



Te Puni Kōkiri  
REALISING MĀORI POTENTIAL

Putanga

23

2011

Hōngongoi - Here-turi-kōkā

CELEBRATING MĀORI ACHIEVEMENT

# KŌKIRI



MŌ TE REO



TE AO MĀORI



SIR TĀMATI KNIGHTED AT HOME



NGĀ ROHE





Cover photo courtesy Waikato Times.



## FROM THE CHIEF EXECUTIVE – LEITH COMER

Putanga  
23  
2011

Hōngongoi - Here-turi-kōkā

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

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

*Tātou te hunga ora, tēnā tātou.*

Welcome to edition 23 of Kōkiri, in which we celebrate and acknowledge two key themes – te reo Māori and Māori economic development.

This edition welcomes us into Te Wiki o te Reo Māori, and with it we acknowledge a well known face to Māori and the Māori language speaking community, Dame Kāterina Te Heikōkō Mataira. Dame Kāterina is well known as a pioneer and advocate for Māori language. This is evidenced by her Queen's Birthday honour with her award for services to the Māori language. She was made a Dame Companion of the New Zealand Order of Merit.

Dame Kāterina has been at the forefront of Māori language revival and teaching for many years. She is most commonly associated with the ever popular Te Ātaarangi, which was developed in the late 1970's by Dame Kāterina and Ngoingoi Pewhairangi. Te Ātaarangi is modelled on the silent way method by Caleb Gattengo which utilises cuisenaire rods (rākau).

Initially Te Ātaarangi was delivered by native Māori language speakers. In over 30 years since its establishment, Te Ātaarangi has taught thousands of adults to speak Māori, which now sees a whole new

generation of Māori language tutors contributing to the revitalisation of te reo Māori.

In June, we were privileged to support another delegation mission to China, which was a great success. The visit was a follow up to the Minister of Māori Affairs' visit in September - this further built and developed relationships between Māori and Chinese. The delegation was able to discuss business with a number of Chinese companies and provincial government leaders.

The delegation focussed in the south/west of China, including Guizhou and Guangdong provinces. The delegation met with many levels of leadership: provincial, prefecture, county, and village level and experienced great hospitality from the Chinese wherever they went.

Three particular areas of strength to come out of the visit are: connections between Te Wānanga o Aotearoa and the Guizhou University; agricultural development in Guizhou; and tourism connections between Aotearoa and southern China. I look forward to the further opportunities that exist from our relationship which comes from these cultural and business connections in China.

Enjoy this edition of Kōkiri.

Leith Comer

Te Puni Kōkiri – Manahautū



**Kāupapa Matua** 13  
Budget 2011 and the Māori economy

**Te Ao Māori** 20  
Queen's Birthday Honours - full list

**AUT Expo keeps growing** 40

**From the desk of the Minister of Māori Affairs** 4

**Te Ao Māori** 5-12

*The Māori World*

Ka Auroa Te Whai

Nōku Tēnei Reo

Tā Tāmami Reedy

Waka Taua in London festival

Matariki at Government House

**Kaupapa Mātua** 13-17

Budget 2001

Supporting Māori Educational Achievement

Māori and the Economy

The Māori Economy

**Whānau Ora** 18

Navigating the Whānau Ora way

**Māori Language Review** 19

Panel recommends new approach

**Te Ao Māori** 20-23

Queen's Birthday Honours

Sir Tāmami knighted at home

Winner of Ahuwhenua Trophy 2011

**Ngā Rohe** 24-32

*Our regions*

Taitokerau

Tāmaki Makaurau

Waikato

Te Moana Ā Toi

Te Arawa

Te Tairāwhiti

Takitimu

Te Tai Hauāuru

Te Whanganui Ā Tara

**Rangatahi** 33

Launch of Māori job skills training initiative

**Pakihi** 34-38

Māori Asset Base report

Client profile

Māori Publishers reach new milestones

Team profile

**Māori Warden's update** 39

**Whānau Ora** 40-41

Whānau Ora to expand with nationwide coverage

**AUT Expo keeps growing** 42-43

**Te Ipu Whutuporo O Te Ao** 44-45

Rugby World Cup update

**Māori Television** 46-47

Māori Taonga brought to life

**Te Puni Kōkiri Regional Offices** 48

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



E ngā iwi, tēnā koutou katoa.

I tēnei Wā o te Reo Māori mō tēnei tau, me mihi ki ngā mātua tīpuna e moe mai ana i te pō, nā rātou tēnei taonga nā te Atua i tuku iho mai ki a tātou.

E tika ana kia hoki ō tātou mahara ki ngā piki, ngā heke o te reo Māori, mai i te wā i kōrerotia taiāwhio noa i Aotearoa, ki te wā e matapaetia ana, tērā ka mate-ā-moa.

Tae rawa mai ki ēnei rā, i a au e mātakitaki ana i ngā taiohi e kōrero Māori ana i te whakaata irirangi, ka pupū ake te koa i roto i au, nā te hōhonu o ō rātou whakaaro, te mārāma o ngā kōrero, te tika o te whakatakoto. Kei te kā tonu te ahi, ka tika. Kāore anō kia mura, engari kei te rongu tonu tātou i te mahana.

I ngā wiki tata nei, i tuku mai te Rūnanga Taiohi Māori i ā rātou tāpaetanga kōrero mō ngā take nui ki tā rātou titiro. Ka mea mai rātou, me ako ngā kaiwhakaako katoa i te reo Māori. Ka mihi au ki tērā whakaaro nui!

E kīa ana, 'Ka tika a muri, ka tika a mua'. He kōrero tēnei mō te reo rangatira i runga marae. Ko te reo te puāwaitanga o ngā tikanga me ngā mahi katoa o te iwi. Ki te raruru te iwi, ka kitea, ka rangona i te reo o te rangatira. Nō reira ko te reo te tohu o te ora me te rangatiratanga o te iwi.

Me kua tātou e warea ki te reo Māori anake, engari me titiro whānui ki te oranga o te iwi.

Kei te mihi au ki te Ohu Ohanga Māori. Ko ā rātou mahi, i wherahia i te Hui Taumata Ohanga Māori, he waitohu i ētahi huarahi ki te oranga mō ngā iwi. Ko tētahi hua, he rautaki whakawhanake ohanga Māori e whakaritea ana e te kāwanatanga.

Kei te mihi hoki ki ngā Kaitoko whānau, ki ngā kaimahi Oranga Whānau, ki ngā kaiwhakahaere Māra Kai, e whakatauirā nei i te kaupapa o Whānau Ora.

Heoi anō, ko taku whakapae, mā te pūmau ki ngā tikanga tuku iho, mā te whakaako tamariki ki ngā tikanga, mā te whakapakari i te ohanga Māori e ora ai te iwi, e tū rangatira ai, ā, mā reira hoki te reo e ora ai.

Kia ora tātou katoa.

Hon Dr Pita R Sharples,  
Minita Māori



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For all editorial enquiries please contact, [kokiri@tpk.govt.nz](mailto:kokiri@tpk.govt.nz) or visit [www.tpk.govt.nz](http://www.tpk.govt.nz)

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## KA AUROA TE WHAI

*I roto i ngā tau tata nei, kua tino whakaputa au i aku whakaaro mō ngā rangahau e pā ana ki te tāmāte haere o te reo Māori mai i ngā tau whitu tekau o tērā rau tau, taka mai ki ēnei rā. Ā tēnā, e whai ake nei tētahi o aku tino kōrero i puta ki te motu. I hē taku whakamāori i ngā tatauranga o Te Puni Kōkiri engari i hiahia noa iho au ki te whakamataara, ki te whakaohoho i te iwi ki te āhua o te noho mōrearea o te reo Māori i ēnei rā. Ā tēnā, kia tirohia ake aku kōrero:*

"Ko te tino hoariri o te whakaora ake i te reo Māori, ko te pōhēhē e ora ana te reo. Nā te mea kua kaha ake te kōrerohia o te reo Māori i te pouaka whakaata, i ngā reo irirangi me ngā kura, e whakaarotia ana kei te ora te reo Māori. Kātahi nei te pōhēhē ko tēnei. E ai ki ngā tatauranga a Te Tari Tatau o te tau 2006, ka taea e tētahi 23% o te hunga pakeke te kōrero mō ngā momo āhuatanga o ia rā, ki te reo Māori. Ki te hurihia ēnei tatauranga hei tau, kei tōna 131,600 nei te hunga kōrero Māori. E ai ki ngā rangahautanga i puta i te *Health of the Māori Language* i te tau 2006, 14% noa iho o ēnei tāngata he matatau ki te reo. Ko te tikanga o tērā kōrero, o ngā tāngata Māori e 565,000 katoa, 18,000 noa iho he matatau ki te reo. Whakamataku ana ēnei tatauranga. Me pēhea atu hoki he kōrero atu i te kī, kei te tino raruraru tonu tō tātou reo."

Nā reira, anei taku whakapāha ki aku hoa mahi o Te Puni Kōkiri, ko te 14% e kōrerohia ake nei he 14% o ngā pakeke kua 15 neke atu ngā tau. Ki te tātari anō au i ngā nama, ka noho ko te hunga matatau ki te reo ki te takiwā o te 33,000 nei, kua ki te 18,000. Mō taku hē, mō taku hē!

Engari anō rā, ahakoa 18,000 mai, 33,000 mai rānei, he tokoiti tonu taua hunga.

Kia mahara tonu tātou e pīkauria ana te reo e tēnei ranga, ka mutu, he pīkaunga taumaha tēnei hei pīkau mā te tokoiti.



Erima Henare

Heoi, anei anō ētahi atu kai mā te hinengaro.

E kī ana ngā rangahau he whārua whānui kei te wehe i ngā kaikōrero Māori:

- **Te hunga whai pito mata ki te kōrero:** E tohu ana ngā rangahau ka tere mau i te tangata te taha whakarongo me te taha pānui, tēnā i te kōrero me te tuhituhi. He tohu pea tēnei inā noa atu te tokomaha kua tīmata te whai i te reo, kua āhua mōhio rānei ki te reo, engari e noho torohū ana te taha kōrero.
- **Te korekore o te hunga matatau:** Kua tino heke te tokomaha o te hunga matatau ki te kōrero mai i ngā tau whitu tekau o tērā rau tau. E ai ki te rangahau a te New Zealand Council of Educational Research (NZCER), e whitu tekau mano ngā kaikōrero pēnei e ora tonu ana, i ēnei rā, kei tōna toru tekau mā toru mano noa iho.

- He tokoiti rawa te hunga Māori e tahuri ana ki te reo, ahakoa te nui o ngā huarahi ako i te reo e puare ana ki a rātou. Tērā tonu ko te hunga ka tahuri ake ki te reo, kei te whai i tētahi o tōna whānau, ā, ka noho te whānau hei kaitautoko mō rātou mō te roanga ake o tā rātou whai i te reo. Ko te hunga e ū pūmau ana ki te reo, he kaha ki te kuhu i a rātou anō, he manawa nui, he manawa roa ki te reo. Ko te whakapono mā te reo rawa rātou e kīia ai he Māori kei te whakakaha i a rātou. Ko te kore e whai tāima, ko te warea ki kaupapa kē me te kore e kite i te uara o te reo ētahi take e kore nei ētahi e tahuri ake ki te ako i te reo.

Ko te whakatara nui kei mua i te aroaro o Te Taura Whiri i te Reo Māori, ko ngā mahi whakamōhio atu i te marea i ngā piki me ngā heke e taea ai a Māori mā te whai auroa i te reo, me te whakatairanga whānui i a ia kia mōhio pū ai te tangata ki tōna uara.

Koia ēnei, ko ngā kōrero e hiahiatia ana kia whakairia ake ki te pātū o tō tātou whare i tēnei wā. Ka waiho mā koutou ēnei whakaaro ōku, e wānanga, e mōtatau tonu. Kia hoki atu koutou ki ō koutou kāinga, he wā pea tōna e tino mārama ai tētahi huarahi hei whakahihiri i te iwi Māori katoa ki tōna reo.

