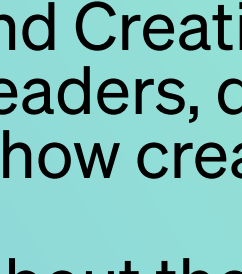
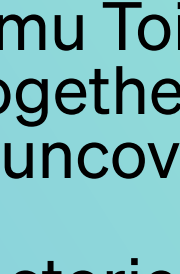


Shining a spotlight on creativity one city at a time

All in for Arts:
He waka toi e eke
noa nei tātou 2025

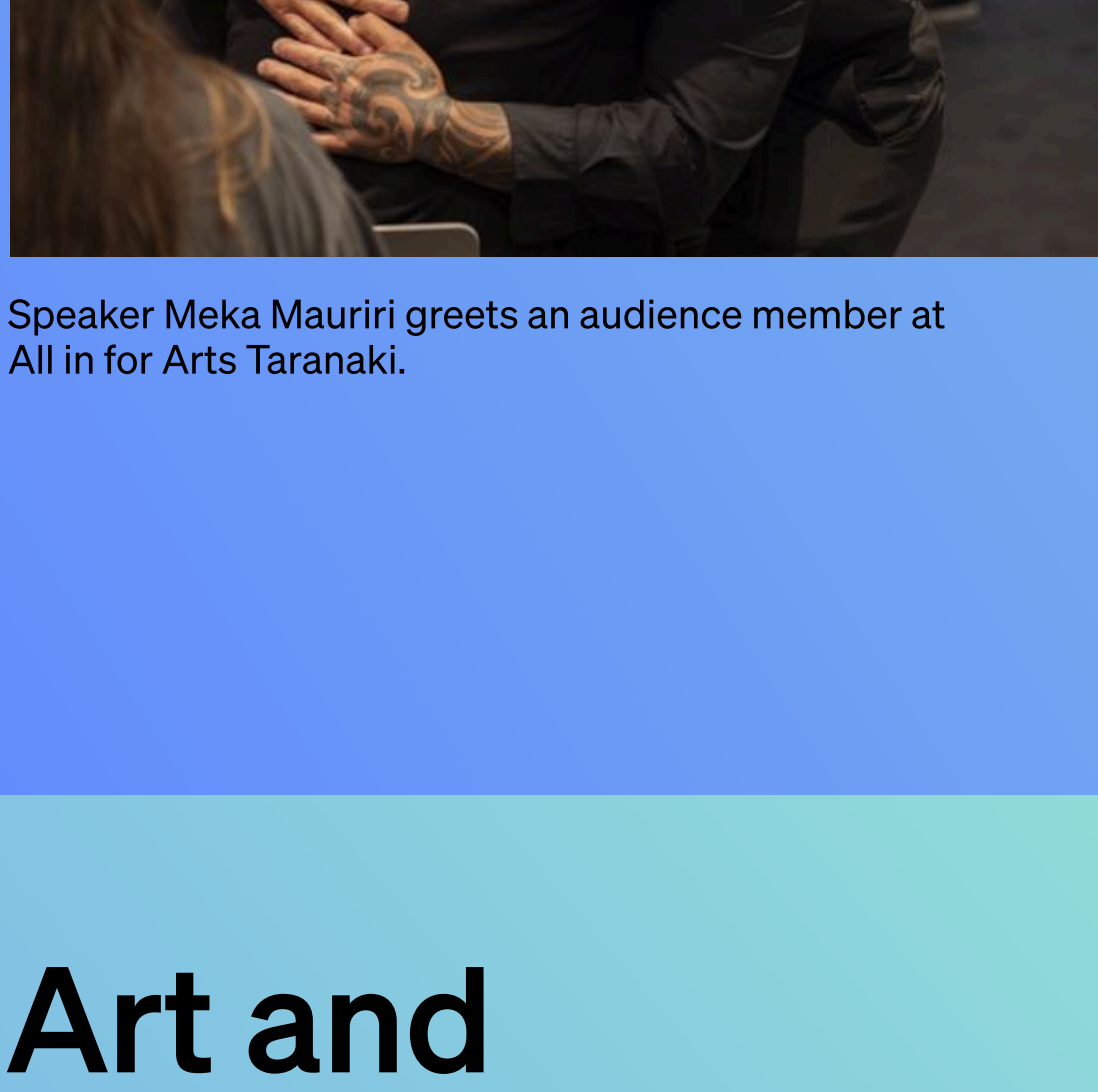


In 2025, The Arts Foundation Te Tumu Toi and Creative New Zealand visited six cities during March. At every stop, we brought together leaders, decision makers, artists and creative champions to amplify the arts, and uncover how creativity can propel us forward.

