



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

Putanga

15
2009

Pipiri – Hōngongoi

CELEBRATING MĀORI ACHIEVEMENT

KŌKIRI

**BUILDING
OUR NATION**
Trade Training



BUDGET 2009



QUEEN'S BIRTHDAY HONOURS



2009 VENICE BIENNALE





FROM THE CHIEF EXECUTIVE – LEITH COMER

Putanga

15
2009

Pipiri – Hōngongoi

EDUCATING OUR PEOPLE

Tēnā anō tātou katoa,

Te Puni Kōkiri has invested in programmes aimed at lifting the skills, qualifications and employment prospects for Māori through industry and trades training.

In this edition of *Kōkiri* we feature our work programmes surrounding trade training, we explore what is in Budget 2009 for Māori and we recognise Māori leaders who were honoured in this year's Queen's Birthday Honours.

Te Puni Kōkiri staff got an opportunity to honour and recognise the huge contribution Dame Iritana Tawhiwhirangi (DNZM) has made to education and te reo Māori as one of the founding figures of the Kōhanga Reo movement.

It was an important occasion as Dame Iritana was working for the Department of Māori Affairs under the stewardship of Kara Puketapu at the time of the inception of the Kōhanga movement during the late 70s and early 80s. So it was appropriate, a home coming of sorts, for Te Puni Kōkiri to congratulate Dame Iritana Tawhiwhirangi in person.

Leith Comer

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From the desk of the Minister of Māori Affairs



I HEA KOE I TE TANGIHANGA O TE RIRORIRO?

Where were you when the spadework had to be done?

Tēnā koutou e ngā iwi, ngā ahi kā e whakamahana ana i tēnei wā o te hotoke, o te makariri.

E ngā mate o tēnā marae, o tēnā marae, hāere, hāere, hāere koutou ki te Pō.

He whetu anō kua reire i te pae, arā, ko ngā Amorangi, ngā Kahurangi hoki kua tohua e te Kawanatanga hei tauira mo tātou, hei rangatira mo te iwi whānui. Ko Kahurangi Iritana Tawhiwhirangi tērā, ko Haana Murray, ko Michael Walker, ko Te Poroa Malcolm, me te nuinga o rātou – ka nui te mihi ki a rātou katoa.

Ko te hotoke te wā o te wānanga, nō reira e tika ana kia huri tātou ki ngā kaupapa Mātauranga.

A lot has been said about education in recent weeks. The steady falling behind of Māori students, right through the school system, leaves our people under-represented in universities. How can this issue be solved?

There needs to be some good debate and good ideas proposed.

It is a fact that up to 50 percent of Māori boys leaving secondary school are doing so with no NCEA qualifications, and despite serious efforts to address this phenomenon little progress has been made.

Meanwhile, the 2009 Budget included \$20 million to extend the Kotahitanga programme in secondary schools, and almost \$70 million to enable Kōhanga reo to offer 20 hours free education per week. The Māori economic task force has a group examining how education and training programmes can help protect Māori from the recession, and enable our people to respond quickly when the economy picks up

Now is the time for each of us to think how we would answer the question:

I hea koe i te tangihanga o te riroriro?

Where were you when the spadework had to be done?

Kia ora,

Hon Dr Pita Sharples
Minister of Māori Affairs



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

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Key Announcements Relevant to Māori

On 28 May the Government delivered Budget 2009. It contains new investments – around \$120 million – that are directed towards Māori initiatives including whānau, communities and Māori business. Here we summarise the key announcements that are relevant to Māori.

SUPPORT FOR WHĀNAU

Budget 2009 sets up a network of whānau advocates to liaise with community groups and Māori Wardens, to work with whānau experiencing hardship, to assist them to access all the assistance and services that are available to them. Whānau Social Assistance Services will get \$32 million over the next four years.

MORE FUNDING FOR TREATY CLAIMS PROCESS

Budget 2009 includes an extra \$22.4 million over the next four years to assist the Government to meet its goal of settling all historical Treaty of Waitangi claims by 2014. The extra money, which includes \$22.2 million in operating funding and \$133,000 in capital funding, is designed to allow the Office of Treaty Settlements to expedite negotiations.

THE MĀORI ECONOMY

The Government is investing \$10 million over 2009/10 and 2010/11 in the Māori Economic Taskforce.

NEW FUNDING FOR MĀORI HOMES

Budget 2009 will provide an extra \$40 million for housing services over the next four years. \$5 million of this new funding is for phasing in Māori development projects, to complement the work under the Rural Housing Programme.



ENHANCED SERVICES TO MĀORI LANDOWNERS

New funding of \$2.6 million over the next four years will help establish the Māori Trustee as a fully stand alone, sustainable entity, with ongoing funding for enhanced services to Māori beneficial landowners.

TE REO MĀORI ME ŌNA TIKANGA

A figure of \$4.5 million has been allocated to whānau language development over 2009/10, 2010/11 and 2011/12 for the retention and revitalisation of Māori language and culture.

REGIONAL INVESTMENTS IN TRIBES

The Turanganui ā Kiwa tribes, based in Gisborne, have been allocated \$500,000 a year for 10 years to enhance their capacity to lead local economic and social developments.

For a comprehensive look at what Budget 2009 also delivers for Māori in education, health, social development, aquaculture and more visit: www.beehive.govt.nz/feature/budget2009

2009 BUDGET



Hon Georgina te Heuheu and Henare Kingi



Henare Kingi, Hon Georgina te Heuheu and Wena Tait

EXTRA FUNDING FOR IWI RADIO

The importance of Māori language and culture as an integral part of Māori identity and New Zealand's national identity was recognised in Budget 2009.

Operating funding for iwi radio was boosted by \$1.2 million over 2009/10 and 2010/11. Is designed to maintain high-quality te reo programmes and extend their community involvement.

Associate Māori Affairs Minister Georgina te Heuheu, who has

delegated responsibility for broadcasting within the Māori Affairs portfolio, said the active protection and promotion of Māori language and culture is for the benefit of all New Zealanders.

"The cultural renaissance of the past 25 years, including

the growing use of the Māori language, has underpinned growing Māori self-confidence and economic development," she said.

"Broadcasting, whether it is on radio or television, is a key element in maintaining language, culture and identity."

The provisions announced in the Budget amounted to an additional \$50,000 for each of

the iwi stations. The increased funding will come from Te Mangai Paho and Te Puni Kōkiri.

Iwi stations deliver 61,000 hours of te reo content each year. Hon Georgina te Heuheu said the increased funding will help the stations provide Māori language content which will increase the knowledge and use of the language.



Ngahiwi Tomoana, Leith Comer, Bentham Ohia, Mark Solomon, June McCabe, Rob McLeod, Hon Dr Pita Sharples, Hon John Tamihere and Daphne Luke

The Māori Economic Taskforce

The Government is investing \$10 million over 2009/10 and 2010/11 in the Māori Economic Taskforce.

During a Post Budget Breakfast meeting co-hosted by Te Awe Māori Business Network, the Minister of Māori Affairs, Hon Dr Pita Sharples, took the opportunity to introduce the appointment for two years of seven business leaders to the Taskforce.

These leaders include Mark Solomon, Ngahiwi Tomoana, Bentham Ohia, Daphne Luke, John Tamihere, June McCabe and Rob McLeod. Leith Comer, Chief Executive of Te Puni Kōkiri, and Hon Georgina te Heuheu, Associate Minister of Māori Affairs, are also members of the Taskforce.

The Taskforce is conducting work in seven key areas: tribal asset development, the primary sector, education and training, small to medium enterprises, social and community development, investment and enterprise, and economic growth and infrastructure.

The Taskforce has agreed to three high-level goals.

The first is, in the short term, to protect and support Māori through the period of economic recession. This goal will involve training for skills and education, investing in resilience for communities and protecting or growing employment opportunities.

The second goal is to think beyond the recession and identify strategic economic development opportunities for Māori. The aim is to lift Māori participation in the economy and unlock Māori potential in the appropriate areas so that Māori can take advantage, and be drivers, of the recovery.

The third goal is to promote and utilise kaupapa Māori and Māori structures as drivers of prosperity. This is a real area of strength that serves to differentiate Māori and enables us to forge our own unique pathway into the future.

The Taskforce has also identified four broadly defined areas of influence that serve to consolidate the seven key areas. These are education and training; communities; investment, capital and enterprise; and assets.

2009 BUDGET

Education and training involves undertaking learning in order to adapt to and take advantage of the recession.

"Communities, including whānau, hapū and iwi, are incredibly resilient and they know their own needs and requirements better than anyone. The goal should be to underpin and support the activities of these groups during a recession," says the Minister of Māori Affairs, Hon Dr Pita Sharples.

"Investment, capital and enterprise are practices that Māori have been undertaking for centuries. Māori were the industry leaders in New Zealand during the early colonial period. The goal of the Taskforce is to uncover and encourage this entrepreneurial spirit, remove the barriers and identify the opportunities to allow it to flourish," he says.

The Māori asset base had an estimated value of \$16.5 billion in 2005/06 and is almost certainly significantly more valuable today. This presents a significant resource that can be leveraged in order to drive Māori prosperity. The role of the Taskforce is to support the maintenance and growth of these assets.

