



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

Putanga

24

2011

Mahuru - Whiringa-ā-nuku

CELEBRATING MĀORI ACHIEVEMENT

KŌKIRI



TĀ PĀORA REEVES

1932 - 2011



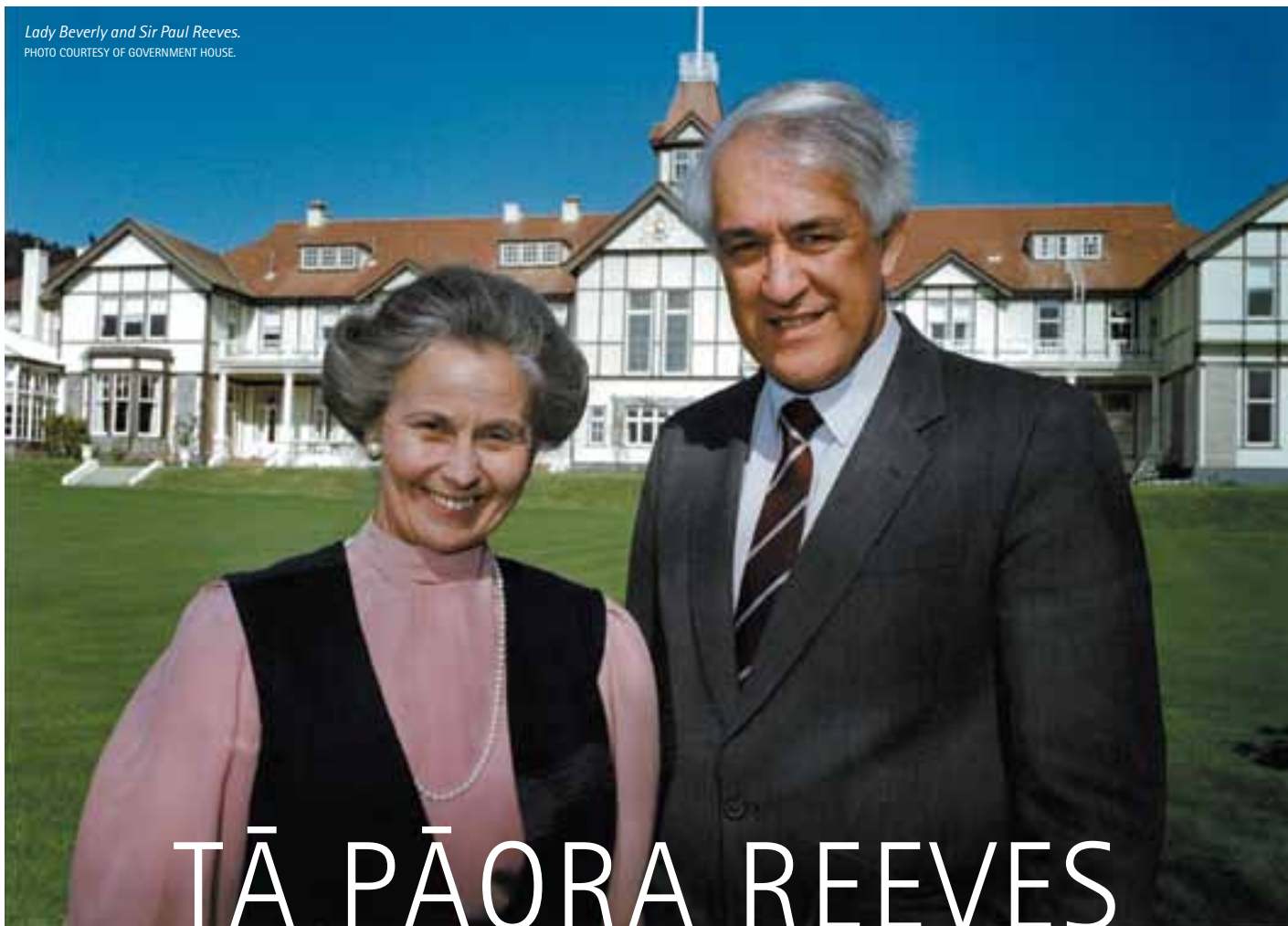
WHITE RIBBON DAY

RUGBY WORLD CUP 2011

MĀORI CADETSHIPS



Lady Beverly and Sir Paul Reeves.
PHOTO COURTESY OF GOVERNMENT HOUSE.



TĀ PĀORA REEVES

*Kua hinga he tōtara i roto i te waonui a Tāne
A tōtara has fallen in the great forest of Tāne*

The above proverb is often quoted, but really does have meaning in describing the passing of Sir Paul Reeves ONZ, GCMG, GCV, CF, QSO.

Paul Alfred Reeves was born in Newtown in 1932 during the great depression. His father was a tram driver. Growing up, he would have shared the difficulties common to most New Zealanders at that time but from those unprivileged beginnings he rose up to occupy the highest office in the land.

Tā Pāora had many 'firsts' in his life. In the thousands of words that have been written about him before and since his death, the 'first' most often quoted is that of being the first Māori to hold the office of Governor-General. Ironically, as Kōkiri 24 is about to go to print, the second Māori Lieutenant-General Sir Jeremiah Matepara, is about to take office.

But as Dr Hone Te Kauru Kaa, a fellow priest and long time friend and colleague of Sir Paul's comments, there were many others.

"Paul Reeves was the first Māori priest to study and graduate from Oxford University. He studied at St Peter's College and gained a Masters degree with Honours. He was the first Māori appointed a lecturer in Church History at St John's Theological College in Auckland, where he had been a former student.

"In 1971 he became the first Māori to be elected and ordained a Bishop to the diocese of Waiapu. Prior to that all other Māori Bishops were suffragan – assistant – bishops to the Bishop of Waiapu."

In 1980 Sir Paul Reeves was the first Māori to be made Archbishop of the Anglican Church in New Zealand.

Hone Kaa recalls that, "His scholarship was evident in his preaching, though he was never dull or dogmatic. He tended to be unorthodox in his thinking, given the conservatism of the Church at the time. In his time as Archbishop women were ordained as priests. Only the



Sir Paul being knighted by Sir David Beattie.
THE DOMINION POST COLLECTION, ALEXANDER TURNBULL LIBRARY.

"I recall being at a meeting with other clergy, and as often happens we were getting nowhere and someone in the room remarked how difficult it was to get everyone to follow a particular line of thinking. Someone else remarked that you could 'take a horse to water but you can't make it drink'. Paul when he spoke repeated the quote with a twist, 'you can take a horse to drink but you can't make it water'.

"There was an awkward silence, until someone laughed."

Sir Paul is remembered as having a very good sense of humour, and a willingness to make fun of sometimes quite silly things.

At a news conference, a reporter asked the then new Governor-General how much Māori blood he had. By way of answer Sir Paul explained that when filling in his re-entry immigration card on the way back into the country and faced with that same question, his usual answer was "about eight pints".

Sir Paul's service to this country and in the international arena was immense as has been written about elsewhere.



Hikoi halted on the bridge at Waitangi 1984
GIL HANLY, AUCKLAND ART GALLERY TOI O TĀMAKI, PURCHASED 1986.

second place in the Anglican Church internationally to do so after Hong Kong.

"In the Māori world he was at his most relaxed, and was treated as an Ariki by all iwi regardless of denomination. There are few marae where he did not stay a night. He was a great host and an easy conversationalist. He could also drop the occasional clanger.

Sir Paul had a strong and unflagging sense of social justice and wasn't afraid over the course of his life to state his concerns publicly. In the mid-80s the then Archbishop Reeves and the Bishop of Aotearoa – Whakahuihui Vercoe – and others, led a hikoi at Waitangi. The aim was to march across the one-lane Waitangi bridge to protest social conditions of the time and the plight of poor people.

But the hikoi was held up by police at the bridge, and prevented from leaving the bridge until much later when activities on the Treaty grounds had finished.

Te Puni Kōkiri chief executive Leith Comer attended Sir Paul's funeral in Auckland and said, "It's been a privilege to be a small part of the government support to commemorate the life of Sir Paul, as it has been a privilege to have known and worked with Sir Paul over the years".

One of the Te Puni Kōkiri staff who has had a lot to do with Sir Paul both professionally and privately is Te Puni Kōkiri's Tāmaki Makaurau regional director, Pauline Kingi. She says, "It has been a rare privilege

to walk in the shadow of Sir Paul Reeves, to watch, to listen and to learn from this great leader born of our Māori people and our treaty partner. Always aware of the social justice issues facing our nation, and the world, Sir Paul's life was one of bridge builder, Christian leadership and family man. He will be remembered as a close friend and colleague through our common mahi with the Auckland University of Technology, which has been a strong

engagement and involvement since 2005. When he arrived at Holy Sepulchre, the Taranaki snow rested on our shoulders and we knew we were truly blessed.

"Go in peace Sir Paul and thank you for everything that you have given to us all."

Moe mai i roto i te Atua



An iconic
New Zealander.
PHOTO COURTESY OF
GOVERNMENT HOUSE.



Cover photo courtesy of Government House.



FROM THE CHIEF EXECUTIVE – LEITH COMER

Putanga
24
2011

Mahuru - Whiringa-ā-nuku

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

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

Tātou te hunga ora, tēnā tātou.

The coming weeks are going to be a very exciting time for all of us. It is also an opportunity for us to show the world who Māori are.

While the eyes of the world are on New Zealand, Māori businesses are lining-up to showcase their exports to a captive audience. With over 200 events with a strong Māori flavour planned throughout the games, visitors and local business people will have many chances to interact and form ties that will carry beyond the games.

Building on cultural cache and a strong tradition in business, Māori businesses have registered with the NZ2011 Business Club, a 'matchmaking' service that links visiting business people with local businesses, encouraging closer business ties.

Māori owned businesses and assets are a fast-growing sector in New Zealand's economy with participation in New Zealand's Gross Domestic Product (GDP) lifting significantly from NZ\$2.6 billion in 2003 to NZ\$8.3 billion, or 5.35 percent of New Zealand's GDP in 2006.

Māori have a history as entrepreneurs. The 1840s and 1850s have been called a 'golden age' of Māori enterprise. Then, Māori supplied overseas markets with timber and flax, dominated local trade in fresh produce, and owned and operated industries like flour mills and fleets of coastal and international shipping.

In recent years we have begun to articulate our comparative advantage, our 'Māori Edge'; resilience and flexibility, an inherent and acquired trading capacity, an emphasis on relationships and a long term perspective, curiosity and an increasing willingness to diversify, unique fresh perspectives and our ability to work across cultures.

Māori are open for business and look forward to forging closer ties with the world.

Let us all take this opportunity to show the world what manaakitanga is and make them welcome.

Leith Comer

Te Puni Kōkiri – Manahautū



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From the desk of the *Minister of Māori Affairs*



E te rangatira o te motu, te mokopuna o Te Ātiawa, te ringa matau o te Kuini me te Hēpara o te Hāhi Mihingare, haere, haere, haere atu rā.

Haere ki ō tīpuna, ki te huinga kahurangi! Waiho mātou ko tō whānau e tangi mokemoke ana ki tō wairua whakamahana kua ngaro atu.

Tā Pāora, haere, haere, haere atu rā.

E ngā iwi, tēnā koutou i ngā aituā kua hinga atu nei, kua hinga mai nā, i ngā marae huri noa.

We mourn the passing of Sir Paul Reeves of Te Ātiawa, a former Anglican Archbishop and the first Māori Governor-General. Sir Paul embodied much of the Treaty of Waitangi in his person, in his roles, and in the way he brought diverse people together in a spirit of respect and care for each other.

He was called all round the world to help in times of need. Remembering the qualities that made him great, and following his example to make our nation great, will ease our sense of loss and sustain our faith in the future.

We soon have a chance to care for diverse people from all over the world, when tens of thousands of visitors descend on Aotearoa for the Rugby World Cup. The Māori Wardens will be up front, and I know they will do us all proud.

Recent controversy over the Wardens' role showed some New Zealanders are still very unfamiliar with the Māori world around them.

The Wardens have been doing a wonderful job for 50 years, adapting their role to changing times and circumstances. We see them regularly at big events on our marae, and patrolling the streets looking after people into the wee small hours. After the earthquakes in Christchurch, large teams of Wardens earned high praise for their special skills and commitment to helping whānau Māori who were severely stressed.

The idea that the Wardens would be dragging drunk Māori out of bars after rugby matches is so far from the reality I know, it's quite a shock.

It's also a reminder that we can show the rest of the world, and New Zealanders, just how much we have to offer in the way of hospitality, culture, new experiences, and positive relationships, and the Rugby World Cup is a major opportunity for us.

Kia ora,

Hon Dr Pita R Sharples,
Minister of Māori Affairs.



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

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Message from Hon Tariana Turia

TRANSFORMING OUR FUTURES



Tēnā koutou e ngā iwi, e ngā rōpū me ngā whānau e ngākau nui ana ki tēnei kaupapa a te Whānau Ora.

Over the last few months I have been visiting whānau, provider collectives and Regional Leadership Groups to see for

myself how Whānau Ora is being rolled out in our diverse communities.

I am heartened by the transformation that is occurring.

Whānau have shared their very personal stories, demonstrating their own responsibility to determine positive lifestyles for themselves.

Provider collectives are working collaboratively within their collectives, proactively supporting whānau, and working collegially with other key stakeholders in their communities.

Regional Leadership Groups have expressed their own visions for Whānau Ora for their respective regions and are identifying systemic barriers, but

more importantly how best to navigate through these.

My message to everyone is very simple. We all need to be bold, innovative and courageous.

Bold to do the things that we may have thought were impossible, innovative to advance our aspirations in ways that may be perceived to be 'out there', and courageous to be confident in our collective ability to succeed.

You have all heard me say that there are many interpretations for Ora. At a hui in Waikato recently, another interpretation was expressed:

- ownership
- responsibility
- accountability.

