Kimihia He Oranga

Tairāwhiti Māori Economic Development Report

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CRITICAL ANALYSIS AND STRATEGIC OPTIONS

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Kimihia He Oranga

TE KŌRERO MO TE WHAKAĪNGOA O KIMIHIA HE ORANGA

Ko te īngoa 'Kimihia He Oranga' he mea whakaara e Miriama Hammond (Wairoa Taiwhenua) hai kōkiri i te 'karanga i ngā hāpori rātonga o Te Tairāwhiti me ngā taha kaipākihi, taha whakakatū mahi; ā-hapū, ā-iwi, ā-marae; o ngā hāpori o te pokapū whenua me ngā hāpori nōhanga; taha kāwanatanga me te Karauna, kia mahi tahi ki te whakapakari i te taha rautaki ohaoha ana whakamua, kia tinana, kia ū, me riro mā te Māori e whakatipu kia whai hua ai ko ngā iwi o Te Tairāwhiti me ōna hāpori katoa'.

Ko te kupu 'Kimihia' e tohu ana e rapu ana he huarahi, ā, 'He Oranga' e tohu ana i te oranga tonutanga ki roto i ōna āhuatanga katoa. Ki roto i tēnei kaupapa here 'Kimihia He Oranga' ko tōna whakamārama e pēnei ana. 'Kimihia He Huarahi hai whakatipu i te Taha Ohaoha kia Pakari'.

Miriama Hammond

THE STORY BEHIND THE NAME

The name 'Kimihia He Oranga' was presented by Miriama Hammond (Wairoa Taiwhenua) to represent a 'call to action of all Tairāwhiti stakeholders including business and industry; iwi, hapū, and marae; rural and urban communities; government agencies and the Crown to work collectively and collaboratively to develop Māori economic growth strategies to be driven, actioned, implemented, and grown by Māori for the benefit of Te Tairāwhiti Māori and its communities'. 'Kimihia' means to seek a pathway and 'He Oranga' refers to life in its many forms. In this context 'Kimihia He Oranga' can be interpreted to be 'Seeking Pathways for Economic Success'.

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E tipu e rea mō ngā rā o tō ao
Ko tō ringa ki ngā rākau a te Pākehā
Hei ora mō te tinana
Ko tō ngākau ki ngā tāonga a ō tīpuna Māori
Hei tikitiki mō tō māhuna
Ko tō wairua ki tō Atua, Nānā nei ngā mea katoa

Grow and branch forth for the days destined to you
Your hands to the tools of the Pākehā for the welfare of your body
Your heart to the treasures of your ancestors as adornments for your brow
Your Spirit to God, who made all things

Tā Apirana Ngata

Foreword

This report is about economic opportunities for Tairāwhiti Māori, whānau, hapū and iwi. It offers critical insight and a selection of options to support and enhance te ao Māori economy (Māori world economy) within Tairāwhiti.

The research was mandated by eleven iwi and Māori businesses in September 2015 in response to issues raised at a Tairāwhiti economic hui. A question posed at this hui provided the context for the rangahau (study) – what would a booming Tairāwhiti economy look like in 2040? This report offers some propositions.

The catalyst to the rangahau was the lack of consideration for Māori economic potential within existing regional economic plans for Tairāwhiti. This document has been developed on the premise of being Tairāwhiti whānau, hapū and iwi-centric.

Whakapapa ties are a unique attribute for drawing on economies of scale and underpin Māori capacity to act on some of the priorities whānau, hapū, and iwi identify as important in this rangahau.

The geographic boundaries extend beyond local government borders to capture both Gisborne and Wairoa district councils. This study embraces hapū and iwi boundaries across Tairāwhiti from Potikirua in the north to the Mohaka River in the south. Implicit in the rangahau was a te ao Māori worldview. In my opinion this has been achieved.

Within the content of this report is a tiered approach, inclusive of the key findings from participants interviewed, the background and research methodology, stakeholder engagement, profile of Tairāwhiti Māori and information about Kimihia He Oranga (KHO) and the research team.

Creating economic prosperity for Tairāwhiti requires a collaborative and whole-of-community approach, and while the lens cast over this report is uniquely Māori, KHO see this as a valuable resource as it informs employers and business owners of how to engage effectively with Māori. This report articulates the economic aspirations of Tairāwhiti Māori but more importantly it provides a window of hope for Tairāwhiti.

The report is a conduit through which to explore and carve out economic and sustainable pathways for the future.

Ngā mihi

Tina Karaitiana
Chair, Kimihia He Oranga

“Ko te āhua o te taha whakapakari ohaoha, koia te reo o te iwi.”

"We must nurture, grow and develop our people and resources across the whole region simultaneously. This will create a rural and Māori economic potential base that gives our whānau options of coming back home to contribute to the Iwi and the regional economy."

Summary

This report sets out the outcomes of research on Māori economic development in Tairāwhiti undertaken by Kimihia He Oranga (KHO) with funding support from Te Puni Kōkiri. This report presents a view of regional economic development grounded in the voices of the people (inclusive of iwi, Māori and rural communities) and a critical analysis of present Tairāwhiti regional economic development proposals. It is specifically intended for iwi and Māori groups, entities, and businesses, and for central, regional and local government as a constructive contribution to deliberations on the way forward for the Tairāwhiti economy.

The report is organised into the following sections:

- **Ngā kaupapa:** propositions for KHO to consider in respect of the findings;
- **Introduction:** outlining the aims of the research, key definitions, and people involved;
- **Methodology:** approach to the research, including interviews, document review, and use of statistical information;
- **Tairāwhiti economic development:** a critical analysis of the current approach to economic development and another view of economic development;
- **Tairāwhiti Māori economy:** a statistical profile of Māori socioeconomic conditions, economic assets and activity, and cultural and social indicators;
- **Key findings:** participants comments, which are organised into three themes (or clusters): people development; major projects; and entrepreneurship and innovation;
- **Analysis:** this section highlights key themes, strategic issues and development principles that may benefit the Tairāwhiti economy; and
- **Conclusions:** A summation of the key insights derived from the research, analysis of the findings, and ongoing discussions with KHO and other stakeholders.

The research team comprised academic and iwi researchers with strengths in kaupapa Māori research, critical methodologies, indigenous economic development, and iwi relationships. Working together, the team undertook research, design, data collection, analysis and engagement with KHO and others through the process. The researchers engaged with a diverse cross-section of Māori people across Tairāwhiti, in rural settings, small towns and urban centres. In all 67 interviews were completed which were transcribed, summarised, and analysed in accordance with ethical research principles.

While KHO supports the general direction of the Activate Tairāwhiti Plan (ATP) on economic development this research emerged out of concerns that Māori perspectives, and those of rural and small town settings, were not adequately reflected in the ATP. This research therefore, acknowledges the weaknesses of the current process where an urban-centric, prevailing industry-focus, top-down method, and narrow engagement were evident. As a result, the research undertaken by KHO provides evidence, analysis and ideas of what can be done differently. In this report the voices from iwi, Māori and rural communities are accentuated. Strategic issues are highlighted as considerations for regional development

(e.g., private-public investment, public-iwi roles in development, urban-rural migration, individual-collective capability, and self-development – external development for others).

An analysis of the interviews, and the Tairāwhiti economy from a national, regional and Māori perspective, and discussions with KHO reveal four key actions, which are discussed in the next section. Importantly, this report is not a complete statement of all the issues raised, but highlights particular insights and actions that can inform current policy and planning for the Tairāwhiti economy from a Māori perspective.

“He aha te mea nui o te ao, he tangata, he tangata, he tangata.”

Photo Credit: Rongowhakaata Iwi Trust

**"Our greatest asset is ourselves...
Tairāwhiti Māori have always been creative and innovative.
Now is the time for Tairāwhiti individual, hapū, Iwi and all others
to work collaboratively in growing the potential of our region."**

Ngā Kaupapa: Propositions

The following four kaupapa emerge as central findings and suggested actions from this research to enhance iwi and rural economic development in Tairāwhiti.

- **First,** a focus on people through - rebuilding rural community numbers by developing incentives (e.g., housing loans etc), rebuilding communities, people repatriation, building peoples' entrepreneurial capability and capacity (e.g., promote small to medium business ownership and entrepreneurship), building new work opportunities, providing digital and information technology connectivity, uptake and education, supporting iwi to provide and support cultural connectedness (whanaungatanga) and capacity building. It is important for those wanting to work productively with Iwi leaders to work with transparency and without making prior assumptions about how iwi might wish to engage or invest. In other words, there is a need to understand clearly the politics of iwi engagement – many of the tribes who have settled with the Crown expect new ways of engaging that are respectful and recognise iwi mana.

- **Second,** a focus on enhancing the existing 'big project' economic opportunities related to the traditional primary industries of farming and agriculture. Beyond this, there are many newer industries in a formative stage of development, including forestry, fishing, tourism, apiculture and horticulture. Many of these initiatives have significantly more potential for economic return than is currently being realised, (e.g., the 'on-leasing' of fishing quota is a 'passive' participation in the fishing industry; growing other peoples' trees on Māori land then shipping logs offshore for processing by others). We note that Activate Tairāwhiti propose building a chipping plant in Gisborne to take advantage of forestry potential. However, there is much more potential in this industry for Māori than just owning land on which trees are grown. In regard to these 'bigger' economic projects, there is an alignment with the general thrust of the Activate Tairāwhiti Plan in that these industries need to be an important focus. Having said this, there are two further points for consideration. There is a need to think beyond the current

portfolio of economic initiatives in the region and to seek other 'new' projects through incentivising development in rural outlier communities such as what is happening with Tairāwhiti honey. There is also a need to consider different ways of thinking about economic development and not be constrained by present ways of thinking. In this report some of these new approaches, which move outside narrow, instrumental ideas of economic development, are identified.

- **Third,** the need to build entrepreneurial capacity and capability in small communities. There are many successful projects across New Zealand which have the potential for application in other communities. In this sense, economic development is not just about big projects – it must also be about how individuals can participate. The potential for providing start-up funding for small businesses that have the capacity to employ others should be considered. A number of participants expressed the possibility of enhancing tourism on the East Coast with a range of entrepreneurial self-development projects focussed on culture, eco-tourism and the environment.

- **Fourth,** this research highlights the need for a deliberate and coordinated approach to empowering Māori economic development in Tairāwhiti, with a focus on human capability development, enterprise development in priority sectors, and support for Māori entrepreneurship and innovation. In order to achieve this, the formation of a specialist entity is proposed that is fully resourced to provide all forms of enterprise assistance to Māori entrepreneurs and investment funds into small to medium businesses and entrepreneurial self-development. Ideally, the entity would be an independent, non-government Māori economic development institution, with a focus on Tairāwhiti, rural, iwi and Māori economic development.

The institution would also assist in positioning rural and small town economic development. The entity should comprise experts who are culturally capable with relevant governance and business expertise to provide the necessary strategic and practical help to Māori enterprises. They would also determine a Tairāwhiti Māori economic development framework necessary to create the right settings for Māori economic success.

Horizontal/Vertical Framework[1]

1 Smith, G.H., Tinirau, R., Gillies, A., and Warriner, V. (2015). He Mangōpare Amohia: Strategies for Māori Economic Development. Commissioned research project examining Success Factors for Māori Economic Development (Principal Investigator). Whakatāne, New Zealand.

"The horizontal/vertical framework is a positive way of showing how individual, hapū, Iwi or business interests can retain their own mana and autonomy but still contribute towards the collective interests of regional wellbeing."

“Inā tutuki i a Te Tairāwhiti, ko Aotearoa whānui ka whakawhiwhia.”

"A call to action to all Tairāwhiti stakeholders including business and industry; iwi, hapū, and marae; rural and urban communities; and governing agencies and the Crown to work collectively and collaboratively to develop Māori economic growth strategies to be driven, actioned, implemented, and grown by Māori for the benefit of Te Tairāwhiti Māori and its communities."

Introduction

CONTEXT

The research team is pleased to present this report to KHO. We acknowledge KHO as a co-operative of iwi and community voices drawn from across the Tairāwhiti rohe, which cross tribal boundaries from Potikirua in the north to the Mohaka River in the south, running inland to Matawai and down to Tuai and Waikaremoana.

While KHO acknowledge the effort and the data presented by Activate Tairāwhiti as part of a proposed regional economic development plan, KHO suggest that in its original form, its recommendations insufficiently target the transformation of iwi, Māori and rural communities. This omission is important, given that iwi, Māori and rural communities are disproportionately under-developed. Moreover, it ignores their potential to contribute to regional and national economic growth.

Kimihia He Oranga emerged in response to the perceived shortcomings of the regional economic development plan as proposed by Activate Tairāwhiti. Kimihia He Oranga found the level and quality of engagement with Māori unsatisfactory, and as a consequence, conclusions drawn about Māori needs, priorities and aspirations may present an incomplete picture.

In response, KHO issued…

"a call to action to all Tairāwhiti stakeholders including business and industry; iwi, hapū, and marae; rural and urban communities; and governing agencies and the Crown to work collectively and collaboratively to develop Māori economic growth strategies to be driven, actioned, implemented, and grown by Māori for the benefit of Te Tairāwhiti Māori and its communities." This platform is linked to the catch cry that Tairāwhiti Māori success is Aotearoa/New Zealand's success.

This research seeks to engage more comprehensively with a broader range of participants from across the whole of the Tairāwhiti rohe. In particular, the intention is to canvas more input from iwi, Māori and rural communities and to record their observations, aspirations and criticisms related to economic development as it impacts on them and their life chances. While the primary focus of this research has been to seek a more inclusive consideration of iwi, Māori and rural community perspectives, a secondary intention has been to explore the reservations raised by KHO, and to identify possible solutions grounded in Māori aspirations (what Māori want to do), Māori ingenuity (how Māori think), Māori capabilities (what Māori can do), and Māori assets (fundamentally, people, knowledge, land, language and culture).

This KHO report broadens consultation undertaken by Activate Tairāwhiti, seeking meaningful community-oriented engagement with iwi, Māori and rural voices on how 'economic under-development' might be transformed, often outside urban centres. By commissioning this report, KHO seek to produce a parallel set of priorities for regional economic development in Tairāwhiti that embraces the economic aspirations of iwi, Māori and rural communities because their meaningful involvement matters.

TERMS OF REFERENCE

The terms of reference for this research were developed by KHO. Kimihia He Oranga (Appendix 1) are a co-operative of eleven iwi entities and Māori business interests who seek to participate in the Tairāwhiti regional economic development planning processes and contribute ideas and recommendations from the whānau, hapū and iwi of Tairāwhiti.

The objectives of this research are to:

- build a collective and collaborative framework for Māori economic development in the Tairāwhiti rohe, at the same time respecting individual iwi sovereignty;
- respond to the limited iwi and Māori aspirations apparent within the current draft plan for regional economic development;
- provide continuing economic development opportunities for Māori groups, entities and businesses in the Tairāwhiti rohe;
- develop a communication network to coordinate timely and relevant information exchange between economic development stakeholders in the Tairāwhiti rohe; and
- raise the profile and positively promote Māori regional and sub-regional economic development in the Tairāwhiti, nationally and internationally.

DEFINITIONS

Clarification of some definitions, key terms and concepts used in this report include:

- **Māori:** Used generically to describe all people of Māori descent. The use of this term is useful in order to embrace all Māori irrespective of tribal affiliation in the rohe.
- **Iwi:** Used to differentiate between all Māori in Tairāwhiti and the tribes who originate from the rohe, with the implication that Māori interests and iwi interests may not necessarily be the same.

- **Tangata whenua:** While all Māori may claim tribal ancestry, in the Tairāwhiti rohe there are a set number of iwi who are tangata whenua. The primacy of their rights in their own territory are acknowledged by KHO. These are the tribes within the Tairāwhiti rohe connected to the land. They are the tribes who give the kawa (protocols) to marae in their territories; who have urupa (burial plots) in their land; and whose identities are inscribed in the landscapes. There are also Māori in Tairāwhiti whose iwi are located elsewhere. All other iwi have homelands to which they belong and where they have 'prior' rights. Tribal differences need to be recognised.
- **Rural:** Used to differentiate communities who reside around small towns and away from the urban context of Gisborne city. From time to time the term 'rurality' (Smith, 2015) is used to describe the 'reality of being rural'; that rural existence is the starting point, the central concern and the reality of one's existence as opposed to the taken-for-granted construction of 'rural' as being a lesser reflection of 'urban' existence.
- **Rohe:** Describes a culturally defined boundary enclosing iwi, marae, villages, landscape and so forth. Sometimes it is useful to make this cultural distinction within the broad parameters of the notion of 'region'.
- **Tino rangatiratanga:** Used to describe Māori self-determination, including aspirations for self-governance over tribal policy, assets and institutions. Tino rangatiratanga is closely tied to its use and meaning in the Treaty of Waitangi, which has been extensively deliberated on by the courts, the Waitangi Tribunal and claimants.

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“Rapua ngā whakahaere taha tuakiri ohaoha, i runga anō i tā te iwi e manako ana, tae atu ki ngā roopu Māori.”

"This research will identify economic activities that will positively contribute to the cultural, social and environmental wellbeing of the Tairāwhiti region."

Methodology

RESEARCH PROBLEM

Current economic analyses present limited consideration of Māori perspectives on regional and sub-regional economic development within Tairāwhiti. Regional growth studies have tended to view Māori as passive beneficiaries of economic development that is happening around them and in spite of them (see Appendix 3 for examples). There is a need to move from 'external development' to 'self-development' while considering the influence of current demographics, economic, social, and cultural statistics relevant to this rohe. This research responds to the limited evidence of iwi and Māori aspirations within the proposed Activate Tairāwhiti regional economic development plan.

The purpose was to identify economic activities and outcomes as determined by iwi and Māori groups, entities and businesses. An intended outcome of the research was to provide a parallel set of priorities that would accentuate economic development within the Tairāwhiti rohe for Māori and non-Māori. The research indicates these activities contribute to economic, social, cultural and environmental wellbeing within the region.

RESEARCH METHODOLOGY

A mixed methods approach was used to achieve the research purpose, including:

- interviews with iwi individuals and iwi/Māori groups, entities and businesses within Tairāwhiti on their aspirations for long-term economic development;
- identifying priorities and actions on specific opportunities that participants considered could stimulate Māori economic development;
- assessing social and economic conditions within Tairāwhiti for Māori and others using statistical data;
- a critique of regional economic development strategies in other regions; and
- dialogue with KHO which produced priorities that reflect diverse Tairāwhiti iwi, Māori, and rural perspectives.

QUALITATIVE RESEARCH

Qualitative research was conducted by four 'iwi' researchers recruited for this purpose. Participants from across Tairāwhiti were asked about Māori economic development in the region. Participants were encouraged to be expansive in their responses, which generated significant volumes of data.

A schedule of thirteen primer questions were developed to guide interviews and order participants responses. The questions were:

- Describe what you think Māori economic development is?
- What do you think is needed to support and enhance Māori economic development?
- How important do you think Māori culture and language is in the context of regional economic development?
- How do you think we could create more work opportunities in the Tairāwhiti rohe?
- What infrastructure do we need to create these opportunities?
- What are some innovative ideas we could be doing to enhance the Tairāwhiti rohe economic development?
- How do you think we can achieve them?
- What do you think are the greatest assets for economic development for Māori?
- How can we uplift the wellbeing of whānau and hapū?
- What does economic success mean to you and your whānau?
- What do you think are the implications of this for iwi economic development?
- What are your ideas, dreams and aspirations for Māori economic development?
- Is there anything else you would like to add that you think is important?

The interviews were conducted across four 'rohe' within Tairāwhiti:

- Rohe 1 – Potaka to Waiapu;
- Rohe 2 – Waiapu to Whangara;
- Rohe 3 – Gisborne and surrounding areas; and
- Rohe 4 – Wairoa.

STATISTICAL ANALYSIS

A statistical analysis of key indicators for Māori social, cultural and economic conditions was prepared by MartinJenkins for this research. These served as a useful baseline and backdrop to the research and analysis of the findings. The data include:

- Demographics (tangata);
- Economics (whairawa);
- Social (whanaungatanga); and
- Cultural/Spiritual (tikanga, wairuatanga).

A REVIEW OF RELEVANT LITERATURE

A selection of economic development literature was reviewed to identify synergies with this report, and to inform contextual and other considerations. These reports include, among others:

- Activate Tairāwhiti Regional Economic Development Plan (Activate Tairāwhiti, 2016b);
- Toi Moana Bay of Plenty Growth Study May 2015 (MPI, 2015b).
- Tai Tokerau Northland Growth Study February 2015 (MPI, 2015a);
- Manawatū-Whanganui Growth Study July 2015 (Eaqub, Ballingall, Henley, & Hutchings, 2015);
- East Coast Regional Economic Potential Study April 2014 (Hill, Knuckey, Chen & Williamson 2014; Knuckey, Iyer, Chen, Pailing, & Williamson, 2014); and
- He Kai Kei Aku Ringa (Knuckey, Iyer, Chen, Pailing & Williamson, 2014; MEDP, 2012)

A summary of recent regional growth studies and their analysis of local Māori economies is provided in Appendix 3.

“Whatungarongaro te tangata toitū te whenua.”

"If we keep doing the same things, we will keep getting the same results."

Tairāwhiti Economic Development

REFLECTIONS ON THE ACTIVATE TAIRĀWHITI PLAN

Activate Tairāwhiti describes its approach to economic development as follows:

"Our emphasis is on a collaborative approach to encourage business success, while delivering sound economic development actions for the Tairāwhiti region.

- Provide the resources and connections that businesses need to flourish.
- Generate jobs and grow GDP.
- Build our region's competitive advantages.
- Work with public and private sector partners to deliver projects that stimulate business growth and productivity.
- Create a business environment that supports sustainable economic growth.
- Help develop a skilled and talented workforce.
- Retain regional wealth for re-investment.
- Attract investment into the region.
- Monitor and benchmark our region's performance."

(Activate Tairāwhiti, 2016a, pp. 1–2)

Despite acknowledging these good intention, KHO believe that the Activate Tairāwhiti economic development plan and its recommendations focus unevenly on Gisborne city. Consequently, there is an inadequate consideration of how rural development and benefit across the region will accrue. Significant investment is sought in the proposed Activate Tairāwhiti Plan (ATP) recommendations to boost physical infrastructure and business potential around the Gisborne city environs. As such, the lines between what might be 'new' and 'innovative' in the area of economic development on the one hand and the ongoing responsibilities of the Gisborne city rate-payers on the other hand, are not transparent. In summary, the ATP as written not only fails to respond appropriately to rural and small town economic transformation and/or their aspirations, it misses an opportunity to move beyond old models of economic development that have had limited success in the past.

The following selection of comments indicate dissatisfaction expressed by participants from across the region in the ATP:

"What's new about these proposals – we are doing the same old things that haven't worked in the past – Tairāwhiti Māori/our people will be no better off."

"…these recommendations are typical – they represent the business community in Gisborne and miss out our needs in places like here [Wairoa] – they are all about Gisborne."

"The only real recommendation that targeted Māori up front was the one about 'better Māori land utilisation' – I just see this as another land grab opportunity and a fundraising attempt by Gisborne Council to charge new rates."

"Our infrastructure is our people – how do we look after and grow the potential of our iwi base, how do we create an economic base that gives our whānau options of coming back home to contribute to the iwi – instead of having to chase work all over New Zealand and overseas."

While Activate Tairāwhiti is based in Gisborne City and is supported by the Gisborne District Council (GDC) and the Eastland Community Trust (ECT) it has assumed the mandate 'to contribute positively to an economic development plan aimed at stimulating regional economic development' across the whole of the Tairāwhiti region. There is little detail of how the current 'urban-centric' focus will manifest economic development outcomes across the whole of the Tairāwhiti region. For instance while the whānau, hapū and iwi of Wairoa do not come under the jurisdiction of GDC or ECT, they are part of the Tairāwhiti Māori economy and their needs and circumstances should be considered in regional economic planning.

Having made this point, KHO supports the general thrust of the priorities for growth identified by Activate Tairāwhiti. On the basis of this research, and as indicated within many of the responses from the participants, the Activate Tairāwhiti priorities might be considered more utopian than practical. There is a need for a more considered understanding of how to facilitate transformative enactment within iwi, Māori and rural sites that are currently significantly under-developed. How these Activate Tairāwhiti priorities convert into a wider Tairāwhiti economic benefit (outside the urban environs) is not

specified and seemingly rely on the traditional assumptions of 'trickle down' economic theory.

The ATP is summarised as follows:

"It highlights the need for improved infrastructure, particularly road transport and digital connectivity.

Three main sectors are identified in the ATP:

- Maintain and grow our region's horticulture sector through better water management practices;
- Develop the wood processing industry; and
- Capitalise on the booming tourism sector.

The Plan will become a key driver in implementing economic development activity".

(Activate Tairāwhiti, 2016b).

The priority areas of the ATP as noted earlier are generally supported by KHO and also by participants in this research. However, the fact that KHO are developing this report demonstrates past plans have not always been successful when engaging Māori.

A CRITIQUE OF ECONOMIC DEVELOPMENT STRATEGIES

A critical understanding here is that unless the people for whom the changes are intended 'buy in' to the proposed strategies, then the new proposals are unlikely to be effective. This is a major failing of externally driven development approaches which are established over the top of indigenous communities. There is already a significant body of critical literature on this topic, particularly from Pacific authors (e.g., Halapua, 1996; Halapua & Naudain, 1995). A key learning about transforming intent is the need to 'take the population with you' – the people whom you are trying to influence need to 'buy in' to the relevance of the processes and outcomes of the intended transformation. This is also a pre-requisite to stimulating 'self-development' as distinct from 'external development'. This is why a more inclusive consultation process is required which reaches across the whole of the Tairāwhiti rohe.

There are a number of existing information sources that reference economic development in the Tairāwhiti region (Hikurangi Takiwa Trust, 2016; Hill et al., 2014; Knuckey et al., 2014). Activate Tairāwhiti have canvassed some of this material. However, the 'value add' of this research lies within the broader engagement with a range of

community voices, within rural locations, in businesses and community contexts such as marae. Through this, we anticipate a more culturally aligned, geographically located, and therefore, more relevant and informed set of iwi, rural, and rohe aspirations and strategies. Given the multiple information streams considered in this research, the intention is to provide a more accurate read of the Tairāwhiti regional complexities in respect of economic development.

