

TUKUA MAI KIA PIRI TE ĀRAWA E

TE ĀRAWA ROHE
SOCIAL AND ECONOMIC PROFILE
OCTOBER 2006

TE ĀRAWA ROHE

ECONOMIC AND SOCIAL PROFILE

MAI I MAKETU KI TONGARIRO

TE ĀRAWA WAKA

TE ĀRAWA TANGATA



Te Puni Kōkiri
REALISING MĀORI PŌTENTIAL

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FOREWORD

*Kō Tamatekapua te tangata
Kō Ngatoroirangi te tohunga
Ko Te Ārawa te waka
Mai i Maketu ki Tongariro
Tihei mauri ora!*

Heoi ano. Tuatahi, ko te wehi ki te Atua te timatanga o te whakāro nui. No reira he kororia he honore ki a ia, maungarongo ki runga ki te mata o te whenua, he whakāro pai ki ngā tāngata katoa.

Ka huri atu ki a rātou te hunga kua mene atu ki te po, haere nga mate, haere, haere, haere. Me timata mai nga mihi i te wahine, otira te kaihautu, te kaiwawao hoki o tēnei o ngā tari o Te Puni Kokiri i te rohe nei o Te Ārawa. Nō reira Maria, ahakoa to wehenga atu ia mātou, kei te moteatea tonutia nga whakāro mou, mo au mahi hoki mō to waka nei i a Te Ārawa. Na, kaore ano kia tino mātaotao noa to takotoranga, ko teteahi o kōrua, kō tō tātou kuia a Huhana tera, ā, nō muri mai, ko te nuinga o Te Ārawa i whai ake. A, tae noa mai ki ngā rā o nanahi nei, ko te mokopuna o te motu tēra i rupeke katoa ngā mate ki runga i a ia, hei aha, hei hoki pai noa atu ki te kainga tūturu mo koutou te tangata.

Kia hoki mai kia tātou te hūnga ora, no reira tātou Te Ārawa, mai ngā karangaranga hapū o te takutai moana, huri noa mai ki ngā roto e teretere mai nei, puta atu ki Taupo-nui-a-Tia, tenei te mihi noa ake kia tātou katoa. Kō ngā mihi, mō o koutou kōrero i puta mai mō te kaupapa nei. Arā pehea tō tātou āhua i roto i tēnei ao hurihuri, te taha ki o tātou rawa, te taha hoki ki te nohoanga tāngata, nohoanga-a-iwi hoki. Aneiā te whakarapopototanga noa iho o aua kōrero hei whakārotanga ake mā tātou. Ko te tūmanako ma koutou anō hei kōrero i roto i nga huihuinga-a-whanau, a-hapū, a-iwi ranei, a, i tōna wa, ka whakatākoto mai nga hua i mua i te aroaro o Te Puni Kokiri, hei kaupapa mahi mo ā tou te waka.

Kāti, kia ora tātou katoa.

Tahana Limited is pleased to present the Te Ārawa Rohe Social and Economic Profile on behalf of Te Puni Kokiri, Rotorua. The aim of this project was to provide advice and information to Te Puni Kokiri and to enable Māori in the rohe to accelerate development. Furthermore it is our hope that the report will provide valuable information for whanau, hapū and organisations throughout the rohe.

We would like to acknowledge the hard work of those who have passed before us. In particular, we dedicate this report to our late friend and whanaunga Maria Tini. Maria's dedication and commitment to the betterment of Maori is an inspiration to us all to contribute to our communities. It is in this light that we encourage you to utilize this report to aide the successful development of your whanau, hapu, iwi and organisations.

We would also like to thank the many individuals and organizations who contributed their time, knowledge and experiences to bring this report to fruition. We recognise that developing Te Ārawa requires the contributions of many to realise our potential.

We hope that this report gives you an understanding of our people and rohe, but most importantly, that you are inspired to realise the vast potential that is Te Ārawa Waka and Te Ārawa Tangata. Kia kaha tatou.

Naku noa mo te whanau

Arapeta Tahana Snr

Tahana Limited



This kowhaiwhai pattern was designed specifically for the report and represents the fin of the arawa shark for which the tipuna waka was named. Just like the waka, the shark cuts purposefully and gracefully through the waves of Te Moana-nui a Kiwa in pursuit of its destiny.

PROJECT BACKGROUND

1

1.1 Introduction

Tahana Ltd was engaged by Te Puni Kokiri (Rotorua) to develop an economic and social profile of Te Ārawa rohe, “mai i Maketu ki Tongariro”. The aim of this project was to:

- Provide advice and information that informs Te Puni Kokiri on key investment areas that facilitate “Māori succeeding as Māori”; and to
- Enable Māori participation and accelerate success by connecting Māori individuals, whanau, hapū, iwi and Māori organisations with relevant information and resources.

1.2 Objectives

The specific objectives of this project are to:

- Develop an economic and social profile to inform Māori within Te Ārawa rohe and Te Puni Kokiri of potential areas for investment;
- Identify social and economic growth opportunities in Te Ārawa rohe;
- Provide a forum for stakeholders to think strategically about Te Ārawa rohe growth;
- Raise awareness amongst Māori within Te Ārawa rohe of current economic and social circumstances; and
- Encourage key stakeholders to participate collectively in Te Ārawa rohe development.

1.3 Methodology

The project combined both primary and secondary research to produce a comprehensive account of Te Ārawa rohe social and economic status. The primary research comprised surveys, both face to face interviews and facilitated focus groups. Forty one people from Te Ārawa rohe were selected, based on their involvement in economic and/or social development, to participate in these interviews and focus groups. These forums ensured a wide range of perspectives were gathered from people at the forefront of the economic and social sectors. Interviews were then transcribed and the findings were analysed to identify key themes.

The secondary research involved collating and analysing statistical data relating to Te Ārawa Rohe. Quantitative research involved gathering statistical data from various sources and analysing this data. Statistical data was gathered from:

- the Social Report produced by the Ministry of Social Development;
- the NZIER Māori Economic Development Report;
- Te Puni Kokiri;
- Statistics NZ;
- Ministry of Education;
- Ministry of Health;
- NZ Police;
- Department of Labour; and
- Other government agencies.

Project Audience

The primary audiences for this report are:

- Te Ārawa tāngata residing in and outside of Te Ārawa rohe; and
- Taurahere (Māori who are not Te Ārawa descendants) living within Te Ārawa rohe.

The secondary audience are other stakeholders such as district councils, district health boards etc, who have an interest in the economic and social development of Maori in the region.

Project Timeframe

The project was completed over a five month period from May to September 2006.