Nō reira kei aku amokapua, kei aku amorangi, i tēnei wiki reo Māori, nau mai, haere atu i runga i te mōhio kua kōrerotia te reo, kua manaakitia te reo, kua arohatia te reo, me te haere tahi anō o te harikoa, o te manamanahau, me te hiamō.



## NŌKU TĒNEI REO

*Ko Tāmami Ellison te kanohi o Te Wiki o te Reo Māori i tēnei tau. Anei ngā kōrero mō tana hikoi i te huarahi o te reo Māori.*

Ko te Manaakitanga te kaupapa mō Te Wiki o te Reo Māori i tēnei tau, i runga i te mea kua riro mā tātou o Aotearoa Te Kapu Whutupāoro o te Ao me ōna manuhiri tūarangi e manaaki, e rauhi.

Nā te ngākau manaaki me ngā pūkenga reo o Tāmami i tohua ai ko ia hei kanohi mō ngā

whakatairanga o Te Wiki o te Reo Māori. Nō Te Taura Whiri i te Reo Māori te maringanui i tōna whakaetanga ki ēnei mahi.

Ko te reo waiū o Tāmami, ko te reo Pākehā. Ka tipu ia, ka kuraina ki ngā karaehe reorua o Porirua Primary School me Titahi Bay North School. E whakanuia ana e Tāmami ōna kaiako, nā rātou ia i whāngai ki te reo Māori.

Ahakoā kāore ngā mātua o Tāmami i te matatau ki te reo, nā tō rāua kaha ki te whai i te reo, ka pēra hoki te aro a Tāmami ki te

reo. I tīmataria e te whānau Ellison tētehi tira haka, ā, ka pūmau i reira te aroha o te whānau nei ki te reo.

“He kura tōku reo hei takoha ki te ao. He waimarie nōku kua ngākaunui tōku whānau ki ngā āhuatanga Māori katoa, ko te reo anō tērā,” tā Tāmami.

Heoi, nā tana tākaro whutupāoro mō ngā Hurricane me te Kapa Ōpango, kua mimiti tōna reo, i te mea he tūranga ērā e itiiti noa ai te rongo i te kupu Māori. Hei tā Tāmami,

“Rere āmiomio ana te reo i tōku ao i ahau e tamariki ana. Heoi anō rā, ināianeī, me upoko pakaru hei whakaū i te reo ki tōku ao.”

Kei Hapani a Tāmami e tākaro ana, i te tīma o Rico. He whare reotoru tō Tāmami, he kaha nōna ki te kōrero i te reo Māori, i te reo Pākehā me te reo Hapani ki tana tamaiti, ki a Vini. “Nōku te mana ki te whakaū i te reo me ngā tikanga Māori ki tōku kāinga, hei tikitiki mō ngā māhunga o aku tamariki.”

Ka noho a Tāmami ki te whakaaro mō te mahi ka taea e ia hei kīnaki i te kaupapa o Te Wiki o Te Reo Māori, ka hua te pātai i a ia, “me pēhea te whakaratarata i te tangata ki te reo?”. Ā, me tēnei anō, “me pēhea tātou e tūhono anō ai i a Māori mā ki te ao Māori?”

“Ka kite te rangatahi i a Wairangi Koopu mā, i a Stacey Daniels mā e kōrero Māori ana, he mea kukume tērā i a rātou ki te reo. Ko tāku, he toitoi i ngā manawa o te hunga e ako tonu ana i te reo, kāore anō rānei kia tīmata te ako”.

Kei ngā tūranga ipurangi o Youtube, o Facebook, me Vimeo ngā kiriata whakatairanga e kitea ai ngā “Manaakitanga Moments” a Tāmami. Kei te hongere o Whakaata Māori anō hoki ngā whakatairanga nei.

**Manaakitia, kōrerotia, arohatia te reo!**

Tēnā mātakitakihia ngā whakatairanga i:  
[www.youtube.com/ArohatiaTeReo](http://www.youtube.com/ArohatiaTeReo)



## He whakamārama

Ko te taikura i waenganui pū o te tohu nei, ko te tohu 'Arohatia te Reo'. Ko te pū o te tohu nei ko te aroha, arā ia ko te aroha mō te reo, te aroha kia poipoia te reo kia tipu.

E karapotī ana ngā ringa e whā i te tautoko me te manaakitanga ka tukuna e tētahi ki tētahi i roto i te whānau, i te hapū, i te iwi, i te hāpori whānui anō hoki. Ka tukuna hoki taua manaakitanga ki ngā hau e whā, ki ngā manuhiri tūārangi ka tau mai ki tēnei whenua.

He wāhi nui tō te ringa i roto i ngā pōwhiri, i ngā mihi me ngā kōrero. E honoa ana ngā ringa hei porowhita, hei whakaatu i te kaupapa o te manaakitanga.

Ko ngā tae whero me te pango e whakanui ana i ngā mōrehu o ngā rū whenua i Ōtautahi.





E rima ngā Tā Kotahi te Kahurangi Tā Pita Tapsell, Tā Henare Ngata, Tā Anand Satyanand Tā Tāmāti Reedy Kahurangi Iritana Tawhiwhirangi Tā Wira Gardiner

## HARURU TAPUWAE KI RUNGA I TE MARAE, KA EA, KA EA!

*"Haere mai ki ahau ki runga o  
Hikurangi Maunga*

*Kia rongo koe i te tākiritanga o  
te Haeata*

*Kia tauria koe e ngā waihukarere  
o te rangi"*

Koiane i te karanga a Ngāti Porou i puta ki ngā mana, ki ngā reo, ki ngā mātāwaka puta noa i te motu. Nō te 25 o ngā rā o Haratua i hui mai te tini me te mano ki te pūtake o Hikurangi Maunga ki te hui whakatā i te uri a Porourangi a Tā Tāmāti Muturangi Reedy.

I te whakaeke o ngā iwi o te motu ki runga i te marae-ātea o Kapohanga-ā-rangi, maru katoa te Pā o Hiruharama i te tangata. Mai i te Hiku-o-te-lka, ki te maunga tītōhea i te Taihauāuru, whakawhiti atu ki Te Matau-ā-Maui, ā, heke rawa ki te Whanganui-ā-Tara tae rawa ki te Waipounamu, ki Murihiku,

ki Wharekauri rā anō.

Oti ana te whakatau i ngā iwi o te motu, ka pāoho anō te reo karanga ki te ope o Te Kāwana Tianara o Aotearoa a Tā Anand Satyanand me tōna hoa rangatira a Lady Susan Satyanand. Whakaeke kotahi mai rāua me Hon Hekia Parata



(Minister for Ethnic Affairs, Minister of Women's Affairs), Hon Dr Pita Sharples (Minister of Māori Affairs), Hon Parekura Horomia (MP for Ikaroa Rawhiti), Whatumoana Paki (te mātāmua a Kingi Tuheitia), Rāhui Papa me te iwi o Tainui, te Kaihautu o te Tahuu o te Matauranga a Karen Sewell, me te Kaihautu hoki o Te Puni Kōkiri a Leith Comer.

Maringi noa te whaikōrero a te Kāwana Tianara, a warowaro ana i ngā taringa o te whakaminenga. I hoki kōmuri ngā whakaaro ki te tipuna kōka o Tā Tamati kia Materoa Ngārimu, ki ērā hoki o ana pakeke kia Hanara Te Ohaki Reedy me Te Moananui-a-Kiwa Ngārimu VC. Ko te kaupapa whakatā tuatahi hoki i tū ki roto i te rohe o Ngāti Porou, ko tērā i tū ki te papa o Whakarua i te marae o Uepohatu i te tau 1943. I hoaturia e te Kāwana Tianara o taua wā a Tā Cyril Newall te Ripeka Wikitoria (VC) ki ngā mātua o Te Moana, kia Hamuera me Maraea Ngārimu. Nā Dr Apirana Mahuika te kōrero, 'ko Materoa Ngarimu, he ariki, he wahine whaimana'. Nā Materoa hoki te whaikōrero i te rā whakanui i a Te Moananui-a-Kiwa Ngarimu. Otirā, i hua ake ko te ngako o ngā kōrero i puta e mea nei, i hekeheke mai a Tā Tamati i ngā kāwai rangatira.

He hōnore nui tēnei mō te whānau a Tā Tamati rāua ko tōna hoa rangatira a Lady Tiri Te Kōingo. I puta anō ngā mihi mō tā rāua māiatanga i runga anō i te mōhio nō nā tata nei i kapohia ta rāua tamāhine a Rachel e te ringa kaha o aituā. Heoi, nā te Kāwana Tianara te kōrero, he tohu whakahōnore

hoki tēnei hui ki ngā maharatanga mō Rachel.

Arā noa ngā mana i tae ki te whakanui i a Tā Tamati Muturangi Reedy mō ana mahi i roto i te ao Mātauranga. Hei whakarārangi i wētahi ko Tā Hēnare Ngata, Tā Wira Gardiner, Tā Peter Tapsell, me Kahurangi Iritana Tawhiwhirangi.

I pupū ake te mīharo o te iwi kāinga mō tēnei hōnore nui i ūhia ki runga i tēnei o a rātau pāpā, otirā ki runga i a Ngāti Porou nui tonu. Nā te heamana o te Pā o Hiruharama a Selwyn Parata i whakatau, "he tauira tēnei mō ngā uri whakatipu, otirā mō te iwi Māori katoa".

I horahia hoki e ia te whakamārama mo ngā tini mahi a Tā Tamati i te ao Mātauranga, te ao Māori, ā, me te ao Hākina hoki. He toki whutupōro hoki a ia mō te karapu o Hikurangi tuatahi, te tima o Ngāti Porou East Coast, ā, eke rawa atu ki te Kapa Māori o Aotearoa i tōna wā. Ngākau nui hoki ki a ia te takaro tēnehi.

I te taunga mai o te kaunenehutanga o te pō, i tino rongohia te hohonutanga o tēnei mea te manaakitanga. Nā te hapu o Te Aitanga-ā-Mate, otirā Ngāti Porou whānui te hōnore nui ki te manaaki i ngā manuhiri-tuarangi. Me te aha hoki, kāore he kaupapa i tua atu i tēnei hei whakakotahi i ngā iwi katoa. He kaupapa nui, whakaharahara mo te iwi Māori whānui. Arā, i whakataukitia e Tā Tamati Muturangi, "kei runga i te kotahi, kei runga i te katoa".





## WAKA TAUA IN LONDON FESTIVAL



Here is the waka taua Te Hono ki Aotearoa being paddled in the canal by the Museum Volkenkunde in Leiden Holland. This was part of the hand over ceremony of the waka to Leiden which happened on Monday 18 October 2010. The Kaihau is Chappy Harrison of Ngāti Kahu, Taitokerau.  
Photo courtesy of Museum Volkenkunde

Toi Māori still retains legal ownership of the waka. It is based on permanent loan to Museum Volkenkunde for the next 100 years. Its job is to promote Māori arts and the country while based in Europe.

*The Toi Māori waka taua Te Hono ki Aotearoa that is on long term loan to the Volkenkunde museum in Leiden in Holland, is taking part in the City of London Festival in July.*

Toi Māori is part of a wider delegation of New Zealand Arts organisations taking part in the festival as a 'feature country' during the month of July. The delegation is being supported by the Ministry of Culture and Heritage.

Eight multi-skilled kaihoe from the Ngā Waka Federation of Toi Māori have gone to London for the festival and

members of the Njord Royal Rowing Club of Leiden – who have all trained as kaihoe – and Ngāti Ranana members will top up the 16-man crew.

When they're not crewing and teaching people how to handle the waka, the kaihoe will also be delivering workshops and presentations on Māori arts and culture at the festival.

Te Hono ki Aotearoa is made out of kauri and is owned by Toi Māori; but is on loan to the museum in Leiden for 100 years.



