



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

Putanga

19

2010

Hōngongi – Hereturikōka

CELEBRATING MĀORI ACHIEVEMENT

KŌKIRI



RĀ WHĀNAU KI
TE TĪMA MĀORI!





FROM THE CHIEF EXECUTIVE – LEITH COMER

Te Puni Kōkiri Chief Executive (right) celebrates a home-side win with NZRU Board member Bryan Williams at Rotorua.

Putanga
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TĒNĀ TĀTOU KATOĀ

*Ki ngā aituā maha, haere, haere, haere atu ra.
Ki a koutou nō ngā hau e wha, tēnā koutou katoa.*

Welcome to the special edition of Kōkiri, celebrating 100 years of Māori rugby.

Te Puni Kōkiri and its predecessors have had a long history with Māori rugby and its players. Former leaders Kara Puketapu and Tamati Reedy were Māori All Blacks and it's my understanding that at one stage, virtually the whole Māori backline were from the Department Māori Affairs in Rotorua!

Māori rugby has contributed to our nation's identity and shaped the game of rugby as we know it. The Native team and the Māori All Blacks established the silver fern, black jersey and the haka – Ka Mate, that are associated with this country and rugby worldwide – arguably this country's oldest and best known brand. Like the ANZACs, and the 28th Māori Battalion, our Māori All Blacks have carved out our unique place in the world and created a legacy for future generations.

Congratulations to Jamie Joseph and our Māori team who did themselves proud during the recently completed Sealord New Zealand Māori Rugby Centenary Series. Congratulations too to the New Zealand Rugby Union for their leadership in making the Centenary series a reality. I would also like to acknowledge the most successful coach of the Māori team – Matt te Pou, whom I had the privilege over working with in recent years.

It would be remiss to not pay accolades to our very own All Whites star, Winston Reid (Te Rarawa, Tainui). Winston scored the tie breaker goal for the All Whites first World Cup game and attracted huge international media attention. Ka pai hoki Winston.

To all Māori sportspeople, coaches, managers and supporters alike, kia kaha, kia toa, kia manawa nui.

Mauri ora ki a koutou katoa.

Leith Comer

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2010 marks 100 years of Māori rugby in New Zealand. Through photos and a time-line Kōkiri looks at how Māori have contributed to the sport, and how this magical mix has added to New Zealand's cultural landscape.

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In this edition, read about Te Puni Kōkiri's work programme and learn about how it's assisting Māori across the motu to be a part of one of the greatest sporting events to ever visit our shores.

Rau Tau 41–47

The Māori All Blacks asserted their place in grass-roots rugby as well as in the hearts and minds of New Zealanders. Read about some events around the country that marked a very special huritau.

This commemorative edition of Kōkiri, celebrating a centenary of Māori rugby, has been compiled by Malcolm Mulholland with the assistance of Huia Publishers. Cover image supplied by: Peter Bush

From the desk of the Minister of Māori Affairs



The Hon Dr Pita Sharples, Minister of Māori Affairs with King Tuheitia after the New Zealand Māori vs Ireland match in Rotorua.

E ngā hau e wha, e ngā pito o te ao, tēnā koutou katoa.

As a child, the big question in my life was: "Do I want to be an All Black – or a Māori All Black?" In our eyes, their status was different, but equal, and we were really proud of the role Māori played in the early national teams.

Māori have made a huge contribution to our national sport, from the first touring team to the present day.

Not just in the form of individual champions and family

dynasties, but in the distinctive open, flowing, creative style of play that is such a pleasure to watch!

The Māori contribution to rugby starts at the very beginning. In 1892 Tamati Rangiwhahia Ellison, the first New Zealand rugby captain proposed the black jersey and silver fern as the uniform; this and the haka are brands worth literally millions of dollars in today's commercial world of professional rugby.

Māori Rugby is a sport that I am passionate about, and I am so pleased there is a New Zealand Māori Centenary series of matches.

The New Zealand Rugby Union Board and the Māori Rugby Board developed the programme to celebrate 100 years of Māori rugby, and they deserve our thanks, along with the sponsors of the centenary matches, Sealord and Aotearoa Fisheries Limited.

I am also happy to acknowledge the funding and support from Te Puni Kōkiri to strengthen grass-roots Māori rugby among young people during this centenary year in particular.

The three-match series, against the Barbarians, the Irish and English teams kicked off close to the centenary of the first ever match of the official New Zealand Māori team in 1910. Since their debut, the Māori All Blacks and New Zealand Māori sides have played most provincial sides in New Zealand and many national sides, as well as touring overseas. They have built up a record to be proud of, including victories over England, Argentina, Scotland and Fiji, and an historic win over the 2005 British and Irish Lions.

The Centenary series of matches will be remembered in history, and they will be recounted for years to come. The matches bestow due recognition and status on the team, and acknowledge the many players who have contributed to success and achievement of the game of rugby for the last 100 years and more.

Heoi anō ki a koutou katoa, nei ra te mihi nui atu ki a koutou.

Hon Dr Pita R Sharples,
Minita Māori



Kōkiri is published bi-monthly by Te Puni Kōkiri (The Ministry of Māori Development). Its kaupapa is to celebrate Māori achievement, showcase Māori success and realise Māori potential.

Kōkiri is FREE.

For all database enquiries including new subscriptions, updates and/or amendments visit www.tpk.govt.nz/kokiri

For all editorial enquiries please contact the Kōkiri Editor at, kokiri@tpk.govt.nz or visit www.tpk.govt.nz

This issue was compiled by Jaewynn McKay and Verona-Meiana Putaranui, Malcolm Mulholland and Huia Publishers.

DESIGN AND ART: Cluster Creative

PRINT PRODUCTION: Webstar Ltd

DISTRIBUTION: Datamail Group

ISSN: 1177-8164

CONTRIBUTIONS: Te Puni Kōkiri welcomes editorial and photographic contributions to Kōkiri. Te Puni Kōkiri reserves the right not to publish any contribution given. Unsolicited material will not be returned unless accompanied by a stamped, self-addressed envelope. While all care is taken, no liability is accepted for loss or damage.

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The 1910 New Zealand Māori Team.
SOURCE: NEW ZEALAND RUGBY MUSEUM

Nei te rau wharawhara o te aroha, e pātukituki te ngākau a tangata. E koutou, te pakanga kiritahi i te tōtara hoe o mate, haere, haere, e hoki atu rā. Hoki atu rā ki tua o tāwauwau, ngā kānohi urunga o te rā kua ngaro, e ... i, kua ngaro i te rā nei e! Whakairo ake e ngā toki waihangā i te tā moko kei te pō, pō te ao, ao te pō, ko te pō ara rau o taininihi. Ngā mata-ā-ririki kōwhewheko mai. Ngā karu o Pūanga, pūrangiāho mai.

Kua tīramarama ake!

Otia te pō, nau mai e te ao!

These are our sincere acknowledgements of endearment. Our dearly beloved, you who have passed beyond the veil and gone forth unto the celestial realm. Our many faces of today, lest we forget in the genesis of tomorrow. Assemble in the heavenly divine, our myriad of stars that adorn the horizon and set in the dawning of a new day. Our illustrious ancestors ascend forth as we descend Beneath the Māori Moon!

MĀORI RUGBY CENTENARY

A History of MĀORI RUGBY

Pioneers

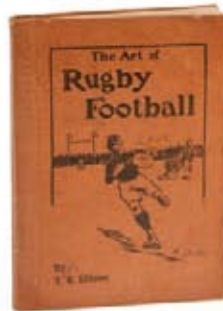
Ever since rugby began in New Zealand, Māori have featured strongly. Joseph Warbrick formed the legendary 1888 Natives, a side that toured over a 14-month period throughout the British Isles, nowadays regarded as the longest sports tour ever. Two early books on how the game should be played – *The Art of Rugby Football* and *The Complete Rugby Footballer* – were penned by Māori players Tom Ellison and Billy Stead (along with Dave Gallaher). Ellison gave the All Blacks their now famous black jersey with the silver fern. In 1910, Ned Parata finally had his wish granted with the New Zealand Rugby Union (NZRU) sanctioning a Māori team to assemble to sail to Australia.



An original 1888 Native Cap.
SOURCE: NEW ZEALAND RUGBY MUSEUM



The very first New Zealand Māori Team in 1910.
SOURCE: NEW ZEALAND RUGBY MUSEUM



The Art of Rugby Football by Tom Ellison.
SOURCE: NEW ZEALAND RUGBY MUSEUM



People flocked to watch New Zealand Māori.
SOURCE: PAPERS PAST

SOURCE: PUKU ARIKI



1860s

Māori are seen playing rugby with the Armed Constabulary at Waihi Redoubt, Taranaki

SOURCE: NEW ZEALAND RUGBY MUSEUM



1872

Wirihana is the first recorded Māori to play rugby at Aramoho, Whanganui.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1884

The very first national rugby team departs for NSW. Amongst the team are Māori players Jack Tairaroa from Otago and Joe Warbrick from Matata.



Sid, Brian and Ken Goings practising the triple scissors.
SOURCE: PATRICIA GOING



The Three Maniapoto Brothers: Manu, Huri and Jim.
SOURCE: ROB TUCKER



Younger brother Hosea Gear.
SOURCE: NEW ZEALAND RUGBY MUSEUM



Two of the Warbrick Brothers.
SOURCE: NEW ZEALAND RUGBY MUSEUM



And older brother Rico Gear.
SOURCE: NEW ZEALAND RUGBY MUSEUM

Whānau

Whānau have been an integral part of successive New Zealand Māori teams over the years. The Warbrick and Wynyard brothers constituted nearly two-thirds of the Native 1888 side. Players originating from Ngāpuhi, in particular, have figured large in the indigenous side. No fewer than five sets of brothers have come from the Far North

and have played for the All Blacks: the Smiths, the Goings, the Dunns, the Woodmans and the Brookes have all set crowds alight with moves they practised in their backyards as kids. Other whānau who have played for New Zealand Māori include Hohaia, Marriner, Clarke, Maniapoto, Gemmell, Love, MacDonald and Winiata.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1888

Led by Joe Warbrick, the 1888 Natives play 107 games in New Zealand, Australia, Egypt and the British Isles. They introduce an open style of game to the British.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1892

The NZRU is formed and Tom Ellison proposes a uniform consisting of a black jersey with a silver fern, white knickerbockers and black stockings. Ellison also wrote *The Art of Rugby Football* and invented the 2-3-2 scrum.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1893

The first team to play under the NZRU travels to Australia. Led by Ellison, the team also contains fellow Natives tourists Davy Gage and Tabby Wynyard, as well as Hoeroa Tiopera from Omaha.