Project team

The Tahana team are grateful for the opportunity to complete this work on behalf of Te Puni Kokiri and Te Ārawa. Our team included Arapeta Snr., Joseph, Taria, Ngaroma, Arapeta Jnr., Tim Worrall and Kiri Merritt.

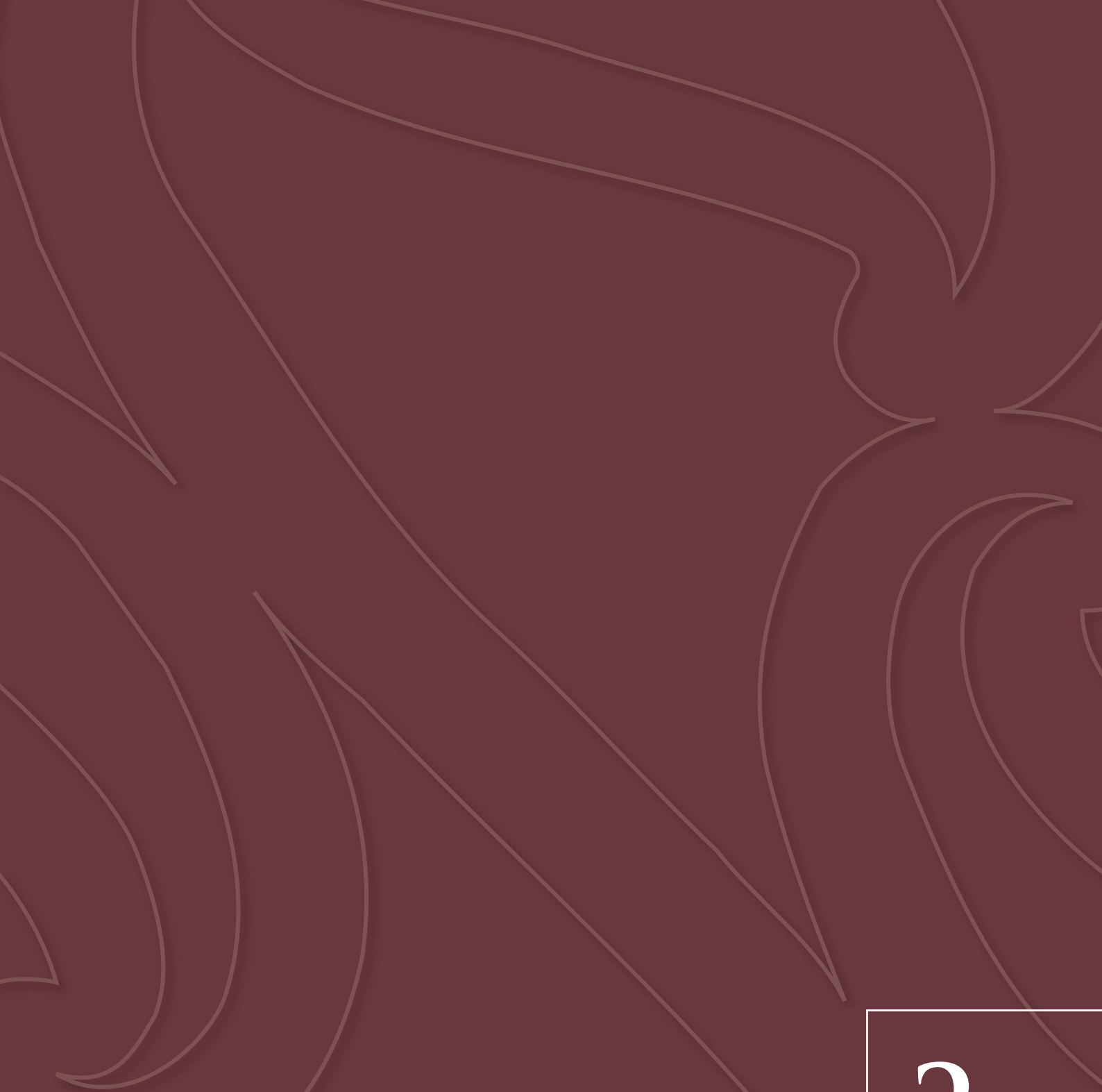
1.5 Project Assumptions & Limitations

This report has been compiled taking into account the following assumptions:

1. Te Puni Kokiri and Tahana Limited recognise the mana and importance of Te Ārawa as tāngata whenua and as key drivers of development within the rohe. It is envisaged that the outcomes of this project will inform all stakeholders within the rohe: Te Puni Kokiri; Te Ārawa whānui; and other Māori living in Te Ārawa rohe.
2. This profile is intended to support, guide and assist development at all levels within Te Ārawa. We encourage development to occur in a variety of ways and at different levels e.g. whānau, hapū, trusts & incorporations, rūnanga, local government iwi organisations, health, social service and education providers.

The following limitations have restricted the scope of this report:

1. This is the first economic and social profile of its kind about Maori in Te Arawa rohe. The framework is largely based on pre-existing frameworks which deal with wider New Zealand populations and therefore is not necessarily as comprehensive or relevant to specific Maori economic and social development as it could be.
2. Where possible every effort has been made to gather and identify information relevant to each hapū but given data and time limitations this has not always been possible; and
3. This project has been undertaken by Tahana Ltd on behalf of Te Puni Kokiri, and therefore does not represent the views and opinions of an iwi or hapū initiated or mandated organisation. It does however endeavour to communicate a range of views and opinions of Te Ārawa rohe people.



SOCIAL AND ECONOMIC PROFILE

2

2.1 Introduction

This section of the report presents data on both the social and economic status of Māori in the Te Ārawa rohe. The profile aims to:

- identify how Māori in Te Ārawa compare with other Māori and/or non-Māori on economic and social measures;
- provide information that will assist more informed discussion and debate on our current status; and
- help identify key issues and areas where we need to take action.

Multiple data sources have been used in the compilation of the profile.

- Nga Tāngata comprises information on the size, age and location of the Māori population either living in Te Ārawa or of Te Ārawa descent;
- Seven social indicators provide information on social status: health; knowledge & skills; paid work; economic standard of living; cultural identity; safety; and social connectedness; and
- Four economic indicators provide information on economic status: employment; entrepreneurs and small to medium enterprises; collectively owned assets; and Māori service providers.

2.2 Ng T ngata

This section provides background information on the size and characteristics of the Māori population within the Te Ārawa rohe.

2.2.1 M ori in the Te rawa rohe

Te Puni Kokiri's analysis highlights that within the Te Ārawa rohe there are 34,122 Māori, making up 6.5% of the New Zealand Māori population. Te Puni Kokiri and Te Ārawa geographical boundaries cross a number of council regions.

