




Pātaka Art + Museum

Toi Huarewa Vision

2018–2028

PĀTAKA
ART + MUSEUM

poriruacity




*Huakina e, huakina e
Huakina te rangi e tū
Huakina te papa e tākoto
Huakina ko tēnei Pātaka
He Pātaka Toi
He Pātaka Kōrero*

*Me tōnā karanga ki te ao
He kai! He kai! He kai!
He kai mo te hinengaro
He kai mo te wairua*

*Ko ngā kai o roto hei tauira
Hei tauira mā wai?
Hei tauira mā Tāne
Mā Tāne te Pukenga
Tāne te Wānanga
Tāne te Whakaputa
Te Whakaputa ki te Whai Ao
Ki te Ao Mārama*

*Tuturu o whiti
whakamaui kia tina
Haumi e
Hui e
Taiki e*



Toi Huarewa, refers to a vine or pathway upon which a person or community must travel to attain knowledge and prowess in the creative industries. Often this path is long and arduous, but the rewards are great for those prepared for the journey.



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He Pātaka Toi, He Pātaka Mātauranga

The nourishing vessel of knowledge
and artistic excellence

*Cover image: George Nuku Bottled Ocean exhibition at Pātaka.
Photo by Mark Tantrum.*

*Left image: Kereama Taepa Whakapi exhibition at Pātaka.
Photo by Mark Tantrum.*

Mayor's introduction



Visit Pātaka Art + Museum and it is easy to understand why it has gained a reputation as one of Aotearoa New Zealand's leading regional cultural facilities.

It goes beyond its art and museum tag and is a true place for the people.

Our population is diverse and that is really obvious when you visit Pātaka. It is heartening to watch the way people of all ages and cultures enjoy what it has to offer.

As Pātaka prepares to celebrate its twentieth anniversary in 2018, we celebrate the challenging and innovative exhibitions, the wonderful performances, and the wide-ranging discussions held within its walls.

But most of all we celebrate the people of Porirua who bring Pātaka alive and we welcome the many visitors from Aotearoa and around the world who come and share this taonga with us.

This strategy shows how we will continue to build Pātaka's reputation and international standing as a leader in contemporary Māori and Pacific art and heritage and outlines our four key priority areas.

Through this approach we will meet the challenges of the future and continue to foster excellence in cultural creativity right in the heart of Porirua.

A handwritten signature in black ink, appearing to read 'Mike Tana'.

Mike Tana
Mayor of Porirua City

Director's introduction



Like most people who visit Pātaka, I love the atmosphere, the art and architecture, the coffee and café, gardens and performance spaces.

I held my very first exhibition as a young artist here in the Bottle Creek Gallery back in 2002, and it was a great honour then, as it is now, to be involved with such an engaged and culturally rich institution.

In assuming the role of Director in 2015, I have been fortunate to have the wisdom and guidance of many visionary local leaders who helped to make Pātaka what it is today. In particular Te Runanga o Ngāti Toa Rangatira, the Friends of Pātaka, the Pātaka Foundation, the Porirua Historical Association and the Porirua Community Arts Council.

To continue to build upon these foundations, we must be vigilant in developing community demographic projections into the future, creating meaningful engagements, developing sustainable revenue streams, fostering corporate partnerships and nurturing international relationships with key institutional stakeholders throughout Australia and the Asia-Pacific region.

Through these strategies we will continue to strengthen our cultural, social and economic offering to the Porirua community, as well as building our international standing as an industry leader in contemporary Māori, Pacific and Aotearoa New Zealand art and heritage.

A handwritten signature in black ink, reading 'Reuben Friend'.

Reuben Friend

Director of Pātaka Art + Museum



Our City

Tō Tātou Taone

Porirua is a young city at only 53 years of age (as of 2018). We have a burgeoning business community with particularly strong development in retail and suburban development.

Our city's villages have a diverse spread of social and cultural demographics with a higher population of Māori (20%) and Pacific

communities (25%) than the average across New Zealand (14% and 7% respectively). Our European community (60%) as well as our Asian community (6%) are lower than the national average (70% and 11% respectively).

We have the highest proportion of young people of all New Zealand's territorial authorities. Statistics New Zealand records show that close to 25% of our residents are 15 years of age or younger, compared to an average of 20% for all of New Zealand.

As noted in our city's 2015–2025 Long-term Plan:

Porirua is young, dynamic and open for business. With around 40 per cent of our population aged under 25, we don't face the looming labour shortage of many parts of New Zealand.