We all have to do this, regardless of whether we are Ministers, government officials, kaimahi in service providers, or whānau.

When we can all demonstrate that we take ownership, responsibility and accountability for the success of whānau, we will know that the transformation for a better future is underway.

Nō reira me ū tonu tātou ki tēnei kaupapa a te Whānau Ora.

Mā ihupuku ko momoho, mā momoho ko tau o te mauri, ko puta o te ihu ki Te Whai Ao, ki Te Ao Mārama.

Hon Tariana Turia

Minister Responsible for Whānau Ora

Message from Leith Comer

WHĀNAU SUCCEEDING AS WHĀNAU



Tēnā rā tātou katoa.

Whānau Ora is an initiative of government derived from a Māori worldview and philosophy, with a single overarching aim of supporting best outcomes for whānau. It's an innovative, inclusive approach to providing holistic health and social services.

Te Puni Kōkiri has a lead role in Whānau Ora. In doing so, we work closely with the Ministry of Social Development and the

Ministry of Health to support the Governance Group which oversees Whānau Ora.

Te Puni Kōkiri provides on-the-ground support for Regional Leadership Groups to carry out their important and influential role as leaders of Whānau Ora at a local level.

Whānau Ora offers a strategic opportunity for government agencies, providers and whānau to work collectively to make

maximum use of the talent and potential available – particularly the strengths of whānau.

We look forward to seeing Māori succeeding as Māori, and whānau succeeding as whānau.

Mauri ora ki a koutou katoa.

Leith Comer

Chief Executive, Te Puni Kōkiri

WHĀNAU ORA IN 2011

- Twenty-five provider collectives involving more than 150 health and social service providers are beginning work to develop and deliver Whānau Ora.
- The collectives have developed initial Programmes of Action setting out how they will progress and provide services that build on the strengths of whānau, to build their capability and self-determination.
- Whānau Ora providers continue to offer existing services to their communities while they work on changes to their service delivery to engage whānau.
- Providers with many separate funding contracts can choose to integrate these into a single, outcomes-focused contract.
- Some providers are trialling the role of Whānau Ora navigators – skilled staff who work with and support whānau to develop plans that address their needs and who help broker their access to services.
- Ten Regional Leadership Groups provide strategic leadership to ensure whānau-centred initiatives contribute in positive and realistic ways to local communities.
- Almost 1,200 whānau representing some 15,000 family members have set their whānau planning activities in motion via their applications to the Whānau Integration, Innovation and Engagement (WIE) Fund.
- Action researchers are now working with providers and whānau to record progress and capture stories of change that feed into, and inform, the continued development of Whānau Ora.
- Work in the next year will extend Whānau Ora to Kaipara, Hauraki, South Waikato, Taupō and Tūrangi, Palmerston North, Wairarapa, Levin and Kapiti Coast, and Murihiku (Southland).
- Budget 2011 invested another \$30 million in Whānau Ora, adding to the \$134 million over four years provided in last year's Budget.



Members of the Whānau Ora team at Te Puni Kōkiri (left to right): Kim Smith, Maania Farrar, Mary McCulloch, Debbie Bean and Mitch Roderick.



Members of Te Whare Maire o Tapuwae – a collective of providers in Wairoa and surrounding districts – at the Whānau Ora hui (left to right): Hilda Amaru (Ngā Kaitiaki Hauora o Waikaremoana – Tuai); Susan Stephens (Te Hauora o te Wheke a Nuku Rongomaiwahine – Mahia); Charlie Lambert (Ngāti Pahauwera Hauora – Raupunga); Kimiora Hubbard (Kahungunu Executive ki Te Wairoa); and Aileen Himona (Ngā Kaitiaki Hauora o Waikaremoana – Tuai).

SHARING THE LEARNING

The first national symposium for the Whānau Ora provider collectives was held in Auckland in mid-August.

The two-day forum – 'Whānau Ora: Sharing the Learning' – showcased the innovative practice approaches and insights of both whānau and provider collectives.

Keynote speakers included the Minister Responsible for Whānau Ora, Hon Tariana Turia, Governance Group members, Professor Sir Mason Durie, and Te Puni Kōkiri chief executive Leith Comer.

Minister Turia says the hui was a milestone in the passage traversed so far to build and strengthen the capability of whānau to be self-determining.

As well as capturing the movement of Whānau Ora in the past year, the inaugural event was also about looking ahead and placing emphasis on building engagement between collectives, whānau, government and non-government organisations, Minister Turia says.

Whānau shared their experiences with providers about how they have transformed their lives, and provider collectives demonstrated how whānau perspectives continued to influence and inform their thinking and planning.

"It was inspiring to hear how whānau are developing plans to identify and solve their own issues – even in these early days of Whānau Ora."

REGIONAL LEADERSHIP GROUPS

TE TAI TOKERAU (Northland): Joanne Mane (chair); Solomon Tipene; La-Verne King; Deborah Harding; Robyn Rusher (Ministry of Social Development); Walter Wells (Te Puni Kōkiri); Karen Roach (Northland District Health Board).

TĀMAKI MAKĀURAU (Auckland): Peter Thomas (interim chair); Lorna Dyall; Geneva Harrison; Robyn Rusher (Ministry of Social Development); Pauline Kingi (Te Puni Kōkiri); Garry Smith (Auckland District Health Board).

WAIKATO (Hamilton): Harry Mikaere (co-chair); Tania Hodges (co-chair); Denise Messiter; Aroha Terry; Piritata Kirkwood; Te Rehia Papesch (Ministry of Social Development); Gail Campbell (Te Puni Kōkiri); Ditre Tamatea (Waikato District Health Board).

TE MOANA Ā TOI (Bay of Plenty): Elaine Tapsell (chair); Maanu Paul; Vervies (Punohu) McCausland; Aporina Chapman; Te Iria Whiu; Peter Waru (Ministry of Social Development); Rachel Jones (Te Puni Kōkiri); Janet McLean (Bay of Plenty District Health Board).

TE ARAWA (Rotorua): Toby Curtis (chair); Timoti Te Heuheu; Piki Thomas; Merepeka Raukawa-Tait; Maria Oliver; Jacob (Hakopa) Paul; Emily Rameka; Jenny Douthwaite (Ministry of Social Development); Wally Tangohau (Te Puni Kōkiri); Phyllis Tangitu (Lakes District Health Board).

TE TAIRĀWHITI (East Coast): Lois McCarthy-Robinson (chair); Owen Lloyd; Manu Caddie; Te Pare Meihana; Dr Api Mahuika; Jane Hopkinson (Ministry of Social Development); Mere Pohatu (Te Puni Kōkiri); Maaka Tibble (Tairāwhiti District Health Board).

TĀKITIMU (Hawke's Bay): Christine Teariki (chair); Amber Logan; Maureen Mua; Yvette Grace; Annie Aranui (Ministry of Social Development); Roger Aranui (Te Puni Kōkiri); Tracee Te Huia (Hawke's Bay District Health Board).

TE TAI HAUĀURU (Whanganui/Taranaki): Te Huia (Bill) Hamilton (chair); Richard Steedman; Karen (Wheturangi) Walsh-Tapiata; William Edwards; Gloria Campbell (Ministry of Social Development); Sam Bishara (Te Puni Kōkiri); Gilbert Taurua (Whanganui District Health Board).

TE WHANGANUI Ā TARA (Wellington): Susan Shingleton (interim chair); Sharon Gemmell; Brenton Tukapua; Melissa Cragg; Tony Moore (Ministry of Social Development); Hata Wilson (Te Puni Kōkiri); Kuini Puketapu (Hutt Valley District Health Board).

TE WAIPOUNAMU (South Island): Gabrielle Huria (chair); Mere Wallace; Ruth Jones; Peter Ellison; Denise Kidd (Ministry of Social Development); David Ormsby (Te Puni Kōkiri); Hector Matthews (Canterbury District Health Board).

CHAMPIONS OF CHANGE

Community leaders are the regional vanguards of Whānau Ora.



The chairs of the Whānau Ora Regional Leadership Groups – standing, back row, from left to right: Hon Mahara Okeroa (former chair – Te Whanganui ā Tara); Tania Hodges (co-chair – Waikato); Jo Mane (chair – Te Tai Tokerau); Peter Ellison (member – Te Waipounamu); Lois McCarthy-Robinson (chair – Te Tairāwhiti); Peter Thomas (interim chair – Tāmaki Makaurau). Seated, from left to right: Te Huia (Bill) Hamilton (chair – Te Tai Hauāuru); Christine Teariki (chair – Tākitimu); Elaine Tapsell (chair – Te Moana ā Toi); and Merepeka Raukawa-Tait (deputy chair – Te Arawa).

Ten Regional Leadership Groups around the country are providing strategic leadership to ensure whānau-centred initiatives contribute in positive and realistic ways to their communities.

The Groups foster regional communications and relationships so there is co-ordination and links with other local initiatives and services.

They also play an important role in setting regional priorities for the Whānau Integration, Innovation and Engagement (WIIE) Fund and help guide decision-making.

Members include between three and seven community representatives as well as three officials – one each from Te Puni Kōkiri, the Ministry of Social Development and the local District Health Board.

They come from diverse backgrounds and have expertise and skills in health and social services, whānau development and community development.

"Regional Leadership Groups ensure local solutions fit with local level realities and I have been delighted to see how they have risen to this challenge," says Governance Group deputy chair and Te Puni Kōkiri chief executive, Leith Comer.

KANOHI KI TE KANOHI



Hon Tariana Turia pictured during her visit to Taranaki Ora in New Plymouth in July. Representing the Whānau Ora provider collective are Ngāropi Cameron – manager and senior family violence programme facilitator and educator at Tu Tama Wahine o Taranaki Inc – and Hayden Wano, chief executive officer of Tui Ora Limited.

The Minister Responsible for Whānau Ora, Hon Tariana Turia, has been hearing first-hand from whānau and community leaders during a series of visits to provider collectives in the regions.

The visits – between May and August this year – involved face-to-face hui with whānau, providers and Regional Leadership Groups.

Minister Turia says the meetings gave her an opportunity to learn more about the progress and challenges associated with developing and implementing Whānau Ora.



Hon Tariana Turia pictured with staff and whānau from the Whānau Ora provider collective, Pacific Health Service Wellington and Taeaomanino Trust, in Porirua in June.

The aim was to hear directly from whānau receiving services from providers, and to meet with Regional Leadership Groups to discuss the strategic priorities they had planned.

"I have especially appreciated the participation and contribution of whānau who came to the hui, and want to acknowledge the considerable work of provider collectives and Regional Leadership Groups."



Whānau Ora provider collective Tākiri Mai Te Ata and Te Rūnanganui o Taranaki Whānui ki te Upoko o te Ika a Maui Inc hosted Minister Tariana Turia in Lower Hutt in June.

PROVIDER COLLECTIVES

TE TAI TOKERAU (Northland): Te Tai Tokerau Whānau Ora Collective; Te Hau Āwhiowhio o Ōtāngarei; Te Pū o Te Wheke.

TĀMAKI MĀKAURAU (Auckland): Ngāti Whātua o Ōrakei Māori Trust Board; Kotahitanga Rōpū; National Urban Māori Authority (NUMA); Pacific Island Safety and Prevention Project; Alliance Health+ Trust.

WAIKATO (Hamilton): Waikato-Tainui, Te Ope Koiora Collective; National Urban Māori Authority (NUMA).

TE MOANA Ā TOI (Bay of Plenty): Ngā Mātāpuna Oranga PHO; Te Ao Hou Whānau Ora Network.

TE ARAWA (Rotorua): Te Arawa Collective.

TE TAIRĀWHITI (East Coast): Te Whare Maire o Tapuwae; Horouta Whanaunga Collective.

TĀKITIMU (Hawke's Bay): Te Taiwhenua o Heretaunga; Hawke's Bay Hauora Collective.

TE TAI HAUĀURU (Whanganui/Taranaki): Taranaki Ora (Tui Ora Limited and Tū Tama Wahine o Taranaki Incorporated); Te Oranganui Iwi Health Authority PHO.

TE WHANGANUI Ā TARA (Wellington): Te Rūnanga o Toa Rangatira Inc.; Hā O Te Ora O Wharekauri Trust; Pacific Health Service Wellington and Taeāomanino Trust; Tākiri Mai Te Ata and Te Rūnanganui o Taranaki Whānui ki te Upoko o te Ika a Maui Inc.

TE WAIPOUNAMU (South Island): Pacific Trust Canterbury; He Waka Kotia ō Araiteuru; Te Waipounamu Whānau Ora Collective.

Representatives of the south Auckland-based Whānau Ora provider collective, Kotahitanga (left to right): Natasha Kauika-Stevens (Te Kaha o Te Rangatahi Trust); Te Puea Winiata (Turuki Health Care); and Tim Tahapehi (Huakina Development Trust). Turuki Health Care is featured in the new Ministry of Health publication, 'Whānau Ora – Transforming Our Futures'.



VOICE OF WHĀNAU

The national Whānau Ora hui served as a fitting backdrop for the launch of a new publication documenting families' stories of Whānau Ora in action.

'Whānau Ora – Transforming Our Futures' has been produced by the Ministry of Health and showcases examples of how Whānau Ora is helping to transform people's lives.

Hon Tariana Turia – who is also Associate Minister of Health – says whānau are the most important voice of all in the Whānau Ora approach.

"I fervently believe that whānau have the capability and collective capacity to overcome the challenges they face and that they will take responsibility for it, if empowered to do so."

She referred to one story in the booklet of a Porirua whānau who made major lifestyle changes after one of their members had a massive heart attack in his early 40s.

The health scare spurred the whānau to take action.

"As the whānau themselves say, changing lifetime habits is not easy.

"But with good support from their Whānau Ora provider, the whānau have general practitioner and diabetes nurses check-ups, access to a nutritionist and podiatrist as well as heart checks – they are on their way to new life-affirming habits."