The Taskforce has been active in advocating on behalf of Māori and has made a submission on the Government's Broadband Investment initiative. Infrastructure like broadband is a key issue for Māori because access to services underpins our communities and their development. There is also a huge opportunity for Māori to be involved in infrastructure investment given the nature and extent of the Māori asset base. Infrastructure investment also presents employment opportunities for Māori across a whole spectrum of sectors in which Māori are heavily represented, such as construction, and could also be leveraged to increase employment in other sectors.

The Taskforce submission reflected these issues by advocating to prevent digital exclusion in rural areas and for an explicit commitment to the inclusion of Māori, iwi and hapū in the roll-out of broadband infrastructure over the next six years.



Hon Georgina te Heuheu

"Communities, including whānau, hapū and iwi, are incredibly resilient and they know their own needs and requirements better than anyone."



Waiata tautoko

OUR PEOPLE, OUR FOCUS, OUR MISSION

*Head of Te Wānanga o Aotearoa
Bentham Ohia is leading the
development of an education
and training strategy to support
Māori and New Zealand through
the economic recession.*



The strategy, "Whānau Transformation through Education", is a collaborative strategy developed by the Māori Economic Taskforce, the Tindell Foundation, Pacific Island peoples and Te Wānanga o Aotearoa.

Bentham is also a member of the Māori Economic Taskforce and is responsible for the education and training component of the Taskforce's work programme.

There are four work areas to the strategy: Māori Trade Training, Secondary Schools-Tertiary Education Transition, Pacific Island Peoples transformation through education, and Māori Information Communications Technology.

"The critical element is to align supply to the demand," says Bentham.

The Māori Trade Training work area has identified four work programmes.

- Traditional Māori Trade Training initiatives of the past worked extremely well for Māori.
- Māori currently feel disconnected from existing trade training programmes offered primarily by Industry Training Organisations and Industry Training Providers.
- Māori/iwi are not in the driver's seat – or even in the car. How do we get Māori/iwi in the driver's seat for this strategy?
- We need to change/modify the way trade training is delivered and who calls the shots.

The short-term goal of the strategy is to propose a redistribution strategy within the current system.

"We aim to produce 1,290 qualified trade trainees in building-related industries by the year 2014," says Bentham.

BUILDING OUR NATION *Trade Training*



Don Tawhai



Kaumātua Mike Kai, Norm Dewes and Don Tawhai

LAYING THE FOUNDATIONS

In 1959 the Department of Māori Affairs (Te Puni Kōkiri's predecessor) launched the first of a number of special training schemes, the Māori Trade Training Scheme, in a new drive to encourage more young Māori into skilled trades. From a modest start when 10 teenage Māori boys were recruited for carpentry training in Tāmaki Makaurau, the scheme grew rapidly and by 1966 had increased its intake to 144 boys each year. By 1970 the scheme had taken on 1,100 boys at training centres in Tāmaki Makaurau, Lower Hutt and Ōtautahi.



Initially carpentry was the only trade offered. Due to the scheme's success, plumbing, electrical wiring, mechanics, painting, panel beating, plastering, welding, engineering, boiler making, fitting and more were offered to encourage Māori into long-term skilled employment.

"The success of the scheme was due in no small measure to placing the trainees in hostels where they received the benefit of close, friendly supervision and helpful advice and guidance," says Barry Baker from the Department of Māori Affairs.

There were four hostels in Tāmaki Makaurau, one in Lower Hutt at the Trentham Immigration Hostel and two hostels, in Ōtautahi (Rehua and Te Kaihanga).

"The Department of Māori Affairs was well aware in the 60s and 70s of the large number of Māori in unskilled employment, and had taken positive steps to change the situation. It was evident that these trade training schemes were making a significant and important contribution to the industrial development of the nation, and to the place of Māori in modern society," says Barry Baker.

In the middle of 1960, 15-year-old Don Tawhai of Ngāti Kahungunu left his home in Hastings to travel to Ōtautahi to take part in the Māori Trade Training Scheme.

Earlier that year Don's mum met with the Department's Māori Welfare Officer for Hawke's Bay, Boy Tomoana, who suggested to her that Don should enrol in the Māori Trade Training Scheme and go to Ōtautahi to get his "ticket".

"At first it was a bit daunting because I had never been out of Hastings and I was off to the big smoke to get my ticket," says Don.

"I was met at the train station by the head boys of the Rehua Hostel, Noel Huata and Ben Hawkins, and they assured me that I would be alright. I got to the hostel and they introduced me to the boys," he says.

"The next day I met my first boss and started my apprenticeship in carpentry and I never really looked back. Although I remember feeling alone at first, I realised that I wasn't the only one and that all the boys were in the same boat and they ended up being my whānau."

Once Don had finished his 10,000 hours (about five years) in the scheme and got his ticket he became a whānau role model and consequently his three brothers followed in his footsteps by enrolling in the scheme and successfully completing it too.

In the 1980s, armed with his ticket and more than 20 years' experience in the building industry, Don and one of his brothers started their own business, Multiple Construction, in Auckland, employing more than 30 workers including a couple of Māori Trade Trainees.

In the late 80s the recession set in and forced Multiple Construction out of business.

"We shut up shop because developers had run out of money, but even though our business closed we found other work and business opportunities to ride out the recession," says Don.

Now 65 years old, Don is still living in Christchurch with his

"The Māori Trade Training was the best thing I ever did. It saved my life because what would I have been doing otherwise – I might have been in jail and just another Māori statistic but I chose to help build this nation with my hands."

wife of more than 45 years. They have three children and six mokopuna.

Now with 50 years in the building industry and full of life experience running his own contracting business, Don has often wondered why the Māori Trade Training Scheme stopped.

"The Māori Trade Training was the best thing I ever did. It saved my life because what would I have been doing otherwise – I might have been in jail and just another Māori statistic but I chose to help build this nation with my hands," says Don.

In the beginning of 1961 a 15-year-old Norm Dewes (Ngāti Kahungunu) from Wairoa moved into the Rehua Hostel and quickly became mates with Don.

Norm's trade saw him in the foundry melting heavy metal including iron and steel. "It was a fantastic opportunity and like Don it also set me up for life. I didn't quite get the opportunity to melt gold but I did melt pennies," laughs Norm.

BUILDING OUR NATION *Trade Training*

"It was a fantastic opportunity and like Don it also set me up for life..."

"I tell you, the key to the success of the scheme was the kaupapa-based pastoral care. When we finished our days at work we went back to the hostel, had a hot shower, plenty of good kai, a warm bed and spent quality whānau time with the other boys – we always left the hostel clean and with a full stomach," he says.

Norm spent a lot of his time working in his industry before making the move to union advocacy work on a local, regional and national level.

Norm is now the chief executive officer for Christchurch-based

Te Rūnanga o Ngā Mātā Waka, an Urban Māori Authority providing education, health, social services and marae activities for urban Māori.

"I can't understand why they stopped Māori Trade Training. Māori Affairs provided us with a foundation of success and I know Te Puni Kōkiri are looking at bringing the successful elements of Māori Trade Training back. My only advice is that it needs to be marae based to build strong communities by nurturing closer kinship ties, with a sense of unified direction," says Norm.



Norm Dewes and Don Tawhai

If you were involved in the Māori Trade Training Scheme from 1959 to the 1980s, are an Industry Training Organisation, or are interested in trades training opportunities please contact us at Te Puni Kōkiri email TradeTraining@tpk.govt.nz

BUILDING OUR FUTURE

There is no doubt that Māori are feeling the effects of the current economic downturn. Jobs are being lost, whānau have lost their incomes and communities are feeling the strain.

One of the primary drivers of the Minister of Māori Affairs Māori Economic Summit and the Prime Minister's Job Summit was to provide real solutions for those going through these tough times and to position Māori to take advantage of the future economic upswing.

Improving the delivery of industry and trades training to Māori is one of the priorities that emerged from these Summits. On Thursday 23 July the Prime Minister Hon. John Key and the Minister of Māori Affairs Hon. Dr Pita Sharples launched "Māori in Industry and Trades Training" – with the specific focus of the launch on support for 250 Māori trainees through InfraTrain (the Infrastructure Industry Training Organisation) across the Waikato, Auckland/Northland and Hawke's Bay/East Coast regions. This includes support for Māori new to the industry and includes the purchase of training for some Māori through to diploma level study.

The agreement with InfraTrain is one initiative to provide support to at least 1,800 Māori in industry and trades training – most at level 4 and above on the National Qualifications Framework – and in industries with strong employment prospects.

"This new initiative will see more Māori gain skills and qualifications across a wide range of industries cannot come soon enough," says the Minister of Māori Affairs Hon Dr. Pita Sharples.

"It will also increase the number of Māori moving to higher level qualifications and into more senior roles within their organisations," said Dr Sharples. "Most importantly the Māori workforce will become more resilient and better prepared for opportunities that lie ahead."

"While the Māori Economic Summit and Job Summit initiatives provided a clear focus and steer in relation to industry and trades training, Te Puni Kōkiri has been working in this field for some time" says Te Puni Kōkiri Chief Executive Leith Comer.

Over the past three years, Te Puni Kōkiri has invested in around a dozen programmes aimed at lifting the skills, qualifications and employment prospects for Māori through industry and trades training.

These programmes provided training opportunities and support to around 500 rangatahi Māori, across a diverse range of skills and qualifications.



InfraTrain trainees were presented with Industry Standard Certificates by the Prime Minister Hon John Key, the Minister of Māori Affairs Hon Dr Pita Sharples and InfraTrain Chief Executive John Wills

Te Puni Kōkiri worked closely with the Wellington Institute of Technology to increase Māori apprenticeships in the electrical trade.

