



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

Whakapapa
Who we are



FROM THE CHIEF EXECUTIVE LEITH COMER:

Te Puni Kōkiri (Ministry of Māori Development) means 'a group moving forward together'. Te Puni Kōkiri interprets, applies and represents the many dimensions of contemporary Māori culture. It guides Māori public policy by advising government on policy affecting Māori wellbeing.

As the state agency solely focused on Māori, it is uniquely placed to lead and support government by providing high quality policy advice; effective monitoring; and by building and maintaining strong relationships. Te Puni Kōkiri also maintains a strong network of regional offices that provides for close and interactive connections with Māori and investment in Māori regional development priorities.



MEASURING MĀORI SUCCESS:

Te Puni Kōkiri recognises the importance of Māori achieving a sustainable level of success as individuals, in organisations and in collectives. Such success is demonstrated by Māori:

- participating in and benefiting from education and economic opportunities
- having institutions that are robust and effectively managed
- flourishing as people within a strong culture
- flourishing in enterprise and employment
- creating and maintaining healthy families
- being innovative models for other businesses, organisations, communities, or countries
- having beneficial partnerships with local, national and international stakeholders, including business.

THE MĀORI POTENTIAL APPROACH:

The work of Te Puni Kōkiri is guided by a new policy approach based on realising Māori potential. It is simply about Māori enjoying a better quality of life – Māori succeeding as Māori.

The Māori Potential Approach is guided by the following principles:

Māori Potential: seeking opportunities for Māori to change their life circumstances, improve their life choices and achieve a better quality of life. The principle recognises that Māori are multi-dimensional, aspirational people who are supported by a distinctive culture and value system.

Culturally Distinct: respecting Māori as first people of Aotearoa New Zealand and recognising and valuing the cultural capital with which Māori enrich their communities. This reflects the role of Māori and their indigenous culture within the wider society.

Māori Capability: building the capability of Māori people, extending their sense and range of choices and power to act. This principle reflects the need for Māori to view themselves as the catalysts to affect change.



TE PUNI KŌKIRI AT A GLANCE

Employs: 335 permanent staff, of which 40 percent (135 employees) are based in regional offices around New Zealand. Some 70 percent of employees are Māori, and around 60 percent are women.

Spends: Departmental operating budget is \$54.7m, including \$4.4m to run the Māori Trust Office. In addition, is responsible for direct funding of Crown Entities and other agencies totalling \$75m; Investment Approach Investment Programmes total \$24m; and Grants totalling \$0.5m.

Offices: Head Office, Wellington

21 local offices based in 10 regions across New Zealand (*See back of this flyer for contact details.*)

KEY WORK AREAS:

Te Puni Kōkiri has identified six key work areas:

Whānau Development: Whānau are the core unit of Māori society, and as such are a crucial change agent for positive Māori development and an accelerant for realising Māori potential.

Te Puni Kōkiri believes that where there is strong whānau infrastructure, whānau members will have increased life choices, life quality and cultural gain. Historically, public policy has tended to view Māori as individuals rather than as members of their whānau, hapū, iwi and other collectives. Te Puni Kōkiri works with whānau to identify capacity and capability issues, and invests in capacity building and whānau development.

Leadership: Māori leadership has successfully advanced Māori in social, political, economic and cultural arenas. Maintaining this momentum requires continued investment to optimise and sustain quality leadership to support and strengthen whānau, hapū, iwi; their cultural infrastructure and identity; Māori life quality and their experiences as citizens of New Zealand and the world.

Governance: Successful Māori governance occurs when an organisation operates in accordance with the interests, and realises the objectives, of the Māori collective that the organisation represents. Māori collectives have significant unique interests, specific to their membership, which will contribute to and impact on what successful governance means for them. These include adhering to tikanga and kawa, exercising kaitiakitanga over communal interests, and operating collectively.

Economic Opportunities: Active and meaningful Māori participation in society, whether local, national or global, relies on both collective and personal wealth and income status. Generating income and creating wealth arises out of successful engagement with the economy. Opportunities and challenges include the potential for continued expansion of the Māori economy, and the need to support Māori to identify business opportunities, while assisting them gain access to the tools, resources (such as finance) and skills (such as management capability) needed to take advantage of these opportunities.

