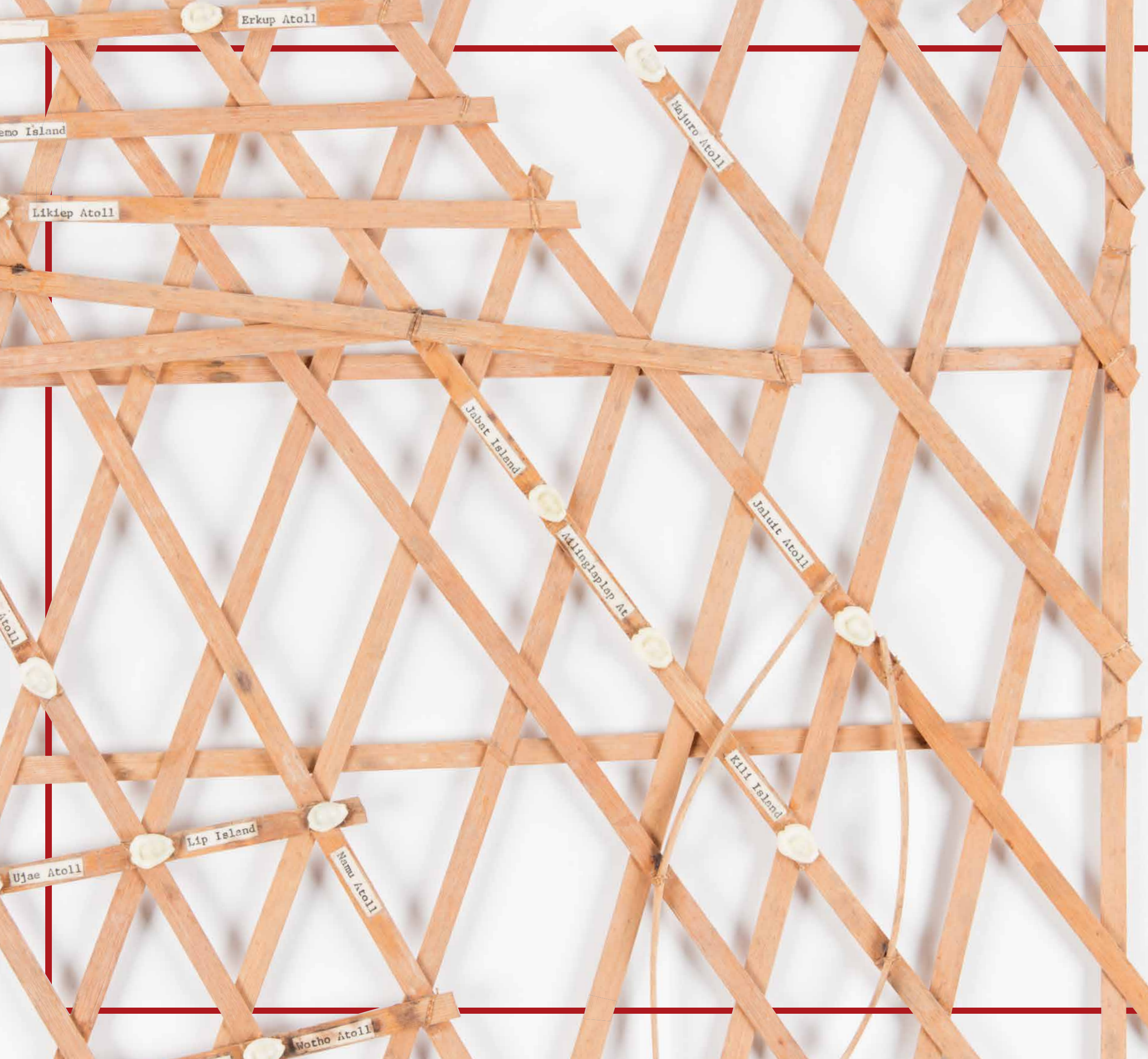
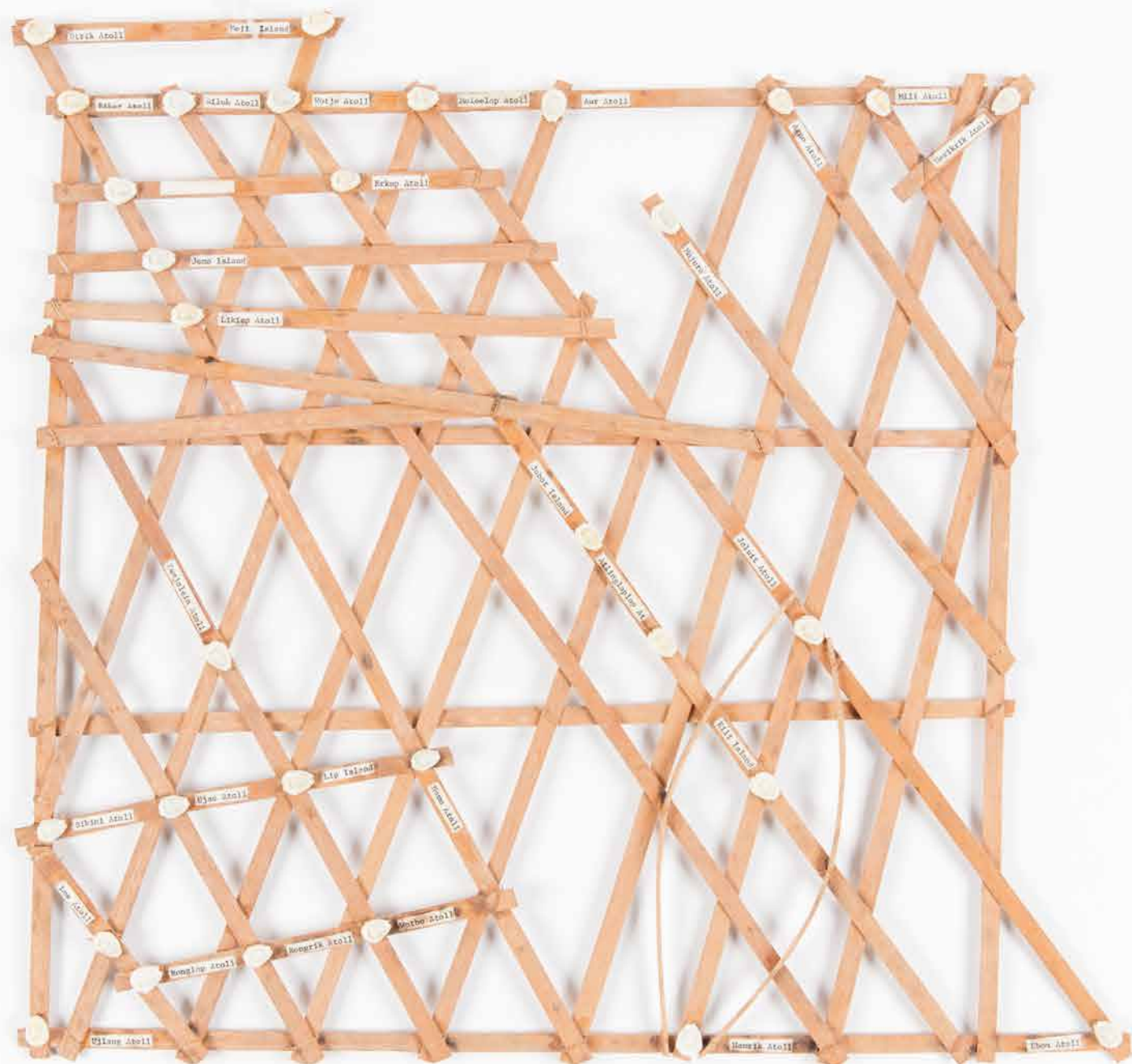


