

CELEBRATING MĀORI ACHIEVEMENT

# KŌKIRI

*Helping out  
in Ōtautahi*



PAKIHĪ

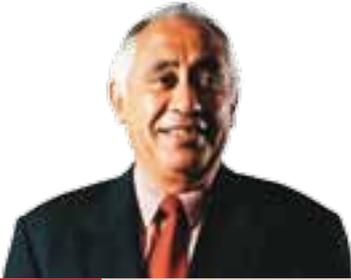


NGĀ ROHE



RANGATAHI





## FROM THE CHIEF EXECUTIVE – LEITH COMER

Putanga  
22  
2011

Paenga-Whāwhā – Haratua

*Rau rangatira mā huri noa i te motu, tēnā koutou, tēnā koutou, tēnā tātou katoa.*

*Kei te mihi ki ō tātou mate huri noa i te motu. Koutou ngā mate – haere, haere, haere.*

*Tātou te hunga ora, tēnā tātou.*

This particular issue of Kōkiri marks a very traumatic period in the history of our country. The earthquake that devastated Christchurch on February 22 is the biggest natural disaster to strike our country since the Hawkes Bay earthquake in 1931, eighty years ago.

Almost every one of us knows someone who was affected by this tragedy and I want to extend Te Puni Kōkiri's sympathy and condolences to the victims of the quake and their whānau and friends.

I also want to congratulate Te Puni Kōkiri staff for the way that the organisation was able to swing into action literally within minutes of the big shake to begin formulating a plan and then executing it and supporting our Minister to give relief to the people of Ōtautahi.

We at head office in Wellington were advised by David Ormsby – our Regional Director in Christchurch – within fifteen minutes that the devastating quake had occurred, and that the office had been evacuated. Within a further 24-hours Te Puni Kōkiri staff from the North Island were on the way south to give support to our local staff, the local iwi and to participate in the whole of government relief effort to the people of Christchurch.

In the first six weeks more than 60 Te Puni Kōkiri staff were mobilised and cycled in and out of Ōtautahi to help, some went in up to three times. My thoughts are also with local staff who of course still live there; and have to endure the many hundreds of aftershocks and the strain of living in a city that in some places has been levelled and torn asunder.

My thanks goes out too to the staff who have remained at their posts not only doing their work but also picking up the reins for the people who have gone south; we wouldn't have been able deliver relief at such a high level without your efforts providing our regular services, and you too have helped in Ōtautahi by working hard at home.

This issue of Kōkiri features some inspirational stories of the support effort not only in Christchurch but elsewhere round the country.

There is good news too in this edition about the state of the Māori economy and the Māori contribution to the overall economy of the country. The Māori Economic Taskforce set up by the Minister of Māori Affairs the Hon. Dr Pita Sharples two years ago, is starting to report back on some of the work it has put in place; and there will be further reports from the Taskforce at the Māori Economic Summit being held in Auckland on May 5.

Leith Comer

Te Puni Kōkiri – Manahautū



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## From the desk of the *Minister of Māori Affairs*



'Rū ana te whenua, whati ana te moana.

Auē te aroha, te mamae i ahau e.'

E ngā iwi, kua rongo tātou i tētahi tikanga hōhonu o ēnei kupu waiata i ngā wiki tata nei.

Ka rū anō te whenua i Ōtautahi, ka hinga ngā whare nunui, ka mate te tokomaha, ka pupū ake te whenua waiwai me he waipuke.

I tua o te Moana Nui a Kiwa, ka rū kino te whenua o Hapani, ka tai-āniwhaniwha te moana, ka parekura te iwi.

Nō reira ka tangi tātou ki a rātou kua aituā, i konei, i korā, huri noa.

Mā ngā tai aroha e whati nei ki runga i ngā whānau pani, mā te waipuke roimata ki runga i ngā marae e ea ai a mate.

Nō reira rātou te hunga mate ki a rātou, tātou te hunga ora ki a tātou, kia ora tātou katoa.

The words of the popular song have taken on a new meaning in recent weeks, with a terrible aftershock in Christchurch, and a massive earthquake and tsunami in Japan wreaking unspeakable horror over a vast area.

The death and destruction have caused terrible loss and grief, and we share the sorrow of those who have lost family members, and also homes, livelihoods, their heritage and history and their sense of security.

It was just so great to see the Māori response to the disaster here, first, in coming together in support of Ngāi Tahu's leadership. Working together, our people mobilised an impressive force of volunteers, who saw where the need was greatest, and fanned out to the furthest reaches of the worst-hit areas, to bring comfort, support and care to families who were shocked, isolated and hungry.

We saw our traditional values driving the Māori response, and supporting the tangata whenua to play a leadership role. I am certain that, as a result, all iwi will get greater recognition in future from their own local government.

And that inter-tribal co-operation has laid a foundation for other big projects that lie ahead – job training and apprenticeship programmes, housing and infrastructure developments, social services and whānau ora programmes.

In its own way, the potential for iwi to take control of their destiny is equally earth-shaking and ground-breaking.

Kia ora.

Hon Dr Pita R Sharples,  
Minita Māori



**Te Puni Kōkiri**  
REALISING MĀORI POTENTIAL

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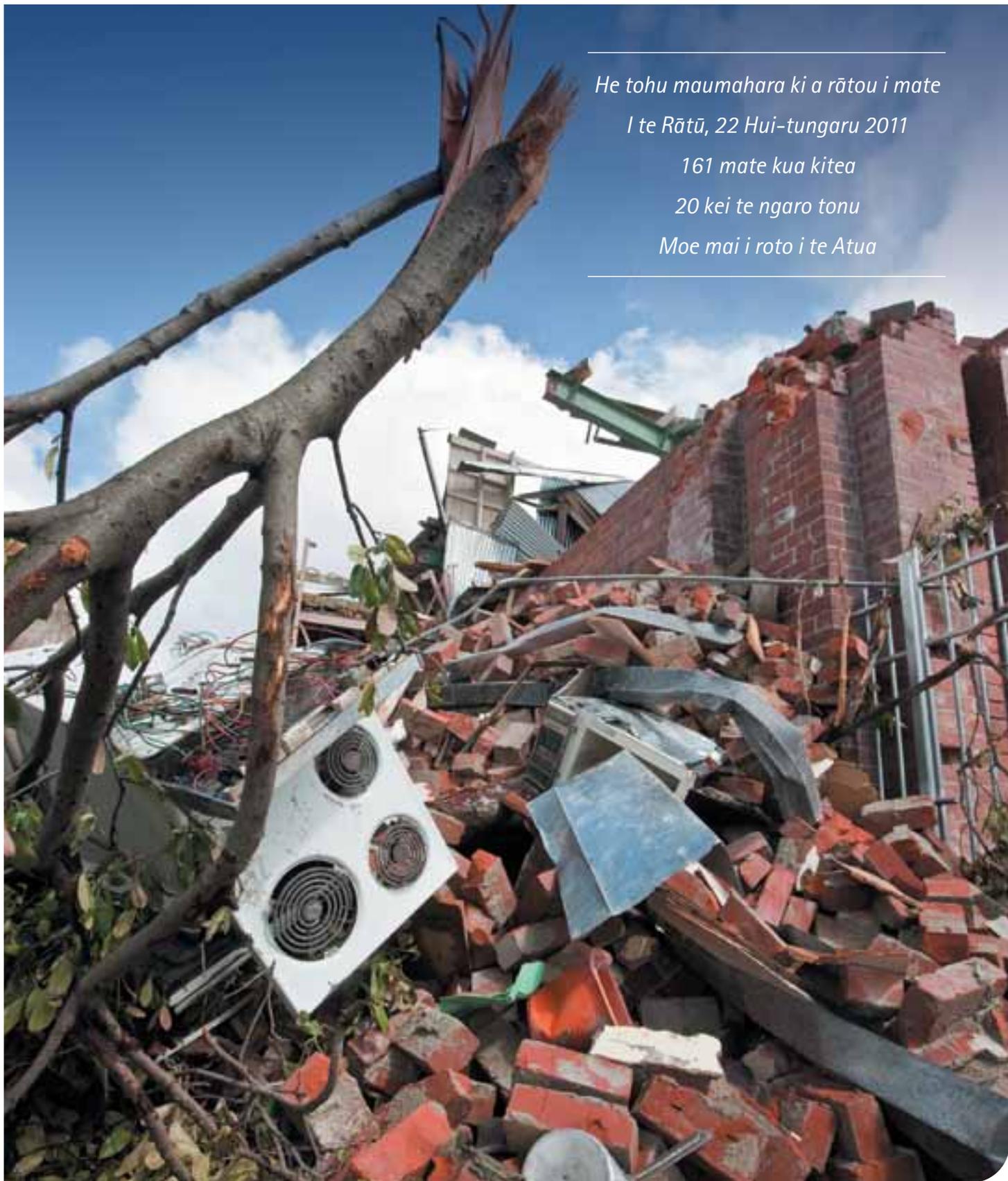
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*He tohu maumahara ki a rātou i mate  
I te Rātū, 22 Hui-tungaru 2011  
161 mate kua kitea  
20 kei te ngaro tonu  
Moe mai i roto i te Atua*

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## "MANAAKITANGA" THEME FOR MĀORI LANGUAGE WEEK 2011

*Te Taura Whiri i te Reo Māori (The Māori Language Commission) has chosen "Manaakitanga" as the theme for Māori Language Week 2011.*

"Manaakitanga" is a very important tenet of Māori custom and identity, that has, I believe, positively influenced notions of good old 'Kiwi' hospitality. At its core manaakitanga is about how we make people feel welcome when they are in our company, and how we give regard to and care for others when hosting visitors," says Chief Executive, Glenis Philip-Barbara.

"Perhaps the most recognised or common place where people see this custom practiced and experienced is on Marae across the country. Certainly though for those iwi, hapū, whānau and wider communities for whom the language is an everyday enterprise, manaakitanga is a more habitual convention, evident in all interactions however great or small," says Glenis Philip-Barbara.

"Our key message is about promoting Māori language use in communities and homes. In keeping with our recent choices for Māori language week themes we've selected another activity-based concept to further emphasise this message," says Glenis Philip-Barbara. "Here is a golden opportunity to think of all the ways you

can act positively in your community and utilise the language and practice of manaakitanga to do so".

It also links nicely to the tremendous event that is Rugby World Cup 2011. "Rugby World Cup 2011 is an excellent opportunity to use Māori language to host our visitors," says Glenis Philip-Barbara. "From cities to rural towns, hotels to homes, all modes of public transport and on our streets. Everyone who has Māori language knowledge, great or small, is encouraged to use it as often as they can during this exciting time as New Zealand showcases itself on the world stage."

With school term dates being adjusted to accommodate Rugby World Cup 2011, Māori Language Week will take place earlier than in previous years. Schools and teachers are asked to note Māori Language Week 2011 is during the second to last week of Term Two, 4 July – 10 July 2011.

For more information on Māori Language Week you can contact Debra Jensen on (04) 471 6725, or refer to the website [www.koreromaori.co.nz](http://www.koreromaori.co.nz)

Follow Te Taura Whiri i te Reo Māori on Facebook. You can submit queries there too.

## AHUWHENUA TROPHY 2011 FINALISTS ANNOUNCED



Dawson Haa with the farm workers, trustees and whānau of Waipapa 9 Trust, winners of the 2010 Ahuwhenua Trophy.

Dawson Haa, Chair of Waipapa 9 Trust receiving the Ahuwhenua Trophy for the 2010 Dairy Farm competition from the Governor General.

*Waipapa 9 Trust, 2010 winner of the Ahuwhenua Trophy, Dairying Trophy is once again a finalist in this year's Ahuwhenua Trophy - BNZ Māori Excellence in Farming Awards, the premier award for Māori in agriculture.*

The other finalists in the 2011 Sheep and Beef competition are: Pākihiroa Farms, on the East Coast, west of Ruatoria; and Ōtakanini Tōpu Incorporation, on the Kaipara Harbour near Helensville

Each year the competition, which was first established in 1932 by Sir Apirana Ngāta, alternates between sheep and beef farmers, and dairy farmers.

Waipapa 9 Trust administers a substantial, integrated agribusiness totaling 6500 hectares. The Trust's entrant in this competition, Waipapa Station, was formerly three separate sheep and beef stations and comprises 1,490 hectares of which 1,100 is the effective grazeable area. The property carries over 12,000 stock units. Between 2005 and 2010 the three stations were reorganised to consolidate management systems and capacity. As well as dairy the Trust also has land in forestry, 300 hectares of which was converted in 2010 as part of its Lake Taupō protection planning. It has systematically retired lands, protected wetlands and waterways, contributed to nitrogen reduction initiatives and invested in low impact effluent systems. Waipapa 9 operates a Cadet Training Unit under a separate Charitable Trust to help young Māori develop skills in agriculture and farming.

Pākihiroa Farms is a 3140 hectare property of medium to steep country which includes the Ngāti Porou ancestral mountain, Hikurangi, in its boundaries.

Owned by Te Rūnanga o Ngāti Porou which bought the property back from the Williams family in 1985, Pākihiroa is operated as a commercially independent limited liability company. It runs 10,700 stock units on 1,356 effective grazeable hectares which also includes

210 hectares of pine forest fenced and planted to protect waterways and 115 hectares of eucalyptus planted to sequester carbon. Both plantings are part of the farms erosion control strategy. The balance of the property includes Hikurangi maunga and part of the Raukūmara Range. Official access for trampers to Mount Hikurangi, internationally renowned as the first place to see the rising sun, is through Pākihiroa.

Ōtakanini Tōpu is a Māori Incorporation farm bordering North Auckland's west coast at Muriwai Beach on one end and the southern end of the Kaipara Harbour on another. The property totals 2,750 hectares of which 2,200 are effective grazeable land. It runs 16000 stock units on 1550 hectares and has 600 in forestry. The rest is unproductive land in mudflats and wetlands.

A farming regime emphasising sustainable farming within the constraints of the properties coastal environment and the systematic introduction of new genetics and initiatives is in place. Since its formation in 1951 from the amalgamation of local Māori whānau lands and the return of government administered land, Ōtakanini Tōpu staff have mapped and maintained the many cultural and historic sites on the property.

The supreme award winner and recipient of the Ahuwhenua Trophy will be announced at a Gala Awards dinner in Rotorua on Friday 3 June 2011.

As well as being presented with the historic Ahuwhenua Cup, this year's winner will receive a replica of the trophy, a prestigious medal based on a 1932 design and up to \$40,000 in cash and farm-related products and services. Each finalist will receive a medal and \$15,000 in cash and farm-related products and services.

