

# Our Vision

## A flourishing, vibrant, creative, and culturally interactive Te Matau a Maui Hawke's Bay

*By 2030, Ngā Toi Hawke's Bay envisions a vibrant and culturally enriched Hawke's Bay, where creativity drives economic prosperity, social cohesion, and regional identity.*

The arts, culture, and creative sector needs leadership, innovation and sustainability in this time of great challenges and opportunities.

NTHB is the backbone organisation that provides leadership for a collective of diverse stakeholders in the Te Matau-a-Maui Hawke's Bay arts, culture, and creative industries.

### **Tuakiritanga**

#### Identity

Gathering, crafting, sharing, cultural, creative and heritage narratives

### **Auahatanga**

#### Creativity

Supporting creative enterprise growth through deep sector engagement

### **Toitūtanga**

#### Sustainability

Embedding regional identity, culture and creativity in the systems and practices of local government and key sector entities.

### **Hauora**

#### Health & Wellbeing

Fostering, supporting and building resilience and wellbeing in our communities through the arts.

## Our Impact

### 1. Economic

Strengthening the creative sector as a vital, viable and valuable participant in the economy translates into regional economic growth, job creation, and increased revenue to invest in Hawke's Bay.

### 2. Community and Social Wellbeing

Enabling multiple avenues for communities to participate in the creative sector supports social inclusion and builds social capital. Participation in the arts can strengthen a sense of identity and connection to self, culture, and place.

### 3. Regional Identity

Arts and culture are central to defining Hawke's Bay's unique identity. Through strategic partnerships and advocacy, we elevate Hawke's Bay's arts, culture and creative profile regionally and nationally, attracting attention and resources to support our creative ecosystem.

### 4. Collaborative

Nga Toi Hawke's Bay serves as the backbone organisation for collective impact initiatives, bringing together diverse stakeholders to address common challenges and drive positive change. Your support enables us to leverage our networks, expertise, and resources to maximise impact and create lasting benefits for the entire community.

### 5. Long-Term Sustainability

Strengthening stakeholder relationships and aligned partnerships will enable a collective approach to achieving our vision for a vibrant and culturally enriched Hawke's Bay, where creativity drives economic prosperity, social cohesion, and regional identity.

### Short Term Goals

- Nurture and develop partnerships and funding to build NTHB capacity and capability - core operational team
- Foster stakeholder relationships
- Continue our Auahatanga program: Leadership development, and enterprise support.
- Ongoing research, focus on impact assessment - economic, social, and transformative change.

### Medium Term Goals

- Fostering partnerships, and growing operational team and culture of ideas and innovation - cultural activator
- Strengthening stakeholder relationships and aligned partnerships
- Expand Auahatanga program - mentoring
- Continuously monitoring future trends & opportunities as part of advocacy role
- Develop and implement digital strategy to transform engagement methods

### Long Term Goals

- Dynamic team, strong culture, stakeholder-centric organisational values developed and embedded
- Capability Development Programmes well established
- Growth through new lines of business and increase optimisation of existing programmes and services
- Innovation, Research and Development Program and evidence base fully established