Wānanga Development

Te Puia | New Zealand Māori Arts and Crafts Institute (NZMACI)

Te Puia is a Māori cultural development and tourism centre that attracts almost half a million visitors each year through its unique culture and commerce model. Alongside its legacy as one of the birthplaces of tourism in New Zealand, Te Puia is also internationally renowned for its role in ensuring the ongoing preservation of Māori art, craft, culture and identity through the New Zealand Maori Arts and Crafts Institute (NZMACI). The Wānanga Precinct development will enable an enriched visitor experience that meets the discerning demands of visitors and maintains its competitive global tourism presence. The Te Puia project aligns with the Tourism Industry Association's Tourism 2025 framework, by targeting a high value sector of the visitor industry.

The Challenge

- A number of domestic and international Māori cultural initiatives have been developed which have seen Te Puia visitor numbers grow significantly. However, visitors are now seeking a deeper encounter with Māori material culture, in a contemporary global context.
- It has become apparent that the Institute and its national schools' (wood, stone and bone carving, weaving and bronze foundry) future growth will strongly depend on NZMACI's ability to operate from world-class facilities at Te Puia.

The Project

- The Wānanga Precinct development will provide contemporary, world-class facilities for students, tutors and visitors, and will reinforce NZMACI's cultural contribution to New Zealand and the world.
- The new Precinct will enrich visitors' experience with Māori material culture while accentuating the education outcomes of NZMACI's students.
- The development will also provide the necessary infrastructure to support the integrity of NZMACI's education mandate and responsibilities.

Key facts

Programme start: May 2016

Length of TGP Funding: 2 years

TGP funding: $2,457,600

Industry funding: $7,200,000

Estimated potential economic benefits to New Zealand:

Additional $16 million per annum for the region by 2019