MATAFATAFA AHO 2024 - 2029

STRATEGIC DIRECTION

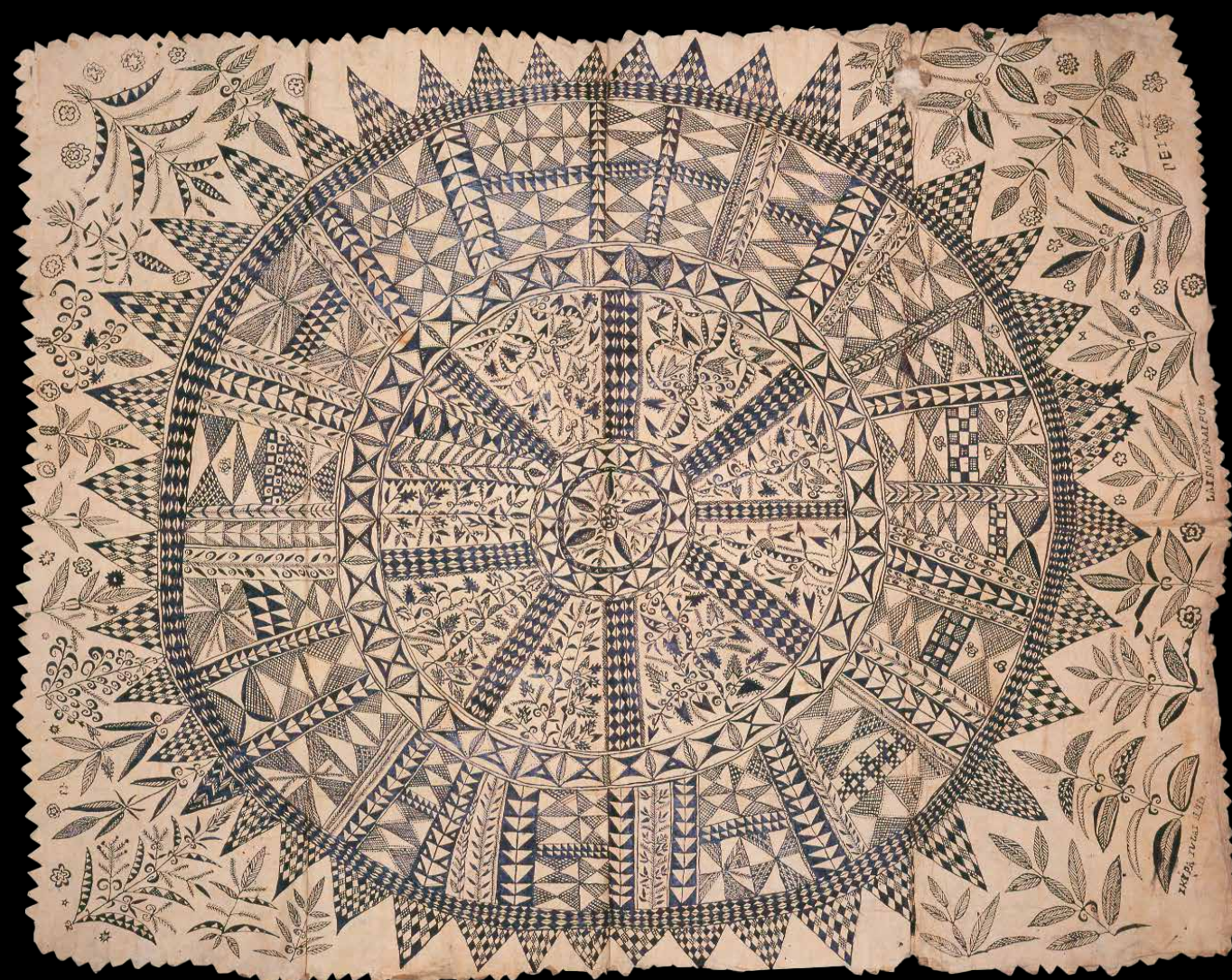




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Cover and image to left: *Rebberib*, stick charts for teaching, showing wave swell patterns around the Marshall Islands, each represented by a cowrie shell. Marshall Islands. Collection of Tāmaki Paenga Hira Auckland War Memorial Museum 1998.13.17.



Tapa, bark cloth, Niue. Collection of Tāmaki Paenga Hira Auckland War Memorial Museum 1948.34.

Matafatafa Aho Niuean

Dawn rising

“O le Aso ma le Filiga, O le Aso ma le Mata’igatila.” Samoaan proverb

Each day brings its own views of what is on the horizon;
each day brings its own choices.

O le Aso ma le Filiga, O le Aso ma le Mata’igatila, a new view is being taken for the horizon of the Museum, through the Theory of Change methodology, with different choices that have been born in response to the need for an impactful and culturally responsive Museum. The **Matafatafa Aho** Pacific Delivery Plan, through the Teu Le Vā Framework, has been developed in alignment with this new view, the rising of a new dawn. The Plan has also made corresponding choices that recognise and values the unique historical and cultural connections of Pacific peoples to Aotearoa New Zealand, and the contributions of Pacific peoples to Tāmaki Makaurau Auckland’s identity, well-being, and social cohesion. In addition, the Plan recognises the Museum’s responsibilities and commitment to its Pacific collections as the most diverse and significant collection in the country, ranking as a major world-class collection. The Plan takes a proactive, dynamic approach to reflecting Tāmaki Makaurau’s rich contemporary Pacific culture, having one of the largest Pacific populations of any city in the world.

Pacific values and principles that underpin the Plan:

The Matafatafa Aho Pacific Delivery Plan is based on cultural values from the diverse cultures of the vasa, the Pacific Ocean: vā, space; sa, sacred – the ‘Sacred Space’. Pacific peoples are intimately linked by the vā, the Pacific Ocean, history and whakapapa with tangata whenua of Aotearoa. This Plan looks to reinforce this connection through recognition of place, as a part of te Moana-nui-a-kiwa, through He Korahi Māori and He Ara Whaowhia.

- **A'ne'ne'ākiga (Empowerment)** ^[Rotuman]

- ensuring that Pacific peoples are understood, enabled and included in decision-making through effective engagement, representation and participation; supporting Pacific peoples to achieve their aspirations.

- **Fakahoa Lelei (Equity)** ^[Tokelauan]

- the notion of fair treatment, equitable access to opportunities and advancement, and the elimination of barriers to progress.

- **Te karinerine ao karaaoan te katei ae Tamaroa (Respect and cultural appropriateness)** ^[i-Kiribati]

- recognising that communities are knowledge holders of items within the collections; understanding and valuing the diversity of ethnicity and cultures within Pacific; acknowledging the importance of Pacific world views that are central to an individual's identity and sense of belonging, kinship, community and way of life; valuing Pacific common

values of family, spirituality, relationships and respect; facilitating the pre-eminence of Pacific languages pertaining to Pacific collections onsite, offsite and online.

