



NAU MAI, HĀERE MAI

At the New Zealand Māori Arts and Crafts Institute (NZMACI), we believe that the mana of Māori arts is not only in the beauty of our taonga but also in its ability to connect us — to our ancestors, our environment and to one another.

Through the expression of traditional Māori arts and crafts, we strengthen our identity, preserve our stories, and share our unique perspectives with the world.

The three wānanga of rākau (wood), pounamu me te parāoa (stone and bone) and raranga (weaving) have ensured mātauranga Māori has been passed from generation to generation for nearly 100 years.

You are joining a kaupapa that honours the past while building a vibrant future. Your partnership ensures that Māori culture remains a living, breathing part of Aotearoa New Zealand and beyond.

NZMACI FOUNDATION

New Zealand Māori Arts and Crafts Institute.
Uplifting Māori Arts and Crafts Since 1926.



Since Māori first arrived on the shores of Aotearoa New Zealand, history and kōrero have been carved and woven into patterns, forms and symbols. Bound together by whakapapa (interconnections) they are supported by Māori values and knowledge.

Renowned Māori leader, Tā (Sir) Apirana Ngata, recognised that Māori arts, crafts and culture were integral to preserving mātauranga-a-iwi (tribal knowledge and identity) particularly through marae, the epicentre of tribal histories, societies and identity. His dream was to establish centres of learning to maintain and preserve traditional practices for future generations.

W H A K A P A P A



1926-37

In 1926 legislation was passed in Parliament which brought Tā Apirana's vision to life, with the first whakairo rākau carving school, Te Ao Mārama, opening on the shores of Lake Rotorua in 1927. This school then moved to a larger premises at Whittaker Road in 1932. However, the school closed in 1937 with the onset of the Great Depression and then World War II.

1960S

Twenty-six years later, a renewed focus on the perpetuation of Māori art and craft came to light in the 1960s, combined with Government investment in the growth of Te Whakarewarewa Valley's tourism interests. This led to a joining of the two in 1963 under the New Zealand Māori Arts and Crafts Institute Act.

This saw the development and expansion of the national carving school — Te Wānanga Whakairo Rākau.



1970S-2019

NZMACI continued to grow and evolve further with the addition of the national weaving school, known today as Te Rito o Rotowhio, under the leadership of Emily Schuster. Te Takapū o Rotowhio — the stone and bone carving school also opened. Visitor numbers to Te Puia | NZMACI continued to increase by tens of thousands every year — all drawn to the unique combination of geothermal wonder and Māori art, craft and culture — as well as the famous guiding tradition of Te Whakarewarewa guides.



2020-24

In 2020, ownership was returned to Iwi through the New Zealand Māori Arts and Crafts Institute Vesting Act. The Iwi partners are Wāhiao Tūhourangi o Whakarewarewa, the Pukeroa Oruawhata Trust, and Ngāti Hurungaterangi, Ngāti Taeotū, and Ngāti Te Kahu o Ngāti Whakaue.

The NZMACI Foundation, a registered charitable trust, was set up in 2024 to help ensure the NZMACI kaupapa is continued for generations to come.

In recent years, the reputation and quality of both the tourism operation and the institute has been reinforced, with the organisation winning a number of prestigious awards.

TODAY

NZMACI is now an iwi owned business with a national responsibility to deliver to an Act of Parliament, with its own tohunga led, mātauranga Māori learning system developed over nearly 100 years with master carvers and weavers. There is no support from NZQA as we do not work within that system (due to the functions of our Act allowing tohunga to confer qualifications). This means currently everything (including student scholarships) is funded fully from internal sources. That is not sustainable — it's why we are seeking to establish a new partnership approach involving owner contributions alongside partnering with corporates, iwi and government, all working together to preserve this system of learning.



Top left
1967 intake including Hōne Taiapa and Pine Taiapa, Tūti Tukaokao, James Rickard and Clive Fugill (centre).

Top right
The first intake of taura (students) at the NZ Māori Arts and Crafts Institute in 1967. Pictured Top L-R: Jimmy Fergus, Clive Fugill, Kapua Riini, Wallace Hetaraka. Bottom L-R: Tūtu Honotapu, Tūti Tu Kaokao, Hōne Taiapa, James Rickard.

Bottom left
Clive Fugill teaching taura. L-R: Haki Bidois, Robert Rika, Clive Fugill and Haupiri Tawhai.

