives from NZ Māori Tourism, Whāriki Māori Business Network, Auckland Council and Tātaki Auckland Unlimited.

“Māori have lived in and around Tāmaki Makaurau for 1000 years and have built businesses worth \$6 billion a year, including tourist experiences. Our aim is to make these experiences much more accessible to the overseas visitor who wants, and can see, all the offerings in the global market.”

HELEN TE HIRA, DIRECTOR MĀORI OUTCOMES

BY THE NUMBERS

18 Māori businesses at launch

26 featured at the time of publication

18 featured print and online articles at launch

1.3 million+ cumulative audience reach



See four Treasures featured
in the Sunday Star Times



Image: Todd Eyr

Visit Auckland: Te mahi ngātahi ki ngā kiriwhakatauirā ki te whakaputa kōrero

Visit Auckland: Creating content with inspirational role models

The Tātaki Auckland Unlimited digital and content teams are always looking for collaborators who bring unique talents and cultural perspectives to highlight what Tāmaki Makaurau has to offer.

A Maungawhau / Mt Eden video with Dane Tumahai (Ngāti Whātua Ōrākei) featured All Blacks Sevu Reece, Noah Hotham, and George Bell. During the special hīkoi (walk) and kōrero (chat), they experienced a chance to connect, learn, and experience the maunga through fresh eyes.

➔ Watch the special hīkoi with Dane Tumahai

As part of our [Auckland Collections Campaign](#), TAU featured a leading voice in Aotearoa's street art scene, Kairau 'Haser' Bradley (Ngā Puhī). In the video, Haser highlighted his art as well as favourite places in Tāmaki Makaurau Auckland.

➔ Explore the go-to spots of artist Haser

The team is also working to create content that supports [Treasures of Tāmaki](#), bringing Māori writers on board to create articles that complement the mahi (work) of the Māori tourism and hospitality businesses featured. One example is [a Māori interpretation of the tiaki promise](#).

This mahi will continue to ensure the Māori culture of our region is an integral part of how we promote Tāmaki Makaurau Auckland as a destination.

➔ Read Tiaki Our Treasures



M9: He paepae mō ngā kaiwhakaohoho Māori

M9: A platform for inspirational Māori voices

M9 showcases nine distinct voices that celebrate various aspects of te ao Māori through three key elements: whakaaturanga (presentation), whakaari (performance), and whakawhiti (conversation). TAU has been a sponsor of the kaupapa since M9's launch in 2022, supporting all nine seasons performed on the Kiri Te Kanawa and The Civic stages.

On 21 November 2024, another successful instalment highlighted Te Ao Hākinakina, Sports, Culture and Politics. Kaikōrero shared their personal

journeys as elite Māori athletes and influencers who have helped to shape the proud sporting legacy in Aotearoa. They reflected on their careers and the power of sport as a platform for cultural expression and political dialogue.

On 10 April 2025, the lens shifted to Te Ōhanga Māori, A Pathway to Prosperity, which explored how Māori have shaped and continue to drive the success of the economy. The kōrero aimed to challenge thinking and inspire the next wave of Māori innovators and economic powerhouses, with entrepreneurs, business owners and policy makers sharing their experiences and vision for economic sovereignty and prosperity on the global stage.

Both events were well attended, firmly cementing M9 as a unique platform where anyone can experience the diversity of kaupapa Māori and understand te ao Māori through the age-old practice of oratory and performance.

“Māori economic success is nothing new – it is an evolution, built on whakapapa, resilience and a commitment to collective wellbeing. It is an economy that goes beyond the numbers, and serves the people.”

RIA HALL, M9 CURATOR



Watch the highlights from Te Ōhanga Māori



See the full instalments from three seasons on TVNZ



Autaia: Te whakaaweawe i te rangatahi ki te whakawhanake pūkenga ahurea, whakaari hoki

Autaia: Empowering rangatahi to develop cultural and theatre skills

Autaia is a groundbreaking cultural initiative that demonstrates the transformative power of indigenous performing arts in empowering rangatahi (young Māori). The fourth Autaia showcase was held on 2 August 2024 at Kiri Te Kanawa Theatre.

For the first time, it expanded beyond Tāmaki Makaurau to welcome kura (schools) from Te Tai Tokerau Northland. With more than 500 performers and a packed theatre, it surpassed all previous years.

Tātaki Auckand Unlimited has proudly supported Autaia (which means ‘to be extraordinary’) since its first iteration in 2021. With a blend of kapa haka, theatre, and storytelling, it creates a unique platform for rangatahi to develop traditional knowledge, cultural connections, and contemporary artistic skills.

Participants engage with every aspect of theatrical production, from waiata composition and performance to directing, choreography, costume design, sound engineering, and lighting. The programme is aligned with the NCEA curriculum, with rangatahi able to gain accreditation through Te Ao Haka, Dance, Theatre, and Te Reo Rangatira.

Founder Kura Te Ua of Hawaiki TŪ says Autaia equips rangatahi with the skills and experience to lead in the performing arts industry, through collaboration, mentorship, and innovation.

BY THE NUMBERS

3 schools in 2021 to **10** schools in 2024, plus **2** guest groups

650% growth in number of tauira (students)

2500 audience attendees a year

9-15 mātanga toi (professional artists) of Māori descent engaged each year

“We want this kaupapa to remain as a beacon of light for rangatahi, providing culturally grounded opportunities for self-expression and professional development. Our mission is to create spaces where young Māori can discover their full potential.”

KURA TE UA, HAWAIKI TŪ



Visit the Autaia website



Rarotonga, Go Media Stadium: Te tūhono i te onamata, te inamata, me te anamata

Go Media Stadium, Rarotonga: Connecting the past, present and future

Kia whakatōmuri ai te titiro, ko te haere a ngā whakamua. We walk backwards into the future with our eyes fixed firmly on our past.

A drab wall at Go Media Stadium has been transformed into a vibrant narrative based on the **Whakatauki** in the caption above – a story that celebrates the **whenua**, the stadium’s legacy, and the joy it brings to fans and the teams who call it home.

The mural was officially opened on 16 October 2024, blessed in a ceremony led jointly by representatives from Ngāti Whātua Ōrākei and kaumatua David Wilson Takaanini of Te Ākitai Waiohū.

The 60m-long, 5m-high artwork stretches along the lower concourse in the East Stand. Three mural artists contributed to the work: Jonny4Higher and brothers Kairau and Earnest Bradley (Ngāpuhi).

The narrative, developed by Tāmaki Makaurau Office Architecture (TOA), contemplates the stadium’s past, present and future, connected by a deep sense of unity. This is depicted through the image of a single waka (alluding to kotahitanga).

The artwork was part-funded by the stadium’s home teams One New Zealand Warriors and Auckland FC. Fans attending Auckland FC’s first ever match on Saturday 19 October at the stadium were the first to view the mural in person at a ticketed event.