- **Kau fakalataha (Reciprocity and partnership)** ^[Niuean]

- embedding trust, integrity for meaningful and enduring relationships; recognising of mutual interdependence; acknowledging rights of source communities and the Museum's responsibilities by actively building capacity and enhancing capability; respecting the mutuality of power, control and involvement.

- **Galue fa'amaoni (Meaningful engagement)** ^[Samoan]

- developing and sustaining relationships with Pacific communities.

- **Dina (Authenticity)** ^[Fijian]

- ensuring that genuine Pacific voices, languages and perspectives are included and valued.

- **Faitotonu 'ae ngaue – Ka 'l ai e te ngaue, pea fai ki he lelei taha pea faitotonu ki he 'osi'osinga (Enactment of obligations)** ^[Tongan] – demonstrating value of significant Pacific collections by resourcing the care and storage needs and building knowledge of those collections.

Kahupouri, Hypolimnas bolina nerina, Blue Moon Butterfly, Cook Islands. Collection of Tāmaki Paenga Hira Auckland War Memorial Museum AMNZ177910.

I te ta'i pū, a ta'iruru ai te nuna'a a Hiva

Tahitian proverb

The sound of the
conch shell unites
peoples of Kiwa

The **Matafatafa Aho** Pacific Delivery Plan recognises the rapid social changes and population growth of Pacific peoples in Tāmaki Makaurau and responds to the impacts that the Museum can actively contribute to, which have been identified in the Plan by Pacific community representatives and Pacific staff.

The Pacific impacts identified are:

The Museum is a place where Pacific peoples feel Connected and Valued, and the Museum contributes to Thriving Pasifika Cultures and Peoples, as well as a Sustainably Resilient Pasifika.

Davui, Trumpet shell. Fiji. Collection of Tāmaki Paenga Hira
Auckland War Memorial Museum 3997.



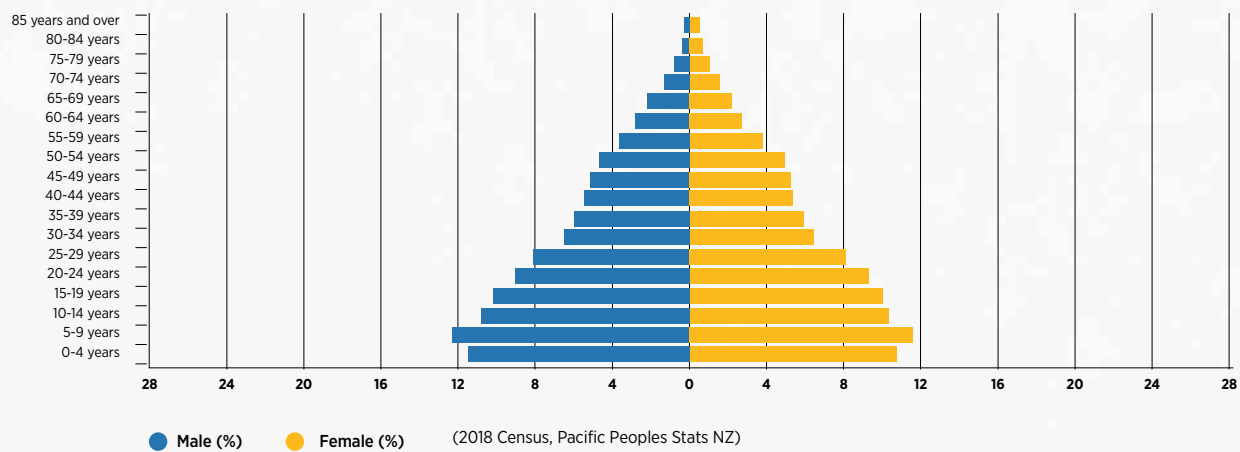
This Plan will also contribute to Tāmaki Makaurau's identity and social cohesion through its alignment with the Auckland Council's Ara Moana Pasifika Strategy and Inclusive **Tāmaki Makaurau Framework** objective of responding to the needs of our diverse communities, particularly the persistent and growing inequalities that often more substantially impact Māori and Pacific peoples. It is aligned with Goals 1 and 2 of the **Ministry for Pacific Peoples Lalanga Fou** (Pacific Aotearoa strategy).

PACIFIC PEOPLES IN AOTEAROA AND TĀMAKI MAKAUROU

SETTING THE SCENE

“Mipla olgeta i stap insait long wanpela ples.” Papua Niugini Tok Pisin proverb
We are all in one place.

POPULATION, BY AGE AND SEX, FOR THE PACIFIC PEOPLES ETHNIC GROUP, 2018 CENSUS



The 2023 Census recorded approximately 442,632 (8.9%) Pacific peoples living in the country, with **the largest number of Pacific peoples (275,079 – 16.6%) living in Tāmaki Makaurau**. Pacific peoples in Aotearoa New Zealand are a **young population**, with a median age of 23 years, compared with a median age of 38 years for the total population.

The 2018 Census recorded over 17 distinct Pacific ethnic groups. The 10 largest Pacific populations in Aotearoa are Samoan (47.9%), Tongan (21.6%), Cook Islands Māori (21.1%), Niuean (8.1%), Fijian (5.2%), Tokelauan (2.3%), Tuvaluan (1.2%), i-Kiribati (0.8%), Tahitian (0.5%) and Papua New Guinean (0.3%). Notably, the Realm Countries of New Zealand (Cook Islands, Niue and Tokelau) have significant proportions of their population living within Aotearoa. The majority of the Cook Islands Māori and Niue groups reside in Aotearoa (90.0% and 94.0%, respectively), and over half of the

Tokelauan population live in Aotearoa (54.0%).

The **Matafatafa Aho** Pacific Delivery Plan considers the current, modern environment that Pacific peoples live in in Aotearoa and Tāmaki Makaurau. Today, **more than 60.0% of Pacific peoples are now born in Aotearoa**. The Pacific population has grown more rapidly than the wider Tāmaki Makaurau population.

“Pacific communities are fast growing, young and dynamic, with untapped potential.” Lalanga Fou, Pacific Aotearoa, Ministry of Pacific Peoples

The **Matafatafa Aho** Pacific Delivery Plan aims to recognise the changing context for Pacific peoples in Aotearoa, both now and in the future. It explores ways to support present and upcoming Pacific generations to succeed and continue to contribute to shaping and maximising their participation in the future of Aotearoa.

TĀMAKI MAKAUROU AUCKLAND

Tāmaki Makaurau is the beating heart of Aotearoa’s Pacific communities, **housing two-thirds of the Pacific population**. These communities are young, diverse and predominantly urban, with a significant Aotearoa-born population.

The future of Tāmaki Makaurau is inextricably linked to the well-being of Pacific peoples and the invaluable contributions they make to this city.

Yet, despite their immense contributions, Pacific peoples in Aotearoa, including those in Tāmaki Makaurau, continue to face persistent issues of equity, access and participation.

The Matafatafa Aho Pacific Delivery Plan acknowledges this struggle and works towards a more just and inclusive society for all.