Table 1 – Māori population by Council

Council	Resident Population	M ori Population (numbers)	M ori Population (%)
Rotorua District Council	64,473	22,952	35.6%
Taupo District Council	31,521	9,236	29.3%
Western BOP District Council	31,521	6,691	17.5%
Bay of Plenty Regional Council	239,412	66,796	27.9%
New Zealand	3,737,277	549,380	14.7%

Source: Regional council information from local councils web pages at www.dia.govt.nz based on 2001 census data.

The table above shows that Māori represent a large proportion, almost 33%, of the population in this rohe compared with the national population which comprises only 15%. Within the Te Ārawa rohe Rotorua District Council has the highest density of Māori.

2.2.2 Age distribution of Māori in the Te Ārawa rohe

Table 2 – Māori in Te Ārawa rohe by age

Age Group	Māori in Te Ārawa rohe (numbers)	Māori in Te Ārawa rohe (%)
0–24 years	18,501	54%
25–49 years	11,301	33%
50–74 years	3,996	12%
75+ years	336	1%
Total population	34,122	100%

Source: Data from 2001 Census of Population and Dwellings contained in Census 2001 Analysis produced by Te Puni Kokiri.

Māori in Te Ārawa, like the rest of the Māori population, are extremely young. Over 50% of the Māori population are less than 25 years of age and over 80% are less than 50 years of age. Only 1% of the population is over the age of 75 years. In terms of gender, females outnumber males by a ratio of 100 females for every 95 males.

2.2.3 Te Ārawa living outside the region

Table 3 – Te Ārawa and Tūwharetoa living in and outside of Te Ārawa rohe

Iwi	Total population	Living in Te Ārawa rohe	Living outside Te Ārawa rohe	Local iwi Māori population
Te Ārawa	39,165	39%	61%	31%
Tūwharetoa	29,985	14%	84%	35%

Source: Tūwharetoa and Te Ārawa Iwi Profile based on 2001 census produced by Statistics NZ.

There are a significant number of people who whakapapa to Te Ārawa waka but live outside the region (61% of Te Ārawa and 84% of Tūwharetoa).

2.3 Social indicator 1 Health

Good health is critical to wellbeing. Without good health, people are less able to enjoy their lives to the fullest extent, their options are limited and their general levels of contentment and happiness are likely to be reduced. As well as enjoying long lives, people want to be free from pain, suffering and incapacity that injury and illness bring.

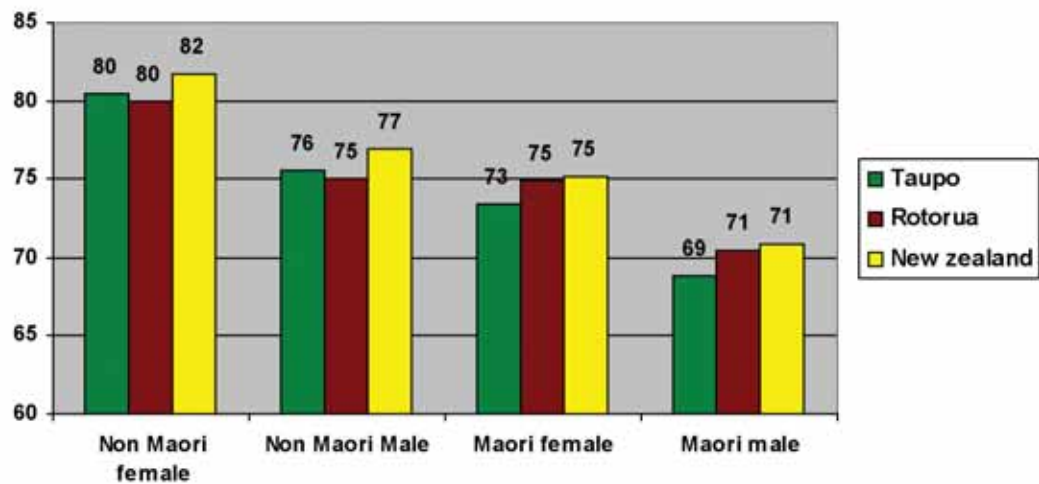
Source: Social Report 2005 produced by Ministry of Social Development.

Three social indicators of health wellbeing are discussed below.

2.3.1 Life expectancy

Life expectancy measures how long people live. Life expectancy continues to be shorter for Maori (both female and male) than non-Māori as indicated in the graph below.

Figure 1 – Project Life Expectancy at Birth, 2002 – 2026



Source: Statistics New Zealand (extracted from An Assessment of Health Needs in the Lakes District Health Board Region: Te Tirohanga Hauora o Lakes 2004, Summary Report, June 2005).

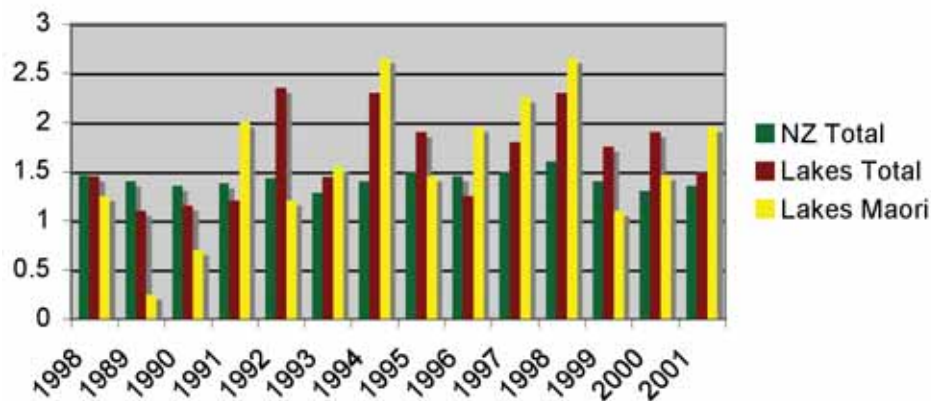
2.3.2 Suicide

The suicide rate serves as a proxy for the mental health status and social wellbeing of the population.

Source: An Assessment of Health Needs in the Lakes District Health Board Region: Te Tirohanga Hauora o Lakes 2004, Summary Report, June 2005.

Between 1988 to 2001, a total of 217 suicides were recorded by the Lakes District Health Board (**Lakes DHB**) for Te Ārawa rohe. Since 1992 the suicide rates for Māori and non-Māori in the Te Ārawa rohe have generally been slightly higher than suicide rates nationally.

Figure 2 – Suicide Mortality Rates, Lakes DHB & NZ



Source: An Assessment of Health Needs in the Lakes District Health Board Region: Te Tirohanga Hauora o Lakes 2004, Summary Report, June 2005).