Public field days will be held on the property of each finalist in late April through to early May. Details will be announced shortly: see [www.ahuwhenuatrophy.maori.nz](http://www.ahuwhenuatrophy.maori.nz)

## HELPING OUT IN ŌTAUTAHI

*The earthquake that shook Christchurch at 12.51pm on Tuesday 22 February 2011 has become the biggest natural disaster to strike our country since the Napier or Hawke's Bay earthquake almost to the day, 80 years ago.*



The Hawke's Bay quake struck at 10.47 in the morning on February 3 1931 it measured 7.8 and shook the district for nearly three minutes.

Two hundred and fifty six people were killed – 161 in Napier, 93 in Hastings and two in Wairoa.

The crew of a tanker at sea off Napier felt a violent vibration and saw a huge dust cloud rising over the city.

The weather had been fine and dry for several days, but after the shake fires broke out in three chemist shops and a wind blew up and spread the flames,

which burned for 36 hours before dying out. The city's fire engines were crushed by falling debris in the fire station and were unable to help.

The Christchurch quake of February 22 measured 6.3 but was closer to the city and shallower than the earlier quake on September 4.

While no one was killed in September, 161 people have been confirmed dead in the February quake, a further 20 are missing presumed dead.

It will be months if not years before reconstruction and repairs restore Christchurch to its former state.

Help and support has flowed into the badly damaged city from around the country and the world – and right in there helping too were more than 60 Te Puni Kōkiri staff; who were cycled in and out to relieve the pressure on, and assist local Te Puni Kōkiri staff, Ngāi Tahu and the whole of government relief effort.

*In this issue of Kōkiri we feature stories from the relief effort and some of the Māori – Te Puni Kōkiri staff – and others who went in to help out.*

## WHAT HAPPENED ON THE DAY?



*Te Puni Kōkiri Regional Director for Te Waipounamu, David Ormsby was in the Christchurch office on Tuesday 22 February. It was shaping up to be a normal day – well normal for Christchurch since last September.*

When the quake struck at 12.51pm Dave thought it was just another aftershock, but it kept going and violently. He held onto the wall for support and when the furniture started crashing down and there

was glass breaking somewhere he knew this one was a bit different.

When it stopped he and his colleagues – Tamai Sinclair and Jason Leppens – checked the floor and having established they were the only staff members there headed for the stairs; Dave stopped long enough to pick up his phone and keys.

Other tenants were evacuating too; he remembers people around him being upset and could hear women screaming – there was a call centre on one of the upper floors. The stairs were ok, but there must have been broken pipes somewhere because the evacuees were showered with water as they left.

Downstairs there was more water the street was flooded and there was liquefaction – the stinky mud and water forced up in seconds by the enormous pressure caused by the quake.

There was a four-wheel drive vehicle outside that the building next door had partially collapsed onto, Dave and co checked to make sure no one was inside.

There are normally nine staff in the Christchurch office, on the day of the quake there should have been four – Dave Ormsby, Tamai Sinclair, Jason Leppens and Lyndon Waaka. Lyndon had stepped out for some lunch so wasn't in the building when the others checked the floor – but they met in the marshalling area.

Eight of the crew were fairly quickly accounted for and ok, but one person on sick leave took a little longer to track down – but in the end all were safe and well.

They tried to get their cars out of the car park and couldn't because there was no power. The car park building had moved and the door was jammed; so their emergency plan kicked in and they headed off – Dave and Jason to look for their children, Tamai to walk home and Lyndon to search for his brother elsewhere in the city.

Ringling round Christchurch was impossible but sending texts or calling outside of the area seemed ok but slow. Within fifteen minutes of the shake Dave called Herewini Te Koha in head office and reported what had happened and that they'd evacuated the office.

That triggered the beginnings of a co-ordinated response from head office to send Te Puni Kōkiri staff from other offices in to support the local staff, Ngāi Tahu and other government agencies working to relieve the plight of the people of Ōtautahi.

Dave then sent texts to his wife Toni and their two daughters. Toni works at Canterbury University. At first she found it hard to believe the destruction that had occurred in the CBD, but she was finally persuaded to go and get their daughters Kahutaiki (13) and Heikura (11) – from school.

David headed to pick up their son Taiko (7) from his school.

Along the way the roads were flooded and whole buildings had fallen down, the streets were crowded with anxious and upset people; he stopped to help a couple of times on the way but pressed on to St Albans to collect Taiko. When he got there the flooding was such that a teacher piggy-backed Taiko out to his father; far from being distressed the young fullah was enjoying the adventure of it all. But his younger sister wasn't feeling so good – she was badly shaken.

One of Dave's principal thoughts was to get the children to safety – as he walked he called his mother-in-law Jocelyn who lives in Temuka and asked her to come and get her mokopuna. She was there by 4pm and the children were on their way to safety in an hour.

The family home had been damaged – but liveable during the September 4 shake – and on the day of this latest quake they received the report telling them what remedial work needed doing. But now there was more damage – more cracks and everything from the pantry out on the floor. He used a shovel to scoop it all up and throw it in the rubbish bin.

There was no power, no water, and no sewerage. Toni refused to go with her mother and the kids – without a car to get round in Dave and Toni took to their bikes.

Part of the emergency plan was to link up with Civil Defence – he went in search of them but they had moved; so after visiting a few friends he headed to Rēhua to see how the marae had fared.

Rēhua was the rock it has always been since it was opened in 1960.

While houses around the marae didn't have power Rēhua did. That helped Dave because it meant he could charge his cell phone and stay in touch.

The water was off but Rēhua had its own drinking water from a large storage tank on the roof of the admin building. He found the marae people inside enjoying a hot cup of tea, and supplying drinking water and kai to the kaumātua in the flats out the back.

The lack of reticulated water meant the showers couldn't be used, but the toilets were kept functioning by scooping water out of a stream that flows through the grounds and tipping a bucketful down the toilet after serious use.

Te Puni Kōkiri staff from the North Island arrived within two days of the quake, slept on the floor of the mattress room because the authorities deemed it unsafe to sleep in the wharenuī in case the poupou became detached from the walls.

The crew at Rēhua went on to feed hundreds of workers, Māori Wardens and manuhiri national and international over the next few weeks.

Dave and Toni returned to their house and made the most of things. They drew the water out of the hot water cylinder to drink, fired up the barbie and a camp oven to cook and worked their way through a freezer full of fish and other goodies.

Having secured their families, the staff then regrouped on their bikes at Rēhua.

Te Puni Kōkiri crew have established a temporary office at Rēhua and found comfort there. They found it hard at first to operate without laptops, cars and the other work tools most of us take for granted.

But they were able to make one quick supervised visit into the office in the CBD to retrieve essential equipment. The office was a mess something Dave says he didn't really notice when he left on February 22.

As things have settled down Dave and Toni's children have come back from their stay with Nanny at Temuka. For a time they were enrolled at Arowhenua School but now they're back at their old schools. Things are more or less back to normal – the new normal that Christchurch has had to become used to.



The Ormsby whānau home was damaged by the quake in September 2010. The latest earthquake created further damage, more cracks, and everything from the pantry out on the floor.

# FIRST TEAM IN

Herewini Te Koha with  
Australian Foreign Minister  
Kevin Rudd at Rēhua Marae.



*Herewini Te Koha – Deputy Secretary, Relationships and Information – was in the first team that went in just after the earthquake. He actually took the call from Dave Ormsby reporting in after he had evacuated the Christchurch office.*

Herewini reported to CEO Leith Comer and other senior staff, and a plan was hatched that same afternoon to provide support. A small team was drawn together from Wellington, Whanganui and Whangārei and by the evening of the day after the quake they were on their way south. And that began the pattern of Te Puni Kōkiri support with people in the field and senior staff like Geoff Short – Deputy Secretary, Whānau and Social Policy – back in head office feeding Te Puni Kōkiri advice back into the senior government meetings co-ordinating the overall government approach back in the capital.

Herewini reflects on his time in Ōtautahi, which included hosting the Australian Foreign Affairs Minister – Rt Hon Kevin Rudd – at Rēhua Marae.

## HEREWINI'S STORY

"I got a fright when I got back from Christchurch. I thought I'd left my TPK shirt behind. Not one of the legendary green shirts, mind you, but a simple black one. I get the sense that the colour coding for TPK shirts works in the opposite way to karate belts. You start with black and eventually work your way up to green. Hei aha the All Blacks and their kit. The Green Shirt is where it's at: hei pounamu.

Job descriptions? Hierarchy? Those were parked on this side of Raukawa Moana as the team hit the ground. Smarts and heart were what counted, and Te Puni Kōkiri staffers have that in spades.

There was the green shirt trying to help WINZ clear a six hour queue at a Welfare Centre. The WINZ team leader apologised but said that they couldn't have non-WINZers helping them to fill out their forms. At just that moment (pono ki te Atua) the Minister for Social Development walks into the centre and, bypassing about fifteen layers of bureaucracy and protocol, our colleagues says, "excuse me, Paula, is it okay for me to help your staff?"



Some of the first Te Puni Kōkiri staff to head to Christchurch following the earthquake, from left: Herewini Te Koha, Cedric Nepia, Toroa Pohatu, Te Warihi Hetaraka, David Ormsby, and Hata Wilson.

*...bypassing about fifteen layers of bureaucracy and protocol, our colleagues says "excuse me, Paula, is it okay for me to help your staff?" "You do what you need to do, young man," was the ministerial reply.*

"You do what you need to do, young man," was the ministerial reply. Checkmate.

We all know the scale of devastation and loss of life that the earthquake had on Christchurch. What was revealed to us on the ground, in very real ways, was the sheer dislocation and distress of whānau and their communities. The need for kai, water and emergency relief. The need for initial contact; something delivered by the outstanding Māori Wardens, Ngāi Tahu-led volunteers and many others. The need to stay close to their kids in case another big quake suddenly hit. And the long-term support those whānau will need to rebuild their lives, livelihoods and sense of community.

What was also revealed to us was that our colleagues in Wellington, and across the motu, well and truly had our backs. The marae coordination across the motu was outstanding; the issues feeding into the various welfare advisory groups were on the money; the "can do" attitude in response to some of our loopier requests was unstinting; and the rapid response from Leith, Geoff and co, through the national co-ordination group, to clear away response blockages on the ground. "From our lips to Geoff's ears" became a bit of a local mantra.

But I don't want to lapse into using past tenses in sharing these experiences. The recovery forward stretches weeks, months and years ahead of us all. With that in mind I want to lend my own small words of tribute to our Te Waipounamu team, led by David. The rest of us always had the option of leaving Christchurch behind us and going home at any time. But our local colleagues were - and are - carrying the stresses that only Cantabrians can truly know while acquitting themselves outstandingly in the days and weeks that followed the quake.

During a recent session in Parliament, Metiria Turei, MP made special mention of David's leadership and contribution to the Māori recovery work based at Rēhua Marae during the first few weeks. This was fully deserved, as have been the various other acknowledgements that have been made of Te Puni Kōkiri by Members of Parliament, senior officials and, importantly, the local people.

I'll leave the final word to another Green Shirt who shall remain similarly nameless.

Spotting a road side sign advising of a community meeting in progress he and his mate pull into the car park and start carrying trays of drinking water into the hall. This causes a little bit of stir among the audience, which has gathered to hear from two MPs from the two major parties, one a local member, the other down from Auckland.

The local member notices our two Green Shirts and pauses to ask which agency they represent. "Te Puni Kōkiri," replies one of our colleagues. "Well, you're the only government department that has taken the time to attend this meeting," says the local member. Sensing an opportunity - and with deft delivery - our Green Shirt replies "God Bless You Minister, and your constituents."

And back booms the reply from the local member, "and God bless Te Puni Kōkiri!"

He kupu whakamutungā tēnei mō tō tātau hoa mahi, a Mere Graham me tōnā whānau e noho tonu ana i raro i te kapua pōuri o aituā i tēnei wā, mai i te wehenga atu o ōna kōkā, ōna whaea. Mā te Atua koutou, tātau e manaaki, e tiaki.

Kāti rā.





Tukoroirangi Morgan (left) and Mark Solomon (right) flank the Minister of Maori Affairs Hon Dr Pita Sharples

## NGĀI TAHU KICKS IN

*When Rūaumoko stirred at 12.51pm on Tuesday 22 February it changed Christchurch, its communities and the lives of many whānau forever.*

Within hours of the devastating quake Te Rūnanga o Ngāi Tahu was turning its attention to the community and how to respond to those in need of immediate assistance. Complicating matters was the fact Te Waipounamu House, headquarters for the iwi's 140 staff, was off limits in the middle of the city's red zone.

With the advantage of experience from the earlier 4 September earthquake the iwi quickly set up a small base at its seafood plant near Christchurch Airport, getting its 0800 KAI TAHU call centre operational and make shift communications up and running. An emergency response centre was also established at Rēhua Marae from which the Māori Recovery Network evolved offering assistance and information to whānau, particularly in the Christchurch east areas.

"Fortunately Te Waipounamu House withstood the quake well with all of our staff able to leave safely and get home to their families. Once we could confirm that, our concern turned to our role of looking after whānau and our communities," said Kaiwhakahaere Mark Solomon.

Very quickly Ngāi Tahu identified the former Wigram Airbase as its new and semi-permanent location and began planning the development of the site and utilising the large hanger buildings as a depot for receiving and distributing donated supplies.

In the weeks since the earthquake Ngāi Tahu and a network of health providers, community organisations, Marae and individuals have been able to assist hundreds of whānau and individuals. A total of 7000 individuals have been assisted directly through home visits

and phone calls to the Ngāi Tahu 0800 number; of these more than 2000 have been assisted with Red Cross and WINZ aid applications. Hundreds of food parcels as well as clothing and blankets have been distributed via the Māori Wardens network and the Ngāi Tahu earthquake fund has distributed more than 250 emergency grants. More than 400 people have been given assistance and accommodation via the network of Te Waipounamu Marae.

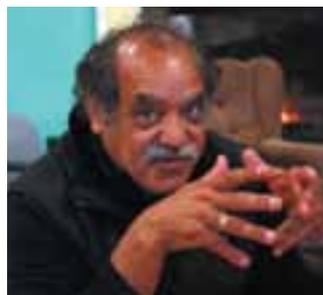
"So many individuals, groups and organisations have pulled together to help. I have been humbled by the acts of generosity I've witnessed and the kotahitanga which has bound us together," says Mark Solomon.

Ngāi Tahu has been working closely with Te Puni Kōkiri and during the initial weeks of the recovery phase Christchurch Te Puni Kōkiri office took up residence at Wigram.

Work continues to progress at Wigram and soon a network of portacom buildings and a refurbished airport control tower will be the home to the iwi organisation for the foreseeable future.