Auaro kutini, Tivaevae, Cook Islands. Collection of Tāmaki Paenga Hira Auckland War Memorial Museum 1979.233.



Teu Le Vā in Tāmaki Paenga Hira 2013 - 2023

“The Pacific dimension creates a framework for Auckland Museum to focus attention on approaches, activities and ways of working within the Auckland Museum, and between the Museum and source communities and other stakeholder groups.” **Teu Le Vā Framework, 2013**

In 2012 the Museum's 20-year vision document entitled *Future Museum* described the Museum's commitment to its world-significant Pacific collections through its Pacific Dimension.

In 2013 the staff of the Museum developed the Teu Le Vā Framework, which represents not just the Pacific peoples who work in the organisation, but also the communities who collaborate with the Museum staff, the stakeholders and the knowledge-holders the Museum values. The Teu Le Vā Framework ushered in change at a time when the Museum needed to change its direction. It established and outlined Pacific values for the Museum, by Pacific staff.

The Museum currently is the only museum in the country that has such a document to guide its commitment to Pasifika. Through the Teu Le Vā Framework over the last decade, a new-found appreciation and understanding of Pacific culture and peoples has developed within the Museum. It has brought to attention the importance of understanding Pacific communities from an empowerment

perspective. It also brought to light the **importance of relationships not only professionally, but also between taonga, people, culture and place.**

In 2022/2023 an extensive review of the last 10 years of Teu Le Vā was undertaken by David Lotawai Malu 'o-Tonga Jnr Tu'ipulotu-Tu'inukuafe (Teu Le Vā Research Assistant 2022/2023) resulting in the report ***From Teu Le Vā to Tauhi Vā: The Effectiveness of the Teu Le Vā Framework 2013 - 2023***. In the report, David developed a timeline to capture some of the breadth of Pacific activity and engagements over this period actioned from Teu Le Vā.

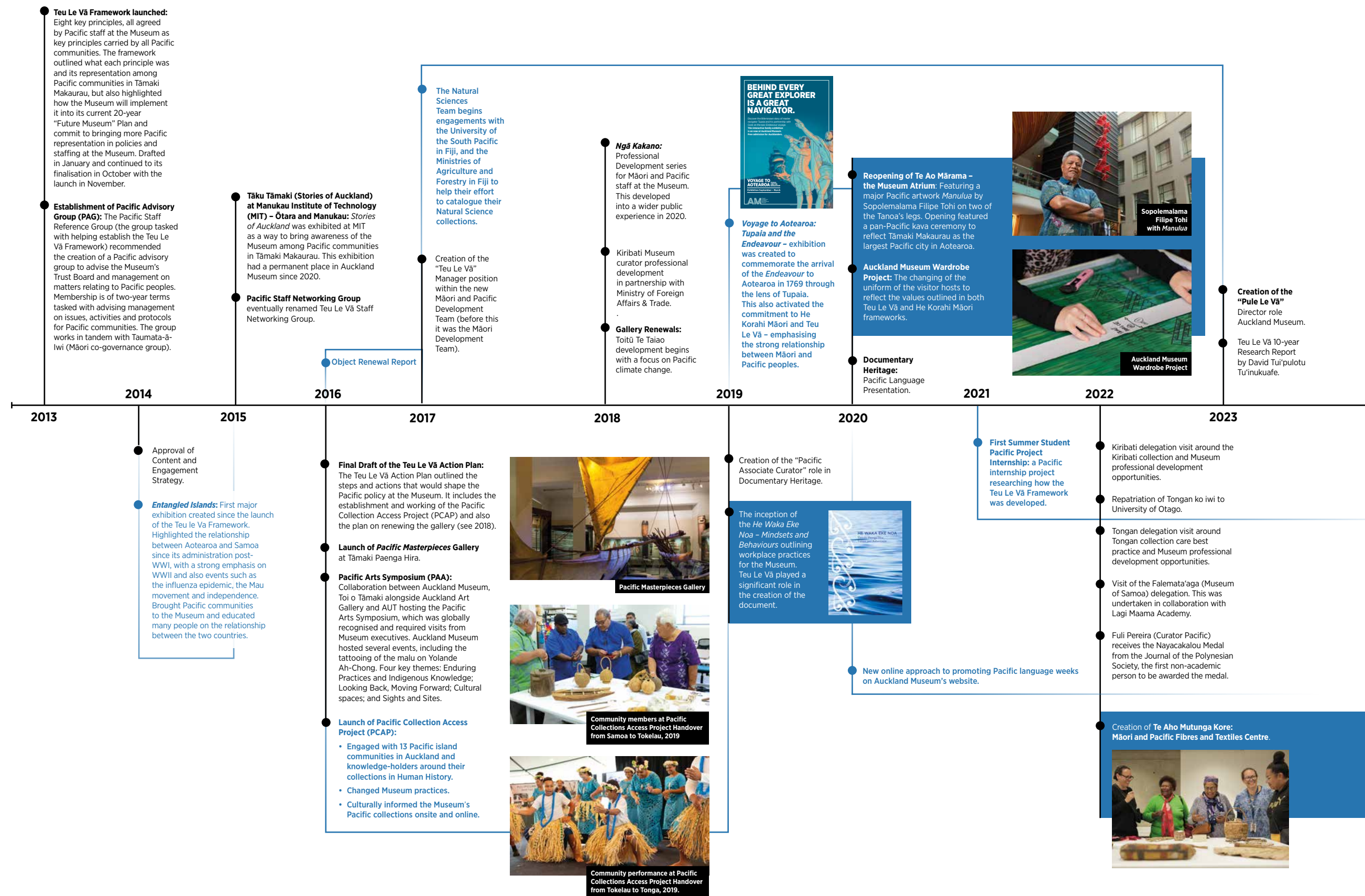
As demonstrated by the extensive timeline, (see image overleaf), the Teu Le Vā Framework established its significant role in bridging the gap between Pacific communities and staff with the Museum. The timeline has shown many examples, such as ***Entangled Islands, collaborations with Pacific communities***, the new ***Tāmaki Herenga Waka Gallery*** and the ***Pacific Collections Access Project***, of how important it is **to know and respect**

the connection between people place, taonga and culture. The framework has also provided an opportunity for non-Pacific staff to increase their understanding of the Pacific, Aotearoa and Pacific history, Pacific collections, and engagement with Pacific communities.

“The Teu Le Vā Framework, overall, is a shining example of the Museum's commitment to enhancing a strong relationship with Pacific communities. Though there have been some setbacks in the way the Museum has implemented the framework, nevertheless the framework has given both Pacific staff and Pacific communities an opportunity to feel secure in its principles since its inception. This, evidently, cannot be possible without the tireless work of Pacific staff in the beginning and throughout its 10 years, who worked to ensure this framework remains sustainable”. From Teu Le Vā to Tauhi Vā: The Effectiveness of the Teu Le Vā Framework 2013-2023, Author: David Lotawai Malu 'o-Tonga Jnr Tu'ipulotu-Tu'inukuafe, Teu Le Vā Research Assistant 2022/2023).

PACIFIC DIMENSION OF TEU LE VĀ IN THE MUSEUM OVER THE LAST 10 YEARS

The Teu Le Vā Framework has brought about some major events that inform and shape how the Museum connects, nurtures and decolonises the relational space or Vā between itself, the Pacific staff, and Tāmaki Makaurau’s Pacific communities. This timeline shows some of the events that have taken place during the period 2013 to 2022, since the formation of the Teu Le Vā Framework’s formation in 2013.