“We wanted to create a tapestry that tells the tale of this stadium’s storied history and of the millions who have attended events here. Visitors will recognise iconic memories from the past and look forward to more incredible moments in its future. We hope our patrons will join us in celebrating its remarkable history.”

JAMES PARKINSON, DIRECTOR, AUCKLAND STADIUMS



Watch Unveiling the East Stand Mural

Mānawatia a Matariki: te whakaaweawe i te rangatahi me te pakeke i ō mātou wāhi

Mānawatia a Matariki: Inspiring young and old in our spaces

Matariki is the time to acknowledge the year gone by, plan for the future, and celebrate the present with whānau. Ninety events were on offer across the region during the 2025 Matariki Festival in Tāmaki Makaurau, with 22 held in TAU spaces in June and early July.

Auckland Live highlights included unforgettable nights at Auckland Town Hall during Matariki with Ria Hall and the Auckland Philharmonia; and Ihirangaranga, a multi-media, live music, spoken word, and art experience. At The Civic, The Tiwhas took audiences on a journey of laughs, waiata and remembrance through the stars of Matariki, while the neon crocheted *Wharenui Harikoa*, created by Lissy and Rudi Robinson-Cole, brought colour and as a fully immersive, multi-sensory experience (see separate story).



Auckland Art Gallery Toi o Tāmaki inspired families during the single most attended day of 2025 during Matariki, including creating taonga from salvaged materials, and high energy performances from Taane Mete and Te Papapa School Kapa Haka. Brett Graham gave a talk on his new sculpture, *Wastelands*, and Te Wai o Horotiu Art Hīkoi invited visitors to step outside the Gallery to learn about local significant Māori artworks.





New Zealand Maritime Museum invited visitors to see master waka carver Wikuki Kingi (Tainui, Ngāi Tai, Raukawa, Te Whānau-ā-Apanui, Ngāi Tahu, Hawai'i) and his crew bringing the art of Toi Māori and Whakairo to life, carving a waka and weaving a harakeke sail. For tamariki, there was the magic of storytelling and Kauī Whetū – Make Days, where they could weave stars inspired by the ocean symbols of tukutuku.



Master carver Wikuki Kingi in action.

At **Auckland Zoo**, visitors were invited to reconnect with Papatūānuku by exploring Te Wao Nui, the Aotearoa track. The stunning Dinosaur Discovery Track opened for 24 consecutive nights for Matariki, with hangi on the café menus and award-winning musical duo Aro performing at the launch. Inside the whare, zoo kaimahi and volunteers contributed to a tukutuku panel called 'Wai' (water) from Whatu Creative, learning about traditional patterns and the pūrākau (stories) they represent.



Watch Mānawatia a Matariki

BY THE NUMBERS

22 TAU events and activities

5016 visitors to Auckland Art Gallery Toi o Tāmaki

More than **17,000** visitors experienced *Wharenuī Harikoa* on the stage of The Civic

Wharenuī Harikoa: He whare wawata

Wharenuī Harikoa: A place to dream

Wharenuī Harikoa, a life-size crocheted wharenuī (Māori meeting house) came home to Tāmaki Makaurau to grace The Civic stage in July 2025. Created by artists Lissy (Ngāti Hine, Ngāti Kahu) and Rudi Robinson-Cole (Taranaki, Ngāti Pāoa, Waikato, Ngāti Tahu/Ngāti Whaoa), the wharenuī had been on a journey across Aotearoa, inspiring more than 160,000 people.

This was the first time Wharenuī Harikoa was standing while Matariki was visible in the night sky — a powerful moment to honour the past, celebrate the present, and dream boldly for the future. Returning to her place of conception, creation and cultural roots was a final gift to Aotearoa before she began her international journey.

Entry was free, with donations welcomed via QR code to support more free and low-cost Auckland Live events.

Rudi Robinson-Cole said the inspiration for Wharenuī Harikoa was based on stories of Matariki, merging traditional Māori practices with modern technology to bring “joy, colour and connection” to Aotearoa.

The immersive experience wove together tukutuku panels, handcrafted pou, a sensory touch wall, and a light and soundscape, drawn from taonga tuku iho (ancestral treasures passed down). During Matariki, visitors were invited to write their dreams at the foot of Hiwa or add to the sensory wall. These sacred hopes became ‘a living taonga’, set to be burned in a ceremonial release next Matariki.

“*Wharenuī Harikoa has become a vessel for dreaming, and healing; connecting all people, and igniting joy globally.*”

RUDI ROBINSON-COLE, ARTIST

A vessel of aroha travelling across the world to ignite joy, one loop at a time.



Watch

“*We were excited to present this extraordinary taonga in The Civic, an unforgettable experience where Aucklanders and visitors could be immersed in its joy and love.*”

DANIEL CLARKE, DIRECTOR PERFORMING ARTS, AUCKLAND LIVE



2024 Whānau Day. Photo: Ralph Brown.

Koanga Festival: 10 tau e whakanui ana i ngā kōrero Māori hou

Kōanga Festival: 10 years of celebrating new Māori storytelling

Kōanga Festival is an annual event dubbed ‘the beating heart of the Māori performing arts landscape’, bringing people together who love and support indigenous storytelling.

Celebrating its tenth anniversary in 2024, the festival expanded from two weeks to three-and-a-half weeks, running from 6-28 September at Te Pou Theatre in Te Kōpua Henderson. The event was supported by Tātaki Auckland Unlimited alongside other Auckland Council and creative organisations.

Kōanga (Spring in the maramataka Māori) aptly included a jam-packed programme that also focused on developing new creative talent and work. As well as a variety of Māori shows in the line-up, indigenous storytelling was given an additional boost with an International Indigenous Exchange Programme with whānau from Te Whenua Moemoeā (Australia), and a wānanga on writing plays in te reo Māori.

With popular annual fixtures Kaumātua Day and Whānau Day as part of the programme, the festival had line dancing, storytelling, kai and cultural experiences as well as special performances on offer – something for everyone to enjoy.

“At the heart of all of these diverse arts offerings was a commitment to mana motuhake and pride to be Māori and share in a Māori worldview.”

AMBER CURREEN, KŌANGA FESTIVAL DIRECTOR

“I loved everything ... Awesome production. Amazing venue. Great people. Real hospitality and care. I loved going to the theatre where tangata Māori and te ao Māori and tikanga Māori is represented and celebrated - just great!”

AUDIENCE MEMBER

BY THE NUMBERS

3670+ attended Koanga Festival programmes

183 creatives involved

13 different kaupapa over 3.5 weeks

960 visitors for Whānau Day, with 117 performers



Visit
Koanga
Festival



Te haka nui rawa i te ao: ka whakakite i te ahurea Māori ki te ao

World's largest haka: A global spotlight on Māori culture

Nearly 6500 people raised their voices in unison to perform the Ka Mate haka at Eden Park on 29 September 2024, setting a Guinness World Record and raising \$330,000 for the Raukauri Music Therapy Trust.