MĀORI RUGBY CENTENARY



SOURCE: HOCKEN LIBRARY



The 1926–27 team plays a Lyons Selection at the magnificent Stade Municipal.
SOURCE: HOCKEN LIBRARY



SOURCE: NEW ZEALAND RUGBY MUSEUM

1926–27 Tour of New Zealand, Australia, Ceylon, France, England, Wales and Canada

In the 1926–27 Tour, captained by Wattie Barclay, the team played 40 matches, winning three-quarters of its games. Identities on this tour included the Robinson whānau from Little River, Dick Pelham the champion

New Zealand swimmer, and the man who possessed the corkscrew run, Albert Falwasser. The Prince of Wales was so enamoured with the team he had commemorative medals designed for all members of the

tour and donated a cup bearing his name that was played for by the various regional Māori teams over 66 years. At the conclusion of the tour, the French adopted the Māori style of game as their own.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1904

A Rotorua First XV defeats the touring British team. Te Aute becomes the first school in NZ to tour overseas when they visit Australia.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1905

Māori players Billy Stead and Billy Cunningham form part of the 1905 Original All Blacks. Vice Captain Stead co-authored *The Complete Rugby Footballer*, a tome on how the game should be played.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1908

A Te Arawa XV loses against the Anglo-Welsh visitors in Rotorua. Former Māori All Black, Opai Asher, captains a squad of men who would play rugby league in Australia, providing the impetus for the NZRU to establish a Māori team.

Apartheid

For the three All Black tours of 1928, 1949 and 1960 to South Africa, the tourists took on the Springboks without Māori due to the rules of apartheid. In return, New Zealand Māori were sent on tours to Australia, Ceylon, France, England, Wales and Canada (1926), Australia (1949) and Western Samoa and Fiji (1960). Opposition to playing South Africa or sending All Black teams without Māori players had been brewing since 1925 when the Akarana Māori Association openly criticised the NZRU. Further criticism grew and was voiced by the Te Arawa Trust Board in 1937, by Major General Bernard Freyberg in 1949, by the 'No Maoris – No Tour' movement in 1960 and by those who put their bodies on the line in 1981. In 2010 both rugby unions of South Africa and New Zealand, along with the South African Government, issued an apology regarding the treatment of Māori players under the Apartheid regime



Protest clouds gather over the dispatch of the 1960 'All White, All Blacks' at Parliament Grounds.
SOURCE: NEW ZEALAND RUGBY MUSEUM



Tear Gas is used to disperse a crowd of Black people at Capetown, 1976.
SOURCE: NEW ZEALAND RUGBY MUSEUM



Te Kani Te Ua and Kobus Louw, Manager of the Springboks, embrace with a hongi at Te Poho o Rawiri, 1965.
SOURCE: NEW ZEALAND RUGBY MUSEUM

SOURCE: CANTERBURY RUGBY FOOTBALL UNION



1910

Ned Parata's request to the NZRU for a team consisting solely of Māori is accepted. New Zealand Māori play their first game against the Rotorua Sub-union on 21 May. They went on to tour Australia, exhibiting the way Parata thought rugby should be played "... a good, fast, open game".

SOURCE: MALCOLM MULHOLLAND



1911

Ned Parata is appointed the founding Chairman of the Bay of Plenty Rugby Union. The Union would go on to provide the most players to the New Zealand Māori Team. A Te Arawa Troupe plays a few games of rugby in England.

SOURCE: MARGARET ROBERTS



1913

Tour of Australia. The New Zealand Māori Team gains its international scalp by beating Australia, albeit in a fundraiser.

MĀORI RUGBY CENTENARY



The 1935 New Zealand Māori Team.
SOURCE: NEW ZEALAND RUGBY MUSEUM



Len Kawa plays the clarinet to his team mates.
SOURCE: KAWA WHĀNAU

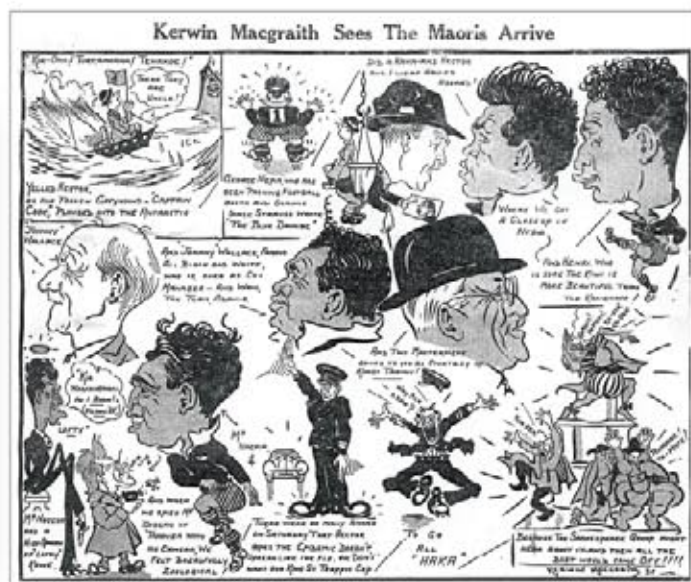


SOURCE: NEW ZEALAND RUGBY MUSEUM

1935 Tour of Australia

New Zealand Māori crossing the Tasman Sea following the Great Depression of the 1930s was a deliberate ploy to attract players and the public back to the sport of Rugby Union and away from Rugby League and Australian Rules. Without doubt, the razzle-dazzle attitude to playing the game from the

Māori side contributed towards the enormous success of the trip, with record crowds flocking to watch the tourists and gate takings breaking previous records. Led by George Nepia, the team demonstrated some brilliant phases of play that created mammoth wins against the Australian sides.



The Australian Press use the medium of cartoons to describe some of the Māori personalities on the 1935 Tour.
SOURCE: NEPIA WHĀNAU

SOURCE: NEW ZEALAND RUGBY MUSEUM



1918-19

The Māori Pioneer Battalion Team tours England, Wales, France and New Zealand. It reinvigorates the game at home by playing the provincial unions.

SOURCE: HOCHEN LIBRARY



1921

New Zealand Māori play their first game in six years after the First World War, losing controversially by one point to the first Springbok team to tour NZ. Billy Stead is appointed as Coach of the All Blacks.

SOURCE: MARGARET ROBERTS



1922

Tour of Australia. New Zealand Māori register a test series win against NSW, yet they lose their game against the All Blacks. The Māori Advisory Board of the NZRU is formed by Ned Parata.



Nepia practising his kicking at Newton Abbott, 1924.
SOURCE: NEW ZEALAND RUGBY MUSEUM

Nepia in an all-too familiar pose during 1924.
SOURCE: NEW ZEALAND RUGBY MUSEUM



George Nepia

George Nepia is regarded as the greatest Māori player to have ever taken the field. He perfected the art of the torpedo kick and the tackle, two facets of the game that he executed to perfection. Nepia, aged only 19, stamped his mark on the world stage as fullback of the 1924 Invincibles. In 1935, Nepia switched to rugby league for the British competition.

In 1950 he captained the Olympian Club against Poverty

Bay and set three New Zealand records: with his son George 'Dedum', it was the first time a father and son played in the same first class fixture; aged 45 years and 158 days, Nepia became the oldest player to take the field in a first-class fixture; and the match gave Nepia the longest first class rugby career. Nepia died in his sleep in Ruatoria in 1986.



Nepia shakes the hand of an Indian Chief in Canada.
SOURCE: NEW ZEALAND RUGBY MUSEUM

SOURCE: NEW ZEALAND RUGBY MUSEUM



1923

Tour of Australia. The first internal Māori regional competition is organised and the teams play for the Te Mori Rosebowl.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1924-25

The legendary Invincible All Blacks play undefeated in 30 matches. Amongst the squad was fullback George Nepia who played in all matches. He, Lui Paewai and Jimmy Mill became household names overnight.

SOURCE: HOCKEN LIBRARY



1926-27

Tour of NZ, Australia, Ceylon, France, Great Britain and Canada. They play 40, winning three-quarters of their games. After beating the French, France adopted the Māori style of game as their own. The squad was captained by Wattie Barclay who would become the leading try-scorer for New Zealand Māori with 40. He is closely followed by fellow tourist Albert Falwasser, with 38.



MĀORI RUGBY CENTENARY



Tom French, Snowy West and D Heather are interviewed by Australian Radio Station 2UE.
SOURCE: MARRINER WHĀNAU



Ron Bryers, B Beazley and Jack Marriner all decide to take a bite of a pig's head.
SOURCE: MARRINER WHĀNAU



Jumping for the ball.
SOURCE: KIWI BLAKE



SOURCE: NEW ZEALAND RUGBY MUSEUM

1949 Tour of Australia

New Zealand Māori fielded an extremely strong team in 1949, testimony to the depth of Māori rugby shortly following the end of World War II. Players included All Blacks Brownie Cherrington, Peter Smith, Ben Couch, Ron Bryers, Kiwi Blake and Tori Reid. The year 1949 was a dour one for the All Blacks. They lost

four tests against South Africa and two against Australia. New Zealand Māori lifted the hearts of New Zealand rugby supporters by drawing the series against the Australians, with one a piece and a draw. New Zealand rugby supporters could now hold their heads high.

SOURCE: HARRIS WHĀNAU



1927

The Prince of Wales presents a cup bearing his name in Dunedin. The Prince of Wales Cup is played for by regional Māori teams for the next 66 years.

SOURCE: SOUTH AFRICA ARCHIVES



1928

The All Blacks leave for their first tour of South Africa without Māori players due to Apartheid.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1930

New Zealand Māori play Great Britain for the first time in Wellington.

Fiji and Tonga

Fiji first toured and played New Zealand Māori in 1939, returning the hosts' tour of the previous year. Of all opponents faced, the Fiji team has played New Zealand Māori most times with 29 games, New Zealand Māori having twenty wins to their credit. Tonga is

second in terms of games played against New Zealand Māori with 15, of which New Zealand Māori have won 11. Not only are matches extremely physical, they are also great advertisements for the sport as both Fiji and Tonga like to throw the ball around, much like New Zealand Māori.



SOURCE: NEW ZEALAND RUGBY MUSEUM



Māori with spears, Fiji, 1948.
SOURCE: KIVI BLAKE



Clowning around on the sideline, Fiji, 1948.
SOURCE: KIVI BLAKE



Henry Phillips chasing Joe Levula in 1957.
SOURCE: HENRY PHILLIPS

SOURCE: BELL WHĀNAU



1931

Led by Southland stalwart Wampy Bell, New Zealand Māori lose against Australia at Palmerston North.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1934

Jack Ruru tragically dies while captain of Te Tai Hauauru. The following year his mother gifts a memorial cup to be played for in conjunction with the Prince of Wales Cup and the Te Mori Rosebowl.

SOURCE: NEPIA WHĀNAU



1935

Tour of Australia, an excursion that registers record gate takings and draws the Australian public back to the game of rugby union. They defeated NSW, 2-1. Captain George Nepia, Charlie Smith and Jack Hemi were amongst those who swapped codes to play rugby league.

MĀORI RUGBY CENTENARY

1958 Tour of Australia

The 1958 Tour was the needed light that shone brightly during the 1950s for Māori rugby, following some indifferent results. Personalities on the tour included Keith Davis, Eddie Whatarau, Muru Walters, Albie Pryor, Hau Paiaka, Bill Gray, Ray Keepa and Bill Wordley. The men were led superbly by Pat Walsh, the lad from Ahipara. It would be the last full tour New Zealand Māori embarked on in Australia, having played 12 for nine wins, two losses and one draw – an admirable performance. In a case of history repeating itself, they drew in the tests with one win each and one draw.