Minister Turia says the book reveals promising glimpses of the future. "Initial steps may seem small to some, but for the whānau in question, it's a major leap forward and can have lasting results."

The booklet is available online at www.moh.govt.nz



A POSITIVE MIND-SHIFT

When Korrey Cook asked Māori health provider Arai Te Uru Whare Hauora to help his whānau, he had no idea so many doors would open.

After just six months working with the Dunedin-based member of the Whānau Ora provider collective, He Waka Kotuia ō Araiteuru, Korrey notes a significant shift in the way his whānau are thinking.

"I didn't imagine it was ever going to come to this point – working on nine whānau-centred plans, being able to go to marae to reconnect with our culture, getting whānau members to talk to each other about wellness and the direction they want in their lives...

"It's been amazing, and you can see the self-empowerment it has given our whānau. You can see their mana grow."

The whānau, supported by participating members of the collective, has worked with facilitators and mentors to help them complete their whānau plans.

Common themes in the whānau plans have been how to overcome social isolation and stamping out domestic violence.

He Waka Kotuia ō Araiteuru spokesperson, Donna Matahaere-Atariki, has been working closely with the predominantly Māori whānau.

"This whānau is seen as a high-risk group that lives on the margins of society. They don't usually engage with services because it hasn't really worked for them in the past," she says.

"But they're also a group that's at a turning point in their lives. They came to see me to ask if I would run a clinic for them.

"I was thinking about the Whānau Ora navigator role and I didn't want to just do a one-off thing. I'm really interested in helping people transform their own lives, because it gives them back control."

It has been the first opportunity for the collective to work in a whānau focused manner since it started implementing Whānau Ora.

Mentorship of the group has included helping them to do their own needs analysis for their whānau-centred plans, and introducing whānau leaders to key people in the community who might be able to help them.

For Korrey, Whānau Ora and Donna's navigation approach has had a major effect on his whānau.

"Donna coaches us to do the mahi ... she provides the skeleton but we have to give it flesh. It's so empowering, and we can see tangible outcomes.

"The whānau are realising that they deserve better, and they can have something better by making changes. It's whānau first and our role as whānau is to guide, provide and protect.

"You can't do that if you are running around playing up, in jail or on the benefit. This is big stuff for us. If we can make this happen... wow."

He Waka Kotuia ō Araiteuru represents six providers working in Dunedin, Milton, Lawrence, Balclutha, Alexandra, Karitāne, Moeraki and Oamaru.

FUND SUPPORTS WHĀNAU PLANS

Whānau are embracing the opportunity to develop their capability to become more self-managing.

More than a thousand whānau – involving around 15,000 individuals – are developing whānau plans thanks to the support of the Whānau Integration, Innovation and Engagement (WIIE) Fund.

The focus of the WIIE Fund in the first year has been on building whānau skills and abilities, strengthening whānau connections, supporting whānau leadership and ensuring best outcomes for whānau.

Activities funded include developing whānau plans, implementing priority parts of whānau plans, producing information and resources for whānau, and supporting whānau-based activities.

Te Waipounamu Regional Leadership Group chair, Gabrielle Huria, describes the WIIE Fund as the "biggest single change agent I have seen in a long time.

"In one community, a whānau is developing a strategy to protect and care for the wives and children of whānau members incarcerated in prison.

"The whānau have also reclaimed whānau land that was being used for illegal horticulture, and have restored the mana of the whānau over those lands.

"This has supported the whānau to move away from negative, criminal activity – and to create positive changes and role models for their children."

The WIIE Fund is open to whānau working with Whānau Ora providers and with other non-government organisations including iwi, hapū, rūnanga, whānau trusts and marae committees.

Information about the WIIE Fund is available from regional Te Puni Kōkiri offices or at www.tpk.govt.nz

WHĀNAU TAHI, WHĀNAU ORA

A Whānau Tahi, Whānau Ora approach is changing the way families receive health, social, justice and education services in west Auckland.

A member of the National Urban Māori Authority (NUMA) provider collective, Te Whānau o Waipareira Trust is offering families 'wrap-around' services tailored to their needs through a one-stop frontline Whānau House in Henderson.

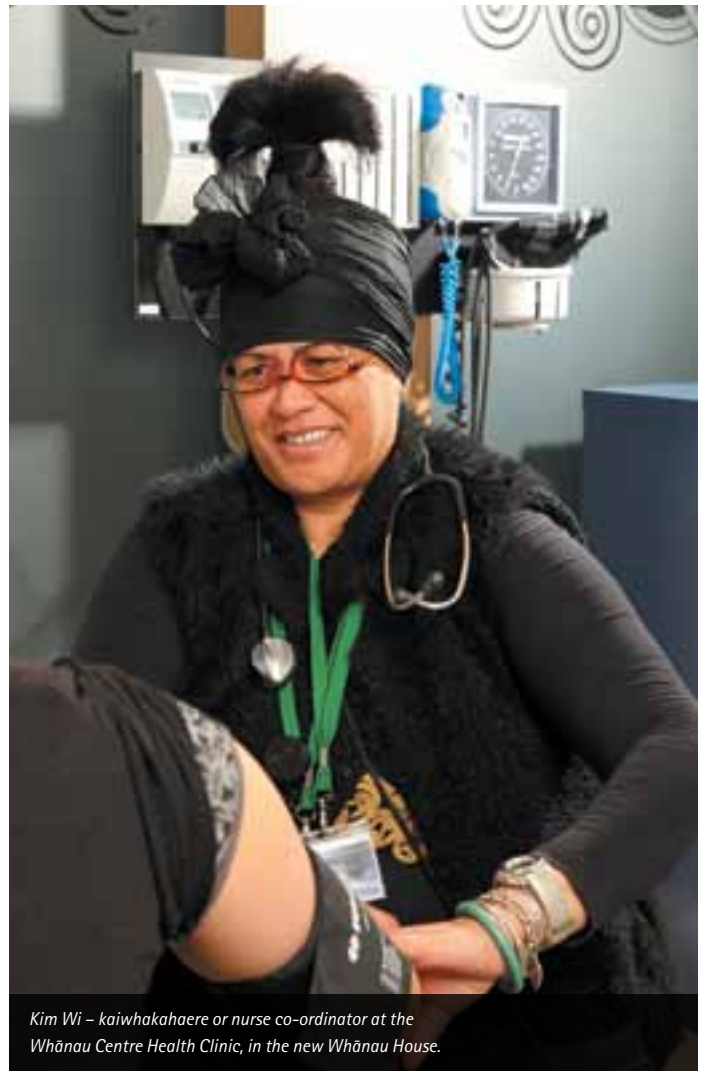
A kaiārahi, or navigator, works with whānau to identify their needs, develop a plan of action to address those needs and help whānau gain access to a range of health and social services.

Families can access more than 70 services at the new Whānau House including primary health care in the doctors clinic, and in dental and pharmacy as well as a range of 'secondary services' offered by the Waitemata District Health Board.

"Whānau Ora enables the urban Māori authorities to deliver services that are whānau-directed and whānau-centred," says Waipareira chief executive John Tamihere.

"We are moving beyond the traditional service provider structures towards a more inward focus on organisational mastery, inspiring innovation and creativity – and ultimately placing whānau at the heart of our core activities and initiatives," John says.

The NUMA collective includes Waipareira, Manukau Urban Māori Authority in South Auckland, Te Rūnanga o Kirikiriroa in Hamilton with approved affiliate Te Kōhao Health, and Te Roopū Āwhina ki Porirua in Wellington, which is in development.



Kim Wi – kaiwhakahaere or nurse co-ordinator at the Whānau Centre Health Clinic, in the new Whānau House.

The new Whānau House in Henderson, west Auckland.



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RUGBY WORLD CUP 2011

LET THE GAMES BEGIN

There are only days left to go, already most of the teams are here, and tens of thousands of fans who have come to watch the Rugby World Cup 2011 tournament have begun streaming into the country.

On the road with the cup.



This is the second time we've hosted the Rugby World Cup (RWC). We hosted – and won – the first one in 1987, alas we have not won the tournament since.

We've held big events here in the past; the 1950 British Empire Games were held in Auckland, and our athletes were on fire that year winning 10 Gold, 22 Silver and 22 Bronze medals. Under their new name – The Commonwealth Games – Christchurch was the host city in 1974, and Auckland in 1990.

We've held the World Netball Champs here three times since they began in 1963 – in 1975, 1999 and 2007. We've had world rowing and waka ama champs, America's Cup yachting – but none of them will match what we're in for in September and October this year.

Rugby World Cup 2011 will be quite different. It'll be the biggest sporting event ever held here, it is reckoned to be the third biggest event in the world; and rugby is our national game.

But RWC 2011 will be different for other reasons too. It's not unusual for Māori to be involved in the opening and closing ceremonies of major fixtures held in Aotearoa, and of course there are usually Māori athletes taking part too; this time our involvement will be much wider.

Two years ago Te Puni Kōkiri chief executive, Leith Comer, set up a project to ensure wide Māori engagement in RWC 2011, and appointed Pāora Amunson to manage the project.

"I was privileged to be asked by Leith in 2009. Not long into the job, the Minister of Māori Affairs, the Hon Dr Pita Sharples, instructed us to do whatever we could to ensure that Māori are fully engaged in RWC 2011. In his words we needed to grasp this opportunity, that the Māori cultural edge would contribute significantly to the nations success in hosting the world."

Pāora has Kahungunu Ki Wairarapa and Te Arawa whakapapa. "For most of my

adult life I have worked for my Wairarapa marae and iwi in various leadership roles. The experience has convinced me that iwi and Māori advancement and indeed the advancement of communities generally, requires agreement on goals, open but focussed minds, and solid relationships.

"With respect to RWC 2011, there is nothing like a manuhiri standing at the gate of your marae to crystallise agreement on goals, focus minds and quickly solidify relationships.

"The job hasn't been easy, and there have been hard issues to work out over the course of the two years.

"But Māori communities love this shaped ball and there has been a lot of common ground at regional and national levels. One partnership has led to another, then another. Alliances have been formed with Rugby New Zealand 2011 Limited – the tournament organiser. The International Rugby Board and its subsidiaries, RWC regional co-ordination groups throughout the country, NZ2011 –

Left to right: Te Rangi Huata, Tom Mulligan, Danielle Kiel.



Ngāti Kahungunu Kapa with playing countries flags.



Left: Paora Ammunson, Dick Smith from TPK Wairarapa, RWC Tournament Director Kit McConnell, REAL NZ Festival Director Briony Ellis, and Ngāti Kahungunu RWC Coordinator Te Rangi Huata.

the government umbrella office for RWC 2011, Auckland city, the New Zealand Rugby Union and many others."

Māori and iwi groups, companies and organisations around the country have taken up the challenge and in the process are rewriting Rugby World Cup history.

For the first time an indigenous people have been engaged at every level of the RWC structure and playing a full role in hosting the tournament. Māori are represented on every RWC regional co-ordination group.

For the first time an indigenous broadcaster – Māori Television – is a lead broadcaster for a global sporting event.

For the first time, authentic indigenous designs have been incorporated into the RWC tournament look and feel. All stadia and official tournament spaces will be decorated with the mango pare design; in the official retail memorabilia programme – commercial arrangements have been entered into with Māori designers.

As the estimated 85 to 100 thousand visiting rugby fans – let alone the local ones – travel around the country they will come across many Māori festivals and events showcasing our culture. Between \$1–2 million of the RWC lotteries festival fund of \$10 million is committed to events led by Māori.

For the very first time key partners in the tourism sector have come together to produce a travel guide specifically promoting Māori tourism and retail experiences. And possibly the biggest and most dramatic Māori statement will be 'Waka Māori' on the Auckland waterfront.

The 'waka themed' architecturally designed pavilion, will be a dominant feature on the Auckland waterfront. At 75-metres long and 12-metres wide, and with the taurapa (the stern structure) standing five storeys high, it will be pretty hard to miss. Elsewhere in this issue we'll talk about the 'Waka Māori' contribution to RWC 2011.

For now let's go back to Paora for some closing comments.

"A key question is what do we want our manuhiri to remember of us? I would like to share with you key words that Māori communities, iwi and businesses around the country told me. They want the world to see them as:

- He iwi manaaki te iwi Māori – Māori people are welcoming and hospitable
- He mea wehi ōna taonga toi – Māori culture is creatively awe-inspiring and
- He hoa mata whānui, he hoa pai i roto i te ao kaipakihi – Māori are innovative business partners.

So what will Pāora be doing during the tournament? Well, early on in the piece he bought tickets which will see he and his wife – who is Samoan – following Manu Samoa in the early stages of the tournament. For the finals he'll be heading down to Waka Māori to watch the game on Māori TV on the big screen.

WAKA MĀORI

For 11 days in October the 'waka themed' events centre Waka Māori will carry the flag for Māori culture on the waterfront on Auckland.

Artist impressions of the giant waka.



It is a bold project and the 75-metre long – that's about three-quarters of the length of a rugby pitch – and 16-metre high tail structure – about five storeys high – will showcase Māori to the world.

Waka Māori is a joint venture between Ngāti Whātua O Ōrākei and the government, and when the detail of the project was launched at a function in Auckland on 25 July, the Minister of Māori Affairs – the Hon Dr Pita Sharples – described the project as a waka to carry Māori around the globe.

"This is a bold voyage of discovery unlike any other in our history. From the waterfront of the Waitematā, we will venture into homes and corporate boardrooms in every continent, seeking to make contact with local people and looking for cultural exchanges and trading opportunities.

"This virtual journey will be undertaken in a thoroughly modern waka, transcending physical horizons through broadcast and Internet technology.

"The programme we have assembled, together with Ngāti Whātua, represents a broad range of indigenous Aotearoa arts and music, food, fashion and design, creativity and enterprise, born out of tradition, innovation and cultural fusion.