Natural Resources: Natural resources are those physical assets that Māori have inherited and acquired relating to land, water and air. They are important to Māori cultural values, economic development and the relationship Māori have with the Crown. Te Puni Kōkiri provides advice to ensure the government's legislative, regulatory and administrative frameworks allow for the activation of Māori potential in relation to the use of these natural and cultural resources and assets.

Culture: Te Puni Kōkiri promotes the use of Māori culture, language and heritage for the advantage of Māori as individuals, whānau, hapū and iwi. It encourages active Māori identification and engagement with the development of their culture, language and heritage. To ensure cultural integrity, efforts to promote this are tempered with authentic links to traditional Māori culture. It is also supported by appropriate protection and Māori control of that cultural base, its diversity and ongoing development.

REALISING MĀORI POTENTIAL



The framework left identifies three key enablers that are fundamental to Māori achieving Te Ira Tangata (improved life quality) and realising their potential. All our written information has been organised within these three key enablers or Te Ira Tangata.

1	Mātauranga – Building of knowledge and skills.
2	Whakamana – Strengthening of leadership and decision-making.
3	Rawa – Development and use of resources.
4	Te Ira Tangata – The quality of life to realise potential.

LEGISLATION ADMINISTERED BY TE PUNI KŌKIRI:

As well as complying with general legislation under which Te Puni Kōkiri and other government agencies are required to conduct their affairs, Te Puni Kōkiri is responsible for administering some 29 Acts of Parliament. This administrative role includes responsibility for: monitoring compliance, reviewing the legislation, and enacting any required amendments.

CROWN ENTITY MONITORING:

Monitoring of Te Māngai Pāho (The Māori Broadcasting Funding Agency), Te Taura Whiri i te Reo Māori (The Māori Language Commission), and the Māori Television Service is carried out within Te Puni Kōkiri. Regular Quarterly reports are received from each entity and regular meetings are held with them.

MĀORI TRUST OFFICE:

The role of the Māori Trustee is to help manage Māori land. The Māori Trustee is independent of the Crown and is accountable to landowners and the Māori Land Court. The Māori Trustee is responsible for:

- Acting either as a trustee or agent for owners of Māori land, usually in leasing the land
- Collecting and paying rent and other income to owners
- Investing trust moneys
- Regularly publishing the 'Unclaimed Moneys List' for distribution to organisations
- Keeping landowners informed about how their land is managed.

LOOKING BACK – MOVING FORWARD:

Te Puni Kōkiri was established on 1 January 1992 as a policy ministry. Its role was to deliver policy advice on how to improve Māori outcomes, with particular focus on education, health, employment and training. A monitoring and evaluation function was also provided for in its establishment legislation, the Ministry of Māori Development Act, 1991. The Ministry introduced the concept of a Māori public policy approach that was new to the New Zealand State Sector. Te Puni Kōkiri established alternative policy views on a raft of government policy issues that sought to reflect a Māori perspective.

Since its establishment, and through successive administrations, changes in the way that Te Puni Kōkiri's role has been effected have been numerous. For example, in the immediate post-mainstreaming environment, Te Puni Kōkiri built up its monitoring and evaluation function, operating an active programme of effectiveness audits, agency reviews, and internal programme evaluations; and invested heavily in an information and publishing programme that collated, synthesised, and reported on Māori statistics and research.

As mainstream agencies became more adept in the design, delivery and evaluation of interventions to raise Māori achievement, and in the collection, analysis and reporting of relevant data, Te Puni Kōkiri moved from a 'policing role' to that of a 'critical friend' – focusing more on the development of constructive relationships with state sector agencies to influence planning and associated outcome targets.

Since 2004, Te Puni Kōkiri's efforts have been directed towards 'Māori succeeding as Māori', which recognises the importance of Māori achieving a sustainable level of success (see page 1 of this fact sheet: Measuring Māori Success).





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 WEB Paetukutuku www.tpk.govt.nz

NATIONAL REACH, LOCAL TOUCH

Te Puni Kōkiri operates a network of 21 local offices based in 10 regions across New Zealand. Regional offices are vital for maintaining lines of communication and consultation between the government and Māori communities. They provide insights and advice to maintain the integrity of the Treaty settlements process. In addition, they help gather information to more precisely target government interventions to effect gains for Māori communities, and help Te Puni Kōkiri target its investment in regional development priorities.