In Northland Te Puni Kōkiri assisted Te Rūnanga o Te Rarawa to implement the Tai Tokerau Trade Training model to increase the employment and education outcomes for young Māori by allowing students to gain and then apply their classroom learning in an authentic trades setting.

Te Puni Kōkiri assisted Te Taiwhenua o Heretaunga in its Marae Trade Training programme.

Te Puni Kōkiri also supported the Māori Workforce Development Trust to assist rangatahi to transition into work, supported Māori mothers to return to the workforce, encourages Māori participation in industry training

and raises awareness among Māori employees of the value of workplace learning.

In responding to the current economic climate Te Puni Kōkiri has boosted its involvement in supporting Māori in Industry and Trades Training focusing on the wrap-around support through recruitment of Māori into specific industry training, mentoring, pathways and qualifications design specific to Māori learners, and other forms of pastoral support to improve the completion rate by Māori of these qualifications.

Te Puni Kōkiri has three priorities:

- Growing the skills and qualifications of Māori;
- Ensuring Māori would be in a stronger position long-term, by moving into higher level qualifications – Level 4 National Certificates or

"This new initiative will see more Māori gain skills and qualifications across a wide range of industries cannot come soon enough,"



Hon Dr Pita Sharples, John Wills, Hon John Key, and Leith Comer

above – which is generally the level required to move into management and supervisor positions; and

- Aligning training with real jobs in industries that had a real future for Māori.

"This recognises that trades training has historically been utilised by Māori to address skill shortages and build resilience within the Māori workforce," says Leith.

"While in the past Māori trades training focused on the traditional trades. The nature and scope of industry and trades training has evolved significantly and currently embraces a substantive cross-section of industries within the modern economy," he says.

According to the Industry Training Federation there were 23,380 Māori in industry training in March 2009. When considering those Industry Training Organisations and other models of delivery which have been successful in the delivery of Industry and Trades Training to Māori, six factors have been present - having programmes that:

- are targeted specifically at Māori;
- are tailored for Māori (with pastoral support mechanisms in place);
- have strong input (both directly and indirectly) from local Māori communities;

- have a strong Māori presence within the ITO (or central body which brings the partners together);
- have access to multiple funding sources; and
- have strong links with local business and business groups.

The configuration of these criteria may vary from programme to programme – but each is present. Te Puni Kōkiri is continuing to work with industry and training providers to explore expanded Māori trade training in other industries.



Hon John Key



Hon John Key, Integrated Traffic Solutions employee and Hon Dr Pita Sharples



The trainees and audience at Māori in Industry and Trade Training



Hon Dr Pita Sharples, Chris Harry and Hon John Key



"This recognises that trades training has historically been utilised by Māori to address skill shortages and build resilience within the Māori workforce,"

Hon Dr Pita Sharples, Billy-Joe Williams and Hon John Key



BUILDING OUR NATION *Trade Training*



Credit: Waiairiki Institute of Technology

TE ARAWA

Young farmers in training

The Te Arawa farm cadetship is providing "on farm" training opportunities for rangatahi between the ages of 18 and 25. The Te Arawa Future Farming Trust works alongside Waiairiki Institute of Technology, which provides the theory component of the programme with the Tertiary Education Commission providing technical advice and support.

Participating Te Arawa farm trusts deliver farm history and whakapapa learning outcomes. Te Puni Kōkiri is supporting the appointment of a project manager to the cadet programme to ensure the training opportunities created in this region can continue.



Scholarship recipients with Te Puni Kōkiri staff

MĀORI INFRASTRUCTURE TRAINING SCHOLARSHIPS

Two cadets from Downer EDi Works last year received a \$10,000 training scholarship in a ground-breaking scheme to increase the number of Māori entering the civil infrastructure industry.

The scheme, run in the Waikato region, was part of a pilot to replace some aspects of Māori Trade Training and was developed in partnership between Te Puni Kōkiri and InfraTrain New Zealand.

Cedric Crow of Hamilton and Matthew Smith of Paeroa received their scholarships at a presentation in December last year in Hamilton.



Himona Tutahi-Campbell

SPARKING A CAREER

Himona Tutahi-Campbell's (Te Ātiawa) was one of 10 rangatahi who were awarded scholarships in 2007 to complete a pre-trade Electrical and Electronics Skills Course at the Wellington Institute of Technology (WELTEC).

The one-year course was a pilot project between WELTEC, the Electro Technology Industry Training Organisation (ETITO), Tamaiti Whāngai and Te Puni Kōkiri.

Te Puni Kōkiri assisted with recruitment for the programme, supported rangatahi by maintaining ongoing contact and also contributed to the scholarship fund.

PATHWAY TO A REAL CAREER

Tupu Clark (Ngāti Ranginui) has industry in his blood, with his dad and brothers working in the civil infrastructure industry.

Tupu had planned to follow a different career path from the rest of his whānau, but when he left school an opportunity came up with Connell Contractors of Hamilton. Tupu has now been with the company for three years, and is currently doing a Modern Apprenticeship in Infrastructure Pipelaying.

"I first joined Connell Contractors as a general labourer. I picked up a lot of knowledge and progressed from getting the gear ready for the drainlayers to actually laying the pipes myself. Now, I'm operating the digger and working all over the place," says Tupu.

"Most of our work is for Hamilton and Tauranga City Councils. I've just finished working on a big storm water upgrade at Mount Maunganui," he says.

As part of his Modern Apprenticeship Tupu is completing National Certificates in Civil Infrastructure – General Introductory Skills, Infrastructure Pipelaying, Water Reticulation and Road Opening Trenching.

"The qualifications have been helpful for a lot of things, particularly for using the tools. They are really making a difference to my day-to-

day work – especially the Infrastructure Pipelaying and Road Opening Trenching. Qualifications are also well looked upon by the industry – they show that you are highly skilled," says Tupu.

"It's a great career if you like to get in there and get dirty. There's a wide range of work – I'd recommend it to anyone," he says.

InfraTrain training advisor Adrian Gozdz says, "Tupu is working hard to complete his Modern Apprenticeship. He is aware that achieving the qualifications is a vital step in his career in the civil infrastructure industry.

"It's very refreshing to deal with a company like Connell Contractors, who see that investing in training is not only great for Tupu, but good for the business and the industry as a whole," he says.

Despite his initial doubts, Tupu sees a long-term future for himself in the industry.

"I'd like to work my way up to become a supervisor or manager. Although I didn't see myself doing this when I was younger, now I'm here I realise that it was a very good career choice for me," says Tupu.



Tupu Clark

Honouring Our People

Te Puni Kōkiri wishes to honour and recognise the achievements of Māori leaders who work tirelessly to improve outcomes for Māori and New Zealand.

In this year's Queen's Birthday Honours List more than 20 Māori were acknowledged for their committed services to Māori education, communities, sports, health, arts, entertainment and more.

DAME COMPANION TO THE NEW ZEALAND ORDER OF MERIT (DNZM)

Iritana Te Rangi TAWHIWHIRANGI, CNZM, MBE, of Masterton.
For services to Māori education.

COMPANIONS OF THE NEW ZEALAND ORDER OF MERIT (CNZM)

Saana (Hana) Waitai ROMANA MURRAY, QSM, of Kaitiāia.
For services to the community.

MEMBERS OF THE NEW ZEALAND ORDER OF MERIT (MNZM)

Mary Tiki BALZER, of Hamilton.
For services to Māori health.

Margaret Anne Ruwaioterangi HIHA, of Napier.
For services to sport.

Margaret Mary Anne FOSTER, of Christchurch.
For services to sport.

John (Hone) Vivian KOUKA, of Paekakariki.
For services to contemporary Māori theatre.

Joseph Te Poroa MALCOLM, JP, of Rotorua.
For services to Māori.

Che NESS (Che Fu), of Auckland.
For services to music.

Puahaere RUTENE, of Huntly.
For services to Māori and netball.

Ngarau TARAWA, JP, of Taumarunui.
For services to Māori and community education.

Te Whetu Werohia TIPIWAI, of Napier.
For services to Māori and rugby.

Robert Te Ngau-ngau TUKIRI, JP, of Huntly.
For services to the community.



Margaret Hiha

OFFICERS OF THE NEW ZEALAND ORDER OF MERIT (ONZM)

Stephen Peter KEARNEY, of Balwyn North, Victoria, Australia.
For services to rugby league.

THE QUEEN'S SERVICE ORDER (QSO)

Te Uira GRAHAM KEREHOMA, of Levin.
For services to Māori and the community.

Hamilton Manaia Pihopa KINGI, MNZM, of Rotorua.
For services to the community.

Inez Haereata KINGI, MNZM, of Rotorua.
For services to the community.

Kaa Kataraina Kathleen WILLIAMS, of Auckland.
For services to Māori.

THE QUEEN'S SERVICE MEDAL (QSM)

Dr Lorna Christine Te Aroha DYALL, of Auckland.
For services to Māori health.

Lindsay Rihari Waitara MACLEOD, of New Plymouth.
For services to Māori.

Emare Emily Rose NIKORA, of Tokoroa.
For services to Māori.

Richard Anthony NUNNS, of Nelson.
For services to taonga pūoro.

Lindsay Gordon PAKU, JP, of Hastings.
For services to Māori and Māori youth.