ACKNOWLEDGEMENTS:

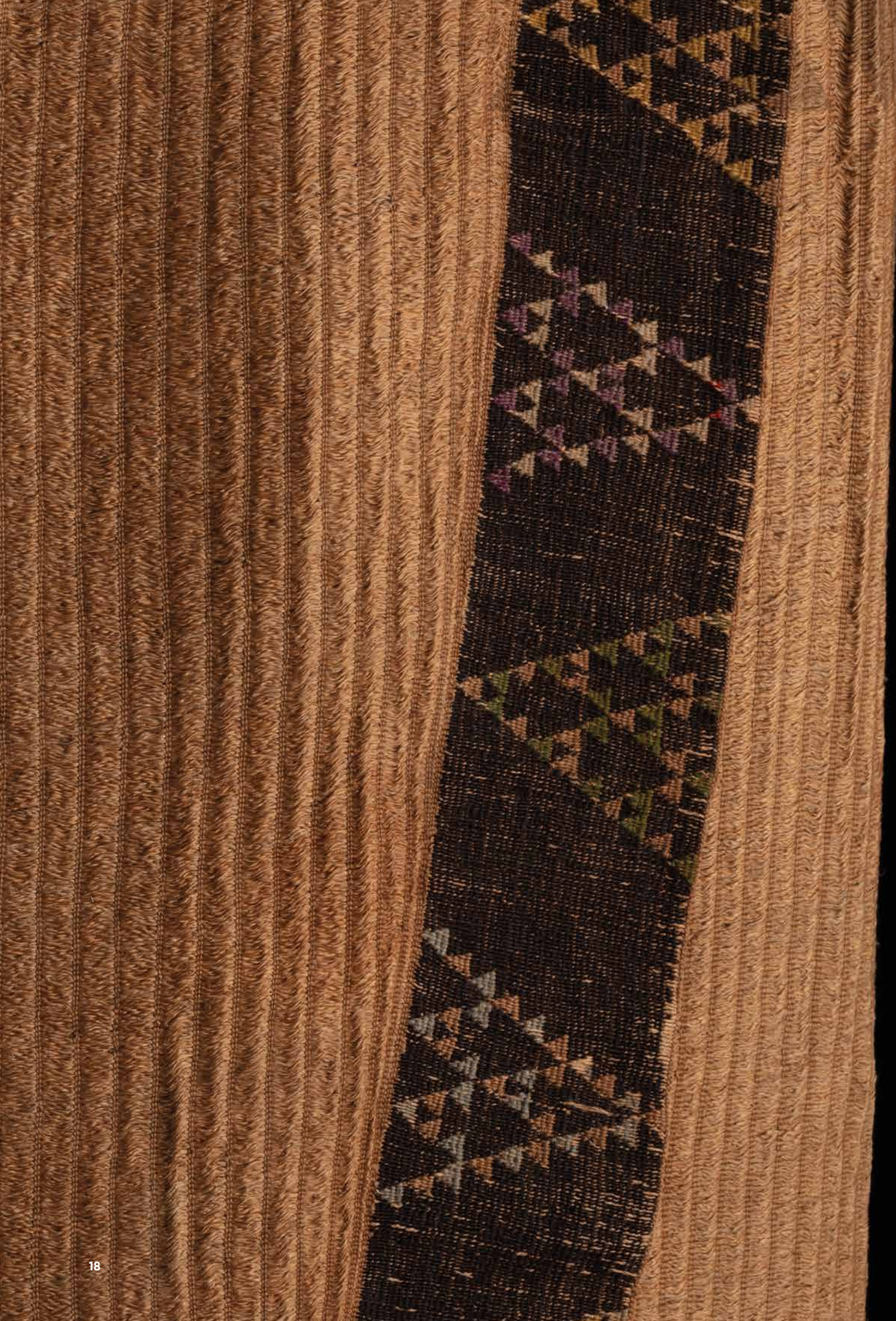
Our journey to develop this Matafatafa Aho Pacific Delivery Plan has been guided by a talanoa process of culturally meaningful conversations with Pasifika staff, the Pacific Advisory Group, and key Pasifika stakeholders. This Plan reflects those voices and their recommendations, concerns, hopes and aspirations. Supported by past Pasifika research, the talanoa have identified key Pasifika impacts and objectives, priority focus areas and recommended stakeholders and enablers.

The Auckland Museum Matafatafa Aho Pacific Delivery Plan was developed from:

1. The Tāmaki Paenga Hira Auckland Museum's Future Museum document, 2012.
2. The Teu Le Vā Framework, 2013.
3. The Teu Le Vā Action Plan, 2018 – 2021.
4. PCAP Evaluation 2019 – 2022.
5. The He Ara Whaowhia Taumata-ā-Iwi Strategy 2020 – 2025.
6. "Creating the Teu Le Vā" document 2010-2013, by Auckland Museum summer student intern Olive Wilson (March 2022).
7. The Pacific Strategy Research, by Auckland Museum summer student intern Kasi Valu (March 2023).
8. Pacific Development Workshops with the Pacific Advisory Group, and the Pacific Staff Strategy Working Group, as well as the AMI Pacific representative Marilyn Kohlase (February 2023, May 2023, February 2024).
9. The Teu Le Vā 2013 – 2022 Research Evaluation, by Teu Le Vā Research Assistant David Tu'inukuafe Tu'ipulotu 2023.
10. Auckland Museum Strategy workshops with Auckland Museum staff 2023.
11. Hui with Māori Development and Curator Pou Arahi 2023.
12. The Tāmaki Paenga Hira Te Aramoana: Pathway to 2029 document.



Kete, bag, Rarotonga/Cook Islands.
Collection of Tāmaki Paenga Hira
Auckland War Memorial Museum
1985.340, 51921.



Te Aramoana

Journey on the Sea

“Nau mai, ka haere tāua ki runga i ngā ara o te moana.”
Let us traverse the paths of the ocean.

Aramoana is a tāniko pattern which means ‘journey on the sea’ a cognate of the phrase is found through-out Polynesia. It represents both literal and metaphorical pathways to many destinations by oceans and waterways. It acknowledges the expert seafarers of the Pacific who followed aramoana in their exploration and navigation in the Pacific, especially the final trip that some Polynesian people took to Aotearoa New Zealand, who would later become Māori. Aramoana signifies growth, moving forward and the future and symbolises the many journeys in the Pacific.

The building of the pattern represents moving through the coming years, and binding people together as we move from a state of knowing to a state of understanding.

The Museum’s new Pathway to 2029, Te Aramoana, takes us to the centenary of our time on Pukekawa Auckland Domain. As such, we have taken time to reflect on what kind of museum we wish to become, and how we can best serve our community now and into the future.

Tāmaki Paenga Hira Auckland War Memorial Museum is well-placed to be a lead contributor to addressing the questions, issues and opportunities that

our society faces. In addition to reinforcing the Museum’s civic anchor role, this strategic direction will strengthen our alignment with Auckland Council’s vision of Tāmaki Makaurau being a world-class city with a rich and compelling cultural offering.