"We still need to maintain focus on our core business, but as long as there continues to be needs from our people and the community that we can meet, we will continue to commit resources as best we can," said Mark Solomon.

## SPECIAL PEOPLE



Māori Warden Gordon Wright hails from Kaitiāia and is in the Tāmaki Ki Te Tonga Māori Wardens Sub-association. He says: "We stress to our wardens that they need to be the rock that people can rely on when they're out in the community."

*Māori wardens are very special people – they must be.*

For starters they're all volunteers, as a rule they don't get paid and when many of us are enjoying ourselves or dealing with our grief, they're out there keeping an eye on things; controlling the traffic – vehicular and human – helping people find their way and sometimes dealing with people who can't or don't want to behave.

They don't have anything to defend themselves with other than their maturity, wisdom and reason. But most of all they're there to help.

So it's not surprising that since shortly after the 22 February earthquake Māori wardens have been helping out in Christchurch.

Gordon Wright is their sort of operations guy. He was born and grew up in Kaitiāia but has spent most of his adult life in Auckland and is in the Tāmaki Ki Te Tonga wardens.

Chorus

This land is your land  
This land is my land  
Mai te Rerenga Wairua  
Ki te Rakiura

Verse 1

Whakawhiti atu  
Te Moana Raukawa e  
Te Tihi o Aoraki  
Tū mokemoke

Verse 2

Ko te riri a  
Rūaumoko  
E ngau nēi i ahau  
Engari te aroha  
Auē te mamae

Repeat chorus

Te Waipounamu  
Ngāi Tahu te iwi  
Poutini Rua Waro  
Ki Heitutuki  
Ko Ngāti Mamoe  
O aku tipuna

Adopted by Tata 'Tuckson' Henry,  
Kirikiriroa Māori Wardens

He was in the first wave of Māori Wardens that went in about four days after the quake; six weeks on he'd been home once for about six days. About 60 wardens have served in Christchurch so far.

Gordon reckons every warden in the country wanted to come but they had to be tough and insist on strict criteria to make the cut. Anyone with a medical condition wasn't chosen. Those who were had to be reasonably fit because they had to walk long distances and operate in what is in effect a disaster zone.

We caught up with Gordon and the 40 or so wardens at their base over an hour south of the City. Why so far away?

Gordon chuckles, "We were further out when we first came down, and then we moved here to the Glenroy Lodge Baptist camp. We stress to our wardens that they need to be the rock that people can rely on when they're out in the community, and being out here gives them a chance to unwind from the hardship they see and hear about during the day and to compose themselves again for the next day. And often we use the long drive into town to brief our people about the days chores."

Those chores include information gathering – the dreaded form filling that people in the devastated areas have come to loath – but which the authorities believe they need in order to get the right help to the right people. Gordon believes the wardens have a user-friendly way of talking to people.

They've also been handing out food, blankets and water, and at the moment are working their way through the city going door to door trying to catch up with people who haven't been contacted before.

Their routine is a tough one – they rise around 5am, shower, dress, and breakfast then head into Christchurch about 8.30am.

They're visiting about 680 houses a day. They work weekends too because often people are out during the week. Their briefings caution about the health hazards in Christchurch – the dust and contaminated water. They're told they need to be well in order to help others.

Gordon says often people are too proud to seek help, but by looking round the wardens can see that they really do need some; being older and more mature they try to reason with the people they're visiting saying it's ok to ask for help.

*The stress that some people are under is all too apparent; they've come across battered women and scared children.*

Often they're on the way off the property when people have called them back and taken up the offer of help.

Their cut lunch is usually taken in a park where the teams meet up and then they go back to work 'til about 5pm. The days forms are then handed in before they begin the hour plus trip back to camp. In the beginning they used to prepare their own meals too, but now a group of their colleagues who are 'not quite so agile' for the front line stuff – man the kitchen instead, and are greatly appreciated.

Sometimes after a particularly hard day Gordon notices some of his colleagues staying up late into the night getting over what they saw and heard that day.

On the day we called they were having their first rest for three weeks, Gordon reckons fatigue was starting to show so he called a day off.

Being based at the camp away from the danger zone has meant a number of things, their families know they're safe and it's brought them close together even though they come from a number of rohe.

One of their number has even composed a song, here are the words; the tune and some of the words have been borrowed from "This land is your land, this land is my land." Have a go at learning it.

Just a few of the Māori Wardens who have assisted with the post-relief delivery of services and support to the people of Christchurch, left to right: Te Aroha Kora (Aotea Māori Wardens Sub-association), Pena Hikuwai (Whangaroa Māori Wardens Sub-association), Tata 'Tuckson' Henry (Kirikiriroa Māori Wardens Sub-association), and Dore-Lee Smith (Tauranga Māori Wardens Sub-association).



## GETTING IT RIGHT CULTURALLY

*The earthquake that so severely damaged Christchurch on the 22 of February was a major test for the Māori Pacific and Ethnic Services unit of the New Zealand Police, and judging by the grateful reports rolling in from the various countries that lost people in the quake, the unit did ok.*



Te Kohe Tuhaka (third from left) and Hosea and Rico Gear (far right) stop in front of Christchurch Cathedral with Superintendent Wallace Haumaha (centre) and staff.

Superintendent Wallace Haumaha – the unit’s general manager – was at Police HQ on the morning of Tuesday 22 February getting ready to head to a meeting in Auckland. He was at Wellington airport when the earthquake struck and the word came through, the meeting in Auckland was cancelled and he headed back into town to be briefed and to start planning his team’s response. On the Wednesday he sent his team in to get established and took the first flight to Christchurch the next day.

Fairly quickly they became involved with the families and international communities who had people missing in the quake; the countries with missing nationals also sent in rescue and disaster victim identification teams. They came from Thailand, Korea, Israel, Japan, the Philippines, Russia and China. A large police contingent also came from Australia.

From his side Wally could draw on Māori and Pacific officers, the New Zealand Police have one Japanese officer along with Korean, Chinese, Indian, South African and Muslim officers too.

“I feel the formation and development of the Māori Pacific and Ethnic Services unit really paid off in Christchurch,” says Wally. “We had the capability to respond to the international issues and the cultural areas. Our cultural make up is hugely important, it makes us who we are and we need to recognise that in policing.”

His team also came in handy with fairly simple things like recognising the language of a label found in the debris of the quake and thereby enhancing the chances of identifying who the victim associated with the label might be.

It also meant they could communicate directly with visiting teams cutting down language barriers.

Wally found that many of the international families who’d lost loved ones shared similar cultural values to Māori around death; his team were able to take families aside away from the formal and maybe clinical briefings and began to meet them daily. “It allowed them to

grieve and come down from the height of their grief and begin to deal with their loss.”

They took family groups from Japan, Israel, Korea, the Philippines and China to Rēhua Marae to go through a form of kawē mate with kai afterwards.

Many of the groups said that while they didn’t understand the words of the Māori karakia and waiata, they felt they understood the sentiment and many openly wept during and after the services. One of the largest ope – 128 Japanese – individually came past Wally after the service and through an interpreter thanked him.

“In all my years of policing I have never had people come up and mihi to me like that and cry on my shoulder. Many of them told me afterwards that it had helped them come to terms with their loss and they now understood why their children – who were lost in the Canterbury TV building – had come to this wonderful country.”

They took great comfort from the experience and since their return home many of the families and country representatives have reported their gratitude to the Minister of Police – Judith Collins – who in turn has passed them on to Wally.

He believes that there was great benefit in the New Zealand Police showing that they were not simply a mono-cultural organisation. He says the Australians were intrigued with the process of taking the families to Rēhua Marae, would tag along and were in awe of the way the team engaged with the victim’s families.

Despite the Victim Identification team’s best endeavours many of the missing people or the human remains found in the wreckage of Christchurch have not been identified; and may never be. It is likely that the unidentified remains will be buried in a shared grave, that is a decision to be taken by the Chief Coroner.

Wallace Haumaha has Te Arawa and Tainui – Ngāti Raukawa – whakapapa and has been a police officer for 28 years.



Team Tunutunu with some of the Rēhua Marae whānau.

*Marae in and around Christchurch, on routes out of the city – and elsewhere too – have played a role in helping people affected by the earthquake.*

Although it didn't have reticulated water and people weren't allowed to sleep in the wharenuī, Rēhua Marae was in action soon after the 22 February shake. While properties around it didn't have power Rēhua did and it also had clean tank water to drink and water for the wharepaku from a stream.

Te Puni Kōkiri staff began working out of there on the evening after the quake and marae staff began cooking kai for whoever came in; and provided hot food to the kaumātua in the flats out the back too. There were times when they were feeding about 450 people a day.

Rāpaki Marae across the hill at Lyttleton became the refuge for the locals whose homes were damaged or were in danger of damage from falling rocks.

Tuahiwi Marae was ready to take people the day after the quake, and as thousands of people started self-evacuating from the damaged parts of Ōtautahi, marae at Kaikōura, Waikawa – along with marae south – like Arowhenua at Temuka or the west coast too, began receiving manuhiri.

The people of Ngā Hau E Whā Marae at Aranui were champing at the bit to get into action but because of its proximity to one of the worst affected areas it needed to be examined by authorities before being able to open for use. Like Rēhua people are not allowed to sleep overnight in the wharenuī but it has been operating since about a week after the quake as a recovery centre with multi-agency government staff there ready to help people. Six weeks after the quake it had a further burst of people through; who according to staff had been holding on looking after themselves but suddenly couldn't keep it up any longer and have come for help.

And in something new for Christchurch, early in April the wharenuī began to be used as a District Court.

Takahanga Marae at Kaikoura began receiving scores of people who'd fled their broken homes in the eastern suburbs of Christchurch soon after the quake; they arrived in what they stood up in. Te Puni Kōkiri and WINZ staff were on hand and emergency grants were made to the needy.

The weary travellers were given kai and took a shower and donned fresh clothes and while they were urged to stay and rest for the night, most elected to push on to catch the ferry north. Waikawa Marae at Picton received many visitors too – it actually became the civil defence post – after officials realised it made more sense to gather at the Marae with all its facilities rather than the secondary school a little further along the road.

On the Wellington side Pipitea Marae in Thorndon hosted hundreds of people including – in the first few hours – international tourists who were forced to evacuate their hotels with what they were wearing and were flown north by the air force.

### *But Marae round the country have opened their doors to help.*

At the last census about 20% of the residents of Christchurch's eastern suburbs were Māori; many of them have left. Half of all the Māori children enrolled at schools in that area prior to the quake have not returned to their schools; some have turned up at schools elsewhere in the country, but most are not enrolled anywhere.



During the week following the earthquake in Christchurch, Pipitea Marae was one of 10 Marae in Te Whanganui ā Tara to manaaki those fleeing the devastation. Pipitea Marae was equipped to accommodate up to 200 people and approximately 130 people slept there. The Marae also provided respite for people who just wanted something to eat and a shower as they were passing through on their way to whānau further up the North Island. Pipitea Marae also acted as a collection and distribution point for donated goods bound for Christchurch.

# WHERE WAS I WHEN RŪAUMOKO SHOOK MY TRIBAL HOMELAND?

By Mere Pohatu, nee White

*I've lived away from Te Waipounamu for almost three decades now. Our whānau always go back to keep our fires burning with the Titi season. In my whānau learnings Christchurch was always where we conducted our important whānau business; Ōtautahi was the place where we knew the claim was being looked after; it was the place where we talked about our land issues and interests; we knew Rēhua Marae to be our place.*

Going back there to be a part of the Te Puni Kōkiri response, Ōtautahi looked fabulous from the air. Driving to Rēhua Marae, there didn't seem to be that much out of place. I arrive at Rēhua Marae, pay my private respects, then move along into the wharekai Hemo; Mere what a huge wake-up call. People everywhere.

The kitchen is full steam ahead; Piripi, Angela, David and Karen. The Pae are in head to head over a cup of tea trying to organise who would be there for the Israeli whānau, the Aussie cops, the Japanese USAR (Urban Search and Rescue) team, the Prime Minister and the Minister of Māori Affairs, the families of the Japanese victims, the army of volunteers, receive the body of a Tainui earthquake victim before he heads back to his final resting place, the Māori Wardens, Te Wānanga o Aotearoa, the Te Arawa nurses, Te Rūnanga o Ngāti Porou, other indigenous people, the Australian Minister of Foreign Affairs, the Red Cross, Tainui builders and plumbers, visiting chiefs, and a bloke called Johnny Ellison from Levin who hitch-hiked to Christchurch just to help out as best he could.

Whoops an earthquake tremor! Scary but no-one moved. Whoops another one! I have to develop immunity and know when to run and when to stay. Gosh smoking again might be the answer. I'm showing up as nervous and anxious. Note to self: observe the locals and when they move, you move.

*Pulling myself together, Rachel Jones tells me I'm in charge of deploying Te Puni Kōkiri staff – she's off! Together with Rachel Ellison I sit in the corner of the dining hall at Rēhua and simply cannot process the scene before me.*



Ngā Hau E Whā Whānau Baidyn Waaka and Linda Ngāta with Te Tairāwhiti Regional Director Mere Pohatu and Prime Minister John Key.

Out in the suburbs, it's no better. What I see doesn't make any sense at all. I have never seen this or anything like this in my entire 50 plus years. This must be war. All the people I meet in Christchurch ask me where I'm from. I say here but I haven't lived here for some time. I'm from Gisborne. They say 'thank you, thank you for coming to help us'. So far I haven't done a single helpful thing. I'm still trying to make sense of things. I'm thinking this is what happened to me in France. I went back there to meet the people who saved my spitfire pilot Dad in World War II. The French people kept saying to me 'thank you for coming, thank you for everything your family has done for our country – France'.

But I'm in Christchurch, New Zealand, not France. And this is not Haiti.

I am so proud to work with such awesome, flexible and caring people. My Te Puni Kōkiri colleagues who joined me in Christchurch were simply outstanding. Our tasks were many and varied. The central most important part of our work was to make sure that in amongst all the Welfare responses Māori families were informed and okay. Well as best as anyone could be who didn't have a job, a home with lights, water, and toilets, people who were frightened for their lives, and who knew people who had died in the earthquake.

It was a privilege to be a small part of an amazing team. I have to say there were no wāhanga boundaries for Te Puni Kōkiri in Ōtautahi. That's it! That's the organisational formula. A seamless approach with focus to a given situation! My tribal homeland has provided the blue-print. Care about and know your neighbours, appreciate that Mother Nature is supreme, and know that government, non-government, and iwi agencies can come together in one place, working on a specific focus with purpose and maximum impact.

Finally: to David and the Te Waipounamu team and your whānau; You are simply astonishing people living in exceptional circumstances.