The Reverend Canon Donald Morris RANGI, of Wellington.
For services to the Treasury.

Julie Te Turi RANGINUI, of Whanganui.
For services to Māori.

Monica Hannah Mihingarangi WATSON, JP, of Hastings.
For services to Māori.

James Tauī Himiona WETERE, of Hamilton.
For services to the community.



Kim Ngārimu, Dame Iritana Tawhiwhirangi and Leith Comer



Inez and Pihopa Kingi



Dame Iritana Tawhiwhirangi



NZ Post Honours the Heitiki in MATARIKI STAMPS

On 24 June 2009 New Zealand Post released the second annual Matariki stamp series, honouring the heitiki as an icon of Māori art.

From the traditional to contemporary, Māori art finds expression in a variety of forms, and the image of the heitiki is an ever present part of this landscape. Today the heitiki is recognised by many New Zealanders as an important symbol of New Zealand's cultural identity.

Director Marketing and Sales James Te Puni (Ngāti Porou), a former General Manager Māori for Te Papa Tongarewa, has led the team responsible for developing the latest issue.

"This heitiki stamp issue has provided New Zealand Post with the opportunity to work closely with some key artists and influencers in the Māori arts community," says James Te Puni.

"The six stamps in the issue comprise three of contemporary heitiki and three dating from as early as the 1500s, forming a collection that we hope many New Zealanders will take pride in," he says.

New Zealand artists Rangi Kipa (Ngā Kāhui Maunga) and Raponi (Ngāti Rangitihī and Tūhourangi) were commissioned by New Zealand Post to create heitiki especially for this year's Matariki stamps. The third contemporary whalebone heitiki, carved by Rangi Hetet (Ngāti Tūwharetoa, Ngāti Maniapoto) in 1991, links the 2008 inaugural Matariki issue to the current one as it also featured on the earlier \$2.00 stamp.

Raponi's heitiki, carved from pounamu, is on the \$1.00 stamp. The \$1.50 stamp shows the contemporary carving by Rangi Kipa. Rangi Hetet's paraoa carving is on the 2009 Matariki \$2.30 stamp.

Tamaki Paenga Hira and Dr Hirini Moko Mead provided support for New Zealand Post in selecting the three heitiki to feature in this release from current museum collections.

The Auckland War Memorial Museum is the permanent home of the taonga featured on the 50 cent stamp. The heitiki depicted on the \$2.00 stamp is held in Te Papa's collection. The \$1.80 stamp features a heitiki also held in Te Papa's collections.

Consistent with the cultural significance of Matariki, these

annual stamps carry the name "Aotearoa", in addition to the standard "New Zealand" identification.

Talented Māori designer Len Hetet (Ngāti Tūwharetoa, Ngāti Maniapoto, Te Ātiawa, Ngāti Apa) worked with New Zealand Post to create the 2009 Matariki stamp collection.

"We appreciate the ongoing support from the various partners and supporters, who also include the New Zealand Māori Tourism Council, Te Puni Kōkiri and Te Taura Whiri i te Reo Māori, for this special Matariki stamp release," says James Te Puni.

"We look forward to continuing our reflections of te ao Māori in future Matariki releases," he says.



"This heitiki stamp issue has provided New Zealand Post with the opportunity to work closely with some key artists and influencers in the Māori arts community."



Huhana Rokx

TEXTING IN TE REO MĀORI

Common te reo Māori words will now be recognised in the predictive text message function and auto voice dialling on certain Telecom 3G handsets.

Customers using 3G handsets on Telecom's XT Mobile Network will now be able to type a Māori word in a text message, and it will be instantly recognised by the phone in the same way that English words are.

"Introducing te reo Māori to some of our services is a move that reflects the unique culture of Aotearoa New Zealand," says Telecom Retail CEO Alan Gourdie.

Te Taura Whiri i te Reo Māori (the Māori Language Commission) was consulted regarding the word selection, and the Commission's Chief Executive, Huhana Rokx, says they are delighted to have supported Telecom with this service.

"This initiative ensures that te reo Māori remains a valid form of texting discourse. Our young people who are growing up as bilingual Māori language speakers are also active mobile users and expect the same immediate service that predictive texting offers in the English language," says Ms Huhana Rokx.

As well as common greetings, the words include days of the week, months of the year, the numbers one to ten, and popular New Zealand place names.

The devices capable of te reo Māori predictive text messaging will include two Telecom-branded handsets and the Samsung S8300 Ultra Touch, with more devices to be added. The two Telecom-branded handsets also feature spoken voice dialling in Māori, Chinese and English – where the handset will say aloud the numbers from zero to nine when they are pressed.



NGĀTI KAHUNGUNU

2006 Population Census for NGĀTI KAHUNGUNU

NGĀTI KAHUNGUNU

Ko Takitimu te waka
Ko Tamatearikinui te Pōtiatia
Ko Ruawhāro te tohunga
Ko Ngāti Kahungunu te iwi

Ngāti Kahungunu has the third largest iwi population, with 59,946 people. Twelve percent of the total Māori population are Ngāti Kahungunu. The Ngāti Kahungunu population grew by 8,394 people or 16.3 percent since the 2001 census. More than half of the iwi's population (61 percent) is under the age of 30, reflecting the youthful nature of the Māori population in general.

NGĀTI KAHUNGUNU POPULATION FOR 2001 AND 2006

	2001	2006	Change 2001–2006	
Iwi	Number	Number	Number	Percent
Ngāti Kahungunu	51,552	59,946	8,394	16.3

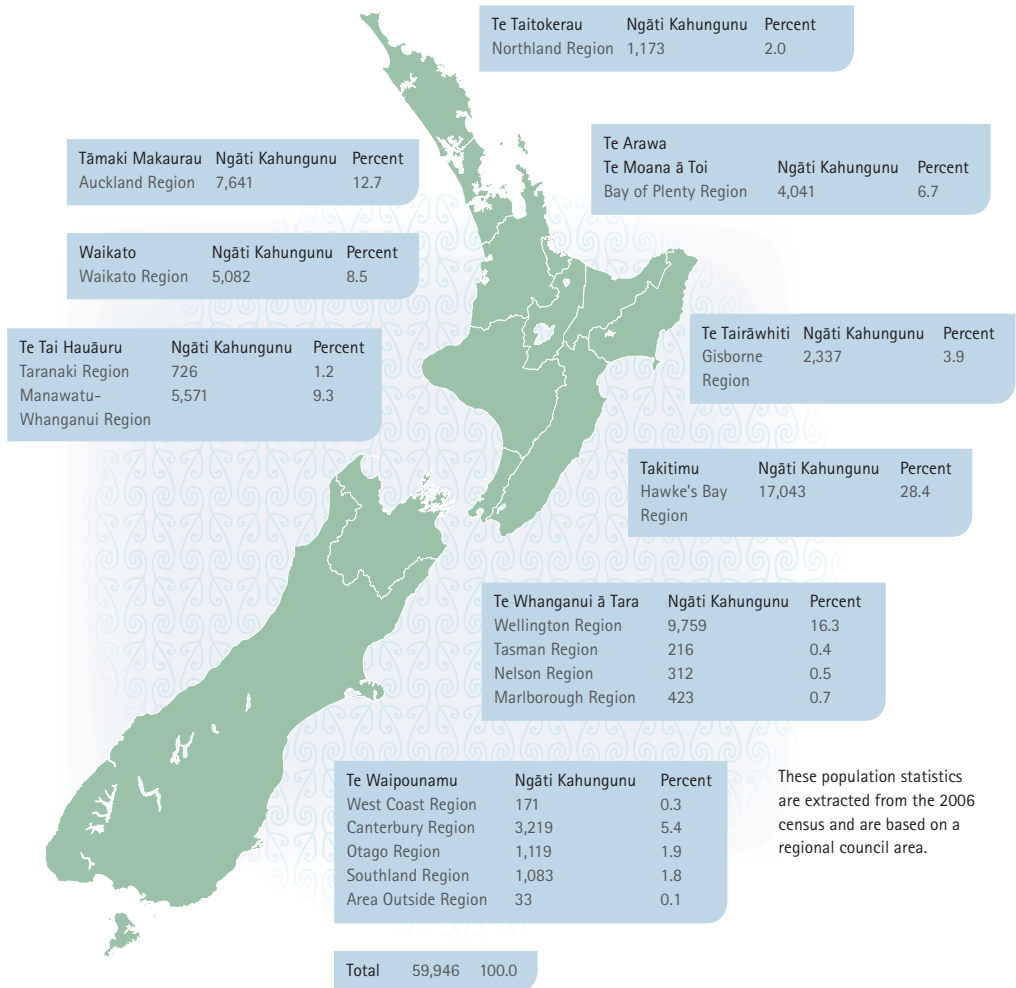
NGĀTI KAHUNGUNU AGE GROUPS

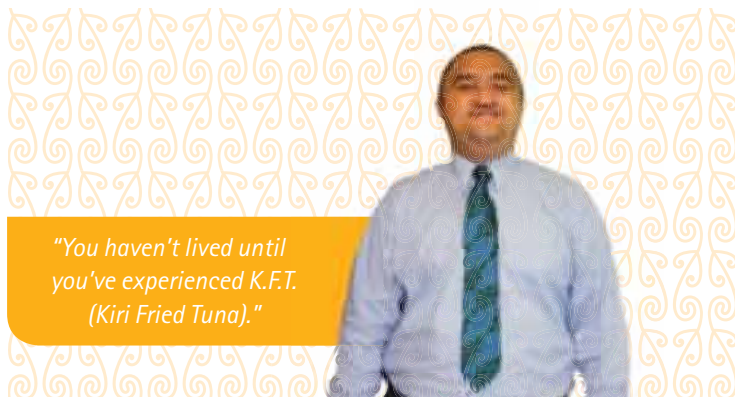
Age Group	Number	Percent
0–14 Years	21,855	36.5
15–29 Years	14,904	24.9
30–64 Years	20,847	34.8
65+ Years	2,337	3.9
Total	59,946	100.0

NGĀTI KAHUNGUNU	2006
Ngāti Kahungunu ki Te Wairoa	20,982
Ngāti Kahungunu ki Heretaunga	9,525
Ngāti Kahungunu ki Wairārapa	7,440
Ngāti Kahungunu, region unspecified	18,459
Ngāti Kahungunu ki Te Whanganui ā Orotu	1,677
Ngāti Kahungunu ki Tamatea	720
Ngāti Kahungunu ki Tamakinui ā Rua	423
Ngāti Pāhauwera	1,764
Ngāti Rākaipaaka	1,488
	62,478

Ngāti Pāhauwera and Ngāti Rākaipaaka were previously classified under Ngāti Kahungunu ki Te Wairoa. These statistics show that people also identify with more than one group above.