SOURCE: NEW ZEALAND RUGBY MUSEUM



The 1958 Team serving a hāngi in Australia.
SOURCE: NEW ZEALAND RUGBY MUSEUM

SOURCE: NEW ZEALAND RUGBY MUSEUM



At front is Teddy Thompson with the loudhailer and Albie Pryor. Encouraging them are Ray Keepa, Morrie Raureti and Henry Phillips.

SOURCE: NEW ZEALAND RUGBY MUSEUM



Henry Phillips tries to break a tackle.
SOURCE: HENRY PHILLIPS

SOURCE: NEW ZEALAND RUGBY MUSEUM



1938

The first New Zealand Māori Tour of Fiji. They drew the series.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1943

The Māori Battalion Team wins the Freyberg Cup, a competition played between New Zealand Divisions. The team defeats the Springboks, 13-9, in the Egyptian Desert.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1945

The Khaki All Blacks, who played 38 games for 32 wins, tour Britain, Ireland, France, Germany and New Zealand. They contain New Zealand Māori players Kiwi Blake, Ike Proctor and J.B. Smith.



Canterbury's hard-man, Billy Bush.
SOURCE: AUCKLAND RUGBY UNION



Honourary New Zealand Māori breakaway, Kiwi Blake, contemplating an answer to give to 2UE, Australia, in 1949.
SOURCE: KIWI BLAKE



Two 1982 forwards, Miah Melsom and Paul Tuoro, pose on the 1982 Tour of Wales and Spain.
SOURCE: BRUCE HEMARA



Kent Lambert is on the charge against Fiji, 1973.
SOURCE: KENT LAMBERT

Forwards

Māori forwards have a long tradition of being tough, hard men, capable of matching it with the best of them in the lineout, scrum, maul and ruck. Yet despite being good at close quarters it is expected that Māori forwards will demonstrate added dimensions: being able to play like a back, to throw long passes, to sidestep and to drop-kick when required. Māori rugby has had no shortage of forwards able to play in this manner.

SOURCE: KARL FRENCH



1946

New Zealand Māori play for the first time since the outbreak of World War II, against Australia at Palmerston North. New Zealand Māori win 20-0.

SOURCE: KIWI BLAKE



1948

Tour of Fiji. They win the test series, 2-1.

SOURCE: MARRINER WHĀNAU



1949

Tour of Australia, drawing the test series with one a piece. Following the tour, one spectator was so enamoured with the efforts of coach Tom French, he presented a cup in his honour. The cup is still presented to the best Māori player each year. The All Blacks leave for South Africa, again without Māori present.



MĀORI RUGBY CENTENARY



Members of the 1960 Tour pass the ball during a light jog.

SOURCE: WIREPA WHĀNAU



New Zealand Māori try to break the Fijian defence.

SOURCE: WIREPA WHĀNAU

1960 Tour of Tonga and Samoa

On this tour Māori players learnt to play with their heads and not to be intimidated by the, at times, more physically imposing Pacific players. Otahuhu and Auckland team mates Mac Herewini and Waka Nathan toured, as did Johnny Porima, Ted Thompson, Henry Phillips and the future Secretary of the Department of Māori Affairs, Tamati Reedy. Unfortunately they lost to Tonga in their first-ever test, a voodoo that would haunt the team for another 15 years, yet they gave fans a reason to celebrate when they returned home having defeated Western Samoa in two tests.



New Zealand Māori escape the rugby field for an opportunity to see some sights.

SOURCE: WIREPA WHĀNAU



New Zealand Māori Team members get out and mingle with the locals.

SOURCE: WIREPA WHĀNAU



SOURCE: WIREPA WHĀNAU

SOURCE: ALEXANDER TURNBULL LIBRARY



1950

Loss to British Isles, 9-14, at Athletic Park, Wellington.

SOURCE: HIWI TAURUA



1952

Sir Ralph Love becomes the first appointed Māori representative on the NZRU Board, a position he held for 21 years.

SOURCE: HIWI TAURUA



1954

Tour of Fiji. They win seven of their eight games.



Tutekawa Wyllie, First Five Eight and former NZ First MP, boarding the bus in Wales, 1982.
SOURCE: BRUCE HEMARA



Former Speaker of the House, Sir Peter Tapsell, is still proud of his 1954 blazer.
SOURCE: ROB TUCKER

Backs

Māori backs are thought of as the Harlem Globetrotters of international rugby. The no-look passes, the chip kicks off the knee and the triple scissors are all moves invented by great players who have taken the field in the backline for New Zealand Māori. In the professional era where patterned play is the call of the day, these men are highly sought after by clubs as they are able to think outside the square when it comes to attack. The inventiveness of Māori backs has been nothing short of brilliant, leaving fans breathless as they watch the games unfold.



The man with the corkscrew run, Albert Falwasser.
SOURCE: BELL COLLECTION



Hosea Gear, Neil Brew and Chris Smylie at the 2006 Churchill Cup.
SOURCE: MIKE STEWART



Frano Botica in a familiar pose.
SOURCE: AUCKLAND RUGBY UNION



SOURCE: NEW ZEALAND RUGBY MUSEUM



SOURCE: NEW ZEALAND RUGBY MUSEUM



SOURCE: NEW ZEALAND RUGBY MUSEUM

1956

A heavy loss at the hands of South Africa, 37-0. Māori players Pat Walsh, Tiny Hill and Bill Gray feature for the All Blacks in the first-ever test series win against South Africa.

1958

Tour of Australia, drawing again with one test victory each. This would be the last full tour undertaken by New Zealand Māori to Australia.

1959

Play British Isles at Eden Park, losing 12-6.



MĀORI RUGBY CENTENARY

1973 Tour of Western Samoa, Fiji and Tonga

The 1973 Tour signalled the re-emergence of Māori rugby from the fluctuating results of the 1950s and 1960s. Despite some of the refereeing and illegal play encountered, New Zealand Māori managed seven wins and three losses. The tourists enjoyed some more light-hearted moments, including seeing the Fijian squad rucking New Zealand Māori jerseys that were full of straw, the donor of the New Zealand Māori jerseys believing they were required for a raffle, and player Ron Lockwood having his broken leg mended by the local pothole man.



New Zealand Māori help themselves to some fresh watermelon.
SOURCE: BILLY BUSH



Nothing like an open changing shed in the Pacific Islands.
SOURCE: BILLY BUSH



Laly Haddon, Eddie Stokes and Pat Yates take it easy on a beach.
SOURCE: BILLY BUSH



Sombreros keep the heat of the sun away from these New Zealand Māori players.
SOURCE: BILLY BUSH



Coming off the plane.
SOURCE: KENT LAMBERT

SOURCE: WIREPA WHĀNAU



1960

Tour of Tonga and Western Samoa, winning seven and losing the test against Tonga. The All Blacks fly to South Africa for the last time without Māori. The 'No Māori, No Tour' was the first large-scale protest movement against the NZRU having sporting contact with South Africa.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1961

They defeat France at McLean Park, Napier, by two points.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1964

Tour of Fiji with New Zealand Māori winning all eight matches, including the test against Fiji. They posted 210 points for, with 54 against.

South Africa

In 1921 New Zealand Māori and the Springboks butted heads for the first time. Sixty years later they played each other at the same venue, McLean Park, Napier. Both games were shrouded in controversy because

of the referees' decisions that cost New Zealand Māori the games. The other two tours when New Zealand Māori played the Boks were in 1956 and 1965. South Africa was the one side that New Zealand Māori

required no encouragement to play to their best. New Zealand Māori players were well aware of how the indigenous population of South Africa was being treated under the apartheid system.



Pat Walsh tries desperately to stop the South African attack, 1956.

SOURCE: PAT WALSH



Huri Maniapoto and Bill Wordley fight Doug Hopwood and Don Walton for the ball in 1965.

SOURCE: JOHN WATERS



Hau Paiaaka chases after the ball against the 1965 Boks.

SOURCE: NEW ZEALAND RUGBY MUSEUM



Frank Shelford takes the ball up against the 1981 Springboks with Richard Dunn and Jim Love not far away.

SOURCE: NEW ZEALAND RUGBY MUSEUM

SOURCE: JOHN WATERS



1965

Lose against the touring Springboks at Athletic Park, 9-3.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1966

Play Campbell-Lamerton's Lions, losing by two points at Eden Park.

SOURCE: PATRICIA GOING



1967

The NZRU celebrates its 75th Jubilee without New Zealand Māori facing an opponent. The proposed tour to South Africa was rejected by both the NZRU and the NZ Government due to Māori not being allowed to join. Sid Going is named as the Tom French Cup champion for the first of six consecutive wins.



MĀORI RUGBY CENTENARY



Buck Shelford giving his best pūkana with Eddie Dunn, Warren McLean, Felix O'Carroll and Colin Cooper looking unmoved.
SOURCE: BRUCE HEMARA



Billy Bush, Hud Rickitt, Robert Kururangi and Andy Baker take a break.
SOURCE: BRUCE HEMARA

1982 Tour of Wales and Spain

A bitterly disappointed contingent of 1200 Māori rugby fans witnessed New Zealand Māori lose three games and draw one on this tour, matches the team was expected to win. The upshot of the mediocre results was that there was a surge of interest in Wales in the fifteen-man code of rugby. A very strong side that had no fewer than sixteen past, current or former All Blacks attributed the outcome of the tour to a variety of reasons: from it being nothing more than a retirement swansong for some of the players, to the coach and manager needing to swap roles, and the team spending too much time practising waiata.



Bruce Hemara dives for the ball with Paul Tuoro, Paul Koteka and Paul Quinn in pursuit.
SOURCE: NEW ZEALAND RUGBY MUSEUM



SOURCE: BRUCE HEMARA



SOURCE: MALCOLM MULHOLLAND

SOURCE: NEW ZEALAND RUGBY MUSEUM



1969

Play Tonga in two home tests, losing both.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1970

Draw the home series against Fiji. The 1970 All Black Tour departs for South Africa with four 'Honorary Whites' Sid Going, Buff Milner, Blair Furlong and Bryan Williams.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1971

Lose to the British Isles, 23-12, at Eden Park. Waka Nathan is appointed coach and the team experiences a resurgence, better results, and more players in All Black squads during his tenure.



After 75 years of trying, New Zealand Māori finally defeat the mighty Lions.
SOURCE: PHOTOSPORT



Lally Haddon on the run with Mike Campbell-Lamerton in pursuit.
SOURCE: NEW ZEALAND RUGBY MUSEUM



Play during the 1930 Test.
SOURCE: NEW ZEALAND RUGBY MUSEUM

The Lions

New Zealand Māori and the Lions have played against each other eight times with the latter being victorious on seven occasions. For New Zealand Māori, their sole triumph in 2005 became a game embedded in the fond memories of every New Zealand Māori fan. Great Lions players such as Lewis Jones, Tony O'Reilly, J P R Williams, Gareth Edwards and Brian O'Driscoll have graced the field with their presence.

