

Te tono i tētahi whakaahua

Me haere ngā tono katoa mā roto i te Ratonga Tono Whakaahua o Tāmaki Paenga Hira ki library@aucklandmuseum.com

Ka whakamahi mātou i tētahi taurira Mātauranga Māori mō ngā whiriwhiri me ngā whakatau katoa, ā, ki te tae mai he tono, anei ā mātou pātai:

- ngā tino kōrero mō te whakaahua, te taonga rānei
- ka ahatia te whakaahua
- ngā pānga ā-iwi o te kaitono.

Mā tō mātou rōpū whakaahua e

- piri ki ngā ritenga whakaae i runga i ngā mātāpono o te mātauranga Māori
- he tohutohu mō ētahi atu tika ka whāia pea e te kaitono
- whai kia whakaotingia he whakautu i roto i te wiki kotahi o te taenga mai o te tono
- pupuru tētahi rekoata o te tono me te whakatau
- tiaki te matatapu o ngā tono katoa, hāunga ērā kua whakaae kē te kaitono kia tukuna ngā ahuatanga o te tono ki ētahi atu.

Requesting an image

All requests should be made through the Museum's Image Service at library@aucklandmuseum.com

We use a Mātauranga Māori model for decision-making and respond to requests seeking the following information:

- details of the image or object
- what the image will be used for
- iwi affiliations of the requester, where relevant.

Our image order team will

- work through the approvals process based on Mātauranga Māori principles
- advise on any rights the requester might need to seek
- aim to provide a response within one week of receiving the full information on the request
- maintain a record of the request and decision
- maintain privacy of all requests unless the requester's prior written permission has been given.

Te Mātāpono Tuarima

Tēnei mātou te whakamihi atu ki Ngā Taonga Film and Sound Archives New Zealand, ki ngā Whare Pukapuka o Tāmaki Makaurau, ki te whare pukapuka o Hocken, ki te whare pupuru taonga o Rotorua, me te Whare Pukapuka o Alexander Turnbull, nā rātou i tautoko te tāreitanga o ēnei aratohu, ā, ka tāria ngā whakahokinga kōrero mai a te iwi, e piki ake ai ēnei ratonga. Tukua mai ngā whakaaro ki library@aucklandmuseum.com.

Kua oti ngā aratohu nei te raihana i raro i tētahi Creative Commons Attribution 4.0 International License. Ka taea tētahi mea te whakamahi anō, te tohatoha, me te whakamahi mō ngā kaupapa arumoni i raro i taua raihana, engari, me mātua whakaputa te ingoa o Tāmaki Paenga Hira i te taha.



Above: The Māori Contingent gather on the beach at Gallipoli. Edward G. Williams Collection, Auckland War Memorial Museum Tāmaki Paenga Hira, PH-ALB-212-15-2.

Right: Goldie, C F (1902) Te Aho, a noted Waikato warrior. Auckland War Memorial Museum Tāmaki Paenga Hira, PD-1951-1-18.

Acknowledgements

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He aratohu mō te tono i ngā whakaahua Māori

Guide to requesting Māori images

March 2016



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TĀMAKI PAENGA HIRA

AUCKLAND WAR MEMORIAL MUSEUM

Haere mai

Tēnā koutou katoa, te hunga e ngākau-nui nei ki tēnei kaupapa.

Kei tēnei aratohu ētahi whakamārama mō te mahi nui a Tāmaki Paenga Hira ki te whai i ngā huarahi e tika ana ina tonu mai tētahi hunga ki te whakamahi i ngā whakaahua o ngā tāngata Māori, kaupapa Māori hoki. Ko te whai a Tāmaki Paenga Hira kia piripono ki ngā tikanga Māori, kia ū hoki ki ngā tikanga mahi papai rawa mō tēnei mea te whare pupuru taonga. He wāhi nui hoki tēnei o te ū o te Tāmaki Paenga Hira ki te noho kōtui i raro i Te Tiriti o Waitangi. Ka kite tonu koe i ētahi tohutohu mō te tonu o ēnei whakaahua, te whakamārama poto mō ngā whakaritenga whakatau, me ngā āhuatanga ka tūponotia e koe, te kaitono.