NGĀTI KAHUNGUNU





*"You haven't lived until
you've experienced K.F.T.
(Kiri Fried Tuna)."*

PROFILING TE PUNI KŌKIRI STAFF AARON MUNRO

INGOA

Aaron (aka Goose) Munro

IWI

Ngāti Kahungunu (Ngāti Te Ipu, Ngāti Hinepua, Ngāti Hine Te Pairu), Ngāti Konohe

AGE

Almost 37
(but I feel more 21ish!)

STAR SIGN

Cancer

FAVOURITE KAI

Chicken (especially honey, soy and garlic), and porterhouse steak is a close second.

FAVOURITE ICE CREAM FLAVOUR

Cookies 'n Cream (Kāore he aihikiri i tua atu!)

MOVIE

Saw I to V
(not for the fainthearted!)

SHARE WITH US SOMETHING ABOUT YOUR NGĀTI KAHUNGUNUTANGA

Ko Ōrangi te maunga. Ko Whakakī-nui-ā-rua te wai ū. Ko Whakakī te marae. Ko Hine Te Pairu te tipuna. I come from Whakakī, 20km north of Wairoa, where we are renowned for our tuna and our morihana (carp). You haven't lived until you've experienced K.F.T. (Kiri Fried Tuna).

WHAT EXACTLY DO YOU DO AT TE PUNI KŌKIRI?

I'm a policy analyst for the Māori Language and Broadcasting team and my job is to help our Māori broadcasters enhance the mahi they do to revitalise te reo Māori.

HOW LONG HAVE YOU BEEN WORKING FOR TE PUNI KŌKIRI?

Almost five months.

WHAT HAS BEEN THE HIGHLIGHT OF YOUR MAHI SO FAR?

Supporting Minister Pita Sharples with our Ngāti Kahungunu oriori Pinepine te Kura.

And meeting so many awesome people in Te Puni Kōkiri national office.

WHAT HOBBIES OR INTERESTS DO YOU HAVE?

Spending time with my beautiful wife Grace and my daughter are my main priorities. Otherwise I like having a tutu with new technology, computers (Mafia Wars), watching movies, and chillaxing to a range of music depending on my mood (anything from Flo Rida to Englebert).

*"It is a fantastic
resource for
our Kahungunu
people. It keeps
us in touch
with our unique
identity and
heritage."*



Dr Kathie Irwin with her Tihei Kahungunu Passport

KAHUNGUNU PASSPORT AND CD

Ngāti Kahungunu recently released a 56-page booklet and CD containing Ngāti Kahungunu history, whakapapa, karakia, pepeha, oriori, mōteatea, haka and himene.

The resource, *Tihei Kahungunu Passport and CD*, was developed by Ngāti Kahungunu Iwi Incorporated to retain Ngāti Kahungunu cultural identity.

"It is a fantastic resource for our Kahungunu people. It keeps us in touch with our unique identity and heritage," says Dr Kathie Irwin of Ngāti Kahungunu.

Dr Kathie Irwin is also a chief analyst within Te Puni Kōkiri, with responsibility for the Culture Futures Report and she attended the release of the passport and CD.

"There was so much positive energy and optimism in the room. This is a creative and innovative resource that will live on well into the future," she says.

The *Tihei Kahungunu* concept was born out of a marae consultation process in 2001, where iwi leaders visited the 90 marae in Kahungunu to introduce a 25-year vision. During these visits iwi leaders received requests from iwi members for the development of a compilation of classic Kahungunu waiata, history and whakapapa. Sixty-four percent of Ngāti Kahungunu descendants live outside of the Kahungunu rohe, so a resource of taonga was crucial.

For more information contact Naumai Ropitini
naumai@kahungunu.iwi.nz

Henare Kingi and Hon Georgina te Heuheu



HERETURIKŌKĀ AUGUST

12 – 14 HERETURIKŌKĀ

**National Māori Cancer Forum
Rotorua**

The inaugural National Māori Cancer Forum 2009 that brings together academics, researchers, health and service providers and whānau affected by cancer to share knowledge and expertise.

For more information contact Kimora Raerino

Phone: 027 295 3867

Email: kimiora.Raerino@wai-trust.co.nz

Website: www.maoricancer.co.nz

24 – 28 HERETURIKŌKĀ

**Christchurch Cultural Festival 2009
Ōtautahi**

Now in its 29th year the Christchurch Cultural Festival 2009 runs for five days with matinee and evening performances from more than 60 Canterbury primary and intermediate schools, with more than 5,000 children participating.

For more information contact Ali Nauman

Phone: 03 337 3804

Email: creative.events@clear.net.nz

Website: www.culturalfestival.co.nz

James Te Puni and Dr Hirini Moko Mead



27 HERETURIKŌKĀ

**AUT Māori Expo '09
Manukau City**

By day it celebrates, educates and motivates, but by night it lets its hair down and becomes a festival on the floor with the biggest local music line up Vector Arena has ever seen. Kā Tū Kā Māia – Seize the day open 9am–3pm and is free entry.

For more information contact Renata Blair

Phone: 09 921 9468

Email: renata.blair@aut.ac.nz

Website: www.aut.ac.nz

29 HERETURIKŌKĀ

**Te Waka Toi Awards 2009
Te Whanganui ā Tara**

The 2009 Te Waka Toi Awards is the only national awards dedicated to Māori arts and it celebrates the achievements and excellence of Māori artists throughout the country. There are seven awards and two scholarships that will be presented at this special ceremony to be held at the Duxton Hotel in Wellington.

For more information contact Ria Hall

Phone: 04 498 0746

Email: ria.hall@creativenz.govt.nz

Website: www.creativenz.govt.nz

Prime Minister John Key visits Ngāti Whātua



MAHURU SEPTEMBER

4 MAHURU

Westfield Style Pasifika Manukau City

Westfield Style Pasifika is a 2 hour entertainment spectacular of traditional and contemporary fashion, dance and music. It reflects a theme of MANA PASIFIKA. A future for all people of the Pacific of strength, respect and pride.

For more information contact Stan Wolfram.

Phone: 09 376 2103

Email: stan@stylepasifika.co.nz

Website: www.stylepasifika.co.nz

12 MAHURU

Pikihuia Awards for Māori Writers 2009 Wellington

For more than ten years the Māori Literature Trust and HUIA Publishers have been organising this unique and increasingly popular biennial writing competition, producing award-winning Māori writers in all genres. Past winners and finalists include Briar Grace-Smith, James George, Isabel Waiti-Mulholland and Katerina Te Heikoko Mataira, all of whom have gone on to publish books and receive awards and nominations nationally and internationally.

Phone: 04 473 9262

Email: pikihuia@huia.co.nz

Website: www.huia.co.nz

Prime Minister John Key and Grant Hawke (Ngāti Whātua)



If you would like to submit your event or hui for inclusion in this section, please visit the Te Puni Kōkiri website www.tpk.govt.nz – go to the events page and suggest an event.

Te Waka Huia in Venice

WHIRINGA Ā NUKU OCTOBER

8 – 11 WHIRINGA Ā NUKU

MĀORI MARKeT 2009
Porirua

MĀORI MARKeT 2009 features the best of contemporary Māori art at the new Te Rauparaha Arena in Porirua City. It promises to be bigger and better than both the San Francisco "Māori Art Meets America" project in 2005, and "MĀORI MARKeT 2007" in Wellington City.

For more information contact Kate Ricketts
Phone: 04 801 7914
Email: kate@maoriart.org.nz
Website: www.maorimarket.com

16 WHIRINGA Ā NUKU

The Māori Language Awards 2009
Porirua

The Māori Language Awards – Ngā Tohu Wiki Reo Māori – are in their sixth year. This year marks a change to the format for Māori Language Awards (formerly referred to as Māori Language Week Awards). The awards now acknowledge and reward excellence in te reo Māori. Winners will be announced on Friday 16 October 2009 at a ceremony at the Te Rauparaha Arena and Events Centre.