*Mere Pohatu is Te Puni Kōkiri's Regional Director in Te Tairāwhiti.*

# TUNUTUNU

*One of the projects to help the needy in Christchurch that was supported by Te Puni Kōkiri was 'Team Tunutunu'. Tunutunu is a purpose built double BBQ on a trailer donated by an electricity lines company in Hawkes Bay and held at Te Aranga Marae at Flaxmere for community use.*

Henare O'Keefe and his sister Moana towed Tunutunu down from Hastings to Christchurch and for five days the team cooked sausages, patties, mussels and smoked eels on the side of the road; feeding all comers.

Mostly they were parked up at a busy intersection in Aranui.

The Tunutunu team was made up of Henare O'Keefe and Moana, Jaewynn McKay from Te Puni Kōkiri, Wellington, Alan Ward from Waitara, Derek Fox and Aaron Smale a Māori award winning photojournalist based in Levin.

During the week Jaewynn McKay arranged for several Māori role model/celebrities to join the team and hand out kai.

Te Hāmua Nikora the star/presenter of the Māori Television programme 'Homai Te Pakipaki' came down. When his time was up he refused to go home; when he did it was only long enough to get a clean set of clothes to last him for the rest of the week.

At the end of the team's time Te Kohe Tūhaka - one of the stars of Shortland Street - and rugby stars Rico and Hosea Gear, joined them.

Aaron Smale went along to record what happened with his camera, but he was also uniquely placed to watch and see what went on.

Here are his thoughts and some of his photographs.



Standing: L - R Moana Keefe, Hosea Gear, Henare O'Keefe, Te Kohe Tuhaka, Rico Gear, Aaron Smale (photojournalist). Kneeling: Te Hamua Nikora, Alan Ward, Judea Keefe





Christchurch east-sider, Lynn Periti - the thousand yard stare.

## THE THOUSAND YARD STARE

*I've never been to a war zone. But I'll know what to expect if I ever do find myself in that position.*

I'm not talking about a city centre that looks like London after the blitz or Dresden after being bombed to buggery. Or the fact that people had died in hideously unnatural ways.

I'm talking about a look in people's eyes.

Stills photography, particular when it's photographs of people, is about trying to capture something in the eyes. Forget all the clever lighting and compositional rules. A photo will stand out when it captures something in someone's eyes, that window into their soul. If the curtains are drawn, because you haven't noticed a particular moment or engaged someone on a human level, the photo will inevitably fall into the category of the mundane, a frozen grimace into the headlights of a camera lens.

In Christchurch you could see disaster everywhere. But it came into sharp focus when you made eye contact with people, even for a moment. The thousand yard stare they used to call it during World War II. Shellshock. Post traumatic stress disorder. People's whole sense of reality flipped over and trashed. A haunted, glassy-eyed fatigue.

It was a privilege to be with the Tunutunu group. The mobile BBQ that Henare O'Keefe dragged down from the Hawke's Bay was like a mobile Marae that went out to the people.

But a Marae is only as good as the people on the paepae and in the kitchen. And this Marae had as much mana and aroha as you could ever wish for. To watch and at times record the way they interacted with people whose lives had been so dramatically jolted on every level was something very special that will stay with me.

I've got a degree in theology but I'd say Henare O'Keefe is the best example of a Christian I've ever met. People would turn up with a look of hesitancy in their eyes, not quite sure if they could believe that someone was there to give them a free, hot feed. "Welcome brother," and variations thereof were Henare's opening gambit. It was always said with such a genuine warmth that at times you wondered if he did indeed know the person. His open face and gappy smile broke down any embarrassment they may have felt at accepting food from strangers.



Te Hāmua Nikora has got to be one of the funniest people I know. His impish grin and wit peppered the week we were there and he could say things so outrageous that you couldn't do anything but laugh. Some punter glanced up from their sausage and a look of recognition flashed across their face. "You're that fulla on that TV program!" "Yeah, Homai Te Pakipaki." Something about his mischievous slant on life seemed to appeal to kids and teenagers especially.

But there's more to him than just the joker. I watched him engage with people who didn't have a clue who he was and probably just saw him as some Māori wearing a black beanie and covered in tats. One of my favourite moments of the week was his gentle concern for an elderly Pakeha gentleman who looked like he hadn't had a decent meal in days (and probably hadn't). Te Hamua was so polite and focused on this man's needs and when he handed him a simple meal of a sausage in bread they made eye contact in a very intense way. There was a look of gratitude and vulnerability in the old man's eyes that I got a photo of. It's my favourite image of the week. Here were two people who lived worlds apart sharing something far more special than kai.

On another occasion he got talking with a skin-head white supremacist, who had a giant skull tattooed on the back of his skull.

He was unusually cheerful and couldn't resist telling us that his girlfriend had just given birth to their child. Te Hamua congratulated him, grabbing his hand and slapping him on the back. He even suggested calling the child Rūaumoko. Where else would you witness a conversation like that between a Māori and a skinhead?

Moana gave the group a feminine touch that kept the boys from behaving too badly. She also had a singing voice that could move you to tears. And for one lady it did. We took Tunutunu out to Freeville School in an area that had been particularly badly hit. A decile one school in Hawke's Bay had put together a shipping container of goods worth around \$50,000 which they trucked down south and which we helped disperse to people in the area. At the end of it Moana and Te Hāmua gave a short impromptu concert. As I was taking photos of them I looked to my left momentarily and noticed a woman in tears. I told Moana quietly as she was getting down from the back of the truck and she went over and gave her a hug.

That mixture of grief, anxiety and stress is just below the surface with so many in Christchurch. I was standing talking to a bearded bloke in the rain in Aranui and he started to break down in tears, clutching his sausage in bread. In the brief conversation I had with him it turned out he'd had a bit of a checkered past and was just getting himself back on track. Then the earthquake hit and wiped out his prospects of a qualification and job he'd been working towards.



There were so many moments to savour. We'd had a box of kina in punnets donated which were stashed out of sight. When I saw someone tearing into the mussels we had on offer I would hazard a guess that they would enjoy kina as well. I got great pleasure in tapping them on the shoulder and asking in a conspiratorial tone if they liked kina, only to see their eyes light

up in disbelief. Their faces broke into a grin so broad when I snuck off and came back with a punnet of the sweet creamy delicacy. I'd just made someone's day, although Derek and Henare were getting increasingly concerned that I was going to give them all away and they'd miss out. The next morning at breakfast they were scoffing into the remaining two punnets. Henare and Moana had cleaned up two punnets the night before and Henare was now layering them on toast with a slab of butter and lashings of plum jam.

We had Te Kohe Tuhaka from Shortland Street and the rugby playing Gear brothers Rico and Hosea joined us on the last day when we went out to Aranui School. Seeing the look on people's faces when they realised the guy handing them a sausage was an All Black was priceless.

Al, the token pakeha, put up with Derek's constant retelling of the pin the tail on the honky joke while getting on with picking up extra sausages, setting up the tables and food, buttering dozens of loaves of bread and cleaning up the scene after we'd finished for the day.

A few of us went out on the last night for an unwind drink and ended up at a venue where a whole lot of Australian cops were having a good old blow-out. Some of them seemed so young, especially the women who seemed like they were just out of school. They'd seen some pretty harrowing things and some of them were dealing with it by getting absolutely hammered as only an Australian can. But there were a few who were in a more reflective mood after a few drinks and they had that haunted look of the people of Christchurch. There were a group of four young women I spoke to who had been so deeply affected by it that they had jointly got silver fern tattoos. These were Australians.

I think one of the best things we brought to Christchurch was some comic relief. The unique brand of Māori humour was a strange but welcome thing for many. On one day we had a particularly busy period and there were people standing around swapping war stories while they ate sausages and meat patties clutched in bread and smothered in sauce. Te Hāmua was encouraging people to step up and make their requests known. There was a row of people chewing away whose eyes told you that their nerves were completely wrecked by not only the big earthquake but the constant aftershocks and the possibility of yet another big one. "Come on people, we've got sausages here, mussels, meat patties. And for the next earthquake we'll have pavlova."

People from the earthquake-trashed suburb of Aranui standing there on that cold evening roared with laughter. It was exactly what they needed.



*Te Hāmua was so polite and focused on this man's needs and when he handed him a simple meal of a sausage in bread they made eye contact in a very intense way.*



## MINISTER TURIA CONGRATULATES THE HELPERS

*I am proud of the way our nation has responded to the devastating Christchurch earthquake.*

It has been very humbling to watch the way communities have come together to help each other in such trying circumstances.

The generosity of spirit has been very impressive and I have watched with great pride the way the many government agencies including Te Puni Kōkiri, emergency services and international search and rescue personnel have all been working together for the common good.

Organisations such as Māori wardens, Māori social and health providers from throughout the county, Salvation Army, Student Volunteer Army, the farmers' army, Red Cross and many many more non-government organisations have really stepped up to help out.

I am particularly proud of the work that Ngāi Tahu has done, in leading the crisis response effort through a collaboration of iwi and Māori organisations, known as the Iwi Māori Recovery Network.

It has been great to see Te Puni Kōkiri actively working alongside of the iwi of Ngāi Tahu to make a real contribution to the recovery and rebuilding of Christchurch.

I believe the way in which communities have come together to help each other out provides us with the confidence that we can continue to work together, to support those whānau directly affected by the earthquake.

It's also a strong signal to me that there is the stamina, drive and strength to rebuild Christchurch and to look at the opportunities for improving social, economic and environmental outcomes.

We have already seen Ngāi Tahu outline their plans to set up an apprenticeship hub to help young unemployed Māori into trades that will assist with the rebuilding and also create long term employment opportunities.

It is this type of innovative thinking which I hope will open the door to fulfilling the potential for improving the future for not only those people affected by the disaster but for future generations.

My hope is that we will also be bold and think innovatively about how we can rebuild homes for people. It is an opportunity to rebuild a city of accessibility to meet the needs of disabled people.



Building sustainable housing by future proofing homes with the Lifetime Design

Standard will ensure our housing can adapt to the changing needs of our whānau, particularly those who are disabled or older.

The Lifetime Design Standard promotes designs for new homes which are safe, affordable, comfortable and adaptable.

If there is one thing I and many others have learnt from this earthquake it is the importance of our neighbours.

As a good neighbour we must actively support those around us and we must try to establish a relationship before we are confronted by a disaster. It could well be the little things that alleviate the pain of someone living close to us during such trying times.

Finally, I want to acknowledge the selfless commitment, the sheer grit and determination, and the consistent acts of manaakitanga that will stay in my mind as an amazing sign of the strength of the human spirit.

To all those who have worked so hard to support the recovery and rebuilding of Christchurch – ngā mihi aroha ki a koutou.

**Hon Tariana Turia is the:**

Minister Responsible for Whanau Ora

Minister for the Community and Voluntary Sector

Minister for Disability Issues

Associate Minister of Health

Associate Minister of Social Development and Employment

## TRAINING PROGRAMME PREPARES MĀORI WARDENS FOR CHRISTCHURCH



Māori Wardens from around the Wellington and Manawatu regions gathered at Avalon Fire Station in April 2011 for the first part of the NZ Fire Service Emergency Evacuation, Suppression of Fire and Incident Training.



*In the days which followed the Christchurch earthquake, Māori Wardens from around the motu came together to support emergency services and communities.*

In the next edition of the Māori Wardens newsletter *Aroha ki te Tangata*, Gloria Hughes says several Whanganui Māori Wardens completed NZ Fire Service Emergency Evacuation, Suppression of Fire and Incident Training delivered by the New Zealand Fire Service, only a week before the earthquake.

The Training and Development Programme for Māori Wardens is a Government initiative to directly support Māori Wardens to deliver a sound community-based voluntary service. There is no cost to attend these courses; however you must be a Māori Warden with a current warrant.

Get your copy of the Paenga-whāwhā-Haratua edition of *Aroha ki te Tangata* from your Te Puni Kōkiri regional office, and or read the newsletter and the Māori Wardens Project Training and Development Programme online: [www.maoriwardens.tpk.govt.nz](http://www.maoriwardens.tpk.govt.nz)

## TE TAITOKERAU

### "WITH CARE, A SMALL KŪMARA WILL PRODUCE A HARVEST"



*Several Taitokerau gardeners have been gifted with traditional Māori kūmara cultivars in a rewarding effort to re-build seed stocks.*

The kūmara network was brought together to assist Ngāti Wai to sustain and increase seed stocks so that the treasured varieties can be enjoyed.

The varieties – Hutihuti 1, Hutihuti 2, Waina, Taputini 1, Taputini 2, Tauranga Red, Ōwairaka Pink, and Gisborne Red – were among a collection of hundreds of South Pacific varieties that were stored in a germplasm bank in Japan in 1969. In 1988, Te Rarawa kuia Del Wihongi was amongst a party that travelled to Japan to retrieve nine cultivars of interest. Del is remembered for leading the Wai 262 Flora and Fauna claim and before her passing in 2008, the cultivars were gifted to Ngāti Wai (and other hapū).

At a hui lead by Ngāti Wai rangatira Hōri Parata, manuhiri were reminded of the spiritual and physical values of the kūmara, its connection to atua Rongomātāne as atua of the kūmara and cultivated foods, and the wider cultural values of the kūmara.

#### GROWING FAITH AND HEALTHY LIVES THROUGH MAARA KAI

The Maunu Garden project is a Salvation Army Employment Plus success story that's nourished the body, mind and spirit and generated employment opportunities in the Whāngārei community.

On three acres of district council owned land, young people have flourished learning new skills, practiced whakawhānaungatanga and enjoyed positive transformations harvesting and sharing the abundant produce of their new found gardening skills.

The project helped fulfil a variety of needs of the participating youth and their whānau, it strengthened the connections between the roopu and wider community, encouraged healthier lifestyles and instilled strong sense of community pride. Two young people gained permanent employment at the end of the project.



A bounty of kai, fruit and veges grown at Maunu Garden.

Top: The kūmara growers have formed a support network to share knowledge and findings about the traditional cultivars. Pictured are (back row from left): a visitor, William Kaipō of Glenbervie, Les Wakefield from Pēhiaweri Marae, Pae Davis of Ōtangarei, Rihari Nathan of Whatitiri, (front row from left) Korotangi Kapa-Kingi of Onerahi, Te Warihi Hetaraka of Ngātiwai, Hōri Parata of Ngātiwai and Ani Hēmara of Hikurangi.

## TĀMAKI MAKAUURAU RĀMEKA HAS DESIGNS ON HIS FUTURE

*Rāmeka Alexander-Tu'inukuafe has successfully secured a full-time position as a Graduate Interior Designer with Architecture company Jasmx.*



Through Te Puni Kōkiri's cadetship programme and in collaboration with Committee for Auckland Limited, Rāmeka gained an internship placement at Jasmx then became a full-time employee.