But we also know that too many children and young people in our city should be doing better. We have extremes of rich and poor, as well as unacceptable disparities for Māori and Pasifika. We believe that the whole city – including the Council – has a responsibility to help lift the educational achievement of our young people, as well as tackle major child health issues that have no place in the 21st century.

As a cultural facility that works with diverse audiences, we need to address these changing demographics and develop means through which to create meaningful relationships within our local community. We must also take time to evaluate the quality of the services we deliver.

Currently we are the highest visited regional cultural institution in Aotearoa New Zealand with over 330,000 visitors in 2018. Other measures of success can be seen in the diverse range of local school and community groups, performance companies and business clients that participate in a wide range of art, culture and industry events here.

As well as these numerous community engagements, we also have a significant number of visitors from outside the region. The 2016 Museums Aotearoa Visitor Survey revealed that 48% of our audience come from outside Porirua City. 37% of those surveyed were national visitors from outside Porirua and 11% were international visitors. With this in mind, our local to regional/international audience ratios

are very closely aligned at 52% local and 48% tourist visitors.

For Pātaka Art + Museum to continue to respond to this diverse spread of local and regional/international audiences, we must be vigilant in monitoring local community demographic projections into the future while also nurturing national and international relationships with key cultural tourism institutions and stakeholders throughout Australia and the wider Asia-Pacific region.

The Pātaka *Toi Huarewa Vision* has been developed with these concerns in mind and divides these priorities into four key strategic areas of development. Through this strategic focus we will continue to strengthen our local cultural, social and economic offering to the Porirua community, while also building our international standing as an industry leader in contemporary Māori, Pacific and Aotearoa New Zealand art and heritage.

Vision statement

Pātaka Art + Museum is recognised internationally as an industry leader in contemporary Māori, Pacific and Aotearoa New Zealand art, culture and heritage.

Pātaka is committed to developing engaging, innovative and scholarly programmes and publications that celebrate the distinct creative practices and histories of the people of Porirua.

Our modern facilities provide a family-friendly environment that is welcoming for people of all ages, abilities, genders, ethnicities and cultures.

Four key strategic priorities

Pātaka has identified four key strategic priorities that we will be focusing on over the next ten years:

Toi Tū ki Te Ao, our creative culture is world class

Pātaka delivers international-standard exhibitions, publications and events featuring acclaimed artists and performers from Porirua, Aotearoa New Zealand, Australia and the Pacific Rim.

He Oranga Hapori, our people bring our facilities to life

Pātaka is a place for diverse cultural interaction, learning opportunities and entertainment experiences that are accessible to all residents of Porirua.

Tō Tātou Tāone Toa, our city is a great place to live

Pātaka develops strong relationships with local businesses, patrons and corporate stakeholders that promote Porirua as a vibrant and exciting place for work and leisure.

Toi Tū Te Whenua, our environment is our future

Pātaka champions environmental awareness in Porirua City with particular focus on Te Awarua-o-Porirua Harbour and waterways.