In return, George Nepia, Waka Nathan, Butch Pickrang, Sid Going and Carlos Spencer have dealt their best hands against the Lions.



SOURCE: BILLY BUSH

1973

Tour of Western Samoa, Tonga and Fiji. They won four tests against Western Samoa and Fiji. Also play against the All Blacks, losing by 10 points. Prime Minister Norman Kirk postpones a scheduled internal tour by the Springboks.



SOURCE: RUGBY NEWS

1974

Win both tests against Fiji.



SOURCE: NEW ZEALAND RUGBY MUSEUM

1975

Win both tests against Tonga.



MĀORI RUGBY CENTENARY

1988 Tour



SOURCE: BRUCE HEMARA

The 1988 Tour would be remembered for the champagne rugby that netted a solitary loss. The team was led by legendary All Black captain Buck Shelford. The tour was not controversy-free: an argument between the captain and the NZRU

erupted over the allowances players were receiving; a \$1500 laundry bill became the focus of a disagreement between the tourists and the French Rugby Union; games against Toulon and a Pyrenees Selection became embroiled in dirty play

courtesy of the opposition, the latter game almost resulting in a team walk-off; and after some brutal fighting, the game against Tucuman was called off early, with players being injured by spectators as they left the field.



SOURCE: BRUCE HEMARA



Steve McDowell and Buck Shelford are the visible New Zealand Māori players as they rise from a ruck against Rosario.

SOURCE: PABLO MIHAL



New Zealand Māori players pose for the camera.

SOURCE: BRUCE HEMARA



Eric Rush, Robin Brooke and John Timu take a seat around the pool.

SOURCE: BRUCE HEMARA

SOURCE: NEW ZEALAND RUGBY MUSEUM



1976

Win both tests against Western Samoa.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1977

A proposed tour of South Africa by New Zealand Māori is cancelled. New Zealand Māori play the Lions at Eden Park, losing by three points. Tane Norton is announced as the All Black Captain, becoming the oldest player to be so named.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1978

The 50th anniversary of the Prince of Wales Cup is celebrated.

Waiata

'Hoki Mai', 'E Te Hokowhitu' and 'Whakaaria Mai' are some of the waiata that have been part of the New Zealand Māori team's repertoire since its inception. In the early years New Zealand Māori were expected to perform concerts following their games on tour. Pat Walsh recalled from the 1958 tour the level of organisation required when the men sang. "I distinctly remember Ray Keepa being in charge of our singing and he would just listen to you and say, Righto boy, you go right in the corner, you are alto, and you are bass". That expectation has continued in the modern era, for instance, when the 1982 team sang with Dame Kiri Te Kanawa at the Royal Albert Hall. Regardless of where the players find themselves – on a ship, in an airport or in a hotel foyer – they can be found gathered around the guitar singing away to their hearts' content.



Henry Phillips and Ginger Kapua sing a song for a group of Australian showgirls.
SOURCE: HENRY PHILLIPS



The 1960 Team does its best to sing in harmony.
SOURCE: WIREPA WHĀNAU



Eddie Dunn strums the guitar with Carl Baker and Scott Crichton in support.
SOURCE: BRUCE HEMARA



New Zealand Māori perform with Dame Kiri Te Kanawa at the Royal Albert Hall.
SOURCE: BRUCE HEMARA



The 2006 New Zealand Māori Team in full voice.
SOURCE: MIKE STEWART

SOURCE: RUGBY NEWS



1979

New Zealand Māori embark on a tour of Australia, Fiji, Tonga and Western Samoa. They played undefeated, winning six and drawing one.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1980

Defeated Fiji in one home test at Rotorua.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1981

Controversially draw against the Springboks at McLean Park, Napier. The 1981 Springbok Tour resulted in widespread protest, with some Māori players faking injuries as they did not want to play against the tourists.

MĀORI RUGBY CENTENARY



The 1948 side perform the haka in Fiji.
SOURCE: KIWI BLAKE



Rua Tipoki leads his men with 'Te Timatanga'.
SOURCE: MIKE STEWART



The haka in 1957.
SOURCE: NEW ZEALAND RUGBY MUSEUM



The 1958 Team perform another haka for the Australian public.
SOURCE: HENRY PHILLIPS

Haka

The 1888 Native Team first performed the war dance in front of a crowd of 50,000 in Surrey, chanting 'Ake, ake, kia kaha!'. The two players responsible for making sure that the 'Ka Mate' haka was performed correctly by the All Blacks were Hika Reid and Buck Shelford, the latter being convinced by a kaumātua to reintroduce 'Ka Mate' to New Zealand audiences for the 1987 Rugby World Cup. Nowadays New Zealand Māori can either perform 'Ka Mate' or the haka that was written for them, 'Te Timatanga', by the team kaumātua Whetu Tipuwai.

SOURCE: BRUCE HEMARA



1982

Tour of Wales and Spain.

SOURCE: AUCKLAND RUGBY UNION



1983

Win both tests against Tonga.

SOURCE: MANA MEDIA



1987

The All Blacks win the inaugural Rugby World Cup that featured Māori players including Wayne 'Buck' Shelford, Zinzan Brooke, Frano Botica, Steve McDowell and Mark Brooke-Cowden.

1992 Tour

Before the team was able to board the plane, the 1992 Tour was facing difficulties. Coach Billy Bush faced selection difficulties, fans were not given a chance to book flights to support their men, the team

assembled only one day before departing and the squad had no uniforms or blazers. Seven games in 21 days was a tall order, and the side experienced a mid-tour slump, losing two on the trot. After some stern words were

spoken by veterans Stu Forster, Jamie Joseph and Eric Rush, the team did not lose any of the remaining matches. The 1992 Tour won all the tests against the Cook Islands, Tonga and Fiji.



Romana Graham celebrates a victory.

SOURCE: MANA MAGAZINE



Eric Rush and Billy Bush pose with their 'eis in Rarotonga, with netballer Margaret Matenga.

SOURCE: MANA MAGAZINE



Some of the players rejoice in the changing shed.

SOURCE: GORDON FALCON



Eric Rush practises his ukulele.

SOURCE: GORDON FALCON



SOURCE: BRUCE HEMARA

1988

New Zealand Māori tour France, Italy, Spain and Argentina, winning nine of 11 matches. In the game against Rosario, Brett Iti set a new New Zealand Māori record for the number of tries scored in a match – six.



SOURCE: NEW ZEALAND RUGBY MUSEUM

1990

Wayne Sheldford is dropped as All Black Captain, prompting the 'Bring Back Buck' campaign. Sheldford captained the All Blacks to 14 test wins.



SOURCE: GORDON FALCON

1992

New Zealand Māori tour the Cook Islands, Western Samoa, Tonga and Fiji. The NZRU celebrates its centenary with New Zealand Māori playing a Bay of Plenty side.



MĀORI RUGBY CENTENARY



Captain Errol Brain on the charge against the Argentineans.
SOURCE: PHOTOSPORT



Slade McFarland and Greg Feek get ready to engage in the scrum against England, 2003.
SOURCE: PHOTOSPORT

World Beaters: France, Argentina, Scotland, England and Australia

New Zealand Māori have twice faced the Tricolours and twice been on the right side of the ledger when the full-time whistle was blown. Under coach Matt Te Pou the team took on the best the world had to offer and gained a reputation for beating whoever stood in their path. New Zealand Māori defeated both Argentina and Scotland on two occasions and England once. The only team to stand in their way of victory during the reign of Te Pou was Australia, the 1999 Rugby World Cup holders. However, for both games, New Zealand Māori almost upset the hosts.



Darryl Gibson attacks the Australian defence, 2001.
SOURCE: PHOTOSPORT



Roger Randle on the offensive against Argentina, 2001.
SOURCE: PHOTOSPORT



Adrian Cashmore playing against Scotland, 2000.
SOURCE: PHOTOSPORT

SOURCE: MANA MEDIA



1993

Lose against the British Isles by four points at Wellington.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1994

Play in the M-Net Series, South Africa, New Zealand Māori losing in the semi-final against Eastern Transvaal. They defeat Fiji at home in a solitary test.

SOURCE: MIKE STEWART



1995

Vietnam veteran Matt Te Pou is appointed as the coach. The Māori teams of Northern, Central and Southern play for the inaugural George Nepia Trophy. The competition lasted for two years.



The victorious Churchill Cup Winners of 2006, New Zealand Māori.
SOURCE: MIKE STEWART



Paul 'Orange Roughy' Tito contests the lineout against Ireland A.
SOURCE: MIKE STEWART



The routine swapping of jerseys involving New Zealand Māori player Neil Brew.
SOURCE: MIKE STEWART



Paul Tito, Callum Bruce, Kristian Ormsby and Neil Brew do a spot of mini golf.
SOURCE: MIKE STEWART

2006 Churchill Cup

New Zealand Māori have enjoyed a proud record at the Churchill Cup competition. After winning the inaugural 2004 derby, New Zealand Māori defeated Scotland A to once again hold aloft the Churchill Cup in 2006. Unfortunately, the

following season the defending champions were unable to beat the English Saxons in the final played at Twickenham. Some critics lauded New Zealand Māori playing in what they considered to be a low-level contest. However, for

New Zealand Māori, their ability to post high scores was more attributable to their superior skill level, rather than the poor defensive capabilities of their opponents.



SOURCE: PHOTOSPORT

1996

New Zealand Māori beat Western Samoa at Mt Smart Stadium. Tour of Fiji and Tonga, winning all three games, including two tests against Fiji and Tonga.



SOURCE: PHOTOSPORT

1997

Win against Ireland A, Argentina and Western Samoa. Two Māori sides titled Ikaroa and Mangaroa play as the New Zealand Māori Trial match.

SOURCE: NEW ZEALAND RUGBY MUSEUM



1998

Defeat Tonga by 59 points, England by 48 points and Scotland by 16 points. New Zealand Māori win their other two games on their short tour of Scotland. A New Zealand Māori Colts side is first assembled, last taking the field in 2001. Both Eric Rush and Dallas Seymour form part of the NZ Sevens Team that wins gold at the Kuala Lumpur Commonwealth Games, Rush repeating the feat four years later at Manchester. Taine Randell is appointed All Black Captain.



MĀORI RUGBY CENTENARY

Administrators

Māori rugby has been blessed with long-serving administrators – from Ned Parata to Kingi Tahiwī, Ralph Love, Waka Nathan, Mattie Blackburn and Matt Te Pou. They have all given their service to ensure that Māori participate at the highest level of New Zealand rugby. At times, they have been confronted with difficult issues

and have borne the brunt of Māori frustrations in return. The balancing act of maintaining positive relationships with the NZRU Board, pushing for the team to take on top opposition and developing the game at the grass-roots level is not easy and often goes without thanks.



The founding father of the New Zealand Māori Team, Ned Parata, with a bronze rooster he was presented with when in France, 1926.