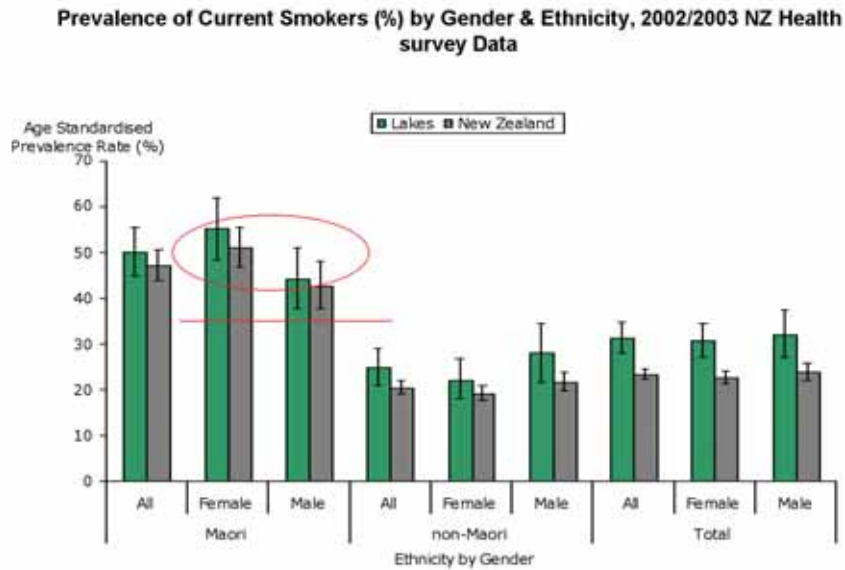
2.3.3 Smoking

The link between cigarette smoking and poor health is widely recognised. For example cigarette smoking (active and passive) is a risk factor for many cancers, respiratory and cardiovascular diseases, low birth weight and Sudden Infant Death Syndrome. It continues to be the single greatest preventable cause of premature death in New Zealand. The problem is compounded where there are children living with smokers who also become susceptible to smoking related illnesses.

Source: An Assessment of Health Needs in the Lakes District Health Board Region: Te Tirohanga Hauora o Lakes 2004, Summary Report, June 2005.

The 2002/2003 NZ Health survey results estimate that 50.1% of Māori in the Lakes DHB rohe smoke compared with 25.2% of non-Māori. Māori women in Lakes have an even higher smoking rate (55.3%) than Māori women nationally (51.5%).

Figure 3 – Māori smokers in Te Arawa Rohe



Source: Central Regions Technical Advisory Service Limited (data from) 2002/2003 NZHS DHB snapshot “datacube”.

2.3.4 Top ten priority areas for Māori health

The ten focus areas for the Māori Health team for Lakes DHB are:

1. **Health of tamariki** – low birth weights, dental care & asthma;
2. **Smoking;**
3. Primary health access;
4. Diabetes;
5. Screening for cancer;
6. Mental health;
7. Suicide;
8. Cardiovascular disease;
9. **Young parenting;** and
10. Sexual health of rangatahi.

The **bold text** above indicates those health priorities in the Lakes DHB rohe that are worse than the Māori average. Low birth weight babies and young parenting which are both worse than the national Māori statistics are discussed in more detail below.

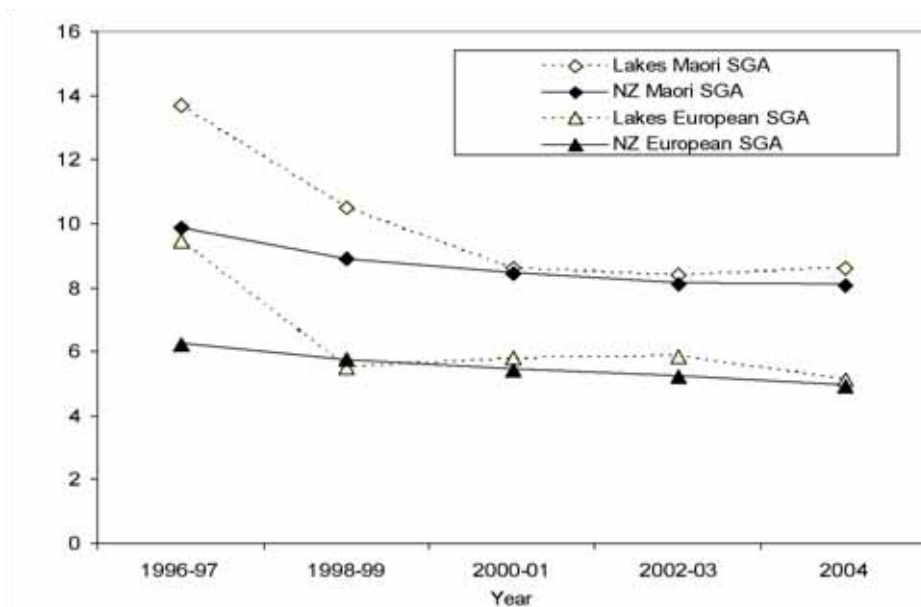
Low birth weight babies

Low birth weight is defined as having a birth weight of less than 2500g. Low birth weight babies tend to have increased risk of health problems, lower educational attainment and early death. Birth weight is often linked to the mother's overall health (including nutrition and cigarette smoking) as well as the quality and accessibility to pre-natal care.

Source: An Assessment of Health Needs in the Lakes District Health Board Region: Te Tirohanga Hauora o Lakes 2004, Summary Report, June 2005.

According to Lakes DHB in 2004 the overall rate of low birth weight babies per 1000 total births (84.7) was significantly higher than the national rate (63.8). The Māori rate of low birth weight babies (92) was significantly higher than the national Māori weight (70.2).

Figure 4. Rates of Small for Gestational Age by Baby's Ethnic Group, Lakes Singleton Live Births 1996 2004.