An important criticism of the ATP by KHO has been of the 'urban' (centre) and 'rural' (periphery) divide. It is the view of KHO that insufficient attention has been paid to rurally located and small town populations, Māori aspirations generally, and iwi relations in particular. Many of these smaller, rural communities across the Tairāwhiti region already harbour suspicions about 'urban' capture of development resources aided by the false promises of 'trickle down' economic development to these other interest areas (Arndt, 1983). The current ATP emphasises urban developments around Gisborne city, reinforcing this scepticism.

Ultimately, KHO is focussed on improving both the processes and outcomes that will enable a more productive and inclusive iwi and Māori economic development approach. The aim of this report is to suggest some priorities for economic development across the Tairāwhiti rohe that more appropriately and fairly reflect the aspirations of iwi and Māori across the whole of this region.

A further matter is the issue of repeating strategies that have failed to make a difference in the past. The fundamental position of this report is that there is a need for new thinking and innovative strategies. Kimihia He Oranga have established a set of principles and strategies that initiate a genuinely new approach to the economic transformation of iwi, Māori and interest groups in the Tairāwhiti region. This issue is summed up in the words of one participant:

"We don't need more of the same old approaches that haven't worked for us in the past. We're hoha. We put in a lot of energy and effort for nothing – still broke, still no jobs."

Significant numbers of participants in this research want a model of economic development focussed on 'people' development, in the sense of building human capacity and capability in ways that are culturally affirming. While there is a need to better understand the social, cultural and economic determinants of iwi and Māori under-development, there is also a need to use these understandings to interrupt the 'cumulative' cycles that reproduce deprivation and enable more effective interventions.

ANOTHER VIEW OF ECONOMIC DEVELOPMENT

Western economic models that ignore culturally different community contexts cause tension. Some of the tensions that arise are alluded to in the following questions that might be asked of all regional development planning approaches. Does the model:

- accentuate traditional 'top down' development, and therefore, fail to adequately harness or stimulate self-development strategies that have 'buy in' from within iwi, Māori and rural communities?
- emphasise reductionist fiscal outcomes without including socio-economic development (i.e., an inextricable link between fiscal development and people development. Ninety percent of participants prioritised people development as their primary concern)?
- focus on 'possessive individualism', whereas Māori also think about collective responsibilities as required within whānau, hapū, iwi and other collaborative developments?
- accentuate individual financial gain for the 'here and now', whereas Māori notions of development may also focus on inter-generational wellbeing (the benefits for generations to come)?
- fairly represent the interests of all constituencies or are particular interest groups able to access and reproduce existing advantages (e.g., is the model able to account for horizontal economic thinking 'the level-playing field ideologies')?
- go far enough in meeting the needs and aspirations of all communities across the whole region (e.g., iwi, Māori and rural in the Tairāwhiti rohe constitute some of the most under-developed sectors in the region)?
- take into consideration working long-term with iwi rūnanga and interest groups on development projects of mutual interest or is the commitment more about working with business interests and developments in the urban context?
- give prominence to working with the development priorities and aspirations of small towns and rural communities, or is there a lack of focus on building the capability and capacity of people to self-develop in small communities?

A further intention of this research undertaking is to process a variety of information sources that specifically reference economic development in the

Tairāwhiti region. Kimihia He Oranga are concerned to reflect the aspirations and interests of iwi, Māori and rural communities across the whole of the Tairāwhiti region. While the KHO collective emerged as a 'critical voice' in response to the ATP, this is not the only reason for its existence. The KHO is also concerned to undertake additional research as well as draw on a broad information pool that is already known, engaging with a range of sources of which the ATP is but one.

There are some contextual issues pertaining to the Tairāwhiti rohe that shape the processes as well as the outcomes of this research. These should be understood as part of the background related to the Tairāwhiti rohe.

There is a tension between the potential to repatriate and encourage iwi members to return home and/or actively participate in tribal affairs in their traditional rohe and marae versus the 'urban drift' by many of these iwi individuals to find work in cities outside the region. The re-development of the rural economy and the potential repatriation of iwi back to their home territories are of major interest to iwi rūnanga. The potential of the rural economy is under-developed as a significant contributor to the overall New Zealand economy. A key strategy in the re-development and re-population of rural New Zealand has to be in the fit for purpose, diversified strategies (e.g., there is a need to shift the focus from unemployment to work creation). This shift will require an integrated community approach to create new and innovative economic opportunities and growth through employing multiple strategies at the local level. At the heart of this self-development strategy has to be a co-ordinating group overseeing a deliberate and planned approach. A number of responses to this research pointed this out and have suggested the need to establish an economic development board specifically focussed on iwi, Māori and rural economic development. This board would have some start-up funds for small businesses and entrepreneurs; oversee growth in work creation; run 'development' workshops; and liaise with iwi rūnanga to engage in mutually beneficial projects.

Because eighty-six percent of Māori who claim an iwi identity are in fact domiciled in urban settings, there is a subsequent need to see the distinction between 'rural' and 'urban' differently. These definitions may be limited descriptors in respect of where iwi/Māori are in fact located. That is, the argument for more rural development of iwi is not necessarily an argument based on current population dispersal statistics.

Rather, the argument advanced here is that iwi populations are simultaneously co-located – a physical location (where one lives) and a cultural location (where one belongs and identifies). Furthermore, there is a significant desire to halt and in some instances resettle traditional iwi homelands. Very few iwi/Māori are living in or on their traditional lands. The problem is not so much that one might argue for rural development based on population numbers but more on building the potential for repatriation of iwi populations back to their tribal rohe – and the potential of this relocation could reduce the disproportionate levels of Māori under-development.

There is a need to clarify and agree what is 'intra' development and what is the responsibility of tribal infrastructure versus 'extra' development or what is the responsibility of the state, given that iwi and Māori are also taxpayers and ratepayers.

Understanding the tension between public and iwi collective interests on the one hand, and private and individual interests on the other, is a further consideration. We propose a conceptual framework of 'vertical' development (individual/private) versus 'horizontal' development (collective/public) that can reveal this tension even if it cannot be fully mediated. Recognising and understanding this tension without necessarily resolving it is important to enable some of these issues to be 'parked' so that other economic development projects can proceed. Examples of other tensions over private/public interests and boundaries are seen in private land blocks, incorporated lands, independent farms, and private businesses, which may be owned by tribal members but do not want to come under the iwi governance.

This conceptual framing has the potential to help mediate a range of other problematic tensions (e.g., in helping negotiate the tensions that may arise between iwi priorities 'vertical development' and regional/rohe priorities 'horizontal development'). Even though the tension may remain unresolved, acknowledging the issue allows parties 'to agree to disagree', and still move forward.

A further concern relates to externally derived development strategies for social and economic intervention versus self-development models. The externally developed models are often viewed as being patronising and more about other people's interests rather than local interest or benefit. 'Development' strategies that have been externally developed by dominant interest groups tend to reproduce existing preferences, privilege and advantage.

“Ko te whāriki ko te hiringa matua mā tātau ko Kaupapa Māori.”

"Māori economic development is different from non-Māori/non-Indigenous economic development; it has a holistic view that includes the social, cultural and environment responsibilities which are supported by a sustainable and inter-generational economic model."

Tairāwhiti Māori Economy

MĀORI ECONOMY PROFILE

The purpose of this profile is to provide an evidence base to support the Tairāwhiti Māori economic development report. This section is based on data prepared and supplied by MartinJenkins.

Tairāwhiti Study Area

The study area is made up of two territorial authority areas: Gisborne district or region, and Wairoa district (see Figure 1).

Wairoa district is part of this Māori regional economic development report currently being developed for Tairāwhiti. Where possible, information is presented at the study area level and is labelled as 'Tairāwhiti' and at the territorial authority level, labelled as 'Gisborne and Wairoa.' In some cases, due to data confidentiality and small sample/population sizes, the Gisborne region and Hawke's Bay regional data are combined.

Figure 1: Tairāwhiti study area

Source: Māori Land Court

DEMOGRAPHICS (Tangata)

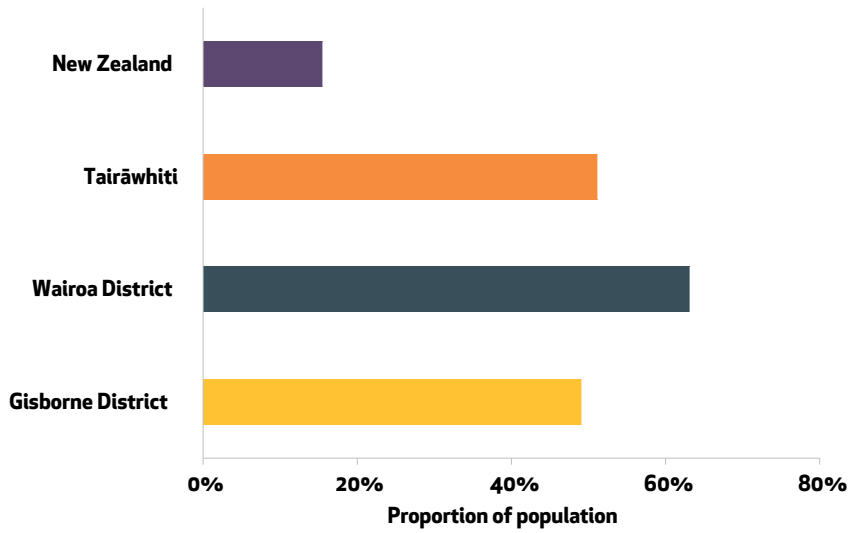
Population

The Tairāwhiti rohe had a total population of 55,580 in 2015, of which 28,432 identified as Māori. Over half the population in Tairāwhiti is Māori.

In Figure 2, Māori account for 51 percent of the total population in Tairāwhiti. This compares with about 16 percent nationally. Māori account for 63 percent of the population in Wairoa and 49 percent in Gisborne.

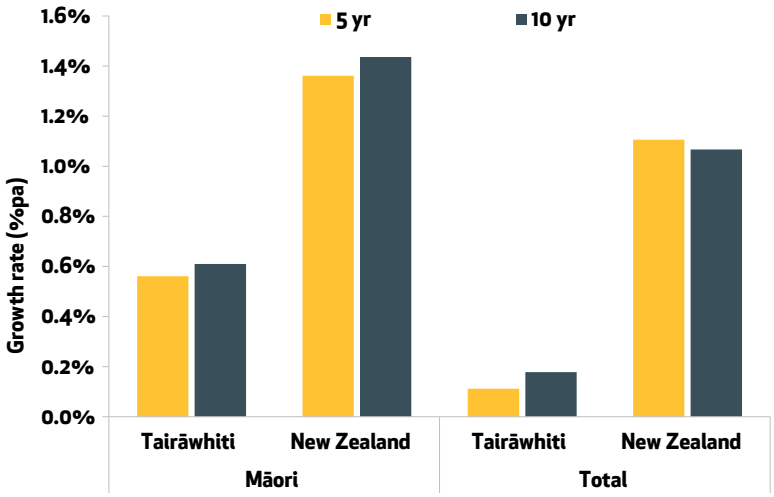
Māori are increasing as a proportion of the rohe's population and are significantly younger than the non-Māori population.

Figure 2: Māori population in the Tairāwhiti area and at the territorial authority level, 2015



Source: Subnational population estimates, Statistics New Zealand

Figure 3: Māori share of growth rates in the Tairāwhiti area



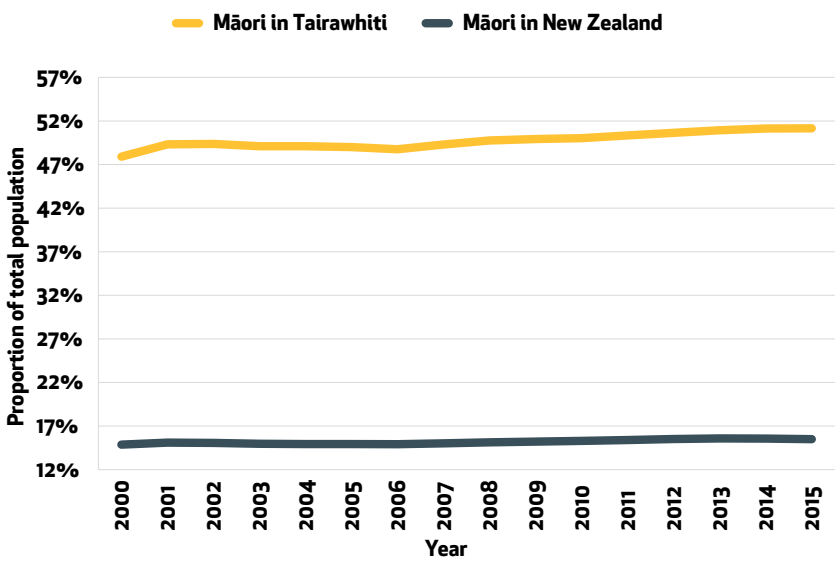
Source: Subnational population estimates, Statistics New Zealand

Trend Growth

The Māori population in Tairāwhiti is growing at a faster rate than the non-Māori population. Māori share of total population in the area has increased from 47.9 percent in 2000, to 51.2 percent in 2015. Five and ten-year growth rates are relatively similar (Figure 3). For Māori and non-Māori in Tairāwhiti, ten-year population growth rates are slightly higher than for the last five years.

The number of Māori in the Tairāwhiti rohe has been growing at about 0.6 percent per annum, slower than Māori across New Zealand (about 1.4 percent annually) (Figure 4). However, while the number of Māori in Tairāwhiti is not growing as fast as Māori nationally, the slower growth in population in the area compared with nationally has seen Māori share of total area population grow faster than Māori share of New Zealand's population.

Figure 4: Māori share of total population in the Tairāwhiti area, 2000 to 2015

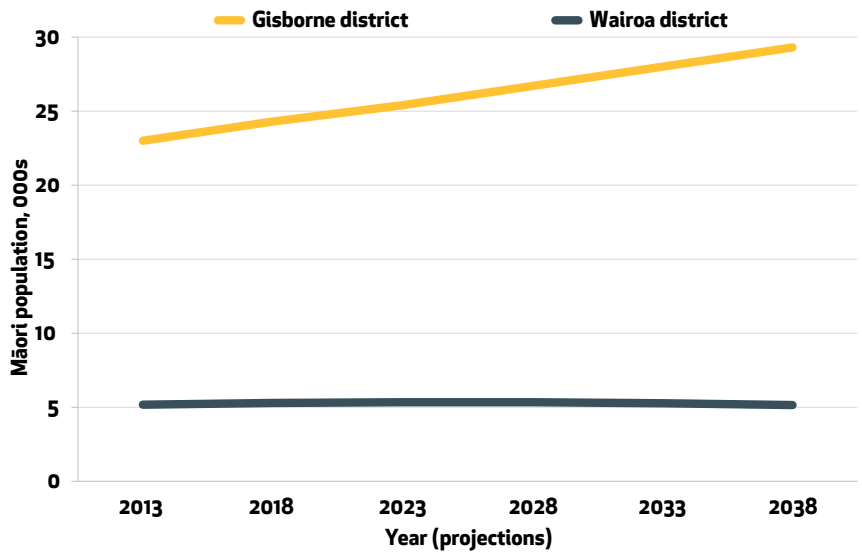


Source: Subnational population estimates, Statistics New Zealand

Population Projections

Statistics New Zealand's medium growth projections to 2038 suggest that the Māori population in the Tairāwhiti area will grow to 34,450 while the European population is projected to fall (Figure 5). At the territorial authority area level, the Māori population in Gisborne is projected to grow at a fast rate, while in Wairoa the Māori population is expected to peak at 5,340 in 2023 and 2028 and fall to 5,150 by 2038.

Figure 5: Māori population projections at the territorial authority level, 2013 to 2038



Source: Subnational ethnic population projections, Statistics New Zealand
Note: The ethnic populations are not mutually exclusive because people can and do identify with more than one ethnicity. People who identify with more than one ethnicity have been included in each ethnic population.

Age Profile

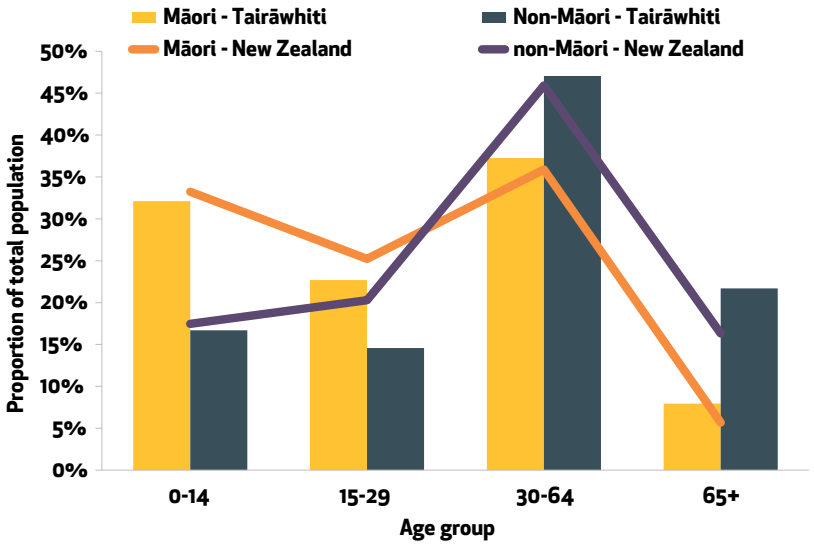
A major factor driving the faster growth of Māori in the area, and indeed nationally, is the lower age profile and higher birth rates in the Māori population. The Māori population is significantly younger than the non-Māori population in Tairāwhiti (Figure 6).

A third of Māori in the Tairāwhiti rohe are under the age of 15, compared with only 16.7 percent of non-Māori. Less than eight percent of Māori are 65+ compared with 21.7 percent of non-Māori. This is similar to the pattern nationally, although Tairāwhiti has a slightly older non-Māori population, particularly in the 65+ age groups. The age profile of Māori is a significant opportunity for the area, particularly as younger Māori move into prime working age.

Age Dependency Ratio

Māori in Tairāwhiti have a dependency ratio of 67. That is, there are 67 dependent people (<15yrs and >65yrs) per 100 working age people. This is slightly higher than for non-Māori in the rohe (62). However, the majority of the dependency for Māori is for those less than 15, whereas for non-Māori, dependency is largely from the over 65s. For Māori in the rohe, those under 15 years old account for 80 percent of the dependents, whereas for non-Māori, those under 15 years old account for 43 percent of dependency.

Figure 6: Age breakdown in the Tairāwhiti area, 2015



Source: Subnational population estimates, Statistics New Zealand

Iwi Affiliation

Table 1 sets out the main iwi in Tairāwhiti along with selected measures. There are eleven iwi whose rohe boundaries are within the Tairāwhiti study area. At least three of these have more than 30 percent of their people living in the Tairāwhiti area.

Table 1: Iwi in Tairāwhiti with selected measures, 2013

Iwi	Population in Tairāwhiti	As a % of total iwi	Median age	Median income ($)	Formal qualifications	Ability to hold a conversation in te reo
Te Aitanga-a-Māhaki	2,643	42%	25.6	23,700	76%	34%
Rongowhakaata	1,902	39%	26.8	25,300	80%	34%
Ngāi Tāmanuhiri	756	44%	26.9	25,100	78%	42%
Te Aitanga-a-Hauiti	Data not available					
Ngāti Porou	12,600	18%	22.6	22,400	72%	27%
Te Whānau-a-Kai	Data not available					
Ngāriki Kaiputahi	Data not available					
Ngāti Kahungunu ki te Wairoa	3,309	16%	24.3	23,500	74%	25%
Ngāti Rongomaiwahine	936	21%	25.1	21,900	74%	33%
Ngāti Pahauwera	474	20%	28.4	23,400	70%	30%
Ngāti Rakaipaaka	315	24%	31.3	24,400	72%	34%

Source: Census 2013, Statistics New Zealand

WHAIRAWA (ECONOMIC)

Whairawa or Māori economic wellbeing can be expressed by the extent to which Māori have the skills to realise economic opportunities, are earning income and returns that fulfil their lifestyle expectations, are active across all sectors of the economic community and Māori businesses are identifiable, visible and prosperous. In this section there is a focus on:

- educational participation and performance;
- the workforce and participation in the labour market;
- financial wellbeing, home ownership and income; and
- Māori authorities and businesses.

Educational Participation and Performance

Māori do not tend to achieve the same level of participation and performance as non-Māori. Māori in Tairāwhiti are slightly less qualified than Māori nationally.

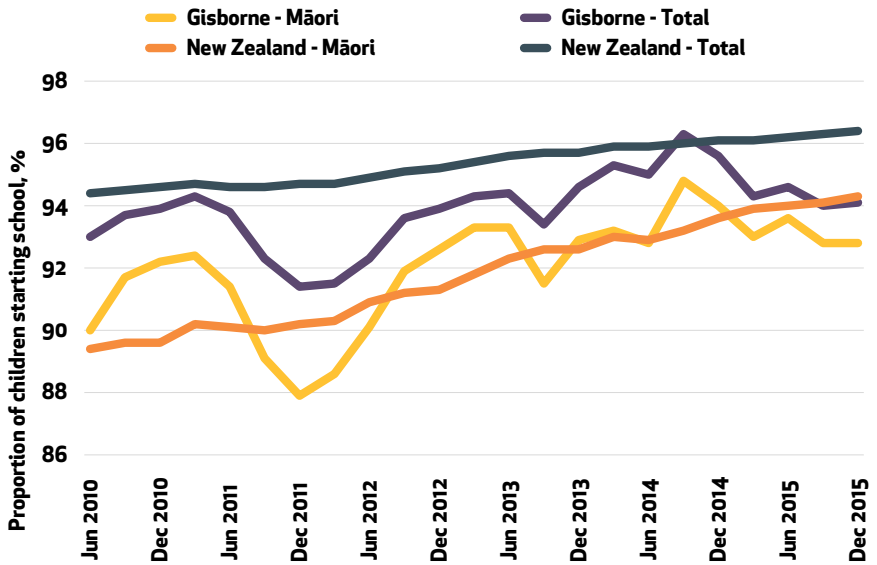
Early Childhood Education

Participation in high quality early childhood education (ECE) has significant benefits for children and their future learning ability, and better social outcomes. In 2015, 92.8 percent of Māori children in the Gisborne region attended ECE before starting school (Figure 7).

Māori in the Gisborne region are slightly less likely than all Māori to have attended ECE before starting school and their participation is slightly lower than for all children in Gisborne.

While the overall participation in ECE for Māori is increasing, it has eased off for Māori in Gisborne since September 2014. The region's participation peaked in 2013/14 at 94.8 percent before falling to 92.8 in December 2015.

Figure 7: Participation at ECE in Gisborne, 2010 to 2014



Source: Education Counts, Ministry of Education

Participation by ECE Type

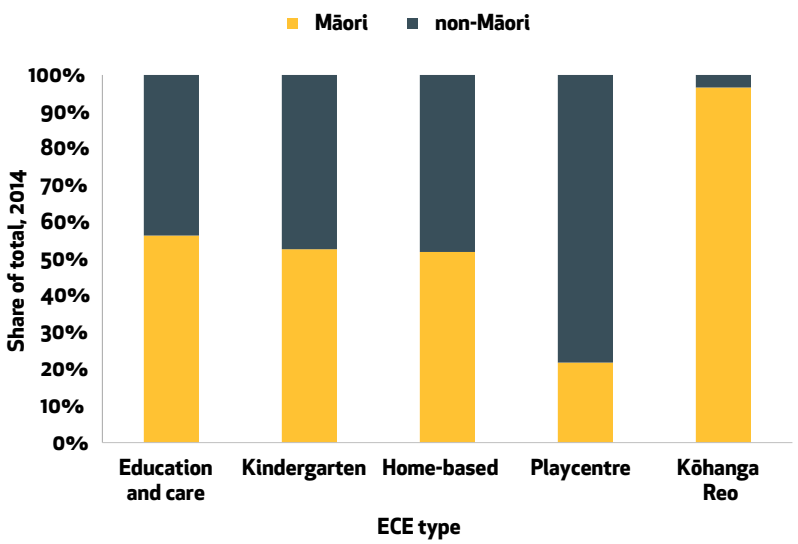
In 2014, there were 2,380 participants in early childhood education in Gisborne of which 1,456 (61 percent) were Māori.

During this period 1,317 (55 percent) of participants were enrolled in education and care, followed by 441 (19 percent) in kōhanga, 363 (15 percent) in kindergarten, 135 (6 percent) in home-based and 124 (5 percent) in playcentre.

Figure 8 shows the share of Māori participants in each of the early childhood education types. Māori participants in education and care accounted for 742 (56 percent), followed by 426 (97 percent) in kōhanga, 191 (53 percent) in kindergarten, 70 (52 percent) in home-based and 27 (22 percent) in playcentre.

Looking at the change in participation type, the greatest absolute growth in

Figure 8: Participation by type at ECE in Gisborne, 2014



Source: Education Counts, Ministry of Education

participation for Māori over the last 10 years has been in education and care. Education and care is also the fastest growing area by participation, having increased by 10.2 percent per annum over the last ten years.

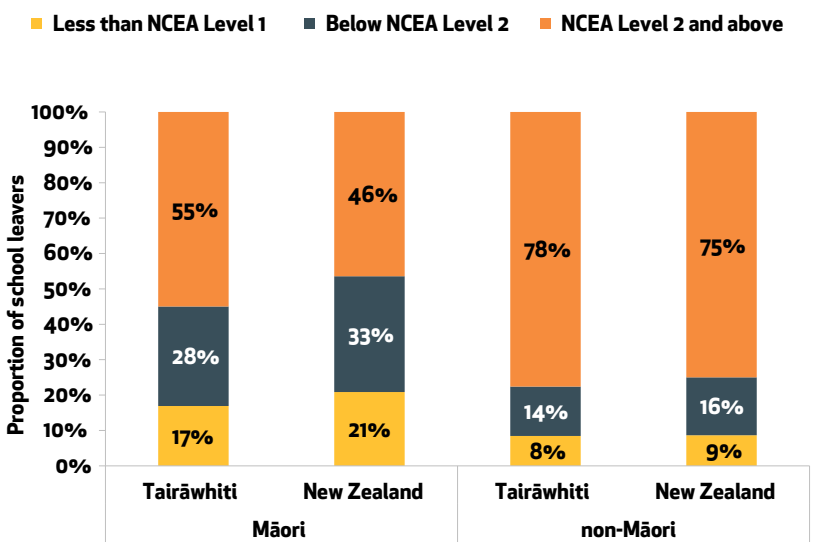
In 2004, 49 percent of total Māori participation in Gisborne was in kōhanga reo, however by 2014 this decreased to 29 percent, a decline of 3.1 percent per annum.