For more information visit Kōrero Māori.
Email: info@korero.maori.nz
Website: www.korero.maori.nz

24 – 26 WHIRINGA Ā NUKU

Weavers National Hui 2009
Wairoa

Te Rōpū Rāranga Whatu o Aotearoa presents its biennial national gathering of Māori weavers at Takitimu Marae in Wairoa. The hui will be held over Labour weekend this year and is hosted by Ngāti Kahungunu Rāranga Whatu Committee. It will commence with a pōwhiri at 4pm on Friday 23 October.

For more information contact Kate Ricketts
Phone: 04 801 7914
Email: kate@maoriart.org.nz
Website: www.maoriart.org.nz

Te Waka Huia in Venice



Christchurch Town Hall 24 – 28
 Christchurch Primary Schools proudly presents...
AUGUST 2009

Tickets @ Ticketek •
 "Service fees apply"
 Adults \$12
 13 yrs & under \$6
 Concessions available

2009
CULTURAL FESTIVAL
 "Treasures of the heart... Hiyā Pahi heku Manawa"

Mon 24 – Fri 28
 6.43pm – 9.15pm
 Matinees:
 Wed 26, Thurs 27 & Fri 28
 12.30pm – 2.30pm

Te Puni Kōkiri
 MAKING WHĀU MATANGI

Canterbury Community
 COMMUNITY DEVELOPMENT

THE PRESS

blueprint

FESTIVAL 2009

Christchurch Festival also supported by various gaming machine trusts and groups and their helped us too.



PAKIHI

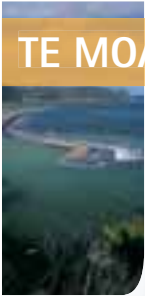
Piki ake te tihi
Strive for excellence



PROFILING TE PUNI KŌKIRI'S BUSINESS FACILITATION SERVICE CLIENTS, STAFF, ENTREPRENEURS AND BUSINESSES



TE MOANA Ā TOI



In this edition of Pakihi we meet with passionate Māori in business in Te Moana ā Toi. On the following pages we profile these Te Moana ā Toi entrepreneurs and their businesses. In supporting ordinary Māori in business with extraordinary skills you'll contribute to a healthy Māori community.

Mt Maunganui
Oranga Coaching Services
www.orangacoaching.co.nz



Tairāwhiti



Tauranga
Village Public Relations
www.villagepr.co.nz

Whakatāne
Whakatāne Info
www.whakatane.info



Whakatāne

Opōtiki
Rostcards 1914
07 315 5914



A large, close-up, black and white portrait of Ellis Bryers, a man with dark, curly hair, smiling and looking off to the side. His hand is resting under his chin.

ORANGA COACHING SERVICES

In April 2008 Ellis Bryers (Ngāpuhi) gave up his 25-year career as a commercial fisherman to start his own life coaching business.

"My business is about helping people achieve success and because everyone sees success in different ways, my job is to find out what success looks like for each of my clients and help set realistic goals or pathways to achieve that success," says Ellis.

"My point of difference is that I have incorporated into my business my personal experience, who I am as a Māori and tikanga Māori," he says.

"Ka tū te rangatira – The chief will stand" is the motto of Ellis's business, Oranga Coaching Services.

Currently Oranga Coaching Services has a contract with the Ministry of Education to help schools with children who have disruptive behaviour.

"Our kids aren't bad; it is just their behaviour that is bad. So I help the school put in some really good structures to deal with the behavioural issues," says Ellis.

"I work one on one and as a group, with the kids, their whānau and the school to identify the issues. I have developed a targeted play programme to encourage good behaviour," he says.

Oranga Coaching Services also offers a range of tailor-made services from workshops, seminars and courses to speaking engagements and more.

In June last year, while walking past the Te Puni Kōkiri office in Tauranga, Ellis decided to go inside and see what support was available for his business.

"I had never been in business before and my mindset was to work with my hands and that's it, but Te Puni Kōkiri has been fantastic in helping me develop, grow and understand my business," says Ellis.

Oranga Coaching Services has gone from strength to strength as Ellis is continually upgrading his skills base. Last year he became a marriage celebrant and during the summer he was involved in 14 weddings.

For more information or to contact Ellis visit: www.orangacoaching.co.nz

Ellis Bryers

Nora Moore-Kelly



FINE DINING IN ŌPOTIKI

More than 18 months ago Nora Moore-Kelly (Te Whānau-ā-Apanui, Te Whakatōhea) decided to open her own fine dining café in Ōpotiki.

Nora's café, Rostcards 1914, is named after the nearly 100-year-old building in which it is located. The café is on the second floor overlooking Ōpotiki.

"Initially I sat down with the kids and asked them what sort of business shall we get into as a whānau and my nine year old said not farming mum it's too much hard work so we eventually decided to open a café," she laughs.

After spending an initial three months renovating the café and updating the interior, it was time for Nora to turn her attention to building a fantastic tasting menu.

"There are things that I would have done better, like do more research if I had a chance to start again, but it's all been a good learning curve and now my business is doing really well," says Nora.

"I consider my business to be a whānau Māori business with all staff being Māori and having some level of te reo Māori fluency."

"I consider my business to be a whānau Māori business with all staff being Māori and having some level of te reo Māori fluency," says Nora.

In September 2008 Nora decided it was time to seek help with her café business. She jumped online and did a Google search and found Te Puni Kōkiri and the Poutama Trust.

"It was really cool. I needed help and Te Puni Kōkiri was fantastic – I realised that I have to do different things to really drive my business and they helped with a mentor and with their vast networks," says Nora.

Te Puni Kōkiri's Business Facilitation Service Account Manager Deanna Harrison says Nora "is a fantastic example of the modern-day business woman who provides for her whānau in her home town by getting stuck in and giving it a go despite having no experience in the hospitality industry".

"Nora is quite the entrepreneur. Not only does she have the café business but she also runs a small gym with a private client base and does governance work with Māori organisations," she says.

For more information or to contact Nora, phone 07 315 5914 or email rostcards1914@xtra.co.nz

Bridgette and Tim Paton-Tapsell



VILLAGE PUBLIC RELATIONS

Tim and Bridgette Paton-Tapsell (Ngāti Whakaue) are in the business of public relations.

Tim and Bridgette's business, Village Public Relations, based in Tauranga started in Bridgette's home village of Maketu in the Bay of Plenty.

"Maketu is very much a part of our business because the concept was born here and I have very strong family ties to the village," says Bridgette.

When Bridgette was living in Maketu, she worked in public relations (PR) from home while raising her children, as well as editing the local newsletter, *The Maketu News*.

However, eight months ago a client from the past tracked her down and asked her to represent their multinational company's publicity. It's from here Village PR was born.

LOCAL WHAKATĀNE DIRECTORY

Carwyn Evans' (Ngāi Tūhoe) business is to promote the Whakatāne region, its businesses and services to the world.



In 2002 Carwyn identified a need for an online Whakatāne directory giving Whakatāne businesses a web presence.

"Because I come from here and am proud of Whakatāne, I thought what better business than to promote your own home town," says Carwyn.

His business, Whakatāne.Info Limited has built up a client base of about 300 local Whakatāne businesses during the last seven years.

"Local businesses pay a annual fee to advertise with Whakatāne.info and for me it's about getting results for my clients," says Carwyn.

"If they already have their own website we incorporate that into their page and if they don't then we give them an online presence to help improve their business profile and generate sales," he says.

Whakatāne.Info specialises in looking after locally owned New Zealand businesses, as well as providing useful local information including duty pharmacies, tide times, weather reports and more.

Carwyn says one of the advantages of advertising with Whakatāne.Info, regardless of whether a business has an already established website or



"We are in the business of making clients' products, their brands and people famous in the media via editorials in magazines, newspapers, online sites, radio and TV," she says.

Tim says PR is a powerful marketing tool, as it gets important detail across about your business and its unique selling points through the power of story telling.

"Third party endorsement by the media gives your organisation a credibility that advertising cannot buy," says Tim.

Village Public Relations currently employs three full-time staff, with clients including Trinity Hill, Boulgaris Maguire Realty, Evolution Clothing and more.

Tim has a strong sales and marketing background having been runner-up in the Lion Nathan Sales Person of the Year Award and in his first year as a real estate agent he sold \$35 million worth of property.

Bridgette has more than 10 years' experience as a public relations practitioner working across a broad range of industries including beauty, fashion, arts, IT, wine, property and more.

"I'm very keen to work with Māori organisations and iwi to add value to their public relations campaigns or to help develop practical media and communications strategies to meet their needs," says Bridgette.

In October last year Bridgette

and Tim sought help for their business and approached Te Puni Kōkiri.

"Working with Te Puni Kōkiri was excellent, because they encouraged us to focus on building strong foundations of our business first, which included a detailed business and marketing plan (and PR!)," says Bridgette.

"We recommend the Te Puni Kōkiri business process to all new businesses. It isn't difficult, but it really does require effort. However, we think it's really worthwhile, as our business is growing really well and we've made some great new friends from within the organisation," she says.

For more information visit: www.villagepr.co.nz

not, is that he can help get better search results through google for his clients.

Whakatāne.Info works with local designers and, where possible, its own client base to maintain the directory and is a real simple online advertising solution for Whakatāne businesses.

In 2006 Carwyn worked with the Te Puni Kōkiri Business Facilitation Service, who helped with sales tools, mentoring and equipment.

"I definitely found Te Puni Kōkiri really helpful with my overall business direction," says Carwyn.