Thirty-seven speakers shared their stories about the transformative power of creativity and their ideas for how the arts, culture, creativity and ngā toi Māori can thrive, so that everyone can flourish.

Here's What We Heard

Creativity is at the heart of our national identity



Speaker Meka Mauriri greets an audience member at All in for Arts Taranaki.

- Across the motu, speakers spoke of creativity as a force woven into our whakapapa, cultural heritage, and everyday lives.
- Art gives us a sense of belonging and a way to tell our collective stories.
- Māori, Pasifika and rangatahi creatives emphasised the importance of having spaces where they can freely express their identities.
- Creativity is embedded in culture. Supporting artists means supporting the expression of who we are as a nation.

“Creativity transforms ordinary spaces into places that reflect our unique identity.”

Desley Simpson
Deputy Mayor of Auckland



2012 Arts Foundation Te Tumu Toi Laureate Gregory O'Brien speaks at All in for Arts Ōtautahi Christchurch.

Art and creativity build stronger communities

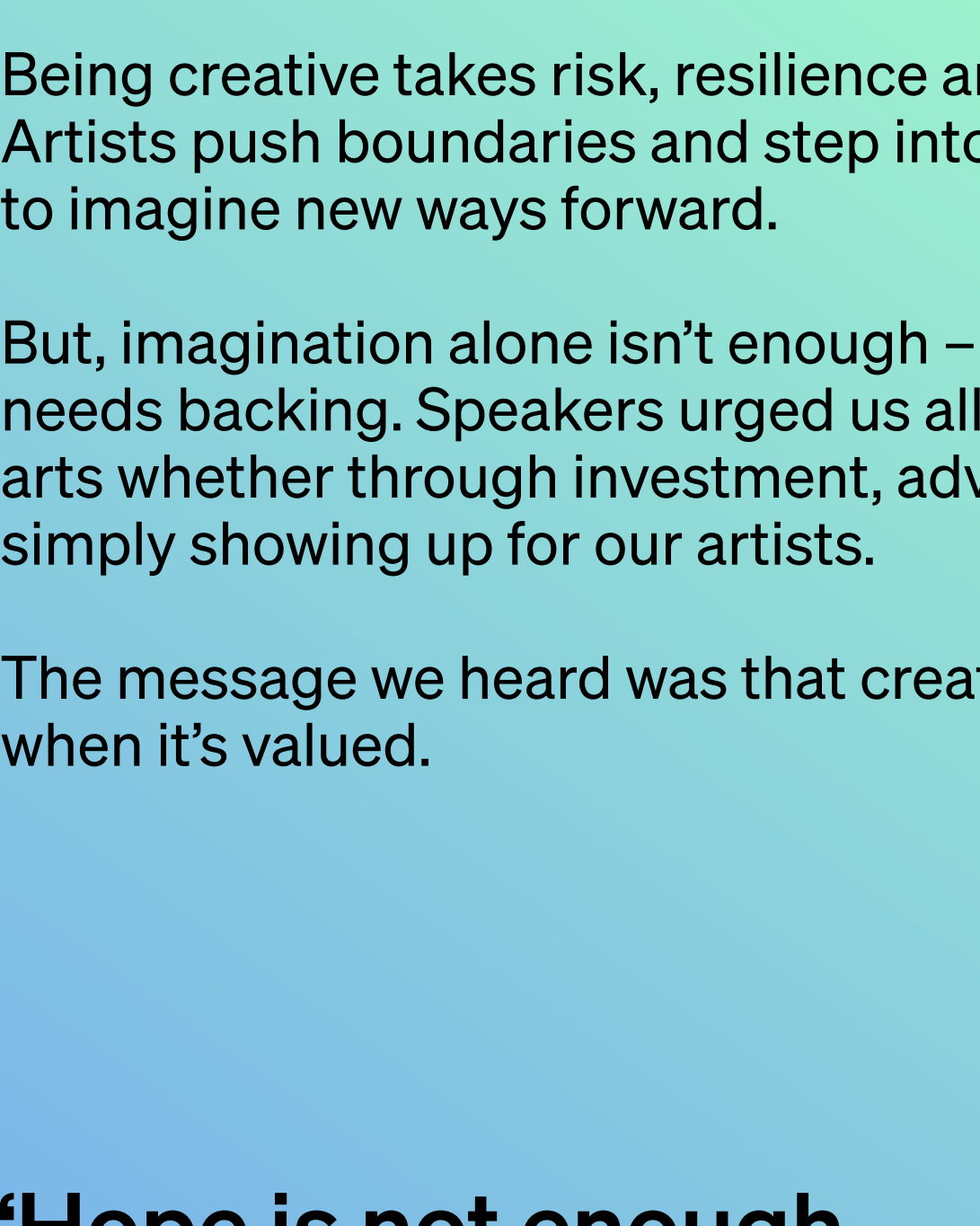


Audience members at All in for Arts Tamaki Makaurau Auckland.

- Art is a bridge between people; it strengthens communities by fostering empathy, joy, and understanding.
- From storytelling to public art, we heard how creativity can break down barriers, connect people across generations, and create a sense of belonging.
- A thriving arts scene means a stronger, more connected society. Investing in the arts is investing in community wellbeing.

“If art is an integral part of a community, then a community is incomplete without the arts.”

Dame Robin White ^{DNZM}
Artist and 2022 Arts Foundation Te Tumu Toi Icon Whakamana Hiranga



2022 Arts Foundation Te Tumu Toi Icon Whakamana Hiranga Dame Robin White speaks at All in for Arts Taranaki.

Creativity requires courage and support



Kaiata Kaitao speaks at All in for Arts Ahuriri Napier.

- Being creative takes risk, resilience and self-belief. Artists push boundaries and step into the unknown to imagine new ways forward.
- But, imagination alone isn't enough – creativity needs backing. Speakers urged us all to support the arts whether through investment, advocacy, or simply showing up for our artists.
- The message we heard was that creativity thrives when it's valued.

“Hope is not enough. We can't run on hope. We need help too.”