"This is the centrepiece of a nationwide programme by Māori groups to meet and engage face-to-face with visiting teams and supporters, to demonstrate contemporary Māori culture and its place in Aotearoa, and to establish lasting relationships with people all round the world.





"Our view is that rugby, tourism and trade are good for Māori, and Māori are good for rugby, tourism and trade. What's good for Māori is good for New Zealand, and we look forward to all New Zealanders joining us to support this ambitious programme, to promote Aotearoa as a whole."

During the 11 days it'll be open, Waka Māori will feature an exhibition of Māori involvement in Rugby and people will get the chance to meet former and current Māori rugby greats.

Waka Māori will host corporate evenings, and nearby 'whare inspired' marquees will feature Māori artists – carvers weavers and tohunga ta moko – carrying out their work. Māori entertainers, traditional and contemporary, will strut their stuff and each day karanga, powhiri and haka will ring out from the site on Te Wero Island.

Our pacific cousins too, will be part of the performances in Waka Māori.

As he proudly outlined the Waka Māori programme on the night of the launch, Renata Blair from Ngāti Whātua had a slight chuckle in his voice as he speculated, "I would love to see a Scottish visitor leaving our shores with an indelible mark of 'moko' – not tattoo – but 'moko' from Tāmaki Makaurau".

Wouldn't we all?

MĀORI BUSINESSES READY TO ENGAGE



Of course, over the next few weeks our country will be pretty much focussed on RWC 2011. Twenty teams from around the world will play 48 games in 12 cities starting on Friday 9 September at Eden Park. Game one will have a Pacific flavour, as the All Blacks and Tonga clash. Both teams will do their haka and then get down to the real business – the rugby.

Tens of thousands of fans are expected to come into the country to follow their team on its way through the tournament, but hang on a minute, a game lasts 80 minutes and a team is playing a game a week. What about all that time before and after the tournament and in between games?

Good question – and that's something that Te Puni Kōkiri staff working on RWC projects have been focussing on.

Jim Wilson, the Manager of the Māori Business Facilitation Service, believes there are great opportunities for Māori

businesses around RWC 2011 and so too do Māori business people.

More than 500 Māori businesses have signed up to the Business Club set up by New Zealand 2011 – the government office set up to manage RWC matters. The plan is that visiting business people who want to engage with New Zealand businesses will have a ready contact point through the club.

Jim Wilson says the 500 who've signed up cover a wide range of businesses, 45 are tourism specific, but there are also trades people, retailers, galleries, ta moko experts and more.

And while most businesses are focussing on the period in and around the tournament, some of the iwi businesses are looking for long-term relationships and exporting opportunities.

Either way, Jim believes there is only a narrow window of opportunity for Māori to engage with the visitors, and he believes it is critical to get good information out into places where the visitors can access it.

One such move is a special brochure called 'Discover Māori', thousands of copies of which will be printed and distributed to information sites around the country.

Jim believes the visiting fans will test our infrastructure and there could be delays, but we pride ourselves on our hosting of visitors, and he believes Māori in particular will warmly welcome our manuhiri.

Māori tourism to feature prominently during Rugby World Cup

Tourists arriving in New Zealand for the Rugby World Cup seeking to enjoy Māori culture and tourism won't be disappointed. Māori tourism operators have been collaborating with mainstream tourism operators and Discover Māori, a guide for visitors seeking all things Māori, has been developed to provide tourists with a resource on Māori tourism offerings.

Discover Māori features over 100 Māori tourism and retail outlets nationwide and will be available at all 89 i-SITES around the country. Discover Māori caters to the growing demand from international tourists seeking Māori tourism experiences, ranging from eco-tours, adventure activities, cafes, to art galleries and more. Te Puni Kōkiri has worked closely with Poutama Trust, New Zealand Māori Tourism and Auckland Tourism Events and Economic Development (ATEED) to develop the brochure and select operators. Te Puni Kōkiri and ATEED have also provided training to tourism providers, such as Air New Zealand, on Māori tourism offerings.

"Tourists coming to New Zealand are increasingly seeking tours and events

linked to Māori people and culture. It was with this in mind that Discover Māori was created to provide visitors with information on where they can find uniquely Māori accommodation and tours", said Pania Tyson-Nathan the New Zealand chief executive of the Māori Tourism council.

"The guide features Māori legends of creation, and offers a unique glimpse into Māori mythology and culture. Tourists will have a richer touring experience by knowing the Māori legend behind geographical features around New Zealand."

Vonesse Walker from the Poutama Trust, one of the other partners in the venture, says, "We have been supporting Māori Tourism businesses for about ten years now and recently we've helped revamp their website and developed an online booking system".

"These (RWC 2011) projects have been motivated by the Cup, and are creating some innovative and practical work between the Māori tourism sector and our major tourism agencies. We think these will deliver some real results. However, our goal is that these relationships continue in the long term, and lead to new, joint projects that will deliver benefit to Māori tourism operators, and

support our tourism offer overall," said Turei Reedy, Project Advisor Tourism, Rugby World Cup 2011 Project Team at Te Puni Kōkiri.

Māori have a natural ability to manaaki visitors and a desire to share experiences unique to New Zealand. Māori culture and the Māori dimension of New Zealand society is of great interest to many of our overseas visitors.

Marae have also been getting into gear, with two Te Māhurehure and Te Hana Marae in Auckland, achieving Qualmark grading that attests to the standards that tourists will have during their stay at these marae. Marae accommodation will offer tourist communal living facilities, not unlike that of a kibbutz.

Te Puni Kōkiri has also been working with Rugby New Zealand 2011 and Tourism New Zealand, to establish a dedicated 'Māori Cultural Accommodation' tab on the RWC 2011 web portal. The 'Māori' accommodation tab features Māori operators that offer subtle or significant Māori cultural concepts, or practices, as a part of their accommodation. It will also feature the marae who have received the Qualmark Marae Stay Experience grading.

Help from everywhere

One of the things the Te Puni Kōkiri RWC team often comment on is the high level of co-operation and interagency collaboration that has taken place during the build-up to the Cup.

And some of that help has come from a long way away. Like from Tewanee Joseph the Canadian with both Squamish and Māori whakapapa.

Tewanee is the chief executive of the Four Host First Nations (FHFN) organisation, which set a precedent for 'tangata whenua' around

the world when it became a major partner in the organisation of the Winter Olympic Games held in Vancouver last year.

It was the first time a tangata whenua group had played such a major part, and had such high level access to showcase and officially participate, commercially and culturally, in a major world-sporting event.

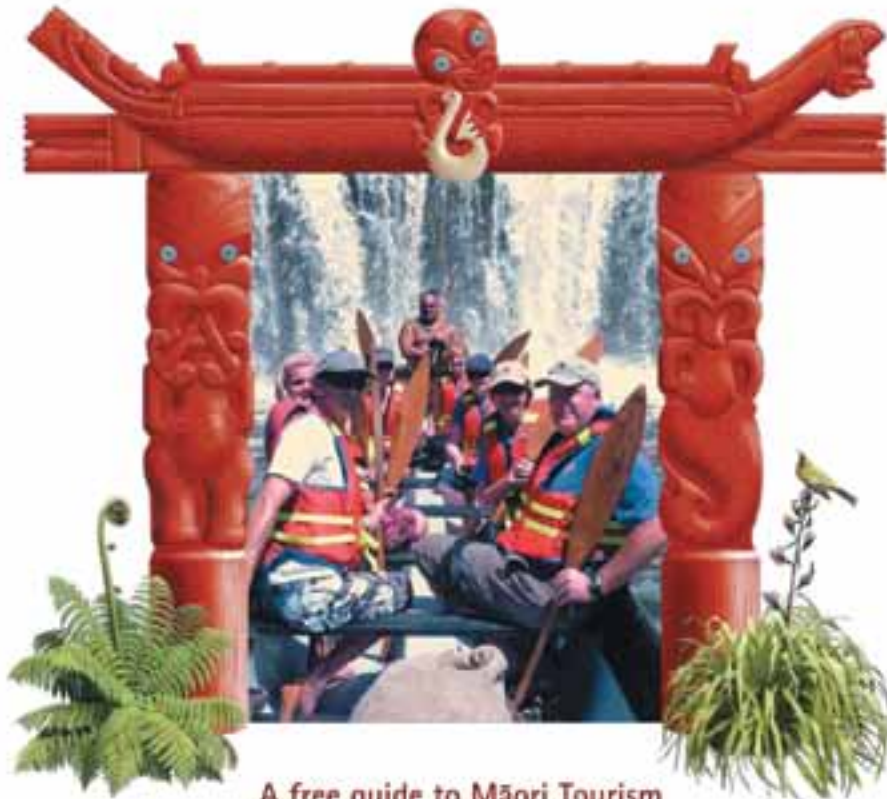
Te Puni Kōkiri brought Tewanee here in March this year to share his ideas and talk about the successful partnership his Canadian whanaunga had with the Olympic organisers.

Te Puni Kōkiri and other stakeholders found his contribution very helpful.



Tewanee Joseph.

Discover Māori



A free guide to Māori Tourism in Aotearoa-New Zealand

Experience the authentic manaakitanga (hospitality)
and kaitiakitanga (guardianship) of your hosts



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galleries, food and retail. Ask
for a brochure at your nearest
i-SITE Visitor Centre, and talk
to staff about experiencing Māori
cultural, activities and attractions while you travel
around. Find your nearest i-SITE at www.i-SITE.org.nz





Dale Karauria, Patsie Karauria, Paula Snowden
with Hon Hekia Parata.

MANA WAHINE AND THE SEVEN SISTERS

At the Wellington celebration held at parliament and hosted by the Minister of Women's Affairs, Hon Hekia Parata, the focus was on the unique contribution Māori women make to Aotearoa New Zealand.

The event also coincided with the end of Matariki, the Māori New Year as indicated by the group of stars known as the Seven Sisters. The link between Mana Wahine's timing and the Seven Sisters is not coincidental. While Mana Wahine / He Wāhine Pūmanawa has been celebrated annually since 1993, events were traditionally held in April or May. However, in recent years this has changed with the Ministry of Women's Affairs now choosing to celebrate later in the year to coincide with Matariki.

Ms Parata said that the Seven Sisters are a reminder that we need to look back to look forward. "We are building on the foundations laid by those who went before us, and we need to provide that same solid base for the next generation of leaders," she said.

Three generations of women were at the parliament event. Margaret Hiha MNZ of Ngāti Rangitihi attended the event with her daughter Allannah, niece Yvonne Raureti-

Carson and great-niece Janet Carson. Mrs Hiha, was a New Zealand hockey player in the 1960s, later working as a national hockey coach and in sports administration. At 78, Mrs Hiha still plays tennis, coaches



school sports teams and works part-time, but today in the health sector.

Having traveled down from the Hawkes Bay to attend Mana Wahine, Mrs Hiha said she loved these events because the women were always so hospitable. "The Ministry of

Wahine Māori from around the motu gathered in both Auckland and Wellington last month to celebrate Mana Wahine/He Wāhine Pūmanawa – an annual event on the Ministry of Women's Affairs calendar that recognises the important role and achievements of Māori women as tangata whenua.

Women's Affairs people always make us feel welcome. They greet us with such warmth at the door, and when more guests turned up than they had seats for, the women made sure more chairs were brought in so no one had to stand," she said.

Mrs Hiha supported the focus of this year's event – working to ensure a society where women were safe, strong and free from violence, and a society where women are economically independent and able to practice personal rangatiratanga over all aspects of their futures.

It was a serious kaupapa, and Ms Parata inspired the audience with her closing remarks. "This country needs more women on boards and in leadership positions. We also need more Māori in these roles – and that is where you can all participate and leave your mark", Ms Parata said.



Hon Hekia Parata with three generations of Raureti women.

Happy retirement Uncle Bert

He may have been the best-dressed Māori public servant ever; the word 'dapper' certainly springs to mind when you think of Bert Hinganganui Johnson Mackie. He's Uncle Bert to almost everyone, his slight sartorial figure and impish smile have been seen around the halls of Te Puni Kōkiri and several of its predecessors for decades.

Bert was born in Whangarei in 1933; he grew up in a tent while his father worked on public works jobs in the north during the depression. He whakapapas to Ngāti Wai and Patuharakeke in the north.

Bert first got involved with Māori Affairs in the 1960s with trade training and the Board of Māori Affairs. But he had several careers before then starting first as a merchant seaman when he was barely into his teens (1948/49) and then joining the Royal New Zealand Navy – serving from 1949 to 1955. After the navy, he spent time as a police officer (1955–63) before branching out into business as a publican. There he also began mixing with and promoting musicians, like those who went on to play in the now famous Māori show bands.

Bert's retired a few times too, as someone at his latest farewell – on Wednesday 27 July mentioned.

That's when sixty or so of his former workmates, cafeteria card club members and fellow punters, whānau and friends gathered at the Te Puni Kōkiri Nau Mai room for lunch and to wish him a happy retirement. It was an afternoon tinged with happiness, fond memories and laughter; and a little bit of sadness too.

Three of the four former chief executives he'd served with turned up – Sir Wira Gardiner, who Bert recruited into the Māori Affairs area after he resigned as Head of Civil Defence – was master of ceremonies for the occasion. The other two were Sir Tamati Reedy and Kara Puketapu.

Five Ministers or former Ministers came too; the Hon Tariana Turia and Hon Hekia Parata from the present government, the Hon Parekura Horomia and Hon Shane Jones from the last Labour government, and the Rt Hon Winston Peters, who doubled as a former Minister and a nephew.

Two other nephews – Ben and John Paki – along with two of Bert's sisters, his wife Edith and their children, son Rob and daughter Jaydene, and some mokos were part of the whānau contingent.

The invitation to his farewell described him as a living treasure, and the repository of hundreds of gigabytes of institutional knowledge.