L - R Shauna Firmin, Reginald Kopua from Newlands College with their Kawakawa plant. Photo courtesy Government House.



## MATARIKI AT GOVERNMENT HOUSE

*Matariki was recognised by the highest office in the land for the second year running in June.*

Celebrating Matariki at the newly refurbished Government House in Wellington on 15 June was 'further evidence of the renaissance of Māori culture and language' the Governor-General Sir Anand Satyanand told the gathering of more than 300 people.

It was the second Matariki celebration hosted by Sir Anand and Lady Susan Satyanand.

A kapa haka and a trio of singers from Tairāwhiti provided entertainment and as each guest left they were offered a kawakawa seedling donated by Sir Anand and Lady Susan. The seedlings challenge was for the guests to study and learn of the many uses kawakawa and other native plants can be put to.

Sir Anand and Lady Susan are in the last few months of their five-year term in office, in August Lt-General Sir Jeremiah Mateparae will succeed Sir Anand.

Sir Jeremiah – who has Ngāti Tuwharetoa and Ngāti Kahungunu whakapapa – will be the second Māori to hold the office of Governor-General; the other was Sir Paul Reeves.





## BUDGET 2011: MAINTAINING MOMENTUM WITH MĀORI AFFAIRS

*Budget 2011 will assist the Government in maintaining momentum with its Māori Affairs agenda.*

"Within existing baselines, we have found \$2 million to support Māori engagement with the constitutional review and \$2 million to continue community-driven language revitalisation projects," Māori Affairs Minister Dr Pita Sharples says.

"The constitutional review is potentially the most important advance for Māori in a generation, because the role of the Treaty of Waitangi is a key part of the national discussion.

"Once we are agreed on the basis of our partnership, we can address issues with mutual respect, instead of feeling challenged. The constitutional review aims to help our nation unite around a very positive self-image.

"Our reallocation of funding to community-driven language projects was foreshadowed in the recent report 'Te Reo Mauriora', in which an independent panel of experts recommended redirecting resources to encourage families to speak Māori at home," Dr Sharples says.

"In addition to Whānau Ora, new funding in the Māori Affairs budget of \$250,000 will help settle a long-standing injustice over perpetually-leased lands around Taumarunui.

"This compensates the Karanga Te Kere landowners for not being included in the Māori Reserved Land Amendment Act, and associated settlements. This issue arose from 19th Century legislation that denied Māori owners control over their lands in perpetuity," Dr Sharples says.



## BUDGET 2011: SUPPORTING MĀORI EDUCATIONAL ACHIEVEMENT

*Budget 2011 is aimed at significant capital and operational funding to strengthen delivery of school and community-based Māori language initiatives.*

Associate Minister of Education Dr Pita Sharples adds that it is designed to help teachers to engage better with Māori students, improve literacy teaching, and support Kura Kaupapa Māori.

Budget 2011 provides new funding for Māori education:

- \$9 million over four years to support iwi to develop school and community-based language initiatives.
- \$3 million over three years to support Te Runanganui o nga Kura Kaupapa Māori to develop a curriculum and associated resources based on the philosophy of Te Aho Matua.
- \$8 million over four years to realign Kura transport assistance – which has been capped since 1995 – with mainstream schools.
- \$6.5 million to expand family-based literacy programmes to all decile one two and three schools, building on the current Reading Together programme.
- \$17 million over four years to allow up to 20 additional schools to participate in the Te Kotahitanga teacher training programme.
- \$60 million over four years to build new kura kaupapa Māori and upgrade existing school buildings.

Funding will be reprioritised to the following areas:

“These initiatives help teachers to engage with whānau to improve Māori achievement at school through better support for students’ identity, language and culture – ingredients for educational success which are often missing,” Dr Sharples says.

## MĀORI AND THE ECONOMY

*Hon Dr Pita Sharples opened the Māori Economic Summit highlighting the positive work that has been achieved by the Māori Economic Taskforce. The Taskforce was a key initiative for the enhancement of Māori economic prosperity.*

The Taskforce has been instrumental in community development, creating trade and employment opportunities that have benefited over 1500 people, produced business resources, developed international relationships and increased opportunities to grow the Māori economic base.

Today Māori interests include the primary sector, natural resources, small and medium sized enterprises and tourism. At the same time it is expanding into the fields of energy production, infrastructure, telecommunications as well as research and development across multiple-markets.

Early on, the Taskforce developed a submission on the Government's Broadband programme, materialising into the establishment of Nga Pū Waea – who will work with Telecom and Vodafone on the multi-million dollar roll-out of Rural Broadband over the next six years.

Hon Dr Pita Sharples said at the close of his address: "What is positive for Māori will be positive for all New Zealanders and whatever we do or say, just as with every initiative of the Taskforce, it must be imbued with kaupapa tuku iho".



Dr. Sharples and Dame Iritana Tawhiwhirangi



The original Māori Economic Taskforce. Absent Hon Georgina te Heuheu.



## THE MĀORI ECONOMY

*Māori are a significant contributor to the New Zealand economy. The 200 or so people who attended the Māori Economic Summit held in Auckland on Thursday 5th of May learnt how important the Māori contribution to New Zealand is and how important it will be in the future. Māori have steadily increased their contribution to the economy as reflected in the gradual growth of the share of Māori value added to Gross Domestic Product (GDP) from 1.4% in 1996 to 5.9% in 2010, just over \$10 billion. Also the Māori asset base in 2010 was calculated at \$36.9 billion.*

The report, which revealed the new figures, was commissioned by the Māori Economic Taskforce and prepared by one of the country's leading economic research companies – BERL.

At the Summit hosted by the Minister of Māori Affairs, Deputy

Prime Minister and Finance Minister – Hon Bill English – congratulated Māori on our contribution to the economy and pointed out that many of our endeavours were in the production of food – which is a good place to be.





# KAUPAPA MĀTUA

Māori have a significant interest in the primary industries. These interests are enduring investments underpinned by the principles of kaitiakitanga but also recognising the commercial value and returns.

Apart from the asset base Māori make a significant contribution to the economy through earning wages and salaries and then spending these wages and salaries on goods and services.

The BERL report also looked to the future and predicted that if we are able to lift the productivity of our current assets with new scientific inputs and innovations, by 2060 Māori could be contributing a further

\$12 billion per annum to the economy; in the process we would have created work for a further 150,000 people – over 50,000 of them professional jobs and 30,000 in skilled trades.

But there is work to do. We need to lift our game, invest in our people, improve governance, management and the regulatory framework. According to the BERL research, entrepreneurs will play an important part of future growth for Māori in the economy.

Taking Māori to the world is an important part of growing the Māori share of the economy. One of the initiatives undertaken by the Māori Economic Taskforce,

which looks set to bear considerable fruit, was the Māori business delegation – led by the Minister of Māori Affairs – to China. The cultural link the Māori group managed to forge with the Chinese government was a winner. This 'cultural edge', was a key element in the success of the Minister of Māori Affairs led business delegation. The value of the Māori cultural dimension towards future trade activity was highlighted through a variety of formal and informal channels.

In his address to the Summit the Hon Dr Pita Sharples said, "What is positive for Māori will be positive for all New Zealanders.

Māori economic development is important not only for Māori, it is important for New Zealand's overall performance. For the country to achieve its long-run potential growth, it must make the best use of all available resources. Māori and iwi are recognised as playing important roles in the New Zealand economy now and in the years ahead".

Focussing on the future and building on the work of the Māori Economic Taskforce, Minister Sharples announced his intention to develop, in concert with Māori and government, a Māori Economic Strategy.



Deputy - PM and Minister of Finance Hon Bill English



Summit attendees



## Navigating the Whānau Ora way...



Te Whānau o Waipareira kaiārahi (navigator)  
Merepaea Dunn.

*Merepaea Te Uira Dunn is a 22-year-old kaiārahi, or navigator, with Te Whānau o Waipareira Trust in west Auckland. Of Ngāi Tūhoe, Te Whakatōhea, Te Aupōuri, Ngāti Porou and Ngāpuhi descent, Merepaea was born in Ōpōtiki, raised in Pawarenga and educated in Auckland. She talks to Kōkiri about her Whānau Ora work.*

### What do you do?

"All whānau referred to Te Whānau o Waipareira are allocated a kaiārahi. Through the process of whakawhanaungatanga, the main responsibility of the kaiārahi is to initiate, facilitate and maintain relationships with whānau throughout their journeys. Kaiārahi are crucial in facilitating access to resources and support because the journey can often be difficult for whānau to navigate on their own. Therefore, we link the whānau to any services they require in order to achieve their desired outcomes – regardless of whether it is for their health, education and the like."

### What does Whānau Ora mean to you?

"Whānau Ora means working together with our whānau, hapū and iwi collaboratively i raro i te whakaaro kotahi – to enhance the mana of our people. In te ao hurihuri, it is so easy for all people, Māori and non-Māori, to feel ignored, disenfranchised and oppressed. So I feel that the whole kaupapa of Whānau Ora really helps people to remember their inherent worth and realise their potential. I also like how it incorporates tikanga Māori in working with people because many of the concepts and philosophies within te ao Māori such as tika, pono and aroha are actually universal and fundamental to all cultures."

### What does this job mean to you?

"Being a kaiārahi means motivating and inspiring our whānau to be all that they can be and encouraging them to achieve their goals. It means being the one constant throughout their journey and a friendly face they can rely on. It means providing them with alternative perspectives on whatever their situation may be and assisting them to stay positive and become solutions-focused. It means supporting them in striving for the betterment of themselves and their whānau."

### What have been some of the achievements for whānau?

"A recent success I've had was hearing that a whānau we had been working with extensively had just had their children returned to their care. To me, it was significant because when I first met the whānau, they were very upset, angry and disillusioned. But through the Whānau Ora process and working collaboratively with my colleagues, we were able to support the whānau through their take and provide them with the awhi and knowledge they needed to see the processes through in the right way. When we heard the whānau got their children back, my colleague and I couldn't help but have a little kanikani because we were just so overjoyed!"

### What is your outlook for the future?

"I really enjoy my mahi as a kaiārahi and – ahakoa ngā piki me ngā heke – I believe that we are setting a precedent as pioneers of the Whānau Tahī, Whānau Ora kaupapa. If done correctly, I think we can really benefit Māori and all indigenous peoples living on Papatūānuku. Mauri ora!"

# MĀORI LANGUAGE REVIEW



Review panel L - R Rāhera Shortland, Toni Waho, Pania Papa, Sir Tāmāti Reedy, Hana O'Regan, Cathy Dewes, Pem Bird

## PANEL RECOMMENDS NEW APPROACH

*Te Paepae Motuhake – the panel set up to review the government's Māori Language Strategy has come up with a report that recommends a new approach.*

It recommends focussing revitalisation efforts in the home and that Iwi Māori should have a leading role in the strategy with support from the government.

It also recommends that a Minister for Māori Language should be appointed and that the Minister should be responsible for the government's expenditure on te reo and monitoring its growth, quality and value to the nation.

The review panel was led by Emeritus Professor Sir Tāmāti Reedy from Ngāti Porou who has a doctorate in linguistics. The other members – all language experts were –

Rāhera Shortland from Taitokerau, Pania Papa from Tainui, Cathy Dewes from Te Arawa, Te Kahautu Maxwell from Mataatua, Toni Waho from Taihauāuru, Hana O'Regan from Ngāi Tahu and Pem Bird of Ngāti Manawa.

The panel found that the number of Māori speakers is dropping, that the government was spending somewhere between \$225 and \$600 million on Te Reo Māori; mainly in Māori language education, television and radio, with only 2 percent being spent on promoting the language at home and in the community.

The Panel held 15 hui around the country and according to Sir Tamati Reedy, "The main message was that Māori should lead and the government's role is to support revitalisation according to its obligations under the Treaty of Waitangi".