SOURCE: HOCKEN LIBRARY



Past New Zealand Māori administrators, circa 1960s.

SOURCE: NEW ZEALAND RUGBY MUSEUM

PARATA'S GREAT FEAT Mobilizes Native Players Into Formidable Combination SUCCESSES OF MAORI TEAMS

(By J. W. Mackay, ed.-in-chief, "N.Z. Herald," Special Report, Wellington, looking with the "Herald.")

"Through Māori (parata) teams have given spectacular flight to much more of the Empire (and beyond), the immense amount of work accomplished by W. T. Parata over the last forty years in bringing it to its present position of glory is hardly appreciated, even by the Maori."

SOURCE: PAPERS PAST



SOURCE: KARL FRENCH



SOURCE: PHOTOSPORT

1999

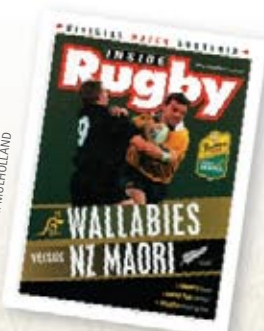
New Zealand Māori tour Fiji, winning both games against Fiji. Māori administration of the game changes with the advent of Whakapumautanga Inc., which focusses on providing players with an educative pathway as well as developing rugby skills.



SOURCE: MIKE STEWART

2000

Win against Scotland at New Plymouth.



SOURCE: MALCOLM MULHOLLAND

2001

Lose to Australia at Sydney but defeat Argentina at Rotorua. At the match, New Zealand Māori perform their new haka, 'Te Timatanga', composed by the team's kaumātua, Whetu Tipiwai.



The Black Ferns perform their haka against Australia, 2008.
SOURCE: PHOTOSPORT



Dr Farah Palmer kisses the Women's Rugby World Cup for the third time.
SOURCE: FARAH PALMER

Māori Women

During World War Two, teams consisting largely of Māori women begin appearing, especially in the Auckland region. While women took the field to fill the void created by men at war overseas, it would take over 40 years until the first national women's team was assembled. Since that time, Māori women have constituted a large portion of every Black Fern side. Māori women who have taken the field for the Black Ferns include three-time World Cup Captain Dr Farah Palmer, Christine Ross, the mother of Issac Ross, sporting media personality Melodie Robinson and former Labour MP Louisa Wall.



Louisa Wall in full flight.
SOURCE: PHOTOSPORT



Huriana Manuel scores another try.
SOURCE: PHOTOSPORT

SOURCE: TŪ MAI MAGAZINE



2002

Narrowly lose to Australia in Sydney.

SOURCE: PHOTOSPORT



2003

Defeat Tonga at Albany, but lose against England at New Plymouth. Whakapumautanga is scrapped and renamed the New Zealand Māori Rugby Board. New Zealand Māori end their 2003 season by touring Canada, scoring 23 tries in three games.

SOURCE: MALCOLM MULHOLLAND



2004

New Zealand Māori win the inaugural Churchill Cup by defeating England A during extra time. In the process of winning the Cup, they defeated British Columbia 111-3.



MĀORI RUGBY CENTENARY



A Māori boy shows his best pūkana while proudly showing whom he supports.
SOURCE: TŪ MAI MAGAZINE



Captain Bill Wordley with Caroline Te Rauna and Henrietta Kaiwai, 1965.
SOURCE: JOHN WATERS



A couple of Australian women approach the players for autographs in 1958.
SOURCE: HENRY PHILLIPS



Waka Nathan and Jimmy Taitoko take a photo with a fan.
SOURCE: WIREPA WHĀNAU.

The Fans

New Zealand Māori are unique because they enjoy a special relationship with the land of Aotearoa New Zealand as tangata whenua and as representatives of a race of people. As such, the New Zealand Māori fans are unashamedly loyal, proud to a fault and the most vocal at grounds. They will most often have their faces adorned with moko and might be in full flight performing a haka with no shortage of pūkana. New Zealand Māori have always enjoyed a strong following and record crowds that flock to the matches to be entertained – the ardent followers provide the mauri of the New Zealand Māori team.

SOURCE: NEW ZEALAND RUGBY MUSEUM



2005

Defeat Fiji and the British and Irish Lions at Hamilton. This test was the last for Te Pou as coach. His record stands at 33 wins from 38 matches.

SOURCE: MIKE STEWART



2006

New Zealand Māori return to the Churchill Cup, beating Scotland A with seven tries. Dr Farah Palmer captains the Black Ferns to another World Cup victory, having done so in 1998 and 2002.

SOURCE: MIKE STEWART



2007

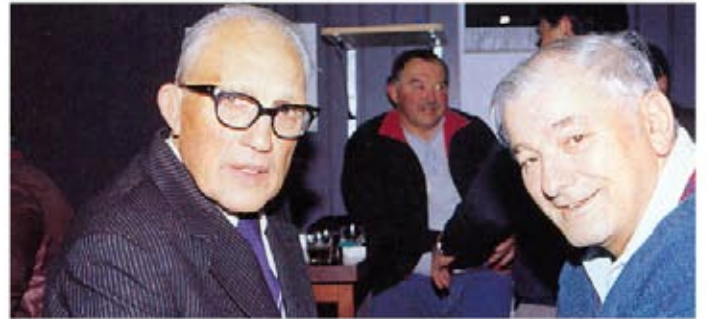
New Zealand Māori are unable to win the Churchill Cup for the third time, losing to the English Saxons.



Mac Herewini and Hau Paiaka lace their boots.
SOURCE: WIREPA WHĀNAU



Bronson Murray, Hosea Gear and Tamati Ellison bike together.
SOURCE: MIKE STEWART



Tori Reid and Ben Couch enjoy a chat, later in life.
SOURCE: ROB TUCKER

The Brotherhood

No matter whether a player took the field season after season or came on as a substitute for 10 minutes, the men share a common bond – having worn a New Zealand Māori jersey. The brotherhood experienced by Māori players by pulling on a black jersey with a silver fern now spans a century. Players have a whakapapa to one another – by blood, from team to team, from position to position.



Canterbury, All Black and New Zealand Māori team mates Billy Bush and Tane Norton snatch forty winks returning from South Africa in 1976.
SOURCE: BILLY BUSH



Jack Marriner, Ron Bryers and friend enjoy a snack with a beer at the kitchen table.
SOURCE: MARRINER WHĀNAU

SOURCE: MIKE STEWART



2008

The team wins the Pacific Nations Cup by beating Australia A in the final.

SOURCE: DOMINION POST



2009

The team is suspended for one season following cost-cutting measures by the NZRU.

New Zealand Māori coach Jamie Joseph congratulates his team after their win against Ireland at Napier.
SOURCE: PETER BUSH



2010

The New Zealand Māori rugby team turns 100 years old. Past-Māori All Black Jamie Joseph is appointed coach. He leads the team to a clean sweep of the Centenary Series against New Zealand Barbarians, Ireland and England. In the same year an apology is issued by the South African Government, the New Zealand Rugby Union and the South African Rugby Union over the exclusion of Māori players from previous All Black tours to South Africa.





In Kōkiri 18, you may have read our story profiling Paora Ammunson, Te Puni Kōkiri's Iwi and Māori Engagement Project Manager.

In this edition, you can read about Te Puni Kōkiri's work programme and learn about the other government agencies and organisations involved in Rugby World Cup 2011.

Waddaya mean it's not just about rugby?

The Rugby World Cup (RWC) is one of the three most important international sporting events alongside the Olympics and the FIFA World Cup. And next year, when Aotearoa hosts the RWC, it will be the largest sporting event ever held in this country.

It is estimated that Rugby World Cup 2011 (RWC 2011) will:

- contribute over \$500 million in additional Gross Domestic Product to the New Zealand Economy;
- attract over 85,000 international supporters as well as international media personnel and corporate guests; and
- draw a worldwide television audience of four billion viewers.

This event presents plenty of opportunities to showcase our culture and successes but also leverage social, cultural, economic, and community benefits beyond the RWC and 2011.

Key to this is Government's role ensuring a successful event and enduring benefits for New Zealanders. The Government and the New Zealand Rugby Union formed Rugby New Zealand 2011 Limited (RNZ 2011 Ltd), led by CEO Martin Snedden. Martin and his team are responsible for

planning and delivering the RWC 2011 tournament, alongside Rugby Cup Limited, the subsidiary of the International Rugby Board which owns the rights to the event.

The Minister for Rugby World Cup is the Hon Murray McCully.

At the Ministry of Economic Development, the RWC Co-ordination Office coordinates core Government services to ensure New Zealand is ready to support the tournament on all fronts, from border control and security to transport and infrastructure needs.

Last year the Government also established the New Zealand 2011 Office, to deliver on its leverage and legacy goals around the event. Its work includes co-ordinating a nationwide festival, which will celebrate New Zealand's people, landscapes, cultures and produce, and a Business Engagement Programme which includes the New Zealand 2011 Business Club – an on-line club which will match visiting business people with locals hosts in similar industries and businesses. The office is also working with New Zealand Trade and Enterprise on a Sector Showcasing Programme to ensure New Zealand businesses and industries make the most of the opportunity to show the world the things New Zealand does best.

The New Zealand 2011 Office includes secondees from a number of other Government agencies who will play a key role next year, including Tourism New Zealand, New Zealand Trade and Enterprise, the Ministry for Culture and Heritage and the Ministry of Foreign Affairs and Trade.

Many other government groups are also working on RWC 2011. For example, a Major Events Border Steering Group has been formed to ensure the smoothest possible arrival process for teams and those 85,000 visitors. Police have their planning well underway to ensure our international visitors don't have to worry about safety and security. Inland Revenue will ensure all those coming here to undertake paid employment are taxed correctly and, Immigration New Zealand will ensure the same people have the correct working visas.

Local Government is also hard at work developing their own regional festival events and attractions to ensure the whole country comes to life during the tournament.

For more information on the Government's work around RWC 2011, visit: www.nz2011.govt.nz

For more information on the tournament, visit: www.rugbyworldcup.com

This event presents plenty of opportunities to showcase our culture and successes but also leverage social, cultural, economic, and community benefits beyond the RWC and 2011.



The William Webb Ellis Trophy
SOURCE: PHOTOSPORT

TE PUNI KŌKIRI'S GAME PLAN

Ensuring meaningful Māori and iwi engagement in the planning and hosting of RWC 2011 is vital to the success of the tournament. As tangata whenua, the tournament will have a strong Māori influence and, therefore, it is essential that Māori and iwi are involved in the planning and hosting of the Tournament.

Effective Māori and iwi engagement will help assist in gaining both short-term and long-lasting benefits for Māori. Essentially, RWC 2011 offers a significant opportunity to promote Māori success and showcase Māori culture to the world.

To assist in meaningful Māori and iwi engagement, Te Puni Kōkiri has a small RWC 2011 project team dedicated to implementing an overarching Māori engagement strategy, which is aligned with the Government's RWC 2011 priorities.