School Leavers by Highest Qualification

Figure 9 shows the highest qualification gained by Māori and non-Māori school-leavers in 2014 in Tairāwhiti and New Zealand. In 2014, 55 percent of Māori in Tairāwhiti left secondary school with NCEA level 2 or above. This is a higher share than Māori nationally (46 percent) but much lower than the 78 percent of non-Māori in Tairāwhiti and 75 percent of non-Māori nationally.

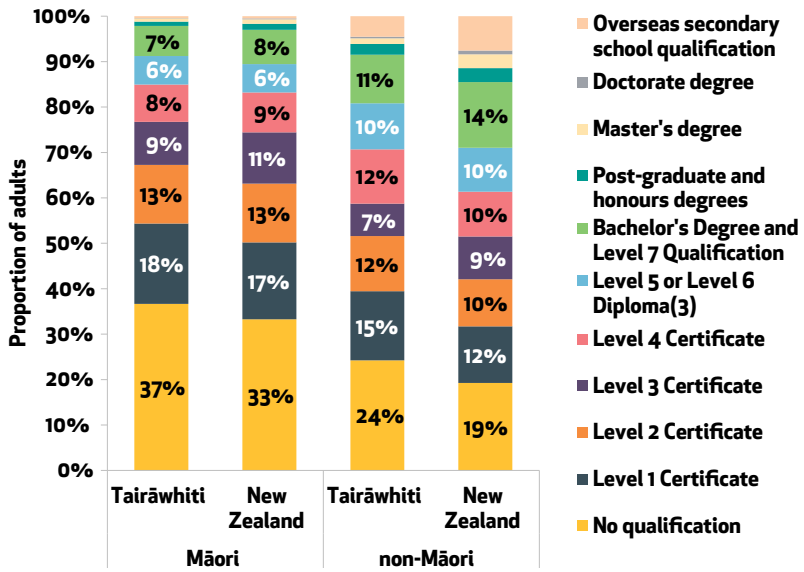
At the other end of the scale, 17 percent of Māori school leavers in Tairāwhiti left with less than NCEA level 1. The 'less than NCEA level 1' includes the following three categories: halfway to a level 1 qualification; less than halfway to a level 1 qualification (with at least 14 credits); and little or no formal attainment. While better than Māori nationally (21 percent), it was well above the 8 percent of non-Māori in Tairāwhiti and the 9 percent of non-Māori nationally.

Figure 9: School leavers by highest qualification in the Tairāwhiti area, 2014



Source: Education Counts, Ministry of Education

Figure 10: Highest qualification in the Tairāwhiti area, 2013



Source: 2013 Census, Statistics New Zealand

However, Māori school-leaver attainment in Tairāwhiti has been improving. In 2009 only 42 percent of Māori left with NCEA level 2 and above, and 22 percent of Māori left with less than NCEA level 1. Higher attainment improved to 54 percent, and lower attainment dropped to 17 percent in 2014.

Highest Qualification

Figure 10 shows the highest qualification of Māori and non-Māori adults in Tairāwhiti and nationally in 2013.

In 2013, 37 percent of the Māori working age population in Tairāwhiti had no formal qualifications. This was higher than the 33 percent of Māori working age population with no qualifications nationally. It was also much higher than the 24 percent of the non-Māori working age population in Tairāwhiti with no qualifications.

About 8 percent of Māori in Tairāwhiti had a bachelor degree or higher. This compares with 10 percent for Māori nationally and is well below the 15 percent of non-Māori in the area with at least a bachelor degree and the 21 percent of non-Māori nationally.

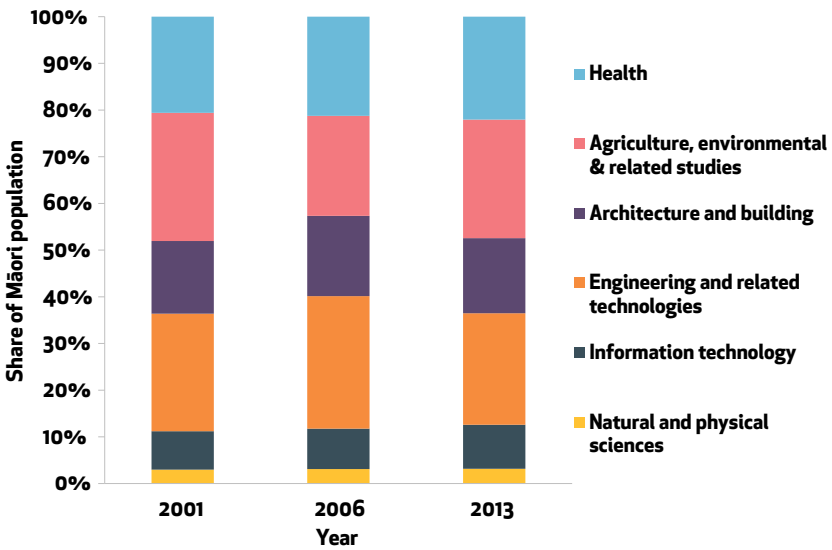
STEM (science, technology, engineering and mathematics) skills

It has been increasingly recognised by government that skills in STEM are needed for innovation and economic growth. In 2013, 11 percent of Māori in Tairāwhiti had post-school qualifications in STEM, compared with 21.6 percent of non-Māori (having increased from 8.4 percent in 2001) (Figure 11). Of the STEM-related fields of study, proportionately more Māori had qualifications in engineering and related technologies and agriculture, environmental and related studies, compared with other STEM fields.

At the territorial authority level, Gisborne District had the higher proportion of Māori with post-school qualifications in STEM subjects, with 11.3 percent, while Wairoa District had 9.4 percent (Figure 12).

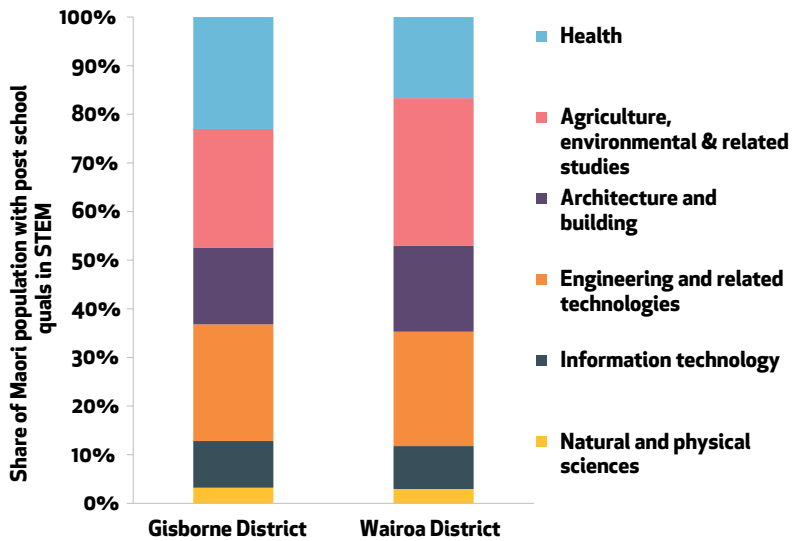
In Gisborne, Māori are more likely to hold qualifications in health. Agriculture/ environment-related studies and architecture and building are a feature of Māori with STEM qualifications in Wairoa.

Figure 11: Māori population with post-school qualifications in STEM in the Tairāwhiti area, 2001, 2006 and 2013



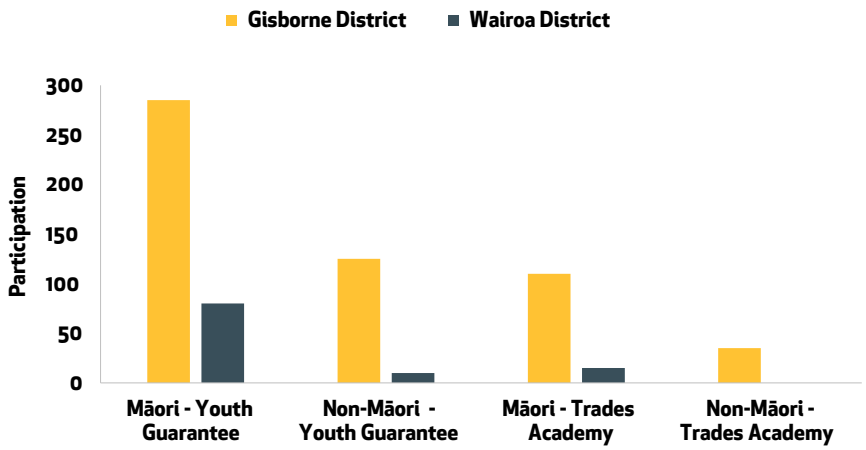
Source: 2013, 2006 and 2001 Census, Statistics New Zealand

Figure 12: Māori population with post-school qualifications in STEM at the territorial authority level, 2013



Source: 2013 Census, Statistics New Zealand

Figure 13: Youth guarantee and trades academy participation at the territorial authority level, 2014



Source: Ministry of Education customised data. Notes: Students are counted in each ethnic group they identify with, so the sum of the various ethnic groups may not add to the total. The Trades Academy data have been rounded to the nearest 5 to protect the privacy of individuals, so the sum of individual counts may not add to the total.

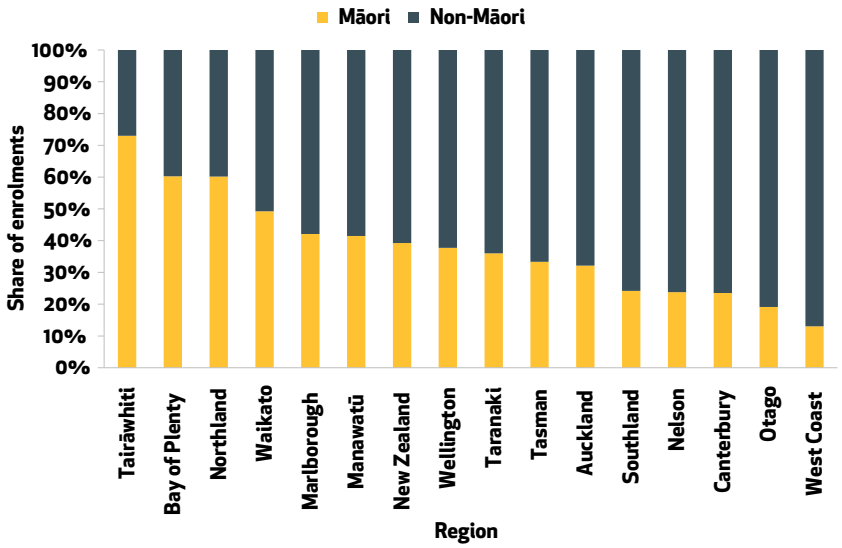
Transition Training

Youth Guarantee initiatives are about improving the transition from school to work, by providing a wider range of learning opportunities, making better use of the education network, and creating clear pathways from school to work and study.

Trades academies deliver trades and technology programmes for senior secondary school students (years 11–13). They provide a transition between school and tertiary education.

Both initiatives have high Māori participation in Tairāwhiti, compared with non-Māori (Figure 13). In 2014, there were 435 enrolments across Tairāwhiti in the Youth Guarantee initiative. Of these enrolments, 365 identified themselves as Māori. There were 125 enrolments of Māori students in the Trades Academy, compared with 35 non-Māori. There are greater levels of participation in Gisborne than Wairoa, for Māori and non-Māori, across both programmes.

Figure 14: Youth guarantee participation by region, 2014

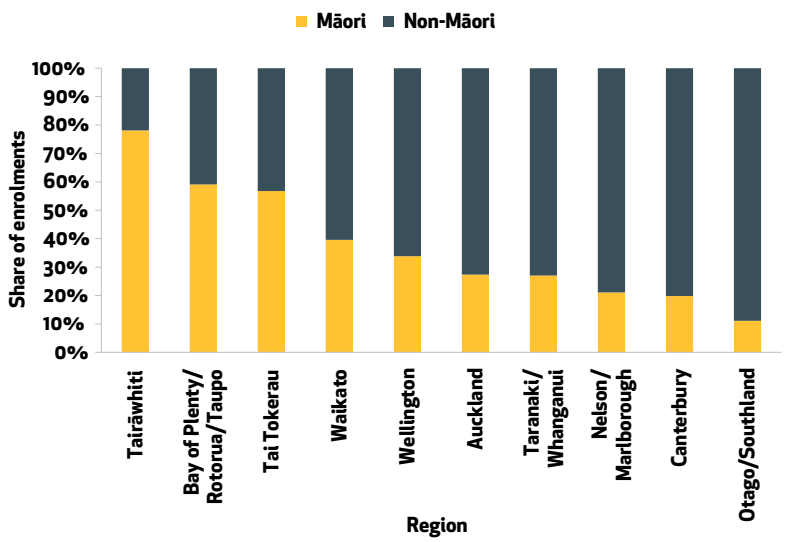


Source: Ministry of Education customised data. Notes: Students are counted in each ethnic group they identify with, so the sum of the various ethnic groups may not add to the total. The Trades Academy data have been rounded to the nearest 5 to protect the privacy of individuals, so the sum of individual counts may not add to the total.

As a proportion of total Youth Guarantees enrolments, Māori are most represented in Tairāwhiti compared with other regions (Figure 14). By absolute number of enrolments, Auckland has the most Māori student enrolments, while Tasman has the least. Tairāwhiti is at about the midpoint of all regions.

In the Trades Academy, there were 160 enrolments, with 125 Māori students. As a proportion of total Trades Academy enrolments, Māori are most represented in Tairāwhiti compared with other regions (Figure 15). By absolute number of enrolments, the combined Bay of Plenty/Rotorua/Taupō region has the most Māori student enrolments, while Otago/Southland has the least. Again, Tairāwhiti is at about the midpoint of all regions.

Figure 15: Trades academy participation by region, 2014



Source: Ministry of Education customised data. Notes: Students are counted in each ethnic group they identify with, so the sum of the various ethnic groups may not add to the total. The Trades Academy data has been rounded to the nearest 5 to protect the privacy of individuals, so the sum of individual counts may not add to the total.

Skilled and Successful Workforce

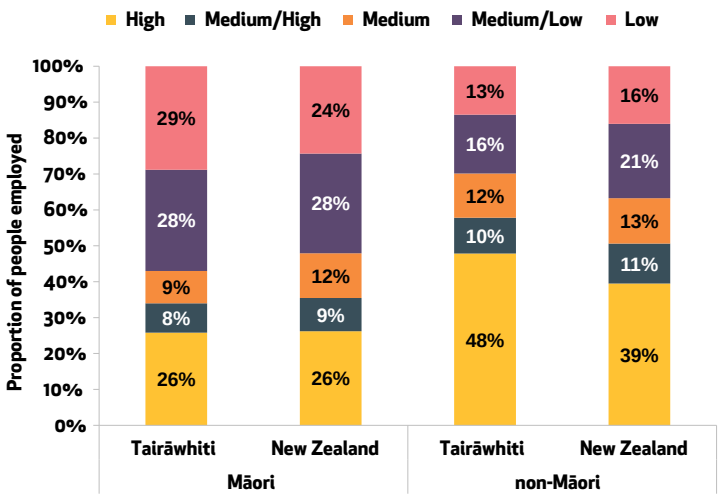
Māori in Tairāwhiti are over-represented in the low and medium-low skill categories. Figure 16 shows the skill level of Māori and non-Māori workers in Tairāwhiti and nationally in 2015.

In Figure 17, a quarter of Māori in Tairāwhiti are employed in high skill categories. This is the same as the share of Māori nationally (26 percent) in high skill categories and well below non-Māori employment in high skill categories. A similar proportion of Māori in Tairāwhiti are employed in low skilled jobs (29 percent). The inverse pattern to high skill holds, and Māori are over-represented compared with non-Māori.

Looking at skill levels across the districts in the region, the share of Māori employed in high skilled categories is slightly higher in Gisborne than in Wairoa. This is consistent with low skills, where Wairoa has a higher proportion of Māori employed than Gisborne.

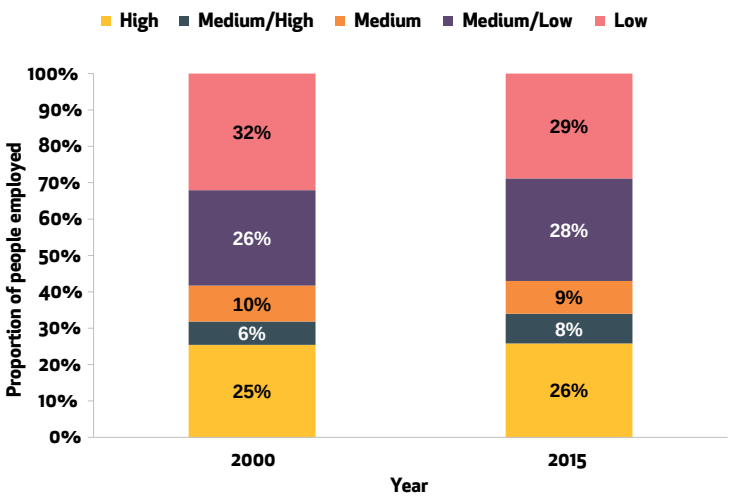
There has been a slight improvement in skills categories over time. The share of Māori employment in high and medium high skilled categories has increased by three percentage points between 2000 and 2015, while the share of Māori employment in low skilled jobs has declined.

Figure 16: Employment by skills level in the Tairāwhiti area, 2015



Source: Infometrics

Figure 17: Māori employment by skills level in the Tairāwhiti area, 2000 and 2015



Source: Infometrics

Māori workforce by occupation

In Figure 18, Māori in Tairāwhiti are more likely to work as labourers and machinery operators and drivers than non-Māori.

The largest proportion of the Māori workforce in Tairāwhiti are employed as labourers (27 percent). This is a higher share than for Māori nationally, and three times the share of non-Māori employed as labourers. Māori in Tairāwhiti are also over-represented in the community and personal services workers group.

Professionals is the second largest occupation group for Māori in Tairāwhiti. Māori in Tairāwhiti are also under-represented in the managers and technicians and trades workers occupation group.

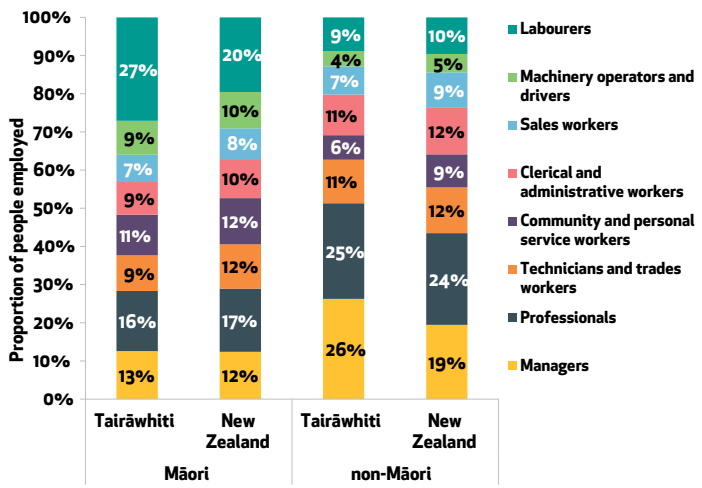
A significantly higher proportion of Māori are employed as labourers in Wairoa compared to Gisborne. Māori professionals are more likely to be employed in Gisborne.

Participation in the Labour Market

There are 24,335 people employed in Tairāwhiti, of which, 10,304 are Māori.

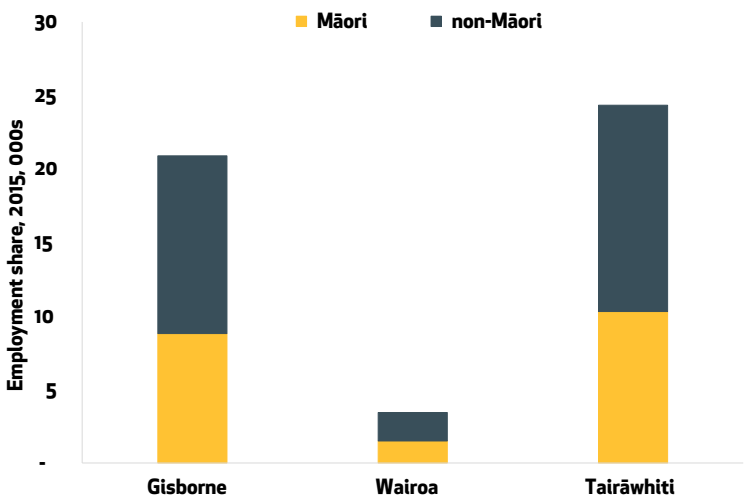
Gisborne and Wairoa respectively employ 8,805 and 1,499 Māori.

Figure 18: Employment by occupation in the Tairāwhiti area, 2015



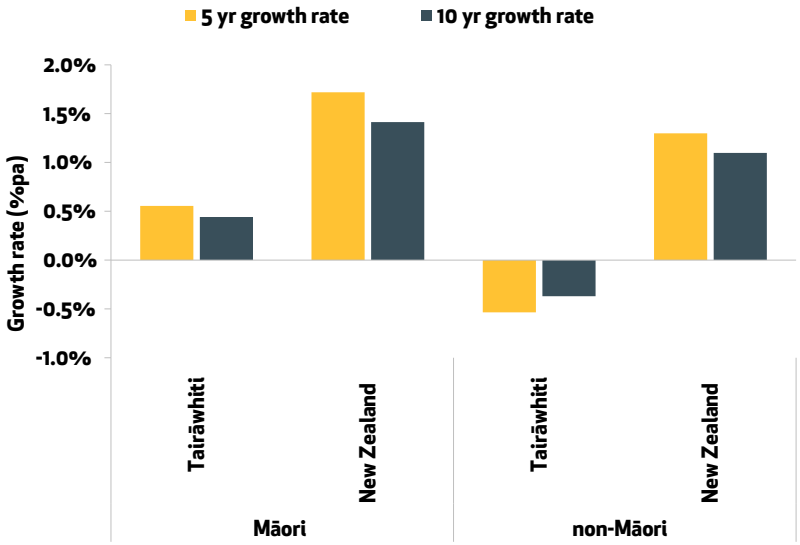
Source: Infometrics

Figure 19: Employment in the Tairāwhiti area and at the territorial authority level, 2015



Source: Infometrics

Figure 20: Share of regional employment growth rates in the Tairāwhiti area



Source: Infometrics

Employment Growth

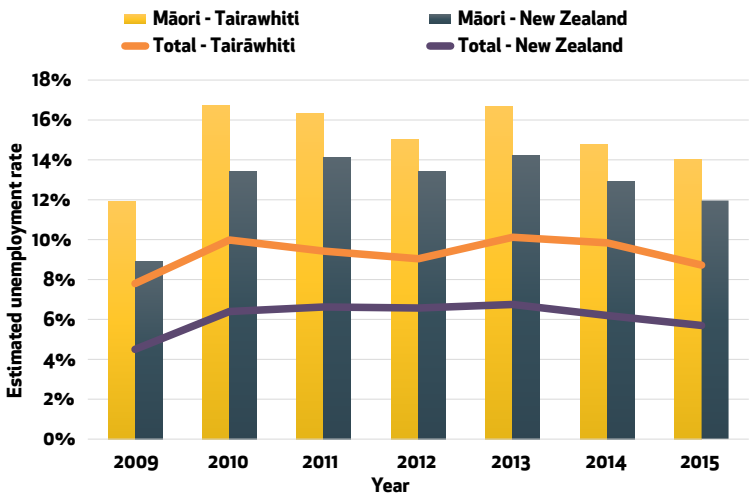
Māori employment growth, while not as high as Māori employment growth nationally, is better than non-Māori employment growth in Tairāwhiti (Figure 20).

Unemployment Rate

Māori unemployment is higher in Tairāwhiti (14 percent) than for Māori in New Zealand (12 percent), as indicated in Figure 21. Māori are more likely to be unemployed than the general population in both districts.

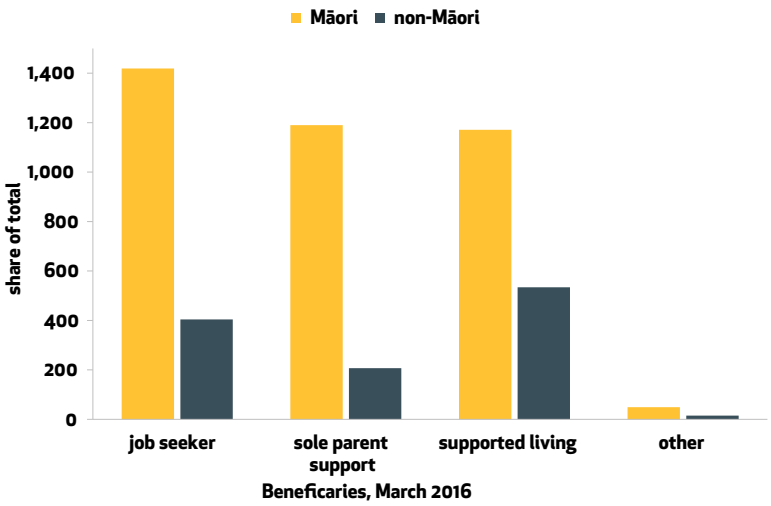
Looking more closely at Māori unemployment relative to total unemployment, Māori in the Tairāwhiti rohe are 1.6 times more likely to be unemployed than the total workforce. This is better than nationally, where Māori are 2.1 times more likely to be unemployed.