We must acknowledge that our population is **young, diverse and growing**, and embrace the opportunities that are presented by our region’s unique identity in Aotearoa New Zealand, the Pacific and the world.

The Path to 2029 starts us on a journey to transforming our organisation in three ways. This will take many years to achieve but the foundations of these changes will be built during the next five years.

1. The first shift sees us move from a colonial Museum to a Te Tiriti-led museum. This builds upon our bicultural foundation, which in our context recognises Māori as tangata whenua. The other strand is Tangata Tiriti – the people of the Treaty – which includes all other cultures and communities that now call Aotearoa home by virtue of the Treaty. This approach includes everyone.
2. We will move from seeing ourselves primarily as an expert and keeper of knowledge and collections, to working

in partnership with communities, recognising and valuing mātauranga and cultural knowledge and speaking to a time when more collections may be repatriated, and the care of those items may be shared.

3. Over the past decade museums around the world, including ours, have focused on a capital-intensive, visitation-based growth model. We will focus more on ensuring that our engagement with the community is meaningful and impactful, that we reach more diverse audiences and that those relationships are nurtured and sustained over time.

Building on our last strategic plan and its wide-ranging outcomes, the Museum developed a **Theory of Change** that represents a shift in ambition to operate with a more strategic focus as a **social impact organisation**.

The Museum has utilised the **Theory of Change** methodology to roadmap the formation of our new strategy, which the **Matafatafa Aho** Pacific Delivery Plan was developed through and aligns with. The Theory of Change centres impacts; what impact will the Museum have outside of itself? What impact will the Museum have with in communities?

Kaitaka paepaeroa, finely woven cloak with aramoana tāniko representing the pathway to the sea. Collection of Tāmaki Paenga Hira Auckland War Memorial Museum, 1994.96, 54771.



Conus marmoreus, Fiji. Collection of Tāmaki Paenga Hira Auckland War Memorial Museum, MA35873.

BACKWARD-MAPPING UTILISING THE THEORY OF CHANGE PROCESS



Auckland Museum's vision	He Oranga Tangata Ka Ao – Enriching Lives: Inspiring Discoveries		
Approach	FUTURE MUSEUM: Develop a Pacific dimension for understanding the context of historic and contemporary Tāmaki Makaurau through its relationship with the Pacific and Pacific peoples, seas, journeys, settlement, and contemporary diversity.	TEU LE VĀ FRAMEWORK: Articulates an operational and philosophical culture for the Museum based on Pacific perspectives and cultural values that make the Museum a respectful, relevant, and engaging place for Pacific peoples, and reflects the stories of Pacific peoples and cultures.	HE ARA WHAOWHIA: Through its expression of mana whenua, the Taumata's engagement with ngā kaupapa Māori across Tāmaki Paenga Hira Auckland War Memorial Museum, is effective in fostering a tikanga-led museum, as a service to whānau, hapū, iwi and hāpori.
Our impact statement defines how the work we do at the Museum ultimately contributes to society and its cohesion and equity goals.	To become an inclusive society of engaged and informed communities, where identities, cultures and our natural environment thrive under the korowai of Te Tiriti o Waitangi (the Treaty of Waitangi).		
To achieve this impact, we are working towards three key outcomes for the communities we serve:	Communities connected with collections, stories and taonga.	Social cohesion through enhanced access and participation.	Regeneration of the natural environment through knowledge and action.

The three Pacific impacts align directly with three of the Museum's new Impact Outcomes

Pacific impacts	1. Connected and Valued Pasifika peoples	2. Thriving Pasifika Cultures and Identities	3. Sustainably Resilient Pasifika
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The fourth Museum Impact Outcome, **Genuine partnerships with tangata whenua, under the korowai of Te Tiriti o Waitangi**, is viewed from a Pasifika perspective in reflection of the Vā between Māori and Pasifika. Pasifika acknowledges tangata whenua and the importance of our whakapapa and historical relationships with Māori as well as place, as a part of te Moana-nui-a-kiwa, through He Korahi Māori and He Ara Whaowhia. Tangata whenua also underpins the concept of “Tāmaki Herenga Waka – the resting place of many waka”, reflecting an invitation to the many people and cultures of Tāmaki Makaurau.

Pasifika view tangata whenua and te ao Māori as integral to Aotearoa and all the work of the Museum; it is embedded in all the Museum does. This is why the Matafatafa Aho Delivery Plan has key pathways that reflect He Korahi Māori and He Ara Whaowhia.



Kava bowl. Collection of Tāmaki Paenga Hira
Auckland War Memorial Museum 2014.x.116.

PACIFIC IMPACT 1: Connected and Valued Pasifika peoples

“**Kia piri kia mou kia ‘okota‘i.**” Cook Islands proverb

A firm lash guarantees strength and solidarity.

A strong community connection guarantees durable unity.

Pacific peoples want to connect to their taonga, and history being housed in the Museum. They wish to connect with the Museum and hold a reciprocal relationship of respect, tausi le vā, through all the staff upholding Māori and Pacific values and principles.

The Matafatafa Aho Pacific Delivery Plan acknowledges the importance of respecting Pacific world views, values, and aspirations, and incorporating them into the Museum’s operations. This requires active engagement and inclusion of Pasifika in decision-making processes that align with Pacific values such as respect, reciprocity and empowerment. The Museum understands the evolving nature of Pacific peoples in Tāmaki Makaurau. The Pacific population, as seen in the statistics, is largely younger and more Aotearoa-born, resulting in a shift in their world views and values from the first-generation migrants. In addition, the Museum recognises the diverse range of Pacific cultures that exist in all their various forms. Therefore, it is crucial that the Museum acknowledges and embraces the rich diversity that exists within Pacific communities.

“Pacific does not always imply unity or homogeneity. Acknowledging broad similarities in many respects, the diverse ethnic groups within the Pacific have their own languages and cultures, which translates into diversity of world views, values, protocols, and relationships.”
(Ara Moana – Pacific Strategy Tāmaki Makaurau Council)

It is important to uplift and value the vast contributions Pacific peoples have made and continue to make to Aotearoa, Tāmaki Makaurau and the Museum, throughout all Museum work and public information shared onsite, online and offsite.

PACIFIC IMPACT 1	CONNECTED AND VALUED PASIFIKA PEOPLES	ACTIVITIES
MANAAKITANGA	1. Strengthen communications with Pacific communities. 2. Revitalise Pacific youth engagement. 3. Support Pacific advice pipeline to the Museum.	1. Pacific newsletter, Museums in the Pacific Network. 2. Pacific education programmes, Mana exhibition. 3. Pacific Advisory Group.
KŌRERO PURAKAU	1. Increase information on Pacific peoples in New Zealand conflicts. 2. Enhance positive Pacific stories. 3. Strengthen information on Tāmaki Makaurau Pacific histories. 4. Prioritise less visible and endangered Pacific nations.	1. & 2. & 4. Pacific language weeks online. 2. Pacific service people’s stories/commemoration onsite and online. 2. & 3. Pacific Gallery Renewal. 2. & 3. Mana exhibition. - Te Taunga Community Hub. 1.-4. Collections Acquisition Plan.
HE TANGATA	1. Equitably valued Pacific workforce. 2. Strengthen Pacific pathways into the Museum.	1. & 2. Pacific Workforce Plan. 2. Summer student internship. 2. Pacific art residency.
KAITIAKITANGA	1. Enhance connection with Pacific makers. 2. Revitalise AM Pacific collections information. 3. Apply the Te Reo Strategy through prioritising Pacific reo in the Museum. 4. Strengthen digital engagement of Pacific peoples.	1. & 2. Te Aho Mutunga Kore. 2. Pacific collections online stories and Mana exhibition. 2. & 4. Pacific language weeks. 3. Pacific Gallery Renewal. 3. Collection cataloguing.
TAUSI LE VĀ	1. Strengthen key Pacific stakeholder relationships. 2. Support museum relationships and development in the Pacific. 3. Revitalise AM repatriation in the Pacific.	1. Pacific partnership plan, Centre for Pacific Languages MOU updated. 2. Museums in the Pacific Network. 3. Pacific repatriation national framework; Samoa repatriation.