The Panel heard that dialect retention is an important badge of identity but learning te reo was the primary goal. It was noted that overseas language experts on language revitalisation say that a language that is only spoken by grandparents and parents and not passed on to their offspring is on the dangerous road to extinction.

Māori Affairs Minister Dr Pita Sharples has received the report saying, "Our language is a symbol of our identity and our status as tangata whenua and a precious gift we have to share with the nation".

Te reo Māori is an issue that reaches across all sectors of Government, and potentially touches the lives of all New Zealanders. "I am looking forward to discussing the way forward with my Cabinet colleagues."



# QUEEN'S BIRTHDAY HONOURS

*Four women who have devoted much of their lives to the revival and strengthening of the Māori language are among more than twenty Māori named in the Queen's birthday honours list.*

Kāterina Te Heikōkō Mataira of Ngāti Porou received the highest honour for services to the Māori language; she was made a Dame Companion of the New Zealand Order of Merit.

Also named were Catherine Moana Dewes who was made an Officer of the New Zealand Order of Merit, Kuini Moehau Reedy was made a Member of the New Zealand Order of Merit and Heneriata Maxwell received a Queen's Service Medal.

The former head of the Ministry of Māori Affairs Herbert John Te Kāuru

Clarke received the second highest award made to a Māori in these honours – he was made a Companion of the New Zealand Order of Merit.

A former President of the 28th (Māori) Battalion Association and one of the few remaining Māori Battalion vets – Nolan Raihania – was made an Officer of the New Zealand Order of Merit. So too was Rea Wikaira who received his award for his work in health services, including the restructuring and saving of the Auckland Rescue Helicopter Trust.

Former New Zealand basketball star Pero Cameron was made a Member of the New Zealand Order of Merit.

And a Hastings district councillor who works with street kids in Hawke Bay – Henare Keefe – received a Queen's Service Medal.

*The full list is:*

## DNZM

Dame Kāterina Te Heikōkō Mataira

## CNZM

Herbert John Te Kāuru Clarke

Derek Te Arika Te Whetū Takatahi  
Morehu

## ONZM

Catherine Moana Dewes

Nolan Tariho Raihania

Rea Geoffrey Wikaira

## MNZM

Rātapu Hori Te Awa

Roka Hurihia Cameron

Sean Pero MacPherson Cameron

Josephine Tui Faith Karanga

Daphne Tania Luke

Kuini Moehau Reedy

## QSM

Michael Terence Dwyer

Urikore Julie Anne Dwyer

Doreen Ngawai Erueti

Hēnare Ngaera Keefe

Rūpene Mare

Heneriata Maxwell

Wīremu Te Pania Nathan

Tahi Takao

Hana Espie Tukukino

Wātene Waara Tukukino

Te Waikāretu Wickliffe

Eruera Wiki Wikiriwhi

# TE AO MĀORI

Dame Kāterina Mataira DNZM



John Te Kāura Clarke CNZM



Henare Keefe QSM



Noel Raihania ONZM





Sir Tāmami and Lady Tilly with their whānau

## Sir Tāmami knighted at home

*More than 500 people were on hand to witness the investiture of Sir Tāmami Reedy at his home marae – Hiruharama Pā – just south of Ruatōrea in Tairāwhiti on 25 May.*

While most of the people were tangata whenua, there were also manuhiri from Waikato University where Sir Tāmami worked prior to his retirement, and the Kīngitanga. King Tuheitia's son Whatumoana represented his father; and there were other iwi and political leaders from around the country.

They included the Minister of Māori Affairs Hon Dr Pita Sharples, the Minister for Ethnic Affairs, and Women's Affairs Hon Hekia Parata – who is Sir Tāmami's niece – the MP for Ikaroa-Rāwhiti Hon Parekura Horomia and the Mayor of Gisborne district Meng Foon.

The Governor-General Sir Anand Satyanand travelled to Ruatōrea to confer the knighthood.

In his speech Sir Anand commented that it was not the first time a Governor-General had convened an investiture at Ruatōrea. Sir Cyril Newall posthumously presented the Victoria Cross to 2nd Lieutenant Moana Ngarimu's parents – Hamuera and Maraea Ngārimu – at Uepohatu marae in October 1943.

The Victoria Cross – the country's highest decoration for gallantry – was awarded to 2nd-Lt Ngārimu for his outstanding courage and leadership in the battle for Tebaga Gap in Tunisia in March 1943.

At that ceremony 67 years ago one of the principal speakers was Sir Tāmami's grandmother and Ngārimu's aunt Materoa Reedy.

Sir Tamami paid tribute to his grandmother and his wife Lady Te Kōingo (Tilly), saying "Behind every great woman sitting here today I hope there is a humble man".

There were five Knights and a Dame at the ceremony.

As well as Sir Tāmami there was Dame Iritana Tāwhiwhirangi and Sir Hēnare Ngata from Ngāti Porou, Sir Peter Tapsell who farms in the district, Sir Harawira Gardiner and Sir Anand.

While overall the investiture was a happy occasion there was sadness too because of the death of Sir Tāmami and Lady Tilly's daughter and youngest child Rachel a short time before the investiture.

Nō reira e te tuahine Rachel hoki atu ki ō mātua tīpuna, haere, haere, moe mai.



Arise Sir Tāmami

Waipapa Station Manager, Denys Gayton, Chairman, Dawson Haa with His Excellency the Hon Sir Anand Satyanand, holding the Ahuwhenua Trophy, Hon Bill English and Minister of Māori Affairs, Hon Dr Pita Sharples.  
Photo: Alphapix



## WINNER OF THE AHUWHENUA TROPHY 2011

*In an historic 'first', the current holder of the Ahuwhenua Trophy for Dairy Farming, Waipapa 9 Trust, has also won the prestigious Ahuwhenua Trophy – BNZ Māori Excellence in Farming Award 2011 for its outstanding sheep and beef operation.*

Chair Dawson Haa said their success is fundamentally due to a great team and good governance. "I hope our historic win encourages other Māori farmers to make the most of their land and to know that with a great team, hard work and a commitment to improving the land for future generations, excellence in farming is within their grasp."

The Chairman of the Ahuwhenua competition, Kingi Smiler described Māori farmers as an economic force to be reckoned with. "We've made history here tonight. Waipapa's extraordinary success is indicative of the strength, and systematic growth, of the Māori agribusiness sector."

The Waipapa 9 Trust administers 6,537 hectares of land north west of Taupō, a mix of ancestral lands and land purchases made between 1997 and 2009.

The judges said key strengths were:

- Farm Surplus of \$345/ha, well above average for the land class, and enhanced by a consistently good gross farm income,
- Lambing at 125% is above the class average, and very significant for a farm with over 6,000 ewes,
- A knowledgeable and experienced farm manager working with a tight and capable professional team that includes an accountant, farm supervisor, and, when necessary, external auditors.

The Trust currently has 1,208 shareholders representing seven hapū of Ngāti Tūwharetoa and Ngāti Raukawa descent.

Minister of Māori Affairs, Hon Dr Pita Sharples, presented the winner with a replica of the trophy. Dr Sharples said "the Ahuwhenua Trophy was a huge incentive for Māori farmers to use the best scientific information, and the best management structures, to maximise returns to shareholders – and the winners were blazing a trail for other Māori asset managers to follow".

## TE TAITOKERAU

### PAPAKAINGA

Te Puni Kōkiri Te Taitokerau contributed to a Papakainga Housing Policy new to Whangārei District Council, which took effect last month.



Te Puni Kōkiri ensured the district's plan recognised the authentic desire of Māori to maintain and enhance the traditional and cultural relationships with ancestral lands.

The policy allows the Whangārei District Council to consider papakainga developments, on a case-by-case basis, allow for non-residential activities so that

developments are not limited to housing alone, and allow the scale of developments to be determined by the sustainability characteristics of the whenua.

The papakainga housing policy means Māori can utilise their ancestral lands in a way that will provide social, cultural, spiritual and economic benefits.





## NGĀTI WAI ASPIRES TO RETAIN TAONGA TUKU IHO

Te Puni Kōkiri Te Taitokerau continues to assist Ngāti Wai in its aspirations to retain taonga tuku iho as part of a landmark agreement reached last year with the Department of Conservation.

That agreement resulted in the Department of Conservation creating a sanctuary for the kiore on nearby Mauitaha Island – part of the Hen and Chickens Island group – before proceeding to eradicate the species from Taranga Island.

Taranga Island is of cultural significance to Ngāti Wai and is of national ecological value. Te Warihi Hetaraka, Pouwhakahaere for Te Puni Kōkiri Te Taitokerau, serves on an advisory board established to support the co-partner agreement.

Te Puni Kōkiri Te Taitokerau supported a number of regional wide initiatives, such as the annual Māori Sports Awards, Youth Week, Tai Tokerau Secondary Schools' Kapa Haka Festival and Ngā Manu Kōrero speech competitions, plus a number of hapū-led initiatives, such as Ngāti Hine's Te Ahuareka Festival, Ngāti Wai Iwi Celebrations, and Whangaruru Cultural Celebrations.

## KO TE REO TE MAURI O TE MANA MĀORI.

Te Ātaarangi ki Te Taitokerau reo classes are continuing to help grow competent reo speakers in Te Tai Tokerau.

In Whangārei around 30 local and central government staff, entrepreneurs, trustees, teachers, whānau and others who were new to the language are now growing practitioners in te reo.

Te Ātaraangi is becoming a favoured learning technique for its effectiveness and supportive learning environment. The informal learning environment encourages immediate practice of te reo, using Cuisenaire rākau.

Te Puni Kōkiri Te Taitokerau Regional Director Walter Wells says the programme contributes to an increased understanding of te reo me ōna tikanga, and improves the delivery of central and local government services to Māori.

Pehiaweri Marae Committee chairman Les Wakefield and Maara Kai project leader Kingi Kake at the entranceway to the Glenbervie-based garden. The amo, maihi and kaitiaki were the product of weekend wananga led by a local master carver, art tutor and others. The kōwhaiwhai design depicts the ngutukaka kowhai valued by Māori for its ability to fix nitrogen in infertile soils and attract nectar feeding birds, the maihi design pays reference to the pikopiko shoots of edible plants reaching toward the sun and reflects the strength and nurturing of whānau, while kaitiaki depict Rongo-mā-Tāne, the god of cultivated foods and Haumia-tiketike, the god of uncultivated foods.

"By learning te reo Māori we all can better understand our relationships in Māori communities; ensuring policies and services match the needs and aspirations of Māori."

## TE HIRINGA MĀORI BUSINESS EXPO

The 2011 Waitangi Day commemorations attracted around 20,000 visitors to the Bay of Islands.

Around 10 percent of those visitors visited the Te Hiringa Māori Business Expo trade displays. Exhibitors from a wide range of business sectors used the event to network, sell, market, and grow their customer base.

Te Hiringa is held annually at Waitangi Day festivities in the Bay of Islands.

The Mahinga iwi kaianga o Pehiaweri Marae started as a whānau project but quickly grew into a community-wide project with contributions from kaumātua, schools, local businesses, local government, other agencies, and individuals from around the motu.

Manaia Health PHO assisted the marae to set-up a planning team to collect kōrero and whānau aspirations, naming cooking classes, making preserves, health and wellbeing workshops, gardening, and rongoa, all delivered by community members.

Marae operations were positively transformed with discussions on sustainable practices such as recycling greywater and establishing worm farms for kitchen scraps.

Local polytechnic students were invited to volunteer their skills, like the horticulture students who built the boundary fence.

The whānau at Pehiaweri Marae have their eyes set on the future, with plans to: garden art created by local school children, a smokehouse and pizza oven, relocating an old vicarage to the garden boundary to become an educational centre, and working with the Department of Conservation to rejuvenate nearby wetlands.