Figure 21: Unemployment in the Tairāwhiti area, 2009 to 2015



Source: Infometrics

Figure 22: Beneficiary data in Gisborne, March 2016



Source: Quarterly benefit fact sheets, Ministry of Social Development

Receipt of Benefits

In March 2016 there were 4,989 people on a benefit in the Gisborne regional council area (Figure 22). Of these 3,829, or 77 percent, were Māori. Māori account for 85 percent of sole parent support benefits.

The total number of beneficiaries in the wider Tairāwhiti area has fallen from 5,411 in September 2013, to 4,989 in March 2016. Māori beneficiaries have also fallen over that time period, from 4,039 to 3,829.

Note that beneficiary data should be considered in light of the size of the Māori working age population compared with the non-Māori working age population. In 2015, there were about 17,000 Māori between the ages of 15 and 64. This is about half the working age population in the area. Hence, when looking at the benefits data from March 2016, about 22 percent of working age Māori in Tairāwhiti are on a benefit compared with about 7 percent of non-Māori.

Over the last two years, non-Māori beneficiaries have fallen by 5 percent per annum while Māori beneficiaries have increased by 1.9 percent per annum. However, looking at the two main benefit types, there are differences in trends.

Job Seeker

In March 2016 there were 117,134 registered job seekers in New Zealand of which 42,061 were Māori. In Figure 23, Māori made up 78 percent of registered job seekers in Gisborne compared with 36 percent of Māori nationally.

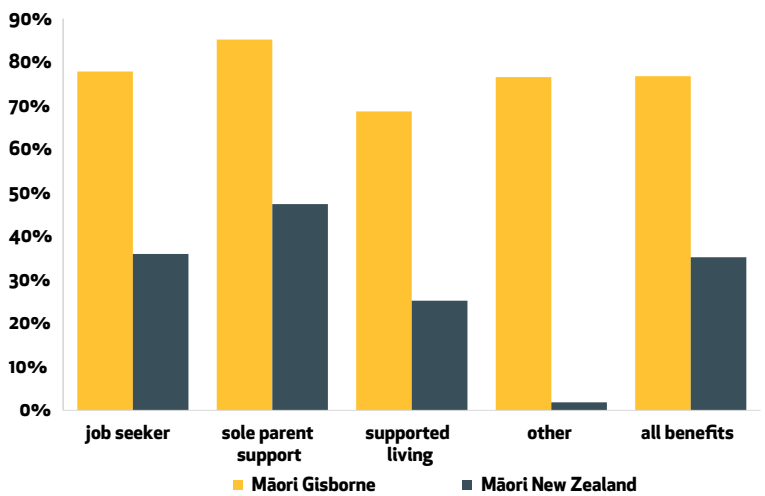
Sole Parent Support

In March 2016 there were 66,387 sole parent support beneficiaries in New Zealand of which 31,461 were Māori. In Figure 23, Māori made up 85 percent of sole parent support beneficiaries in Gisborne compared with 47 percent of Māori nationally.

Supported Living

Nationally there were 93,250 supported living beneficiaries of which 23,483 (25 percent) were Māori. In Gisborne there were 1,705 supported living beneficiaries of which 1,171 (69 percent) were Māori.

Figure 23: Māori percentage of beneficiaries in Gisborne, March 2016

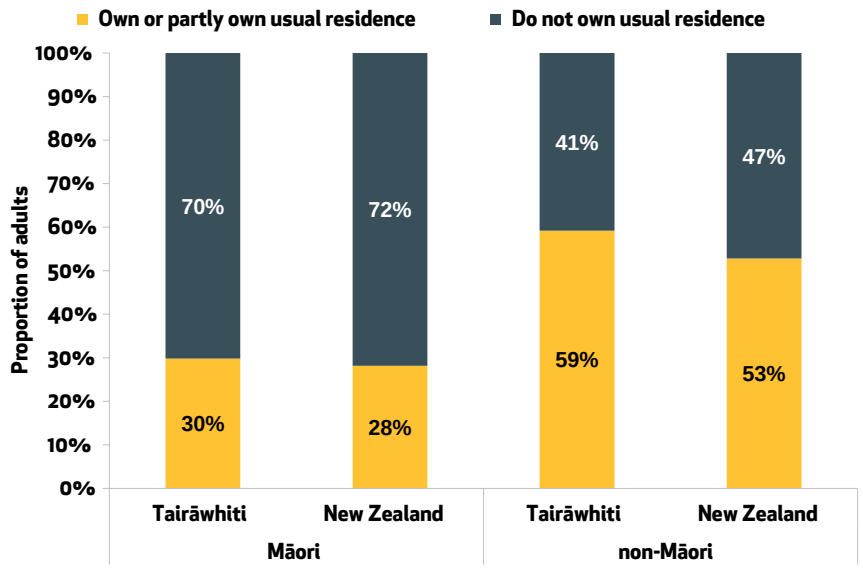


Source: Quarterly benefit fact sheets, Ministry of Social Development

Home Ownership

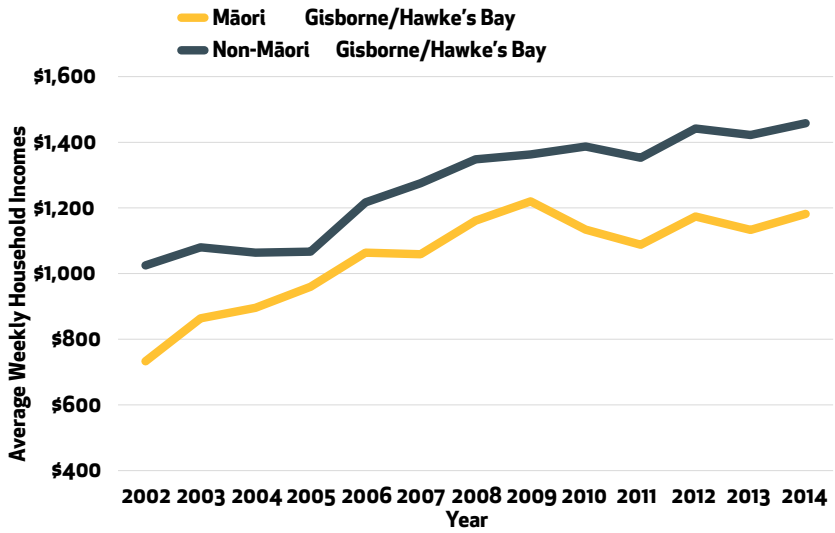
Only 30 percent of Māori in Tairāwhiti own or partially own the residence they usually live in (Figure 24). This is slightly higher than Māori nationally. This compares with 59 percent of non-Māori in Tairāwhiti who own or partially own the residence they usually live in. Consistent with the Māori data, this is slightly higher than nationally.

Figure 24: Home ownership in the Tairāwhiti area, 2001 and 2013



Source: 2001 and 2013 Census, Statistics New Zealand

Figure 25: Average weekly household incomes in the Gisborne and Hawke's Bay areas, 2002 to 2014



Source: Statistics New Zealand customised data held by Te Puni Kōkiri

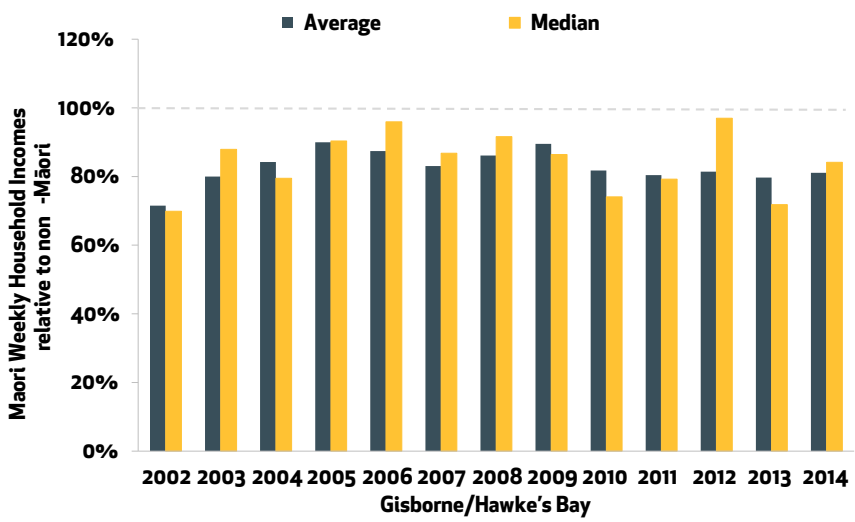
Household Incomes

Between 2002 and 2014, the average household income for Māori in the combined Gisborne/Hawke's Bay regions was lower than household incomes for non-Māori (Figure 25). At the national level, Māori household income is consistently about $200 less per week than non-Māori household income.

Both the average and median weekly household incomes are shown as there is variation (Figure 26).

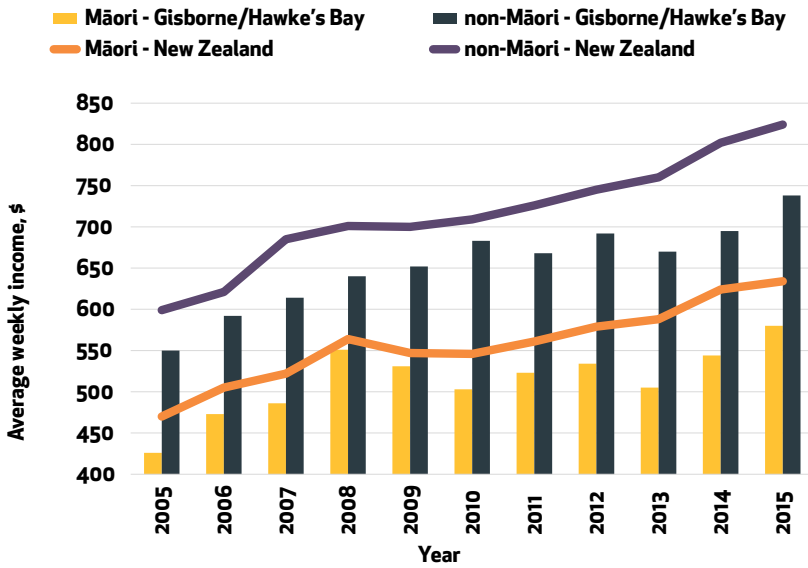
In 2014, the average weekly household income for Māori in Gisborne/Hawke's Bay was $1,182 and the median was $1,060. This was 81 percent and 84 percent of the average and median household income, respectively, for non-Māori in the combined region. The gap between Māori and non-Māori at the national level is similar. In 2014, Māori weekly household income was about 83–84 percent of non-Māori weekly household income.

Figure 26: Average and median weekly household incomes for Māori in the Gisborne and Hawke's Bay areas, relative to non-Māori, 2002 to 2014



Source: Statistics New Zealand customised data held by Te Puni Kōkiri

Figure 27: Average weekly incomes in the Gisborne and Hawke's Bay area, 2005 to 2015



Source: New Zealand Income Survey, Statistics New Zealand

Average Weekly Incomes

Between 2002 and 2014, the average household income for Māori in the combined Gisborne/Hawke's Bay regions was lower than household incomes for non-Māori (Figure 25). This is less than for Māori in New Zealand ($634) and for non-Māori in Gisborne/Hawke's Bay ($738). It is well below non-Māori in New Zealand, who have an average weekly income of $824.

Average weekly income for Māori in Gisborne/Hawke's Bay has increased at 3.1 percent per annum over the last ten years, which is similar to Māori nationally (3.0 percent), non-Māori in Gisborne/Hawke's Bay (3.0 percent), and non-Māori nationally (3.2 percent).

Source of Incomes

Incomes can come from four sources, wages and salaries, self-employment, government transfers and investments. Relative to non-Māori, Māori tend to derive a lower proportion of income from self-employment and investments.

Median weekly income (Figure 28) from wages or salary are lower for Māori than for non-Māori, whereas self-employed Māori in Gisborne/Hawke's Bay earn a greater median weekly income than their non-Māori counterparts.

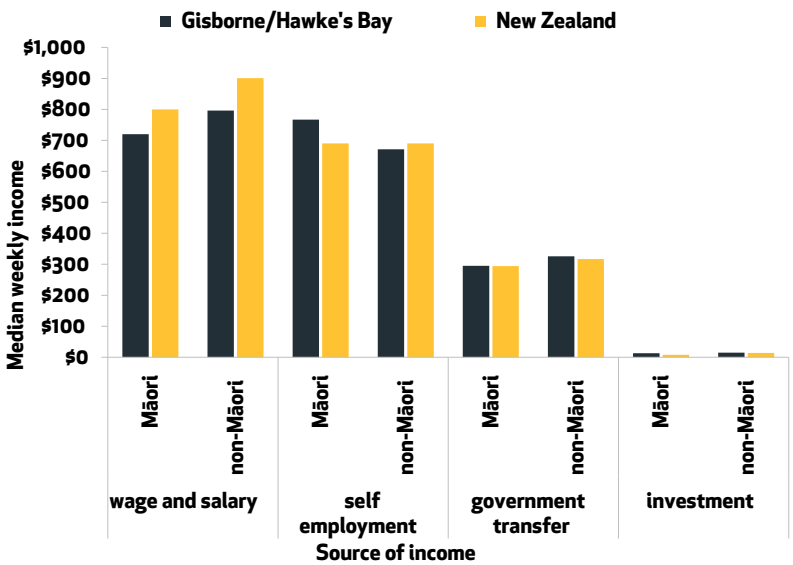
Over half of Māori in Gisborne/Hawke's Bay (54 percent) derive income from wages and salaries. This is similar to non-Māori in the region (54 percent) and Māori nationally (53 percent).

Only 3 percent of Māori in the Gisborne/Hawke's Bay derive income from self-employment, slightly less than Māori nationally (4 percent) and well below non-Māori in the region and nationally (both 10 percent). The median income from self-employed Māori in the Gisborne/Hawke's Bay is $767, which is greater than for Māori nationally ($690), non-Māori in the region ($671) and nationally ($690).

Forty-two percent of Māori in Gisborne/Hawke's Bay derive income from government transfers, similar to Māori nationwide (40 percent). Thirty-six percent of non-Māori in Gisborne/Hawke's Bay derive income from government transfers compared to 32 percent nationally. The weekly median income for Māori in Gisborne/Hawke's Bay from government transfers is $295 compared to $326 for non-Māori in the region. Median weekly income from government transfers is similar for Māori outside the region.

Fifteen percent of Māori in Gisborne/Hawke's Bay receive an income from investments. This compares with 36 percent of non-Māori in the region. It is slightly higher than Māori nationally, at 13 percent. Median income from investments is higher for Māori in Gisborne/Hawke's Bay ($13) than nationally ($8), and is similar to that received by non-Māori regionally and nationally ($15 and $14 respectively).

Figure 28: Median incomes by source of income in the Gisborne and Hawke's Bay area, 2015



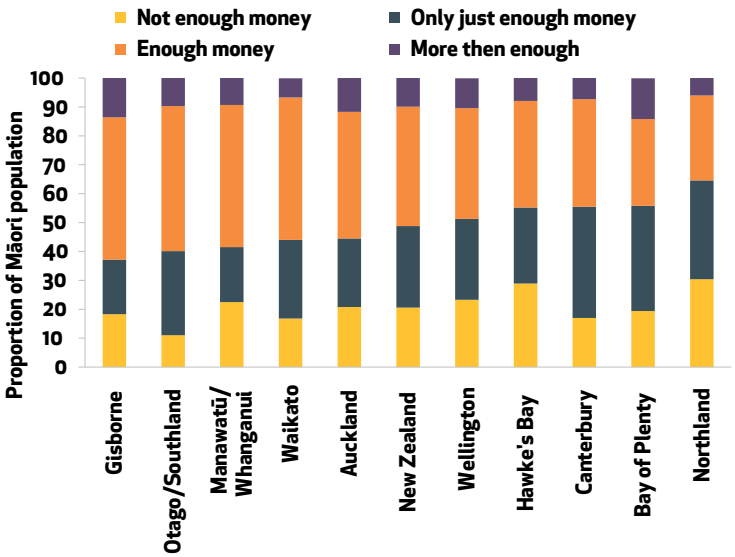
Source: Statistics New Zealand

Financial Wellbeing

Perceptions of financial wellbeing can often differ from the actual amount of income received. When Māori are asked whether they have adequate income to meet their everyday needs, compared with other regions, more Gisborne Māori consider that they have enough or more than enough (Figure 29). While Māori household and personal incomes in Gisborne are less than the national average, it is perceived by many to be adequate for their everyday needs.

Caution does need to be applied in interpreting this data due to large sampling errors.

Figure 29: Māori Financial wellbeing and the adequacy of income to meet everyday needs by region, 2014



Source: Statistics New Zealand, General Social Survey customised dataset
Notes: Includes partner's income where applicable. Taranaki and Upper South Island have been omitted due to suppressed variables. Some variables have relative sampling error of 30 to 49.9 percent. Some variables have sampling error of 50 to 99.9 percent.

Selected Māori Incorporations and Businesses

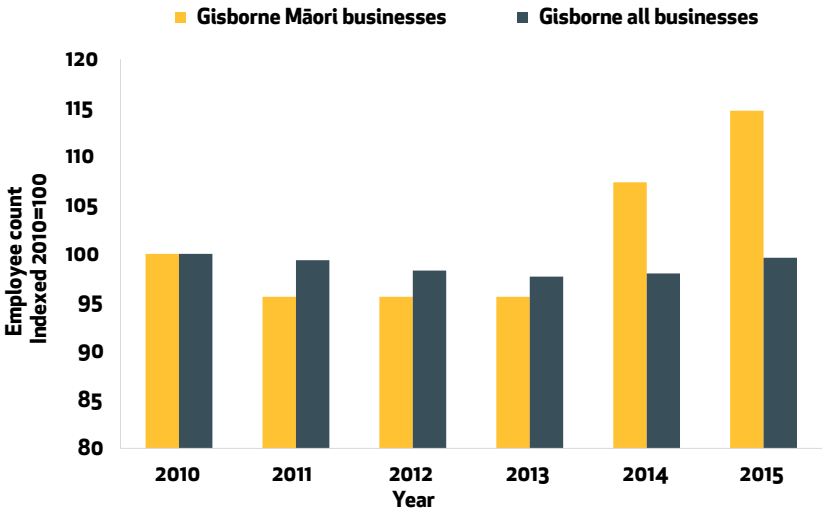
There are a number of material Māori incorporations and businesses in Tairāwhiti. Significant Māori entities that were provided by participants for this research are presented in Table 2. Some regions in New Zealand have specific Māori business networks. The Gisborne network is called the Tairāwhiti Māori Business Network and the Hawke's Bay Māori Business Network caters to Māori businesses in Wairoa.

Ten years ago, the Māori commercial asset base in the Hawke's Bay was estimated at $405 million (4.4 percent of the national Māori asset base), and the Gisborne region's

Table 2: Selected Māori incorporations and Businesses

Organisation	Description	Size
Ngāti Porou; Porou Ariki Trust; Ngāti Porou Whānui; Pakihiroa Farms	Own and control four large sheep and beef farms, and are looking to consolidate operations. Supplies major processors and in a joint venture with First Light Foods.	Porou Ariki Trust: Approximately $40 million in fishing assets – quota, processing and retail. Predominately export oriented (about 70 percent of the business). Own 25,000 hectares of forests and a further 10,000 hectares as part of collective Ngāti Porou Whanui Forests.
Mangatu Incorporated and Integrated Foods	Mangatu manages ancestral lands on behalf of their shareholders. Interests are in agribusiness, viticulture and forestry sectors. Integrated Food Group manages 16,000 hectares of productive farmland. It maintains control over quality from pasture to plate. The marketing arm of IFL manages sales, retail development and export trade. The retail product is sold under the lamb club brand.	Mangatu manages: • 31 hectares of vineyard • 16,000 hectares of productive farm land • 4,500 hectares of exotic forest • 15,000 hectares of indigenous forest • On the farm, Integrated Foods Limited employs 40 people and raises 150,000 stock units. The processing division (Fresh Meats NZ) employs 90 people and processes in excess of 200,000 lambs per year.
Rongowhakaata iwi asset holding company	Iwi Aquaculture Organisation for the purpose of the Māori Commercial Claims Settlement Act 2004.	
Te Rūnanga o Tūranganui ā Kiwa (TROTAK)	Represents the interests of Rongowhakaata, Ngāi Tāmanuhiri and Te Aitanga a Māhaki. Predominant interests of TROTAK are currently in fisheries, forestry, agriculture, horticulture and the delivery of health and social services, with tourism highlighted as a potential area of future interest. In the short term, TROTAK seeks to increase returns and improve productivity from primary production (cropping, horticulture, sheep and beef). Sheep and beef farming are major contributors to combined iwi interests. Formal relationships are in place with key processors in the area – Affco, Silverfern Farms and Ovation.	
Turanga Health	A Māori health provider and general practice.	60 staff including one GP and 10 nurses.
Turanga Ararau	Iwi Tertiary Education provider of Te Rūnanga o Tūranganui ā Kiwa and provides and promotes the skills, knowledge and qualifications to enable Iwi to manage, advance and control their cultural and economic resources being the land, the forests, the sea and, most importantly, our people. We are measured on quality outcomes of qualifications, employment and advanced learning.	
Te Reo Irirangi o Tūranganui-ā-kiwa or Turanga FM	Iwi radio station for the Turanga (Gisborne) Area broadcasting on 91.7FM / 95.5FM & 98FM.	

Figure 30: Māori businesses and employment in the Gisborne area, 2010 to 2015



Source: Business Demography Statistics, Statistics New Zealand

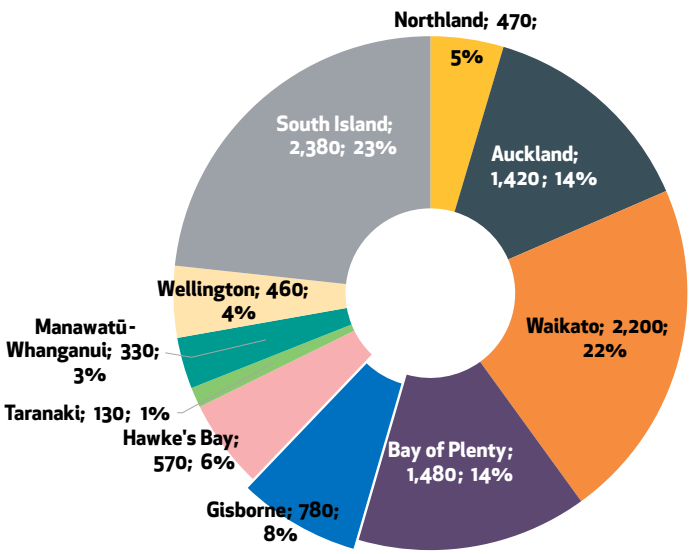
Māori asset base was estimated at $316.4 million (3.4 percent of the national asset base) (NZIER, 2005).

Within the economy, Māori businesses include Māori authorities, large Māori-owned businesses, small and medium enterprises, and Māori-in-business (self-employed). The following section outlines findings related to a portion of Māori businesses – larger enterprises and Māori authorities.

According to Statistics New Zealand's business demography statistics, the Gisborne region had 117 Māori businesses employing 780 people in 2015. Note that this only includes enterprises with GST turnover greater than $30,000 so will likely not include micro-enterprises and whānau-based enterprises.

While the number of Māori businesses has remained relatively constant over the last five years, the number of people employed has increased significantly since 2013 (Figure 30).

Figure 31: Māori employment by region, 2015



Source: Business Demography Statistics, Statistics New Zealand

The Gisborne region accounts for 8 percent of people employed in Māori enterprises (Figure 31). At 6.7 employees per business, the average size of a Māori business in Gisborne is similar to the nationwide median of 7.0 employees.

There are not as many Māori authorities in Gisborne as the Bay of Plenty. The number of Māori authorities was 102 in 2010 and rose to 114 by 2014. In 2014, Māori authorities in the region had 660 filled jobs, compared to 1,700 in the Waikato region.

Māori Authorities

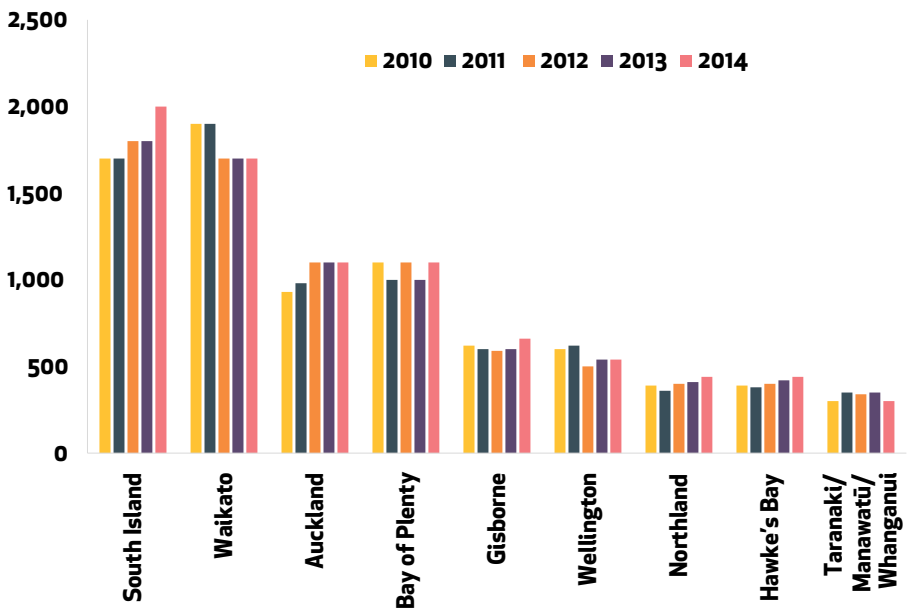
Statistics New Zealand defines a Māori authority as:

- A business with a collectively managed asset, which uses current Inland Revenue eligibility criteria to be a Māori authority (irrespective of whether the enterprise elects to be a Māori authority for tax purposes);
- A commercial business that supports the Māori authority's business and social activities, and sustains or builds a Māori authority's asset base; and
- Businesses that are more than 50 percent owned by a Māori authority.

Treaty Settlements

Not all iwi within the Tairāwhiti area are engaged in treaty settlement negotiations with the Crown. Those who are in negotiation or have settled are in Table 3 (see also Figure 33). Te Aitanga a Māhaki are the last to settle in the Gisborne region. By 2014, it had completed about 75 percent of the process towards a comprehensive deed of settlement.