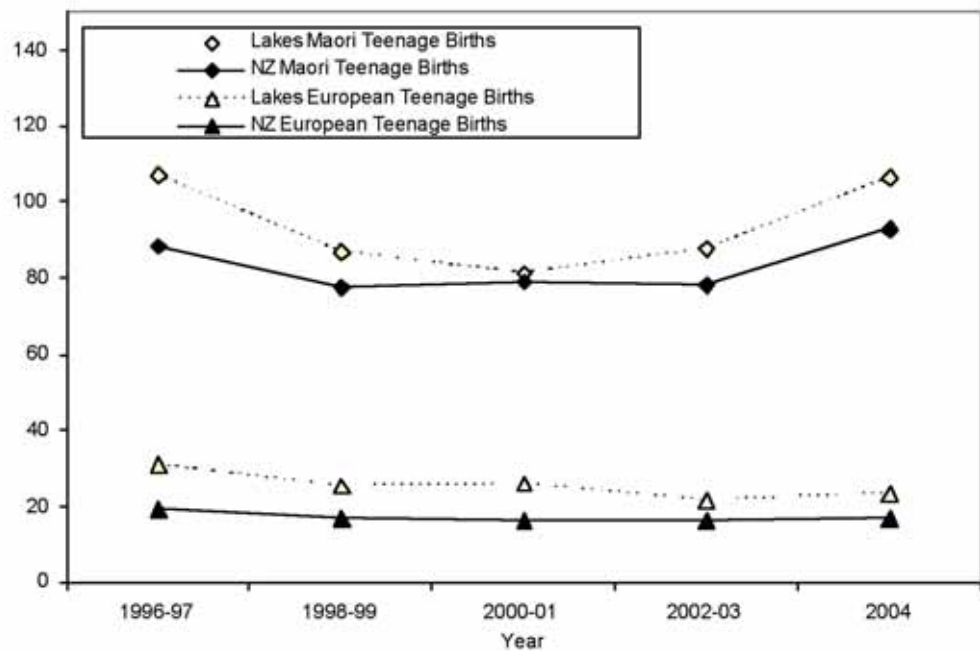
Source: An Assessment of Health Needs in the Lakes District Health Board Region: Te Tirohanga Hauora o Lakes 2004, Summary Report, June 2005.

Young parenting

Teenage parenthood may reduce young peoples' life opportunity particularly in areas such as education and employment. Young people whose schooling is shortened because of the birth of a baby generally have less education, work experience and income and are more likely to be single parents. These factors combined can have a significant impact on their personal health as well as their children's health.

Source: Social Report 2005 produced by Ministry of Social Development.

Figure 5 – Teenage Pregnancy in Lakes DHB.



Source: An Assessment of Health Needs in the Lakes District Health Board Region: Te Tirohanga Hauora o Lakes 2004, Summary Report, June 2005.

The Lakes DHB teenage pregnancy is higher than New Zealand overall, and the rate for Māori women (28.7 per 1,000) is significantly higher than the New Zealand Māori rate (20.5 per 1,000). Higher pregnancy rates for Māori are consistent across New Zealand's 21 DHB's.

2.4 Social Indicator 2 Knowledge and Skills

Knowledge and skills enhance people's ability to meet their basic needs, widen the range of opportunities open to them in every sphere of life, and enable them to influence the direction their lives take. The skills people possess can also enhance people's sense of self-worth, security and belonging.

Knowledge and skills relate directly to employment decisions and career choices. Those with relatively few educational qualifications are more likely to be unemployed and, on average, have lower incomes when in work. This affects not only the economic standard of living people are able to enjoy, but also their security and ability to make choices about their lives. Knowledge and skills are important for gaining access to services and for understanding and exercising civil and political rights.

Source: Social Report 2005 produced by Ministry of Social Development.

The following indicators provide a snapshot of Te Ārawa rohe Māori acquisition of knowledge and skills at particular stages of life. Specifically: participation in early childhood education; school higher qualification achievement and; participation in tertiary education.

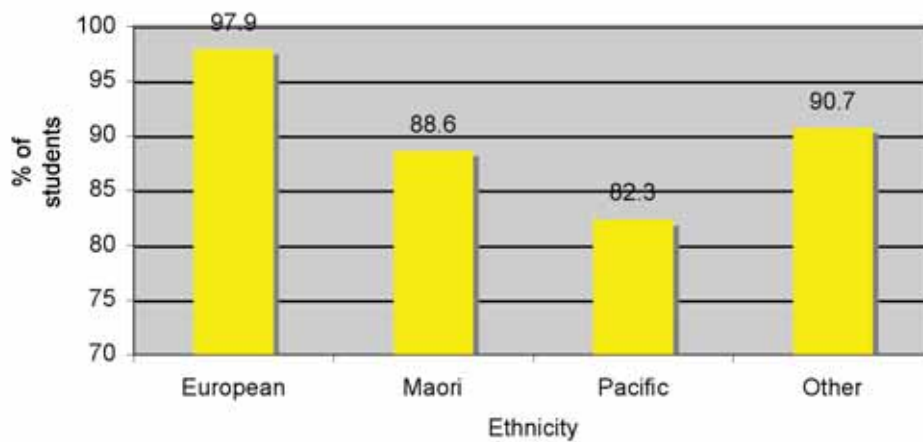
2.4.1 Participation in early childhood education

Participation in early childhood education is included because it contributes significantly to a child's later development. Going to a kindergarten, kohanga reo or some other early childhood service prepares children for further learning and helps to equip them to cope socially at school. Quality early childhood programmes can help narrow the achievement gap between children from low-income families and more advantaged children.

Source: Social Report 2005 produced by Ministry of Social Development.

Māori participation in early childhood has been increasing although the graph below highlights that, with the exception of Pacific peoples, our participation levels are still below other ethnicities.

Figure 6 – Participation in early childhood education



Source: Social Report 2005, Regional Indicators for Bay of Plenty

2.4.2 Highest qualification & participation in tertiary education

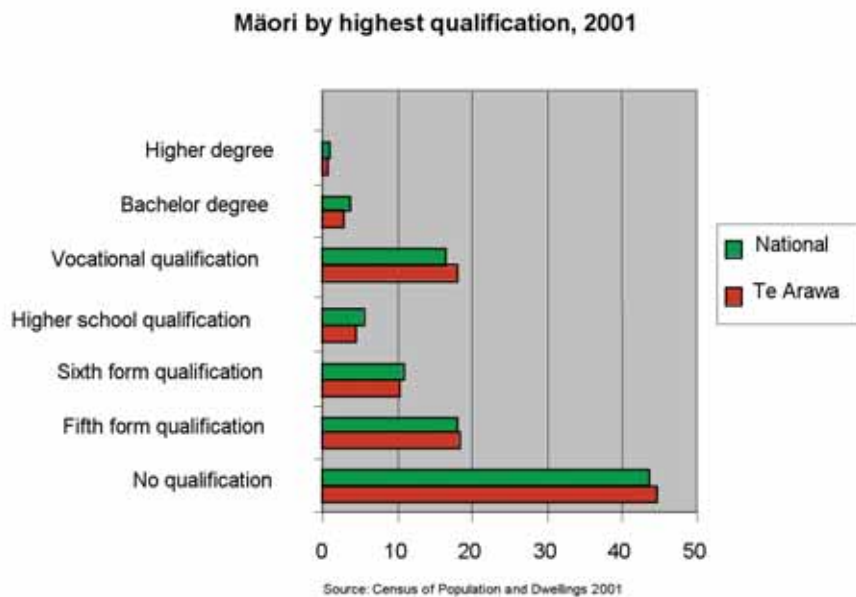
Students who attain higher qualifications at school tend to have more options for higher education and future employment. Those who leave school early and those who do not pursue tertiary education risk being unemployed and/or having low incomes.