## TĀMAKI MAKAURAU FROM TEXAS TO TE PUNI KŌKIRI



*The Te Puni Kōkiri Tāmaki Makaurau office hosted Miguel Juanez who visited New Zealand on the Rotary Exchange programme.*

Miguel is from Texas, US and is President of Student Chapter Coordination with the non-profit organisation, A Future Without Poverty Inc. Miguel's mahi has resulted in initiatives such as aquaculture-style fish and chicken farming, providing access to potable water, and introducing solar power technology in remote rural communities.

He also volunteers for an anti-gang programme and is a summer leadership camp counselor. He also serves on the board of Texas Re-Entry Services, which provides support services to ex-offenders.

Regional Director Pauline Kingi says her team hosted Miguel taking him to Mataatua Marae, Crosspower Ministries Trust, and Committee for Auckland as demonstrable examples of economic development, sustainable communities, and youth development in the Auckland community.

In an email Miguel thanked Pauline and the Tāmaki Makaurau team saying: "I learned a lot, got motivated, and thoroughly enjoyed my day - I'd have to say this is my best vocational day thus far! It was an opportunity to see how aspects of my life's work, connected with the mission you adamantly work towards".

Jacob Stephens, 9 years old, welcomes Miguel Juanez with a hongī.



## WAIKATO

### TE AMORANGI NATIONAL MĀORI ACADEMIC EXCELLENCE AWARDS DINNER



*Turangawaewae Marae and Te Whare Wānanga o Waikato hosted the 2010 Te Amorangi National Māori Academic Excellence Awards Dinner in April.*

The lifetime achievement award, presented by Kiingi Tuheitia, was conferred on Te Wānanga o Aotearoa Chief Executive Bentham Ohia. Bentham's father the late Dr Monte Ohia, whose doctoral degree was conferred posthumously, was also one of the acknowledged doctoral recipients.

The Awards Dinner celebrated 50 recipients which is the largest number of Māori PhD graduates to date.

The Te Amorangi National Māori Academic Excellence Awards is an annual event that acknowledges Māori PhD graduates across the country. Since its inception in 2002, 239 Māori PhD graduates have received the award.

The vision of past Emeritus Professor Tā Tāmami Reedy and the late Te Arikinui Te Atairangikaahu, the ceremony acknowledges the achievements of Māori Doctoral graduates from throughout Aotearoa who have achieved the pinnacle of academic success.

The concept of Te Amorangi comes from an ancient Māori proverb "Ko te Amorangi ki mua, ko te Hāpai ō ki muri". The name of the award embodies the responsibilities each recipient must embrace as an academic leader in our ever-changing world.

Te Puni Kōkiri sponsored the event along with Ngā Pae o te Māramatanga, Waikato Raupatu Lands Trust, Manu Ao Academy, Tertiary Education Commission, and Te Whare Wānanga o Awanuiarangi.

Kiingi Tuheitia with (left to right) Dr Marama Muru-Laning, Dr Dean Mahuta, and Dr Tahu Kukutai at the Te Amorangi National Māori Academic Excellence Awards, held at Turangawaewae Marae.



## TE MOANA Ā TOI BUSINESS AND TRAINING OPPORTUNITIES FOR RUATOKI RANGATAHI



*Tūhoe Putaiao Trust knows education and training are key to community-led employment and local business development.*

The Trust is developing a native plant nursery that is expected to employ local people and train others in preparation for work in the rapidly growing horticultural industry.

The nursery will utilise the natural and human resources of the Ruatoki community.

With support from Te Puni Kōkiri, Tūhoe Putaiao Trust has developed a practical 'hands-on' training manual to create training and employment opportunities for rangatahi in native plant management.

"This [project] enables us to continue with our restoration activities," says Paki Nikora, Operations Manager. "The nursery also fulfils our goals of providing training and creating employment opportunities for our rangatahi. Meaningful employment is known to lift peoples' self-esteem and that of their whānau, the Trust believes it will also have positive impacts on the community itself."



## TE ARAWA MĀORI ASSET BASE IN WAIARIKI



*Te Puni Kōkiri regional offices Te Moana ā Toi and Te Arawa commissioned BERL to produce Te Ripōata Ohanga Māori mō Te Waiariki.*

The report describes a quantitative description of the Māori economy and asset base; identifies opportunities for strategic growth and development for Māori in the Waiariki; and provides qualitative information on key organisations as well as existing or potential relationships for development.

Regional Director Wally Tangohau says this report is a platform from which more research for gaps, opportunities and areas might be identified.

"The report is influencing decision makers in the Waiariki with Environment Bay of Plenty," says Wally. "Bay of Connections (Bay of Plenty's regional economic development strategy), has advertised for two new positions to be filled by business representatives that have a strong Māori focus, good Māori networks, and an understanding of Māori economic dynamics and its potential in the Bay of Plenty region."

The report's development was led by the Bay of Plenty Māori Economic Development Reference Group, representing iwi from across the Waiariki region.

The Waiariki rohe includes the Territorial Local Authority areas of the Western Bay of Plenty, Tauranga City, Rotorua District, Whakatāne District, Kawerau District and Ōpōtiki District, and includes the asset base of 16 iwi. The asset base of Ngāti Tuwharetoa within Te Arawa waka was not included in this report. 2006 Statistics say 40 percent of the Māori Asset Value across Aotearoa resides in the Bay of Plenty.

Download a copy of this report from <http://www.tpk.govt.nz/en/in-print/our-publications/publications/te-ripoata-ohanga-maori-mo-te-waiariki>



## TE TAIRĀWHITI AHUWHENUA TROPHY FINALIST PAKIHIROA FARM OPEN DAY



*Ngāti Porou farm Pākihiroa was a finalist in the 2011 Ahuwhenua Trophy – BNZ Māori Excellence in Farming, Sheep and Beef competition.*



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

Like the other finalists, Waipapa 9 Trust and Otakanini Topu Incorporation, Pākihiroa hosted a field day for judges and others associated with the Ahuwhenua Trophy competition.

Never were the physical challenges of running livestock

on steep east coast hill country more evident than on Pākihiroa's field day. In a heavy rain dump that lasted all day, about 180 hearty souls rode farm bikes through the farm to the Maui Whakairo 1100m up Hikurangi Maunga.

In the course of the day, the visitors heard chairman Selwyn Parata, farm manager Luke Scragg and supervisor Hilton Collier among others describe many of the strategies employed to bring the station to its present state of profitability.

Pākihiroa has 10,700 stock units on 1356 grazing hectares, as well as 210 hectares of pine forest fenced and planted to protect waterways, and 115 hectares of eucalyptus planted to store carbon.

The farm has implemented an effective erosion control strategy and its plantings are a major part of land retention – with erosion such a major problem on the East Coast.



Quad bike safari on Pākihiroa Station  
Photo: Alpha Pix



Wi Mackay, Herewini Parata,  
Hilton Collier  
Photo: Alpha Pix



## TĀKITIMU

### WHĀNAU-CENTRED PRACTICE:



*Whānau, marae, social service, and health providers got a better appreciation of whānau-centred practice and their mahi at a noho marae at Waipatu in May 2011.*

Facilitator Sharlene Davis said: "As a whānau we are a reflection of one another ... how do we activate, whakaoho, whānau to see that they have some amazing dreams, aspirations and abilities to achieve?".

The wānanga was delivered under the WIIE fund, where whānau and providers were asking for whānau plan templates and guides. Te Puni Kōkiri Takitimu Regional Director Roger Aranui says: "(The wānanga) supports whānau to understand we are all born prepared for this journey, it is about how we make it happen and enliven it. Individuals who dream and achieve can inspire other whānau members to do the same".

Attendee Des Ratima summed it up saying: "I am the process".

"If I haven't got it right, then nothing will be right". Attendees will continue to support each other as they coordinate a regional strategy focused on whānau-centred practice.

## Learning from the Waimarama Floods – Waimarama Marae Update

- Ko Te Whanganui-a-Tara te maunga
- Ko Waingongoro te awa
- Ko Waimarama te marae
- Ko Taupunga te whare
- Ko Tiakitai te tangata
- Ko Ngāti Kurukuru
- Ko Ngāti Whakaiti
- Ko Ngāti Urakiterangi
- Ko Ngāti Hikatoa ngā hapū
- Ko Ngāti Kahungunu te iwi
- Ko Tākitimu te waka



*No one expected the downpour of rain on 27 April 2011, nor the devastation it would cause to the seaside community of Waimarama.*

Waimarama Marae is around 100 years old. Resident and local hapū member Tom Pearce recalls the flooding which struck the area in the 1950s and early 1970s but says this was the worst yet.

Water from the surrounding hills ran down and onto Waimarama Marae, the kaumātua flats, and kōhanga reo building. The river mouths were flooded open, saturating ground, paddocks and roads. Marae Chair Bayden Barber says: "Whānau are blown away by the extensive damage to the marae, especially (damage to) our whare tipuna. We will be at least three months without use of the Marae, which is sad as we have mourned whānau away from our marae".

The whānau at Waimarama Marae are working through the insurance process and has considered moving the Marae to higher ground, given its vulnerability to flooding. A long-term aspiration perhaps but Bayden says: insurance is important and encourages whānau to be prepared for a disaster and evacuation.



## TE TAI HAUĀURU TE AROHA PAA: GENERATION 3



Te Tai Hauāuru is a well funded wānanga-based te reo Māori programme, but the desire of whānau to learn their reo through marae-based programmes, run by their own, continues to grow and is generally unable to be fulfilled.

However, Te Aroha Paa, in Kai Iwi, has responded to the korero of its whānau during its ara pūkeko (wānanga): What purpose will new buildings serve if there is no one to fulfil the formal roles on the paepae nor have the knowledge, the language or confidence to carry them out in our own traditional way? It was clear that knowledge of Te Reo Māori would be necessary for whānau to reach their aspirations as ahikaaroa of Te Aroha and for revitalisation of the Paa to begin.

In 2009, their Generation 3 Strategic Māori Language Plan was launched with its backbone of intergenerational language transmission epitomised in the goal: By 2029 our whānau will have three generations, at the very minimum, of fluent speakers and

practitioners of Te Reo Māori, and traditional customary practice relevant to uki whakatipu of Te Aroha, of Ngāti Iti, of Ngāti Pukeko, of Ngaarauru Kiiitahi.

With their Generation 3 plan to guide and focus activities, the marae has committed to providing for three wānanga each year. Whānau are also being encouraged to use reo in the home to strengthen confidence and fluency. A key part of the plan is putting in place an intergenerational succession plan for all whānau – and this part of the project has now been developed to a stage where it is ready for action.

The poutokomanawa is firmly placed in the ground of Te Aroha Paa – and the mahi has begun...



## TE WHANGANUI-Ā-TARA MATARIKI MĀORI MARKET @ WAINUIOMATA MARAE



Wainuiomata Marae and the Kōkiri Marae Keriana Olsen Trust hosted the Matariki Māori Market @ Wainuiomata Marae to mark the Māori New Year.

Māori artists from around the motu displayed and showcased their creative works, skills and talents at the four-day event. Whānau, young and old, from around the Wellington area attended the market too.

Amongst the many displays and skills on show were: raranga, tā moko, artwork, mirimiri, kapa haka, Ki ō Rahi, harvesting and preparation of Rongoa Māori, and healthy eating.

Artists were not charged to display or sell their work but instead contributed a piece of their work for an auction, which concluded the event. All proceeds were donated to Wainuiomata Marae.



Some of the organisers and artists from the Wainuiomata Matariki Māori Market. Back row: Helen Hiko, Reo Va'a, Terry Pirika, Rangī McGlinchy, John Kingi, Anna-Marie Kopa. Front row: Turia Thompson, Farena Pahina, Claudine Moore.



# Launch of Māori job skills training initiative

Two hundred Māori have the chance to train for jobs to help in the rebuilding of Christchurch.

On 21 June the Minister of Māori Affairs, the Hon Dr Pita Sharples, launched *Te Ara Puāwai*, a new initiative intended to place 200 local Māori into building and construction sector job training and ultimately, into jobs. The launch was held at Rehua Marae, a fitting location given its long association with Māori trade training up until the wind-down of the Department of Māori Affairs' vocational training programmes, in the late 1980s.