Every ticket purchased supported its mission to provide affordable, accessible, high-quality music therapy to all in Aotearoa, whatever their needs.

Tātaki Auckland Unlimited supported the event, which returned the mana of our cultural taonga to Aotearoa (from previous holder France) and marked an important agreement that no Largest Haka Guinness

World Record attempt can be made again without Māori input and consultation.

Raukauri Music Therapy Trust founder Dame Hinewehi Mohi said the event “enabled us to showcase our rich cultural heritage to the world and reinforce the deep connection we all share”.

“I am so proud to be a New Zealander and hope that everyone can celebrate what we’ve achieved together,” she said. “We are immeasurably grateful for the generous support and contribution from valued sponsors, event partners, Iwi, musicians, suppliers, volunteers, and Aotearoa.”

Michelle Hooper, Head of Major Events at TAU, said the team was “incredibly proud to have played a part in this record-breaking moment that shone a global spotlight on our region”.

That spotlight included visiting US television host and entertainer Conan O’Brien taking part in the record-breaking haka, accompanied by well-known Kiwi filmmaker and actor, Taika Waititi.

The record-breaking Ka Mate haka was led by the descendants of its author, Te Rauparaha. Musicians included Rob Ruha, MAJIC, Paige, Corrella, Pere, Ria Hall, Hollie Smith, Alien Weaponry, Six60 and Kings.

BY THE NUMBERS

6467 participants, **7601** spectator tickets sold


\$330k raised for the Raukauri Music Therapy Trust

700+ pieces of media coverage, across NZ and **23** countries

174m+ national reach

5.3m+ social media impressions

 Guinness World Record official video

 See the Tātaki video on Instagram



Ka whakaū te World Dance Crew Championship i te pūtake o te kanikani me te pakiwaitara

World Dance Crew Championships affirm dance and storytelling roots

From 13-19 April 2025, the World Dance Crew Championship (WDCC) transformed Tāmaki Makaurau into a global dance hub. Jointly funded by Tātaki Auckland Unlimited and the Ministry of Business, Innovation and Employment (MBIE), the competition united top dance crews from around the world to showcase hip hop, club, and street dance at the Due Drop Events Centre.

The opening ceremony featured a powerful pōwhiri led by Tainui Waka kaumātua, and unforgettable performances by Stan Walker, Angitū Kapa Haka, DJ Lady Shaka, and the Ura Tabu Pacific Dance Collective. The celebration of Māori and Pacific cultures set a culturally rich tone for the event, honouring the tangata whenua of Aotearoa and affirming the deep roots of dance and storytelling in our region.

WDCC worked closely with Mana Whenua, Mātāwaka and Tangata Whenua to weave Māori identity, culture and values across the event, from the opening and closing ceremonies to the use of bilingual signage, taonga presented to winners, and engagement with Māori and Pacific youth.

- ➔ Watch the wrap up
- ➔ TAU media release



Let the Dead Speak - Kia Kōrero te Hunga Mate: Historian Hirini Kaa (Ngāti Porou, Ngāti Kahungunu, Rongowhakaata) talks with Whiti Hereaka (Ngāti Tūwharetoa, Te Arawa), Tim Worrall (Ngāi Tūhoe) and Ariana Tikao (Kāi Tahu) about navigating history and imagination when writing about ancestors.

Photography: Michelle Porter



Matariki Bennett (Ngāti Pikiao, Ngāti Whakaue).

Photography: Michelle Porter



See the full festival programme

13

Ka tino kite i te kaituhi Māori i te Auckland Writers Festival

Māori well represented at Auckland Writers Festival

The popular Auckland Writers Festival Waituhi o Tāmaki reached last year's record with 85,000 attendances in Aotea Centre from 13-18 May 2025. Tātaki Auckland Unlimited was a major event sponsor, with Auckland Art Gallery Toi o Tāmaki and Auckland Live contributing as event partners.

The programme saw a line-up of more than 240 authors from six continents, with excellent representation

for kaupapa Māori. This included te reo Māori translations for Māori programming, independent guest curators Michael Bennett (Ngāti Pikiao, Ngāti Whakaue) and Matariki Bennett (Ngāti Pikiao, Ngāti Whakaue), mihi whakatau and pōwhiri for authors, and more.

BY THE NUMBERS

37% (53 out of 143) of events featured Māori themes or participants

3 sessions focused on te reo Māori, with Airana Ngarewa's School Programme session, Ngāti Pātea, delivered entirely in te reo Māori and The Whānau: Reo Māori Phrases to Share free event at capacity

14% of the book titles sold were authored by or included Māori writers



Te Wheke-a-Muturangi by Lisa Reihana, Aotearoa Art Fair.

Aotearoa Art Fair: Ka whāia te ara auaha e ngā ringatoi Māori o nāiane

Aotearoa Art Fair: Contemporary Māori artists push the boundaries

A remarkable lineup of Māori artists shone at the TAU-supported Aotearoa Art Fair, held at Viaduct Event Centre from 1-4 May 2025.

Lisa Reihana’s *Te Wheke* was a monumental presence on the water, inspired by the legend of Kupe who encountered the giant female octopus. Lisa used 1000 pieces of patterned canvas to create this striking piece, reflecting Māori weaving traditions.

The work was presented with the support of Gallery Sally Dan-Cuthbert and Auckland Council.

At the fair’s entrance, visitors were greeted by a new commission by Brett Graham (Ngāti Koroki Kahukura, Tainui), *Te Haumeika* (The Homemaker). Brett is known for blending traditional Māori forms with modern techniques and addressing the impacts of colonialism and imperialism. TAU contributed towards this work, which was presented by Gow Langsford Gallery.

Other artists featured included: Fiona Pardington, whose emotive photography breathes new life into forgotten taonga; multidisciplinary artist Raukura Turei, who uses natural material to explore Māori atua wāhine (female deities); and Wayne Youle, with his signature bold, minimalist works exploring themes of cultural identity. These artists’ works were presented by Starkwhite Gallery, day01 Gallery and {Suite} Gallery respectively.

As part of the fair, TAU hosted a dedicated outreach programme that enabled access for 179 students from south and north Auckland schools.



Brett Graham (Ngāti Koroki Kahukura, Tainui) with his art installation, Te Haumeika (The Homemaker).



Aotearoa Art Fair



Photo: Jinki Cambrero

Hoani Hotene (Ngāti Haua) took home the prestigious Yellow Towel for the Billy T Award, and Angella Dravid was the Fred Award winner.

Ka whakanui te Comedy Festival i te pūmanawa o te Māori me ngā tāngata Moana

Comedy Festival recognises depth of Māori and Pacific talent

The NZ International Comedy Festival is an annual highlight on the Tāmaki Makaurau arts calendar. TAU is a major sponsor of the festival, which saw artists taking to stages across Auckland from 2-25 May 2025.

The 2025 festival marked a historic and powerful moment of recognition for Māori and Pacific artists, with all major awards awarded to performers from these communities.