Last year Rāmeka completed a Bachelor of Design in Spatial Design at AUT. He is passionate about kaupapa Māori and how Māori and indigenous concepts can be integrated into commercial interior and architecture projects here in Aotearoa.

Originally from Te Taitokerau, Rāmeka attended Māori-medium schooling in Kaikohe and Moerewa as well as Kerikeri High School. Rameka is of Māori, Tongan, and German descent.

Te Puni Kōkiri Tāmaki Makaurau partnered with Committee for Auckland Limited to develop Māori economic development initiatives in the Auckland region. The Committee for Auckland is a not-for-profit private sector organisation seeking to leverage influence in the enhancement and development of Auckland as an exciting and dynamic place to live.

Jasmx is a design firm of architects, urban and interior designers, and landscape artists.

## WAIKATO

### WOMEN'S REFUGE ASSIST WITH POST-EARTHQUAKE RELIEF EFFORTS



*Five wāhine were amongst the first from Te Whakaruruhau Māori Women's Refuge to travel to Christchurch to assist Ōtautahi Māori Women's Refuge with post-earthquake relief efforts.*

The first team of wāhine were (pictured below, left to right): Taina Nathan Te-Ao, Piki Te Huia, Lannell Wharekura, Raewyn Curtis, Roni and Betty Simpson.

Hamilton business Research Motors Ltd provided a truck, petrol and ferry fares to help the team get to Christchurch.

For 14 days much of the initial work was spent door-knocking at homes to assess the needs of those affected by the earthquake.

Lanelle Wharekura said that it was a first time experience for their Waikato contingent but they were proud to have been there for their fellow Ōtautahi colleagues.

The team also spent time at Recovery Assistance Centres packing and distributing food.

The donated truck has remained in Christchurch with Ōtautahi Women's Refuge and Te Whakaruruhau continues to support their colleagues, on a two week roster with a two member team rotation. None of the women are from Te Waipounamu and have felt privileged to be part of the recovery effort.





## TE MOANA A TOI TE WHĀNAU-Ā-APANUI FRUIT GROWERS SUSTAINABLE LABOUR INITIATIVE



In 2010 Te Whānau ā Apanui Fruit Growers Sustainable Labour Initiative was developed to create sustainable employment in horticulture within Te Whānau ā Apanui.

The initiative is a collaborative effort between Te Whānau ā Apanui Fruit Growers Inc, the kiwifruit sector, horticulture ITOs, tertiary institutions, and orchardists with financial support from Te Puni Kōkiri and The Bay Trust.

The focus of this initiative is to create long term sustainable employment within the horticultural sector in Te Whānau ā Apanui. So far four participants have acquired full time positions within the sector and 11 have secured seasonal positions for 10 months of the year. A total of 1,050 people have received training, and by February 2012 that will increase to 3,150. The majority of them have come off the unemployment benefit and moved on to permanent or seasonal work.

The skills acquired by the students are suitable for all horticultural activities according to project manager Paora O'Brien. He says: "The ideal would be to co-ordinate the labour initiative to coincide with other produce being cultivated in the area as temporary employment before harvest in order to fill the two month gap in the season."

Horticulture is expanding in the area with more kiwifruit orchards planned over the next three years. There will be another intake later in the year.



## TE ARAWA NGĀ KŌRERO Ā ROHE



*Te Puni Kōkiri Te Arawa has worked with Te Kupenga Charitable Trust to strengthen their governance and management and complete a feasibility study of their assets. The Trust is looking at diversifying into enterprises using the hapū assets. Assets like cultural knowledge, natural resources (land, flora and water) and people to develop enterprises that will lead to sustainable employment for hapū members.*

A research study looked at opportunities to use the geothermal and natural resources for non-traditional land use for high yield land use apart from forestry and farming.

The Trust then began developing the land into a resort style spa utilising the geothermal waters, mud and traditional healing remedies. Cascading spa pools have been developed using the contours of the land while landscaping enhances these pools into a more natural setting. The temperatures of the pools will vary so that customers are able to get the maximum enjoyment from the use of the pools.

The Silica Terraces have been specifically landscaped to look natural within the settings of the grounds. A natural geyser at the apex of the terraces flows down leaving silica deposits to cover each of the various steps of the terraces and the natural and various colours are due to the water temperature, natural organisms and fungi within the water.

From the terraces the water then flows into bathing pools of various temperatures. The pools have been built so that wheelchair access is possible for elderly and disabled people.

### BATHING POOLS WAIRĀKEI TERRACES

The bathing pools are at Wairākei north of Taupō. Once the pools are fully operational it will employ an additional 10 staff.

Wairākei Terraces and Te Kupenga Charitable Trust provide a wide range of services and activities. An onsite Private Training Enterprise (NETCOR NZ Education & Tourism Corporation) offers courses in Mental Health (Mental Health Support) National Certificate, Outdoor Recreation (Group Leadership) National Certificate, Raranga certificate and whakairo.

Whakairo tutors and students have undertaken restoration work for Tūwharetoa Marae and completed whakairo for local businesses in the area. The training enterprise works closely with the local Ministry of Social Development office to transition long term unemployed into employment which includes up-skilling clients, some have become employees within the Wairākei Terraces and Te Kupenga.

Other activities at the site will include mirimiri and the use of rongoā some of which will be grown and harvested at the centre.

Currently Wairākei Terraces provides nature bush walks through the entire complex and the whaikairo training centre. Cultural concerts and hangi are offered every Wednesday and Sunday evenings and large groups are able to make a booking for other days.

Schools have used the facilities as a camp and cultural experience with whare within the complex that allow for students to stay onsite in purpose made puna whare.

An official opening for the redeveloped Wairākei Terrace will take place later in 2011.

Wairākei Terraces (Ngāti Tūwharetoa-Rauhoto, Ruingarangi, Te Urunga, Te Kapa o Te Rangīiata, Ngāti Tahu) clinched a special Commendation for Excellence in hapū strategic planning in the sector of Māori tourism, at the 2010 Aotearoa New Zealand Māori Business Leaders Awards held by the University of Auckland Business School in March 2011.

A number of hapū within the rohe of Tūwharetoa affiliate to the whenua at Wairākei Terraces.





Te Tarawera Trail trustees are (from left) Tawhiri Morehu (who is also Pouwhakahaere at the Te Arawa office), Herbie Langendeon, Te Ohu Wikingi, Rawiri Daniels, and Robert Te Aonui.

## TARAWERA TRAIL

Tuhourangi and Ngāti Hinemihi are working with the Conservation Department and their community to develop the Tarawera Trail which winds around Tarawera and its lakes.

The concept of the Tarawera Trail is to build a high-quality, multi-day walk in a natural landscape of world heritage quality.

The Department of Conservation (DOC) will be responsible for the construction and maintenance of the Trail. It is the largest capital works project currently on the Bay of Plenty conservancy books.

The project has been divided into three separate stages, covering a total of 42 kilometres. Stage One has been approved in principle with \$1.5million from the National Capital Funding Pool. Construction was scheduled to begin in October 2009 for 18 months.

Stage One involves the first 11 kilometres of the trail and is set to cross over five Māori-owned land blocks. The nature of Māori freehold land means that in most instances they are administered by a Board of Trustees. Three of the blocks have established boards. With the assistance of the Māori Land Court, trusts for the remaining two blocks were set up and trustees elected. All five trusts have entered into formal agreements with DOC to allow the trail cross their whenua.

Tarawera – the lake and the mountain provide a spectacular backdrop for the Tarawera Trail. Tarawera is one of three domes that make up Mt Tarawera with Wāhanga, Ruawāhia and Tarawera having significance to Ngāti Rangitīhi, Tūhourangi and Ngāti Hinemihi. Māori have long considered Tarawera to be a sacred site. Ngāti Rangitīhi, Tūhourangi and Ngāti Hinemihi, lived in the vicinity of the mountain and on the shores of the lake. Their tūpuna occupied the Tarawera basin until the devastation wrought by the eruption of Mt Tarawera on 10 June 1886. Their tūpuna are also considered to have pioneered cultural tourism in Rotorua and Aotearoa.

Rotorua continues to attract large numbers of international and domestic visitors. Wally Tangohau, Regional Director for Te Puni Kōkiri Te Arawa says: "The area's commitment to and development of the tourism industry is unsurpassed and the industry continues to grow, diversify and develop."

The Tarawera Trail was proposed around a number of factors all of which have a bearing on the extent to which it can enhance the region's heritage quality, distinguished in its presentation and focus by tangata whenua cultural character and developed and managed to demonstrate principles of environmental sustainability and collaborative management. The influencing factors continue to be:

- Responding to cultural, environmental and natural heritage issues,
- Maintaining the integrity of tangata whenua values,
- Enhancing the empowerment of tangata whenua in the Te Arawa Lakes catchment,
- The growth and development of the wellness and tourism industry

The Trail and associated ventures has considerable potential to provide sustainable enterprise and employment outcomes for participating land trusts and their beneficiaries. Earlier work, market demand and financial analysis, confirm viability of the proposed new business in tourism for Te Arawa.

### Features of the Tarawera Trail

1. Welcomes the opportunity for visitors and locals to enjoy the environment and landscape that the Te Arawa Lakes district has to offer
2. Contributes to the wellbeing industry in the Rotorua area and builds on the growing demand for products and services to proactively help people stay healthier, look better and feel good about themselves
3. Rotorua is renowned globally and nationally as well as locally as a spa destination and the trail will be the first step in promoting the Tarawera catchment in particular as a world class spa destination

The Tarawera Trail trustees are Tāwhiri Morehu, Herbie Langendeon, Te Ohu Wikingi, Rāwiri Daniels and, Robert Te Aonui (pictured).

Stage 1 of the trail starts at Te Wairoa Valley (behind the Buried Village on Tarawera Road, Rotorua) and will end at the Te Ariki isthmus. This initial stage will traverse 11 kilometres through regenerated bush across both Māori land and conservation land.

The trail is expected to be opened to the general public in 2011 however an official date has not yet been set.

## TE TAIRĀWHITI IWI KARIOI: HAKANATION

*Tairāwhiti Museum hosted the Iwi Karioi: HakaNation exhibition which opened on 29 January 2011 and acknowledged the significant achievements of Tairāwhiti composers and leaders of Kapa Haka, including Tā Apirana Ngāta, Ngoi Pēwhairangi and Wiremu Kerekere. The exhibition acknowledged the creative genius that is characteristic of kapa haka in Te Tairāwhiti, showcasing historic recordings of well known waiata and taonga tuku iho of local Kapa Haka groups.*



Iwi Karioi deliberately coincided with Te Matatini o Te Rā, the National Kapa Haka Festival which was held at Waiohika, Gisborne. The response to Iwi Karioi from schools and the general public was very positive, with 899 students from 18 schools viewing the exhibition and viewers making repeat visits to watch the historic kapa haka performances. The display panels, which acknowledged the key contributions of Tairāwhiti composers have been gifted to schools and Marae in the area where the composers lived.



### TAKI RUA PRODUCTIONS – STRANGE RESTING PLACES

Taki Rua, New Zealand's national Māori theatre company, presented the successfully acclaimed production of Strange Resting Places at the Lawson Field Theatre in Gisborne during Te Matatini o Te Rā. Strange Resting Places is a celebration of the Māori Battalion and a commemoration of all those who died in the Second World War and the families they left behind.

Performed in English, Italian and Te Reo Māori the play has been sought in Tairāwhiti for some time. In partnership with the C Company Trust: Ngā Taonga a Ngā Tama Toa Trust, who represent the C Company members of the Māori Battalion, Taki Rua was able to work with local community networks and attract over 380 people to the show over the three days it was performed in Te Tairāwhiti.



This was a wonderful opportunity to celebrate and commemorate Māori achievement and contribution toward New Zealand citizenship, while also ensuring that rural communities and audiences have access to quality theatre experiences. Taki Rua has a strong reputation for delivering high quality theatre to audiences regardless of where they live. They are committed to delivering high quality theatre experience showcasing Māori talent and celebrating their given field of Māori Performing Arts.

## TĀKITIMU THE MANA WHENUA PROJECT



*Te Puni Kōkiri realised the potential in supporting owners of multiply-owned Māori land to use their land as a sustainable and practical resource making positive gains socially, culturally, spiritually, politically and economically.*

Regional Director, Roger Aranui, says, "The project supports owners to exercise mana and kaitiakitanga over their land, to consider their people, development needs and have a clear pathway forward."

"It's all about adding value, both for the people and the land – utilising Māori land." That's the short answer from Shona Jones, Project Manager of Mana Whenua. The aim is to help move owners from being unmanaged to being fully operational with a strategic approach utilising collaborative support through her team, Māori Land Court and other local and central government agencies.

In working with Māori land, some clear issues and best practice arise. Systems to manage owners and the increasing number of beneficiaries become important when considering how best to optimise land for future generations. Many landowners are fixed in a leasing model, distributing rents because it's a low-risk option. Whilst, some relatively small blocks use joint ventures to produce high returns which are then used to achieve wider social and cultural goals such as education scholarships, kaumātua assistance and medical benefits. "The land is helping to grow the next generation of decision-makers and caretakers of the land. Good governance and decision-making is important," Shona says. Wally Stone, at the 2010 Federation of Māori Authorities (FOMA) Hui, said: "Profits are like oxygen. They're necessary for breathing but they're not the only thing. Profits are about building communities, about how to bridge the gap between those at the bottom and those at the top."

Local Tūtira land-block owners are keen to participate in the project. "There are things that we want to look at doing with our land – eco-tourism, and recreation – but before we could do anything, we had to form an Ahu Whenua Trust. Without that, there wasn't a management committee that could act on behalf of the owners. We were stymied," said Henare Rātima, Chair for the newly established Tutira B7 and B19 Ahu Whenua Trust. "We got support first of all to get the Trust in place and then had to look at our options for reclaiming the land. After that, we'll need to look at future use and development of the land in line with what we want to see."

The block is an example of land moving from being unmanaged to managed with owners exercising autonomy and kaitiakitanga over their land. "Not every block is best served by trusts made up of



Mana Whenua Project Manager, Shona Jones.

owners and beneficiaries but in a case like this, they're the ones who know most about the land and are active and vocal in getting things done," says Shona.

For further information on the project, please contact the Te Puni Kōkiri Takitimu Regional Office on (06) 8780757.

### DEVELOPING MĀORI LAND IN THE WAIRARAPA

Te Puni Kōkiri's Takitimu team supported the development of a Wairarapa Māori Land Regional Development strategy with Wairarapa Moana.

Regional Director, Roger Aranui, says, "Māori landowners need accessible systems that can give good insight into the potential of their land before investment."