Christchurch Polytechnic Institute of Technology (CPIT) headed a successful tender to Te Puni Kōkiri to win the contract to deliver *Te Ara Puāwai*, in partnership with Ngāi Tahu entities, Te Tapuae o Rēhua and Ngāi Tahu Property, as well as a consortium of building and construction sector industry training organisations.

CPIT will be responsible for recruiting up to 200 Māori trainees to take up a mix of skills development courses and on-site training in building and construction jobs. The trainees will be streamed into semi-skilled, trades level and even supervisory-level training pathways, depending on their skills and relevant experience when they enter the programme.

Ensuring good pastoral care for the trainees is also an important part of *Te Ara Puāwai*. Dr Sharples says that "we know that Māori students stay on their courses, and perform better, when they know that someone is watching out for them and supporting them to do so".

"I am confident that CPIT, working in partnership with Ngāi Tahu and the ITOs, will make this a very successful initiative, both for the Māori trainees and for Canterbury's building and construction sector and workforce," he said.

CPIT is currently running recruitment expos for *Te Ara Puāwai* and has reported strong levels of interest and uptake by local Māori.



Hon Dr Pita Sharples.

## TE PUNI KŌKIRI'S Māori Business Facilitation Service

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

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

### Regional Account Managers

#### TE TAITOKERAU

April Erueti - Waea: 0800 420 114

#### TĀMAKI MAKAURAU

Tāmaki Makaurau  
Roberta Anetipa - Waea: 09 571 2961

#### Counties Manukau

Rosalie Williams - Waea: 09 571 2956

#### WAIKATO

Michelle Baker - Waea: 07 834 7116

#### TE ARAWA ME TE MOANA Ā TOI

Shontelle Bishara - Waea: 07 349 7809

#### TE TAIRĀWHITI

Deanna Harrison - Waea: 06 868 0213

#### TE TAI HAUĀURU

Keria Ponga - Waea: 06 348 0412

#### TAKITIMU

Henry Heke - Waea: 0800 020 003

#### TE WHANGANUI Ā TARA

Jamie Te Hiwi - Waea: 0800 520 001

#### TE WAIPOUNAMU

Canterbury/West Coast  
Tony Fakahau - 0800 875 839

#### Otago/Southland

Suzanne Spencer - 0800 875 839

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

## Māori Asset Base report identifies room for growth

*We continue to assist Small and Medium-sized Enterprises (SME) operating in an environment which persists to test the resilience of New Zealand businesses, but also throws up opportunities for increased productivity and market share in some sectors.*



This was highlighted in a recent BERL report commissioned by Te Puni Kōkiri and the Māori Economic Taskforce, which estimated the value of the Māori Asset Base at \$36.9 billion. In 2006 the value of the Māori Asset Base was an estimated \$26 billion.

The report also said that 71 percent of the assets are owned by Māori SMEs. The study indicated that while the majority of the asset base is concentrated in the primary, agriculture, fishing and forestry sectors, other growth areas include tourism and tourism-associated retail (accommodation and hospitality), energy and manufacturing which includes primary product processing, and construction, as well as the provision of education, health and social services.

The opportunities in each of these sectors require small businesses to work smarter by not only working "in" their business but also "on" their businesses to improve the sustainability and potential for growth in their business.

The Māori Business Facilitation Service can assist business owners to achieve this. Through assessment and assistance we can help business owners design a business mentoring plan, and match them with one of our contracted business mentors to realise their goals.

Featured in this edition of Pakihi is MBFS client Wiremu Grace of Imagin8tive Productions. Wiremu talks about his business and shares his experience with his MBFS mentor. We also profile Commercial Development Manager, Jamie Te Hiwi. And finally, with the Rugby World Cup less than 100 days away at the time of writing this, Pakihi will feature the recent Rugby World Cup workshop in Waikato led by Te Puni Kōkiri with support from Opportunity Hamilton. I hope that you will all read and enjoy these stories.

Ngā manaakitanga,

**Jim Wilson**

*Manager, Māori Business Facilitation Service*

# Client profile, Wiremu Grace of Imagin8tive Productions Ltd, Wellington



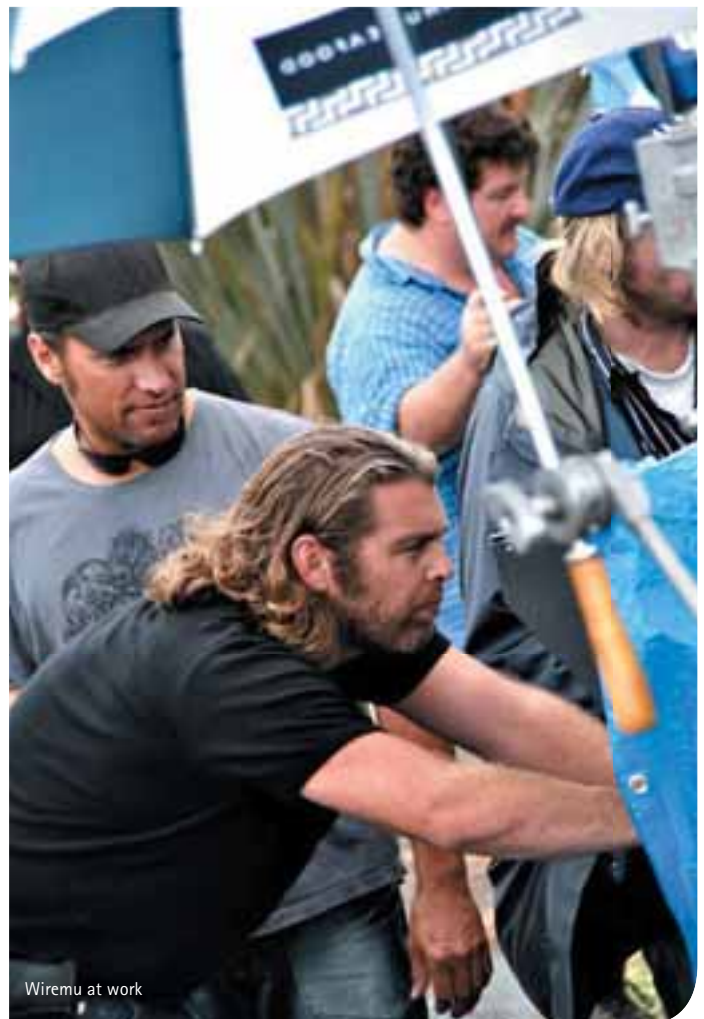
Wiremu Grace

*Imagin8tive Productions Limited is a Wellington-based company that provides writing and directing services for film, television, and corporate videos. Imagin8tive specialises in moving images, still photography, Māori educational resources, and visual artworks. With a specialised skill-base and trusted networks, Imagin8tive Productions always deliver and produce top quality resources.*

Imagin8tive founder Wiremu Grace approached the Māori Business Facilitation Service (MBFS) in 2010, seeking mentoring to strengthen and grow his business. From his experience with the MBFS, Wiremu believes that mentoring is important because it highlights areas for opportunity and improvement, which included looking at new markets and networks; and honing key skills to ensure business sustainability. Wiremu believes that the support of his mentors has contributed to his success.

In terms of future plans, Wiremu hopes to employ his whānau and others in his expanding business. He wants to be able to tell stories and communicate those important messages from whānau, hapu and iwi across the Māori community.

Wiremu's advice for those budding entrepreneurs is, "To be very clear on what it is you want to do. Go for what you are passionate about and work alongside people who have the same passion. Finally, ensure that what you do is for the betterment of others; then the money side of things and everything else will fall into place".



Wiremu at work



## Māori Publishers reaching new milestones

*Three of the country's privately owned Māori publishers have all clocked up milestones recently.*



Robyn Bargh

## HUIA PUBLISHERS

Huia Publishers run by the husband and wife team – Brian and Robyn Bargh – turns 20 this July and has plans for the next 20 years.

Robyn who was working as a public servant in the 1980's came to the conclusion that it just wasn't her. She'd always been a very keen reader, but was dismayed when she looked at what New Zealand literature there was around at the time and just didn't see anything that reflected her life and upbringing in the rural community of Horohoro just south of Rotorua. Mind you even back then she lived in two worlds. At home she grew up on a farm, the community was Māori and they lived on and around the marae. At school in Rotorua, the environment was Pākehā.

*While she didn't set out to publish material in Māori language, the pressure to do so quickly came on.*

Fortunately her 7 years in the public service hadn't been wasted; she'd learnt how to publish books and in 1991 decided to take the plunge, to combine her public service training with her desire to publish books about Māori.

So what was her first publication? Well there were two of them actually, put out at the same time; 'Becoming bi-cultural' by James Ritchie, and Apirana Taylor's novel 'He tangi aroha'.

While she didn't set out to publish material in Māori language, the pressure to do so quickly came on. Kōhanga Reo and Kura Kaupapa Māori wanted books in Māori, more importantly maybe, so did Robyn's mum Hepora Young who was writing in Māori at the time.

Robyn chuckles at the thought that people believe that if you're a publisher you must be rich. She says the economics of publishing have always been difficult but if the kaupapa's right you just have to find a way.

So how many books have there been since those first two? Hundreds.



Ata Te Kanawa

## TŪ MAI

Ata Te Kanawa hadn't really been thinking about getting into publishing but that changed in the late 1990's when a Pākehā owned publishing company she was working for, approached her about going into a partnership producing a magazine, so in 1999 Tū Mai was born.

For nine years she ran Tū Mai out of Hamilton and in 2008 moved to Wellington.

In 2010 Ata decided to give up on paper and went digital, and now brands Tū Mai as New Zealand's only indigenous lifestyle e-magazine.

Along with the switch to digital Tū Mai is very active in social media, and while the magazine has always taken an interest in fashion it is even more so now with Ata heavily involved in the Miromoda component of fashion week, which promotes Māori designers and Māori models.

The name 'Miromoda' itself tells a story. 'Miro' the term for twining muka for weaving, and 'moda' the Italian word for fashion.

Ata reckons the switch to a digital format was, "logical, in fact I quiver at the sound of the word print these days".

## MANA

Still in there in print is Mana magazine, which has just published its 100th issue.

Mana number one went on sale just before Christmas 1992 as a one hundred-page glossy colour publication; branded as 'the Māori magazine for all New Zealanders'.

Mana magazine was an off-shoot of Mana Māori Media which like Huia Publishers was set up to tell Māori stories from a Māori point of view. Mana Māori Media began a couple of years earlier producing a daily 22-minute-long weekday news programme on National Radio just after six in the evening. It also produced news bulletins on the hour twelve hours a day for Māori radio stations – alternating between English and Māori language bulletins each hour.

Mana magazine survives by selling advertising and magazines. All three of these entities are privately owned.



Mana magazines 100th cover



## Māori Business Facilitation Service Team profile – Jamie Te Hiwi

### Favourite Kai

Banana Pancakes, Banana Smoothies;  
Banana Loaf – Bananas!

### Favourite Ice Cream Flavour

Vanilla

### Favourite Movie

The Princess Bride: A funny, fantasy  
romp with great characters

### What exactly do you do at Te Puni Kōkiri?

Commercial Development Manager –  
this involves evaluating a business  
and then optimising its potential.  
The job comprises a number of  
techniques and responsibilities  
which aim at attracting new  
customers and at penetrating  
existing markets.

### What do you 'just love' about your role at Te Puni Kōkiri?

The Diversity: We get exposed to a broad  
range of projects that present exciting  
opportunities and challenges. I find that  
stimulating and aligns to my character.

### How long have you been working for Te Puni Kōkiri?

10 years – since Queens Birthday 2001.  
I started as a Te Kaiwhakarite in New

Name Jamie Te Hiwi  
Age 38 years  
Iwi Ngāti Kahungunu;  
Ngāti Raukawa



Plymouth, and then moved into the same  
position based in Dunedin. I later accepted  
the Account Management role with MBFS  
for the lower South Island, which extended  
its coverage to the whole of Te Waipounamu  
(including Wharekauri). In 2008, I accepted  
a secondment to the current role based in  
Wellington.