This is an outcome the New Zealand Comedy Trust team said “reflects the exceptional depth of talent, unique perspectives, and growing audience demand for diverse voices in Aotearoa comedy”.


New Zealand Comedy Trust has a co-producing model which supports dynamic programming and audience growth, underwriting financial risk and providing essential support to emerging artists. This has enabled ambitious cross-artform works, such as *The Last Temptation of the Naked Samoans* and *Joe Daymond’s Comedy Mixtape*, fostering creative risk-taking and sector collaboration.

BY THE NUMBERS

9.5% of festival shows in Tāmaki Makaurau featured Māori performers

14 Māori comedians participated, up from 10 in 2024

Audience survey showed Māori attendance rose from 6% to 8%

 See the festival wrap



He Kete Mātauranga: He mātauranga tuku iho mō te taiao

He Kete Mātauranga: Sharing tūpuna wisdom for the taiao

An immersive kaupapa in March 2025 brought together Māori and Tāngata Tiriti for the second He Kete Mātauranga Hui. The two-day hui, hosted by Climate Connect Aotearoa, was held at Te Puna Creative Hub in Te Kōpua Henderson.

Feedback from the inaugural hui in June 2024 showed attendees wanted to get in touch with the taiao (earth). The 2025 wānanga (discussion forum) recognised this, bringing together 11 mātauranga Māori practitioners and scholars to lead kaupapa across three themes:

Mātauranga Māori (ancestral knowledge systems), Taiao to Toi Māori (creative storytelling), and Te Anamata (re-imagining the future).

Keynote speakers were Che Wilson (Ngāti Rangī-Whanganui, Tūwharetoa, Mōkai Pātea, Ngāti Apa, Ngā Rauru), from Naia Limited focusing on tūpuna wisdom, along with barkcloth artist Nikau Hindin (Ngai Tūpoto, Te Rarawa, Ngāpuhi) and Poipoia environmental consultant Tina Porou (Ngāti Porou, Ngāti Tūwharetoa, Ngāi Tāmanuhiri, Rongomaiwahine, Ngāti Rakaipaaka).

Integrating Māori perspectives through ClimateWise

A collaboration between climate resilience experts and business networks, ClimateWise aims to build awareness and capacity in climate adaptation planning in small and medium enterprises (SMEs). The free online platform was launched in February 2025.

TAU contributed to the development of the programme, ensuring Māori perspectives on climate change and associated risks were integrated.

He Kete Mātauranga keynote speaker, Che Wilson.

“Collaboration was key in shaping ClimateWise. We engaged with SMEs, pakihi Māori and business networks to understand the barriers they face and how adaptation can align with their goals – whether that’s securing supply chains, reducing costs, or by incorporating te ao Māori into adaptation strategies.”

SARAH ANDERSON, PROGRAMME DIRECTOR,
CLIMATE CONNECT AOTEAROA

- ➔ He Kete Mātauranga Hui video wrap
- ➔ Watch: Pam Ford (TAU Director Economic Development at the time) speaks about how ClimateWise can help small businesses.



Ka kitea he manuhiri hou i te whare kararehe i raro i te kaupapa Wellbeing in Nature

Wellbeing in nature programme brings new visitors to the zoo

In April 2025, Auckland Zoo launched the Wellbeing in Nature Community Programme, allowing free access for community groups to visit the zoo for a day to enhance their wellbeing and connection with te taiao.

By the end of June, groups from Ngāti Whātua, Ngāti Paoa, Te Ahiwaru Waiohū, Ngāti Maru, Ngāti Tamatera, Ngāti Te Ata Waiohū, and Ngāi Tai ki Tāmaki had been through the programme.

Mātāwaka participants included rangatahi-focused services such as Hāpai Tūhono and Bluelight, kura kaupapa Māori (Māori language schools) Te Kohanga Reo o Awaruaiti, Te Kura Kaupapa o Waiuku (Ngāti Te Ata Waiohū) and Te Puna o Waiōrea, He Pua Mai i Rangiatea – Reo Rumaki, Roscommon School, marae Te Mahurehure, Ngāti Otara and Te Kotahi a Tāmaki, and Turuki Health (permanent caregivers support service).

Lyndelle Paniora, Auckland Zoo’s Kaupapa Māori Advisor, is co-ordinating the programme. She says that, for many participants, it was their first time visiting Auckland Zoo.

“This has been a way to express manaakitanga and whanaungatanga beyond welcoming visitors each day. Spending time with each of the rūpū as their whānau arrive for their visit has provided the opportunity to build significant relationships with Iwi and Mātāwaka.”
The programme has now been extended to October 2025.

PARTICIPANT FEEDBACK:

- “Seeing Māori names all over the zoo made my kids so proud to be Māori.”
- “Many of the young people we work with (18 – 25 year olds) rarely venture outside of South Auckland. A visit like this broadens their horizons and allows them to see, feel and experience new things.”
- “The experience will be treasured as it’s the first group outing we’ve experienced as an iwi group. The enclosures were outstanding, providing up close and in depth experiences in their natural surroundings.”



Te hautū, te ārahi me te
tohutohu, kia wana, kia whai
wāhi atu

Leadership, guidance
and advice to inspire and
engage

Tātaki Auckland Unlimited has two forums for high-level engagement with Māori: Haerewa, a voice for Māori artists and art, established in 1994, and the Māori Engagement Committee of the TAU Board, established in 2023.

Haerewa is a group of pre-eminent Māori artists, academics and leaders providing cultural advice to Auckland Art Gallery Toi o Tāmaki, chaired by Dr. Valance Smith.