Te Matau. Fish hook. Kiribati. Collection of Tāmaki
Paenga Hira Auckland War Memorial Museum 1936.295.

PACIFIC IMPACT 2: Thriving Pasifika Cultures and Peoples

“Toro kakae naturopi, toko tiwivan tuquae.” Vanuatu Bislama proverb

The bamboo has roots, but the tree’s fruit reaches the sky.

“Pacific communities highlighted the need for less focus on deficits and an increased focus on both the collective and individual strengths they have, particularly in their languages and cultures. Communities want to lead solutions that embed Pacific values, both at a pan-Pacific level and within each ethnic group. They want to be recognised as drivers of their own innovative solutions to address local challenges.” (Lalanga Fou Report, Ministry for Pacific Peoples)

“Everyone in Aotearoa New Zealand deserves to live well. For many, this is not the reality and Pacific peoples experience social and economic disadvantage that keeps repeating. When we see this happening, it tells us that there is something wrong with the system that we have created, and not with the people.” (All-of-Government Pacific Well-being Strategy)

The wellbeing of Pacific peoples, families, and communities is expressed both personally and as widely as the cosmos. While academics have defined wellbeing, it is only complete when the perspectives of knowledge holders within Pacific cultures and communities are taken into account. Faith and spirituality play a vital role in this.

For Pacific peoples to thrive, the Museum must engage with Pacific communities in an authentic way, recognising them as the knowledge holders and experts of their own lived experiences, histories, stories, and innovative practices.

Diversity of views and approaches – including poetry, song, dance, spirituality, proverbs, parables, metaphors, lived experiences, observations, symbology, imagery, literature and science across the breadth and depths of te Moana-nui-ā-Kiwi, is crucial for well-being. Intergenerational well-being thrives when

PACIFIC IMPACT 2	THRIVING PASIFIKA CULTURES AND PEOPLES	ACTIVITIES
MANAAKITANGA	1. Strengthen engagement and collaborations with Pacific communities and the Pacific collections.	1. Te Aho Mutunga Kore, Pacific language weeks, Pacific collections engagement, Mana exhibition, Meaalofo (gift) policy.
KŌRERO PURAKAU	1. Share knowledge of collection care. 2. Enhance Pacific histories and cultural knowledge in schools. 3. Strengthen opportunities to share Māori and Pacific knowledge.	1. Taking care of your treasures at home. 2. & 3. Pacific education programmes. 3. Pacific language weeks, Te Aho Mutunga Kore, and Ngā Kākano.
HE TANGATA	1. Strengthen staff’s Pacific cultural competency. 2. Grow Pasifika staff across the Museum. 3. Develop Pasifika staff capacity for sustainability.	1. Pacific cultural competency programmes for staff. 2. & 3. Pacific Workforce Plan. 2. & 3. Kaumatua Framework.
KAITIAKITANGA	1. Revitalise Pacific access of Pacific collections for current makers. 2. Strengthen Pacific staff research.	1. Pacific arts residency, Te Aho Mutunga Kore. 2. Pacific staff research development, AM Research Plan.
TAUSI LE VĀ	1. Strengthen Pacific engagement and relationships with makers to support product promotion and distribution.	1. Retail Pacific makers initiative

the breadth and multiple dimensions of Pasifika are included. Acts of restoration are necessary for present and future wellbeing as they help to heal past trauma.

“... we asked the community what success looks like when the system and Government is working well for them. They told us - come together into our world, come to us often, listen, work together, be consistent and achieve results.” (Lalanga Fou Report, Ministry for Pacific Peoples)

Pacific languages are of immense value and are an integral part of the culture and identity of Pacific staff and communities. The Museum has a significant role in aiding the preservation and sustenance of Pacific languages and cultures. The Museum acknowledges the value and benefits of the Pacific language weeks for Pacific communities in creating awareness and sharing cultural knowledge. These events give status to Pacific languages in Aotearoa and contribute to their recognition and appreciation in the wider community.



Vai tatau. Water carrier. Tokelau Islands.
Collection of Tāmaki Paenga Hira
Auckland War Memorial Museum 1970.208.

PACIFIC IMPACT 3: Sustainably Resilient Pasifika

“Toto hau tokiga nei aua na tupulaga e fai mai.” Tokelauan proverb

Plant a seed today, for future generations.

For thousands of years, the people of the Pacific region have relied on the Moana (Pacific Ocean) for survival, using its natural resources for food, transportation, traditional practices, and economic opportunities. The marine environment plays a crucial role in sustaining life on the islands. In addition, the lands and forests of the Pacific islands have provided food, fuel and shelter for generations. Pacific cultures and traditions have developed a rich heritage of kaitiakitanga, or stewardship, over natural elements on their islands, which includes traditional management practices and knowledge passed down over time. However, due to the limited land areas, there has been a long history of ecosystem modification and species extinction across the Pacific islands, which has only accelerated with modern development pressures and environmental threats. These issues are increasingly impacting island ecosystems and survival.

“...vital resources and ecosystems upon which Pacific islands depend for their sustenance and livelihoods are under increasing pressure. Foremost among the threats is climate change, a deeply troubling issue for the environmental, economic, and social viability of Pacific island countries and territories. Climate change is already having very real impacts on coastal and forest ecosystems, our oceans, freshwater supplies, biodiversity and indeed all aspects of life – particularly on communities in small, low-lying countries.” (The SPREP Convention 2022)

Pacific habitats and species currently face a multitude of threats, including proposed deep-sea mining, coastal development, nutrient loading, sedimentation, diseases, invasive species, predator outbreaks, overfishing, destructive fishing, marine noise and light pollution, ocean acidification, and climate change. These threats have resulted in higher temperatures, sea level rise, and increased risk of storm damage, making it crucial

PACIFIC IMPACT 3	SUSTAINABLY RESILIENT PASIFIKA	ACTIVITIES
MANAAKITANGA	1. Strengthen understanding and application of Pasifika tikanga in Museum practices.	1. Pacific staff cultural competency programme, collection care Pasifika tikanga processes, gallery renewal guidelines.
KÖRERO PURAKAU	1. Increase visibility and knowledge of Pacific climate change crises. 2. Enhance opportunities to share knowledge of Pacific sustainable practices.	1. & 2. Toitū Te Taiao Gallery. 2. Pacific language weeks and Ngā Kākano. 2. Museums in the Pacific Network.
HE TANGATA	1. Increase AM staff's knowledge and understanding of Pacific climate change crises.	1. AM Sustainability Plan.
KAITIAKITANGA	1. Develop taonga care support and resources for the Pacific. 2. Strengthen public understanding of how to care for taonga at home. 3. Enhance sharing of environmental information, data and research in the Pacific.	1. & 3. Museums in the Pacific Network. 1. Natural Science cataloguing in the Pacific Collections Access Project. 2. Taking care of your treasures at home. 3. Natural Science cataloguing in the Pacific project.
TAUSI LE VĀ	1. Provide manaakitanga spaces in the museum. 2. Support the Museum's mātauranga processes for gallery renewals. 3. Strengthen Pacific peoples' cultural understanding of health and safety practices within the Museum.	1. Museum manaakitanga spaces and processes guidelines. 2. Museum gallery renewal process. 3. Museum health and safety process.

to act on climate change. By doing so, we can better understand and plan for the region's environmental management challenges to ensure sustainable and resilient environmental outcomes.