Participation in tertiary education opens up career opportunities and provides people with the skills they need to participate in society. This has become particularly important with the increasing dependence on “knowledge” industries that require well-educated and highly skilled workforces. It also captures aspects of lifelong learning through the participation of adults in tertiary education.

Source: Social Report 2005 produced by Ministry of Social Development.

Over 40% of Te Ārawa rangatahi are leaving school without qualifications, which is slightly higher than the national Māori rate.

Figure 7 – Māori by highest qualification, 2001.



Te Ārawa participation in tertiary education (less than 5%) it is almost on par with the national Māori participation rate.

Table 4 – Participation in education by iwi

Iwi	No quals	Secondary	Vocational	Tertiary
Tapuika	42.6	29.2	19.3	8.9
Ng ti Pīkiao	38.8	34.5	19.7	7.0
Ng ti Tahu	39.6	37.4	15.7	7.2
Tuhourangi	33.6	37.8	19.7	8.9
Ng ti Rangitīhi	34.1	42.5	18.4	5.0
Ng ti Whakāue	30.8	40.2	20.0	8.9
Ng ti Rangiwēwehi	37.7	38.0	18.0	6.3
Ng ti T wharetoa	39.6	37.7	17.6	5.1
Total M ori descent	40.9	36.6	17.2	5.2

Source: Census 2001 Iwi profile information produced by Statistics NZ.

Information provided by iwi level shows 7.2% of the Te Ārawa (iwi) population is tertiary qualified; this is 2% higher than the national average for Māori.

2.5 Social indicator 3 Paid work

Paid work has an important role in social wellbeing by providing people with incomes to meet their basic needs, material comforts, and provides opportunity to live their lives as they choose. Paid work is also important for the social contact and sense of self-worth or satisfaction it provides.

Paid work is more likely to be satisfying where people can find employment which matches their skills and abilities.

Unemployment can isolate people from society and cause them to lose self-confidence. Unemployment is associated with poorer mental and physical health, and lower levels of satisfaction with life.

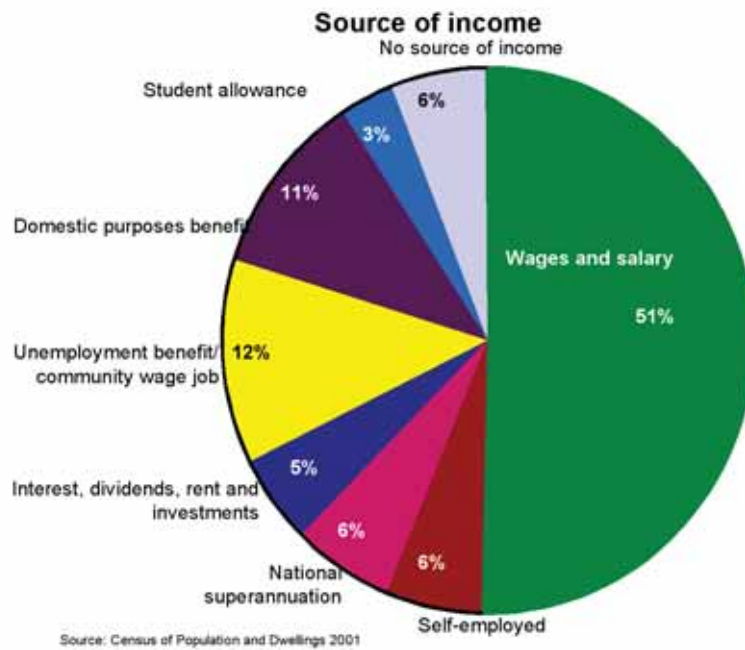
Source: Social Report 2005 produced by Ministry of Social Development.

2.5.1 Source of income for M ori in the Te Arawa rohe

Just over half of all Māori adults in Te Ārawa rohe (51%) received personal income from wages and salaries. The next most common sources of income for Māori in Te Ārawa rohe were the Unemployment Benefit/Community Wage Job (13.6%), and the Domestic Purposes Benefit (12.2%).

Māori adults in Te Ārawa and Tūwharetoa were less likely to receive personal income from self-employment (6.5%) and investments (6.8%), than Māori adults nationally. Te Ārawa rohe Māori were slightly more likely to receive personal income from National Superannuation (6.0%), and the Domestic Purposes Benefit (12.2%), than Māori adults nationally (5.2% and 11.1% respectively).

Figure 8 – Source of Income

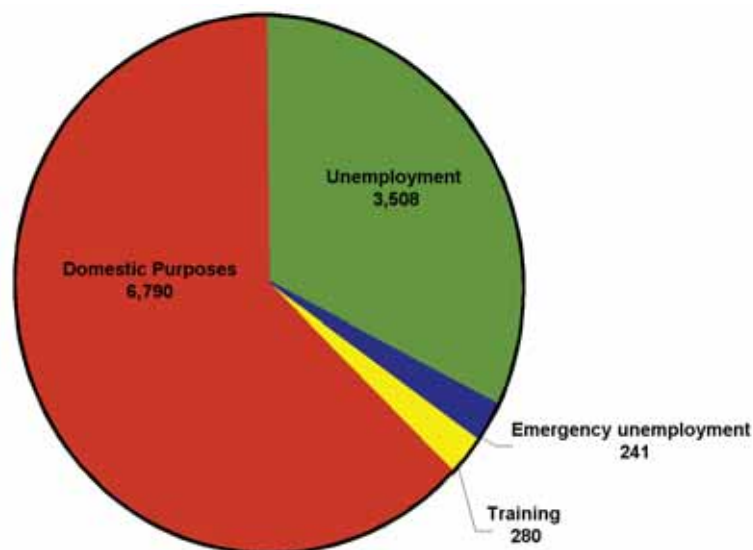


Source: Selected sources of personal income for Māori, 2001 reported in the 2001 Census Analysis by Te Puni Kokiri for Te Arawa and Tuwharetoa.

2.5.2 Māori beneficiaries in the Te Arawa rohe

10,819 Māori in Te Ārawa rohe receive their main source of income from a benefit with the main benefit being the Domestic Purposes (62%). While Māori make up 28.8% of population they represent 62% of beneficiaries in the Bay of Plenty region.

Figure 9 – Type of Benefits



Source: Ministry of Social Development Income and employment related administrative datasets for Mar-05.

Source: Benefits Data Bay of Plenty reported in the Māori Regional Labour Market Analysis by Te Puni Kokiri, September 2005.

2.5.3 Median Income

The level of financial return from paid employment is central to the quality of paid work.