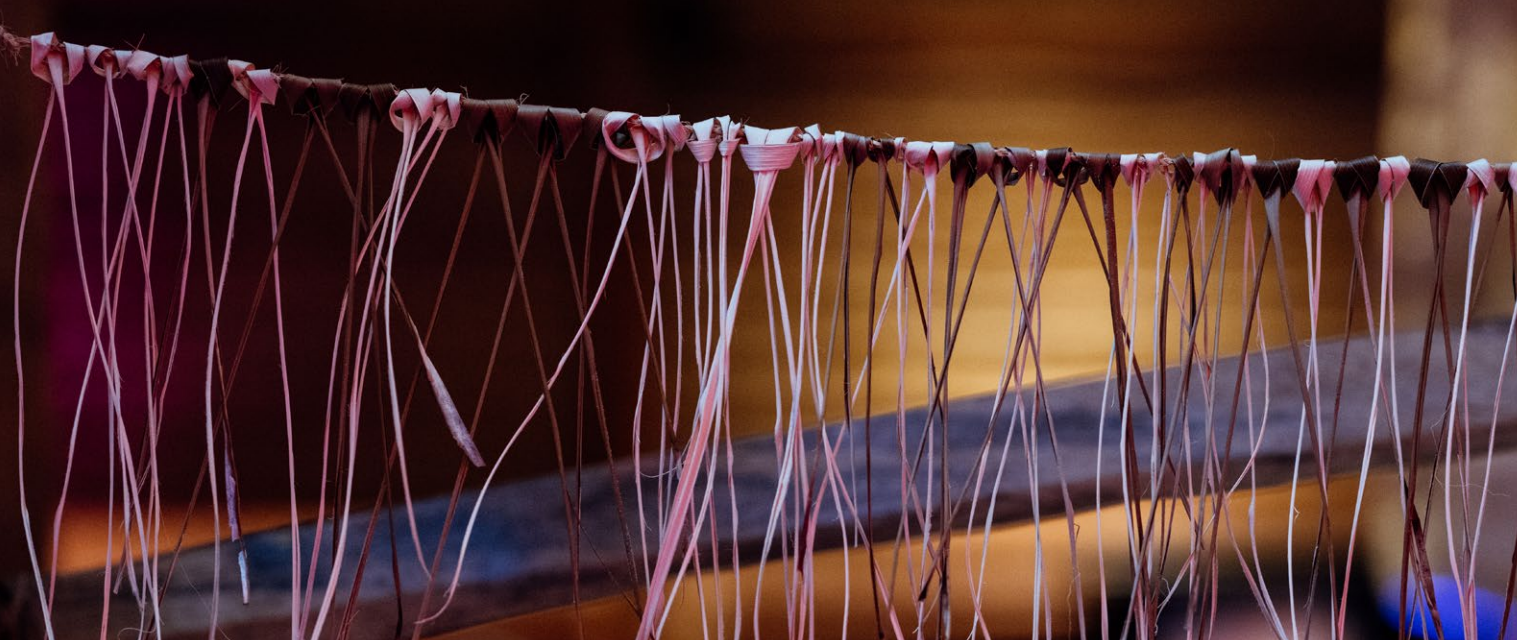
Haerewa members are Nova Paul, Emily Karaka, Reuben Friend, Sir Haare Williams (Amorangi), Lisa Reihana, Brett Graham, Dr Valance Smith (Chair) and Graham Tipene (absent).

In January 2025, Haerewa and the Gallery reaffirmed their partnership agreement for 2025 to 2028. This strengthens their shared commitment to advancing Māori art, empowering Māori artists, ensuring a culturally safe and inclusive space at the Gallery, and creating an environment that welcomes and inspires Māori in the community.

At the March 2025 hui, the role of Amorangi (leader) was established for long-serving Haerewa members. The inaugural Amorangi is Sir Haare Williams, who will provide high-level guidance to support Haerewa

members in upholding their responsibilities to Māori artists and the arts with mana and integrity, ensuring a legacy that enriches today’s and future generations.

Over the last year, Tātaki’s Māori Engagement Committee has met with senior Māori leaders, including Haerewa, Iwi, and Mātāwaka leaders to forge more strategic relationships and align our respective goals and aspirations for arts, programmes and events. The Māori Engagement Committee is chaired by Hinurewa te Hau.



Whāia te ao Māori: He kaupapa tūhura mō Hui Te Ananui a Tangaroa

Whāia te ao Māori: A journey of discovery for New Zealand Maritime Museum

New Zealand Maritime Museum Hui Te Ananui a Tangaroa is planning a more structured approach to integrating te ao Māori in its venue and programmes.

This follows the museum team's adoption of Whāia Te Ao Māori (to walk alongside a Māori world view), Tātaki Auckland Unlimited's self-reflection programme, in September 2024.

The museum is the second TAU cultural organisation to complete the programme, following the pilot with Auckland Art Gallery Toi o Tāmaki in 2023. The research was led by independent Kaupapa Māori researchers Tū Ohu Collective and conducted through kaimahi workshops, focus groups and interviews.

The resulting report identifies opportunities and challenges and recommends actions to help position the museum at the forefront of the global movement towards more inclusive museum practices that honour indigenous perspectives. The leadership team is working on priority actions from the report, and the development of an implementation plan.

"This programme has captured our own kaimahi reflections as well as useful information from similar cultural organisations around the world to take forward," says museum Director Vincent Lipanovich.

"As a small, agile team, we are uniquely positioned to rapidly become a culturally responsive museum that integrates te ao Māori perspectives through everything we do and represent for manuhiri (visitors)."

VINCENT LIPANOVICH, DIRECTOR, NEW ZEALAND MARITIME MUSEUM

"The museum is a taonga, connecting young people and communities to our shared marine heritage. I am grateful to everyone there who generously shared their views, experiences and aspirations for the future."

HELEN TE HIRA, DIRECTOR, MĀORI OUTCOMES



Te whakakaha i ngā āheitanga mō Te Tiriti o roto o Tātaki

Building Te Tiriti capability across Tātaki Auckland Unlimited

As a local government organisation, it’s essential Tātaki Auckland Unlimited kaimahi (staff) understand the history, context, and rights affirmed by Te Tiriti o Waitangi – the founding document of Aotearoa.

To support this, the Māori Outcomes team delivers a three-stage Te Tiriti training programme in partnership with Tangata Tiriti – Treaty People, and Groundwork.

This programme is a key part of TAU’s commitment to honouring Te Tiriti and building a culturally responsive organisation.

The programme begins with **Tangata Tiriti**, a foundation course exploring what Te Tiriti means for everyone in Aotearoa. The second stage, **Applying Tiriti**, helps kaimahi develop practical skills to embed Te Tiriti principles into their mahi (work). The final stage, **Haumi (Allies)**, focuses on strengthening capability by clarifying the roles and responsibilities of tangata Tiriti.

“The wānanga was delivered empathetically and created a safe space for discussion and learning. I was one of two Māori in the room, and I was so bolstered by the reactions and engagement from our hoamahi.”

ATTENDEE, TE TIRITI FOUNDATION WORKSHOP

BETWEEN 1 JULY 2024 AND 30 JUNE 2025:

9 Tangata Tiriti workshops held

235 kaimahi participated

Groundwork pilot sessions ran in February and March 2025

Stage 2 and 3 workshops launched in May and June 2025



Te whakahou i te taupānga Taki: He tikanga, he pāhekoheko hou kia pai ake te whakamahi

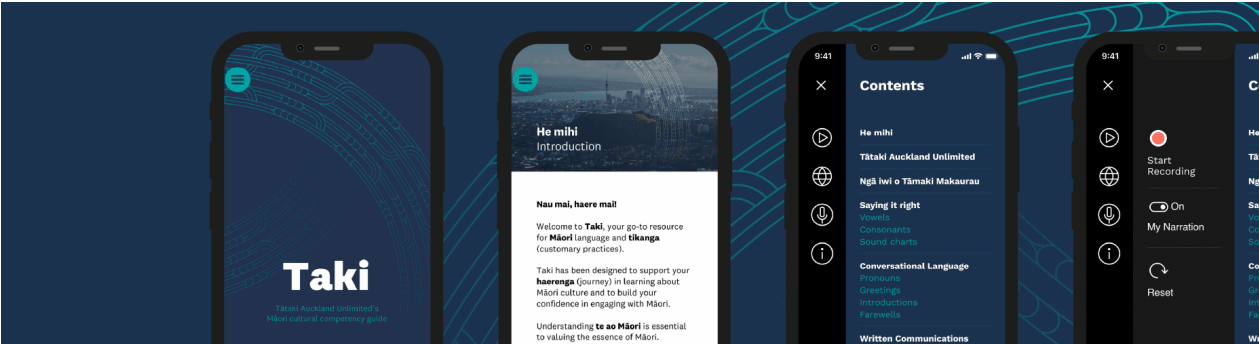
Taki App update: New
tikanga and interactivity
enhance engagement

Tātaki Auckland Unlimited’s essential app for te
reo Māori, tikanga and cultural resources has fresh
content to continue building our kaimahi confidence
and capability.