Sir Wira referred to Bert's legendary knowledge on a whole range of matters, and Minister Parata, who worked alongside Bert when she was Deputy-Secretary for Policy in Te Puni Kōkiri, commented on his scepticism about policies preferring instead to get on with fixing whatever needed fixing. She described him as occupying the grey area between policy and politicians, and his ability to get things done.

Another speaker recalled how the Rt Hon Helen Clark when she encountered a problem that needed fixing in Northland, called Te Puni Kōkiri – not to speak to the chief executive – but to 'Uncle Bert'. The problem was sorted.

Bert was a pretty good rugby player in his day too. In his youth he played for the New Zealand Barbarians, the navy, the police and combined services teams. In fact he played in the first New Zealand police team. After he hung up his boots, he put back into the game coaching teams at Takapuna, Ponsonby, Christchurch Boys High and Lincoln University; he managed the 1982 Māori All Black team.

When replying on behalf of the whānau Rob Mackie told a story, which showed Bert's ability to make the best of a bad situation. As well as promoting local acts through

his pubs, Bert also brought in international entertainers. One such 'star' was the American singer, Solomon King, who had a worldwide hit called 'She wears my ring'.

It wasn't until Bert had him here and was telling him that he had an hour and a half long show, and that they were both going to make a lot of money, that he discovered Solomon King only had the one song!

They talked through one or two scenarios around the problem, but Bert didn't like any of them. Instead he got the big voiced American into his car and drove him round a whole lot of pubs, got him to sing his one song and while that was happening got money off everyone who was listening and then they took off to the next place. Problem solved.

Bert and Edith will remain in Wellington in their retirement, but daughter Jaydene is planning a road trip, so don't be surprised if they call in on you sometime soon.



Uncle Bert dapper as ever.

Traditional knowledge and the Convention on Biological Diversity



Te Puni Kōkiri will be consulting with Māori next year on Article 8(j) of the United Nations (UN) Convention on Biological Diversity (CBD).

Article 8(j) is of particular relevance to Māori because it focuses on traditional knowledge. The Article states the need for governments to respect, preserve, maintain, and promote the wider application of traditional knowledge with the approval and involvement of the relevant indigenous and local communities.

For instance, Article 8(j) states that if users want to utilise traditional knowledge in their research and product development, they are required to seek the prior approval of the relevant indigenous communities. The Article further states that they must also negotiate mutually agreed terms that encourage the equitable sharing of any benefits that may arise

from the use of this knowledge.

A UN Working Group was established in 1998 to specifically address the implementation of Article 8(j). One of its intentions is to ensure the full and effective participation of indigenous and local communities at all stages and levels of its implementation.

A further role of the Working Group is to develop a set of guidelines which will assist governments in drafting legislation and policy, and the submissions and information from Parties and indigenous communities to assist them in the development of these guidelines.

Te Puni Kōkiri's consultation next year aims to inform a detailed response to the UN CBD by October 2012. This response will also be informed by the ongoing Crown consideration of the WAI 262 report that was released by the Waitangi Tribunal on 2 July 2011.

THE WAI 262 REPORT

On 2 July 2011, the Waitangi Tribunal released its WAI 262 report at Roma Marae in Ahipara.

This is a wide-ranging report that focuses on Māori claims about the protection of Māori culture and identity, with a particular focus on mātauranga Māori (the knowledge base that underpins Māori culture and identity), and associated taonga (the manifestations of mātauranga Māori).

The report is organised into eight thematic chapters that address: taonga works and intellectual property; genetic and biological resources of taonga species; relationship with the environment; taonga and the

conservation estate; te reo Māori; when the Crown controls mātauranga Māori; rongōā Māori; and the making of international instruments.

The original WAI 262 claim was lodged in 1991. The Waitangi Tribunal is able to inquire into whether the Crown has been responsible for breaches of the Treaty of Waitangi, and report its findings.

The Attorney-General, the Hon Christopher Finlayson, acknowledged receipt of the WAI 262 report on behalf of the Crown. He noted that the Government will carefully consider the report in its entirety, and considered that it will provide much food for thought.



BIOLOGICAL DIVERSITY



Biological diversity, also known as biodiversity, is sometimes described as the variety of life on earth, including plants, animals and micro organisms, their genes and the habitats in which they live.

The biodiversity we see today is the fruit of billions of years of evolution, shaped by natural processes and, increasingly, by the influence of humans. It forms the web of life of which we are an integral part and on which we fully depend.

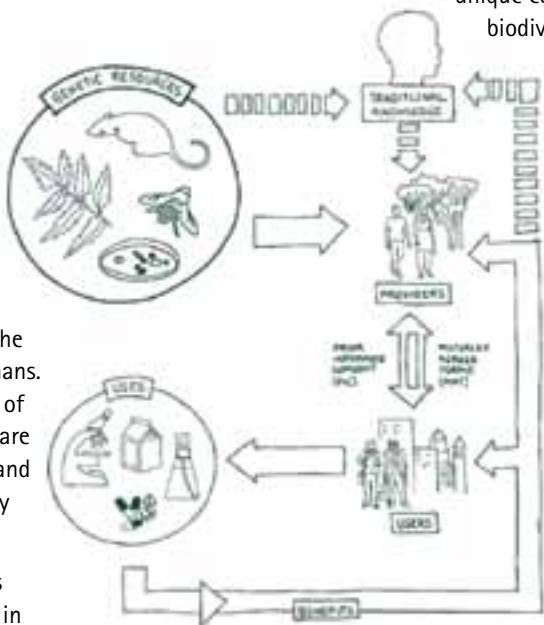
New Zealand has a strong interest in biological diversity. We are a geographically isolated country with many unique plants and animals, and are dependent on activities such as agriculture, fishing and forestry for our economic wellbeing.

Like te reo Māori, many of New Zealand's native species are endemic, that is they are found nowhere else on earth. This high level of endemic biodiversity makes a unique contribution to global biodiversity, and as with te

reo Māori, places on us an obligation to ensure its continued existence. Our indigenous biodiversity is of huge value to New Zealanders, to our economy, quality of life and national identity.

However, since we were first settled, our unique biodiversity has been in retreat, from the destruction of habitat, harvest by humans, and

successive waves of pests, weeds and diseases. Some 1,000 native animal, plant and fungi species are under threat.



THE CONVENTION ON BIOLOGICAL DIVERSITY

The Convention on Biological Diversity (CBD) is an international treaty signed by 150 government leaders at the 1992 Rio Earth Summit. It is dedicated to promoting sustainable development.

The CBD is an international legally-binding treaty with three main goals:

- conservation of biodiversity
- sustainable use of biodiversity and
- the fair and equitable sharing of the benefits arising from the use of genetic resources.

Its overall objective is to encourage actions which will lead to a sustainable future.

New Zealand ratified the CBD in 1994 and regularly participates in the biennial meetings of the Conference of the Parties (COP), the Convention's governing body.

There are now more than 190 countries which are Parties to the Convention.



Convention on
Biological Diversity



RUGBY WORLD CUP – REAL NZ FESTIVAL

Arohanui – The Greatest Love

6-9 AND 13-21 OCTOBER

Wellington and Auckland

Arohanui, Haka theatre from Te Matatini told through the beauty, grace and vibrancy of kapa haka, the poignancy of waiata tangi, the elegance of poi and the magnificent harmonies of Māori song. Arohanui – The Greatest Love has its world premiere at the Opera House in Wellington from 6 to 9 October, followed by an Auckland season at the Dorothy Winstone Theatre from 13 to 21 October. Tickets are available at www.ticketek.co.nz

I, George Nēpia

8-17 AND 21-25 SEPTEMBER

Wellington and Auckland

A one-man play, written by one of New Zealand's leading playwrights, Hone Kouka, about one of our most loved and famous rugby icons and Kouka's whanaunga or uncle – George Nēpia.

Mataatua Iwi Challenge

25 SEPTEMBER – 29 OCTOBER

Whakatane

Māori from the Mataatua Waka in the Bay of Plenty meet for an authentic series of "challenges". Events range from the sedate – outdoor bowls, golf, table tennis, and the energetic – basketball, touch, outrigger canoeing, to the downright adventurous – pig hunting.

Te Ūnga Mai 2011 Voyaging Festival

8 OCTOBER

Gisborne

Te Ūnga Mai is a day-long cultural and musical festival acknowledging both Māori and European voyaging traditions, and commemorates the first formal meeting between the tangata whenua of Aotearoa/New Zealand and Captain James Cook and the crew of The Endeavour in October 1769.

East Coast rugbyRUCKus

17 SEPTEMBER

Tolaga Bay

The East Coast's rugbyRUCKus is a showcase of the region's rugby, kapa haka (Māori performance), kai (food) and Ki o Rahi (Māori rugby) and the bicultural heritage of our community.

Māori ART MARKet

6-9 OCTOBER

Porirua, Wellington

New Zealand's largest collection and sale of contemporary Māori art, with a wide representation of art forms including carving, sculpture, glass, painting, weaving, pounamu and jewellery. Also includes haka performances (Porirua is the home of Ka Mate composer Te Rauparaha), and cooking demonstrations using traditional Māori ingredients, matched with wines from Māori-owned vineyards.



Rugby, Haka, Hāngī Festivals

30 SEPTEMBER

Clive, Wairoa, Carteron, Pukehou (Te Aute College), Dannevirke

Join in the fun of the Rugby, Haka, Hāngī Festivals as the locals treat visitors to a friendly game of rugby, lessons in how to do the haka and some traditional Māori food.

ATAMIRA Māori 7-9 OCTOBER

ATAMIRA Māori in the City is a free, three day festival in Auckland showcasing Māori culture, art, performance, sport and food.

Watch our Māori master carvers at work and try your hand working with ancient tools and materials. Enjoy vibrant Māori music by popular and emerging artists, kapahaka performances, contemporary dance, and fashion shows of successful Māori designers. Shop from authentic Māori art and craft stalls, take in the innovative food seminars and dine on traditional and contemporary Māori cuisine. View the best in Māori film making, demonstrations and competitions of genuine traditional and modern Māori sports and games.

Taranaki International Village

9-26 SEPTEMBER

New Plymouth

At the Taranaki International Village you can experience the legendary hospitality and culture of Taranaki Māori and local food, arts and crafts, performances, workshops, traditional ceremonies and local tourism activities.

The Story of Ka Mate, the world's best known haka 8 SEPTEMBER - 20 OCTOBER

Wellington

An interactive exhibition at Wellington's Te Papa, where visitors will learn about the haka – what it means, where it comes from, its association with Rugby and the All Blacks, and most importantly – how to do it.

Oceania 6 AUGUST - 6 NOVEMBER

Wellington

A landmark exhibition at two venues that brings major works by significant Pacific artists, together with ancient Māori and Pacific taonga (treasures) from New Zealand and British collections. Museum of New Zealand Te Papa Tongarewa and City Gallery Wellington present Oceania – two memorable exhibitions traverse the Pacific region, journeying into the history, art and soul of Oceania.

Art Rocks Festival and Te Ana Ngāi Tahu Rock Art Centre 23-25 SEPTEMBER

Timaru

The majority of New Zealand's remaining prehistoric Māori rock art sites (approximately 300), lie within a 70 km radius of Timaru in South Canterbury. The Art Rocks Festival celebrates southern heritage, culture and creativity and is centred around the theme of Māori rock art. This includes the Te Ana Ngāi Tahu Rock Art Centre.



28 MĀORI BATTALION WEBSITE WINS IPANZ GEN-I PUBLIC SECTOR EXCELLENCE AWARD

The 28 Māori Battalion website www.28Māoribattalion.org.nz won the top award in the Crown-Māori Relationships category of the IPANZ-Gen-I Public Sector awards, held in Wellington in late June.

The website is a joint initiative between Manatū Taonga (Ministry for Culture and Heritage) and Te Puni Kōkiri, on behalf of the 28th Māori Battalion Association.

The awards, run by the Institute of Public Administration of New Zealand (IPANZ), celebrate excellence and innovation in the public sector, and the Crown-Māori Relationships category recognises the diverse ways that Māori and government can work together.

"If you want innovation and excellence, then you really need look no further than this website," said Dr Bronwyn Dalley, deputy chief executive of Manatū Taonga.

"It is a superb example of what can be done with an

enormous amount of good will and commitment, and a small amount of money. The project has a strong kaupapa which has guided all of us working on it."

The interactive, bilingual website provides a space for people to share their stories of the 28th and their memories of the men who served.

"The community of the 28th has made this site its own", Dr Dalley said. "It's just what we hoped would happen."

The judging panel acknowledged the "significance to nationhood in preserving the taonga for all New Zealand. The successful partnership between government agencies and a Māori organisation clearly demonstrates excellence".



Treaty settlement progress in Kaipara, Tāmaki Makarau and Hauraki

Te Puni Kōkiri was instrumental recently in the completion of the Treaty settlement mandating processes for all 22 iwi/hapū groups in the Kaipara, Tāmaki Makaurau and Hauraki regions. The formal recognition of the mandate of all 22 iwi/hapū groups mean they can now advance to comprehensive Treaty settlement negotiations across all three regions.

The Crown's attempt to grapple with the question of who speaks for Māori tribal communities has a long history. In the 1800s, the Crown's efforts to buy Māori land from people who did not represent the interests of their iwi and hapū, had tragic consequences. Solving mandating and representation issues is still challenging and learning from the past has been helpful.

Proper and robust mandate processes result in good outcomes; and Te Puni Kōkiri has been well positioned to provide significant value to the process in Kaipara, Tāmaki Makaurau and Hauraki rohe through good local knowledge of the communities and contact on a day to day basis.

Since 2009 when the Crown proposed a regional approach to the settlement in the Kaipara, Tāmaki Makaurau and Hauraki regions, Te Puni Kōkiri has worked with the 22 iwi/hapū groups resulting in a successful platform to move forward to formal negotiations.