### What's been a highlight for you working at Te Puni Kōkiri?

I enjoy the anticipation of engaging the next  
client. Whether it's in suburban Johnsonville  
or South Westland, the discovery of the  
unknown is particularly a highlight.

### What skills or attributes do you bring to your role?

Accountancy and Finance. I worked previously  
for Treasury and Accounting teams in  
Aotearoa and the UK.

### What are your hobbies or interests?

Swimming, biking and running.

### Is there anything else you would like us to know?

I'm off to Beijing in September 2011 with the  
NZ Triathlon team to compete in the World  
Championship Age-Group race. I'm training  
hard for this at the moment, but outside of  
that I lend my support and input to help run  
a family.

### Favourite quote

"In the end, all business operations can be  
reduced to three words: people, product and  
profits. Unless you've got a good team, you  
can't do much with the other two."

*Lee Iacocca*

## Māori Wardens Project update

Select Committee Inquiry into Māori Community Development Act



Māori Wardens Newsletter - June

The Māori Affairs Committee has presented its report on its inquiry into the Māori Community Development Act 1962 (the Act).

In its report, the select committee's recommendations referred to Māori Wardens as "...an invaluable body of volunteers who deserve comprehensive support".

The select committee then went on to recommend that before any changes to the Act are made, there should be comprehensive consultation with Māori.

The Government has welcomed the report, which identified a number of important issues. The Government has indicated that it will consult with Māori on specific options to improve arrangements for Māori Wardens, and on options for the future role of the New Zealand Māori Council.

We will provide further information about the planned consultation as this becomes available.

If you want to have a look at the select committee report and the Government response, they are available on Parliament's website: [www.parliament.nz](http://www.parliament.nz)

The Minister of Māori Affairs' press release is also on-line: [www.beehive.govt.nz](http://www.beehive.govt.nz)

For further updates on the Māori Warden Project and to download the latest newsletter Aroha ki te Tangata visit: <http://maoriwardens.tpk.govt.nz>

### The Māori Wardens Funding Programme

The Māori Wardens Funding Programme is part of a Government initiative to build the capacity and capability of Māori Wardens. The purpose of the Programme is to assist Māori Wardens to deliver community-based services, improve organisational capability and capacity, and support national events. With an annual funding pool

of \$1m, the fund contributes to the direct and indirect costs of Māori Wardens undertaking activities such as patrolling, event safety and security, community support, local level training, organisational development, and professional services.

Eligible Māori Wardens groups will need to be either a legal entity (or able to use an 'umbrella group' who is a legal entity), be supported by the local community, have sound financial accounts, have effective governance, and have a minimum of five warranted Māori Wardens.

Groups can apply to the fund through their Māori Warden Regional Coordinator (free-phone 0800 991 882) with the next funding round closing on Friday, 29 July 2011.

### The Māori Warden Project Training Programme

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

The Project team provided training opportunities as described in Māori Wardens Project Training and Development Programme brochure.

Around 400 Māori Wardens throughout Aotearoa-New Zealand participated in the training and development programme this past financial year. The following table shows how many Māori Wardens attended each course.

Māori Warden Project Training Programme 1 July 2010 to 30 June 2011

Ngā Akoranga Pirihiāmana, Police Foundation Training	104
Security Training	134
First Aid Refresher	60
Child Advocacy	28
NZ Fire Service Emergency Evacuation, Suppression of Fire and Incident Training	74
<b>TOTAL</b>	<b>400</b>

The new training programme will be out soon – ask your Māori Warden Regional Coordinator (free-phone 0800 991 882) to 'register your interest' for the next training round.



## WHĀNAU ORA TO EXPAND WITH NATIONWIDE COVERAGE



*"Whānau Ora is about empowering whānau to take control of their future. What we want for our whānau is to be self-determining, to be living healthy lifestyles, to be participating fully in society and to be economically secure."*

**Hon Tariana Turia**  
*Minister Responsible  
for Whānau Ora*



The Government will invest an additional \$30 million in Whānau Ora over the next four years, including \$11.25 million in the coming year, Whānau Ora Minister Tariana Turia says. Budget 2011 invested an additional \$30 million on top of the \$134 million invested in 2010.

"The funding will maintain the momentum created by the Whānau Ora approach, with opportunities to extend coverage across the country," Mrs Turia says.

"Currently, 25 provider collectives involving 158 health and social service providers are beginning to deliver Whānau Ora and are working collaboratively to deliver this innovative approach to engage whānau."

Budget 2011 will ensure Whānau Ora is supported in at least eight new provider collectives in a range of new locations including Kaipara, Hauraki, South Waikato, Taupō/Tūrangi, Palmerston North, Wairarapa, Levin/Kapiti Coast and Murihiku.

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

"This further investment in Whānau Ora will ensure nationwide coverage during the next two years and represents a significant investment in the future of whānau from a Government that is prepared to be bold and innovative."

## What is Whānau Ora?

Whānau Ora is about a transformation of our whānau, with whānau setting their own direction. It is driven by a focus on outcomes: that whānau will be self-managing; living healthy lifestyles; participating fully in society; confidently participating in Te Ao Māori; economically secure and successfully involved in wealth creation; and cohesive, resilient and nurturing. Whānau Ora empowers whānau as a whole rather than focusing separately on individual family members and their problems. Whānau Ora providers will work together with families rather than separately with individuals. Whānau Ora is an inclusive approach to providing services and opportunities to all families in need.

## How will Whānau Ora work for families?

Whānau Ora will work in a range of ways, influenced by the approach the whānau chooses to take. Some families will want to come up with their own ways of improving their lives and may want to work on this with a hapū, iwi or a non-government organisation (NGO). Other whānau will want to seek help from Whānau Ora providers

who will offer them wrap-around services tailored to their needs. Families will have a champion – known as a navigator – to work with them to identify their needs, develop a plan of action to address them and broker their access to a range of health and social services.

## How is Whānau Ora working for families?

Whānau Ora is currently being pursued through collaborative, strengthened and integrated service delivery across 25 provider collectives involving around 158 health and social service providers. These provider collectives continue to offer existing services to individuals, families and communities while they work on the changes they are making to their service delivery to engage whānau. Several hundred whānau – involving several thousand individuals – are already engaging in planning at the whānau level and are connecting to existing service delivery and increasingly to the Whānau Ora service providers.

## How is Whānau Ora working for providers?

The focus at this point is on building effective service delivery mechanisms that engage and enable whānau to take their own positive steps. The Whānau Ora Governance Group is currently considering the first Programmes of Action from the provider collectives which outline the changes they intend to make to their service delivery model and the key steps they will take to implement these. These Programmes of Action are the result of considerable work undertaken by these providers and have been developed across collectives of providers that offer exciting potential in having come together.

## Why will Whānau Ora be more successful than existing programmes?

Successive governments have tried to get agencies to work together and some of these initiatives have worked well. Whānau Ora takes this a step further by putting families at the centre because they are the best people to make decisions for themselves. This is likely to be more successful because families will have real ownership of their solutions.

## For more information

Call 04 819 6024; email [whānauora@tpk.govt.nz](mailto:whānauora@tpk.govt.nz) or go to Te Puni Kōkiri website: [www.tpk.govt.nz](http://www.tpk.govt.nz)





The crowds keep coming to the Expo

## AUT EXPO KEEPS GROWING

*This year's AUT Māori Expo held in May at Vector Arena attracted a record number of attendees at the expo day, political panel and launch evening. Te Puni Kōkiri financially supported the Māori Expo (held bi-annually) and was also an exhibitor; and the Minister of Māori Affairs Hon Dr Pita Sharples spoke at the launch evening.*

For most exhibitors the expo component provided an opportunity to showcase career pathways for Māori. The more interactive the exhibits, the more successful they were in enticing and engaging potential applicants. Students from over 100 schools visited the Expo, including 120 students who are part of AUT's Prefect Training Programme.

The Mainstage programme complemented the Expo and hosted a variety of top Māori performing artists. The purpose of the Mainstage was to showcase and inspire success in music, dance, kapa haka and fashion. Performers included the ever popular band 1814, kapa haka groups from Te Ngā Puna o Waiorea and Te Kura Kaupapa o Ngā Tapuwae schools.



Chancellor Sir Paul Reeves



The politician's forum is always popular

In his speech the Minister noted "my ministry Te Puni Kōkiri has supported this event since its inception because it saw the potential to reach this audience and because of its aim to inspire young people about their career and study choices. I'm pleased about the support given because events like this are very much about a vision for our future where Māori enjoy

personal wellbeing; are secure in their cultural identity; retain Māori values, enjoy wealth and a sound economic base; have environmental integrity, and autonomy. Our young people are our future. This is not an empty cliché. Estimates about the future size and make up of New Zealand's population confirm this".



# KIA RITE! MĀORI READY FOR RUGBY WORLD CUP!

*New Zealand has literally rolled out the welcome mat, ready to host 20 international rugby teams and their fans at the Rugby World Cup (RWC).*

With less than 70 days to go until the first match played for the Rugby World Cup on 9 September, Te Puni Kōkiri Deputy Secretary Relationships and Information Herewini Te Koha talks about what's in store for Māori and the world.

"Māori are well positioned to benefit from New Zealand's hosting of the Rugby World Cup," says Herewini. "This has been achieved through the commitment of Māori around the motu keen to ensure we are a key part of the biggest ever showcase of New Zealand on the global stage."

The Rugby World Cup tournament is estimated to boost the New Zealand economy by around \$1 billion. To guarantee Māori are not only hosting but truly

benefiting from RWC, Te Puni Kōkiri is working alongside tournament organisers Rugby New Zealand 2011, REAL New Zealand Festival, the New Zealand 2011 Business Club, the regional match hosts, iwi and marae, as well as the Māori tourism and business sectors.

"A long time ago the New Zealand Government and tournament organisers agreed that key to the success of the tournament is their promise that RWC 2011



The William Webb Ellis Cup at Parliament

# TE IPU WHUTUPORO O TE AO

will be delivered by 'our Stadium of Four Million'," says Herewini.

"For Māori we welcome everyone to 'our Marae of Four Million'. RWC has created an unprecedented level of engagement by Māori in a major event, with hundreds of projects led by Māori communities in every place the tournament touches."

Two major Te Puni Kōkiri projects will really celebrate Māori in the tournament and the REAL New Zealand Festival. Waka Māori will be the major Māori destination in Auckland during the tournament. And the Māori Television Service's broadcast of RWC matches is a world first; Māori Television will show every 'free to air' game and will be the first indigenous broadcaster to televise a major international sporting event.

In addition to these, there are many Māori festivals and hosting activities planned right across the country. Further the Māori business and tourism sector may experience increased demand as the teams and their fans make their way around the motu.

A Salon of Māori Art, REAL NZ Fest/  
Melaina Karaitiana.



Poverty Bay A & P, REAL NZ Festival.

Wellington – Māori Art Market,  
REAL NZ Fest/Te Rongo Kirkwood.



The marae hosting Official Team Welcomes on behalf of the nation were announced by the Minister of Māori Affairs the Hon Dr Pita Sharples in June.

Around 500 Māori businesses registered with the RWC Business Club. A total of 2500 New Zealand businesses will host business owners visiting Aotearoa during the Rugby World Cup.

Kōkiri 24 will showcase 'lots of Māori faces in lots of Rugby World Cup places'. Get your copy from 9 September 2011 and celebrate manaakitanga, our unique expression of hospitality during the Rugby World Cup.