Ko tā ēnei whakaritenga he whai kia hāpaitia ngā tikanga me ngā whakaaro Māori, me te tautoko i te tangata kia whai wāhi, kia whakamahi hoki i ngā whakaahua Māori.

He pērā te tiaki me te manaaki i te katoa o ngā taonga i Tāmaki Paenga Hira. Ka kīia tētahi mea he taonga mehemea ka pā tētahi o ēnei āhuatanga:

- he whakaahua nō tētahi tupuna Māori;
- i whai pānga hāngai tonu ki tētahi tupuna Māori e mōhiotia ana he Māori;
- he ingoa Māori tuku iho tōna;
- E whakaarotia ana he taonga nui ki tētahi iwi, ki tētahi hapū Māori, i te takiwā ake o te taonga;
- He mana tupuna tonu tōna*

** Hei tauira, ko ngā mea raranga Māori tawhito, ngā kākahu i mahia ki te harakeke, ki te kiekie, ki te pīngao rānei, ngā whāriki, ngā kete, ngā maro; me ngā momo taonga whakanikoniko katoa i mahia ki te rākau, ki te kōiwi, ki te kōhatu pēnei i te pounamu, ngā patu, ngā heru, me ngā hei matau.*

Welcome

Tēnā koutou katoa.

This guide helps explain the care Auckland Museum takes with requests to use images which depict Māori subjects and content, based on Māori cultural values and museum best practice and in line with the Museum’s commitment to partnership through the Treaty of Waitangi. You’ll find guidance on how to request these images together with an outline of our decision-making process and what you as a requester can expect.

This process is intended to ensure Māori cultural values are upheld while also supporting people to access and use Māori images.

Any Taonga housed in or under the care of Auckland Museum attracts this level of care. An item is considered a Taonga if it:

- is a representation of a Māori ancestor; and or
- was directly associated with a known Māori ancestor; and or
- carries a Māori ancestral name; and or
- is considered of ancestral importance to the Māori descent group from where it originated; and or
- continues to carry Māori ancestral value*

** For example, unprovenanced weavings of Māori antiquity made from harakeke, kiekie or pingao like kakahu (garments), whariki (fine floor mats), kete (kits) and maro (aprons); and or any artistically carved or embellished items of Māori antiquity made from wood, bone or stone like pounamu (greenstone), patu (weapons), heru (combs) and hei matau (personal adornments).*

Ngā aratohu

I takea mai tō mātou tauira Mātauranga Māori i ngā mātāpono e whai ake nei:

Te Mātāpono Tuatahi: Te Manaakitanga

E mea ana mātou ki te whakapiki i te āhei me te whakauru mai o te iwi ki ngā kohinga me ngā kōrero tuku iho a Tāmaki Paenga Hira, rā roto i tā mātou whare tiaki whakaahua. Ko tā mātou tū, kia āwhina i te tangata ina haere mai, me te whakaaro, ka whakaaetia te nuinga o ngā tonu, hāunga ērā e mārāma ai he take mō te whakakāhore. Otirā ko ngā tonu kāore e whakaaetia ko ērā e mōhio nei mātou he here kei runga, i raro i ngā tikanga o tētahi iwi.

Ko tā mātou whai kia mōhio pū mātou ka hāngai ngā whakaahua ki ngā hiahia o te kaitono, kia kaua hoki e pokanoa ki runga i ngā here o ngā tikanga ā-iwi.

Te Mātāpono Tuarua: Te Mana Taonga

Ko te mātāpono o te Mana Taonga, he whai kia tiakina kia purutia hoki te mana o tētahi taonga. Rā roto o tēnei whāinga ka taea te mana o te taonga te whakapiki, ina tūhonotia ki ngā haere, ki ngā kōrero tuku iho, me te iwi nōna taua taonga.

Te Mātāpono Tuatoru: Ko te Mana Whenua

Hei ārahi tēnei mātāpono i a mātou i roto i ō mātou here ki ō mātou hāpori taketake, ahakoa kua oti te whakawhāiti, ahakoa kei tua o te titiro e tārewa ana. Ko tā mātou kawenga kaitiaki he whai kia whakapikia te mana o ngā hāpori o ngā whakaahua Māori, ahakoa kei te oho, kei te moe rānei ngā hononga.