The latest update features pronunciation guides for
Tāmaki Makaurau and Aotearoa locations, guidance
on pōwhiri and mihi whakatau protocols at TAU, and
an expanded interactive quiz to test te reo Māori
knowledge.

With widespread adoption across the organisation
and regular updates, Taki remains an invaluable
learning tool for practicing te reo Māori and tikanga.
It is also available to anyone external to TAU who
may want to learn more.

Anyone can search ‘Taki App’ in the Apple App
Store, Google Play, or Microsoft Apps and look for
the distinctive Taki icon.



Ka whakatauhia ngā pia o TupuToa ki roto i te whare o Tātaki

TupuToa interns welcomed into the TAU whare

Five interns became part of the TAU whānau for 12 weeks during their end of year summer break, with each bringing curiosity and fresh perspectives into their teams. For most, it was their first time experiencing mahi in a corporate or local government environment.

This was the third year TAU welcomed interns from TupuToa, which provides employment opportunities for Māori and Pacific students reaching the end of their undergraduate studies.

Each one was matched into a team aligned with their area of interest. Renee Bird joined the People team, Rebecca Soloi joined Digital, and Kaira Talagi-Ikiua joined the Marketing and Communications rōpū. The Māori Outcomes rōpū welcomed Tahu Swann and Maddy Lemuelu.

During their mihi whakatau, Director of Māori Outcomes Helen Te Hira said that TAU hoped our interns come in with a critical view and an open heart – and that they would be able to see themselves in leadership positions in organisations such as TAU and council in the future.

“As mentors, we are learning how to work effectively with young people who no longer tolerate mediocre working environments. They are vocal and solutions-focused, giving us a unique opportunity to embrace their energy and insights.”

SAM NOON, PRINCIPAL ADVISOR, MĀORI OUTCOMES



Renee Bird, Rebecca Soloi, Tahu Swann, Kaira Talagi-Ikiua and Maddy Lemuelu.

“Thanks to everyone who has helped us on this journey and wrapped us in a korowai of aroha. To be able to show up as our full, authentic selves is such a gift! This programme really tips the scales for people like us, many of whom are the first in our whānau to study and enter a professional environment.”

MADDY LEMUELU, INTERN



The reo Māori cast at the premiere of Encanto Re Māori at The Civic in Auckland.

Ka kitea te motuhaketanga o te reo Māori i roto i ngā kiriata o Disney

Bringing the magic of Māoritanga with Disney favourites

Tātaki Auckland Unlimited was proud to support te reo Māori translations as well as kura (school) screenings for Disney family films *Encanto* and *Moana 2* over the last year.

These were the fifth and sixth films re-versioned into te reo Māori to be developed and produced by Matewa Media, in association with Walt Disney Animation Studios. *Encanto Reo Māori* was released in time for Te Wiki o te Reo Māori in September 2024, while in a global first,

Moana 2 was released simultaneously with the English version on 28 November.

The team involved in the re reo Māori productions have said they do it to inspire people of all ages to take pride in their identity, realise their own potential and see the stories of their tūpuna shared with the world.

At the official launch of *Encanto Reo Māori*, producers Chelsea Winstanley and Mia Henry-Teirney said the film was an opportunity for them to “embrace the many expressions of Māoritanga and celebrate the magic of being Māori.”

Commenting on the historic simultaneous screening of *Moana 2*, they said it was the realisation of a dream “to see te reo Māori normalised on cinema screens alongside English.”

“Tātaki Auckland Unlimited should feel incredibly proud that they have contributed to the world’s focus on acting in true partnership.”

CHELSEA WINSTANLEY, PRODUCER

“He pai ake tēnei kiriata i te reo Māori ki te kiriata reo ingarihi. I really felt the reo Māori version so much more than the English one – so much so I nearly cried!”

AUDIENCE MEMBER, MOANA 2 PREMIERE



Watch Te Karere:
Encanto Reo Māori premiere



Watch Te Karere:
Moana 2 Reo Māori premiere



Master navigator Stanley Conrad (right).

Mātauranga Māori me te mātauranga moana

Mātauranga Māori across the ocean

New Zealand Maritime Museum developed and hosted several exhibitions and displays focusing on Pacific and Māori voyaging, navigation and craftsmanship during the year.

Tuia Mātauranga is an educational exhibit from Tuia Encounters 250 (2019) that was revived for Auckland Heritage Festival. Over the two weekends of the festival (September/October 2024), storytellers shared stories of 1000 years of

Pacific voyaging and celestial navigation; and the meeting of land and sea, Māori and European.

The museum team took those stories across the water to the Australian Wooden Boat Festival in Hobart in February 2025, which attracted 60,000 visitors. The team and long-time collaborators Te Toki Voyaging Trust used this platform to highlight stories of ocean voyaging and early Polynesian arrivals, captivating many visitors who heard them for the first time.

Back home in March, the Auckland Wooden Boat Festival Talks and Tours programme featured engaging talks on navigation and boat restoration. Manuhiri (visitors) could step aboard ocean-voyaging waka and see master carver Wikuki Kingi and his team demonstrate their incredible artistry in Toi Māori and Whakairo.

Mātauranga Māori was also on stunning display with Te Karanga o Te Rā, a pop-up installation in the museum's Plaza held in April 2025. It showcased the intricate craftsmanship of Te Rā Ringa Raupā, a weaving group merging tradition and innovation. Known for recreating the ancient Te Rā sail, the group also shares their knowledge through talks, demonstrations and cultural exchanges around the world.

A sold-out evening talk by master navigators and educators Stanley Conrad and Sonny Natanielu shared the art of traditional navigation and the impact of environmental changes on future navigation practices during the Auckland Heritage Festival.



Te whakakite i ngā mahi a ngā ringatoi taketake Showcasing the artistry of indigenous creators

Tātaki Auckland Unlimited and the Ministry for Pacific Peoples have enabled fresh opportunities for indigenous creators by supporting a pop-up concept store in Britomart.

More than 50 Māori and Pacific creators, makers, artisans and innovators, part of the Oyster & Moon online community, were able to showcase their pieces for two weeks from late November 2024.