"I would recommend that anyone interested in business talk with Te Puni Kōkiri. Their support and networks have been very helpful to me and my business," he says.

For more information visit: www.whakatane.info

TE PUNI KŌKIRI'S Māori Business Facilitation Service

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

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

Regional Account Managers

TE TAITOKERAU

April Erueti - Waea: 0800 420 114

TĀMAKI MAKĀURAU

Tāmaki Makaurau

Ngairi Wilson - Waea: 09 571 2961

Counties Manukau

Rosalie Williams - Waea: 09 571 2956

WAIKATO

Michelle Baker - Waea: 07 834 7116

TE ARAWA ME TE MOANA Ā TOI

Shontelle Bishara - Waea: 07 349 7809

TE TAIRĀWHITI

Deanna Harrison - Waea: 06 868 0213

TE TAI HAUĀURU

Keria Ponga - Waea: 06 348 0412

TAKITIMU

Henry Heke - Waea: 0800 020 003

TE WHANGANUI Ā TARA ME

TE WAIPOUNAMU

Jamie Te Hiwi - Waea: 0800 520 001

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





TE ARAWA: SUPPORTING FUTURE TE ARAWA LEADERS

Te Arawa Fisheries, with the support of Te Puni Kōkiri, hosted a two-day wānanga for future Te Arawa leaders.

The wānanga was held at Tunohopu Marae in Rotorua and is part of the Te Arawa 500 Tertiary Scholarship Programme. Te Arawa's future doctors, lawyers, teachers and scientists are among 30 scholarship recipients who took part in the wānanga. "The aim of the wānanga is for recipients to maintain their relationship with Te Arawa, contemplate their future roles within Te Arawa and develop strong support networks among themselves," says Te Puni Kōkiri regional director Wally Tangohau.

The 30 Te Arawa scholarship recipients were selected from a pool of 130 applicants to receive tertiary scholarships worth \$1,000 per annum from Te Arawa Fisheries. "Te Arawa is fortunate to have the

calibre of people that it has on our scholarship programme and we are grateful to Te Puni Kōkiri for its assistance in helping them to achieve their potential," says Te Arawa Fisheries chairman Ron Roberts.

The Te Arawa 500 Tertiary Scholarship Programme is part of a strategic plan to support the educational achievement of 500 Te Arawa descendants so they can contribute to the future prosperity of Te Arawa whānau, hapū and iwi. "I have been given much more than a scholarship. This wānanga has given me stronger connections with my Te Arawa people and I'm very grateful," says one recipient. Applications for the next Te Arawa 500 Tertiary Scholarship Programme will be available in January 2010.

For more information about the Te Arawa 500 Tertiary Scholarship Programme please contact Te Arawa Fisheries by phone 07 349 3227 or email info@tearawafisheries.maori.nz



TE MOANA Ā TOI: MĀORI STAGE



Te Puni Kōkiri supported the Tauranga Jazz Society to provide a Māori stage for the first time at a National Jazz Festival. The 47th National Jazz Festival was held in Tauranga and is the second longest running jazz festival in the world. "Having a dedicated Māori stage at a prestigious festival such as this provides an opportunity to showcase the skills and talents of local Māori musicians," says Te Puni Kōkiri acting regional director Ngawa Hall. The Māori stage saw capacity crowds over the two-day period with a great response from visitors and locals, both Māori and non-Māori.



WAIKATO: ACADEMIC SUCCESS



A Waikato woman scoops top honours at this year's Te Amorangi National Māori Academic Awards for her educational commitment to her awa. Carmen Kirkwood (Ngāi Tai, Ngāti Te Ata, Ngāti Tamaoho) was awarded the lifetime achievement award for spearheading resource management initiatives for the protection and restoration of the waters within the Waikato River and Manukau Harbour. Te Puni Kōkiri supported the awards to celebrate the achievements of Māori doctoral graduates. This year 28 awards were presented to Māori who have excelled in education.

TE TAIRĀWHITI: TAIRĀWHITI RANGATAHI



Te Puni Kōkiri supported the Tairāwhiti Regional Manu Kōrero speech competition and the regional secondary schools Kapa Haka festival. The competition and festival were hosted by Te Aitanga ā Hauiti and the Ūawa community. Twelve secondary schools participated in the Manu Kōrero with Hineteaiki Parata-Walker winning the Pei Te Hurinui, Karli Rickard the Korimako, Te Aomarama Nohotima the Rāwhiti Ihaka and Te Ao o Hinepehinga Rauna the Tā Turi Kara Trophy. Nine schools combined to form six rōpū in the kapa haka section with Turanga Wahine Turanga Tane taking top honours.



TĀMAKI MAKĀURAU: PRIME MINISTER VISITS IWI



Ngāti Whātua o Ōrākei recently welcomed Prime Minister John Key to Ōrākei Marae in Tāmaki Makaurau under the kaupapa of whanaungatanga. The iwi mana whenua took the opportunity to discuss with the Prime Minister their views on the super city proposal, the iwi's claims and developing economic benefits through tourism opportunities. Te Puni Kōkiri provided support for the Prime Minister and Ngāti Whātua. The iwi presented a taonga to the Prime Minister showing the traditional and historical place names within the Tāmaki Makaurau region.



TE TAI HAUĀURU: PRESERVING HISTORY



Te Puni Kōkiri and National Services Te Paerangi hosted a two-day digital photography and paper conservation workshop in Hawera for south Taranaki Māori. Participants were taught how to make the best use of their own digital cameras and to record images of tupuna and whānau. The next day, Vicki-Anne Heikel showed how to care for precious paper documents like Bibles, whakapapa, manuscripts, journals and diaries. A highlight of the workshop for some of the participants was making a storage box from acid-free cardboard for their own documents.



TE TAI HAUĀURU: BUILDING THE FUTURE



Ka mōe whare tahi, ka ora whare rua
When one house retires, another takes its place

Te Puni Kōkiri has supported a new building for Aotea Ūtanganui, the Museum of South Taranaki in Patea. Te Puni Kōkiri supported this major development project by brokering partnerships and providing assistance with project management.





TE WHANGANUI Ā TARA: UNITING A COMMUNITY



Te Kura Māori o Porirua recently held their school gala to unite their community. The theme of the gala was "Kai @ the Kura", with a focus on uniting the local Porirua community including whānau, kaumātua, students and kaimahi. Parents, children and staff organised a range of kai stalls, activities, arts and crafts and entertainment for the whole community. A highlight of the celebrations was a combined kapa haka performance by all the students of the kura. Te Puni Kōkiri supported Te Kura o Porirua in hosting the gala.

TAKITIMU: RANGATAHI IN SPORTS



Te Puni Kōkiri supported He Oranga Poutama through Sport Hawke's Bay to increase the participation rates and leadership of rangatahi in sports and physical activity. Rangatahi that have shown potential in sports, academia or te ao Māori have been selected to participate in a year-long programme, Wā Tika Nā Rōpū, operating at Flaxmere Primary School in Hastings and Maraenui School in Napier. The programme contains weekly activities including training sessions with sportspeople, cultural events and education about traditional Māori sports.



TE WAIPOUNAMU: STRATEGY FOR SUCCESS



The Southern Māori Charitable Research Trust with the support of Te Puni Kōkiri has concluded a socio-economic research project focused on developing strategies to help accelerate Māori social, cultural and economic success in the Tai Poutini region. The research included interviews and hui with key stakeholders about housing, income management, economic and financial literacy, health, employment, vocational education and training. Te Puni Kōkiri identified the need for this research as a means to provide clear strategies to enable Māori to be successful.



Tahlia Kingi and Tai Ahu



Māori Academy – Manu AO

A Māori academy was recently launched to encourage Māori academic success.

Manu Ao, the Māori Academy for Academic and Professional Advancement, is an inter-university Māori academy consisting of eight New Zealand universities governed by Te Kāhui Amokura, the Māori standing committee of the New Zealand Vice-Chancellors' Committee.

Following the success of a two-year pilot programme, the Tertiary Education Commission is set to inject \$2.5 million over the next three years to support the initiative.

The three aims of the academy are to:

1. accelerate Māori leadership
2. strengthen the links between Māori academics and Māori professionals
3. advance Māori scholarships.

These aims will be met through a series of university-based seminars, lectures, leaders' groups, forums, symposiums and other related activities, including campus-specific programmes.

The involvement of eight universities will enable linkages

among Māori academics across universities and disciplines, and across the tertiary sector, with other academic initiatives such as Ngā Pae o te Māramatanga.

Dr Selwyn Katene used the whakatauki "Mā te huruhuru ka rere te manu", highlighting the importance of spreading the wings of Manu Ao far and wide, in order to strengthen national academic and professional links.

"The academy is part of succession planning to promote and foster Māori leadership," says Dr Selwyn Katene.



Rahui Katene and Dr. Kathie Irwin



Professor Roy Sharp, Professor Piri Sciascia, Professor Mason Durie and Peter Addis

Manu Ao weekly online seminars will start in July 2009. The first seminar by Tā Tipene O'Regan, will discuss reclaiming the usage of Māori place names. Other presenters include Moana Jackson speaking about the foreshore and seabed issue, and John Tamihere on the proposed Auckland super city. Other planned initiatives include a national symposium on Māori leadership, set to take place in 2010.