Based on the Māori engagement strategy, Te Puni Kōkiri has identified five key desired outcomes from the RWC 2011:

- Te Reo Māori and Māori culture celebrated on the world stage;
- Growth in Māori tourism;
- Māori business showcased to the world;
- Māori leadership in event management; and
- Māori pride.

Te Puni Kōkiri has developed a work-programme to ensure effective RWC 2011 iwi and Māori engagement. The work-streams:

- Central management of RWC 2011 Māori and iwi engagement
- RWC 2011 te reo Māori language plan
- Marae RWC 2011 leverage and legacy programme
- RWC 2011 Māori events and Haka campaign
- Māori television Service RWC 2011 Broadcast
- RWC 2011 Volunteer and Host Programme
- Leveraging RWC 2011 research project
- Tāmaki Makaurau involvement in RWC 2011
- RWC 2011 Māori Business engagement
- Official RWC 2011 Māori Retail Merchandise
- RWC 2011 Māori Tourism.

Contact your Te Puni Kōkiri regional office about RWC 2011 activities and what's planned in your rohe. See the back page of this magazine for contact details to your Te Puni Kōkiri regional office.



RUGBY WORLD CUP

RWC 2011 Volunteer Programme
Manager Brendan Ward and
Te Puni Kōkiri's Ngapera Hoerara
after a 600-strong turn-out at
Wellington's Town Hall.



5000 Volunteers wanted to help Aotearoa welcome the world in 2011

Recruitment is underway to find more than 5000 volunteers to help host the thousands of international and local visitors who will enjoy Rugby World Cup 2011 (RWC 2011) when the Tournament kicks-off in September next year.

Prime Minister John Key launched the RWC 2011 Volunteer Programme at the Petone Rugby Club in Wellington. Tournament Organiser Rugby New Zealand 2011 (RNZ 2011) began a nationwide road-show to recruit volunteers to work in a variety of roles both within stadia and outside in towns and cities across New Zealand.

Te Puni Kōkiri's Ngapera Hoerara is part of the road-show with RNZ 2011's volunteer team. Ngapera says during the month she's on the road, the team would have convened 38 hui in 26 locations around the motu.

Ngapera says that for Māori the volunteer programme is another channel for expressing our unique sense of hospitality and manaakitanga. "Some

positions require people who are passionate about their local area and country – that's us and we can share our local knowledge and history in a very intimate way."

"We are already very active 'volunteers'," says Ngapera. "But that's just us helping our children, mokopuna and whānau whānui on the Marae, at schools, and in sports – whether

"For Māori the volunteer programme is another channel for expressing our unique sense of hospitality and manaakitanga."

that's making the cups of tea, washing uniforms or ferrying teams around, it's all done for aroha and to support our whānau.

Michael Jones, one of the New Zealand's greatest Rugby stars – a member of the RWC 1987 winning New Zealand team and former coach of Manu Samoa – is the face of the Volunteer Programme. Michael backs up Ngapera's sentiment.

"As a player I couldn't have achieved what I did without the tireless support of so many unpaid, enthusiastic people who turned up to help me train and play, who maintained the clubrooms, who made the tea and sliced the oranges – they all made a difference.

You must be at least 17 years old to participate in this programme. It is not compulsory to attend a forum. However,

you are encouraged to attend as the forums will provide much valuable information about the expectations, requirements, benefits, roles and registration process to inform decisions. For more information about the programme and a list of the locations, dates and times of the public forums go to www.rugbyworldcup.com/volunteer

"As a player I couldn't have achieved what I did without the tireless support of so many unpaid, enthusiastic people..."

RWC 2011 VOLUNTEER ROADSHOW SCHEDULE

| DATE | LOCATION | TIME | VENUE |
|-------------------|---------------|--------------|-------------------------------------|
| Thursday 1 July | Taupo | 12:30 - 1:30 | Great Lake Centre |
| Thursday 1 July | Rotorua | 5:30 - 6:30 | SoundShell |
| Friday 2 July | Rotorua | 12:30 - 1:30 | SoundShell |
| Monday 5 July | Whangarei | 5:30 - 6:30 | Northland Events Centre |
| Tuesday 6 July | Kerikeri | 5:30 - 6:30 | Theatre Bar, The Centre |
| Wednesday 7 July | Waitakere | 12:30 - 1:30 | Te Pai Netbal Centre |
| Wednesday 7 July | Manukau | 5:30 - 6:30 | Manukau Council Building |
| Thursday 8 July | Auckland | 12:30 - 1:30 | Sky City |
| Thursday 8 July | Auckland | 5:30 - 6:30 | Sky City |
| Friday 9 July | North Harbour | 12:30 - 1:30 | North Shore – North Harbour Stadium |
| Friday 9 July | North Harbour | 5:30 - 6:30 | North Shore – North Harbour Stadium |
| Monday 12 July | Hawke's Bay | 12:30 - 1:30 | Century Theatre |
| Monday 12 July | Hawke's Bay | 5:30 - 6:30 | Century Theatre |
| Tuesday 13 July | Gisborne | 5:30 - 6:30 | Rose Room, Lawson Field Theatre |
| Wednesday 14 July | Tauranga | 5:30 - 6:30 | Queen Elizabeth Youth Centre |



RUGBY WORLD CUP

TE KAPU WHUTUPŌRO O TE AO

Hei te tau 2011, katoa ngā whatu o te ao whutupōro ka aro mai ki Aotearoa. Ko te tūmanako, katoa ngā taringa ka areare mai ki te reo Māori. E matapaetia ana e ono tekau mano ngā manuhiri ka tau mai ki tēnei whenua, ko te Kapu Whutupōro o te Ao te take. Ko te tūmanako a Te Puni Kōkiri ka kuhu atu te Māori ki ngā nekeneke o te wā – mā roto i ngā mahi tāpoi, ngā mahi pākihi, ngā mahi hokohoko rawa me ngā mahi whakatairanga i te ahurea me te reo Māori.

E rua tekau ngā tīma whutupōro, tekau mā iwa ngā whenua ka whakaeke mai. Ko te nuinga o ērā iwi, he iwi reo rua. Hei te 9 o Mahuru te kēmu tuatahi, ā, ka kitea ko wai te toa o ngā toa a te 23 o Whiringa-ā-rangi 2011. Ahakoa, e rua marama noa iho te roanga atu o te whakataetae nei, e ono marama pea ētahi o ērā tāngata e noho turuhi ana ki Aotearoa. Ko ētahi ka tae moata mai, ko ētahi ka wehe i muri atu o te whakataetae nei.

E ai ki a Danica Waiti, Kaitātari Kaupapa, kua whakarite mahere a Te Puni Kōkiri hei whakatairanga i te reo Māori i taua wā. E whai ana rātou kia rangona, kia kitea hoki te reo Māori ki ngā wāhi maha o te whakataetae nei. Kei te rārangi mahi a te hunga e kōkiri ana i tēnei kaupapa ngā wawata, arā, kia kitea te reo Māori ki runga i ngā pānui, ki ngā tiketī mō ngā kēmu, ki ngā rawa hokohoko, ki ngā papa tauranga anō hoki. E whai ana hoki rātou kia tika te whakahua o te reo Māori a ngā kaimahi o te Kapu o te Ao.

Rua tekau mā toru ngā rohe ka whakanōhia e ngā tīma whutupōro nei me ō rātou kaitautoko. Hei kōnei ka kitea ka whai wāhi hoki pea ngā iwi me ngā hapū o ia rohe ki te manaaki i ngā manuhiri nei. E tino tautokona ana te whakamahinga o te reo Māori e te International Rugby Board. E meatia ana ko te painga atu mēnā ka whai wāhi te Māori i roto i ngā rōpū whakahaere ā-rohe. Ko te tūmanako ka kuhu atu te Māori ki ngā kaupapa pērā i ngā pōhiri ā-marae, i ngā tūmomo hui, i ngā kaupapa katoa ka whakahaerengia e tēnā hapori, e tēnā hapori.

He wāhi nui ki ngā mahi pāpāho hei whakatairanga i te reo i te wā o te Kapu nui o te Ao. Ka whakapāhotia te reo Māori ki ngā whenua maha o te ao. Kua whai wāhi a Whakaata Māori ki ngā mahi whakapāho nei, ā, ko te tūmanako ka whakapāhotia ngā kēmu ā-rohe, ngā kēmu nui hoki e ngā reo irirangi Māori. Ko te tūmanako a te kaihautū o te rōpū kōkiri i te kaupapa nei ki Te Puni Kōkiri, a Paora Ammunson, ka uru mai a ngāi tāua ki te kaupapa, ā, ka kaha rangona te reo Māori ki ngā papa whutupōro a taua wā!

RUGBY WORLD CUP

In 2011 all the eyes of the world will focus on NZ, the hope is that all the ears of the world will hear te reo Māori. Around 60,000 visitors are expected to visit for Rugby World Cup 2011. Te Puni Kōkiri hopes that Māori will be engaged in the various Rugby World Cup work streams, from tourism, to business engagement, to retail sales, to show-casing Māori creativity and language.

There will be 20 rugby teams and 19 visiting nations. Many of these people will be multi-lingual. The opening game will be on 9 September and the world champion will be known on 23 October. Even though the tournament is only two months long, the tourism impacts could be felt over as long as a six month period – some visitors may arrive earlier than the tournament and others will leave much later.

Danica Waiti, policy analyst, says that Te Puni Kōkiri is developing a specific plan to promote te reo Māori in 2011. The objective is for Māori to be seen and heard in as many places as possible around Rugby World Cup 2011. The Te Puni Kōkiri team hopes that te reo will have a place in areas like promotional materials, match tickets, retail products and even scoreboards. The team hopes that the Māori language will also be used correctly.

Teams and their supporters will visit around 23 locations across the country. The hope is that iwi and hapū will be part of making these visitors feel welcome. The IRB (International Rugby Board) has already indicated support for use of te reo Māori. The hope is that Māori will now get involved in regional coordination groups for Rugby World Cup 2011. It is also hoped that Māori will be part of welcome ceremonies, other major events, and community level activities.

Broadcasters may have a major role to play in promoting te reo during the Rugby World Cup. Māori language may even be part of the globally broadcast. Māori Television Service is likely to have a role in broadcasting, the hope is that they will be able to work with Māori radio to broadcast pool games. Te Puni Kōkiri Rugby World Cup Project Manager Paora Ammunson hopes Māori people will be fully engaged in Rugby World Cup 2011 and te reo Māori will feature in tournament place.



Martin Snedden, CEO for Tournament Organiser, Rugby New Zealand 2011 (RNZ 2011), discusses te reo project with Danica Waiti from Te Puni Kōkiri.

Reproduced with the kind permission of Te Taura Whiri i Te Reo Māori



Past New Zealand Māori and All Black players Taine Randall with Glenn Osbourne on the side-line at McLean Park, Napier.



RWC FREE-TO-AIR ON MĀORI TELEVISION

New Zealand's national indigenous broadcaster will be the lead free-to-air broadcaster of the Rugby World Cup 2011.