Oyster and Moon provides a digital platform and runs workshops to develop business capability for its collective of creators, with the aim of transforming

how Māori and Pacific peoples together present their cultures to the world.

The Britomart pop-up was the second venture into a physical showcase, following a successful pop-up in July 2024. Its curated collection included contemporary and heritage art, bespoke jewellery featuring ancestral designs, fashion pieces, exclusive homewares and artisanal beauty and health products.

The two-week pop-up included one-on-one sessions with master artisans, traditional craft demonstrations, storytelling, games designed to teach te reo Māori and Pacific wisdom, and tasting experiences.

“This was a celebration of our region’s most innovative creators and a gateway to experiencing Māori and Pacific luxury in its most authentic form. Each piece tells a story of heritage, reimagined for the modern collector.”

SARAH RENNIE, OYSTER & MOON CO-FOUNDER

“The concept store was transformative for my business, providing invaluable market validation and boosting my confidence through face-to-face interactions with customers. It also connected me with potential customers from markets like Japan, offering insights into international expansion.”

BUSINESS OWNER FEEDBACK

BY THE NUMBERS

13 days

42 businesses

1600 visitors

28,000 Instagram
accounts reached



See the
opening on
Instagram



Brett Graham, *Whangamāriho* (installation detail), 2025, Animation: LOT23, Sound: Daniel Campbell-Macdonald, collection of the artist. Photo: David St George.

Ka whakawhānui i te kohinga toi Māori whakahirahira ki ngā mahinga toi hou

New works expand significant Māori art collection

Auckland Art Gallery Toi o Tāmaki has a mission to collect key works by leading Māori artists, acquiring several significant new works over the past year.

In February 2025, the Gallery acquired *Wastelands*, 2024 by contemporary artist Brett Graham (Ngāti Korokī Kahukura, Tainui). This sculpture was commissioned for the International Art Exhibition of La Biennale di Venezia 2024 – the world’s leading exhibition of contemporary art.

The sculpture explores themes of colonial history, ecological concerns, and the ongoing relationship between Māori communities and the land – especially those stories rooted in Brett’s rohe of Waikato. The work is a sculptural reinterpretation of a pātaka (Māori storehouse), adorned with carvings of tuna (eels) that reference Māori food economies and the environmental impact of colonial land policies.

The acquisition was made with funds from the Patrons of Auckland Art Gallery, and the Gallery’s annual collection development budget.

“I am thrilled that Auckland Art Gallery Toi o Tāmaki acquired this work. It carries stories close to home, so it is warming to know that it will remain in Aotearoa. I’d like to thank the Gallery and the Patrons of the Gallery for their generosity and faith in my practice.”

BRETT GRAHAM



Brett Graham, *Wastelands* (installation view), 2024 Auckland Art Gallery Toi o Tāmaki, purchased with the assistance of the Patrons of the Auckland Art Gallery 2024. Photo: David St George.



More on *Wastelands*, in the artist’s words

He Aro Whakamua

Looking Forward

The future is rich with possibility — a future where our relationships deepen, our impact grows, and our commitment to te ao Māori is woven even more tightly into the fabric of who we are and what we do.

In the coming year, we'll refresh *Te Mahere Aronga*, our Māori Outcomes Plan, to ensure it reflects where we're headed as an organisation. This is more than an update — it will embed genuine impact into our annual business cycle.

Our focus is clear: People. Partnership. Impact.

We'll keep supporting the initiatives highlighted in this report to thrive, while seeking bold new collaborations and directing our energy where it creates the most meaningful change.

Working alongside our Māori Engagement Committee, we're developing a partnering model to unlock strategic collaboration at the highest levels of governance and leadership.

For our staff, we're building capability from the ground up — rolling out a comprehensive Māori Engagement Framework with practical tools, resources, and learning opportunities that empower every team member to engage with confidence and authenticity.

We're also excited to welcome talented new people into dedicated roles, bringing fresh perspectives and expanded capacity to deliver on our aspirations.

In the next *Ākina*, we'll share the progress we've made together. Until then, we move forward — guided by Te Tiriti, strengthened by partnership, and inspired by the impact we know is possible.