The following table shows the median incomes for males and females in the Te Ārawa rohe by iwi.

Table 5 – median income per annum by iwi (male and female)

Iwi	Male median income (\$)	Female median income (\$)	Total median income (\$)
Tapuika	15,400	13,100	14,000
Ng ti Pīkiao	20,600	13,900	15,700
Ng ti Tahu	18,200	13,500	14,800
Tuhourangi	19,500	13,600	15,100
Ng ti Rangitīhi	18,000	13,300	14,500
Ng ti Whakaue	21,800	14,400	16,700
Ng ti Rangiwēwhi	21,200	12,800	15,500
Ng ti T wharetoa	17,900	13,100	14,500
Total M ori descent	19,900	13,600	15,600

Source: Iwi profile information produced by Statistics NZ based on 2001 census data.

Ngāti Whakaue has the highest median income followed by Ngāti Pīkiao and Tuhourangi. Males by iwi have significantly higher median incomes than females.

2.6 Social indicator 4 Economic Standard of Living

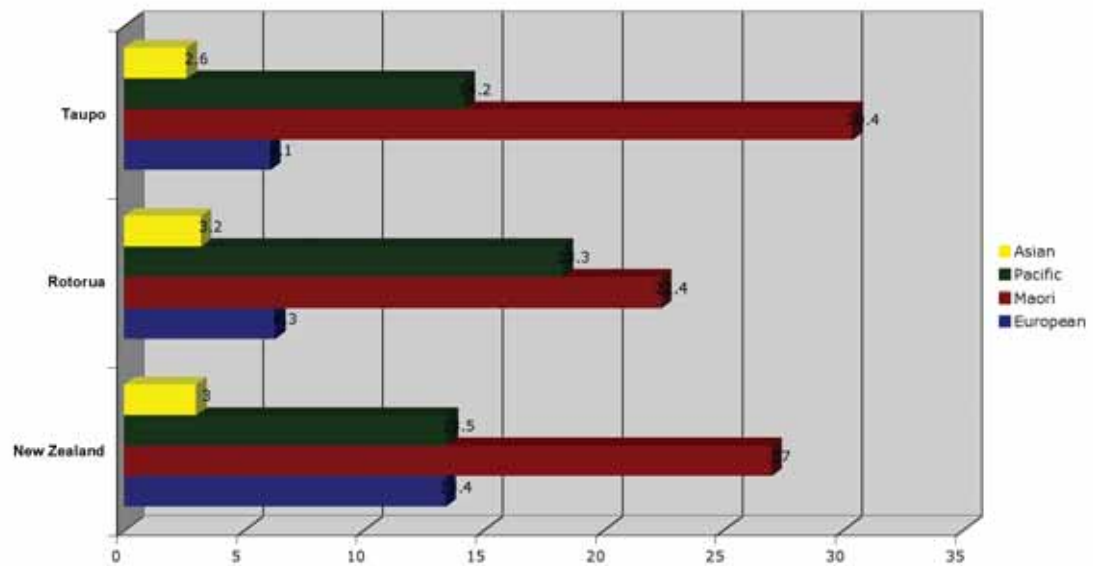
Economic standard of living concerns the physical circumstances in which people live, the goods and services they are able to consume and the economic resources they have access to. It is concerned with both the average level of resources in New Zealand as well as the distribution of those resources across New Zealand society.

Source: Social Report 2005 produced by Ministry of Social Development.

2.6.1 Housing Overcrowding

Overcrowding is the aspect of housing most directly related to health outcomes. At the 2001 census the average household size in the Rotorua Territorial Authority was 2.8 people and 2.6 people in the Taupo Territorial Authority compared with 2.7 for all of New Zealand. Crowded houses are more likely than others to be located in deprived neighbourhoods, be work-poor (have no working adults within the household), and have low incomes. Māori and in particular Pacific peoples are over represented in this category as shown in the chart below.

Figure 10 – Percentage of Crowded Houses by Ethnic Group, Lakes TA & NZ.



Source: Statistics New Zealand, 2001 census.

Crowding is measured by the Canadian National Occupancy Standard. The standard sets the bedroom requirements of a household according to set composition criteria.

2.7 Social indicator 5 Cultural Wellbeing

Culture refers to the customs, practices, languages, values and world views that define social groups such as those based on nationality, ethnicity, region or common interests. Cultural identity is important for people's sense of self and how they relate to others. A strong cultural identity can contribute to people's overall well being.

Identifying with a particular culture gives people feelings of belonging and security. It also provides people with access to social networks which provide support and shared values and aspirations.

Source: Social Report 2005 produced by Ministry of Social Development.

One measure of cultural wellbeing is the status of te reo Māori which is a central component of culture and a necessary skill for full participation in Māori society. The following table shows the percentage of Te Ārawa and Tūwharetoa iwi that have some level of te reo Māori.

Table 6 – number of te reo Māori speakers by iwi and age

Iwi	No.	<15 (%)	15-29 (%)	30-44 (%)	45-64 (%)	65+ (%)
Tapuika	474	42.0	37.3	46.3	63.2	100.0
Ng ti Pīkiao	1,632	29.9	32.6	32.9	40.3	63.3
Ng ti Tahu	249	18.2	20.6	20.2	26.2	29.2
Tuhourangi	627	38.2	37.3	36.4	47.7	67.9
Ng ti Rangitīhi	282	25.0	29.2	28.1	29.6	38.1
Ng ti Whakāue	1,359	26.0	29.5	25.2	29.4	46.3
Ng ti Rangiwēwhē	531	31.8	36.4	31.1	40.3	73.9
Ng ti T wharetoa	8,538	26.6	30.0	30.6	30.0	59.1
National M ori Avg		18.4	20.7	20.3	25.9	72.6

Source: Iwi profile information produced by Statistics NZ based on 2001 census data.

Other statistics that indicate cultural wellbeing in Te Ārawa rohe include:

- Te Ārawa has 3 kura kaupapa Māori;*
- Te Ārawa has more than 7 kohanga reo;*
- Te Ārawa rohe has over 30 Marae; and
- Te Ārawa kapa haka groups have won or been placed in the top three at the national kapa haka competition numerous times.*

* figures are for Rotorua only

2.8 Social indicator 6 Safety

Safety is fundamental to wellbeing particularly where violence and avoidable injuries threaten lives or reduce the quality of life for the victim and/or others.