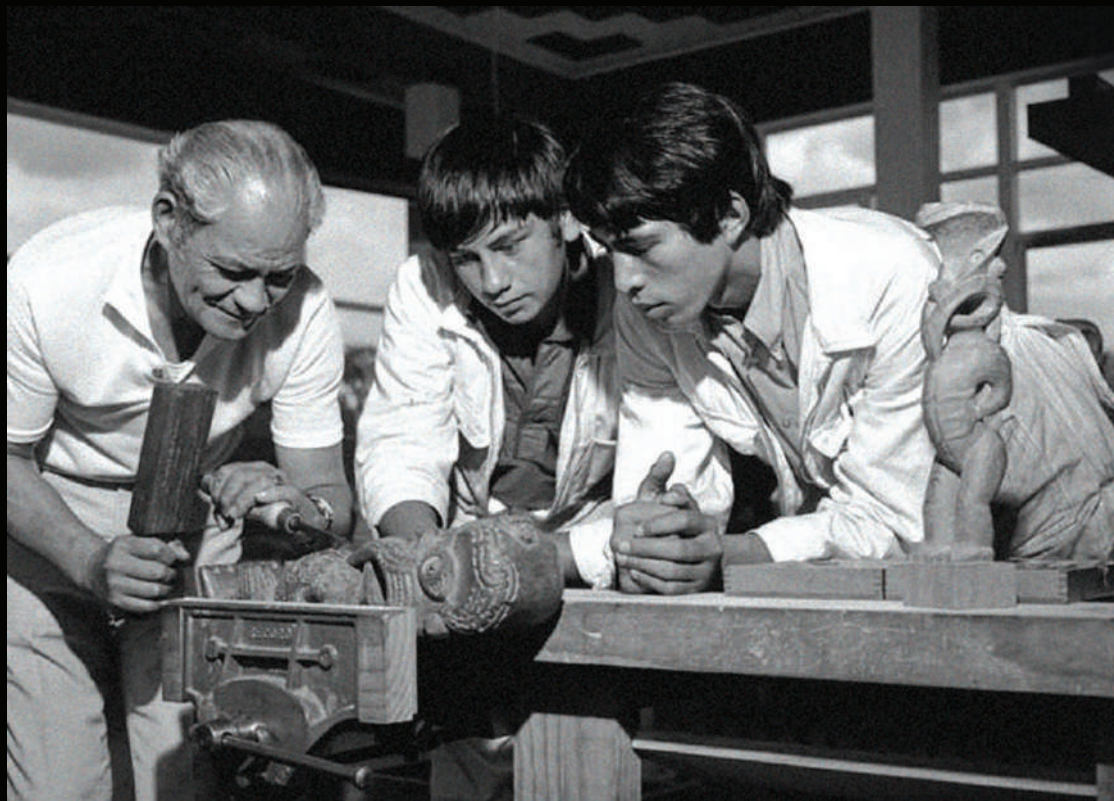
Bottom right
Hōne Taiapa and two taura (students) from the second intake.

Centre right
Gordon Toi was an artist in residence in April 2024 for a week, inspiring the three wānanga to create their first collaborative taonga — a tekoteko.



66 Those of us who graduated and are now making a living from the art form are trailblazers for others. Tribally, young carvers come and communicate with us and ask for guidance.

Gordon Toi (Ngāpuhi), 12th NZMACI intake 1981.



48 INTAKES
83 IWI
99 YEARS
161 ARTISTS
HAVE GONE ON
TO ADORN OUR
NATION'S SKIN.

Since 1926, we've been part of fostering and developing some of our nation's most respected artists' who have gone on to carve and weave our nation's identity together.

IMPACT

Today, the New Zealand Māori Arts and Crafts Institute stays true to its founding traditions, but it has become much more than a school of teaching, by embracing and advancing cultural art forms in New Zealand and around the world.

At the same time, its work lends a genuine mark of authenticity, quality and prestige to the Te Puia tourism offering, as well as that of Rotorua and New Zealand.

This genuine cultural platform has provided a pathway for the organisation's ongoing evolution, and paved the way for significant developments that are about to come to fruition.

OUR FUTURE

Formerly part of the Te Puia NZMACI Limited Partnership, The NZMACI Foundation has been established to translate its status to a Charitable Trust, with the aim of helping ensure the ongoing viability of this essential kaupapa.

In this way, we will be able to continue our responsibility of teaching, learning and sharing our Māori arts, crafts and culture. But we will need your support. As a Charitable Trust, we will rely solely on donations and partnerships to thrive.