Stage one of the project included a prototype GIS (Geographic Information System or Geospatial Information System) database to analyse and assess resources. Stage two applies this information to specific land blocks in the Wairarapa.

The project identifies a range of potential land development opportunities in agriculture and horticulture across a range of Māori-owned land blocks in the Wairarapa. The system is an important preliminary step for land owners to consider and make decisions about possibilities and future developments, forming relationships with neighbouring blocks and prioritising further advice to assess developments.

In the simplest terms, GIS is the merging of cartography, statistical analysis and database technology. GIS may be used in archaeology, geography, cartography, land surveying, natural resource management, urban planning, emergency management, and landscape architecture, amongst other uses.



## TE TAI HAUĀURU TE PAEPAE AT WOMAD



The sounds of activity and kōrero about raranga, mirimiri and tā moko filled Te Paepae during the Womad Festival in New Plymouth in March. Highlights were the poi making workshops, a hula workshop with Mana Māoli from Hawaii and a taonga pūoro demonstration from Ngā Tae. Award-winning young singer-songwriter Maisey Rika was the guest for the Artist in Conversation session.

This year Te Puni Kōkiri has, again, supported Tui Ora Ltd to showcase Te Ao Māori and support local iwi to manaaki manuhiri to Taranaki.

### PAEPAE IN THE PARK

Summer in South Taranaki wouldn't be complete without the annual Paepae in the Park in sunny Pātea. Known for bringing free, top-class entertainment to the people, this year's headline act was the 10 piece roots-reggae-rock group, Three Houses Down. With local bands included in the line up, a total of 14 acts and MC Boss Heke from Painted Black, entertained the thousands packed in to the town's small Memorial Park.

At the edge of the park, under the shade of pohutukawa trees around 30 craft stalls and 25 food stalls plied their trade – some in the aid of fundraising for local groups. Deep fried taewa, home-made rewena, mussel fritters and slices of watermelon kept the crowds sustained while the music flowed.

### TE AMO TAI AO CADETSHIP PROGRAMME

Since the Te Amo Taiao cadetship programme began in 2009, initiated by the late Sir Archie Tairaoa and supported by Te Puni Kōkiri, it has clocked up some impressive runs on the board. The combination of intensive training, cultural knowledge and practical skills gained in the Hinengākau Development Trust's business unit along with a strong drive to impress has made the Te Amo Taiao team a strong contender for Department of Conservation, Horizons Regional Council and Animal Health Board contracts.

Highlights last year were contracts to establish a mainland kiwi sanctuary and to develop the Kaiwhakauka/Mangapūrua national cycleway track. Both are projects that will support economic growth in the tourism sector during the recession and have put the iwi at the forefront of product development in the region.

The outcomes for rangatahi have been excellent. Of the programme's nine cadets, three have gone on to further employment, one is at university and two are now in business together.

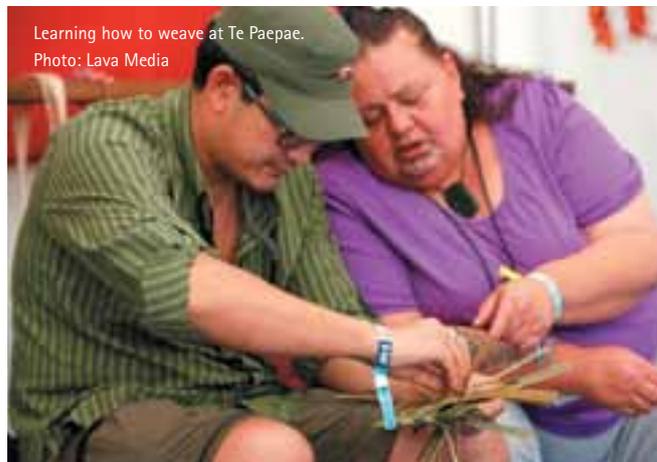


Photo: Lava Media  
Making poi at Te Paepae

Michaela Stoneman Local band, *Natural Remedy*, entertain the crowd at Paepae in the Park in Patea on Waitangi Day.



Learning how to weave at Te Paepae.  
Photo: Lava Media



## TE WHANGANUI Ā TARA TE TAIOHITOA O TE AWE, TE AWE YOUNG CHAMPIONS PROGRAMME



*Te Awe, the Wellington Māori Business Network is serious about developing skills and experience for Māori students in Year 11 and Year 12 and help them to improve their future vocational choices.*

Te Awe Māori Business Network and Te Puni Kōkiri, with support from the Port Nicholson Block Settlement Trust have developed an exciting initiative that is designed to support the achievement of positive Māori student outcomes by connecting rangatahi with Māori business leaders in the Wellington region.

Te Taiohitoa o Te Awe programme is made up of three distinctive and engaging activities:

- Up to 25 Māori students will be selected to spend time with a Te Awe Business Member or in a Te Awe Business Partner's workplace for one day a month throughout the school year;
- Another 10 Māori students interested in Parliament will spend one day a week there over 11 weeks. This is being co-ordinated in conjunction with the office of the Minister of Whānau Ora.
- A series of Mentoring and Motivation Workshops will be delivered by Te Awe Business Members to senior Māori secondary school students in six schools across the Wellington region.

Te Awe will work with whānau and three schools management teams to identify Māori students, invite them to apply for the programme, and support them through the application process. Later an Introduction Day will be hosted for participants, their whānau, Te Awe members and partners, and school representatives.

At the end of the programme, Te Awe will host a final workshop for participating students and their whānau. This workshop will focus on guiding education, employment, or further training choices.

Te Awe business network will continually update their membership as the students progress through the programme. Later Te Awe will promote graduating students to members for employment, training or cadetship opportunities.



Members and whānau from Te Awe Māori Business Network at the launch of the Te Taiohitoa o Te Awe.

# Piki ake ki te tihi – Strive for excellence



*The Māori Business Facilitation Service (MBFS) was established in 2000. As I reflect on our tenth year of service delivery, I also look back on our journey to reach this milestone.*

Our treasured whakataukī 'He aha te mea nui o tēnei ao? He tangata, he tangata, he tangata' really resonates when I consider the numerous triumphs and challenges achieved by our business clients. It is the opportunity to work alongside our clients, contracted business mentors, and industry partners which has made this entire journey for the MBFS team meaningful and worthwhile.

We have so far engaged with an estimated 8000 Māori business men and women, who were either at the business start-up phase or already trading and were looking to expand their operations.

The MBFS team has assisted entrepreneurs to take their business aspirations from dreams to reality. It has also been our privilege to support existing business-owners to take their local products and services into the domestic market and beyond to the international market. We have also seen individual business owners come together to form a business network collective which supports their local economy.

The MBFS journey, however, does not end here and every day we continue to strive for improvements that will assist our clients to achieve their goals in business.

As part of our commitment to our clients, we have enhanced our service delivery model to ensure that we are better able to accurately assess and support them in their areas of need. With our team spread across the country, we are equipped with highly skilled staff who have local business knowledge with access to regional business intelligence through our contracted business mentors. The MBFS has the additional focus of assisting an increasing number of Māori business owners with their "readiness" for export including Māori tourism operators with export product. In a future issue of Kōkiri magazine we will feature MBFS clients who are taking their products and services off shore.

In this edition of Pakihi we feature MBFS clients, Mark Whitecliffe of MSO Design and Peter Duncan of The Wedding Guy. They share with us their stories on how they became successful Māori business entrepreneurs. I invite you to read their stories which will hopefully inspire you to consider taking your own path towards being a successful Māori business entrepreneur.

Ngā manaakitanga,

**Jim Wilson**

*Manager, Māori Business Facilitation Service*

# MSO Design & Art Production

*Owner: Mark Whitecliffe*

*Base: Wellington*

*Mark Whitecliffe has a 20-year affiliation with MSO Design, where he began as an employee in 1982 to employer in 2002. When Mark fully took over the reins as the business owner he realised he needed help because he was doing things without fully understanding why.*

This realisation and a referral from Te Awe Māori Business Network led him to the Māori Business Facilitation Service (MBFS) in Wellington in 2002. Through MBFS, Mark was able to work with Dean Dalton from DaltonPlan, who helped him with his business systems and processes. Mark continues to apply the lessons he gained from the mentoring in the business. He credits part of his success to the support he received from MBFS and DaltonPlan to help him get more structured.

Mark says he has gone from strength to strength and MSO remains one of the key boutique design agencies in Wellington. Remembering his community, Mark and MSO engage with the not-for-profit sector and provides one day work experiences for rangatahi.

MSO is associated with Wellington's first Free Store. Free Store is supplied by local retailers keen to reduce waste and provide excess stock to the community at no cost. "At MSO we like to support local initiatives," says Mark. "And once a year we will offer our services free of charge to a worthy cause. We helped set up a website that would help promote the Free Store and help generate a good profile and help attract other sponsors."

Mark's advice to those thinking of starting a business is to, "Know what you're getting into. Have a business plan that will say if things will work and buy into the business early on."

*For more information about MSO, visit their website:  
[www.msodesign.com](http://www.msodesign.com)*



*Mark's advice to those thinking of starting a business is to, "Know what you're getting into. Have a business plan that will say if things will work and buy into the business early on."*



## THE WEDDING GUY LIMITED

*Owner: Peter Duncan Base: Rotorua*

*Peter and Valeta Duncan are registered celebrants who had a business idea to offer both celebratory and wedding packages for couples. In 2008 after returning to Rotorua, they established their business The Wedding Guy.*

Peter and Valeta are the pair in the photo above, proudly holding their 2010 Trust Power Customer Service Award plaque and flowers.

Through word of mouth referral, Peter approached the Māori Business Facilitation Service (MBFS) seeking advice on business sustainability. Through MBFS, he worked with Kim Hill from Stratigi Ltd and Glenn Hawkins from I-Biz Ltd.

Peter says he really appreciates the support he received. He says MBFS and his mentors introduced him to key professionals and provided strategic advice allowing him to run, manage and grow The Wedding Guy.

For every one of the three years The Wedding Guy has operated in Rotorua, they have been recognised at the Westpac Rotorua Business Excellence Awards. The first time was in 2008 after only six months of operation; The Wedding Guy was a finalist for the Trust Power Consumer Choice Award; in 2009 and 2010 Peter took the Trust Power Customer Service award home. He has since formed The Wedding Guy network which engages the services of local businesses to deliver a wedding.

Peter's advice to those who want to get into business is to: "Find an idea that you're passionate about then it's not going to be laborious." He adds: "Don't walk into a business proposition arrogantly or too over confident. Acknowledge that you don't know everything and that you also need help from others."

*For more information about The Wedding Guy visit [www.theweddingguy.co.nz](http://www.theweddingguy.co.nz)*

# MĀORI TELEVISION'S 'HE WHARE PAKIHI' SHINES SPOTLIGHT ON MĀORI BUSINESS

*There are few areas of business that Antony Royal hasn't had a hand in, and now he's taking his business mātauranga, along with his passion for Māori entrepreneurship, and bringing them to Māori Television.*

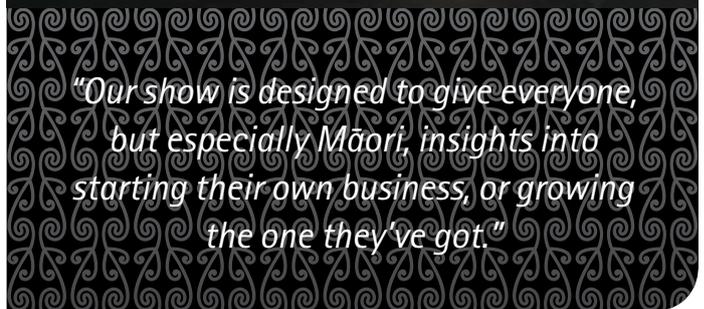
Antony is the presenter of 'He Whare Pakihi' (the house of business), a weekly half-hour programme that takes the mystery out of the worlds of business and finance, presented with a uniquely Māori view. While most business programmes focus on big corporates and the world of high finance, 'He Whare Pakihi' favours enterprise over exchange rates, sustainability over the share market, innovation over inflation debates, and a go-ahead attitude over the GDP.

"Māori are incredibly entrepreneurial – everyone knows someone who is in business or is thinking of getting into business," says Antony. "Our show is designed to give everyone, but especially Māori, insights into starting their own business, or growing the one they've got."

Each week 'He Whare Pakihi' interviews experts and commentators about business issues, as well as calling in a Māori business person to kōrero about their business.

"There are so many successful Māori businesses out there, but their stories weren't being told," says Antony. "'He Whare Pakihi' is a great way to get those stories across to a very receptive audience."

Starting out as an engineer, then moving into information technology and communications, Antony has years of experience in businesses, both big and small – including being on the board of Hautaki Ltd, the commercial arm of Te Huarahi Tika Trust. Hautaki Ltd manages the Māori investment in 2Degrees Mobile Ltd.



*"Our show is designed to give everyone, but especially Māori, insights into starting their own business, or growing the one they've got."*



Despite that experience, Antony says when he got the call asking him to present the show, he thought they had the wrong Antony Royal. "I'd never done any television presenting before, but I thought – as in business – sometimes you've got to give it a shot. Now, half-way through the season, I'm loving my new enterprise! It's fantastic to have a job celebrating the world of Māori business, which will hopefully inspire a new generation of entrepreneurs."

*He Whare Pakihi – Saturdays at 5.30pm on Māori Television.*





## TE PUNI KŌKIRI'S Māori Business Facilitation Service

Your business is unique to you. The Business Facilitation Service and the Accredited Business Mentors will work with you to ensure you receive the specialist advice and guidance needed to help make your business succeed.

For Māori Business Facilitation Service assistance please contact your regional Account Manager (shown below).

### Regional Account Managers

#### TE TAITOKERAU

April Erueti - Waea: 0800 420 114

#### TĀMAKI MAKAURAU

Tāmaki Makaurau

Roberta Anetipa - Waea: 09 571 2961

#### Counties Manukau

Rosalie Williams - Waea: 09 571 2956

#### WAIKATO

Michelle Baker - Waea: 07 834 7116

#### TE ARAWA ME TE MOANA Ā TOI

Shontelle Bishara - Waea: 07 349 7809

#### TE TAIRĀWHITI

Deanna Harrison - Waea: 06 868 0213

#### TE TAI HAUĀURU

Keria Ponga - Waea: 06 348 0412

#### TAKITIMU

Henry Heke - Waea: 0800 020 003

#### TE WHANGANUI Ā TARA

Jamie Te Hiwi - Waea: 0800 520 001

#### TE WAIPOUNAMU

Canterbury/West Coast

Tony Fakahau - 0800 875 839

Otago/Southland

Suzanne Spencer - 0800 875 839

or call us on our  
TOLL FREE NUMBER  
**0800 94 99 97**

## FIRST NETWORKING EVENT FOR TAKIWAI MĀORI BUSINESS NETWORK

*Providing a place for Māori businesses to connect, network, and create business relationships was the focus of Takiwai, Rotorua Māori Business Network's launch event in March 2011.*

"Takiwai is about providing an avenue for Māori businesses to meet and network," said Takiwai Committee Chairperson, Lara Northcroft. "There are more Māori businesses in our region than people realise and collectively we contribute a great deal to the economic prosperity of our city and region."