He whānui tonu tā mātou titiro ki tēnei mea te mana pupuru taonga, ā, ka mahi nui mātou ki te tautohu i ngā pānga ā-iwi katoa, me ngā hononga katoa. I ngā wā e taea ai, ka tuku atu mātou i ngā tonu ki ngā kaupupuru, ki ngā hapū/iwi hoki,

mehemea e mōhiotia ana. Ko tā mātou whāinga ia he āwhina i te kaitono i ngā wā e tika ana kia pērā.

Te Mātāpono Tuawhā: Te Kaitiakitanga

I raro i tēnei mātāpono o te Kaitiakitanga, he tika kia teitei tonu te āhua o te tiaki i ngā whakaahua Māori. Inā ētahi o ngā whakaahua e whakaarotia ana e mātou kia tūpato, he mana taonga tō te taonga:

- Ngā taonga Māori katoa, tae atu ki ērā e mōhiotia ana ngā hononga ā-iwi, me ērā kāore i te mōhiotia nō hea
- Ko ngā pikitia kanohi, ahakoa e mōhiotia ana ko wai, tē mōhiotia rānei
- Ko ngā whakaahua o te hunga kua ngaro ki te Pō
- Ko te Whareniui o Hotunui. Ka noho te mana whakahaere o ngā whakaahua hou katoa o tēnei whare ki te whānau Taipari. Ka whakahaeretia ngā tonu mō ngā whakaahua tawhito, ahakoa i te wāhi i tū ai te whareniui, i roto hoki i te whare pupuru taonga o Tāmaki Paenga Hira, i raro i ngā aratohu kua oti te whakatautū.
- Ngā whakaahua whakakinokino i tētahi rōpū, whakaahua mahi tinihanga rānei, whakaiti i te mana o te momo iwi, kino rānei ki te titiro a aua iwi, ngā whakaahua rānei e mōhiotia ana kei te hē, ehara i te tōtika ngā ingoa, ngā taitara, ngā kupu whakamārama i te taha, kei te tino kino rānei ngā ingoa me ērā atu mea ki te titiro a tētahi iwi.

- Ka hē pea te whakamahi i te whakaahua hei mea mō tētahi whakapono rerekē, mō ngā mahi toi rerekē, ka takahia rānei te tapu, ka whakanoatia rānei tētahi taonga.

I raro i tēnei mātāpono ka whakahaeretia he ritenga tiro-tiro tuarua me he mea he uaua ngā mea hei whiriwhiri mō tētahi tonu whakaahua.

Guidelines

Our Mātauranga Māori model for decision-making is based on the following principles:

Principle One: Manaakitanga

We are aiming to increase access to and engagement with the Museum’s collections and stories through our image library. We take a positive approach by starting from an affirmative position i.e. assuming access will be provided unless there is a clear reason why approval should not be given. The exception to this principle is images which are known to be restricted for cultural reasons.

We seek to ensure that the requested images fit with the intended purpose and also ensure cultural obligations are not compromised.

Principle Two: Mana Taonga

The principle of Mana Taonga is about safeguarding the mana of the Taonga. There is also the potential to enhance the mana of the Taonga, when it is connected with the journey, stories and iwi it is related to.

Principle Three: Mana Whenua

This principle guides us in our obligations to our source communities, whether they are defined or implicit. Our duty of care is to uphold the mana of the communities that are associated with Māori images, no matter whether the connections are active or latent.

We apply a wide understanding of ownership and do our best to identify all iwi interests and relationships. Where it is practically possible, we refer requests to the owners or relevant iwi/hapū if they are known. Our approach is to assist the requester where it is reasonable to do so.

Principle Four: Kaitiakitanga

Under the principle of Kaitiakitanga, a high level of care is given to all Māori images. Images that are considered to be sensitive include but may not be limited to:

- All Taonga Māori, including those with known iwi connections and those with unknown provenance
- Portraits, both known and unidentified
- Images of people who have passed away
- Hotunui Whareniui. All new images are controlled by the Taipari whanau. Requests for historic images both in situ and in the Museum are managed in accordance with agreed guidelines
- Stereotypical, exploitative, racially demeaning or offensive images, those with known inaccuracies and culturally inappropriate and offensive names, titles or captions
- Potentially provocative use of image such as fringe religion, alternative art, inappropriate use of images in a tapu or noa context.

Under this principle a peer review process is undertaken if there is any question or high degree of complexity over an image request.