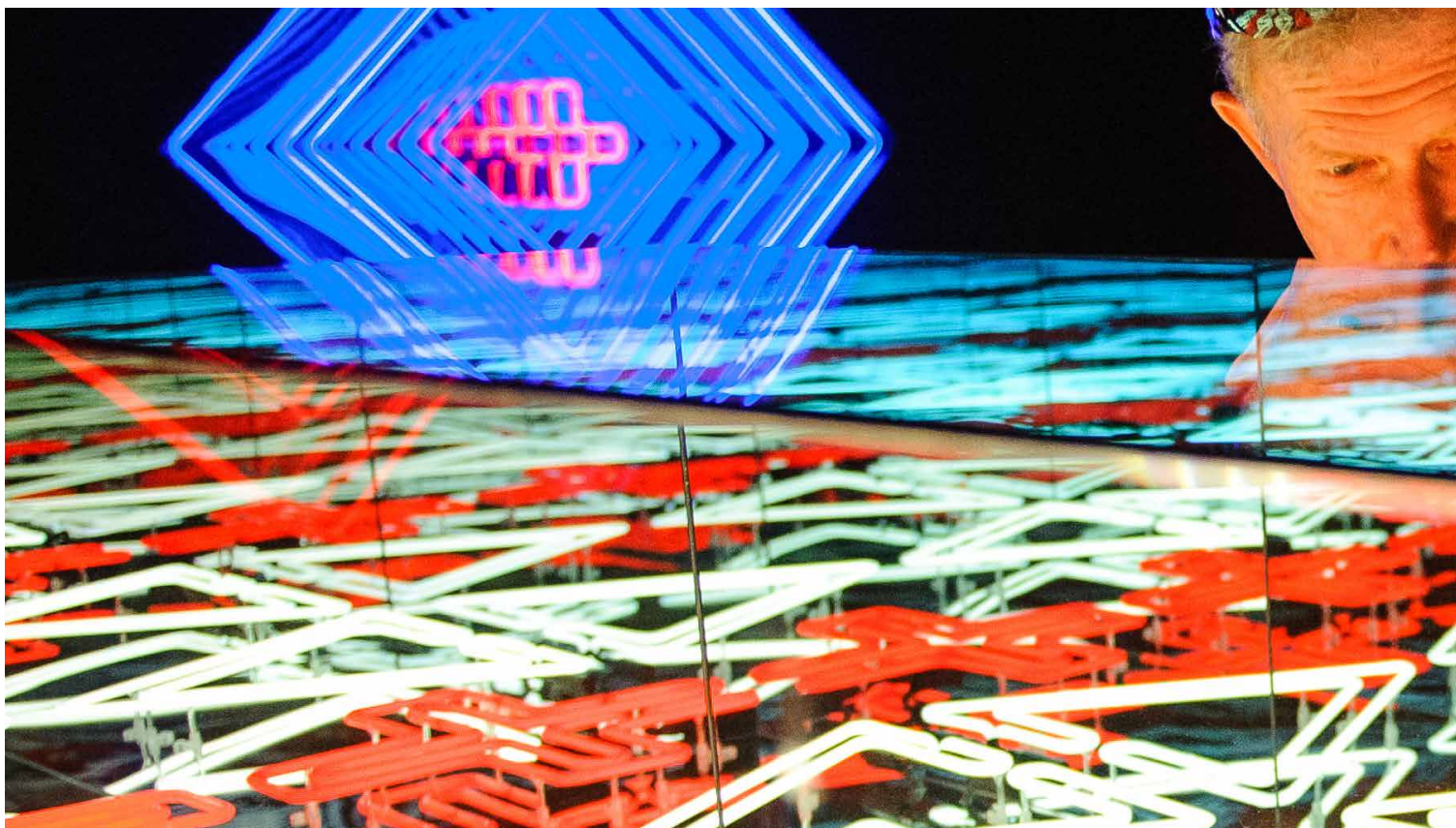


Toi Tū ki Te Ao, our creative culture is world class

Pātaka develops and delivers world-class exhibitions, publications and events featuring acclaimed artists, performers and cultural groups from Porirua, Aotearoa New Zealand, Australia and the Pacific Rim.

Pātaka is known for our world-class programme of Māori, Pacific and Aotearoa New Zealand cultural events and exhibitions. This reputation is recognised nationally and internationally. The 2016 Museums Aotearoa Visitors Survey revealed that 48% of our audience come from outside Porirua. 37% were national visitors from outside the region and 11% were international visitors. Strengthening this national and international brand profile to reinforce the reputation of Porirua City as one of the key destinations for cultural tourism in Aotearoa New Zealand will remain a top priority for Pātaka.

Above image: Visitors in front of John Walsh painting. Photo by Mark Tantrum.



