

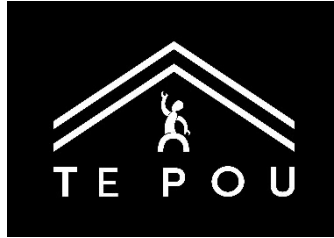


Whakaari Matihiko

Digital Strategy



2022



Whakaari Matihiko: He Rautaki 2022 - 2025

WHAKATAUKĪ

Ki te kotahi te kākaho, ka whati; ki te kāpuia, e kore e whati.

When a reed stands alone it is vulnerable, but a group of reeds together is unbreakable.

TE POU STRATEGY | WAWATA | VISION

Our wawata is that kaupapa Māori led performing arts transforms the arts sector and makes a necessary difference to Aotearoa and the world

RAUTAKI WHAKAARI MATIHIKO | WAWATA | VISION

Our wawata is that whakaari matihiko and live performance come together to provide strength and limitless potential for Māori Performing Arts.

ŪARA | VALUES

Manaakitanga Encouraging people's mana is at the core of everything we do.

Creative Ingenuity Having the courage to create and present powerful works that influence Aotearoa

Whanaungatanga We actively encourage the connections and collective values of whānau

Doing it right We are professional and make sure we use the right systems in place for our people.

Keeping it light We take time, make time, find time to stay connected to joy and creativity

Tohungatanga We aspire for the highest quality arts experiences

Āhurutanga We are a haven for ngā toi Māori arts practitioners, our manuhiri, and for the art itself

INTRODUCTION:

Ka mate kainga tahi, ka ora kainga rua

Te Pou Theatre was established in 2015 as a home for Māori theatre in Tāmaki Makaurau and a tikanga Māori led venue for all. Te Pou Theatre is a charitable trust, a venue and a production company. We develop, commission and present performing arts in our own venue as well as regional and school touring. Te Pou also hosts an annual Kōanga Festival celebrating Māori playwrighting and runs programmes that support and provide development opportunities for artists.

In response to the COVID-19 pandemic from early 2020 onwards Te Pou has sought to stand as a Pou Whakawhirinaki for the community and performing arts sector. Through 2020 we digitized our programmes, presentations and Kōanga Festival as needed for the time. In 2021 we were fortunate to secure funding through Creative New Zealand's Adaptation fund towards a more deliberate development of our digital capacity. This Adaptation project including equipping our whare with the rauemi to create and share digital theatre, a platform on which to present it and the people to develop the organisations knowledge of digital theatre. Te Pou has also joined a pilot project with DOTDOT to develop a social digital experience in their Whare Whakaari Matihiko. Utilizing the fruits of this project, Te Pou is looking into the future as a leader in the development of the digital performing arts form to ensure Māori stories can always be created and shared.

CONTEXT:

While digital performing arts have been present in the arts landscape for many years, for example Nation Theatre UK and digital viewing for schools, this has not been a presentation mode of choice for live performing arts makers. Digital performing arts has been seen as a necessary means to an end since 2020 when the world was forced to cancel live performance en masse, due to COVID-19. Over this time there have been a number of adaptations of live performing arts into digital versions presented live or recorded and presented as live or on demand. Towards the end of 2020 and into 2021 we were seeing more "made for digital" works with innovative practices and platforms which involve audiences in different ways. At this stage in Australia we are seeing made for digital presentations while Aotearoa remains mostly using digital theatre as a COVID response or hybrid adaptation perhaps because of our long period without COVID-19 in the community in early 2021. Our presentations of digital theatre have had a positive response from audiences and a desire to access more digital theatre content. There is a clear accessibility benefit for digital theatre content for those cannot attend in person for various reasons. There is some indication of a desire for digital performing arts in their own rights and Creative New Zealand Audience research has pointed to a significantly higher engagement among Māori audiences with digital arts experiences.

KEY STRATEGIC OUTCOMES

1. **TAUTOKO:** Whakaari Matihiko compliments live presentation.
2. **AUAHATANGA:** Whakaari Matihiko is a unique performance artform led by Māori artists.
3. **WHAKAWHĀNUI:** Te ao Matihiko (the digital world) expands the reach of Te Ao Whakaari (the performing arts world) in innovative ways.

OUTCOMES		
<p>1. TAUTOKO: Whakaari Matihiko compliments live presentation. Leading to greater accessibility for audiences, growth of audience and income for artists and organisations.</p>		
<ul style="list-style-type: none"> Whakaari matihiko are offered alongside live performance. 	<ul style="list-style-type: none"> Te Pou Theatre whakaari are offered as digital experiences as well as live experiences 	2023
	<ul style="list-style-type: none"> Selected content from Te Pou Theatre programmes are available online via our whare whakaari matihiko and other channels 	2023
	<ul style="list-style-type: none"> Accessibly priced packages available for artists to present Live streamed / or pre recorded digital theatre for presentation in our Whare Whakaari Matihiko alongside live presentation 	2023
<ul style="list-style-type: none"> Momorua (Hybrid) accentuation of performance is offered. 	<ul style="list-style-type: none"> Affordable and accessible opportunities to create digital content that extends the audience engagement with the live event 	2023
	<ul style="list-style-type: none"> Digital accentuation is discussed with artists when booking with Te Pou Theatre 	2023
	<ul style="list-style-type: none"> Digital Foyer offexplored and offered 	2023
<p>2. AUAHATANGA: Whakaari Matihiko is a unique performance artform Supporting Māori artists to lead the way in creating unique digital theatre experiences that inform this new creative medium.</p>		
<ul style="list-style-type: none"> Enabling experimentation 	<ul style="list-style-type: none"> Opportunities for use of digital theatre making equipment and presentation for experimental works. 	2023
	<ul style="list-style-type: none"> Workshops with rangatahi and leaders in the digital space 	2024
	<ul style="list-style-type: none"> Wānanga held with international indigenous digital theatre makers 	2024
<ul style="list-style-type: none"> Furthering experimentation 	<ul style="list-style-type: none"> New technologies for digital theatre making are explored in partnership with other 	2024

	digital agencies ie. VR, augmented reality, gaming and platforms	
3. WHAKAWHĀNUI: Te ao Matihiko expands the reach of Te Ao Whakaari resulting in more Maōri enagement with the Māori performing arts Innovative use of digital content supports the live performing arts world and its impact in Aotearoa		
<ul style="list-style-type: none"> ● Creative content developed 	<ul style="list-style-type: none"> ○ Increase in Te Pou theatre digital content to expand the reach of live, digital and hybrid theatre. ○ New digital experiences researched ie. podcasts, arts talk show, on screen reviews. ○ Digital experience trial 	2023 2023 2024
<ul style="list-style-type: none"> ● New Technologies employed 	<ul style="list-style-type: none"> ○ Te Pou is aware and researches new digital technologies and how they can support te ao whakaari. 	2023 - 2025

I felt an awesome shifting in perspective in myself. A developing of my curiosity and optimism. How we can move from seeing the digital space as an annoying back-up plan, to the wonderous world of possibility that it is!

So amazing to think of our phones as tapu and taonga of the earth

- participant, 2021 Digital Wānanga