All Māori who whakapapa to the Kaipara, Tāmaki Makaurau and Hauraki regions can register with their iwi/hapū. If you or someone you know has not yet registered with their iwi, you can contact the representative organisations to the right.

Iwi / Hapū	Contact
Ngāti Rehua	www.ngatirehuangatiwaikiaotea.co.nz
Te Kawerau a Maki	www.tekawerau.iwi.nz
Ngāti Manuhiri	www.ngatimanuhiri.iwi.nz
Ngāti Whātua	www.ngatiwhatua.iwi.nz
Ngāti Whātua o Kaipara	www.kaiparamoana.com
Ngāti Whātua o Ōrākei	www.ngatiwhatuaorakei.com
Te Ākitai Waiohū	www.teakitai.com
Tamaoho	www.tamaoho.Māori.nz
Ngāti Te Ata	www.ngatiteata.iwi.nz
Te Uri o Hau	www.uriohau.com
Ngāi Tai ki Tāmaki	www.ngaitai-ki-tamaki.co.nz
Ngāti Tamaterā	<i>Website under development</i>
Ngāti Maru	www.ngatimaru.iwi.nz
Ngāti Pāoa	www.ngatipaoa.co.nz
Ngāti Pūkenga ki Waiau	www.ngatipukenga.co.nz
Ngāti Rāhiri Tumutumu	<i>Website under development</i>
Ngaati Whanaunga	www.ngatiwhanaunga.iwi.nz
Ngāti Tara Tokanui	<i>Website under development</i>
Ngāti Hei	www.ngatihei.iwi.nz
Ngāti Hako	www.hako.iwi.nz
Te Patukirikiri	www.patukirikiri.iwi.nz
Ngāti Porou ki Hauraki	www.ngatiporoukihaauraki.Māori.nz
The Hauraki Collective	www.haurakicollective.Māori.nz

TE TAITOKERAU

FROM WAKA TO HAKA – TE TAITOKERAU HAS IT COVERED



Taitokerau iwi leaders heard all about Waka Māori at a meeting in Whāngārei.

Grant Hawke, chair for the downtown Auckland iwi who created Waka Māori, Ngāti Whātua o Ōrakei, said Waka Māori will be 'manaaki central' when the finals are on in Auckland.

Ngāti Whātua met with Ngā Puhi, Ngāti Hine, other iwi, and Māori business leaders. Waka Māori will provide an opportunity to showcase Māori enterprise from across the country and meet up with potential local and global partners.

Hawke went on to say that with the growth in regional Māori tourism and business ventures, they hope to see people from Northland at Waka Māori. "The north is

so close to Auckland, we really need to encourage visitors to think about building a trip to the north into their itineraries.

"We also want iwi and business leaders from around the country to get maximum value out of Rugby World Cup 2011. Coming along to Waka Māori business functions will help open doors, and might just turn up the next big business opportunity for Te Taitokerau."

For more information, go to www.wakaMāori.co.nz

Te Taitokerau is helping to paint Whangārei red as the region readies itself to host Tonga, Japan and Canada during Rugby World Cup 2011.

The Whero is Red Festival is among 55 events planned for the region in the lead up to the international sporting event.

Organiser Frances Stokes – whose Māori Business Facilitation Service's supported business, Kia Tūpato, was awarded an approved security services provider during the games, says the Festival is about 'site-doing' not just 'sight-seeing'.

Visitors are invited to two local rugby clubs to experience Grassroots Rugby as a club supporter, a Māori marketplace planned alongside the Hātea River, and to take in the sights and sounds of the Super 10 kapa haka competition.

Te Puni Kōkiri's Te Taitokerau Regional Director, Walter Wells, says the event is a great opportunity for whānau to share their knowledge, pride, and experiences with manuhiri through the numerous formal and informal opportunities being created.



The Rugby World Cup on tour in Taitokerau, Martin Snedden (4th from left), Sonny Tau, Grant Hawke with other Taitokerau dignitaries.

TĀMAKI MAKĀURAU

'QUALMARK MARAE STAY EXPERIENCE' GRADING - MARAE AS COMMERCIAL ACCOMMODATION



Te Puni Kōkiri has worked closely with Qualmark to implement the 'Qualmark Marae Stay Experience' grading for marae accommodation.

Two marae, Te Hana Te Ao Mārama and Te Māhurehure, each received the grading and a further 15 marae have indicated their interest in being assessed.

Te Puni Kōkiri Tāmaki Makaurau oversaw a pilot implementation programme throughout the Waikato and the Bay of Plenty areas. The grading was completed in April 2011.

The grading is for marae who intend on delivering commercial accommodation, especially to meet demand for unique Māori tourism and accommodation experiences during Rugby World Cup 2011. It will provide visitors and travellers not familiar with marae-styled accommodation with assurance that minimum industry facilities are provided.

Regional Director Pauline Kingi said: "An association with Qualmark opens other tourism promotional channels to marae. Marae with the Qualmark grading will also be promoted through other Te Puni Kōkiri-led initiatives, such as the 'Māori Cultural Accommodation' portal, and 'Discover Māori' projects.

"It is envisaged the initiative will deliver greater access to the tourism market for marae."



Above: Te amorangi ki mua, te hāpai o ki muri. Qualmark's Ron Russell with Chef Dunn Tutapakore.



Left: Marae and Qualmark celebrate the first gradings (l-r): Tracey Panapa (Te Māhurehure), Ron Russell (Qualmark), Christine Panapa (Te Māhurehure), Grant Ward (Qualmark), Mākarini 'Beau' Panapa (Te Māhurehure).

WAIKATO

WAIKATO MARAE SEMINARS



The Waikato Raupatu Lands Trust invited Te Puni Kōkiri Waikato to present at the Marae Seminar Series.

Held at Hopuhopu and targeting marae, the seminars covered the process of planning and development and introduced marae representatives to a range of organisations that could provide support.

Te Puni Kōkiri presented alongside other support agencies including Trust Waikato, Department of Internal Affairs, and ASB Community Trust.

Keynote speaker Wharehuia Milroy spoke about the importance of te reo Māori and succession planning when planning any marae development.

Te Puni Kōkiri Waikato Regional Director, Gail Campbell, encouraged marae to contact Te Puni Kōkiri when considering development projects that would build skills and enhance capacity of marae whānau, such as strengthening te reo Māori and tikanga.

Michelle Baker, Account Manager for Te Puni Kōkiri's Māori Business Facilitation Service, presented an update on Rugby World Cup

activities planned for the region, as well as discussed the opportunities for marae involvement.

Gail and Michelle also presented on Te Puni Kōkiri's mahi alongside Qualmark to establish the marae grading. Marae representatives were encouraged to consider commercial and business opportunities for their marae that might support financial independence.



Gail Campbell presents to Waikato Marae seminar.

TE MOANA Ā TOI

HURIA MARAE HAS RUGBY WORLD CUP OPPORTUNITIES IN THEIR SIGHTS



When the Rugby World Cup tournament arrives in Te Moana ā Toi, the unique culture and manaakitanga of Ngāi Tamarāwaho will be ready for international exposure.

Huria Marae will pōwhiri the Fijian rugby team to the rohe and New Zealand, and Ngāi Tamarāwaho hapū have their sights set on the opportunity to promote tourism opportunities during the penultimate rugby competition and beyond.

The hapū recognise they have the potential to provide much needed jobs and income for the well-being of their whānau. The Rugby World Cup presents an opportunity for Ngāi Tamarāwaho to plan for and to secure a positive future for their whānau.

The marae currently operates a business providing cultural experiences for tourists, sharing manaaki, stories, and performances by showcasing their natural and cultural taonga within the rohe of Ngāi Tamarāwaho.

Most of their clientele come from the increasing number of cruise ships arriving in the Port of Tauranga.

Te Puni Kōkiri has worked alongside Huria Marae to strengthen their practices and systems. This includes first aid training, food safety and Qualmark accreditation. The training and development is critical for achieving the business, employment, and income aspirations of the hapū.

Ngāi Tamarāwaho hapū members take a break from planning the welcome they will extend to the Fijian rugby team prior to the start of Rugby World Cup.



TE ARAWA

MĀORI2011.COM PROMOTES WAIARIKI AND BAY OF PLENTY MĀORI BUSINESSES



A new website has been launched to promote Māori services and products within the Waiariki and Bay of Plenty regions.

Māori2011.com was launched in July to promote Māori businesses based in Taupō, Rotorua, Tauranga and Whakatāne.

In response to potential business opportunities the Rugby World Cup 2011 will bring to the regions, Te Puni Kōkiri Te Arawa worked with Māori in Tourism Rotorua (MITR) and others throughout the wider Te Arawa and Te Moana Ā Toi rohe to develop a region-wide collaborative approach to Māori business.

At the launch of Māori2011.com, Te Arawa Regional Director, Wally Tangohau, said that Māori2011.com will have benefits for Māori businesses beyond Rugby World Cup 2011. The website was launched with listings for 78 Māori businesses, and the number is expected to grow.

"Māori2011.com connects Māori businesses with similar visions but different products and services to a global market," said Wally. "Also



Te Puni Kōkiri Te Arawa Regional Director Wally Tangohau (far left) at the launch of Māori2011.com, with a few members of the fantastic crew who helped bring the site to life.

included on the website are details for marae-based ventures and new and established Māori and Small-Medium Enterprises."

The website will also promote Māori-led activities within the Waiariki and Bay of Plenty regions, such as the Tribal Rugby festival in Rotorua from 11-13 October 2011, and Māori week which is part of the Real Tauranga festival. Similar festivals are being developed for Taupō and Whakatāne.

māori2011.com

For more information visit <http://Māori2011.com/> or email mereheni@Māori2011.com

TE TAIRĀWHITI

TAIRĀWHITI REGIONAL LEADERSHIP GROUP TAKES WHĀNAU ORA TO THE EAST COAST



The Tairāwhiti Whānau Ora Regional Leadership Group (RLG) has presented to over 400 people since taking information about the Whānau Ora kaupapa out to their community.

The communities of Ruatōrea, Gisborne, and Wairoa heard from Chair Lois McCarthy-Robinson, and RLG members Dr Api Mahuika, Manu Caddie, Owen Lloyd and Te Pare Meihana.

"We are going out to our communities to share information about Whānau Ora," says Lois. "There is already a lot of knowledge held in the community. This knowledge together with a Whānau Ora approach will be a powerful way of achieving things."

The RLG presented on Whānau Ora, outlining what it is, describing the funding model available to help build whānau capability, design whānau plans and activities that strengthen whānau connections.

Also in attendance were other RLG inter-departmental members Maaka Tibble of Tairāwhiti District Health Board, Jane Hopkinson from the Ministry of Social Development, and Mere Pohatu from Te Puni Kōkiri.



Ministry of Social Development's Jane Hopkinson.

TĀKITIMU

NGĀTI KAHUNGUNU, RUGBY HAKA HANGI



Ngāti Kahungunu's Te Rangi Huata has been busy organising a rohe wide festival of rugby activities for locals and visitors alike.

The iwi sees Rugby World Cup 2011 as a time to showcase their iwi, talents, and manaakitanga to the world. Ngāti Kahungunu Iwi Incorporated was involved in the bid to secure games with the Hawke's Bay Rugby Union and have since worked together to ensure Māori will be showcased while hosting competing teams from Japan, Canada and France.

Visitors are expected to flock to Hawke's Bay, where an array of activities is planned for the tournament season. From visiting the

George Nepia exhibition in Wairoa, playing in club-hosted rugby matches, and partaking in haka and hāngi festivals everywhere between Wairoa and Wairarapa where local players will teach manuhiri a haka, and show them how to prepare hāngi.

Jerseys created for the events will serve as a taonga to remind all of the experience. Other events include the Takitimu Festival, Hastings Blossom Festival, Art Deco events and the 'running with the rams' through Waipukurau. Rugby, Haka, Hangi details are on www.rugbyhaka.co.nz

Takitimu continued over...

Ngāti Kahungunu members modelling their new jerseys.



LEADERS OF TOMORROW – HAWKE'S BAY MAGPIES LEADING THE WAY

Hawke's Bay Rugby Union (HBRU) knows the importance of looking at the next tier of kids coming through if they want them as future Magpies.

Several Hawke's Bay players received leadership training to support them to inspire whānau at marae and schools to achieve through sport. The training helped players to set goals as individuals and as a team, enhance self-belief, to stay strong and work hard within a team and community.

HBRU recognised that players are increasingly younger and needed support to help them understand their leadership role.

Tākitimu Regional Director Roger Aranui says: "I believe leadership at all levels is important and there is nothing like having your sporting role-models understand their own leadership potential and inspiring the leaders of tomorrow".



RWC GOES OFF IN THE WAIRARAPA

Tākitimu Kaiwhakarite Richard Smith says: "Rugby World Cup is pulling the community together, making us look at what works well already, and how to add value and encourage visitors to this fantastic region".

Wairarapa iwi Rangitāne o Wairarapa and Ngāti Kahungunu will co-host a pōwhiri for the Georgia team at Te OreOre Marae, Masterton.

Wairarapa Rugby World Cup event organiser Catherine Rossiter-Stead has been busy organising activities for local residents and visitors, all of which are part of the region's annual Spring Festival.

Residents and visitors are encouraged to join in welcome celebrations for the Georgian team who will be training in Masterton, and attend Ngāti Kahungunu-led celebration Rugby, Haka, and Hāngi on 10 September, and the Big Parade on 22 September in Masterton.

PUAWAITANGA – GROWING OUR TAMARIKI AND RANGATAHI

Te Puni Kōkiri Tākitimu was pleased to support Puawaitanga Sports Academy, headed by former international and league star Kevin Tamati.

Kevin identified a gap, with the next tier of rangatahi, those who had the potential but for some reason were not being supported to consider a sporting career pathway. Rangatahi, graduates of the academy recently presented to Te Puni Kōkiri about their experiences, the training and endurance, and their opportunity to network with current star athletes.