Māori Television will be the only free-to-air broadcaster of all 48 games of the tournament, of which 16 games will be live and 32 will be televised on a delayed basis.

All 16 live games – including the opening match, both semi-finals, the Bronze Final and the Final – will also be simulcast on the 100 per cent Māori language channel, Te Reo, and made available to iwi radio stations throughout New Zealand.

Māori Television chief executive Jim Mather says viewers can expect insightful, unique and innovative coverage of the world's third-largest sports event. Commentary will include five to 10 per cent Māori language on the Māori Television channel.

"As lead free-to-air broadcaster, Māori Television will ensure our coverage of this event is second-to-none," Mr Mather says.

"As lead free-to-air broadcaster, Māori Television will ensure our coverage of this event is second-to-none."



Beneath the Māori Moon book author Malcolm Mulholland (right) with Beneath the Māori Moon series producer Bailey Mackey.

BENEATH THE MĀORI MOON

A landmark documentary series on Māori Television traces the evolution of Māori rugby and examines its place in New Zealand society.

Beneath the Māori Moon (Thursday at 8 pm) is an all areas access pass to Māori rugby. The 15-episode series profiles important players and colourful characters, and examines the times in which they lived – both world wars, the Great Depression and the urban migration of the '50s and '60s through to the modern professional era of the game. The series expands on the critically acclaimed book of the same name by Malcolm Mulholland.



MĀORI RUGBY CENTENARY

Te Ao Hōu “The New Dawn”

The New Zealand Māori Rugby Centenary Jersey 2010



adidas

RAU TAU
100 YEARS OF
MAORI RUGBY

New Zealand
MAORI

TE AO HŌU

THE NEW ZEALAND MĀORI RUGBY CENTENARY JERSEY

The centenary jersey with its ornate Māori imagery pays homage to the past 100 years of Māori rugby. It represents a journey from the past to the present – the dawning of a new era, lighting a pathway for the future of New Zealand Māori rugby.

Mai i te whaiāo ki te ao mārama

“From the dim light of morning to the bright light of a new day.”

The centenary jersey is based on two iconic features of the Māori world: the *Korowai* (cloak) and the *Whareniui* (meeting house). Both the whareniui and the korowai provide warmth, shelter and protection, calmness, peace and mana (prestige).

KOROWAI

Korowai are ornate cloaks holding significant importance within the Māori world, often elaborately designed and painstakingly manufactured. The korowai is usually worn on special occasions by those with mana (high ranking), most of whom have earned the right through either birth or exceptional deeds. Players selected in the New Zealand Māori team 2010 gain selection both through birth, namely, their Māori whakapapa (genealogy), and through their deeds on the rugby field which validate their right to wear the centenary jersey.

"THE NEW DAWN"

He ao te rangi ka uhia, he huruhuru te manu ka tau – na Tamaterangi

"It requires clouds to clothe the heaven and feathers to make a bird fly" by Tamaterangi.

WHARENUI

Wharenui are ancestral meeting houses holding pride of place on tribal marae (communal gathering facilities). The wharenui is the literal representation of an illustrious tribal ancestor and is often named after that person.

The kōruru (head) sits at the apex of the two downward slanting maihi (arms) and raparapa (fingers) splayed in a welcoming pose above two upright supports, amo (legs). The two amo represent the earthly and human domains. The tatau (doorway) of the wharenui allows entry into *te puku o te tupuna* (the inner sanctum of the ancestor). Inside, the tāhuhu (ridgepole) is clearly visible as the spine running the length of the wharenui with heke (ribs) in the form of kōwhaiwhai (painted panels) slanting diagonally downwards to poupou (upright carved figures) representing both tribal ancestors and various deities of the Māori world. In between the poupou are tukutuku (woven panels) depicting environmental and spiritual elements.

The inside of the wharenui is deemed to be the realm of Rongo (god of Peace), while the outside ground in front of the meeting house, the marae ātea,

is the realm of Tūmatauenga (god of War).

He whare tū ki te wā kei te paenga, he kai nā te ahi; He whare maihi tū roto ki te pā tūwatawata, he tohu nō te rangatira – na Taharākau.

A house standing alone is food for the fire, a finely carved house within a fortified village is the sign of a chief – by Taharākau

THE WEARER OF THE JERSEY

As you put the jersey on, your arms become the maihi, your fingers the raparapa your legs the amo your backbone the tāhuhu, your ribs the heke and at the apex your head becomes the kōruru.

In wearing this jersey your mauri (life force) and the spirits of your tupuna (ancestors) bring it to life and it becomes the korowai which supports you for the challenges that lay before you in this life... whatever they may be!

ACKNOWLEDGEMENTS

The New Zealand Māori Rugby Team
 New Zealand Rugby Union
 Adidas
 Te Puni Kōkiri
 Whetu Tipiwai, NZ Māori Rugby Team Kaumātua
 Luke Crawford, Kaumātua
 Tiki Edwards, NZ Māori Rugby Liaison Officer
 Dave Burke, Creative and Design Director, MCK Design & Print, Dunedin
www.maori.org.nz
www.teara.govt.nz

FRONT OF JERSEY



BACK OF JERSEY



DAVE BURKE

GRAPHIC DESIGNER AND ARTIST

Dave is a New Zealand Artist of Spanish, French, English, Scottish, Irish and Māori heritage – Kai Tahu is his iwi. Born in Dunedin he is a graduate from the Otago School of Fine Art. He is a Former Creative Director of the Otago Daily Times, and Creative and design Director for Mck Design in Dunedin. Today he works as both a designer and as an artist.



MĀORI RUGBY CENTENARY

NEW ZEALAND POST'S MATARIKI STAMPS FLYING HIGH

*He manu tukutuku te rangi ka uhia he huruhuru te manu ka tau
Kites adorn the sky as feathers adorn the birds*

'Manu tukutuku' is the theme of the third annual New Zealand Post Matariki stamp series, marking the dawn of the new Māori year.

James Te Puni, Marketing and Commercial Director for Stamps, Coins and REAL Aotearoa said: "The symbolic connection of manu tukutuku during Matariki has historically been interpreted in many ways."

"They have rich cultural significance and as an integral part of Māori tradition and rituals, manu tukutuku continue to play a strong part in Matariki celebrations across the country."

The stamps are a collaboration between New Zealand Post, cultural organisations, specialist designers and artists, including leading traditional and contemporary weaver, Veranoa Hetet.

Both stamp issues are available now from PostShops, REAL Aotearoa stores, by free-phone 0800 782 677, or by visiting www.nzpost.co.nz/stamps.



100 YEARS OF MĀORI RUGBY FEATURES ON STAMPS

New Zealand Post recently recognised the achievements of 100 Years of Māori Rugby through two commemorative stamps.

The specially commissioned centenary jersey features on New Zealand Post's most popular stamp – the 50c. The second stamp issued, \$1.80 stamp,

carries the centenary logo, *Hei whakanui i te Rau Tau*.

James Te Puni, Marketing and Commercial Director of Stamps at New Zealand Post said: "Since first taking the field, New Zealand Māori teams have established a playing style and culture that is now famous around the world. We issued these two special stamps,



including one carrying the image of the centenary jersey, to honour the past and celebrate the future of Māori rugby."

The release of the 100 Years of Māori Rugby stamp range coincided with the launch of the centenary jersey, celebrations and matches.



This commemorative edition of Kōkiri profiles Māori players who through the sport of rugby have contributed to their whānau, hapū, iwi and community.

TE ARAWA

Te Arawa has been hugely instrumental in the development of Māori rugby. In 1904, Te Arawa welcomed the touring British at Ōhinemutu and then invited them to play a game of rugby. This was the first time since 1888 that a team consisting solely of Māori had attempted to be formed. When Tuoro Pango kicked the winning conversion, the crowd erupted into a frenzy. Unfortunately, the game is not recorded in official records as it was deemed to be unofficial. In 1908, an Arawa XV played the visiting Anglo-Welsh side. On this occasion they couldn't repeat the same result as four years earlier, yet like their predecessors the game does not appear on the official record for the same reason. The first team the New Zealand Māori played was the Rotorua Sub-Union in 1910.

NED PARATA

The contribution Wiremu 'Ned' Tehoka Parata (Ngāi Tahu) made to Māori rugby is unequalled. After having petitioned the NZRU to establish the New Zealand Māori Men's Rugby Team in 1910, the following year Parata became the founding President of the Bay of Plenty Rugby Union until 1925. He managed four New Zealand Māori tours to Australia and held the same position for their epic tour to Australia, Ceylon, France, England, Wales and Canada in 1926–27. He was also the first President of the Māori Advisory Board and represented Māori interests for four years on the NZRU Board. Outside of rugby, Parata was an active member of the Ngāi Tahu Trust Board. He was awarded an OBE in 1948 and passed away the following year.

BILL GRAY

The Bay of Plenty Rugby Union has provided the most representatives who have played for New Zealand Māori, that number now standing at over one hundred. Players have included Ray Keepa, Bill Potae, Eddie Stokes, Hika Reid, Frank Shelford and Steve McDowell. One such player, Bill Gray, from Tapuika and Te Arawa, was a good tennis player before turning his attention to playing at second five eight. He was an integral part of the All Blacks first test series win against the Springboks in 1956, and after suffering a near play-ending injury, returned to almost defeat the Lions of 1959 when playing for a combined provincial side.

Bill Gray, standing, with Pat Walsh checking the ankle of a winger on the 1958 Tour of Australia.

SOURCE: NEW ZEALAND RUGBY MUSEUM



The 1904 Rotorua Māori Team.

SOURCE: ROTORUA MUSEUM OF ART AND HISTORY, TE WHARE TAONGA O TE ARAWA



Ned Parata receives a life membership from the NZRU, in 1943 for services to Māori rugby from the President of the NZRU DM Speeding.

SOURCE: HOCKEN LIBRARY



TE TAIRĀWHITI JIMMY MILL

Jimmy Mill, from Ngāti Porou, entered rugby as a top-class halfback. Mill was regarded by his peers as the best in his position during the era in which he played and he would often comment on his ability to take a photograph in his mind of where every player stood on the field before he fed the scrum. He, along with George Nepia, toured with the 1924 Invincibles and subsequently became a household name. Mill was described as being as 'elusive as an eel'.



Jimmy Mill.

SOURCE: NEW ZEALAND RUGBY MUSEUM

TĀKITIMU SAM GEMMELL

Sam Gemmell hails from Ngāti Pāhauwera. He once held the New Zealand record for the highest number of first class games with 145. Fifty-seven of those matches were for New Zealand Māori, the record for the most played by a representative. As George Nepia wrote in his autobiography, 'He was a great forward. He was a strong, four square sort of build, especially powerful in the shoulders, and he hadn't a friend in the world, on the other side at any rate, while he was playing.'



Sam Gemmell.