That is why we are inviting you to partner with us and our kaupapa. And in doing so you can proudly be part of preserving, promoting and bringing enduring prosperity to our Māori arts, crafts and culture for generations to come.

66 I'm proud to be a part of a legacy that's purpose is to protect, promote and perpetuate the traditional arts of our tūpuna.

*Tipene Oneroa (Te Rarawa Kaiwhare, Ngāti Rangiwewehi),
2022 Graduate from Te Takapū o Rotowhio.*

**Toitū te herenga tāngata, toitū te ahurea Māori.
Uplifting Māori culture together.**

You can be a part of the legacy to protect, promote and perpetuate Māori arts, crafts and culture. So that precious taonga can continue to tell our nation's stories and leave evidence of legends for many generations.

You can help carve a pathway forward, extending on nearly 100 years of rich legacy. So that we can continue to create a distinctive skin that differentiates our nation on the world stage, enhancing our unique position in Aotearoa and building pride into our people today.

You can back us as we back the next generation of indigenous artists. So that we can pass down the knowledge which has been passed down from our ancestors. Preparing them with the skills to unlock the full potential of their hearts, minds and hands.

This is the invitation we extend to you. To help us uplift our art, our crafts, our culture, and our nation.





EMPOWERING MĀORI ARTS TOGETHER

Together in the spirit of kotahitanga, we can uplift Māori knowledge, support cultural preservation, and inspire future generations while aligning with your corporate values and social responsibility goals.

To continue to uplift Māori arts, crafts and culture, NZMACI needs to fundraise \$2 million each year to sustain its time honoured programmes.

Top left
NZMACI General Manager
Eraia Kiel leads daily
karakia, waiata and haka.

Centre
A taurira works on a
whakairo rākau piece.

Right
NZMACI Tohunga Whakairo
Rākau Clive Fugill observing
and connecting with a poupou.



Why partner with us?

- Align your organisation with the New Zealand Māori Arts and Crafts Institute which is recognised nationally and internationally as a leader in uplifting Māori arts, crafts and culture.
- Highlight your partnership with customised marketing and advertising opportunities.
- Host your clients, kaimahi or stakeholders at Te Puia | NZMACI which is rated the Trip Advisor Best of the Best in 2024 — top 1% of attractions worldwide. With events, function venues, tour opportunities, FOC entry for your staff, and more, there's opportunities to unlock great value.
- Access exclusive behind-the-scenes tours of our three national wānanga and Āhua Gallery.
- Book an exclusive Te Kete Aronui immersive cultural experience for you and your staff on site at Te Puia.

Our reach

- Approximately 240,000 visits from manuhiri (visitors) each year, 70% international, 30% domestic.
- 421,000 average website visits annually.
- Trip Advisor Best of the Best Award – top 1% of visitor attractions worldwide.
- Exhibitions touring nationally and internationally – ask us more.
- 80,000 followers across social media platforms.



Top left
Taurira weaving a whāriki.



Top centre
Te Wānanga Whakairo Rākau o Aotearoa tauira carving.

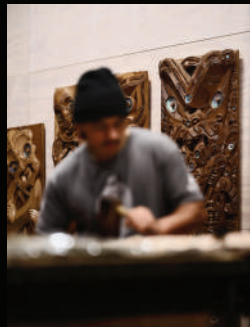


Top right
Taurira Kingi Aupouri with a mallet.

Centre left
Taurira Tawhiri Solomon carving.

Bottom left
Te Rito o Rotowhio taurira Stevie Katipa-Nepia weaving.

Bottom right
Te Takapū o Rotowhio pouako holding a piece of pounamu.



Your partnership opportunities

We invite you to kōrero about a tailored and mutually beneficial partnership. Our partnership levels offer various opportunities for storytelling, engagement, unique venue access, special opportunities and to share exciting future initiatives.

Becoming a strategic partner will support our students to study under tohunga and to graduate with a certification at the same level as a Master's degree in the New Zealand Qualifications Authority system. It also helps ensure the national and international outreach of Māori arts, crafts and culture with exhibitions, carving unveilings and more.

We look forward to partnering with you.
Please contact us at:

partner@nzmacifoundation.com

Ngā manaakitanga.

Kōuraura (Bronze) \$10,000 +



Kawata (Silver) \$25,000 +



Kōura (Gold) \$50,000 +



Pounamu \$100,000 +





AZMOCI FOUNDATION

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