Figure 32: Māori authorities, number of filled jobs by region, 2010 to 2014



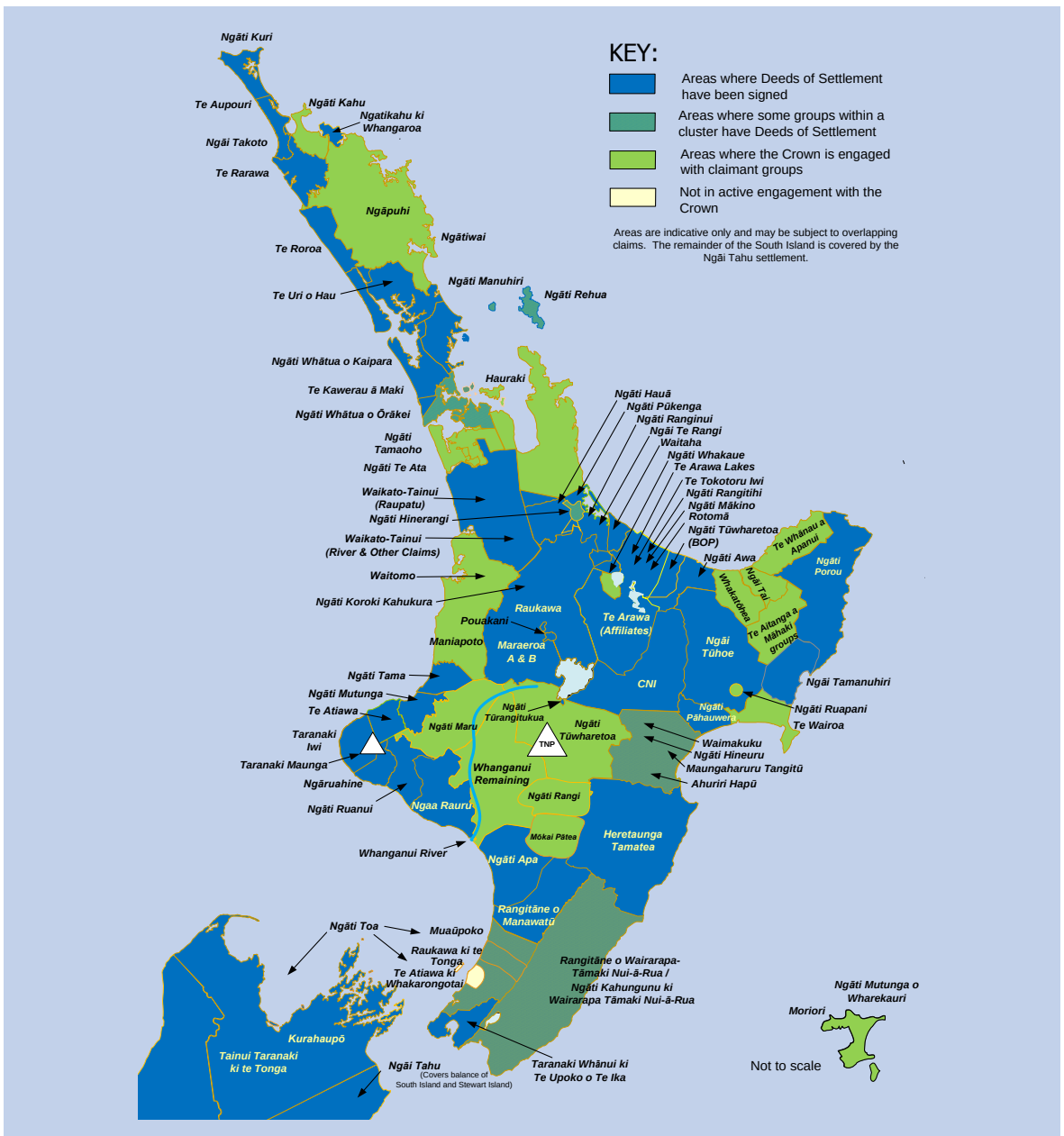
Source: Tatauranga Umanga Māori, Statistics New Zealand

Table 3: Treaty settlements in Tairāwhiti

Claimant	Population in Tairāwhiti (% of iwi)	Financial settlement	Year settled
Rongowhakaata	1,902 (39%)	$22,240,000	2011
Ngāi Tāmanuhiri		$11,070,000	2011
Ngāti Porou	11,985 (17%)	$90,000,000	2010
Ngāti Kahungunu ki te Wairoa	3,309 (16%)	$100,000,000	2016
Ngāti Pahauwera	474 (20%)	$20,000,000	2010
Turanganui-ā-kiwa (Ngāi Tāmanuhiri, Te Pou a Haokai and Rongowhakaata)		$59,000,000	In detailed negotiations

Source: Office of Treaty Settlements

Figure 33: Progress settlement map, as at September 2016

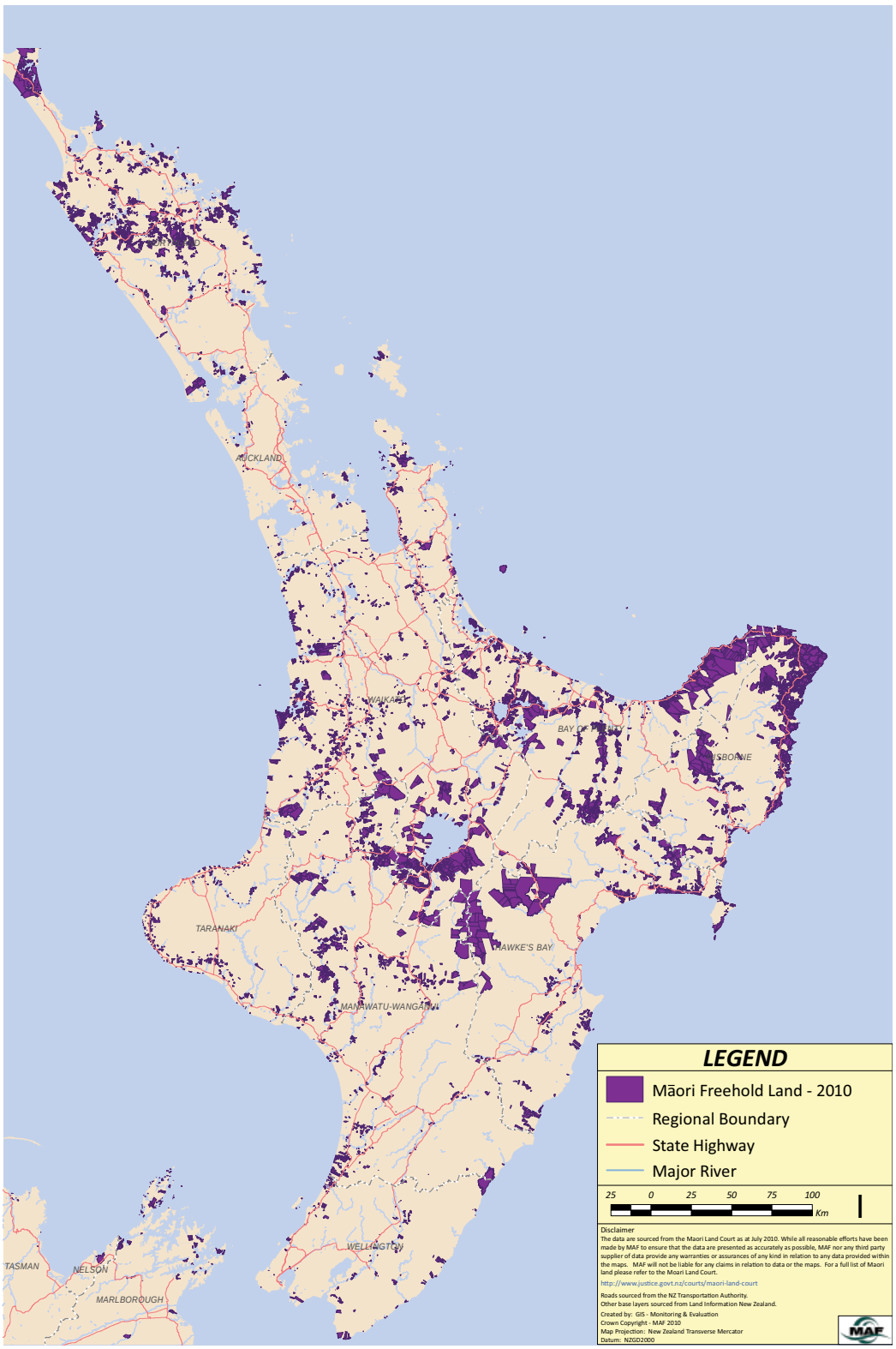


Source: Office of Treaty Settlements

Freehold Land

Tairāwhiti has some of the highest concentrations of Māori freehold land in New Zealand (Figure 34).

Figure 34: Māori freehold land, North Island, 2010



Source: Ministry of Agriculture and Forestry (2011, p. 8)

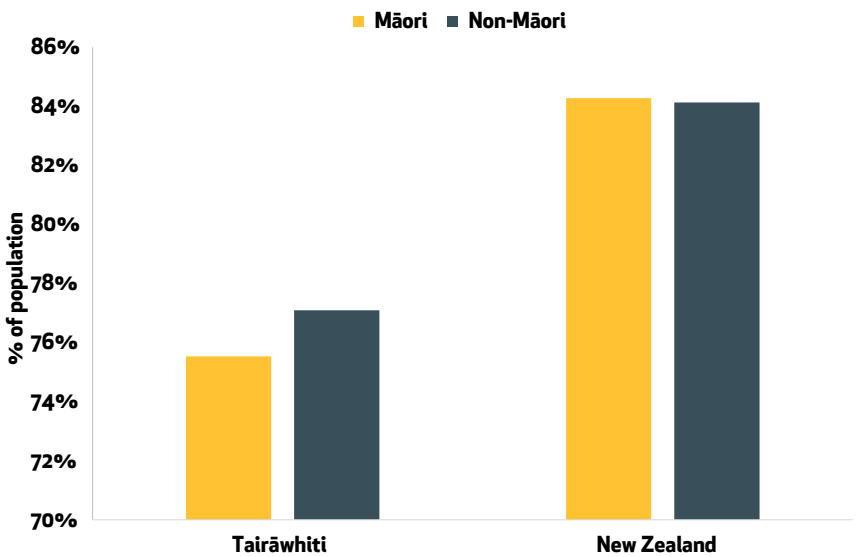
WHANAUNGATANGA (Social)

Whanaungatanga is expressed through the relationships that are developed between and within whānau and their communities. Outcomes include the extent to which Māori communities are connected, participation in decision-making and Māori communities are healthy. In this section, there is a focus on:

- participation in general elections and school Boards of Trustees;
- health and household crowding; and
- access to the internet and mobile technologies.

The internet and mobile technologies are a commonly used asset for social contact. The internet can also be used to access a wide variety of services and information, including those related to health, education, and community services. The internet is

Figure 35: Household access to cellphone/mobile phone in the Tairāwhiti area, 2013



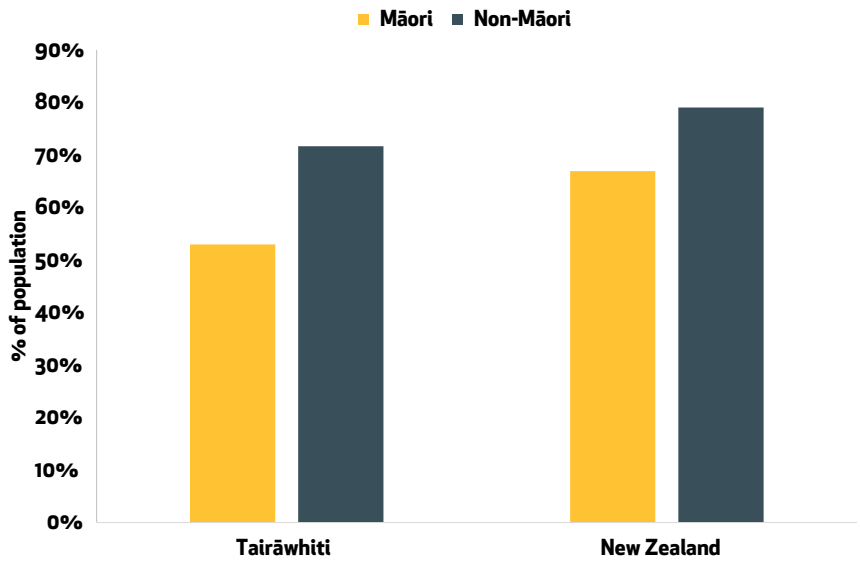
Source: Statistics New Zealand

often used as a tool for information and communication flows, and for building and maintaining social networks and building a civic community (Milligan, Fabian, Coope, & Errington, 2006). It also breaks down the barriers that can impede contact such as geography and/or lack of time.

In 2013, a larger proportion of New Zealand Māori households (84 percent) had access to a cellphone or mobile phone than households in Tairāwhiti (76 percent) (Figure 35). At the territorial authority level, Māori households in Gisborne (78 percent) had greater access than those in Wairoa (66 percent). Again, non-Māori households had greater access than Māori households.

In relation to the internet, New Zealand Māori (67 percent) and non-Māori had greater household access than Māori (53 percent) and non-Māori in Tairāwhiti (Figure 36). Again, Māori households in Gisborne (54 percent) had greater access than Māori households in Wairoa (49 percent).

Figure 36: Household access to the internet in the Tairāwhiti area, 2013



Source: Statistics New Zealand

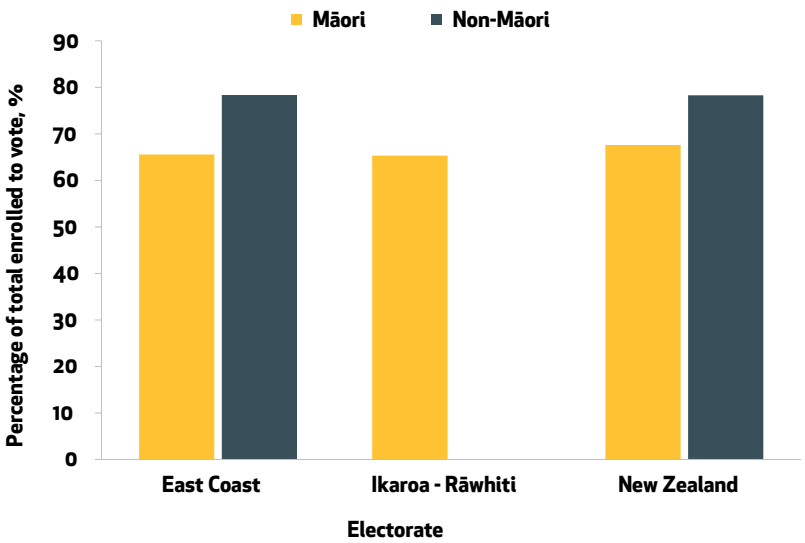
Participation in General Elections

Māori are less likely to vote in the general election than non-Māori (Figure 37). Māori in the East Coast and Ikaroa-Rāwhiti electorates are slightly less likely to vote than Māori in New Zealand. Note that the analysis only captures Māori who have self-identified as being of Māori descent on their enrolment application.

Active Participation by Parent Representation on Boards of Trustees

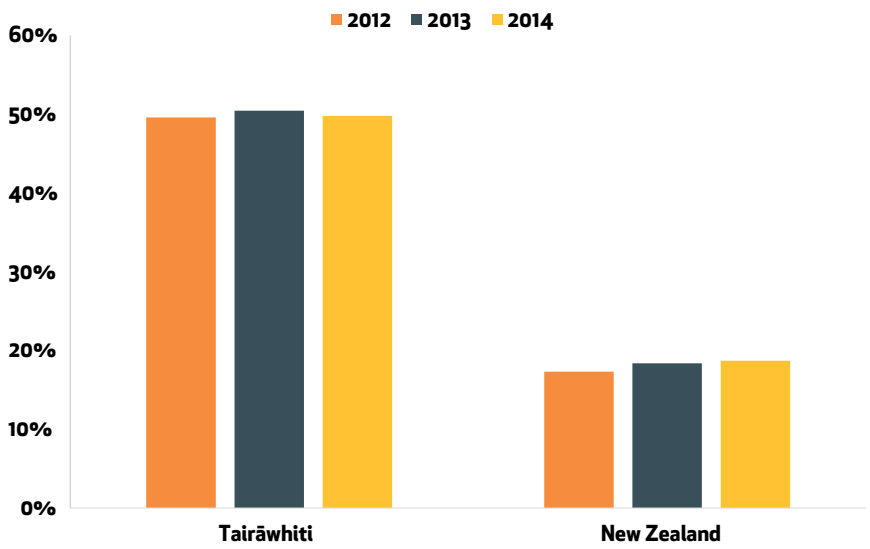
Māori in planning, development and delivery of education services will help to ensure that those services are appropriate and effective for Māori students. Māori representation on boards of trustees is one key mechanism for participation. There is much higher Māori representation on boards of trustees in Tairāwhiti than New Zealand as a whole (Figure 38). Around 50 percent of board of trustee members in Tairāwhiti are Māori, compared to about 18 percent across New Zealand.

Figure 37: General election voter turnout, 2014



Source: Electoral Commission

Figure 38: Proportion of board of trustee members who are Māori, 2012 to 2014



Source: Ministry of Education, Education counts

The Ministry of Education uses 'proportion of schools with fair Māori parent representation on the board of trustees as at 1 December' (Ministry of Education, 2015). Fair representation is defined as at least one Māori parent on the school board of trustees. In 2015, 31.3 percent of schools in Tairāwhiti had fair representation (Table 4). Nationally, 40.1 percent of schools had fair representation. Within Tairāwhiti, schools within Gisborne had a greater fair representation than schools in Wairoa.

Health

The New Zealand Health Survey provides information by district health board (DHB) and ethnicity across a range of health indicators. Two useful indicators are self-reported health and exercise (Figure 39).

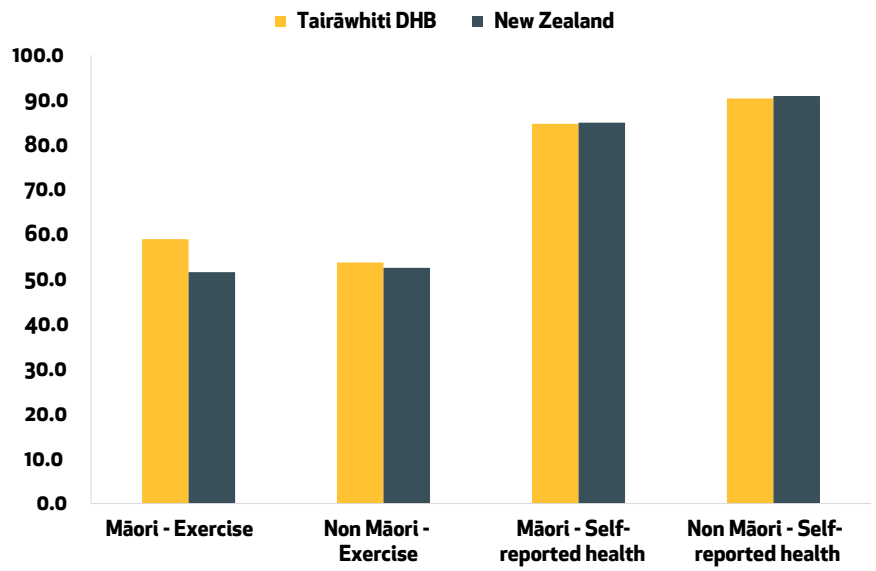
It appears that Māori in the Tairāwhiti DHB area are less likely to rate their own health as excellent, very good or good over time. While there are also declines in self-reported health for the non-Māori population, the decline is

Table 4: Proportion of schools with fair Māori parent representation on the board of trustees, 2015

Regional Council / Territorial Authority	Total schools	Schools with fair representation	
		Number	Proportion
Tairāwhiti	64	20	31.3%
New Zealand	1,956	784	40.1%
Gisborne District	50	16	32.0%
Wairoa District	14	4	28.6%

Source: Ministry of Education, Education Counts

Figure 39: Self-reported health and exercise in the Tairāwhiti area, 2011 to 2014



Source: New Zealand Health Survey, Ministry of Health

less marked. Non-Māori across the Tairāwhiti DHB area and New Zealand are also more likely to have greater self-reported health than non-Māori.

Māori in the DHB area are more likely to undertake exercise than non-Māori. Note that nationally, non-Māori are more likely to undertake exercise than Māori.

Household Crowding

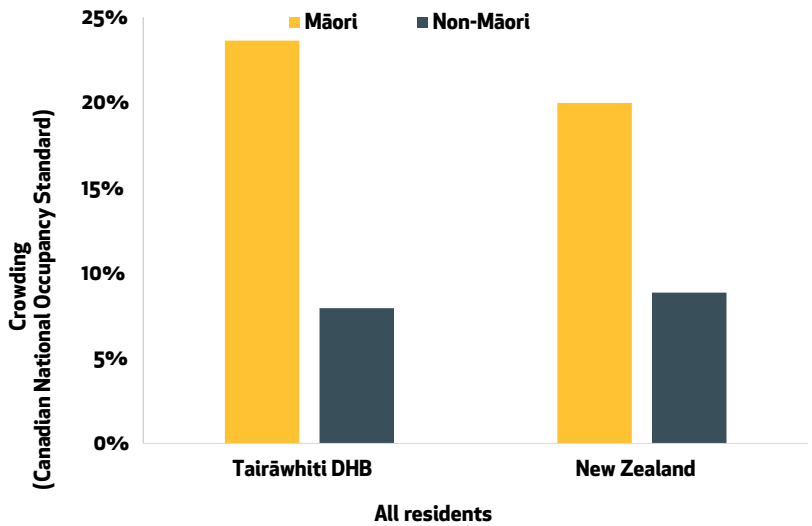
Research indicates that housing that is an appropriate size for the households and is affordable to heat, is linked to improved health and may promote improved social relationships within and outside the household (Ministry of Health, 2014).

Census data indicate that Māori are more likely to live in crowded housing. In 2013, 23.6 percent of Māori lived in crowded conditions in the Tairāwhiti DHB area, compared with 7.9 percent of non-Māori. The proportion of people in crowded housing is lower for Māori nationally, 20 percent, and higher for non-Māori at 8.8 percent.

Figure 40 shows the percentage of households that are overcrowded for Māori and non-Māori in the Tairāwhiti DHB area and nationally in 2013.

Crowding may arise for a number of reasons, including socio-economic status, cultural preference, social cohesion, availability of appropriate housing stock and containing cost through acceptance of high occupancy (Ministry of Health, 2014).

Figure 40: Household overcrowding[1] in the Tairāwhiti area, 2013[2]



Source: Electoral Commission

1 The crowding definition used is the Canadian National Occupancy Standard which states that: no more than two people shall share a bedroom; parents or couples may share a bedroom; children under 5 years of age of the same or opposite sex may share a bedroom; children under 18 years of age of the same sex may share a bedroom; a child from 5 to 17 years of age should not share a bedroom with a child under 5 years of age of the opposite sex; single adults 18 years of age and over and any unpaired children require separate bedrooms.

2 Counts number of people by their Jensen Equivalised Quintile household income. Equivalised household income is based on Jensen scale. Quintile 1 represents the number of people in the lowest 20% for household income. Quintile 2=40%, Quintile 3 =60%, Quintile 4=80% and Quintile 5 represents people in the highest 20% for household income. Quintile is calculated by dividing the total households for New Zealand into 5 groups and ranking each household by the amount of income they receive from lowest to highest. The bottom quintile (Quintile 1) is the lowest 20 percent of the persons in terms of income, while the top quintile (Quintile 5) is the highest 20 percent of the persons.

TIKANGA, WAIRUATANGA (Cultural/Spiritual)

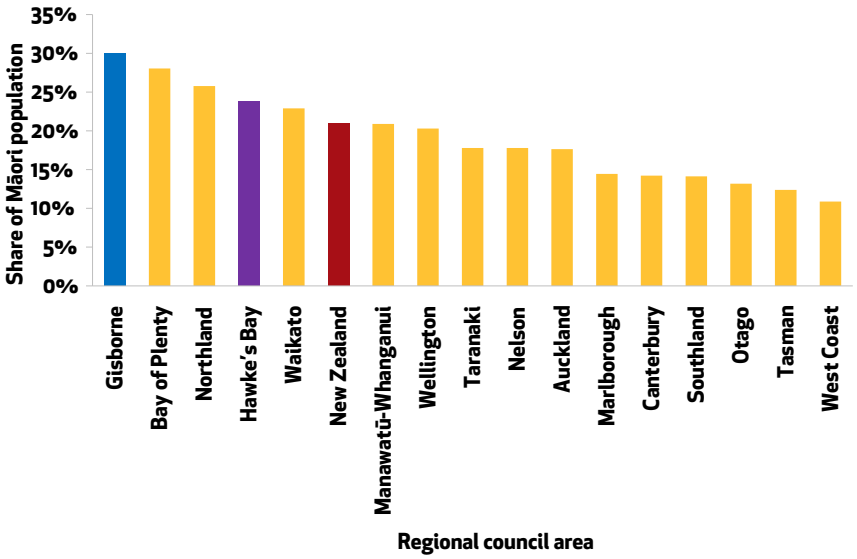
For the purposes of this report, Wairuatanga is expressed as distinctive identity or the spirituality of a place. While tikanga relates to a customary system of values and practices that have developed over time and are deeply embedded in the social context. Together, tikanga and wairuatanga can be translated into the following outcomes:

- Māori heritage is valued and protected;
- Māori social institutions and networks thrive;
- Māori communities are culturally vibrant;
- Māori communities are culturally strong; and
- Cultural wellbeing is future-proofed and whānau wellbeing and resilience is strengthened.

In this section we focus on:

- Te reo Māori ability and education;
- Cultural engagement and practices; and
- Whānau wellbeing.