Whanaungatanga and the tuakana/teina model were key components Kevin says, "Mental toughness is important, pushing and making rangatahi tougher, it is not always the size of the dog but the size of the dog within you".

POROPOROAKI/OBITUARY – Joe (Tuahine) Northover, 5 March 1928 – 6 April 2011.

Born at Waipiro Bay, of Ngāti Porou, Ngāti Kahungunu and Ngāti Hine descent, 'Uncle Joe' has left a significant gap as he was a rangatira to many. Uncle Joe played a key role in upholding tikanga-a-iwi with a deep knowledge of te reo Māori, oratory, karakia, waiata and mōteatea. He was appointed to the Waitangi Tribunal, played kaumatua to EIT, Eastern Police, Hastings and Napier City Councils, the 28th Māori Battalion – D Company, New Zealand Māori Wardens Association, headed the Rōpū Pakeke, and was a trustee at Te Aute College. A Ringatū minister, he often provided support, guidance and training as well as translation assistance. Uncle Joe will be greatly missed by all as he played many professional and personal roles, dedicating his life to serving his people and community.



Uncle Joe Northover will leave a big gap in the paepae.

TE TAI HAUĀURU

TARANAKI – GETTING READY TO CRANK IT



New Plymouth is gearing up to celebrate the Rugby World Cup in true Taranaki style. And so they should, the Taranaki township hosts three Rugby World Cup matches during September.

Puke Ariki Museum is the site of Taranaki's official Fanzone, with the International Village just outside its doors on the Puke Ariki Landing.

The International Village is the result of a partnership between Tihi Ltd. Events and Conferences, and the New Plymouth District Council. The Village will be hosted

by Taranaki Māori, and showcase the cultural diversity and creative talent of the Taranaki community.

With an extensive programme of performances, activities and workshops, as well as an expo of Taranaki businesses, products, arts and crafts and kai, visitors to the city will experience the sights, sounds, flavours, and colour of Taranaki.

Inside its doors Puke Ariki will explore Taranaki's long and passionate relationship with rugby in the exhibition 'It's not just a game: Whānau. Whakapapa. Whutupaoro'.

This exhibition is supported by the Taranaki Māori Rugby Football Union (TMRFU) which has been working in partnership with Puke Ariki to present the Taranaki Māori component of the region's rugby story.

A central feature will be 14 taonga that kōrero across generations and Taranaki whenua, telling the story of segregation, amalgamation, and the eventual integration of Māori rugby. This part of the exhibition will be toured around marae in the region once the exhibition closes.



Rugby roots go very deep in Taranaki.



Aaron Kearney and Mark Te One.

TE WHANGANUI Ā TARA MAURI TŪ, MAURI ORA MAI I KAPITI KI HOROWHENUA – EMBRACE THE ESSENCE OF KĀPITI AND HOROWHENUA



Mauri Manaaki Tāngata is a strategy which co-ordinates a number of marae, Māori business owners and tourism operators looking to make the most of Rugby World Cup.

The potential number of travellers using State Highway One and passing through Kāpiti-Horowhenua during the tournament might be as high as 70,000. Marae in the area are literally well positioned to welcome and entertain visitors.

Visitors can enjoy the experience of being involved in some relaxed events on the marae. Manaakitanga (hospitality) is an important element in the design of the events and activities that will take place over four weeks from 18 September 2011 to 10 October 2011.

Mauri Manaaki Tāngata was supported by Te Rōpū Pakihi, the regional Māori Business Network. While the impetus for the strategy was Rugby World Cup, Mauri Manaaki Tāngata describes four goals

which give the strategy life beyond the tournament: build marae capacity and capability to engage in meaningful tourism ready activities; facilitate and assist marae to network and collaborate for mutual benefits; facilitate the building and maintaining of marae relationships with key stakeholders, and; facilitate the promotion and marketing of marae tourism.

Left to right: Raukawa Maerae Otaki; Whakarongotai Marae Waikanae; Tukorehe Marae Levin.



TE WAIPOUNAMU

Te Puni Kōkiri Te Waipounamu supported Ngāi Tahu rūnanga in Christchurch, Dunedin, Invercargill, and Queenstown to make the most of the international showcasing opportunity Rugby World Cup 2011 has to offer.



Te Puni Kōkiri is behind Ngāi Tahu's desire to engage in the tournament, and the opportunities it presents for mana whenua to manaaki rugby tourists and showcase iwi to the world.

After the devastating series of earthquakes in Canterbury, the focus for matches, team hosting and welcomes shifted to the southern regions of Te Waipounamu. While it was a huge loss for the Christchurch region, Te Puni Kōkiri has supported an invigorated

festival programme in the new Events Village at North Hagley Park, Christchurch.

In partnership with Ngāi Tahu, Te Puni Kōkiri Te Waipounamu has funded Pouwhenua. This project takes the traditional concept of markers on the land and gives it a very contemporary and commercial form in the shape of large billboards.

Five leading Ngāi Tahu artists will create works on the billboards responding to

the theme 'Te Haka o Rūaumoko – The Earthquake's Dance.' The theme and resulting billboards will be a bold statement for visitors to the Rugby World Cup Fan Zone.

In Dunedin, Invercargill, and Queenstown, Te Puni Kōkiri has supported southern rūnanga through a range of marae-based and festival events in these centres.

"The Rugby World Cup presents a unique opportunity for Ngāi Tahu to welcome visitors and the eyes of the world to our home, and through our good relationship and support from Te Puni Kōkiri we are putting our best foot forward," says Te Rūnanga o Ngāi Tahu Kaiwhakahaere Mark Solomon.



Murihiku whānau from Waihōpai, Awarua, Hokonui and Oraka Aparima Rūnanga visit the Skyline in Queenstown where arguably the highest Civic Ceremony and powhiri will be held to welcome England and Georgia to New Zealand. Pictured from left: Jane Davis, Michael Skerret, Hana Morgan (Kaiwhakarite), Taare Bradshaw, Jono Sutherland (Queenstown Lakeland District Council), Betty Rickus, Rahera Harmon and Gail Thompson.



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

Roberta Anetipa - Waea: 09 571 2961

Counties Manukau

Rosalie Williams - Waea: 09 571 2956

WAIKATO

Michelle Baker - Waea: 07 834 7116

TE ARAWA ME TE MOANA Ā TOI

Shontelle Bishara - Waea: 07 349 7809

TE TAIRĀWHITI

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In this edition of Kōkiri, Pakihi puts the spotlight on Māori businesses in the creative sector.

We feature two clients, Phil Crown of Crown Music, and Aroha Wikotu of Shikoba, who are active in the creative sector. Phil, who comes from a family of musicians, is a successful muso-entrepreneur who has supported Māori musicians and produced the documentary *Unsung Heroes of Māori Music*. As for Aroha, she is a successful fashion designer-businesswoman who was able to establish her design label Shikoba and open her boutique the Wardrobe in Hamilton.

In this edition we also share a story about our collaborative mahi with Miromoda. Miromoda is a group who helps launch up-and-coming designers through an awards competition at Wellington's Massey University. The winners then exhibit their talent at New Zealand Fashion week under the Miromoda showcase.

Coincidentally, Aroha is a Miromoda winner and showcased Shikoba's designs at the 2010 New Zealand Fashion week. The international exposure has led to Aroha now being courted by an Australian buyer.

Māori involved in the creative sector are generally successful. Their entrepreneurial flair aided by their distinct Māori identity is another great example of 'the Māori edge.' Hard work, passion and talent, talent, talent.

Traditional values, activities and protocols provide Māori with natural advantages they can commercially utilise. Capturing the positive demand for aspects of Māori culture, particularly internationally in creative industries, provides the catalytic spur for broadening the appeal more widely. In simple terms it appears 'cool' to be Māori, and it has a global appeal.

The Māori Business Facilitation Service (MBFS) has supported its clients who have creative businesses which range from design (fashion, graphic design) through to visual arts (carving, tā moko)

and performance (music, kapa haka). The opportunities in the creative sector and others, require small businesses to work effectively and efficiently so that they are able to both work 'in' and 'on' the business. The MBFS can assist business owners to assess their enterprises and identify areas which will allow the entrepreneur to balance their business both inside and out.

We hope you enjoy the stories we have to share in this edition.

CLIENT PROFILES

MIROMODA

Back in 2008, Miromoda was just an idea to showcase the talents of up-and-coming indigenous Māori fashion designers that founding member Ata Te Kanawa had.



Established and overall winner: Adrienne Whitewood (second from right) with models wearing items from her collection Te Aho Tapu (The Sacred Thread).

Ata approached Jamie Te Hiwi, the Māori Business Facilitation Service's (MBFS) Commercial Development Manager, who understood the idea and the opportunity it presented as a stepping stone for Māori fashion designers.

Since then both MBFS and Miromoda have been working collaboratively to create a pathway for these novice designers to grow and gain recognition as Māori artists, with the prospect of becoming entrepreneurs.

The collaborative mahi of both parties plays on the strength of each group whereby Miromoda is responsible for the event management, and MBFS provides the business mentoring support for the designers. Prime examples of this taake are past Miromoda participants such as Aroha Wikotu and Wiremu Barriball, who are now recognised Māori designers and successful entrepreneurs in their own right, whose designs have received interest from overseas buyers.

Terina Cowan, Miromoda Project Coordinator, says that working with the MBFS has helped them realise how much you need to know to deliver on this type of opportunity. She says: "It is important that somebody gets your idea – the ability to discuss, expand and grow these with MBFS has been great. The access they provided to a support structure for the designers shows that Māori businesses can engage and thrive in this type of creative business".

For Miromoda, the plan is to learn, strengthen and continue to provide the opportunity for Māori fashion designers. With September fast approaching, the Miromoda team will begin the month in Auckland as they return to New Zealand Fashion Week for the third year in a row; and end it in Wellington with the Miromoda Fashion Extravaganza, which is a part of the REAL NZ Festival that runs alongside Rugby World Cup 2011.

For more information on Miromoda and its events please visit <http://www.miromoda.co.nz/>

PHIL CROWN AND CROWN MUSIC



Phil with Aotearoa Hip Hop pioneer DJ Sir Vere.

After working as a freelance musician and producer, Phil Crown started Crown Music in 2006. Crown Music is one of the first Māori recording studios in New Zealand, which has since expanded into television and promotions. Phil, who is the son of Armand Crown, chose to name his business to represent his family who hails from Te Kuiti's Ngāti Rereahu tribe.

A chance meeting in 2009 led Phil to cross paths with MBFS Te Tai Hauauru Account Manager, Keria Ponga, who referred him to work with her Auckland-based colleague, Ngaire Wilson. At this time, Crown Music

was experiencing rapid growth and the MBFS allowed him to access a business mentor who worked with him to improve his management systems. Keria was also able to introduce Phil to key contacts within the local business networks. Phil acknowledges that the MBFS support he received has enabled him to manage the business growth, which was crucial to getting the business to where it is today.

Phil believes that mentoring is important for Māori entrepreneurs, as it gives them the opportunity to have someone look at the business objectively. This makes you aware of your strengths and weaknesses, and helps build your confidence to move forward with your ideas. His advice for those budding entrepreneurs: "It is a cliché but nothing is impossible, so just make sure to keep going and keep learning, and try to learn as much as you can from people who have been there before".

In the meantime, Phil's journey as an artist and entrepreneur continues as he grows the television and music production aspects of Crown Music. He also hopes to have an ongoing involvement in the promotion of Māori musicians, and development of the Māori music genre.

For more information on Crown Music, please visit www.crownmusic.co.nz



Phil performs with Young Sid of Smashproof fame.

Te Kooti Rangatahi o Mataatua



The Minister for Courts and Associate Minister of Māori Affairs, Georgina te Heuheu officially opened the 7th Rangatahi Court in Whakatāne on June 11.

Rangatahi Courts engage young offenders with their culture and local community with the aim of reducing the risk of their re-offending.

Here offenders are monitored by the Judge as they complete the tasks set out in their family group conference. The law is applied in the same standard way, but the marae opens the way for traditional Māori protocols, marae kawa, to complement the legal proceedings. Young offenders must introduce themselves according to marae protocols, and talk about their whakapapa.

"This in itself has the benefit of placing the offender in the bosom of their community.

That community of family and friends after all is what will help our youth to feel supported and able make better decisions for their futures," she says.

The Rangatahi Court initiative shows how the justice system can adapt to provide a court process that strives for better outcomes.

"As the saying goes, if we continue to deal with young Māori in the same way we always have, we will continue to get the same results as we always have."

The difference this approach has made to the response of young offenders presenting themselves on the marae, as opposed to being brought before the court, is quite profound. Elders have welcomed with open arms the opportunity to have their young who have fallen on the wrong side of the law brought back into the bosom of the marae, to help them deal with the consequences of their offending, and more importantly, to be involved in setting a path for their future.

Manuhiri waiting for the powhiri.





Downer National Diploma Scholarship winners at the official Scholarship presentation in May 2010.

SCHOLARSHIP FUNDING TAKES ENGINEERS TO AUSTRALIA

Scholarship funding from Te Puni Kōkiri has enabled five young engineers to undertake a technical tour of Australia, gaining valuable insight into technology and working practices overseas.

The engineers, all Downer employees, were winners of a National Diploma Scholarship awarded by Te Puni Kōkiri in partnership with InfraTrain New Zealand, the Industry Training Organisation for the infrastructure industries.

The Scholarships were awarded as part of InfraTrain's Te Poutama Kaiahumahi programme, which aims to support Māori working in infrastructure to gain higher level qualifications. Each winner received \$10,000, paid to Downer to support their studies and professional development.