Kaiata Kaitao
Writer, student and Napier Youth Councillor

A reminder that creativity is for everyone

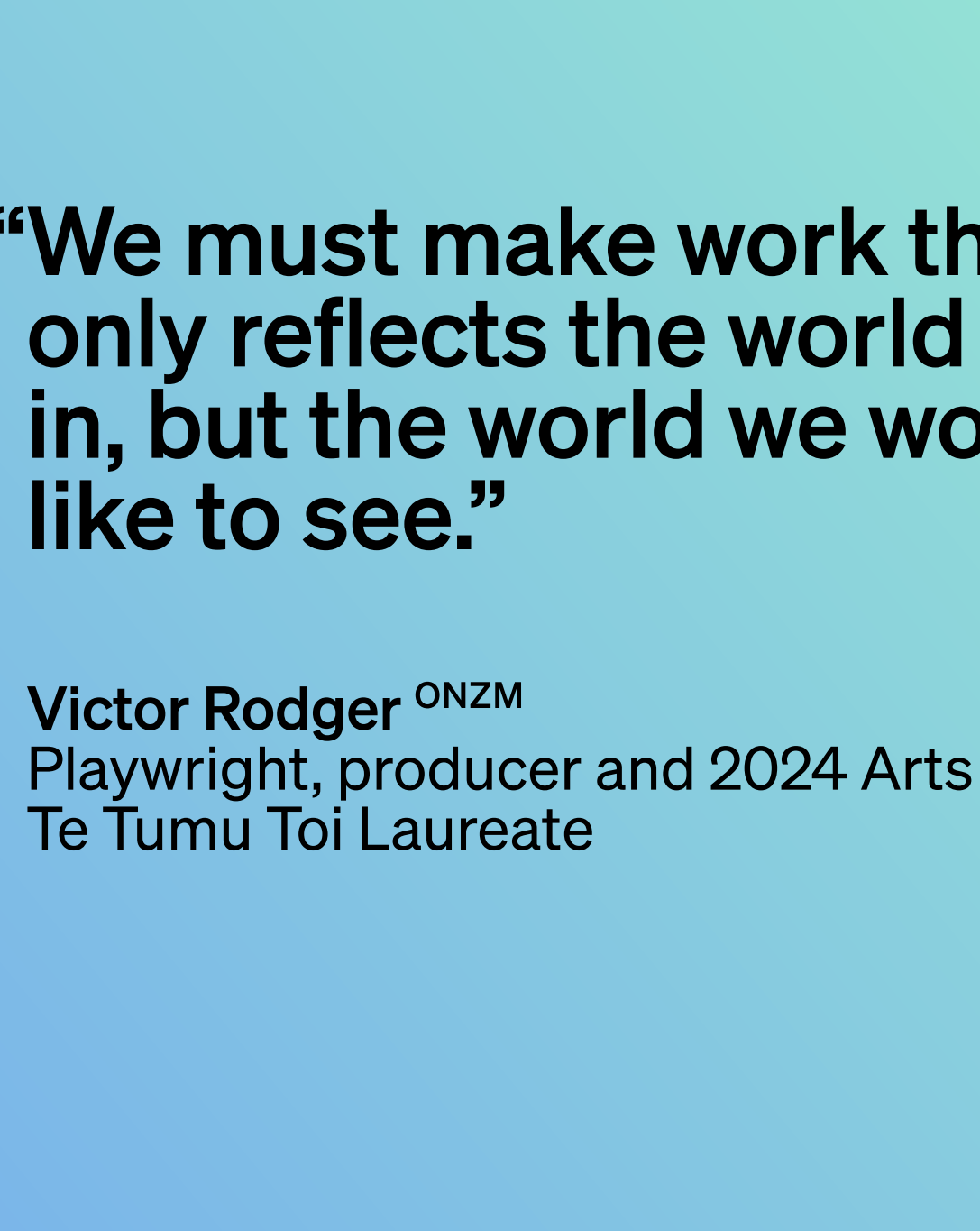


Audience members at All in for Arts Ahuriri Napier.

- Creativity isn't just for those with a career in the arts and creative sectors – it's part of being human and belongs to everyone. It's how we express ourselves, connect and make sense of the world.
- Speakers reminded us that all people, no matter their background or resources, should have equal opportunities to explore and embrace creativity.

“Only humans make art – and it's for humans. It's what separates us from other creatures.”

Peter Gordon ^{ONZM}
Chef and writer



Peter Gordon speaking at All in for Arts Tamaki Makaurau Auckland.

Art and creativity are catalysts for change



The Te Whanganui-a-Tara Wellington All in for Arts audience.

- Art helps us imagine a better future. In challenging times, creativity offers a way forward. Whether through storytelling, activism, or reimagining public spaces, art has the power to shape our future.
- We heard about the challenges of living in a rapidly changing world and about how when times are tough, investing in creativity offers hope for building empathy and social cohesion.

“We must make work that not only reflects the world we live in, but the world we would like to see.”

Victor Rodger ^{ONZM}
Playwright, producer and 2024 Arts Foundation Te Tumu Toi Laureate