Figure 41: Māori who have the ability to speak te reo Māori by region, 2013



Source: Census 2013, Statistics New Zealand

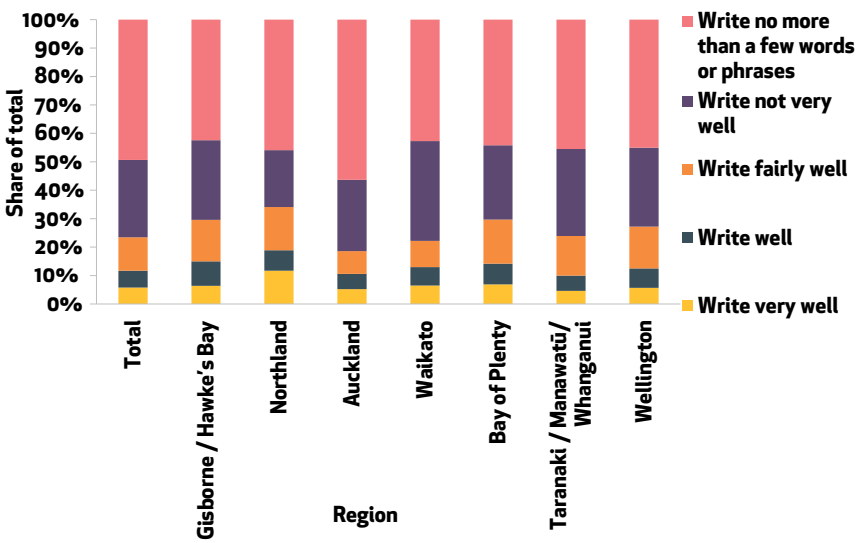
Te Reo Māori

According to the 2013 census, 5,901 Māori (30 percent of all Māori in the Gisborne area (Figure 41) could speak te reo. This is higher than the ability of Māori nationally to speak te reo (21 percent). Hawke's Bay region which includes Wairoa, te reo was also relatively high at 24 percent.

The proportion of Māori that could speak te reo was highest in Gisborne and lowest in the West Coast (11 percent). Thirty six percent of Māori in the Gisborne/Hawke's Bay region could read te reo fairly well to very well. This was higher than the national average of 30.9 percent.

In relation to writing te reo, 29.6 percent of Māori in the Gisborne/Hawke's Bay region indicated they could write te reo fairly well to very well above the national average of 23.5 percent (Figure 42).

Figure 42: Ability to write te reo Māori by region, 2013



Source: Statistics New Zealand

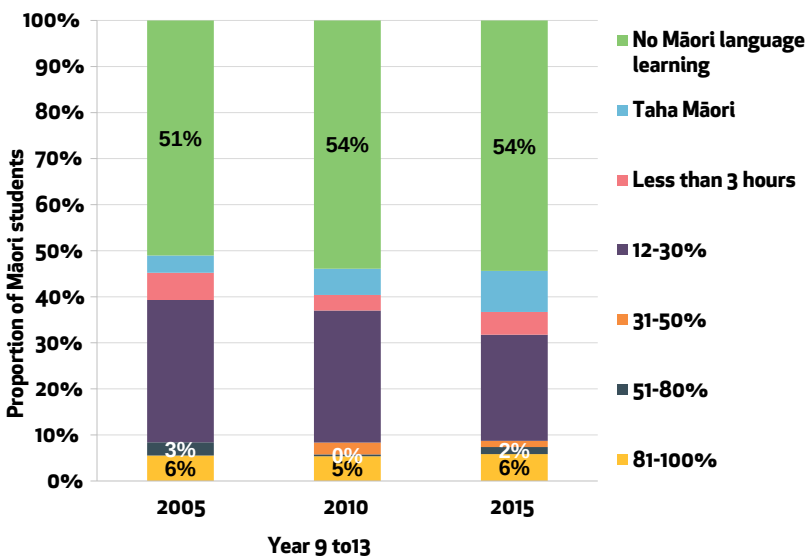
Māori Language in Education

Māori are more likely to be taught in te reo in schools in the Gisborne region than Māori nationally. The number of students being taught mainly in te reo (>50 percent) has stayed about the same between 2005 and 2015.

Māori language in education declines as you move from primary to secondary school. In 2015, 21 percent of years 1 to 8 Māori students in Gisborne were taught mainly in te reo, above the national average of 12 percent. While only 8 percent of years 9 to 13 Māori students in Gisborne were taught mainly in te reo, well above the national average of 5 percent (Figure 43).

In primary school there is increasing focus on Taha Māori (Māori cultural competencies and language). However, this does not continue into secondary schooling, where 54 percent of Māori students in the Gisborne region from years 9 to 15 receive no Māori language learning.

Figure 43: Māori language in education by primary and secondary in Gisborne, 2005, 2010 and 2015



Source: Ministry of Education, Education Counts

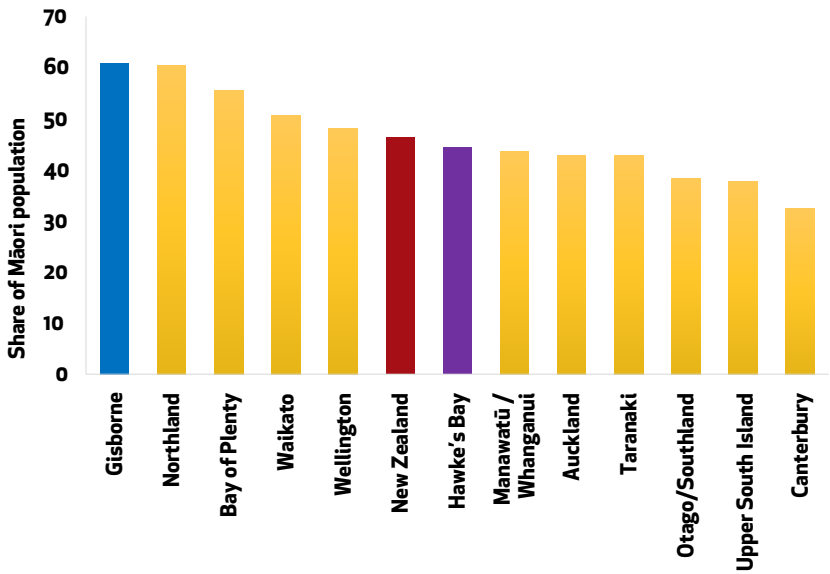
Cultural Engagement

Almost 61 percent of Māori in the Gisborne region believe it is very or quite important to be engaged in Māori culture (Figure 44). This is much higher than the national average of 46.3 percent, and the highest of all regions. Note that proportion of Māori in the Hawke's Bay who believe it is very or quite important to be engaged in Māori culture is below the national average.

Slightly fewer Māori in Gisborne/Hawke's Bay combined region (64.2 percent) than nationally (67.1 percent) felt very strongly or strongly connected to ancestral marae as tūrangawaewae.

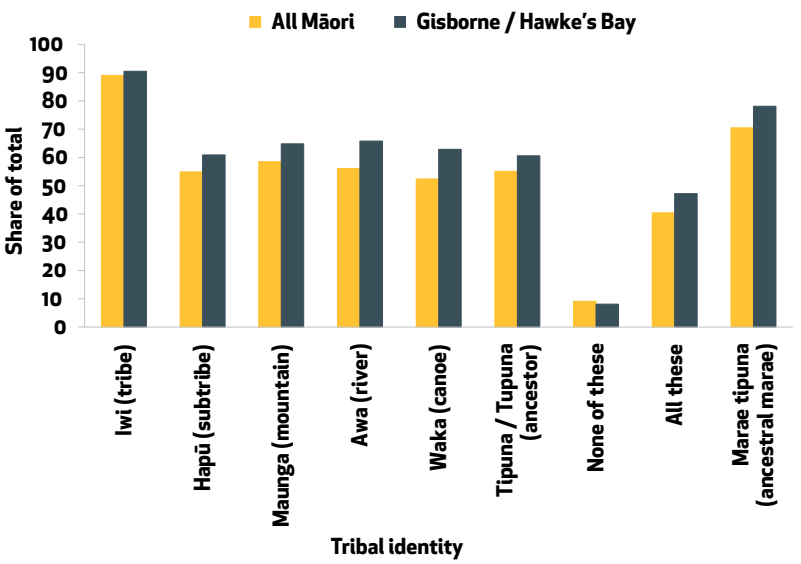
In relation to Māori identity, more Māori in the Gisborne/Hawke's Bay region than nationally knew their pepeha (tribal identity) (Figure 45).

Figure 44: Importance of being engaged in Māori culture by region, 2013



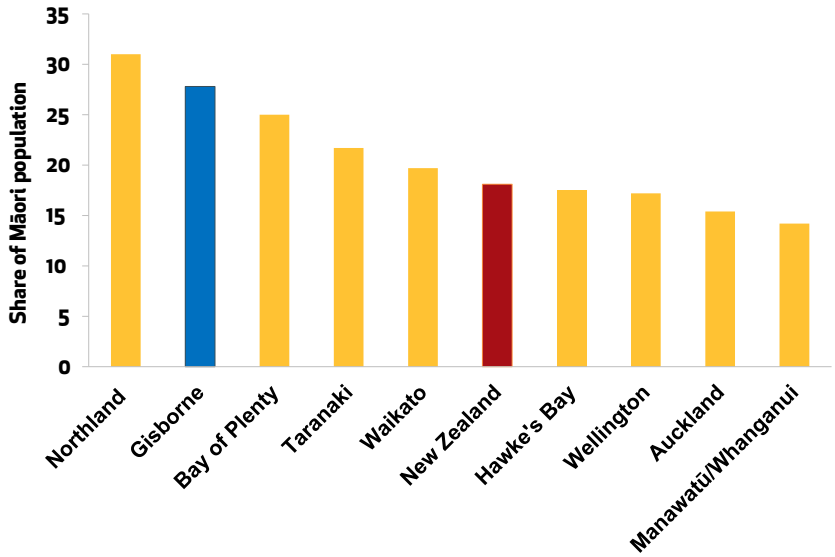
Source: Statistics New Zealand customised dataset, Te Kupenga

Figure 45: Knowledge of tribal identity in the Gisborne and Hawke's Bay area, 2013



Source: Statistics New Zealand

Figure 46: Unpaid work by region, 2013



Source: Statistics New Zealand customised dataset, Te Kupenga; Notes: Some regions have been omitted due to high sampling error.

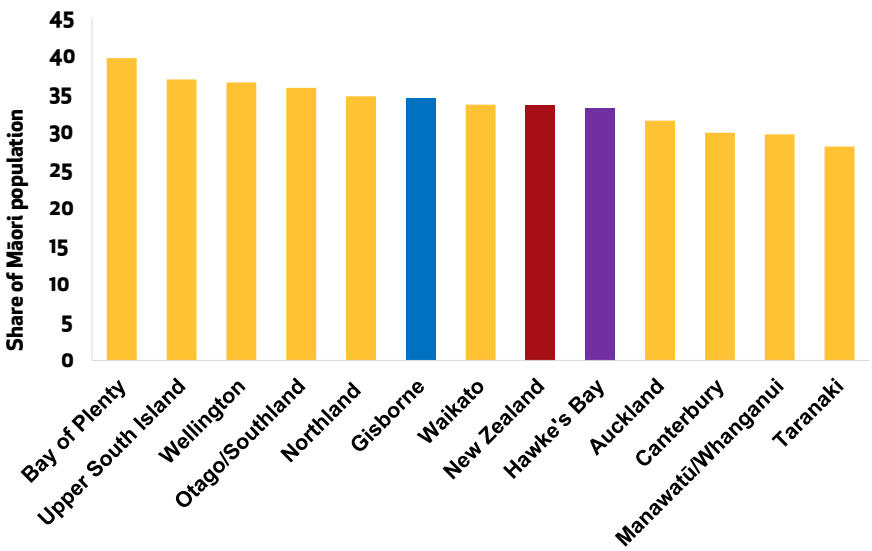
Cultural Practices

Māori in the Gisborne region tended to participate more in unpaid work for, or through, their marae, hapū or iwi (27.8 percent), than nationally (18.1 percent) (Figure 46). However, in relation to singing a Māori song, haka, giving a mihi, or taking part in Māori performing arts & crafts about once a month, Māori in Gisborne were less likely to do so (28.2 percent), than nationally (33.5 percent).

Whānau Wellbeing

Through Statistics New Zealand's survey of Māori wellbeing 'Te Kupenga' the region responds positively to questions related to Māori wellbeing and where things are headed. Māori in the Gisborne region have a better perception of whānau wellbeing than Māori nationally (Figure 47). In Gisborne, 34.4 percent of Māori thought things were getting better, while nationally this percentage was 33.5 percent. However, a lower proportion of Māori in the Hawke's Bay thought things were getting better (33.2 percent).

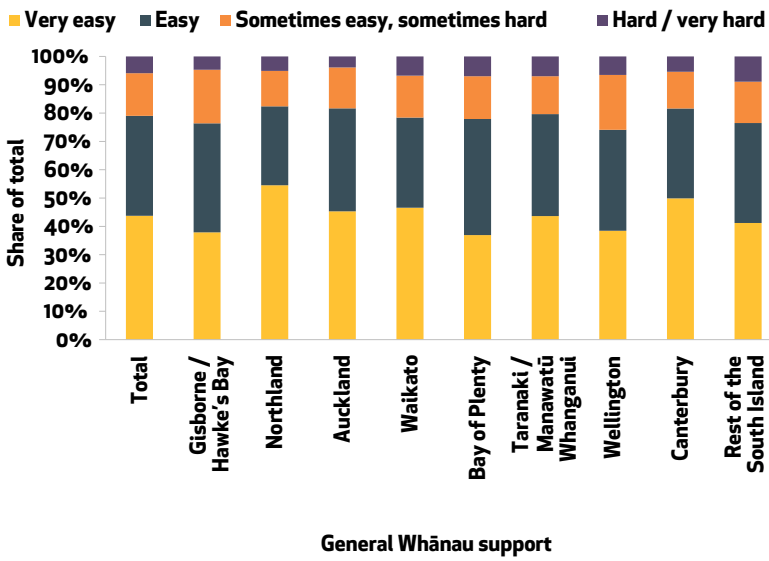
Figure 47: Things are getting better for whānau by region, 2013



Source: Statistics New Zealand customised dataset, Te Kupenga

The proportion of Māori in Gisborne/Hawke's Bay who indicate it is very easy or easy to get whānau support (76.4 percent) is below the national average (79.1 percent) (Figure 48). In times of need, the percentage of Māori in Gisborne/Hawke's Bay who indicate support from whānau is very easy or easy to get is similar (76.3 percent), while nationally this rises to 81.2 percent. The level of support, either generally or in times of need, is highest in Northland.

Figure 48: General whānau support by region, 2013



Source: Statistics New Zealand

“He hanga, he whakaaara kia manawa roa te tipu o te whānau, hapū me te iwi.”

"Pursuit of tino rangatirantanga – we are the owners of our own destiny and the kaitiaki of our resources; just as our tipuna were before us."

Key Findings

OVERVIEW

Māori are poised on the cusp of economic change with possibilities and opportunities thus far unseen. This period is unprecedented, not only in terms of the burgeoning of Māori wealth, largely through treaty settlements, but by way of the flourishing population which is tipped to reach approximately twenty per cent of the total population by 2038. Tairāwhiti has the third largest Māori population in the country, and half of the population identify with being Māori. The combination of both fiscal and human resource that is set to 'boom' will place Māori as a treaty partner in a position of strength that has never been experienced in post-colonial history. It is therefore, incumbent upon Māori to take able stewardship of this opportunity, and ensure that Māori hands, minds and hearts are the architects and drivers of their own destiny.

Māori interpretation of economic development goes beyond accrued financial benefit; our role as kaitiaki, inter-generational responsibilities, connectedness to our culture and land are central to how Tairāwhiti Māori view economic development.

We reiterate that this research was initiated in recognition that a deeper, broader and more meaningful engagement with Māori was required. The intention of this report was to develop a baseline understanding of what Tairāwhiti Māori believe underpin a successful economic development framework. This would then be used to determine the major economic development projects that would be considered important for future iwi development.

Table 5: Participants Comments

Category	Rohe 1: TP	Rohe 2: HP	Rohe 3: JP	Rohe 4: TC	Total
Agriculture/Horticulture	43	18	25	11	97
Apiculture	19	7	17	6	49
Aquaculture	1	4	4	2	11
Business/investment	85	28	73	39	225
Collaboration (relationships)	19	11	56	45	131
Cultural tourism	14	25	36	12	87
Education (mātauranga Māori)	53	20	34	38	145
Fisheries	6	3	12	4	25
Forestry	6	6	10	1	23
Freezing works	-	-	1	2	3
Governance	22	13	24	13	72
Infrastructure	39	6	17	13	75
ICT/technology	20	13	33	13	79
Iwitanga (whānau, hapū, iwi frameworks)	63	58	85	75	281
Māori land	48	16	23	15	102
Marae/reo	25	10	21	59	115
New opportunities (jobs and ideas)	69	43	85	74	271
People	26	37	49	39	151
Prison	-	-	1	-	1
Self-sustaining	15	6	9	-	30

PARTICIPANT PERSPECTIVES

The findings reveal key principles about what Tairāwhiti Māori think about a Māori economic development framework, and what is needed to create economic success. It also identifies four major projects in order of priority that may find synergies with current regional economic development aspirations, and captures ideas for micro or cottage industries that can help to build small to medium enterprises in the iwi and rural sectors.

These findings and interviews were so rich that they deserve to be more overtly represented than we are able to do in this report, however, to give a broader insight to what we heard, the responses have been clustered into three themes to highlight the key components of the research. These interviews and responses from Tairāwhiti iwi community and people are important voices that have up to this point been unheard.

A numerical aggregation was used to establish the priorities which emerged from each of the research areas. Categories of information were collated and were used to develop the main themes for discussion and analysis.

An Overview of Participants Perspectives

A selection of quotes from participants from across the rohe of Tairāwhiti.

"The New Zealand economy is only going to be able to develop and grow with... the inclusion of the Māori economy."

"Economic development should be... an end to Māori economic and social deprivation."

"For the people, by the people."
"For Māori, by Māori."

"By Māori, for everyone."

"Land and people are our biggest assets."

"Unique history and unique demographics."

"It's triple bottom line. Success does not necessarily carry a dollar value. We can be asset rich and cash poor but fulfilled and happy if we are managing and controlling our world and the world around us."

"Māori succeeding as Māori."

"Māori culture and language in terms of the regional economic development is a key priority. It identifies who we are and our values. These are beautiful taonga that have been handed down through the generations."

"Culture and language create opportunities in tourism and add value to our 'brand'."

"Everything about who I am is in te reo. It is simple, not complex. It is powerful."

"It's about whakapapa and how we can connect."

"This begins with the education of our people."

"We need to invest in young entrepreneurs who are educated, have business acumen and the cultural skills to take on every opportunity."

"Education curriculum is an important aspect."

"Encourage our children to be achievers."

"There is a big role to play in culture, language and tourism in hosting people and making everyone feel comfortable about the region. We have some very strong selling points; waiata, performing kapahaka, art, toihoukura etc. These are hugely important elements of our culture which is backed up by our language as well."

"Create a better 'tourism' coastline so there is something happening from Wellington right up to the East Coast."

"Kotahitanga and collectivity is important to better utilising our people and whenua."

"To work and plan with other iwi, each iwi sharing their efforts and ideas to develop a synchronised contribution to economic development."

"Success is about us (Māori) being collectively successful."

"Work together - co-operatives. Servicing business, processing, branding, marketing and selling."

"We need to relearn how to support each other and not be tied up in being in competition with one another."

"Why is it that we own the resources e.g. land, fishing quota etc but we are not benefiting from it – it doesn't make sense."

"Support our whānau, including those living in our rohe and those living away, to participate in the management and governance of our resources, particularly those who are educated."

"Whānau wellbeing important."

"Structure to include Ahi Kaa."

"Māori is our greatest asset."

"Keeping our footprint minimal."

"We want Māori to be able to stand on our own two feet."

"Create a puna mātauranga for Māori."

"Start measuring what we did and what we do now to make our community stronger in order to build our Marae and those things that are important to us as a people."

We examined all the verbatim's and organised them into three clusters:

- People development;
- Four major projects; and
- Entrepreneurship and innovation.

CLUSTER 1: PEOPLE DEVELOPMENT

Building Capability

"Capability Building is a key enabler to the economic success of the individual, whānau, hapū and/or iwi."

The results confirm that one of the most important priorities and assets identified across the rohe are the people themselves. Investment in building Māori capability in business, particularly in rural areas, and equitable access to the same support enjoyed by others, were seen as key to regional Māori economic growth and success. This section reflects the great majority of the interviews which place emphasis on the need to develop the 'people', and to build the capacity and capability of people to respond to and engage with economic development.

Cultural Competence

"Getting our people active and making them feel valued. Our cultural frameworks are the key to that to get them into programmes to build their skills and sense of identity. This leads to productivity."

Participants were concerned to put language, knowledge and culture as a central issue. A key point is 'economic development, but not at the expense of our culture'. Many made the point that there is a need to find ways to develop, enhance and positively utilise language, knowledge and culture as well as cultural infrastructure such as marae.

A strong cultural infrastructure, and sustained cultural reinforcement underpinned notions of an effective Māori economic development framework. The desire for wholly indigenous approaches that were inclusive of whānau, hapū and iwi considerations and autonomy were expressed. Māori saw economic development as a means to an end rather than the absolute goal.

Participants said that cultural infrastructure played an important role in supporting Māori in a cumulative cycle of economic wellbeing, and would optimise their performance and uniqueness in the market place. Further to this, cultural stewardship,

the maintenance of ahi kaa and repatriation of iwi to their kāinga were also connected to inter-generational economic sustainability.

Education and Training

"Educated locally with qualifications recognised globally."

The need for robust and targeted support for educational and learning success including strategic scholarships aligned with iwi direction and investments were identified, and opportunities to increase language proficiency was seen as fundamental to this.

Expanding the availability of mainstream courses that can also offer effective cultural and language options to augment Māori learning would help to address the transformational change sought in attracting Māori into education. This in itself could multiply employment opportunities for Māori.

Collaboration

"Māori getting together to work collaboratively in growing the potential that sits around them."

Collective or collaborative action among iwi, and the need to develop co-operatives in utilising the whenua and people was cited as an important means to accelerate growth.

The collaborative approach was not confined to iwi or Māori organisations, but encompassed the development of relationships with external organisations that would help to advance Māori success, yet in a manner that preserved Māori autonomy.

These discussions and resulting actions require the focussed attention of experts who have the ability to connect theoretical and cultural knowledge to practical application which will result in timely outcomes, and should not be left to chance. These will form the basis of a thriving Māori economy that is able to provide impetus for growth. Mobilising support out to rural iwi areas and continued stewardship of building business activities needs to lead to concrete outcomes.

These ideas provide the basis for deep discussion about the creation of a business environment for Māori that is conducive to a productive and globally competitive economy, and needs to take centre and front of stage for both investment and focussed attention.

Participants cited the need for supportive action across the spectrum including: education and learning success; better Māori business leadership through the application of universal business rules and tikanga Māori perspectives; improved financial literacy; broadening market opportunities for Māori business, particularly to international markets; and small business development.

While the expectation that commercial 'experts' would immediately discount these ideas as being unimportant and perhaps even irrelevant to stimulating the regional economy, this research has found otherwise. The notion of cultural proficiency being important to economic prosperity poses an important opportunity to rethink how to engage with Māori. Encouraging innovation in building indigenous economic development frameworks that foster Māori in business as opposed to Māori as labourers, and more specifically, Māori in business in their rohe or on their tribal lands and seas are important to stimulating the regional economy.

It is clear from the results, therefore, that a different approach, specifically tailored to Māori, one that enables and supports Māori to participate as equal partners in New Zealand economic development, is needed. These key points are echoed in a recent paper released by Westpac Industry Insights, 'Māori in the New Zealand Economy' where Māori cultural principles are valued and seen as being compatible with emerging global consumer preferences.

CLUSTER 2: FOUR MAJOR PROJECTS

Developing Māori industry and sector participation

Responses from participants across the rohe are reflected in support for the development of current projects (e.g., agriculture, horticulture, forestry, fishing, apiculture, and tourism). These developments link with the intentions of the ATP, but were generally linked to actual projects and concerns to extend existing benefits and potential to the community.

Many ideas for distinctive projects that could support Māori economic development in the Tairāwhiti were mentioned in the interviews. For the sake of prudence, only four have been chosen for the purposes of this report and were selected by way of hui with KHO, and analysis of the data. The highest scoring major project was agriculture and horticulture, which are combined, followed by cultural tourism, then information technology and fibre connectivity, and then apiculture.

Agriculture and Horticulture

"Small scale processing and packhouses can be sustainable and create more work opportunities locally."

Iwi have been long-term investors in

agriculture and horticulture and participants continued to identify market opportunities for these sectors. The major issue identified was the need for increased collaboration and co-operation in growing their potential. Developing collectives across the spectrum including honey, beef, sheep, and pine, working and planning with other iwi to leverage scale, and share in the economic benefits that grow from that were repeatedly stated.

Diversifying investment activities on the land was also thought to provide protection against 'boom and bust' situations and to improve financial prospects for iwi, with potential in the horticulture industry. Participants held a view that Māori were largely excluded from research that could provide ideas for new industry. The following research ideas pose questions as to how Māori can engage more effectively with knowledge partners.

New research has shown that "regular boysenberry consumption may help to improve lung function and reduce inflammation of airways associated with asthma"[1]. How can Māori become active participants in accessing this kind of knowledge to help make better or more profitable land utilisation decisions?

A new research programme will look at the factors, attitudes, behaviours and lifestyles that motivate Chinese consumers to buy foods that improve their health and wellness. This will allow New Zealand companies to create new products that appeal to the market"[2]. How do Māori participate in these types of programmes?

University researchers are investigating whether establishing an innovation centre focussed on a novel food processing technology could transform New Zealand's food industry"[3]. How can Māori better engage in these developments?

AgResearch has been awarded $4.25million in funding to develop sensors which will accurately measure the quality of export beef, lamb and venison in order to enhance consumer confidence in New Zealand's meat"[4]. How can Māori farms access this kind of technology to increase confidence in their own produce?