For information about any of the projects mentioned in this article, visit their websites:

Rugby World Cup, [www.rugbyworldcup.com](http://www.rugbyworldcup.com)

Rugby New Zealand 2011, [www.nz2011.govt.nz](http://www.nz2011.govt.nz)

REAL New Zealand Festival,  
[www.nz2011.govt.nz/experiencerealnz](http://www.nz2011.govt.nz/experiencerealnz)

The New Zealand 2011 Business Club,  
[www.nz2011.govt.nz/business](http://www.nz2011.govt.nz/business)

Waka Māori, [www.wakamaori.co.nz](http://www.wakamaori.co.nz)



## RUGBY WORLD CUP WORKSHOP

*Te Puni Kōkiri Waikato alongside Opportunity Hamilton delivered a workshop to update local Māori in the build up to September's Rugby World Cup.*

The workshop featured presentations from Qualmark, Opportunity Hamilton, Te Puni Kōkiri, the REAL NZ Festival and Business Club, and was well-attended by whānau, hapū, iwi, marae, Māori businesses and organisations.

The REAL NZ Festival and Business Club's presentation put the spotlight on Hamilton event HAKA. HAKA is a three-week long Tainui Waka living exposition at the Hamilton Gardens, beginning 14 September 2011. Since the workshop, more Waikato-based Māori businesses and events joined the Business Club, or enquired about it.



## MĀORI TAONGA BROUGHT TO LIFE



*Māori taonga at the Auckland War Memorial Museum are revived in a new historical series premiering on Māori Television's Te Reo channel.*

Tāmaki Paenga Hira, the result of a unique production partnership between the television station and the museum, went on air at the end of June.

The 100 percent Māori language show explores the past of 13 taonga housed in the Māori court of the museum, giving a unique insight into the lives of ancestors they represent through interviews and dramatic re-enactments.

Museum interim director Sir Don McKinnon says never before has the museum partnered with a television channel to conceive and produce a programme about their collections in te reo Māori.

"Through this partnership with Māori Television we're aiming

to reach the widest possible audience, both Māori and non-Māori, who have a thirst for knowledge about ancestry and a desire to learn things about this country that can't always be found in history books".

In the first episode we look at the story of a mere pounamu with many namesakes, Te Kāoreore, feature interviews with Mauriora Kīngi and Rāwiri Rangitauira, re-enact the Hatupatu and Raumati story and the story of how Tama Ahua found the greenstone block giving rise to the name Kāoreore.

Presented by Tihini Grant (Te Arawa, Ngati Pikia), Tāmaki Paenga Hira uncovers the past, present and future of each piece

and the role the museum plays in preserving the mauri of the taonga for generations to come.

"The opportunity to be part of a series that honours and brings to light the impressive stories behind the taonga housed at the Auckland War Memorial Museum is a privilege in itself, to be able to bring these stories to life is a tribute to the memories of our tipuna", says Mr Grant.

Tāmaki Paenga Hira premiered on Te Reo (Freeview satellite channel 24 and SKY channel 59) on Thursday 30 June at 9pm and on Māori Television, with subtitles, from 21 September.





## TE WHAKAARA AKE O NGĀ TAONGA MĀORI

*E whakahaumanu ai ko ngā taonga Māori kei Te Whare Pupuri Taonga o Tāmaki Makaurau ki roto i tētahi hōtaka hītori hou nei, e whakaatuhia ana ki runga i te teihana Te Reo a Whakaata Māori.*

Tāmaki Paenga Hira he putanga o tētahi whakaaturanga pātuitanga i waenganui i a Whakaata Māori me Te Whare Pupuri Taonga, ā, ka whakaatuhia hei te mutunga o Pipiri.

Ko tēnei hōtaka kei roto katoa i Te Reo Māori, e hōrapa ana i te hitori o ngā taonga 13 e noho ana ki roto i te wāhanga He Taonga Māori o Te Whare Pupuri Taonga.

Ka whakapuaki he māramatanga motuhake a te noho ā ngā mātua tūpuna me ēnei o ngā taonga mā te uiui tangata me ngā mahi whakaari.

Hei tā te Tumuaki Whakahaere a Tā Don McKinnon, ko tēnei te tino tuatahi i ū ai te mahi kotahitanga a Whakaata Māori me Tāmaki Paenga Hira ki te ata poipoi, whakakōrero atu ano hoki i ngā taonga e iri nei i tara-a-whare, ōtira kei roto i te o Te Reo.

“Mā tēnei pātuitanga ki Whakaata Māori, ka tuia ki te muka kia tae ai ēnei whakaaturanga ki te katoa, Māori mai, Pākehā mai, me ērā atu iwi e kaingākau ana ki ngā mātauranga a ngā tūpuna, mō rātou anō hoki e kaingākau ana ki te ako i ngā āhuatanga o tēnei whenua e kore nei e kimi i roto i tētahi pukapuka hitori nei.”

Ki roto i te hōtaka tuatahi ka tiro ki tētahi mere pounamu me ōna ingoa maha nei, pēnei i Te Kāoreore. Ka kōrero tahi ki a Mauirora Kīngi me Rāwiri Rangitauira, ā, ka whakaatuhia he whakaari o te pūrākau a Hatupatu rāua ko Raumatī me te pūrākau e pā ana ki a Tama Ahua me tana kimi i te mere pounamu, koia i tapaina ko Kāoreore.

Ko te kaiwhakataki ko Tihini Grant (Te Arawa, Ngāti Pikiao), ā, ka huakina a Tāmaki Paenga Hira te hītori o mua, o muri, o ia taonga. Anō hoki ko te tūranga a Te Whare

Pupuri Taonga hei manaaki, hei tiaki i te mauri o ēnei taonga mō ngā whakatipuranga kei te heke.

“Nōku te maringanui kia whai wāhi ki roto i tēnei o ngā hōtaka e whakahōnore e whai kiko ai ki ngā hītori o ēnei taonga e noho ana ki Tāmaki Paenga Hira. He hōnore nui te whakaara ake i ēnei pūrākau, hei hokinga mahara ki ō tātou tūpuna,” e kī ana a Tihini Grant.

Ka whakaatuhia tuatahitia a Tāmaki Paenga Hira ki runga i a Te Reo (Freeview satellite channel 24 and SKY channel 59) hei te Rāmere 30 o Pipiri, iwa karaka i te pō. Ka whakaatuhia anō ki runga i a Whakaata Māori me nga kupu hauraro hei te 21 o Mahuru.



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



## TE PUNI KŌKIRI REGIONAL OFFICES



### NATIONAL OFFICE

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

### TE TAITOKERAU REGION <sup>A</sup>

**WHANGĀREI** PHN *Waea* 09 430 3731  
 FAX *Waea Whakaahua* 09 430 3160  
 Level 2, Taitokerau Māori Trust Board Building  
 3–5 Hunt Street, Whangārei 0110  
 Private Bag 9026, Whangārei 0148

**KAITAIA** PHN *Waea* 09 408 2391  
 Level 2, REAP Building,  
 33 Puckey Avenue, Kaitaia 0410  
 PO Box 200, Kaitaia 0441

### TĀMAKI MAKAURAU REGION <sup>B</sup>

**AUCKLAND** PHN *Waea* 09 571 2940  
 FAX *Waea Whakaahua* 09 571 2941  
 Level 2, Te Puni Kōkiri House  
 12–14 Walls Road, Penrose, Auckland 1061  
 Private Bag 92010, Auckland 1142

### WAIKATO REGION <sup>C</sup>

**HAMILTON** PHN *Waea* 07 834 7100  
 FAX *Waea Whakaahua* 07 839 2579  
 Level 2, Waitomo House,  
 6 Garden Place Hamilton 3204.  
 Private Bag 3020, Hamilton 3240

### TE MOANA Ā TOI REGION <sup>D</sup>

**WHAKATĀNE** PHN *Waea* 07 307 1057  
 FAX *Waea Whakaahua* 07 307 1033  
 58 Commerce Street, Whakatāne 3120  
 PO Box 26, Whakatāne 3158

**TAURANGA** PHN *Waea* 07 577 6254  
 FAX *Waea Whakaahua* 07 577 6155  
 Cnr Christopher Street & 11th Avenue  
 Tauranga 3110  
 PO Box 69, Tauranga 3140

### TE ARAWA REGION <sup>E</sup>

**ROTORUA** PHN *Waea* 07 349 7810  
 FAX *Waea Whakaahua* 07 349 0950  
 Level 1, Te Puni Kōkiri House  
 1218–1224 Haupapa Street, Rotorua 3010  
 Private Bag 3017, Rotorua 3046

### TE TAIRĀWHITI REGION <sup>F</sup>

**GISBORNE** PHN *Waea* 06 868 0208  
 FAX *Waea Whakaahua* 06 868 0217  
 Level 1, Ngā Wai E Rua,  
 Cnr Lowe Street & Reads Quay  
 Gisborne 4010  
 PO Box 140, Gisborne 4040

**WAIROA** PHN *Waea* 06 838 7913  
 FAX *Waea Whakaahua* 06 838 7906  
 54b Queen Street, Wairoa 4108  
 PO Box 92, Wairoa 4160

### TAKITIMU REGION <sup>G</sup>

**HASTINGS** PHN *Waea* 06 878 0757  
 FAX *Waea Whakaahua* 06 878 0756  
 Ground Floor, Lowe House  
 304 Fitzroy Avenue, Hastings 4122  
 PO Box 1440, Hastings 4156

**FEATHERSTON** PHN *Waea* 06 308 6240  
 FAX *Waea Whakaahua* 06 308 6240  
 14 Wakefield Street, Featherston 5710  
 PO Box 6, Featherston 5740

### TE TAI HAUĀURU REGION <sup>H</sup>

**WHANGANUI** PHN *Waea* 06 348 1400  
 FAX *Waea Whakaahua* 06 348 9400  
 Te Taurawhiri Building,  
 357 Victoria Avenue, Whanganui 4500  
 PO Box 436, Whanganui 4540

**TARANAKI** PHN *Waea* 06 759 5450  
 FAX *Waea Whakaahua* 06 759 4601  
 Level 1, Cnr Devon and Currie Streets  
 New Plymouth 4310  
 PO Box 744, New Plymouth 4340

**TAUMARUNUI** PHN *Waea* 07 895 7356  
 FAX *Waea Whakaahua* 07 895 7381  
 Te Tititihu House, 32 Miriama Street  
 Taumarunui 3920  
 PO Box 192, Taumarunui 3946

**PALMERSTON NORTH** PHN *Waea* 06 354 1706  
 FAX *Waea Whakaahua* 06 354 7031  
 109 Princess Street  
 Palmerston North 4410  
 PO Box 12029, Palmerston North 4444

### TE WHANGANUI Ā TARA REGION <sup>I</sup>

**LOWER HUTT** PHN *Waea* 04 570 3180  
 FAX *Waea Whakaahua* 04 570 3181  
 Level 1, Bloomfield House  
 46–50 Bloomfield Terrace, Lower Hutt 5010  
 PO Box 31520, Lower Hutt 5040

**NELSON** PHN *Waea* 03 546 9701  
 Suite 13, 31 Rutherford Mews, Nelson 7010  
 PO Box 1830, Nelson 7010

**LEVIN** PHN *Waea* 06 367 3814  
 FAX *Waea Whakaahua* 06 367 3814  
 Cnr Durham & Salisbury Street  
 Levin 5510

### TE WAIPOUNAMU REGION <sup>J</sup>

**CHRISTCHURCH** PHN *Waea* 0800 875 839  
 FAX *Waea Whakaahua* 03 365 3641  
 79 Springfield Road, St Albans,  
 Christchurch 8013  
 PO Box 13546, Christchurch 8141

**DUNEDIN** PHN *Waea* 0800 875 839  
 FAX *Waea Whakaahua* 03 474 9576  
 Level 1, Colonial House, 258 Stuart Street  
 Dunedin 9016  
 PO Box 180, Dunedin 9054

**INVERCARGILL** PHN *Waea* 0800 875 839  
 FAX *Waea Whakaahua* 03 214 9179  
 Level 1, Menzies Building, 1 Esk Street  
 Invercargill 9810  
 PO Box 1769, Invercargill 9840