He Oranga Hapori, our people bring our facilities to life

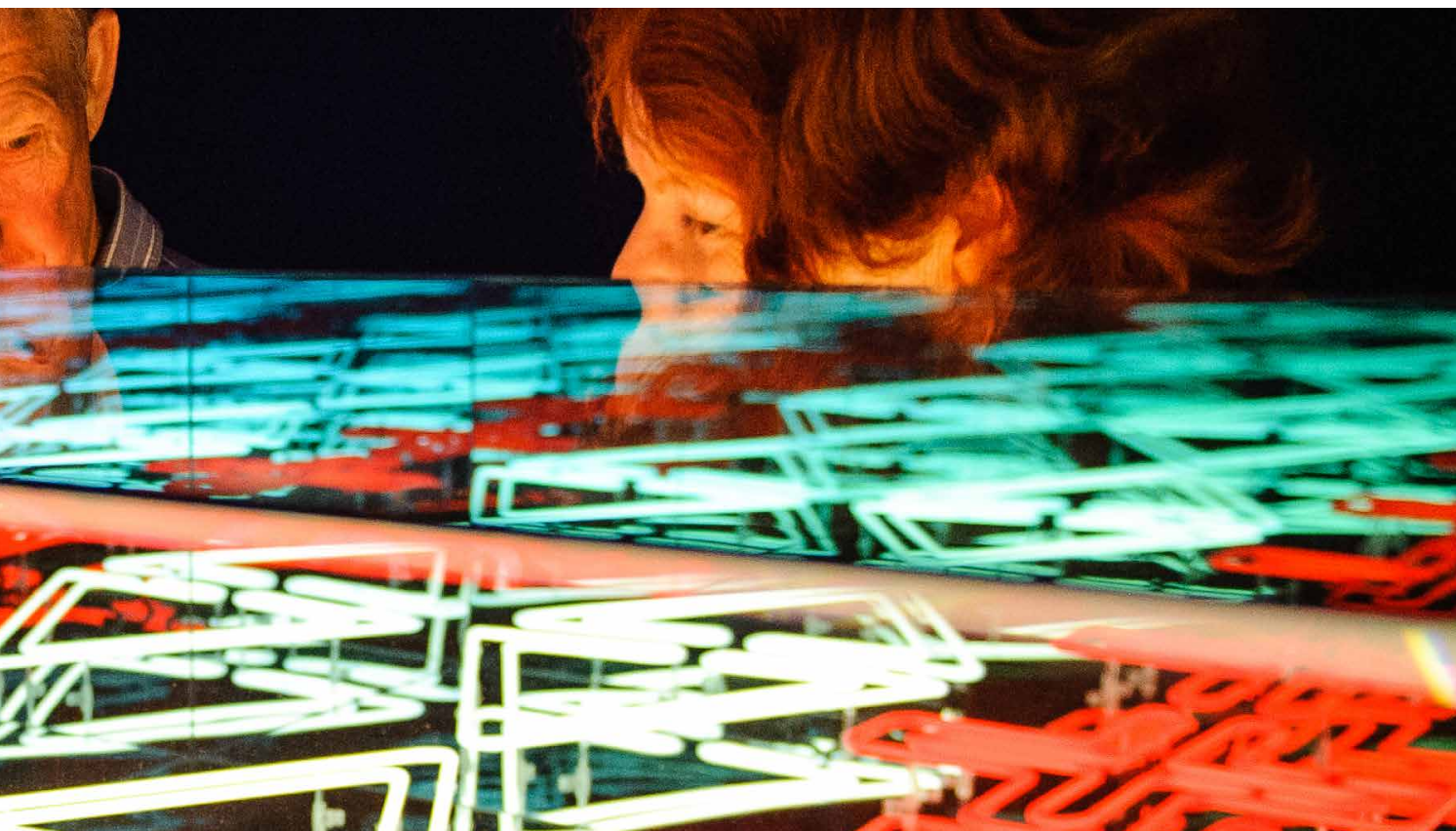
Pātaka is a place for diverse cultural interaction, learning opportunities and entertainment experiences that are accessible to all residents of Porirua.

Our local iwi and diverse tauwiw settler communities have always been at the heart of Pātaka and this will remain central to our operations over the next ten years. Pātaka remains committed to delivering high quality community exhibitions for young and old, with particular regard to the rich cultural offerings of Māori and Pacific communities residing in Porirua. We will continue to work with these groups to develop diverse community exhibitions and deliver education programmes to over 4000 Porirua primary and secondary school students annually.

Tō Tātou Tāone Toa, our city is a great place to live

Pātaka develops strong relationships with local businesses, patrons and corporate stakeholders that promote Porirua as a vibrant and exciting place for work and leisure.

Pātaka develops meaningful relationships with the wider business community of Porirua City. Developing business relationships through organisations such as the Pātaka Foundation, Friends of Pātaka and local iwi and hapū will be a key component of this strategy. These and other collaborations will enable Pātaka and Porirua City to provide a higher level of service to the Porirua business community and develop sustainable corporate revenue streams.



Toi Tū Te Whenua, our environment is our future

Pātaka will champion environmental awareness in Porirua City with particular focus on Te Awarua-o-Porirua Harbour and waterways.

Pātaka is committed to the environment and the betterment of Te Awarua-o-Porirua Harbour. Through our social history exhibitions, city events and community art projects we will promote and champion environmental awareness. This commitment also includes our own facilities. We will undertake strategic upgrades to keep up-to-date with technological developments and the demands of environmental change.

Above image: Visitors by Bob Jahnke artwork. Photo by Mark Tantrum.

Pātaka Art + Musuem is a community facility
of the Porirua City Council

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