1 http://www.plantandfood.co.nz/page/news/media-release/story/Boysenberries-may-be-of-benefit-to-asthma-sufferers/
2 http://www.plantandfood.co.nz/page/news/media-release/story/targeting-foods-to-chinese-consumer/
3 http://www.massey.ac.nz/massey/about-massey/news/article.cfm?mnarticle_uuid=B7A822E6-AF13-8EB8-51C6-9B52F33B42BA
4 http://www.agresearch.co.nz/news/meat-quality-measurement-will-give-consumers-more-reason-to-buy-new-zealand-products/

Plant & Food Research has been awarded more than $30 million in funding for four projects as part of the Ministry of Business, Innovation & Employment's Endeavour Fund. Increasing Tairāwhiti Māori access to these initiatives may be key to advancing a more competitive agriculture and horticulture sector in the Tairāwhiti.

It was identified by participants that if productivity of Māori land was synonymous with the regional average more people could be employed. The introduction of more innovative technologies underpinned by sound research was thought to be key to achieving this and securing knowledge partners such as wānanga and universities to support agricultural and horticultural innovation and sustainability.

Key to uplifting productivity in the agriculture and horticulture sectors is improved infrastructure. Poor roading and access to more affordable energy as well as distance to ports and freight costs were seen as prohibitive to enhancing productivity and need to be addressed in a more timely manner. Many of these issues are not new; however, stronger advocacy is needed to lend impetus to government to provide appropriate solutions and to the level required.

Cultural Tourism

"Get away from volumes and focus on higher yields like the Rapanui model. We have the remoteness and quality to demand a higher yield in our heritage tourism products."

Authentic cultural tourism aimed at the high end market were possibilities for development and participants, particularly in the rural areas, demonstrated a high level of interest in the industry. Sharing culture and heritage presents a range of opportunities for whānau and hapū. Tourism packages such as pōwhiri, hunting, fishing charters, hangi, kapa haka, guided historical tours, eco-tourism and arts and crafts were activities that whānau felt they could engage in fairly easily with the expertise that exists on the ground. Connecting to the market was seen as the biggest barrier as well as building the capacity to conduct business sustainably, and this included new health and safety requirements.

These initiatives resonate and connect with those in the ATP which are currently being developed with Air New Zealand and Eastland Tourism, but would be more focussed on building capacity at community level. Potentially, if quality experiences were offered to discerning tourists, whānau could demand a higher yield for their heritage tourism products.

The need to maximise current opportunities by having effective representation in the current tourism development work that is being carried out in the Tairāwhiti, is clear. Coupled with this, practical seeding funding reaching targeted areas to build capacity on the ground, as well as support in the promotion of Māori tourism products to draw the right consumer needs a more sophisticated approach to deliver the right results.

Information Technology and Fibre Connectivity

"Champion ourselves as a hub for technology, like Silicon Valley. Let's look at the tech-giants such as Google and how can we promote ourselves and our lifestyle to bring those industries here."

Participants see the digital and research industries as viable business investments and key enablers in Tairāwhiti. Broadband connectivity into Māori homes scored as a high priority in the research. Fast and reliable broadband connectivity puts a library into every home, helps to bring educational possibilities within reach, supplements language and learning, and provides opportunities for work creation by bringing the world to the iwi. Further, participants said that online connectivity can also act as a means of repatriation to marae through a virtual presence. Aspirations to become leaders in innovation and digital technology production were clear goals that participants believed were within reach.

Apiculture

"We need investment and research into honey to create high end valued products."

Māori participation in the apiculture industry is still young and has taken longer to build capacity in what is now a fiercely competitive market. There are still significant tracts of land under Māori control and the move to utilise this land to grow mānuka and to farm mānuka and other honey is building momentum. Concern that the financial benefits of the honey produce were not flowing back to the communities of origin added to the notion that Māori needed to take control to ensure that the honey stayed in the rohe to create more work opportunities. Comments that Māori land collectives needed to come together to work with their resource and to build their capacity to participate in the entire value chain were made. Other discussions about the need for diversification of honey products, extraction and processing plants within the rohe, mānuka plantations and establishing a mānuka and

honey centre of excellence was also put forward. Participants felt that growing the industry and supporting Māori development within the sector has enormous potential to reap significant returns and that it required investment and support.

Significant regional GDP is lost as larger honey companies move the honey resource out of the rohe each season. Māori landowner engagement in the apiculture industry is expected to deliver multiple benefits to the rohe and arrest the outflow of GDP resulting from honey production to other regions.

Authenticity and provenance are now playing a big part in how consumers buy their food, and Tairāwhiti Māori are well placed to be able to deliver on this trend. Research and development, iwi partnerships and investment, as well as more accessible and affordable apiculture training and vocational pathways that lead Māori towards beekeeping and sciences in the industry, were identified.

CLUSTER 3: ENTREPRENEURSHIP AND INNOVATION

Business investment was identified as a high priority in the research, particularly for seeding cottage cottage industry initiatives and better Māori land utilisation. This ties in with investment into people, rural and iwi development needs. Building capacity in entrepreneurship and innovation needs to be underpinned by an approach that encourages growth and ensures that this capacity is being built in a purposeful way. Drawing on successful models from around the world and adapting these models to suit iwi, Māori and rural economic development may be helpful and has been emphasised in the results.

This theme also reflects comments about some communities feeling excluded from the regional development process, where they could not see the benefit to their own communities of interest. A key issue is the creation of work opportunities in smaller communities outside of the Gisborne city context. The issue is how to solicit commitment and participation from all 'corners' of the region to a collective notion of economic development.

Many participants spoke of 'good ideas' they had seen elsewhere and suggested that small business and entrepreneurial growth needed to be deliberately and meaningfully supported. A key concept here was the idea of 'entrepreneurial' seeds that had the potential for multiple and cumulative impact on smaller communities (e.g., a work creation idea can create wider employment, which can keep people in the community, support iwi growth, and therefore marae, encourage repatriation of people to communities, and result in economies of scale).

To address this theme, the development of tri-partite relationships between Māori businesses linking with wānanga and universities as knowledge partners, underpinned by appropriate government funding initiatives, may quickly bolster the economic possibilities of the region. Developing important relationships with wānanga and universities that support the development of innovative mātauranga (knowledge) research in natural food resources and food processing technologies could uncover new possibilities.

The need for access to 'big' data concerning consumer profiling for use in marketing strategies of Māori products, may provide knowledge about consumer trends and help future-proof businesses to adapt as the market changes.

Innovation in terms of value added initiatives and cottage industry ideas that emerged from the data are highlighted so these grass roots ideas are not lost.

Table 6: Māori Opportunities

Industry	Opportunities	Industry	Opportunities
Agriculture	Sheep Milk Products	Business… cont	Repair Services
Alternative / Renewable Energy	Development of Expertise		Rongoa (Commercial Enterprise)
	Hydro		Soap Making
	Solar energy		Social Media Consulting
	Wind Turbine		Tutoring & Educational Short Courses
Apiculture	Bee keeping	Digital Technology Development	Animation
	Beehive box building		App development
	Beeswax Products		Gaming
	Bottling plant		Graphic Design
	Honey Products: Propolis, cosmetics		Māori technology hub
	Queen bee rearing		Printer Protein
Aquaculture	Developing Land Based Operations		3D Marae / Virtual marae
	Fisheries connecting from rural development base to international markets	Forestry	Chip Plant
	Value Add Products: Fish skins as band aid, sports supplements		Logging Business
Arts & Crafts	Home made furniture		Wood Processing Mill
	Māori art	Horticulture	Farming Berries
	Māori carving		Fruit
	Uku		Harakeke
	Tā Moko		Hot House Produce
	Rāranga Harakeke		Kawakawa
Bakery	Entrepreneurial Products		Mānuka Propagation
Book Making	Manufacturing of paper and notebooks from recycled products		Market Gardens / Organic
Business	Accounting		Native Plant Nurseries
	Admin Services	Infrastructure	Iwi ownership of energy infrastructure
	Call Centres		Iwi ownership of road infrastructure work
	Candle Making		Geo Thermal Energy
	Children's Toy Making	Port	Iwi ownership of stevedoring, marshalling and logistics
	Freelance Writing	Processing Plants	Packhouses
	Fruit Paste / Organic Medicinals		Produce
	Home Improvement Services		Transport
	Home Made Furniture	Tourism	Authentic Cultural Experiences
	Horse Treks		Biking Tours
	Human Resources		Host high end tourists
	IT Services		Hunting & Fishing
	Laundry Services		Kapa Haka Experience
	Jewellery Making		Korero Māori Cafe
	Lawn Mowing		Museum
	Māori Native Cosmetics		Paddock to plate hospitality: Eat the catch at the end of the day
	Mortgage Advice		Trails
	Mangatu Prison Services		Ecological tours
	Pani Pani		Water tours: Stand up paddle board, waka ama, surfing.
	Proof reading and editing		Walkways
	Publishing and Design	Water	Water bottling

“Kia hāngai pū ki tā te Māori, tangata whenua, ngā iwi taketake waihanga.”

"We must not solely rely on commodities and/or raw materials to be successful in Te Tairāwhiti. We also need to be highly knowledgeable, educated and trained in industries of the future that are new and innovative."

Discussion

KEY THEMES

In this section, we foreshadow a number of important issues from the interviews. Of significance is that an overwhelming number of responses identify 'people capability and capacity' as being an important factor for iwi, Māori and rural development. Some of the priorities for participants include:

- **Whānau development:** rebuild the traditional values and social capital that is embedded in whanaungatanga (e.g., reciprocity, manaakitanga etc);
- **Education:** the social and economic revolution of iwi and Māori will not be sustainable without a prior or simultaneous education revolution;
- **Māori still need to be Māori:** in order to participate in iwi and cultural practices, and therefore Māori language, knowledge and culture revitalisation are critical;
- **Self-development:** Māori have answers within themselves and need support to enact their own economic development ideas and strategies; and
- **Infrastructure development:** Local physical infrastructure i.e., hauora, hospitals, te kōhanga reo, schools, marae, shops and business services.

DEVELOPMENT PRINCIPLES

The approach in this report has been to centralise three key understandings:

- That previous attempts at transforming iwi, Māori and rural social and economic development have not been greatly successful;
- That we cannot invest in the same strategies that are not effective in transforming under-developed sectors in Tairāwhiti; and
- That we need a change in approach to an inclusive model of economic development.

Given this need to develop new strategies and models, we identify the following key elements which individually and collectively have the potential to transform Māori social and economic outcomes.

Buy-in

This principle encourages commitment by as many iwi, Māori and rural individuals as possible to the thinking and practice of economic development. Enhancing iwi, Māori and rural communities to have meaningful 'buy in' to the ideas, planning, processes and outcomes of economic development are critical. When individuals and groups feel a 'sense of ownership' of the 'kaupapa' (plan) they are more likely to be committed to ensuring its ultimate success. Where there is little or no ownership of the 'ideas' – commitment falls away.

Bottom-up and Top-down Development

This principle connects with the idea of the need for 360° intervention. It is important to critically understand the 'failure' of the top-down investment models that are reliant upon the promise of 'trickle down' economics. On its own, this approach has proven to be inadequate; we need to invest in change in multiple sites, including change from the grassroots upwards.

360 Degree Intervention Model

This principle moves beyond the propensity to develop a 'projects approach' to change. That is, economic development is often addressed as singular projects and assumes a 'silver bullet' approach. Iwi, Māori and rural economic development requires multiple interventions, in multiple sites often simultaneously. We need ways to make economic development everyone's concern. A further connotation of the 360° intervention model is the idea that we need to include everyone in the notion of change – that is we cannot afford to leave anyone behind.

Enactment

This principle moves beyond rhetorical expressions of transforming intention to enacting transforming outcomes. An important emphasis here is to let one's actions speak and to demonstrate this through 'ringa raupa' or blisters on the hands.

Whānau Development

A key learning from te kōhanga reo and from kaupapa Māori approaches to transforming outcomes for Māori is the need to work on 'regeneration' of the traditional values of whānau and whanaungatanga. These values include: respect; nurturing; humility; service; tuakana – teina; whakapapa; collaboration; cooperation and reciprocity

between whānau, hapū and iwi. The significant point here is that embedded in these traditional values is a social capital that enables whānau to mediate some of the worst effects of their social and economic condition. In this sense, rebuilding the power of whānau (people) is a more fundamental project than creating economic opportunities. There is an inextricable relationship between whānau 'cohesiveness' and their readiness to participate in economic self-development.

Self-development

Māori have made some of their most important gains from self-development projects. Te kōhanga reo, kura kaupapa Māori, Māori radio, hauora Māori and so on. Key elements about these initiatives are autonomy and meaningful participation in the planning, processes and control over outcomes. There is a need to learn from these successful interventions. As one participant remarked "our best successes have been when we have done it ourselves." It is important to understand the need for Māori to participate more meaningfully in the intervention strategies and to note their desire for more autonomy and control over their own lives.

Iwi engagement

Iwi engagement by government and public authorities is still hugely under-developed, and as such, offers lots of potential in terms of building traction in respect of impacting the social and economic condition of Māori generally, and iwi in particular. It is important to recognise that iwi settlement funds and how these are spent are the prerogative of iwi. Many iwi insist that the 'personal rights' in Article III of the Treaty have not been addressed or settled, despite unilateral declarations by government around 'full and final' settlement statements. The point here is that Māori are still taxpayers, and also have 'personal' rights that are guaranteed within the Treaty of Waitangi that come under the responsibility of public sector funding. In this sense, there is a need to unpack the 'mythology' that somehow iwi settlement funding should be used to supplement (even replace) public spend in this area – and that iwi funding should be spent on curing the social and economic conditions of iwi, Māori and rural communities. In this regard government, local body and public service providers need to develop more respectful approaches and working relationships with iwi; respect for iwi autonomy, respect for the elected leadership entities and respect for their development aspirations. Beyond this, there is need to work alongside and in

support of iwi aspirations and not to make presumptions about how iwi should use its funds; consult regularly and formally with iwi; and seek to assist (including with resources) iwi to fulfil their aspirations for their people. The sum total of what is being expressed here is the development of a true partnering model – not one loaded with pre-conceived expectations.

Innovation and New Ideas

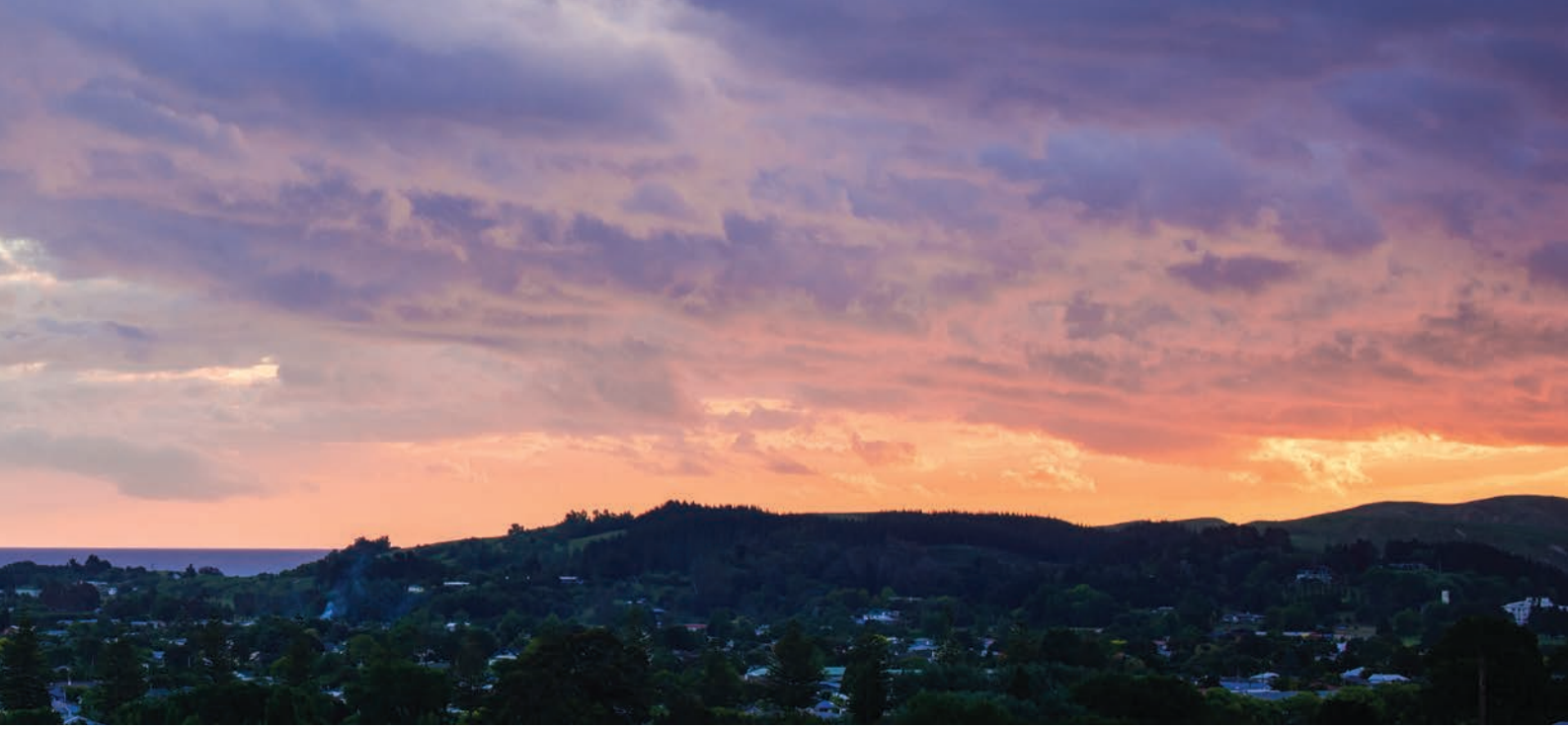
This principle reinforces the idea that we need to be focussed on transformation and how we get it. It connects to the previous ideas that we cannot continue to do things that are not effective in making change. Therefore, there is a subsequent need to look for new ideas, innovative approaches and new technologies that might help. A large number of entrepreneurial ideas came through from participants (e.g., establishing and engaging with new technologies, i.e. fibre, high-tech hubs and providing formal and informal education around new technologies such as those in Hauiti).

Critical Alignment

An important principle is the need for a critical perspective. We need to be able to understand what has gone wrong and what is not working before we can put them right. We need to critically engage with the prevailing hegemony that reproduces a particular form of economic development (e.g., the belief in a 'level playing field' form of equity, that we must treat everyone exactly the same). However, by failing to recognise that everyone is not starting off in the same place – the ideology of the 'level-playing field' is an idea which in the end sanctions difference, disadvantage, privilege and an unequal society. In this sense, dominant interest groups who already enjoy advantage are able to reproduce their advantage. There needs to be a critical penetration of such thinking if we are to get change within a prevailing societal context of unequal power and social relations between dominant Pākehā and subordinated Māori populations.

STRATEGIC ISSUES

A significant criticism of the ATP centres on its neglect of a people focus and in particular, the absence of any major attention to capacity and capability building in iwi, Māori and rural contexts. If there is to be a social and economic revolution among these communities, then there needs to be some reference as to how this is to be achieved.



A number of responses identified this issue and spoke to the important role of education, skills training, apprenticeships, scholarships and so forth. Over and above this, two key ideas that are worthy of signalling at this early stage emerged from the responses.

First, there is a need for a specialised group to manage regional-rural development of Māori and work with iwi, rūnanga and their social and economic development aspirations. This entity would oversee a pool of start-up funding derived from the regional development planning process and be used to stimulate and promote small to medium business, self-development in rural and small town locations across the Tairāwhiti rohe. It would disseminate and share ideas and seed funds; it would promote development workshops and seminars across the region; it would seed fund entrepreneurs and attract talented individuals back into the rohe; and it would liaise and work with iwi. This initiative is discussed elsewhere in this report.

Second, a need for new and innovative ideas and skills to generate social and economic development. What is significant here is not simply an argument for the traditional form of schooling or education but a 'skills, business start-up, entrepreneurial, IT innovation oriented type of education and community based programmes.' This is important in order to build new and practical skills to enable local and rural economic development, iwi/Māori need to have a clear view of what counts as a confident, healthy, well-educated, culturally competent and economically prosperous iwi, citizen who have the capacity and capability to contribute effectively to building a community, regional, Māori, and national economy. Tairāwhiti can draw this down further to the whānau level.

Other important issues were raised that reinforced the need for a sense of urgency in responding to overcoming high and disproportionate levels of social and economic under-development in the Tairāwhiti rohe (e.g., we were made aware of the need to lift public awareness in respect of the growing number of mainly non-Māori superannuants who in the near future will be dependent on the increasing number of Māori workers and taxpayers to contribute to their superannuation fund – the issue being that Māori employment is an urgent issue now in order to prepare for this eventuality).

“Ko te whenua te waiu mo nga uri Whakatipu.”

"We need to be to be internationally competitive at a local level. Broadening our market opportunities for Māori businesses can be achieved by applying universal business rules but from a tikanga Māori perspective."

Conclusions

There are a number of issues raised within this research that are cause for a wider reflection. In particular, the strategies and ideas that have emerged out of the community voices raise some pertinent challenges that might evoke a broader policy examination. A fundamental question that we might reflect on is whether the government policy environment should continue to accept as inevitable the demographic decline in rural areas and small towns, and therefore, the diminishment of the economic capacity of these communities? On the other hand, is it time to reconsider how to intervene and to stimulate the capacity, capability and potential of these smaller towns and rural communities?

A further set of 'transforming' focussed questions arise here:

- How do the national and local economic interests come together in more productive and practical ways?
- How does New Zealand deal with infrastructure issues related to housing, public resources, work creation and so forth by continuing to overly countenance a centralised economic development model focussed within the larger cities and urban environments?
- Given the rising economic re-positioning of tribes, how can government work with iwi to help repatriate more iwi, Māori citizens to contribute to the social, cultural and economic development of their iwi, rohe and regions?

An important thinking that underpinned many of the iwi responses in this study was the assumption that government is positively disposed to grow and incentivise rural and iwi economic development in the Tairāwhiti rohe. However, the reality seems to be the opposite situation in that government have little overt policy reaction to rural population demise. A key issue here is the need for policy that might intervene and shift beyond the 'taken-for-granted' acceptance of rural and iwi population decline, and harnessing

the potential that resides within these communities and regions.

In conclusion, there are broader policy considerations that emerge here for regional economic development. We see the need for a policy re-alignment in respect of creating a more conducive economic development context that enhances social and economic returns from iwi, rural and small town communities. In this regard, there is a need for some radical and divergent thinking. Some examples might be:

- Build investment incentives to create and establish economic opportunities in smaller towns and rural centres (e.g., tax exemptions have been used to encourage the film industry into New Zealand). These could be short-term, targeted 'primers' with potential to partner with iwi and or other business enterprises;
- Build a focus on rural and iwi economic development potential that promotes growth through the twin strategies of a broader public participation as well as emphasising the productivity of big business enterprise and projects. That is, there is the need for all New Zealanders to move beyond the 'idea' of economic development to 'understanding' economic development is also an 'enactment' built on 'buy in' by the wider community. Of significance here is the need to mediate the perceived inadequacies of the 'trickle down' expectations of big business and the need to build a broader based 'people' engagement within notions of economic development;
- Build a '360° economic development' approach – a more overt 'whole of country' strategy that gets beyond the rural/urban divide and allows for a more inclusive approach that embraces the general population as well as big business. This 'whole of country' course of action might be pursued in an effort to counter present infrastructure pressures and congestion that are concentrated in major urban centres. This would also align with the establishment of a new deal; countrywide alliance and responsibility to the idea of a 'national economic development' that is everyone's responsibility and in which every citizen has a role to play and a contribution to make. It is also an important way by which to reframe 'trickle down' economic expectations; and

- Build the potential of the currently under-developed sectors of New Zealand and enable rural communities to contribute to their own self-development and regional regeneration. This requires a shift in the current approach which seemingly accepts the decline of populations in the rural sector and on the contrary, puts emphasis on centralised economic development.

A rethink and renewal of rationale and practice that underpins regional economic development in New Zealand need to occur. We cannot continue to keep investing in and supporting the same ways of doing things that are clearly not working well. Māori, and iwi in particular, are concerned to see change, given that economic and social inequalities continue to disproportionately and detrimentally impact Māori and iwi domiciled in the rural regions, in iwi rohe and in small towns. Socioeconomic disadvantage also accrues to other population groups of New Zealand society who reside in rural locations and small towns. The regional economic development plans must not only speak to the big business elements of economic development, they must also address and embrace the idea of how economic planning in the regions might also create a more inclusive and fairer New Zealand society for all.

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Appendix 1: Kimihia He Oranga

Kimihia He Oranga is the Tairāwhiti Māori economic development reference group formed in September 2015. The group's terms of reference follows.

Description

The reference group was mandated by eleven iwi and small and medium Māori enterprises on 16 September, 2015 in Gisborne. The geographic reach of the reference group is inclusive of the East Coast, Gisborne and Wairoa regions and for that purpose Tairāwhiti in the terms of reference commentary refers to these regional boundaries.

Aims and Objectives

The main aim of Kimihia He Oranga is to support and advocate on behalf of Tairāwhiti iwi and Māori land and businesses to maximise, increase and realise Māori economic potential and opportunity. The group's objectives are to:

- Provide continuing economic development opportunities for Māori groups, entities and businesses in the Tairāwhiti;
- Develop a communication network to co-ordinate timely and relevant information exchange between economic development stakeholders in the Tairāwhiti; and
- Raise the profile and positively promote Māori regional and sub-regional economic development in the Tairāwhiti on the national and international stage.

Priorities

Kimihia He Oranga identified that minimal qualitative data exist on the current Māori asset base in the Tairāwhiti. A lack of data means Māori economic development is based on assumptions about the size and value of the Māori asset base, the level of the Māori economic contribution and participation and of areas of economic opportunity for Māori.

Kimihia He Oranga proposed to commission a research report that profiles the current Māori economic situation in Tairāwhiti. It is further proposed that the report will comprise data at the regional level.

Members

Reference group members are representative of the Māori economy across Tairāwhiti and are active participants in Māori economic development activity within their sub-regions. Sector agencies are those who have a role in facilitating Māori economic development in the region. Te Puni Kōkiri supports the group administratively.