SOURCE: NEW ZEALAND RUGBY MUSEUM

TE TAI HAUĀURU ALEX TAKARANGI

Alex Takarangi, of Te Āti Haunui-ā-Pāpārangi, led the first New Zealand Māori Team. After being the first New Zealand rugby player to amass 100 first class games, he served as a selector and administrator of Māori rugby. Such were the size of his calf muscles, children used to contemplate sticking pins in them to see if they could deflate that part of his body. It was he who told a young George Nepia to play at fullback rather than at first five eight in 1924.



The first New Zealand Māori Captain, Alex Takarangi from Whanganui.

SOURCE: JIM TAKARANGI



TE WHANGANUI Ā TARA HARRY JACOB



Harry Jacob, of Ngāti Huia and Ngāti Porou, was the first All Black to come from the Horowhenua. A Military Cross holder from World War One and captain of New Zealand Māori, he used his leadership skills to wrestle the Ranfurly Shield off the Wairarapa. He named his son Ran Furly. Jacob's contribution to Horowhenua rugby is immense – the centenary publication of Horowhenua rugby is titled *In Jacob's Shadow* and the Harry Jacob Memorial Trophy is awarded every season for the Best and Fairest Horowhenua player.

Harry Jacob.
SOURCE: RACHAEL SELBY

TE WAIPOUNAMU TANE NORTON



Tane Norton, from Ngāi Tahu, led both the All Blacks and New Zealand Māori during the 1970s. The Linwood stalwart, who played at hooker, was the most capped All Black from Canterbury when he retired. Norton also held the record for being the oldest All Black Captain (35 years, 136 days). Winner of the Tom French Cup on two occasions, Norton was President of the NZRU from 2003 until 2005.

Tane Norton.
SOURCE: TANE NORTON



TE TAITOKERAU MURU WALTERS



Muru Walters, from Te Aupōuri and Te Rarawa, is the record holder for the most points scored for New Zealand Māori with 211. He also became the first Māori rugby player to rack up over 500 points, scoring over 150 first class games playing in the position of fullback. Walters has gone on to become a respected sculptor and is now the Anglican Bishop of Te Upoko O Te Ika.

Muru is presented with the Tom French Cup for the best Māori player of the 1957 season.
SOURCE: MURU WALTERS



TĀMAKI MAKĀURAU PAT WALSH



Pat Walsh initially played rugby for Auckland and then for Counties. He was a pioneering utility back who figured largely in successive All Black teams of the mid-1950s through to the mid-1960s, after debuting at the young age of 19 years and 106 days, becoming the second youngest player to wear an All Blacks jersey. Walsh captained New Zealand Māori in 1958, 1959, and 1961 and was an ambassador for Māori rugby who made many people welcome at his Wanderer's Hotel at Māngere.

Pat Walsh on the run in Australia, 1958.
SOURCE: NEW ZEALAND RUGBY MUSEUM



WAIKATO TOM FRENCH



Tom French, from Ngāti Hikairo, played for New Zealand Māori during the 1910s, being Buller's sole representative in the national squad and he has the distinction of taking the field in the first game ever played at Eden Park. After having lost his arm during World War One, French turned his attention to coaching New Zealand Māori. His contribution was recognised in 1949 with a cup that bears his name being presented to the best Māori rugby player of each season.

Tom French coaches the finer details of the scrum in Australia, 1949.
SOURCE: KARL FRENCH

TE MOANA Ā TOI ALBIE PRYOR



Albie Pryor, of Ngāti Awa and Ngāti Rangitihi, played in every position in the forward pack apart from hooker. He was hard and uncompromising in the way he played, yet he possessed a good sense of humour, one such example being when he charged Waka Nathan and his family the entry fee at the Māori Sports Awards after inviting Nathan to present the main award. After having retired he pursued a career in sports administration, becoming the founding father of the Māori Sports Awards.

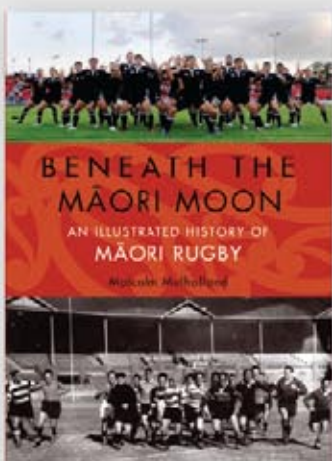
Pryor running in typical devastating fashion.
SOURCE: AUCKLAND RUGBY UNION





Author Malcolm Mulholland and *Beneath the Māori Moon*, winner of the Best Māori Sports Book category at the inaugural Ngā Kupu Ora Māori Book Awards 2009.

SOURCE: MASSEY UNIVERSITY.



BENEATH THE MĀORI MOON

Beneath the Māori Moon is the story of nearly 100 years of Māori rugby – the songs, the joys, the battles, the teams and always the pride of pulling on the black jersey.

Malcolm Mulholland

Malcolm Mulholland (Ngāti Kahungunu ki Wairarapa, Rangitaane, Ngāti Kahu, Te Arawa) is a staff member at Te Pūtahi-a-Toi, Māori Studies, Massey University. He has written *Beneath the Māori Moon: An Illustrated History of Māori Rugby* (Huia, 2009) and has been an editor of the following publications: *State of the Māori Nation* (Reed, 2006), *Weeping Waters: The Treaty of Waitangi* (Huia, 2010) and *Māori and the Environment: Kaitiaki* (Huia, 2010).

Professor Margaret Mutu, comments, "An author who can get my rugby mad cousins who rarely read books engrossed in a book for hours on end, occasionally shaking their heads, or laughing or crying, is really special. Malcolm Mulholland has ensured that the massive contribution Māori have made to rugby is now getting the recognition it deserves. Professor Ranginui Walker adds, "Malcolm Mulholland has done an excellent job of writing the history of Māori rugby. Malcolm is a welcome addition to the new generation of Māori writers who are writing our suppressed stories to inform the nation and the world that Māori culture is alive and flourishing".



Former Māori Affairs staff members and New Zealand Māori players, Doug Hauraki and Emertus Professor Tamati Reedy, the latter being the Secretary for the Department from 1983 to 1989, being interviewed at the launch of *Beneath the Māori Moon*.

SOURCE: MALCOLM MULHOLLAND

In this book, Malcolm Mulholland details the major matches of each decade, describes the developments in the game and profiles prominent players and administrators. This is the complete story of the New Zealand Māori rugby team, including analysis of the politics behind the side. Malcolm has left no stone unturned in his quest to unearth the true story behind the New Zealand Māori rugby team.

A comprehensive array of unique photographs, memorabilia, cartoons and game and player statistics complement the text. The book culminates with a panel of well-known rugby personalities selecting the best Māori XV of all time. This is a must have for all rugby fans.



MĀORI RUGBY CENTENARY

MĀORI ALL BLACKS – WORLD CLASS IN NEW ZEALAND

Proving age ain't nothing but a number, the New Zealand Māori Rugby team marked its 100th birthday with a clean sweep of the Sealord New Zealand Māori Centenary Series.

Congratulations boys!

Win against New Zealand Barbarians, 37-31
Played 12 June 2010 at Whāngarei Stadium, Whāngarei

Win against Ireland, 31-28
Played 18 June 2010 at Rotorua International Stadium, Rotorua

Win against England, 35-28
Played 23 June 2010 at McLean Park, Napier



Wayne Peters, New Zealand Rugby Union Māori Board Chair with Associate Minister of Māori Affairs Hon Georgina Te Heuheu at Rotorua.

Past Black Fern and three-time World Cup Captain Dr Farrah Palmer with past All Black Kees Meuwis at Rotorua.



Talented Te Taitokerau taitamariki Ngaru, Xena and Maia Dean entertain guests at a pre-match function of the New Zealand Māori vs Barbarians match in Whāngarei.



Luke McAlister shows the winning form that saw the New Zealand Māori win against England at Napier.



New Zealand Māori's captain Liam Messam celebrates the win over Ireland with the team. Sealord New Zealand Māori Centenary Series rugby union match, New Zealand Māori v Ireland at Rotorua International Stadium, Rotorua.

SOURCE: PHOTOSPORT

New Zealand Māori perform the haka, New Zealand Maori v New Zealand Barbarians, New Zealand Māori Centenary Series, rugby union. Toll Stadium, Whangarei.
SOURCE: PHOTOSPORT



New Zealand Māori's Robbie Robinson fends off Ireland's Paddy Wallace. Sealord New Zealand Māori Centenary Series rugby union match, New Zealand Māori v Ireland at Rotorua International Stadium, Rotorua.
SOURCE: PHOTOSPORT



Pause, touch and engage! New Zealand Māori vs England at Napier.
SOURCE: PETER BUSH





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 FAX *Waea Whakaahua* 06 308 6240
 14 Wakefield Street, Featherston 5710
 PO Box 6, Featherston 5740

■ TE TAI HAUĀURU REGION **H**

WHANGANUI PHN *Waea* 06 348 1400
 FAX *Waea Whakaahua* 06 348 9400
 Te Taurawhiri Building,
 357 Victoria Avenue, Whanganui 4500
 PO Box 436, Whanganui 4540

TARANAKI PHN *Waea* 06 759 5450
 FAX *Waea Whakaahua* 06 759 4601
 Level 1, Cnr Devon and Currie Streets
 New Plymouth 4310
 PO Box 744, New Plymouth 4340

TAUMARUNUI PHN *Waea* 07 895 7356
 FAX *Waea Whakaahua* 07 895 7381
 Te Tititihu House, 32 Miriama Street
 Taumarunui 3920
 PO Box 192, Taumarunui 3946

PALMERSTON NORTH PHN *Waea* 06 354 1706
 FAX *Waea Whakaahua* 06 354 7031
 109 Princess Street
 Palmerston North 4410
 PO Box 12029, Palmerston North 4444

■ TE WHANGANUI Ā TARA REGION **I**

LOWER HUTT PHN *Waea* 04 570 3180
 FAX *Waea Whakaahua* 04 570 3181
 Level 1, Bloomfield House
 46-50 Bloomfield Terrace, Lower Hutt 5010
 PO Box 31520, Lower Hutt 5040

NELSON PHN *Waea* 03 546 9701
 FAX *Waea Whakaahua* 03 579 4169
 13 Selwyn Place
 Nelson 7010
 PO Box 1830, Nelson 7010

LEVIN PHN *Waea* 06 367 3814
 FAX *Waea Whakaahua* 06 367 3814
 Cnr Durham & Salisbury Street
 Levin 5510

■ TE WAIPOUNAMU REGION **J**

CHRISTCHURCH PHN *Waea* 0800 875 839
 FAX *Waea Whakaahua* 03 365 3641
 Level 3, 115 Kilmore Street, Christchurch 8013
 PO Box 13546, Christchurch 8141

DUNEDIN PHN *Waea* 0800 875 839
 FAX *Waea Whakaahua* 03 474 9576
 Level 1, Colonial House, 258 Stuart Street
 Dunedin 9016
 PO Box 180, Dunedin 9054

INVERCARGILL PHN *Waea* 0800 875 839
 FAX *Waea Whakaahua* 03 214 9179
 Level 1, Menzies Building, 1 Esk Street
 Invercargill 9810
 PO Box 1769, Invercargill 9840