“... by regional organisations and institutions sharing information, results and knowledge about climate action they strengthen capacity to intervene, mitigate and/or adapt.” (EU Pacific Adaptation to Climate Change and Resilience Project (2014 – 2020)

Aotearoa is experiencing the impacts of climate change and other threats that also affect the Pacific region. By enhancing the knowledge of the Pacific collections in the Museum, including their sustainable care and practices, and by supporting and exchanging environmental knowledge, expertise and research in the Pacific, we can make positive improvements not only across the Pacific but also in Aotearoa, Tāmaki Makaurau and in people's homes.



AM Work Pathways

These are internal pathways across the Museum, which help our staff and departments concentrate directly on achieving specific Pacific objectives.

He Tangata – people are at the centre of all that we do, and leadership is focused on improving people’s lives. We lift Māori and Pacific people up, empowering them and improving their well-being at the forefront of how we care and nurture them. Growing cultural understanding and application strengthens connections, relationships and abilities.

Manaakitanga – places manuhiri (visitors) at the centre of the Museum experience in a reciprocal host–visitor relationship, focusing on uplifting mana and respect for all peoples and cultures.

Kaitiakitanga – guides how we care for all our taonga in the metaphysical, physical and spiritual realms so that it can be accessed now and for future generations. It opens the bicultural dimension within our processes and systems through working closely with iwi, hapū, whānau and communities whose heritage we have in our care.

Kōrero Purakau – we sense meaning and learning from stories; philosophical thought, cultural codes and world views of Māori and Pacific peoples; sharing knowledge of the nature of the world, history and culture.

Tausi Le Vā – building and nurturing meaningful relationships with the diverse cultures of Pasifika in Tāmaki Makaurau. Collaborations with iwi and Pasifika on significant projects with taonga at the heart. Creating culturally appropriate spaces within the Museum for iwi and Pasifika gatherings. A commitment by leadership to address historical grievances and past injustices – including such initiatives as the Ancestral Human Remains Repatriation Programme; ensuring tikanga around tapu for tangata whenua and Pasifika is upheld. An effective working relationship and collaborative leadership between the Museum and the Pacific Advisory Group, the Museum’s Taumata-ā-Iwi, and the Museum Trust Board.

He Tangata

Manaakitanga

Kaitiakitanga

Kōrero Purakau

Tausi Le Vā



Stakeholders

These are key groups and organisations that have been identified as key Pacific relationships for the Museum to be able to achieve the Pacific objectives and impacts.

- Auckland Museum Pacific Advisory Group and Pacific Advisory Group Alumni
- Pacific communities in Tāmaki Makaurau – Samoa, Tonga, Kiribati, Fiji, Niue, Cook Islands, Tahiti, Hawai’i, Rotuma, Tuvalu, Solomon Islands, Tokelau, Wallis and Futuna, Papua New Guinea
- Pacific Island nations – Samoa, Tonga, Kiribati, Fiji, French Polynesia, New Caledonia, Niue, Cook Islands, Hawai’i, Rotuma, Tuvalu, Solomon Islands, Tokelau, Papua New Guinea, Vanuatu, Guam

These are key groups and organisations that have been identified as key relationships for the Museum that will enable the success of activities to achieve the Pacific objectives that will contribute to the three key Pacific impacts.

GOVERNMENT AGENCIES

Ministry for Pacific Peoples, MFAT, Ministry for Culture & Heritage, Ministry of Education (MOE), Creative NZ

PACIFIC ORGANISATIONS

Centre for Pacific Languages, Pacific Dance NZ, Tautai Pacific Arts Trust, Lagi-Maama Academy and Consultant, TupuToa

MEDIA AND DIGITAL

Pacific Media Network, Tagata Pasifika, Tikilounge Productions, Malosi Productions, RNZ Pacific

UNIVERSITIES

University of Auckland, AUT, Unitec, Elam School of Fine Arts, Manukau Institute of Technology (MIT)

OTHER ORGANISATIONS

National Services Te Paerangi, NZ Repatriation Research Network, Polynesian Society, Foundation North, Lottery Grants Board, The Tindall Foundation, Tennyson Charitable Trust, Pacific embassies, Tāmaki Makaurau libraries, Tāmaki Makaurau Unlimited, Auckland Art Gallery Toi o Tāmaki

OTHER MUSEUMS

Museums Of The Pacific Network, Museum of New Zealand Te Papa Tongarewa, Museums of Tāmaki Makaurau, museums across Aotearoa New Zealand, Pacific Data Sovereignty

AM Pacific activities

The Museum’s Matafatafa Aho Pacific Action Plan of AM activities, which each department will set out annually in alignment with Matafatafa Aho and the AM Annual Plan, will contribute to the Pacific impacts named. The Plan will be reported to the AM Pacific Advisory Group.

Glossary

The term ‘Pacific peoples’ is unique to use in Aotearoa. The term ‘Pacific peoples’ does not refer to one homogeneous group of people; rather, it refers to cultures, heritages, languages and diverse communities whose ethnic heritage and cultures come from Polynesia, Micronesia and Melanesia. The diversity can be both ethnic and national; the term includes people born in the Pacific region and those of Pacific heritage who were born in Aotearoa. The terms ‘Pasefika’ (Samoan), ‘Pasifika’ (Niuean and Tokelauan) and Pasifiki (Tongan) are also used in Aotearoa.

Reference

The term ‘Pacific’ in this document is used in reference to the geographical location or area, or in reference to a specific name of something that has Pacific in its title.

The term ‘Pasifika’ is used in reference to Pacific peoples, culture and language (see above Reference).

Ngā mihi nui

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We would also like to acknowledge the Museum’s Tumu Whakarae Chief Executive, the Executive Team and Heads of Department for their great support.

“As the first rays of the new Dawn peep over the land, we celebrate the village of incredible people who created Matafatafa Aho for our Pasifika peoples and the Museum. We are excited to see Matafatafa Aho actioned, and the dreams for our Pasifika peoples realised step by step on this journey towards 2029.”

Pasifika spectators at a Polynesian Festival, Photographed by Robin Morrison 14 March 1981. Collection of Tāmaki Paenga Hira Auckland War Memorial Museum. PH-1992-5-RM-N4-F12-91.