Te Puni Kōkiri aims to promote robust kaupapa Māori and strengths-based research that supports Māori. If you would like to talk to us about any of the research profiled here, or your own research, contact us at research@tpk.govt.nz

LANGUAGE IN THE WORKPLACE

Victoria University has been investigating and studying the language used by effective leaders in Māori and Pākehā organisations.

The Language in the Workplace project team, with the support of Harima Fraser (Te Puni Kōkiri) and Mike Hollings, has recorded, transcribed and analysed meetings of all kinds in four different organisations, two Pākehā and two Māori.

The two Māori organisations were companies dedicated to working for Māori where tikanga played an important role in everyday operations.

Interactions in the two Māori organisations also indicated an awareness of the importance of humility or whakaiti and a tendency to emphasise the group over the individual.

Māori leaders tended to tell stories about how they learned from their mistakes. And when something needed to be improved, or someone had made an error, Māori leaders were more likely to talk about the issue as a general one, even discussing it with humour where possible, rather than pointing the finger at an individual.

"We have generally found that different organisations do seem to prefer different styles of humour," says Professor Janet Holmes from Victoria University's School of Linguistics and Applied Language Studies.

"In all four of the organisations where we worked as researchers, leaders drew on a number of different strategies in order to achieve their workplace objectives, while also being considerate of their relationships with their colleagues," she says.

"Overall, we hope that our research has contributed to understanding how effective leaders operate by providing empirical evidence of the diverse ways in which leadership is actually enacted in different organisations, including the very distinctive ways in which Māori leaders provide culturally appropriate leadership in Māori organisations."

One key finding was the extent of use of te reo Māori in some workplace teams.

Among the participants one leader and his team regularly used te reo in their workplace meetings. However, in many cases the Māori workplace participants used English as their main language. While much of this is restricted to greetings, Māori concepts and socially oriented talk, Māori cultural norms are evident regardless of the language spoken. There is undoubtedly more Māori language use in Māori organisations than in the Pākehā workplaces studied.



2009 VENICE BIENNALE

Current National Kapa Haka champions Te Waka Huia performed through the streets of Venice, Italy recently to launch New Zealand's official presence at the Venice Biennale 2009.



The launch included a traditional Māori blessing followed by a pōwhiri and breakfast at Piazza San Marco (St Mark's Square).

"What better location than Venice to experience the transposition of the South Pacific with such a historical centre of Italian art. It is fantastic that New Zealand is here at the Venice Biennale," says New Zealand Ambassador to Italy Laurie Markes.

Artists Judy Millar and Francis Upritchard were selected to

represent New Zealand at the 53rd Venice Biennale, the world's oldest and most prestigious visual arts event.

Manager of the International Team at Creative New Zealand Carla Van Zon says the Venice Biennale presents an occasion to capture an affluent and influential arts audience.

"The New Zealand presence at the Venice Biennale is an initiative of Creative New Zealand. As such we are interested in looking for

ways to leverage off this prestigious event and to create opportunities for New Zealand's best artists," she says.

A "New Zealand Room" is housed in La Maddalena, the venue for Judy Millar's exhibition titled *Giraffe-Bottle-Gun*. The room features design from a selection of New Zealand's top designers and artists including the work of Māori artists Chris Bailey, George Nuku and Tracey Tawhiao. George Nuku has carved a polystyrene waharoa, while Chris Bailey has

collaborated with designer Katie Lockhart to create furniture for the room.

With more than 70 countries represented in their own pavilions, Venice will be abuzz with VIPs, film and music celebrities, media and invited critics, curators and collectors.

Established in 1895, the Venice Biennale is now recognised as being the oldest, longest running cultural event of its kind, attracting hundreds of thousands of people to each event.



Te Waka Huia



Artists Judy Millar, Francis Upritchard, New Zealand Ambassador to Italy Laurie Markes and Angie Smith from Te Waka Huia



Te Waka Huia



DIRECTING WOMAD 2010

Emere Wano (Te Whānau-ā-Aponui, Te Whakatōhea and Ngāti Porou) has been announced as the Programme Director New Zealand Content for the World of Music, Arts and Dance (WOMAD) 2010.

Emere Wano

WOMAD is a worldwide touring festival set up in England by musician Peter Gabriel in the early 1980s. It was held in Auckland at various venues until it found a permanent home in New Plymouth in 2003.

Emere and her husband, Wharehoka Wano, have been involved with WOMAD New Zealand since it first went to Taranaki.

"To ensure that Māori culture and in particular Taranaki were present and evident at this event" was the key driver behind their involvement in WOMAD.

"We achieved this through the establishment of the 'Te Paepae' space and Māori artists being invited to participate at the festival," she says.

For the last two festivals (2008, 2009), Emere has also been the Artist Liaison Manager taking care of artist logistics including travel, ground transport, accommodation, riders and more.

Emere and her husband own the business Tihi Ltd, which specialises in event management, and they have just completed the roles of National Festival Directors of Te Matatini National Kapa Haka Festival 2009.

A love of indigenous music drew Emere to WOMAD and her new role allows her to follow her passion to help Māori music and artists become more active and visible in the international marketplace.

"I'm really looking forward to having responsibility for the selection and programming of the New Zealand programme... this gives me an opportunity to have more contact with them pre-festival and keep my eyes and ears open for what's happening on the domestic music scene," says Emere.

Emere makes her first appearance as Programme Director New Zealand Content – WOMAD 2010 at the Festival of the Dreaming in Queensland, where she will be part of the Directors Focus Group sessions and looking at Australian work and general festival programming.

SWEET 'N'SOUR

Washington based artist Gina Matchitt (Te Whakatōhea, Te Arawa) is currently exhibiting new works at Mary Newton Gallery in Wellington.

Sweet 'n'Sour evolved out a 6 week artist's residency Gina undertook in 2008 at CAMAC (Centre d'art Marnay Art Centre) with the support from Creative New Zealand/Te Waka Toi.

Located an hour from Paris in the village of Marnay-sur-Seine in the scenic region of Champagne-Ardenne, the artist looked at French cultural traditions and regional conditions and how they influence every aspect of food and wine from production to consumption.

Using Māori weaving patterns this exhibition works together the research she compiled in France and information the artist has gathered on traditional Māori diet and culture. The resulting exhibition is Sweet 'n'Sour.





MĀORI TRUSTEE MOVES FORWARD

1 July 2009 marked another step in the history of the Māori Trustee, of the Māori Trustee became a stand-alone organisation.

This was established under the Māori Trustee Amendment Act 2009.

This change follows the national consultation hui held in 2007, where there was strong support for an accountable, sustainable and independent Māori Trustee to become an organisation separate from Te Puni Kōkiri.

John Paki, the Māori Trustee since 1994, says the transition to the new organisation will allow the Māori Trustee to continue to play a significant role in economic development and to manage clients' assets in line with best trustee practice. The duties and responsibilities of the Māori Trustee will not change and the services relating to the management and administration of land assets will continue.

"We will be looking at ways we can better match our services to the needs of our clients so that they and future generations gain best advantage from their assets," says John.

"We will be looking at ways we can better match our services to the needs of our clients so that they and future generations gain best advantage from their assets."

The Māori Trustee, John Paki



Ko ngā tamariki o te kapa poiwhana o Ngā Tui nō te Karapu Poiwhana o te taone o Rotorua e whakataetae ana ki te reanga tuaiwa



Taiohi

MĀORI TRADE
TRAINING

So we measure
up first then get
into it?

That's
correct!

Got it!

Keep it hard against
the edge there...

So far so
good!

That's the way.
You can do it!

I'll have to tell
my mates to get on
the programme.
This is cool!

SUSTAINABLE KIDS PROGRAMME

Promoting nutrition and physical activity in sustainable ways was the focus of the Agencies for Nutrition Action Conference.

Physical activity and nutrition experts from all over the country, as well as overseas experts, gathered at the conference held in Wellington.

The conference highlighted that many sectors are well placed to influence nutrition and physical activity including conservation, education, transport, recreation, social development and local government.

Shane Ngatai, principal of Rhode Street School in Dinsdale, Hamilton, showed conference delegates how the education sector could inspire healthy and sustainable living.

The seeds of Rhode Street School's Sustainable Kids Programme were planted late in 2006 and have been flourishing ever since. What started off as a vegetable patch at Rhode Street School has grown into a whole-of-school project that keeps on expanding. Principal Shane Ngatai's vision was to create a sustainable school environment.

"The idea of the programme was always sustainable, healthy living and healthy attitudes. I wanted the school to become the basis for a sustainable community, and create resources to do that. Not an easy task in an inner-city school," says Shane Ngatai.

"As a community we felt this generation of children had missed out on growing things for themselves. Most children thought vegetables came from supermarkets and were eating too many processed foods. We knew it was part of our responsibility to teach them the life skills they need to stay healthy."

After receiving funding from the Ministry of Social Development's Extended Services Programme, in order to grow and process food at the school, the Sustainable Kids Programme came to life in 2008.

"We now grow huge amounts of fruit and vegetables. We have a kitchen vegetable garden, two orchards and we've also created a hydroponics tunnel house that allows us to grow vegetables like tomatoes and lettuce in winter. Our student cafe produces healthy breakfasts and lunches – and almost all the ingredients are grown at the school. Every child from the age of 5 to 13 works in the kitchen during the school week," says Shane Ngatai.

The Sustainable Kids Programme has been so successful that it has extended into the wider community.

The school plans to extend the project even further and Mr Ngatai is helping other schools to adopt similar programmes.





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