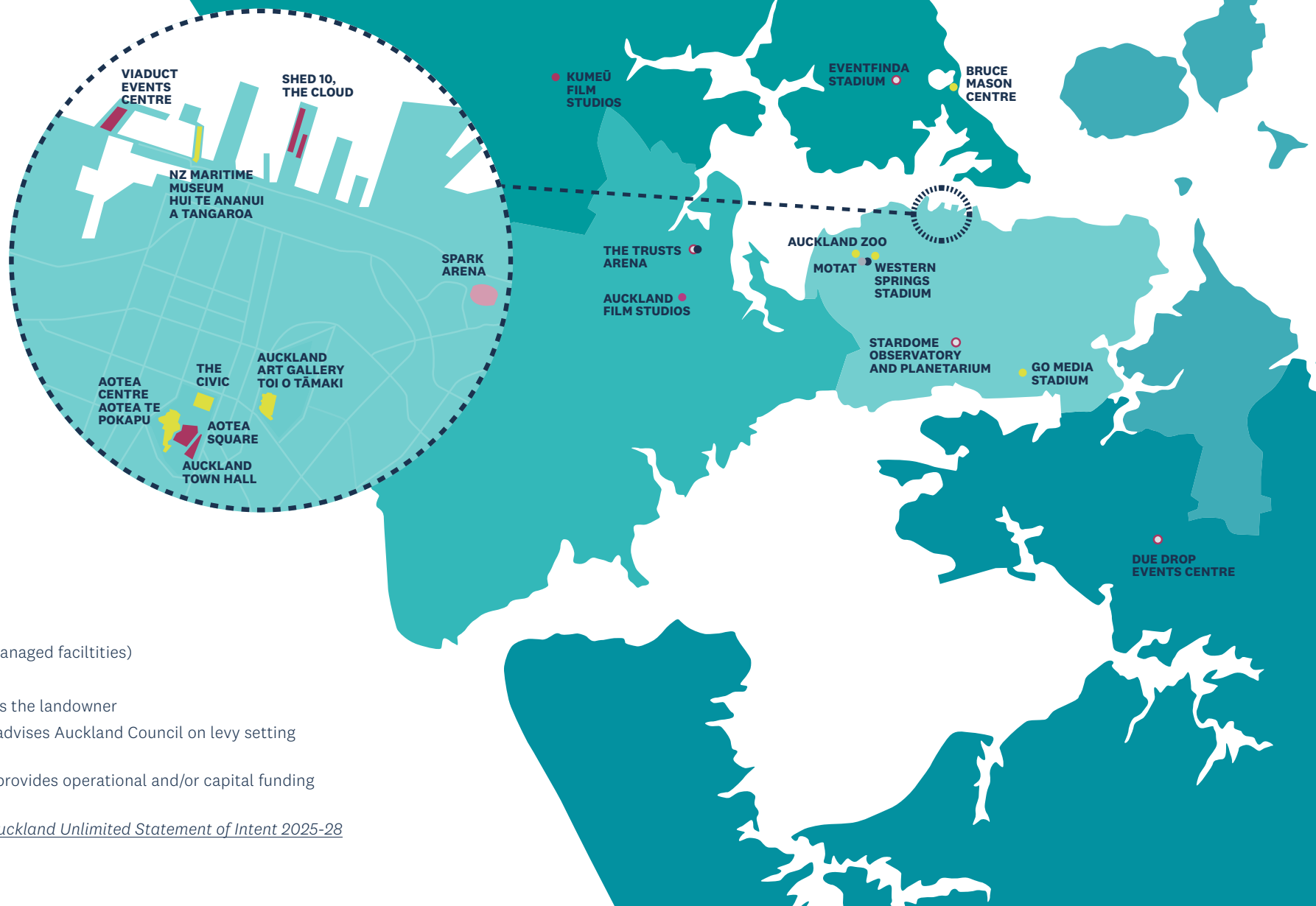


Mahere: Ngā whakahaerenga o Tātaki Auckland Unlimited

Tātaki Auckland Unlimited operations

- Owned and operated
- Operated but not owned (managed facilities)
- Owned, but not operated
- Tātaki Auckland Unlimited is the landowner
- Tātaki Auckland Unlimited advises Auckland Council on levy setting and board appointments
- Tātaki Auckland Unlimited provides operational and/or capital funding

For full details, see the [Tātaki Auckland Unlimited Statement of Intent 2025-28](#)



Kuputaka Glossary

A	Ahurea	Culture
	Akaaka	Interwoven ties, connection
	Amorangi	Leader (senior advisory role)
	Aotearoa	New Zealand
	Aroha	Love, compassion, empathy
	Atua	Gods, deities, spiritual beings
	Atua wāhine	Female deities
E	Ehara taku toa i te toa takitahi, he toa takitini	My success is not mine alone, but achieved as a collective (This is one interpretation of this whakatauki)
H	Haka	Ceremonial dance, rhythmic chant with actions
	Hāngī	Traditional Māori earth oven, food cooked in earth oven
	Hapū	Sub-tribe, kinship group
	Harakeke	New Zealand flax
	Haumi	Allies, to join together
	Te Mahi Ngātahi	Partnership
	Te Pānga	Impact
	He Tāngata	People
	Hīkoi	Walk, journey, march
	Hoamahi	Colleagues, co-workers
I	Ihi	Essential force, excitement, thrill
	Iwi	Tribe, extended kinship group

K	Kai	Food
	Kaikōrero	Speaker, orator
	Kaimahi	Staff, workers, employees
	Kaitiakitanga	Guardianship, stewardship, environmental care
	Kapa haka	Māori performing arts, cultural performance group
	Kaumātua	Elder, senior person
	Kaunihera	Council
	Kaupapa	Topic, theme, initiative, purpose
	Kaupapa Māori	Māori approach, Māori principles
	Kōanga	Spring (season)
	Kōmanawa	Digital theatre (name)
	Kōrero	Talk, conversation, discussion
	Korowai	Cloak, ceremonial garment
	Kotahitanga	Unity, togetherness
	Kura	School
	Kura kaupapa Māori	Māori language immersion school
M	Mahi	Work, activity, task
	Mana	Prestige, authority, spiritual power, status
	Mana motuhake	Self-determination, autonomy
	Mana whenua	A reference to iwi/hapū with territorial rights, tribal authority, local iwi
	Manaakitanga	Hospitality, kindness, generosity, care

	Manuhiri	Visitors, guests
	Marae	Traditional Māori gathering place of iwi, hapū and whānau
	Maramataka Māori	Māori lunar calendar
	Mātanga toi	Professional artists, arts experts
	Mātāwaka	Māori living outside their traditional tribal area
	Mātauranga	Knowledge, wisdom, understanding
	Mātauranga Māori	Māori knowledge, wisdom, understanding
	Maunga	Mountain
	Mauri	Life force, life principle
	Mihi	Greeting, acknowledgement, tribute
	Mihi whakatau	Welcome speech
N	Ngā	The (plural)
O	Ōhanga Māori	Māori economy
P	Pakihi Māori	Māori business
	Pānga	Impact, connection, effect
	Papatūānuku	Earth mother, land
	Pātaka	Storehouse, elevated storehouse
	Pou	Post, pillar, support (literal and metaphorical)
	Pōwhiri	Formal welcome ceremony
	Pūrākau	Traditional Māori narratives, stories, legends



R	Rangatahi	Young people, youth
	Rangatira	Chief, noble, of high rank
	Reo	Language, voice
	Rohe	Territory, region, district
	Rongomaiwhiti	Uniqueness, sacredness
T	Rōpū	Group, team, organisation
	Taiao	Natural environment, natural world
	Taiaha hā	Sentry cry to awaken the people
	Taiohi	Young people, youth (alternative term)
	Tamariki	Children
	Tāmaki Makaurau	Auckland (lit. "Tāmaki desired by many")
	Tangata Tiriti	Treaty people (non-Māori New Zealanders)
	Tangata whenua	People of the land, indigenous people
	Tāngata	People
	Taonga	Treasure, anything prized, sacred object
	Taonga tuku iho	Ancestral treasures passed down
	Tapu	Sacred, forbidden, restricted
	Tauira	Students, learners
	Taumata tūpuna	Ancestral heights, exhortations of ancestors
	Te ao hākinakina	The world of sports

Te ao Māori	The Māori world, Māori worldview
Te reo Māori	The Māori language
Te reo rangatira	Chiefly language, high-status Māori language
Te Tiriti o Waitangi	The Treaty of Waitangi
Te wā	The time, the season
Tiaki	To care for, guard, protect
Tikanga	Correct procedure, custom, protocol
Toi Māori	Māori art
Tūpuna	Ancestors, grandparents
Tukutuku	Ornamental lattice work panels
U	
Umanga	Business, industry, employment
Uta	Inland, shore
W	
Wai	Water
Waiata	Song, chant
Wairuatanga	Spirituality, spiritual essence, spiritual connection
Waka	Canoe, vessel
Wānanga	Forum, seminar, discussion, learning session
Wehi	Awe, fear (in reverence)
Whakaaro	Thought, opinion, understanding
Whakaaturanga	Presentation, exhibition
Whakairo	Carving, to carve

Whakapapa	Genealogy, lineage, layers
Whakatauki	Proverb, saying
Whakawhiti	Conversation, exchange
Whānau	Family, extended family
Whanaungatanga	Relationship, kinship, sense of family connection
Whare	House, building
Wharenui	Meeting house, main house
Whāriki	Woven mat, network
Whaikōrero	Formal speech making
Whenua	Land, country, placenta
Whitu	Seven (relating to the seven stars of Matariki)