Wētini Mītai-Ngātai and Oscar Nathan were guest speakers at the Takiwai event. Both have extensive experience within the Rotorua tourism industry and are eager to share their experiences with other local business owners.

Wētini Mītai-Ngātai an accomplished Kapa Haka expert who leads Te Mataarae Ī Ōrehu, the 2011 Te Matatini champions, spoke about his inspirational journey in creating the Mītai Māori Village Experience, a world class tourist attraction.

Oscar Nathan took time out of his super busy schedule to talk about what the region has planned for the Rugby World Cup and how local businesses can get involved.

"Takiwai is more than just another business network, we are about creating a positive environment to communicate with, engage and celebrate Māori in business," said Ms Northcroft.

Takiwai is the Rotorua Māori Business Network, a not for profit organisation whose main objective is to promote and support Māori businesses to network, develop and share their successes and challenges. Takiwai was launched in December 2010 and is open to any person or organisation interested in advancing Māori business aspirations.

# EYES WIDE OPEN AT NEW BUSINESS CENTRE FOR MĀORI



The Māori Affairs Minister Hon Dr Pita Sharples opens Matatau Māori Business Centre.

*When the Matatau Māori Business Centre opened its doors in Manukau City, it opened as the first business centre for Māori SMEs (small, medium enterprises) in the Auckland region.*

After three years of planning the Matatau Māori Business Centre Trust opened a serviced office space for Māori SMEs.

The aim is to provide a place for Māori to do business from and for others to access Māori enterprise more readily. Project Director Hinurewa te Hau says: "It is really important that Māori create services that are complementary towards our cultural needs as well as providing the practical fundamentals of business which don't change."

"We will offer networking opportunities, business seminars and hold 'after 5' functions for all peoples, at the same time broker strategic relationships and partnerships that can and where possible have benefit to our local communities."

The centre was opened by Māori Affairs Minister Pita Sharples. Dame Georgina Kirby is the centre's Patron. The centre is a legacy of Mayor Brown's Manukau City Council Māori Development Framework and Tomorrow Manukau.

The idea was conceived in 2007, with the support of Dame Georgina Kirby 'and a group of Māori entrepreneurs, strategists and advisors' says Hinurewa. In 2010 the Māori Business Trust established to champion this initiative received funding from Auckland Council (then the Manukau City Council) to lease a building for three years.

By April 2011 the business centre trust will open its second network of business centres in Tauranga so that regional Māori business entrepreneurs and organisations can gather, train, network, establish and conduct business.

Oscar Nathan, a Business Advisor with Poutama Trust says: "Having a place that will create a hub for Māori enterprise and can foster the growth of Māori-owned SMEs commercial operations is exactly what we need."



# Māori Economic Summit

Ngāhiwi Tomoana, Leith Comer, Bentham Ohia, Mark Solomon, June McCabe, Rob McLeod, Hon Dr Pita Sharples, Hon John Tamihere, and Daphne Luke.  
Absent: Hon Georgina te Heuheu.

*Māori entrepreneurs and business people will gather on 5 May 2011 in Auckland for the second Māori Economic Summit.*

This follows the 2009 summit called by the Minister of Māori Affairs, Hon Dr Pita Sharples. At that summit, the Minister brought together Māori leaders to discuss bold initiatives to address the impact of the global economic crisis on Māori and all New Zealanders.

One of the initiatives from the 2009 summit was to appoint the Māori Economic Taskforce. At the 2011 Māori Economic Summit, the Taskforce will report on their projects and their key findings from the previous two years.

Māori leaders, entrepreneurs, and business operators will then have the opportunity to highlight the priorities ahead for Māori in the medium and long term.



# TWO YEARS ON – MĀORI ECONOMIC TASKFORCE

*The Māori Economic Taskforce was established at the Māori Economic Summit hosted by the Minister of Māori Affairs in 2009. The Taskforce's role was to support the introduction and implementation of initiatives to enhance Māori economic prosperity during and beyond the recession, as well as to promote and utilise kaupapa Māori and Māori structures as drivers of prosperity.*

Chaired by the Minister of Māori Affairs, the Taskforce includes the Associate Minister of Māori Affairs, the Hon Georgina te Heuheu and Te Puni Kōkiri Chief Executive, Mr Leith Comer. The Māori Economic Taskforce members appointed for their expertise in a wide range of disciplines include:

- *Daphne Luke* (Small and Medium Enterprises)
- *Bentham Ohia* (Education, Training and Information Technology)
- *June McCabe* (Investment Capital and Enterprise)
- *Hon John Tamihere* (Social and Community) resigned February 2010
- *Mark Solomon* (Tribal Assets)
- *Ngāhiwi Tomoana* (Primary Sector)
- *Rob McLeod* (Economic Growth & Infrastructure) resigned June 2010

The Taskforce had a budget of \$4.5 million per annum for 2009/10 and 2010/11 to research and implement Māori economic development initiatives.

The Taskforce projects focussed on three key areas – making a difference in the community, gathering up to date information through research, and designing and testing models for innovative ways of working.

The community initiatives include Professional Group Training and Māra Kai. The Taskforce commissioned research that includes Māori innovation; and Māori investment and capital markets. To look at innovative ways of working the Taskforce tested models through the Koura Inc, co-investments/public-private partnerships, and exploring opportunities to develop a Māori brand.

## COMMUNITY INITIATIVES

### Māori Professional and Group Training

The Māori Economic Taskforce invested in projects to increase the number of Māori professionals in key industries. A snapshot of some of these projects include:



Architecture and Design – 10 Māori graduates were placed in employment.

Information Technology – 30 Māori were placed in business analysis training. More than 60% of trainees were then placed in employment.

Teaching – A total of 48 new Māori teacher trainees were recruited.

LENScience – This initiative introduced 850 Māori students in 77 classrooms from 25 South Auckland secondary schools to science mentors, enabling access to science based resources; and create pathways to study science at university.

### Māra Kai – Community Gardens

The Māra Kai initiative assists Māori communities to establish small non-commercial māra kai (community vegetable gardens) on Marae and in Māori communities. To date for the 2010/2011 \$168,945 has been allocated for 123 Māra Kai projects. Since the initiative began there has been more than 350 Māra Kai established throughout the country.

Māra Kai also encourages healthy outdoor activity, learning survival skills of planting, growing, harvesting and storing fruit and vegetables. Additionally there are the community and social benefits including strengthening communities; sharing of kai (food); passing on of knowledge and experience and bringing generations together to grow, harvest and enjoy their kai.

*Continued...*

## RESEARCH PROJECTS

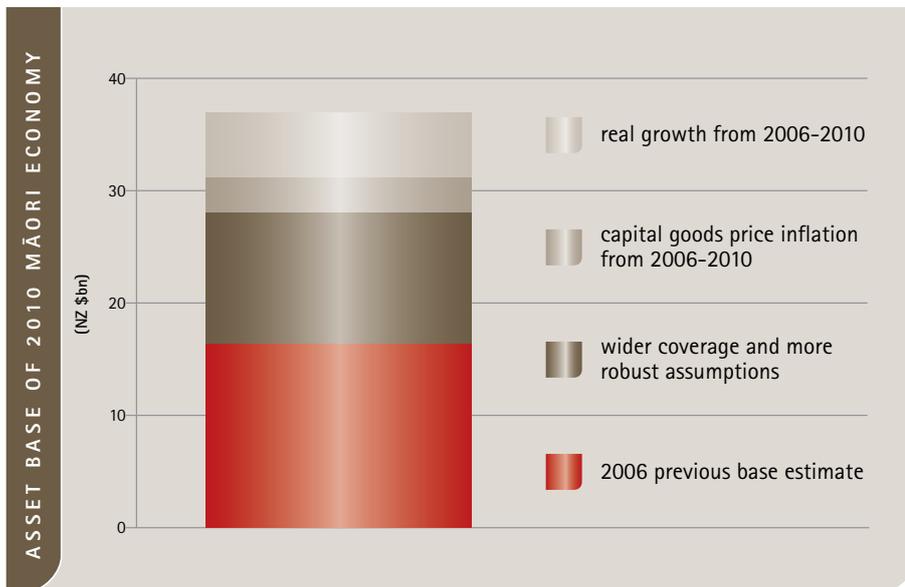
### Māori Asset Base and contribution to GDP

The Māori Economic Taskforce commissioned research to provide updated figures on the value of the Māori asset base and the Māori contribution to GDP (Gross Domestic Product). For the full research reports go to: [www.tpk.govt.nz/en/in-print/our-publications/](http://www.tpk.govt.nz/en/in-print/our-publications/)

#### Asset base

The asset base of enterprises in the 2010 Māori economy totals at least \$36.9bn. A total of \$5.7bn associated with real growth from 2006 to 2010 in size of the asset base of the Māori economy of 18 percent (or 4.3 percent per annum).

#### Asset base of 2010 Māori economy compared to earlier estimates



BERL calculations using data from various sources.

*Business and Economic Research Limited (March, 2011) report to Māori Economic Taskforce, p.4.*

#### GDP contribution

In GDP terms, the operating surplus income of Māori enterprises totalled \$3.3bn, while capital spending totalled \$1.4bn. In GDP terms, the employment and capital income of Māori households totalled \$10.0bn, while spending amounted to \$16.6bn.



### Science and Innovation Research

The Taskforce commissioned research to investigate the benefits for Māori in pursuing innovation, research and development (R&D), and technology activities—including the opportunity cost of not undertaking this work.

The research highlights that Māori hold a significant asset base of \$39.6bn and demonstrated that getting investment decisions right could have significant quantum earning possibilities in the future. For the full research report go to: [www.tpk.govt.nz/en/in-print/our-publications/](http://www.tpk.govt.nz/en/in-print/our-publications/)

### Māori Investment, Capital Market and Enterprise

A scoping study is underway to define the market in which Māori consumers of capital, and suppliers of capital operate. The study:

- Draws out issues affecting the demand and supply of capital to Māori enterprises
- provides a series of in-depth interviews with key stakeholders in the sector, in particular, those managing collectively owned assets and those operating in and advising on the capital markets
- identifies areas of subsequent work to assist Māori enterprises to access capital needed to reach their potential.

## TESTING MODELS

### Koura Inc

Between 85 to 90% of New Zealand lobster is now consumed by China. With China's recent growth in prosperity the profitability of New Zealand lobster has also grown rapidly over the last 3 years. However, despite lobster being a high value luxury item, it primarily remains a commodity traded product with the sales and price setting process essentially operating on a daily spot market. Inevitably this results in a high degree of volatility and uncertainty when assessed over the long term, as is the case with a number of other New Zealand primary sector products.



Both the lobster quota ownership and exporter profiles highlight the position that Māori have in the New Zealand lobster sector and the opportunity Māori lobster interests have to demonstrate leadership and drive sector improvements across the value chain. The first phase of this project involved a comprehensive report which recommended Māori lobster interests, which comprise circa 30% of lobster quota owners and account for circa 43% of total lobster exports, consolidate their interests into one full value chain entity. While supportive of this recommendation Māori lobster quota owners preferred to initially focus on one segment of the value chain and the project re-focused on marketing and sales of New Zealand lobster into China. A company, Koura Inc Limited, was formed by the various Māori lobster quota owners to drive the project.

"The Koura Inc project recognises that the true competition in the lobster export market is not between other players in the NZ lobster industry but comes in the form of alternative lobster species and other high value, luxury seafood products. As an industry our knowledge of the end consumer in China is limited. This project, now led by the Board of Koura Inc Limited, assesses how we can extract greater and/or more consistent value through the supply chain, grow

the market profile of NZ lobster and more intimately understand the end Chinese consumer," says Koura Inc Limited Chair Craig Ellison.

### Public/Private Partnerships

The Taskforce have investigated models for collaborative investment opportunities and also considered the best structures for big and small iwi to work collaboratively in the future. The public/private partnership model is becoming more well known in New Zealand and wānanga with iwi groups and their asset managers to workshop the opportunities and discuss various other co-investment issues have been well received.

The Taskforce also produced the Iwi Infrastructure and Investment Report providing an overview of the infrastructure landscape and identified areas of infrastructure spending where there may be opportunities for Crown-Iwi collaborations. This project has had 21 iwi, hapū, land corporations and other Māori groups represented in wānanga. Work is underway to design an appropriate structure for both big and small iwi using the afforestation partnership and the current Ministry of Education public private partnership tendering process as "live" models for collaboration to participate in large scale co-investment opportunities.

### Māori Brand Strategy

This project has explored opportunities to develop a Māori global trading brand through engagement across key Māori stakeholders in tourism, fisheries, primary and creative sectors.

The project has affirmed support and needs for:

- Brand Māori: The need for a high level brand that introduces 'New Zealand Māori & Māori New Zealand' to markets – to raise market awareness of who and where Māori are and what Māori have to offer global markets.
- Māori Brands: The need for development of compelling high quality Māori brands with anchor companies or consortia that can act as sector exemplars demonstrating the value and potential of Māori branding.

A cross sector 'kaitiaki' group has been established to oversee and inform development and effort is now being invested into identifying pathways for sustainable development of 'Brand Māori' through a combination of leveraging existing global campaigns and proposing how they can be extended upon into each target sector. By June 2011, it is expected that this will result in a clear strategy.

For more information on the Māori Economic Taskforce and their work go to [www.tpk.govt.nz/en/in-focus/taskforce/](http://www.tpk.govt.nz/en/in-focus/taskforce/)

## INDUSTRY SCHOLARSHIPS CREATE OPPORTUNITIES FOR MĀORI

*Eight Māori working in the civil infrastructure industry are a step closer to achieving their career goals, after they each received a \$10,000 National Diploma Scholarship.*

The Scholarships were awarded by the Industry Training Organisation InfraTrain New Zealand, as part of its Te Poutama Kaiahumahi programme. The programme is run in partnership with Te Puni Kōkiri, and aims to strengthen the skills and qualifications of Māori working in the civil infrastructure industry.

The Scholarship winners are employed by contracting companies, consultants and infrastructure operators nationwide. Under the Scholarship they will study for a National Diploma in Civil Engineering (Applied) or a National Diploma in Surveying.