The tour visited some of Downer's largest infrastructure projects in eastern Australia,

starting in Melbourne with a trip to the Pakenham Emulsion manufacturing facility and the asphalt manufacturing plant at Somerton Precinct. The second leg of the trip focused on Brisbane, with a tour of the Airport link project, the Archerfield asphalt plant, and the asphalt production facilities at Strathpine and Bli Bli on the Sunshine Coast.

them to experience the latest developments in production and technology first hand, and to discover how these could be used to benefit New Zealand business.

Downer National Staff Development Manager, Ross McArthur, said, "The technical tour has better equipped these five young engineers to challenge current production



Above: Guided tour of the asphalt production facility, Somerton Precinct, Melbourne.

"Based on the knowledge and experiences gained from the tour a number of these young engineers have made significant career choices within Downer, which have led to new opportunities with increased responsibilities."

Te Poutama Kaiahumahi Project Manager, Robbie Paul, added, "Downer has invested wisely, ensuring that the Scholarship recipients receive a high level of support on both sides of the Tasman. The technical tour has helped them to gain experience and knowledge on a scale not seen in New Zealand".



Downer National Diploma Scholarship winners (from left to right): Jeremy Wikepa, Cedric Crow, Mahaki Naden-Riddell, Matthew Smith, Amanda Taylor.

The aim of the tour was to equip the group with new skills and knowledge which they could bring back and apply to their everyday work. It enabled

and contract delivery methodologies, which will benefit not only Downer but the wider industry.

Cadetships enabling Māori success



Aotearoa Construction cadets in action.

The cadetships initiative set up by Te Puni Kōkiri in response to the Prime Ministers 2009 Job Summit is proving successful.

In 2009 it was recognised that there would be rising unemployment due to the global economic recession, and the Job Summit sought to generate actions for measurable improvement in employment outcomes.

Historically, cadetships have provided a successful pathway for employment offering a relatively inexpensive option for employers to recruit and develop staff, and for Māori cadets to gain confidence, employment experience, general and job-specific skills, formal qualifications, industry networks and employment.

This is how it works. Te Puni Kōkiri provides a subsidy per cadet for six months, enabling Māori cadets to acquire skills, formal qualifications and employment.

The employer finds and recruits the cadets, and develops the training programmes required to introduce the cadets to their industry, giving them a real stake in insuring a successful outcome.

The initiative is now in its third year.

After setting up in year one – 2009–2010 – in due course a range of public and private sector organisations were invited to establish new cadetships or promote existing ones to increase Māori employment. Sixty-two cadets were recruited across a range of industries, with very encouraging results. Almost three-quarters of them went into full-time work with their original employer or in that particular industry.

The remainder went on to further study and training

or other development opportunities.

Building on the success and learning's from year one, in year two between 2010–2011, cadetships were targeted at employers with the capacity to take on five or more cadets, and provide meaningful workplace and development opportunities. Numbers are up too.

This time, 101 cadets have been placed, they are now four months into their cadetships so post-cadetship outcomes are not yet available.

But based on the results so far the cadetship initiative will be extended further in 2011–2012 to 150 cadets.

In the first two years, cadets have been placed in the construction, creative and ICT, education, health, horticulture, seafood, science and research, and tourism industries.

Whānau and Social Policy Director – Patsie Karauria – is grateful to those employers that have taken on cadets and

given them meaningful training and employment opportunities.

She says the next round will target large employers capable of taking five or more cadets, to provide sufficient scale for mentoring and training support, and a diversity of workplace experiences. "We'll be looking for employers in sectors where significant opportunities exist as a result of the nature and extent of current and future business and technological development opportunities, global and domestic workforce skill shortages and with considerable government investment commitments. In particular, we will be approaching large employers in the energy, telecommunications and infrastructure sectors."

Mana Hogan is a director of the mussel exporting company Southern Ocean Ltd, one of the companies that have embraced the programme.

He describes it as, "Amazing, it is really good. We've taken on 55 cadets over the last few months.



An Aotearoa Construction cadet making the most of the opportunity.



Southern Ocean staff preparing mussels for export.

The cadetship helps them come in at an entry level and we've been able to move them up through the levels. There are some real success stories. The cadetship has given some of them a crack at getting into management, and four of them have stepped-up into senior roles".

The company has processing plants in Christchurch and Nelson. Mana, who has Tainui and Ngāti Raukawa whakapapa, says the cadets have ranged in age from 17 to 60.

Southern Ocean exports mussels to 67 countries around the world, and in the peak of the season has a work force of about 150. Mana says they now have the confidence to go ahead on their own to recruit more cadets over the next few years.

Another fan of the cadetships initiative is Bud Latham from Aotearoa Construction.

"It's great. The last three years have been very difficult for the construction industry and there's been a reluctance to employ new cadets or apprentices. Partly it's because in the first year of their employment they are at their least productive, and require the most supervision and guidance. The assistance from Te Puni Kōkiri's cadetship initiative helps mitigate that. Our aim is that they move towards building apprenticeships after their cadetships."

Bud says there are many training initiatives, but the Te Puni Kōkiri cadetships initiative offers greater

opportunity for a meaningful outcome in an industry, which along with manufacturing, is currently the greatest employer of Māori.

Aotearoa Construction has taken on five carpentry and one architectural cadet.



Southern Ocean staff.

The architectural cadet – Renee Holtom – is actually a Master of Architecture graduate and the Te Puni Kōkiri cadetships initiative allowed Aotearoa Construction to hire her. In 2010 after joining the company, she won an award in the Resene Colour Awards for the colours she used in Maia Homes, a subsidiary of Aotearoa Construction. She has since gone on to be a valuable member of the company's design team.

Meanwhile the carpentry cadets saw a result of their labour recently, when a building they worked on – Whānau House built for the Waipareira Trust in Henderson – was opened by the Prime Minister.

MĀORI TELEVISION

THE PLACE TO WATCH RUGBY WORLD CUP WITH ALL 48 GAMES FREE-TO-AIR

Rugby fever is about to hit the airwaves in Aotearoa and, as the primary free-to-air broadcaster, Māori Television will be right at the centre of it all.



Top: Hemana Waaka.
Above: Te Arahi Maipi.



Chief executive Jim Mather says this is a valuable opportunity for Māori Television that they are grabbing by the horns.

As lead free-to-air broadcaster, Māori Television has all 48 games, 16 of which are live, including all the All Black games and all the knockout games and finals. Those live games will also be simulcast on the iwi radio networks around the country, Mr Mather says.

"Rugby World Cup 2011 is a huge event and being offered the free-to-air rights gives us an avenue to exponentially increase our audience size and connect with New Zealanders who have yet to have the opportunity to watch Māori Television," says Mr Mather.

With a top-notch commentary team, anchored by Te Arahi Maipi and Hemana Waaka, Mr Mather affirms that the commentary on Māori Television's main channel will be primarily in English, and the simulcast on Te Reo channel will be 100 percent Māori language.

"Te Reo channel provides us with a real opportunity and emphasises the normalisation of Te Reo Māori – showing that it is an everyday language that can be applied to such events as Rugby World Cup 2011.

"We believe having the option of viewing games in Te Reo Māori or English enhances the status of the language as one of the official languages of Aotearoa and differentiates our coverage from other broadcasts."

Māori Television's new general manager of production, Carol Hirschfeld, says having all 48 games is a "real coup" and they will be making the most of the six week tournament to attract new viewers to the network.

"We have made an effort in programming to ensure we have some particularly great programmes to accompany the tournament," she says.

Favourite series' such as *Bring Your Boots Oz*, fronted by former All Black and Māori Television funny man, Glen Osborne, is returning for a World Cup Edition and *Tangaroa with Pio* rolls into its seventh series, coinciding with the tournament.

Classic sports documentaries include *Hoop Dreams*, *When We Were Kings* as well as rugby documentary *The 16th Man* – presented by actor Morgan Freeman and centred in post-apartheid South Africa – can be described as the "real Invictus".

"The quality of these documentaries and films will give viewers a sense of the high standard and diversity of programming we play on Māori Television."

Mr Mather adds, "Māori Television would not have been able to acquire this position as lead free-to-air broadcaster for the Rugby World Cup without the strong support of Te Puni Kōkiri who backed our bid from the outset".

NZ DEFENCE SERVICE MEDAL

Sixty year olds can now apply for the New Zealand Defence Medal. Up until recently the New Zealand Defence Medal's Office was accepting applications for the medal only from ex-service personnel aged 70 and over. Since April when the first applications were called for, over 12,000 applications have been received and over 8,000 medals have been issued.

In mid-April the first New Zealand Defence Service Medals (NZDSM) were presented to 34 recipients, selected from various eligible category groups, at a ceremony at Parliament.

Te Puni Kōkiri's Doug Walker and Elizabeth Bridge are two of many Te Puni Kōkiri staff entitled to the medal and have already received them.

The NZDSM recognises attested military service since 3 September 1945. The medal is recognition for those who have served in the Regular and/or Territorial military forces for three years or more since the end of the Second World War, including those who did Compulsory Military Training (CMT) or Balloted National Service. For more information on eligibility criteria, visit - <http://medals.nzdf.mil.nz/nzdsm/faqs.html>

Around 160,000 personnel qualify for the NZDSM, so this is the largest medal issue project since the Second World War medals were issued in the early 1950s. With such high numbers, a priority programme is necessary and the Minister of Defence has directed that the priority will be:

1. those living ex-service personnel over the age of 70
2. those living ex-service personnel over the age of 60
3. then all other living ex-service personnel.

Ex-Service personnel who are terminally ill and eligible for the medal will be given priority over all other applicants, but the family still need to submit an application form either online or in hard copy.

Families of deceased ex-Service personnel will be invited to apply for their late relations (husband/father/mother, etc.) medal entitlement after the processing of the initial applications from older living ex-Service personnel is well underway. This is likely to occur in early 2012.

Regional medal presentations are being arranged around the country by local Returned and Services' Association (RSA) branches, Community and Regimental Associations, whanau on local marae and family gatherings. Local Members of Parliament have been encouraged to support these events where possible. Who presents these medals is less important than the community and family recognition of the recipients' loyal attested service to New Zealand.



The new New Zealand Defence Medal.

WHITE RIBBON DAY



White Ribbon Day might be on 25 November, but men throughout New Zealand have been pinning on White Ribbons to 'man up' and say no to violence against women for 365 days a year.



Patriot Shane Henry with young admirers.

One of the most innovative and exciting events in the campaign is the White Ribbon Ride. Led by the Super Māori Fullas (who grew up surrounded by love and respect) and Patriot Defence Force Motorcycle Club (former or serving members of the New Zealand Defence Force), the ride hopes to visit up to 70 communities throughout New Zealand bringing a unique, leather-clad anti-violence message while riding their Harley Davidsons.

White Ribbon Campaign Manager Rob McCann says "White Ribbon is about men talking to men in ways that men understand. So having the riders climb off their bikes and speak to audiences with the roar of the engines still echoing in their ears, makes it easier for the campaign to get communities, and especially men, to listen".

To many, the riders represent the possibility of a violence-free world, where male masculinity is not associated with violence and where former perpetrators can talk about their violence and begin a non-violent life.

"It's about being able to walk and talk the talk," says Shane Henry, a member of the Patriots. "None of us are perfect and in my own life, I became part of the problem. I grew up watching my dad abuse our family and experienced pain that no child should have to live with. I swore I'd never follow in his footsteps, but like so many, I found it too easy to become that person.

"I want to make it harder. Harder for men to ignore the effects of violence. Harder for men to look the other way when a mate is dishing it out. As men, we are saying there is another way, and we want to be part of the solution," says Mr Henry.

Super Māori Fulla Roger Rawiri agrees. "In our family we are blessed – there isn't any violence and we want to share that way of life with as many people as we can. The White Ribbon Ride lets us meet thousands of people and we talk about what it means to be a dad, a man and or a loving husband. That stuff is important, because many men don't know how to be a man without dominating or using force.

"It's simple enough to understand, respect through violence is not respect – it's fear. When my son was little and he looked up at me, I saw love in his eyes. I want that for every child," says Mr Rawiri.

The White Ribbon Ride organised by the Families Commission, and is proudly sponsored by Te Puni Kōkiri. The Commission is working with communities to finalise the route and organise events and activities. If you would like to join the ride or your community would like to be involved, contact the White Ribbon team through the website www.whiteribbon.org.nz and why not follow us on Facebook for up-to-the-minute news.



'Super Māori fullah' Roger Rawiri and Shane Henry.



Roger giving admirers a 'test sit'.



A CHALLENGE TO YOUNG FILM MAKERS

If you are under the age of 24, make a short film and stand to win great prizes.

New Zealand's film challenge for young people, The Outlook for Someday, has received international recognition from the United Nations as a project that helps to create a more sustainable future.

Now in its fifth year, The Outlook for Someday is calling for entries to the 2011 challenge at www.theoutlookforsomeday.net with an entry deadline of 30 September.

The film challenge has begun carrying the logo of the United Nations (UN) Decade of Education for Sustainable Development (DESD). This is only the second time that a New Zealand organisation or project has been allowed to carry the DESD logo by United Nations Educational, Scientific and Cultural Organization (UNESCO), which is the UN agency with responsibility for leading the Decade.

Te Puni Kōkiri is sponsoring a prize for the maker(s) of a winning film making use of Te Reo and Tikanga Māori. The winner in this category will walk away with a Sony DCR-SX65S Handycam.

The Outlook for Someday challenge is to make a short sustainability-related film. It can be any genre,

filmed with any camera and any length up to five minutes. Anyone up to age 24 can enter, either individually or in a team.

Entrants are encouraged to interpret 'sustainability' in the way that makes sense to them. The focussing statement for the 2011 challenge asks:

"How are people part of the natural world?"

Is social justice part of sustainability?

What part does creativity play?

Does it all connect?"

Make a film, make a difference

The 20 Winning Films – selected by judges from media, education, government and business – will be broadcast by TVNZ 7 on both Freeview/ TiVo (channel 7) and SKY/Telstra (channel 077).

Frame grabs from last year's winners.





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