TE PUNI KŌKIRI REGIONAL OFFICES

TE TAITOKERAU

WHANGĀREI PHN Waea 09 430 3731
 FAX Waea Whakaahua 09 430 3160
 Taitokerau Trust Board Building
 3-5 Hunt Street, Private Bag 9026, Whangārei

KAITAIA PHN Waea 09 408 2391
 2nd Floor, REAP Building
 33 Puckey Avenue, PO Box 200, Kaitaia

TĀMAKI MAKAURAU

AUCKLAND PHN Waea 09 571 2940
 FAX Waea Whakaahua 09 571 2941
 Level 2, Te Puni Kōkiri House
 12-14 Walls Road, Penrose
 Private Bag 92010, Auckland

WAIKATO

HAMILTON PHN Waea 07 834 7100
 FAX Waea Whakaahua 07 839 2579
 Level 4, No 6 Garden Place,
 Private Bag 3020, Hamilton

TE MOANA Ā TOI

WHAKATANE PHN Waea 07 307 1057
 FAX Waea Whakaahua 07 307 1033
 1st Floor, 103 The Strand
 PO Box 26, Whakatane

TAURANGA PHN Waea 07 577 6254
 FAX Waea Whakaahua 07 577 6155
 174 11th Avenue,
 Cnr Christopher Street & 11th Avenue
 PO Box 69, Tauranga

TE ARAWA

ROTORUA PHN Waea 07 349 7810
 FAX Waea Whakaahua 07 349 0950
 Te Puni Kōkiri House
 Level 2, 1218-1224 Haupapa Street
 Private Bag 3017, Rotorua

TE TAIRĀWHITI

GISBORNE PHN Waea 06 868 0208
 FAX Waea Whakaahua 06 868 0217
 Ngā Wai E Rua, Cnr Lowe Street & Reads Quay,
 PO Box 140, Gisborne

WAIROA PHN Waea 06 838 7904
 FAX Waea Whakaahua 06 838 7906
 54b Queen Street, PO Box 92, Wairoa

TAKITIMU

HASTINGS PHN Waea 06 878 0757
 FAX Waea Whakaahua 06 878 0756
 Ground Floor, Lowe House
 304 Fitzroy Avenue, PO Box 1440, Hastings

FEATHERSTON PHN Waea 06 308 6240
 FAX Waea Whakaahua 06 308 6240
 14 Wakefield Street, PO Box 6, Featherston

TE TAI HAUĀURU

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

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

TAUMARANUI PHN Waea 07 895 7356
 Te Tititihu House, 32 Miriama Street
 PO Box 148, Taumarunui

PALMERSTON NORTH PHN Waea 06 354 1706
 FAX Waea Whakaahua 06 354 7031
 Arthur Toye Building, 286a Cuba Street,
 PO Box 12029, Palmerston North

TE WHANGANUI Ā TARA

LOWER HUTT PHN Waea 04 570 3180
 FAX Waea Whakaahua 04 570 3181
 Bloomfield House, Level 1
 46-50 Bloomfield Terrace
 PO Box 31 520, Lower Hutt

BLENHEIM PHN Waea 03 579 4167
 FAX Waea Whakaahua 03 579 4168
 Cnr Seymour Street & Maxwell Road
 PO Box 636, Blenheim

LEVIN PHN Waea 06 367 3814
 FAX Waea Whakaahua 04 570 3181

TE WAIPOUNAMU

CHRISTCHURCH PHN Waea 0800 875 839
 FAX Waea Whakaahua 03 365 3641
 115 Kilmore Street, PO Box 13 546, Christchurch

DUNEDIN PHN Waea 0800 875 839
 FAX Waea Whakaahua 03 474 9576
 Level 4, 258 Stuart Street, PO Box 180, Dunedin

INVERCARGILL PHN Waea 0800 875 839
 FAX Waea Whakaahua 03 214 9179
 Level 1, Menzies Building, 3 Esk Street
 PO Box 1769, Invercargill

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