InfraTrain has awarded 18 National Diploma Scholarships since it started working with Te Puni Kōkiri at the end of 2008. The latest eight winners were presented with their Scholarships by the Minister of Māori Affairs, Hon Dr Pita Sharples, in Auckland in March 2011.

Speaking at the presentation, Dr Sharples said, "It really is wonderful to be back again to present another eight Scholarships and recognise the ongoing success of Te Poutama Kaiahumahi. The winners represent the aspirations we want to stimulate within the wider Māori workforce. That is: of a skilled, talented and highly qualified workforce realising its potential."

Dr Sharples continued: "What is great about the Te Poutama Kaiahumahi programme is that the benefits flow two ways. On one hand, Māori staff improve their skills and gain qualifications which improves their job and promotion prospects. On the other hand, employers will gain higher productivity and efficiencies."

InfraTrain Chief Executive Philip Aldridge added: "InfraTrain is proud of our ongoing partnership with Te Puni Kōkiri. We remain committed to providing training opportunities for Māori working in our industry, and we look forward to building on the success already achieved through the Te Poutama Kaiahumahi programme."



### TE POUTAMA KAIAHUMAHĪ STAIRWAY TO INDUSTRY ACHIEVEMENT

InfraTrain's Te Poutama Kaiahumahi programme is run in partnership with Te Puni Kōkiri. It aims to strengthen the skills and qualifications of Māori in the civil infrastructure industries, so they can participate fully in the career opportunities available.

The Te Poutama Kaiahumahi programme facilitates training by:

- Supporting new Māori trainees in the industry to gain industry skills and qualifications.

- Supporting Māori who presently work in the industry to gain higher level qualifications.
- Encouraging young Māori to enter the industry through the Gateway programme.
- Supporting community initiatives with industry skills and training.
- Offering Scholarships toward an Industry Diploma.

*Read more about Te Puni Kōkiri's work with Infracor in Kōkiri 15 or visit the Infracor website: [www.infracor.co.nz](http://www.infracor.co.nz)*

InfraTrain National Diploma Scholarship winners (from left to right): Shannan Baker (Ngā Puhi, Ngāti Kahungunu, Ngāti Porou), MWH New Zealand Ltd, Invercargill; Elijah Graham (Ngāti Kauwhata, Ruakawa), Graham Contractors Ltd, Hamilton; Matthew Joli (Ngāi Tahu), Worthington Contracting Ltd, Rangiora; Manga Nathan-Patuawa (Te Roroa, Ngāti Whātua), Transfield Services (NZ) Ltd, Whangārei; Garreth Oien (Ngāti Kahu, Patukōraha), Transfield Services (NZ) Ltd, Kaitaia; Brian Ponton (Tūhoe, Ngāti Whare), Downer NZ, Tauranga; John Te Iringa (Te Rarawa, Ātihaunui a Pāpārangi, Maniapoto), KiwiRail, Whangārei; Tamehana Wickliffe (Ngāti Hako, Pae Ahi, Ngāti Tara Tokanui, Ngāti Tamaterā), Downer NZ, Hamilton.

## Celebrating Young People's Successes However Small They Might Be

*Pride Lands Ltd is calling for nominations to celebrate young people's achievements. When was the last time we celebrated the achievement of our next generation in public? When was the last time we gave our children a standing ovation with pride and joy? The Pride Awards is that chance.*



In December 2010, Pride Lands hosted the inaugural Pride Awards and presented awards to some of Wellington's cubs aged between 5-15 years acknowledging their achievements in school and contributions to their communities.

Organiser and Pride Lands founder Moses Ariama says for now the awards and event is for Wellington-based rangatahi, but he hopes to open the awards in other regions and eventually create a nationwide event.

"We only see awards for adults but what about our young people, they achieve, overcome challenges, and make big contributions but there was nothing out there for them."

Rangatahi, their whānau and supporters can complete nominations online at [www.prideawards.org.nz](http://www.prideawards.org.nz) between 02 May and 02 August 2011 for any of the following categories:

- Academic All Round Student Award
- Health and Fitness Award
- Team Work Award
- Creative Achievement Award
- Community First Award
- Positive Attitude Award
- Youth Leadership Award
- Overcoming Adversity Award
- Carers Award
- Bright Spark Award

The 2011 call for nominations are open for rangatahi aged 5 - 17 years old.

"It is our belief that by acknowledging young people for their accomplishments we can encourage them to believe that they can create a glowing future," says Moses.

## Scholarship **launched**

*A new scholarship has been launched, Tāwera for Māori business and management students.*

The scholarship is to provide support for up to 30 Māori enrolled in a business, commerce, or management degrees at bachelor level. The scholarship is offered by Te Pūtea Whakatupu Trust and Māori Education Trust.

The Tāwera Scholarship is designed to help address Te Pūtea Whakatupu Trust's strategic focus of lifting the level of Māori participation in middle and senior management capability in a range of industries, including fisheries.



The scholarship is available for students who are in their last year or second to last year of study towards their bachelor degree; demonstrate a commitment to tikanga Māori and te reo Māori; demonstrate a commitment to Māori, iwi, and hapū economic development; have proven academic merit and; are interested in building personal skills and expertise to support Māori/iwi economic and social development.

Successful candidates will be awarded \$10,000 and the invitation to attend the Charting Māori Industry Futures Conference – Ngā Whetū Hei Whai in Rotorua, July 3-5, 2011, where they will meet Māori and iwi industry leaders and get a sense of their potential role in supporting Māori industry futures.

*For application forms go to - [www.tpwt.maori.nz](http://www.tpwt.maori.nz).*

## New Zealand television **is going digital**

New Zealand television is going digital, starting in Hawke's Bay and the West Coast in 2012. Digital TV offers more channels, better pictures and new services. A new TV is not required, but all viewers need to make sure that they have the right digital equipment for their areas if they want to keep watching television.

Going Digital, part of Te Manatū Taonga, is the source of all you need to know about going digital - and there is a brochure in te reo as well as English to explain the changes. You can get more information from [www.goingdigital.co.nz](http://www.goingdigital.co.nz) or by calling 0800 838 800.

## Taitokerau goes **high speed**

*A Taitokerau Iwi consortium is constructing a high speed broadband network for Northland.*

The formation of the Taitokerau Networks has been led by Te Rūnanga o Whaingaroa, Te Rūnanga o Ngāti Whātua and Te Rūnanga o Te Rarawa. Haami Piripi, chair of Te Rūnanga o Te Rarawa, says, "We have designed the model to ensure there are returns and profit to reinvest in our communities."

He says a number of jobs have already been created to develop the network, and it is expected that Taitokerau Networks will further create a significant number of jobs across the Northland region.

The network will complement the government's broadband activities, will be the first Iwi owned regional transmission and backhaul network in the country and will be a significant contribution to the delivery of cost effective broadband connectivity to rural communities in Northland.

Roger MacDonald of Datalight, the telecommunications operator working in partnership with Taitokerau Works is excited by the possibilities of the partnership. He says, "Taitokerau Networks uses a business model that will substantially improve performance, connectedness and cost effectiveness of communications within and beyond Northland. At the same time, it focuses on achieving the outcomes sought by Taitokerau Iwi to improve education, employment, health, and prosperity across the predominantly under-served rural Northland region."

## Apiata and Ngārimu recognised on Victoria Cross stamps

A source of inspiration and national pride, the Victoria Cross is the highest award for those who have served in New Zealand's military forces. 2nd Lieutenant Te Moana-nui-a-Kiwa Ngārimu and Corporal Bill Henry (Willie) Apiata are among the 22 brave recipients of the Victoria Cross, all of whom are honoured in New Zealand Post's latest stamp issue: *Victoria Cross – the New Zealand Story*.



In total, 21 men won the Victoria Cross representing New Zealand from February 1864 to August 1943. In 1999 the Queen instituted the 'Victoria Cross for New Zealand' and the only recipient to date has been Corporal Willie Apiata for his gallantry in Afghanistan.

Corporal Apiata, who was awarded the Victoria Cross in 2007, is happy to honour past Victoria Cross winners, but felt it was not appropriate for his image to be on a postage stamp at this stage. He is represented in the stamp issue by an image of the medal awarded to him.



Te Moana-nui-a-Kiwa Ngārimu, who also features in the issue, died defiantly facing the enemy in Tunisia in 1943. He was awarded the Victoria Cross for his outstanding courage and fortitude.

The Victoria Cross – The New Zealand Story stamp range consists of 22 x 60c stamps – one for each of New Zealand's Victoria Cross recipients, a set of three first day covers, and a premium hard-cover publication entitled *Victoria Cross – The New Zealand Story*.

## VICTORIA CROSS – THE NEW ZEALAND STORY

*A premium hard cover publication*

The bravery and sacrifice of New Zealand's 22 Victoria Cross recipients are inspirational. Each of their remarkable stories are told in detail in the unique hard-cover publication: *Victoria Cross: The New Zealand Story*.

A truly inspiring read, it's the only book of its kind that comprehensively pays tribute to the Victoria Cross recipients of New Zealand. The 108 pages include fascinating information including a vast array of imagery, from photographs to paintings, citations and maps.

As well as telling captivating stories, the publication also contains limited edition stamp products that are not available elsewhere. Throughout the publication, you will find miniature sheets for each of the Victoria Cross Recipients, along with short descriptions detailing their acts of valour.

All products are available to purchase from 14 April 2011 at PostShop stores, REAL Aotearoa stores, [www.nzpost.co.nz/](http://www.nzpost.co.nz/) stamps and 0800 STAMPS (782 677).



## TE MATATINI O TE RĀ 2011: TAKING KAPA HAKA TO THE WORLD



Te Matatini 2011 winners Te Matarae i Orehu of Rotorua. Photography by Darrell Ahuriri.

*Te Matatini o Te Rā, the international Kapa Haka Festival showcasing the top teams from Australia and Aotearoa New Zealand was held over four days from 17 – 20 February 2011, with the pōwhiri on 16 February 2011.*

Hosted by the Tairāwhiti Cultural Development Trust and Te Matatini Society Incorporated, it attracted over 50,000 spectators over the four days of competition.

Wai o Hika Estate, the natural outdoor amphitheatre was a fantastic venue for the many whānau who travelled from as far as Perth and Christchurch to compete and support the performers. What was especially great about the venue was the natural lay of the land and how it divided areas from the performance arena, shopping village and kids activities. Whānau could explore and shop and still get their kapa haka fix.

Tairāwhiti were excellent hosts, and a huge thanks must go to the many volunteers, the 'kaupoi' who worked many tireless hours before, during and after the Festival.

Te Matatini o Te Rā also attracted a record number of international media from England, France, China, Hong Kong, Australia, Hawaii. It clearly indicates how much interest traditional Māori performing arts is appealing to an international audience.

Te Matatini o Te Rā was the Olympic games of Kapa Haka and the nine finalists from 42 teams set a new standard for Kapa Haka.

The launch of the NZ Post stamp series of Kapa Haka by Prime Minister Rt Hon John Key was one of the many highlights of the Festival, and having MP's present both on and off stage is what makes our Festival unique. With the Māori Affairs Minister Hon Peter Sharples performing, the Hon Te Ururoa Flavell working as stage manager again highlights the importance of Kapa Haka to many whānau.

The winning group, Te Matarae i Orehu were truly deserving of their win. It will be great to see them defend the title when we all descend on Rotorua for the 2013 Festival.

**Darrin Apanui**

*Executive Director*

*Te Matatini Society Incorporated*



## UNLOCKING THE POTENTIAL OF MĀORI LAND AND AGRIBUSINESS

*The Minister of Māori Affairs, Dr Pita Sharples recently launched the report Owners' Aspirations Regarding the Use of Māori Land at Parliament in conjunction with Hon David Carter, Minister of Agriculture, who released the report Māori Agribusiness in New Zealand: A Study of the Māori Freehold Land Resource.*

Dr Sharples says the reports look into the economic, cultural and social aspirations Māori communities have for their land, and the potential of agribusiness in Māori-owned land.

Te Puni Kōkiri's report presents findings from six hui held throughout 2010 with owners of large and small land blocks. The land owners were asked what their aspirations were and how they can best be supported. The consensus was that Māori land should be retained and used to enable it to be passed onto future generations. The use of the land should balance commercial and cultural imperatives.

The report says there are several barriers to Māori developing this land, including complex governance and management structures, as well as business knowledge and skills.

"The report also shows that Māori are successfully advancing their aspirations for the benefit of their whānau now and in the future," Dr Sharples says.

The Ministry of Agriculture report found that about 80% of Māori freehold land - or 1.2 million hectares - is under-utilised or under-performing.

Agriculture Minister David Carter says Māori agribusiness is a key priority for the Government and the reports will help it lift the productivity of Māori land and agribusiness.

He says Māori landowners are already significant contributors to New Zealand's primary sectors but there is room for them to develop into more profitable and sustainable businesses.

The reports recommend a review of the regulatory environment for Māori land ownership groups, as well as training and development programmes for those overseeing Māori entities.

### Kei te he!

In Kōkiri 21, we acknowledged Mr Ewa Katete Haua's achievement for receiving an MNZM. Our apologies go to Mrs Ewa Haua of Auckland who actually received the New Year Honour.



Te Puni Kōkiri, Te Puni Kōkiri House  
 143 Lambton Quay, Wellington 6011, PO Box 3943, Wellington 6140, New Zealand  
 PHN *Waea* 04 819 6000 FAX *Waea Whakaahua* 04 819 6299  
 WEB *Paetukutuku* [www.tpk.govt.nz](http://www.tpk.govt.nz)



## TE PUNI KŌKIRI REGIONAL OFFICES



### NATIONAL OFFICE

Te Puni Kōkiri, Te Puni Kōkiri House  
 143 Lambton Quay, Wellington 6011,  
 PO Box 3943, Wellington 6140, New Zealand  
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### TE TAITOKERAU REGION **A**

**WHANGĀREI** PHN *Waea* 09 430 3731  
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 Private Bag 9026, Whangārei 0148

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### TĀMAKI MAKAURAU REGION **B**

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### WAIKATO REGION **C**

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### TE MOANA Ā TOI REGION **D**

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### TAURANGA

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### TE ARAWA REGION **E**

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### TE TAIRĀWHITI REGION **F**

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### WAIROA

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### TAKITIMU REGION **G**

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### FEATHERSTON

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### TE TAI HAUĀURU REGION **H**

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### TARANAKI

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### TAUMARUNUI

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### PALMERSTON NORTH

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### TE WHANGANUI Ā TARA REGION **I**

#### LOWER HUTT

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#### LEVIN

PHN *Waea* 06 367 3814  
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### TE WAIPOUNAMU REGION **J**

#### CHRISTCHURCH

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