Table 7: Members of KHO

Name	Iwi/Business
Rohe 1	
Dawn Brooking	Ngāti Porou
Whaimutu Dewes	Ngāti Porou
Kimihia Doel	Te Rūnanga o Ngāti Porou
Selwyn Parata	Te Rūnanga o Ngāti Porou (Chair)
Herewini Te Koha	Te Rūnanga o Ngāti Porou (CEO)
Huti Watson	Ngāti Porou Miere Coalition
Rohe 2	
Ingrid Collins	Whangara Farms (Chair)
Jason Gerrard	East Bro Ltd
Kelly Blackman	Te Aitanga a Hauiti Centre of Excellence
Lily Stender	Tolaga Bay Inn
Makahuri Thatcher	Te Aitanga a Hauiti
Hilton Collier	MEDAB
Ngarangi Walker	Ngāti Porou
Rohe 3	
LeRoy Pardoe	Rongowhakaata
Matene Blandford	Tutu Poroporo Trust
Moera Brown	Rongowhakaata
Alayna Watene	Rongowhakaata (CEO)
Robyn Rauna	Ngāi Tāmanuhiri
Tina Karaitiana	Tina Karaitiana Consultancy
Katie Tamanui	Ahi Kaa
Ron Nepe	Te Rūnanga o Tūranganui ā Kiwa
Pene Brown	Te Aitanga a Māhaki (Chair)
Rohe 4	
Adele White	Kahungunu
Alice Wairau	Te Rakato Social Services
Amiria Moyler	Wairoa Taiwhenua
Bill Blake	Wairoa Taiwhenua
Charlie Lambert	Ngāti Pahauwera
Danika Gold	Wairoa Taiwhenua
Esther Foster	Wairoa Taiwhenua
Hilda Amaru	Pauline Eunice Southern Star Trust
Kurawari Panere	Wairoa Taiwhenua
Miriama Hammond	Wairoa Taiwhenua
Naomi Wilson	Wairoa Taiwhenua
NIcholette Pomana	Ngāti Rakaipaaka
Rill Meihana	Wairoa Taiwhenua

Appendix 2: Research Team

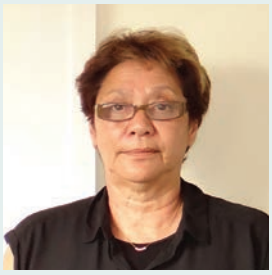
Distinguished Professor

Graham Hingangaroa Smith CNZM

Ngāti Porou, Ngāti Apa, Ngāti Kahungunu, Kāti Mamoe

PhD (Auckland), M.A. (Hons), Dip.T, D.Litt *(Hon. Causa)*; LLD. *(Hon. Causa)*

Distinguished Professor Smith is an internationally renowned Māori educationalist who has been at the forefront of the Māori initiatives in the education field and beyond. His academic background is within the disciplines of education, social anthropology and cultural and policy studies, with recent academic work centred on developing theoretically informed transformative strategies for intervening in Māori cultural, political, social, educational and economic crises. He is involved in the development of Tribal Universities and had worked extensively with other indigenous peoples across the world, including Canada, Hawaii, USA mainland, Taiwan, Chile, Australia and the Pacific nations.



Professor

Annemarie Gillies

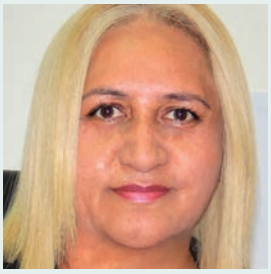
Ngāti Kahungunu, Ngāti Awa, Te Whānau-a-Apanui, Te Arawa

PhD (Massey), MBA (Massey)

Professor Gillies is the Director (Research Office) at Te Whare Wānanga o Awanuiārangi, and Professor of Māori and Indigenous Research. Previously, Annemarie was a Senior Lecturer and Director of Te Au Rangahau Māori Business Research Centre at Massey University, and has developed papers and qualifications in the emerging disciplines of Māori management, business and leadership. She also has expertise in developing Māori research methodologies and experience in working with iwi and Māori organisations in collaborative and community-based activities. Annemarie currently holds governance positions on local community boards and Māori land authorities, and is an advisor to and key investigator of numerous research projects.

Dr Jason Paul Mika
Tūhoe, Ngāti Awa, Whakatōhea, Ngāti Kahungunu
PhD (Massey), MPP (VUW), BMS(Hons), ANZAMM

Dr Mika is a senior lecturer in the School of Management, Massey University at Palmerston North, and director of Te Au Rangahau, the Māori Business & Leadership Research Centre. Jason's research interests are indigenous entrepreneurship, indigenous management and indigenous methodologies in business research. His doctoral research, completed in 2015 under the supervision of Associate Professor Paul Toulson, Professor Annemarie Gillies, and Dr Joanne Bensemann, examined the role of publicly funded enterprise assistance in Māori entrepreneurship. Jason was an associate investigator in several Ngā Pae o Te Māramatanga research projects including Whakatipu Rawa led by Dr Shaun Awatere, Te Pae Tawhiti led by Dr Robert Joseph, and is principal investigator for 'Entrepreneurial ecosystem efficacy for indigenous entrepreneurs'. He is a former management consultant with GHA and lead author of Te Pae Tawhiti: Manawatū-Whanganui Māori Economic Development Strategy and a member of ANZAM's Indigenous Issues Special Interest Group.



Fiona Wiremu
Tūhoe, Ngāti Ranginui
PgDipMgSt (Waikato), BMS (Waikato)

Ms Wiremu is the Executive Director at Te Whare Wānanga o Awanuiārangi, Treasurer of the Waiariki Māori Women's Welfare League, Chairperson of Te Puna Ora o Mataatua and management/accounting advisor to a number of Māori Trusts. She teaches Indigenous Business within Te Tohu Toi Tangata: Bachelor of Humanities at Te Whare Wānanga o Awanuiārangi. Previously, Fiona has worked in finance/management accountant positions in New Zealand and is currently completing a Masters of Business Administration with the University of Waikato.

Project Manager
Judith (Huti) Puketapu-Watson
Ngāti Porou, Tainui

Self employed for the last ten years, Huti is Executive Director of an Australian based consultancy business that works on Indigenous economic development projects.
Based in the Tairāwhiti with her whānau, Huti is Chair of the newly established mānuka honey Māori land owner cooperative, Ngāti Porou Miere LP. She is also Deputy Chair of the Ngāti Porou Hauora Board, and a member / landowner of the Tarere 2 Trust and Pohutu Incorporation.
Huti is passionate about supporting key initiatives such as the Tairāwhiti Māori Economic Development Report, that are aimed at enhancing the wellbeing of whānau, hapū and iwi.

Iwi Reseacher

Dr Helen Louise Ruiha Pahau Taingahue

Ngāti Porou

PhD (University of Queensland)

Dr Pahau Taingahue was the youngest daughter of the late Rawinia and Moana Pahau. Helen was married to Samuel Taingahue and they had three children, Tapara, Hamuera, Te Whaikura. Helen was educated at Makauri and Te Wharau Primary Schools. Then Gisborne Intermediate and Lytton High School. Helen's working life started from humble beginnings as a fleeco, a freezing worker (WestField) to name a couple before embarking on a nursing career that would span over 23 years. She was going to make an impact for whoever she worked for here in New Zealand or Australia. For 15 of the 23 years she dedicated to research and health issues with Māori; Diabetes, Cardiovascular diseases, Rheumatoid Arthritis 2014. Helen led a stunning and sometimes colourful career with Ngāti Porou Hauora as team leader/Research Nurse 2003–2008. Tairāwhiti Regional Diabetes-NPH. Senior Clinical Research Nurse, University of Queensland 2008–2015 where she completed her Doctorate of Philosophy (PHD) in Rheumatoid Arthritis 2014. Helen was Team Lead Primary Care, National Hauora Coalition from 2015–2016. Her persistence, passion, commitment and sacrifices she made over the years were for the benefit of her children and people throughout the Tairāwhiti District. Helen was a valued member of the research team and Kimihia He Oranga wish to pay tribute to, and acknowledge the expertise and passion she brought to the project. Helen passed away during the course of the project and we remember her with aroha.

Iwi Reseacher

Joe Pihema

Ngāti Whātua

Te Panekiretanga o te reo Māori, PG Dip (Museum Studies), BA Hons (Māori), BA (Māori), Dip Tch (Kura Kaupapa Māori)

Mr Pihema is from Ngāti Whātua and has spent the the last 20 years working in the education and heritage sectors. He has a background of teaching in Kura Kaupapa Māori and the tertiary sector and was a curator, senior manager and a National Services committee member at the Tairāwhiti Museum in Gisborne and Te Papa Tongarewa. Joe was recently elected to the Ngāti Whātua Ōrākei Trust which is responsible for maintaining and administering around $900m of assets on behalf of the hapū. Currently based in Gisborne, Joe is completing his Master of Philosophy at AUT with his thesis based on the wharenui Tumutumuwhenua at Orākei, and its role as a social and cultural change agent for the people of Ngāti Whātua ki Orākei. His wife is Huia Kerekere Pihema from Te Aitanga-a-Māhaki and they have 3 tamariki; Tahua, Raana and Tuperiri.

Iwi Reseacher

Tiffany Caine

Te Arawa, Ngāti Porou

Ms Caine recently moved back to Te Tairāwhiti to start NĀTI Digital, a small innovative Māori technology company. NĀTI Digital creates free Māori learning resources (3D Marae, Virtual Reality (VR) Marae) which help to reconnect whānau to their marae and whakapapa. Tiffany currently works with whānau, hapū and iwi empowering them to create their own resources as well as sharing her knowledge and expertise with new technologies. She is also the Director of Digital Enterprise at First Tribe Technology Systems working with and across various iwi entities.
Her most important role is a mama to Madison and loving whaiaipo to Ross. Next year Tiffany will be studying te reo Māori Full-time; she is on a mission to become fluent and gain a deeper understanding of te ao Māori.

"I was honoured to be chosen as a Researcher for Kimihia He Oranga, I was on the ground, kanohi ki te kanohi with our people. It helped me to achieve one of my passions; which is contributing towards iwi/Māori Economic Development. I have met some amazing people whilst on this waka and I will work tirelessly to ensure that their voices are heard, their ideas realised and that our people flourish. Special thanks to my Koro Abe Hurihanganui, Nanny Hine Hurihanganui, my friends and whānau for all your support!"

Iwi Reseacher

Taryne Papuni

Ngāti Porou, Ngai Tane, Te Whanau a Hinepare

Ms Papuni was raised in Rangitukia within the Waiapu Valley, and maintains a strong connection to her marae and community. Taryne has over 10 years experience in the area of Whenua Māori which she developed while working at the Tairāwhiti Māori Land Court and the Gisborne regional office of Te Tumu Paeroa (Māori Trustee). From working within these long-established institutions she gained extensive knowledge about Māori Land Administration and the importance of Māori land utilisation.
Taryne is currently working at Te Kura Kaupapa Māori o Horouta Wānanga in Turanga and is the proud mother of her four tamariki Atawhai, Rakaiwerohia, Reremoana and Wirihana.

Appendix 3: Regional Growth Studies

TOI MOANA BAY OF PLENTY GROWTH STUDY

The Ministry for Primary Industries (2015b) published the Toi Moana Bay of Plenty Growth Study. This study acknowledges the high and disproportionate economic and social deprivation, across the sub-regions particularly within the Eastern Bay of Plenty. These disparities contribute to the slow rate of economic growth within the region; however, several opportunities have been identified that may contribute to economic growth within the region.

The study identifies a minimum investment of $100 million for some opportunities, while other opportunities are yet to be scoped for investment. The potential growth is premised upon a collaboration between 'industry, research and tertiary organisations, Māori/iwi/hapū, and local and central government'. Access to skilled labour and the effective and efficient use of natural resources within this region are pivotal in developing sustainable opportunities. The report illustrates the need to invest in improving participation and educational outcomes particularly for Māori as a mechanism to unlock the Māori asset base within the region to the wider economy.

Table 8: Toi Moana regional opportunities

Sectors	Initiatives
Forestry and related processing	Toitū Te Waonui Afforestation Initiative
	Developing export markets for processed wood products
Agriculture and related processing	Improving on-farm productivity through better farm management and increased animal yields
Horticulture and related processing	Horticulture land expansion for kiwifruit
	Avocado industry international market development
	Take a significant position within the growing global health and wellness market through high quality mānuka products
Aquaculture	Ōpōtiki sea farm and harbour development
	Establishment of commercial trout farming
Visitor economy	Rotorua wellness-based strategy
	Regional tourism strategy
Specialised manufacturing	Develop critical mass in niche manufacturing with an initial focus on metal powders and applications
Improve water availability and quality	Bay of Plenty councils to work collaboratively with stakeholders to set water catchment objectives, limits, and monitoring and management mechanisms
Enhance the use of geothermal energy	Marketing of geothermal opportunities to industry
Improve education and skills	Tauranga Tertiary Education Precinct
	Development of a youth/rangātahi education and skills strategy

Source: MPI (2015b)

This research acknowledges that the Toi Moana Bay of Plenty Growth study has identified opportunities that require significant investment to assist with developing firstly an infrastructure to achieve its projected outcomes in addition to specific projects. Kimihia He Oranga research priorities may be able to utilise the research from specific projects identified within the Toi Moana Bay of Plenty and align the benefits on a national scale.

TAI TOKERAU NORTHLAND GROWTH STUDY

The Ministry for Primary Industries (2015a) published the Tai Tokerau Northland growth study. This study is focussed on capitalising upon existing industry opportunities that will provide short to medium growth opportunities. To stimulate economic growth within the region there is a need for further investment by private sector, local government, central government and non-government. The Māori asset base, in particular Treaty Settlements will be major contributors to a range of opportunities identified.

Some regions within the Far North have among the highest economic and social disparities in New Zealand. The population indices, education of skilled workforce and limited job availability across this region are further challenges to realising a substantial economic growth.

Eighteen opportunities have been identified that may stimulate economic growth within the region, although a wider co-ordinated approach across a range of industries is needed.

A detailed cost and benefit analysis was not undertaken; however some investment was identified for specific opportunities where the information was available. This research acknowledges that the Tai Tokerau Northland Growth Study has focussed on identifying gaps within existing industries and that a full action plan is yet to be prepared to determine how each of the opportunities can be resourced and implemented.

Table 9: Tai Tokerau Northland Growth opportunities

Sector	Opportunity
Visitor industry	Twin Coast Discovery Project
	Development of new visitor products and supportive infrastructure
Dairy and related processing	Improving on-farm productivity through an expansion of productivity initiatives
	Realise the dairy potential of Māori Land
	Proposed innovation centre concept for dairy and primary industries
Education and skills	Skill-based investment programmes to support key industries
Road and rail transport	Future-proof key road freight routes
Forestry and related wood processing	Growing the wood processing industry
	Saw and pulp facility at Ngawha
	Development of indigenous wood products industry
Aquaculture	Kingfish farm facility
	Scaling up existing aquaculture production
Marine Manufacturing	Investment in lift and retrieval facilities in Whangārei
Horticulture	Horticulture Strategic Action Plan
	Development of the mānuka honey industry
Digital connectivity	Build digital competence and use of broadband
Water management	Improving water allocation and quality through water storage and management
International education	Grow the scale and value of international education

Source: MPI (2015a)

MANAWATŪ-WHANGANUI GROWTH STUDY

The Ministry for Primary Industries published the Manawatū-Whanganui growth study report. This study identified that the estimated economic growth for the region was 1.3 percent in 2014 making this the second slowest of all regions. Large labour intensive industries have disappeared or changed creating gaps of unemployment which have not been replaced to the same extent. Small to medium enterprises play a vital role in creating 'urban centres' to stimulate economic, cultural, educational and social imperatives. Development of leadership and governance models, partnerships and collaboration between investors contribute to supporting the economic growth in the region. The opportunities identified build upon existing industries and the creation of innovative compatible industries that will augment economic growth in this region.

Fifteen opportunities have been identified that build upon existing industries and may stimulate the development of new compatible industries.

A detailed cost analysis was not undertaken. The following enablers were identified to support these opportunities. They include:

- Transport and distribution;
- Productivity of Māori land; and
- Growing businesses.

Table 10: Manawatū-Whanganui Growth opportunities

Sector	Opportunities
Tourism and visitor services: To grow the region as a destination for adventure, nature, cultural and outdoor tourism experiences with a focus on international visitors	• Extend current mountain biking on Turoa and utilise the Ruapehu Alpine Lift facilities year-round • Package and market the outdoor/nature/cultural tourism
Sheep and beef farming and processing: Getting more out of the rich and extensive hill country resource across the region	• Improve on-farm productivity • Increase value-added processing
Land use intensification: Utilising high quality land to its full potential, within environmental limits, for dairy, arable and other farming - primarily through irrigation	• Small operations in the Rangitikei River valley to broader and large opportunities on the Manawatū plains and sand country • Package of interventions to document the potential returns for investors from land use intensification in the region when compared to other regions
Mānuka honey	• Honey in natural medicine as a nutraceutical • Better use of currently underutilised or poorly utilised extensive hill country hinterland which is ideal for Mānuka honey production
Fresh vegetables: Primarily for export	• Expansion of fresh vegetable production for export • Concentrated joint effort of growers in the area, who would initially focus on a limited number of export markets
Poultry and grain processing: Primarily poultry meat, but also eggs and in association with grain-growing	• Increased supply to China and other Asian countries
Affordable care and lifestyle for older people: Creating an affordable model of continuing care for older people through retirement to advanced care in a community context to meet the demands of an already emerging sector	• New models of care • Horowhenua could become a centre of best practice
Business process outsourcing (BPO) and food innovation leadership of Food HQ	• Grow the contact centre industry • Outsourcing food-related research innovation and technical services

Source: Eaqub, Ballingall, Henley and Hutchings (2015)

This research acknowledges that the Manawatū-Whanganui Growth Study has recommended regional level responses as well as providing an analysis of the challenges and opportunities facing each district in order to engage in these opportunities.

EAST COAST REGIONAL ECONOMIC POTENTIAL STUDY

In 2013, a study of the potential growth in the Gisborne, Wairoa, Napier and Hastings regions was conducted covering a period of between ten to thirty years. In April 2014, the report was updated and prepared for the Ministry of Business, Innovation & Employment to include the latest official data. The study resulted from a discussion to close the rail connection between Napier and Gisborne. An agreement was entered into between the Transport Minister Gerry Brownlee and Economic Development Minister Steven Joyce; the Mayors of Gisborne, Wairoa, Napier, Hastings; the Chair of the Hawke's Bay Regional Council; Ministry of Business Innovation and Employment and the Ministry of Transport to identify appropriate road, rail, air freight, port infrastructures to support potential growth within these regions.

Interviews were held with stakeholders from local government, industry organisations, iwi and infrastructure providers to gather current perspectives on economic performance of the study area and determine what opportunities for growth could be developed.

The study identified various existing industries, of which five were deemed major contributors to generating jobs and raising living standards within these regions:

- Forestry and related manufacturing and services (including wood processing and pulp and paper processing);
- Livestock farming and meat product manufacturing;
- Horticulture, viticulture and food and beverage manufacturing;
- Tourism and related services; and
- Education and training.

To support the development of growth within these regions the report identified the following issues to be addressed:

- Market the East Coast as a place to 'visit, live, work and invest';
- Improve the low-level educational attainment and retention of technical skilled workers;
- Manage the efficient use of the natural resources (particularly land and water use) and the impact of droughts and floods;
- Improve the quality and reliability of the road network; and
- Grow research and development capability for business growth and innovation.

A two-stage study was commissioned identifying three scenarios (weak, baseline and strong) of growth for existing industries and two scenarios (baseline plus small-scale production and baseline plus large-scale production) of growth in the Oil and Gas industry.

Each scenario presented the key economic outcomes over twenty years, the freight transported and the technical skills and labour needs to service this growth. The strategy and action plan for each region was a separate study to be developed in 2016.

The most significant increases to freight transport and main impact on the road, rail, air freight, port infrastructures were:

- Forestry and logging;
- Wood product and manufacturing; and
- General distribution of manufactured and retail goods substantially increase.

Should 'Oil and Gas' be discovered in the East Coast basin and was commercially viable to extract then the impact on the road, rail, air freight, port infrastructures would increase.

An outcome from this study identified skilled labour shortages and recommended the development of education and training to meet the new skills requirements. This included general and specialist managers, designers, engineering and transport professionals as well as other skilled workers.

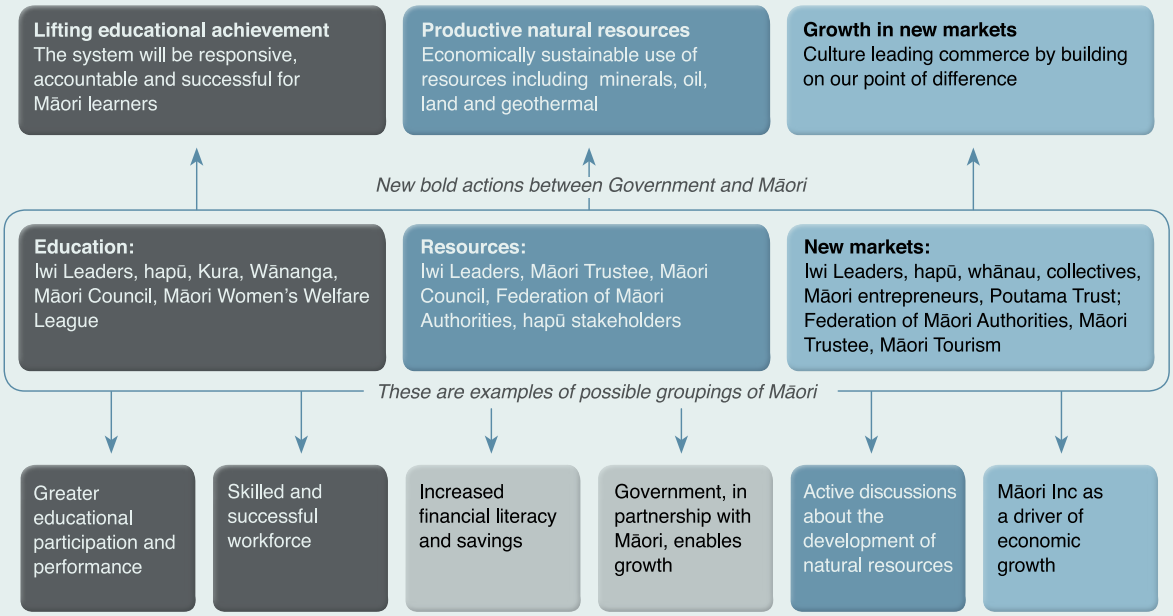
The establishment of partnerships with investors and investment by Iwi/Māori were seen as essential in contributing to the successful development of growth in these areas. This research acknowledges that the East Coast Regional Economic potential Study focus has been on economic forecasting and transport and skills implications.

HE KAI KEI AKU RINGA

He Kai Kei Aku Ringa is a five-year strategy for the period 2012–2017 that identifies collaborative and mutually beneficial activities between the Government, iwi, Māori and the private sector represented in six goals and 26 recommendations (Māori Economic Development Panel (MEDP), 2012) A central aim of the plan is for Māori to produce competitive products and services both domestically and globally, and for infrastructure, resources, skills and innovative systems to support and complement each other. This plan reinforces the message that the whānau are key to realising Māori economic potential and Māori as contributors to the New Zealand economy.

The strategy focusses on strengthening foundations as a means to "supporting and enabling Māori to participate as equal partners in New Zealand's economic development" (MEDP, 2012, p. 8). The strategy incorporated discussions with whānau on how Māori trusts and incorporations, Māori small to medium enterprises and Māori entrepreneurs can develop community-level economic activities that may contribute to the inter-generational economic success for all New Zealand. The potential economic contribution of Māori economic activities to the overall New Zealand economy could be an additional $25 billion in national GDP by 2061 (Nana, Stokes, & Molano, 2011).

Figure 49: Crown-Māori economic growth partnership



Under each of our six goals are recommendations for continuous improvement of the existing system

The goals and actions of the Crown-Māori economic growth strategy follow:

Table 11: He Kai Kei Aku Ringa goals and actions

Goals	Actions
Goal 1: Greater educational participation and performance	Government and Māori work together to consider models of compulsory schooling that better meet Māori needs
	Identify and help communities with low levels of early childhood education participation and introduce incentives to enable children aged 0–5 from these communities to attend a minimum of 15 hours' quality early childhood education
	Support schools to achieve equal educational outcomes for Māori students by no later than 2017
	Ensure pastoral care at tertiary education providers is meeting needs of Māori students
Goal 2: Skilled and successful workforce	Invite Māori iwi and collectives to work with MBIE to conduct skill needs analysis and develop a resulting programme of action
	Increase Māori in-work training
	Increasing level of participation of Māori in the labour market
Goal 3: Increased financial literacy and savings	Consider the options for education and home ownership savings schemes for whānau and households on low incomes
	Ensure financial literacy services are meeting the needs of Māori whānau
Goal 4: Government, in partnership with Māori, enables growth	Set joint outcomes for government agencies to target performance and productivity of Māori contribution to the economy
	Ensure connection between Māori enterprises and the services available to them to build their management capability
	Review linkages between innovation system and Māori enterprises and collectives
	Prioritise Statistics NZ's Tatauranga Umanga Māori project to produce official statistics for the Māori contribution to and participation in the economy on an ongoing basis
	Review governance structures of collectively owned Māori assets
	Provide market intelligence and facilitate business networks to enable Māori enterprises and collectives to enter and grow in export markets
Goal 5: Active discussions around the development of natural resources	The Government and Māori accelerate discussions on the development of natural resources
	Reduce the constraints on raising the productivity of Māori land
	Investigate the development of an investment fund for commercial discovery processes
Goal 6: Māori Inc as a driver of economic growth	Build relationships and manage logistics in export markets, particularly China
	Develop opportunities for Crown-Māori co-investment
	Co-ordinate services provided to Māori enterprises
	Share governance best practice knowledge and experience
	Improve engagement between industry groups and Māori enterprises
	Develop Māori Inc concept to operational status
	Make the most of the Māori value proposition in export markets
	Establish a Māori Economic Development Board to provide ongoing stewardship, monitoring and evaluation of the Māori Economic Development Panel's Strategy and Action Plan

This research acknowledges that He Kai Kei Aku Ringa provides an over-arching focus for regional Māori economic development in Te Tairāwhiti.

Notes


Development Kit 2