2024 Arts Foundation Te Tumu Toi Laureate Victor Rodger speaks at All in for Arts Te Whanganui-a-Tara Wellington.

To Propel Us Forward, We All Need To:

Use our voices.

Talk to your local MP and councillors about why the arts matter. Make submissions on local annual plans – they shape the future of your community – and always remember to vote! If you care about the arts, tell the people in power. It's their job to represent you, and they need to hear it from you.

Invest in the arts.

That could mean giving your time, energy, money – or all three. Support artists by showing up: go to a gig, buy a book, visit an exhibition or sculpture trail. And when someone asks for a koha – give what you can. If we all give a little, it makes a big difference.

Be part of the change.

For the first time ever, Aotearoa New Zealand will have a draft creative and cultural strategy – Amplify – which will (hopefully) be in place later this year and will set creative priorities through to 2030. Strategies matter, but they need backing. That means investment – of hope, passion, energy, and money.

Remember: creativity is for everyone.

Arts and culture enrich our lives, spark joy, and bring people together. The arts contribute \$17.5B to Aotearoa New Zealand's economy – that's 4.2% of GDP – and every \$1 spent on live performance returns \$3.20 in community benefits. The impact is real, and it's far-reaching.

Let's keep the momentum going.

Share this so more of us understand the power and potential of the arts!