2.8.1 Family violence

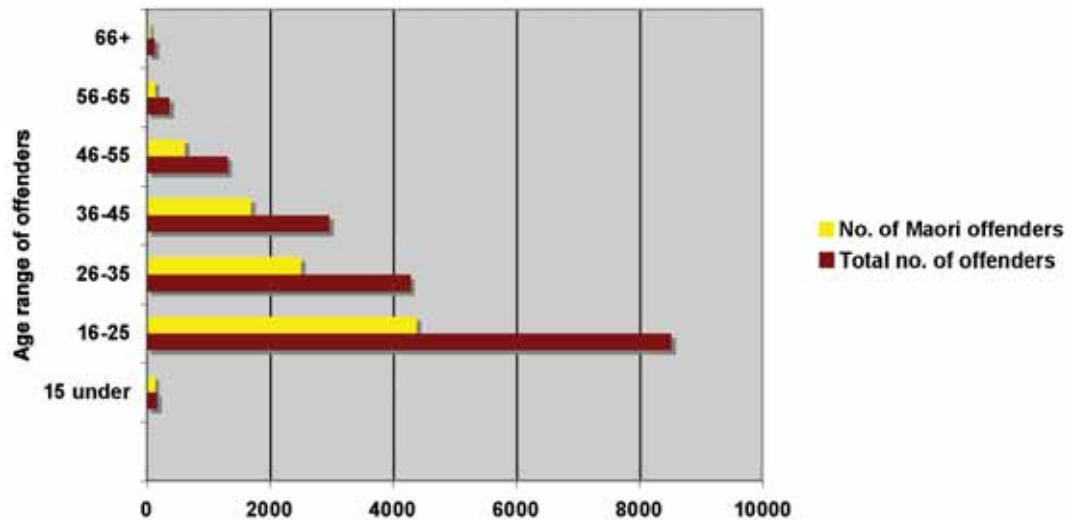
Information provided by the Bay of Plenty Police relating to family violence shows that family violence has risen 84% over the past five years with an average of 28 reports recorded each week. 42.6% of family violence offences involve serious violence.

Police records also indicate that a victim of family violence is most likely to be female, Māori and unemployed while a family violence offender is most likely to be male, Māori and unemployed. In the 2003/2004 fiscal year 1661 children aged 16 years and under were in a household where family violence occurred.

2.8.2 Criminal Offenders

Although crime in the Bay of Plenty has been declining the percentage of Māori who offend is significantly higher in the Te Arawa rohe than the national offending rate. Offender levels are particularly high amongst young Māori with 80% of under 15 year old offenders being Māori and 57% of 16 to 35 years old offenders being Māori. While Māori offenders are over represented in each age category Māori offender rates do decline from the 46+ years onwards.

Figure 11 – Offenders in Bay of Plenty Aug02 to Jun06.



Source: Rotorua Police statistics for Rotorua, Te Puke and Taupo.

2.8.3 Road casualties

Road deaths are a major cause of premature death, especially among young adults. Deaths, injuries and disability resulting from motor vehicle crashes inflict considerable pain and suffering on individuals, whanau and communities as well as on other road users, emergency service providers, health workers and others.

Mortality rates from motor vehicle accidents tend to be higher in Lakes DBH than they are nationally, particularly for Māori. Between 1997 and 2003 there were 2,299 hospitalisations as a result of motor vehicle crash injuries in Lakes DHB's region.

2.9 Social indicator 7 Social Connectedness

Social connectedness refers to the relationships people have with others. Social connectedness is integral to well being. This indicator measures opportunities for the level of connection between people, both within people's immediate social groups and within the wider community.

Source: Social Report 2005 produced by Ministry of Social Development.

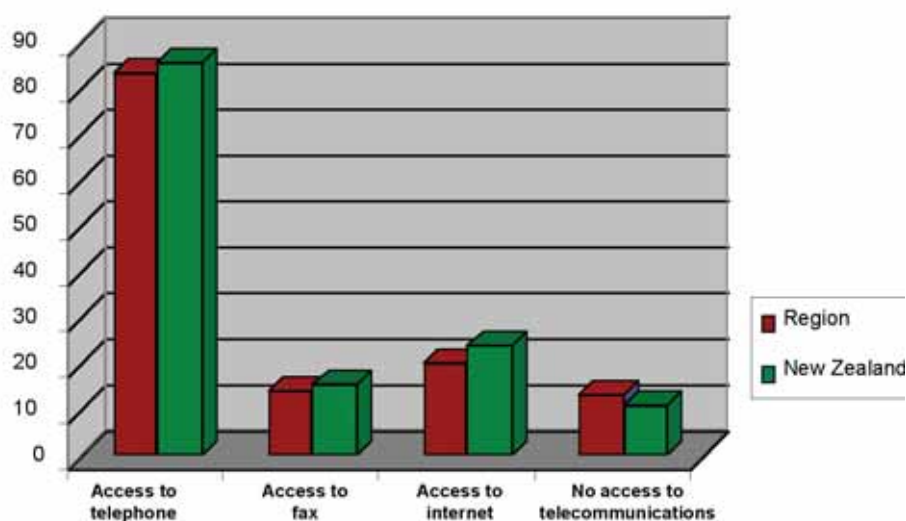
2.9.1 Internet access

Access to the internet is significant because it gives people more access to information and, as a consequence, more opportunity to engage with others. Both the phone and the internet enable people to keep in touch without seeing each other face to face.

Source: Social Report 2005 produced by Ministry of Social Development.

If we are to embrace the knowledge society then connectivity levels are important. Within Te Ārawa rohe Māori have worse internet access rates than Māori nationally. The following table shows the percentage of Maori in the Te Arawa rohe who have internet access.

Figure 12 – Access to Telecommunications.



Source: Statistics NZ 2001 census data.

Less than a third of Māori in Te Ārawa rohe have access to the internet.

Table 6 – Access to internet by iwi

Iwi	No. Internet Access	% of population
Tapuika	246	26.5%
Ng ti Pīkiao	1,125	24.7%
Ng ti Tahu	369	33.6%
Tuhourangi	420	28.5%
Ng ti Rangitīhi	279	29.0%
Ng ti Whakaue	1,494	32.1%
Ng ti Rangiwewehi	411	29.1%
Ng ti T wharetoa	6,681	25.4%
National M ori Average		28.7%

Source: Profiles produced by Statistics NZ based on 2001 Census data.

2.10 Economic indicator 1 Employment

In 2004, there were 19,014 Māori employed in the Bay of Plenty. The main industry in which Māori were employed was manufacturing with 2,909 employees. Other significant industries were agriculture, forestry & fishing (2,093) and retail trade (1,868).

2.10.1 Māori employment by industry

Table 7 – Māori employment by industry by occupation Bay of Plenty 2004

	Occupations									
	Legislators, Administrators & Managers	Professionals	Technicians & Associate Professionals	Clerks	Service & Sales Workers	Market Oriented Agricultural & Fishery Workers	Trade Workers	Plant & Machine operators & Assemblers	Elementary Occupations (inc residuals)	Total
Maori Employment										
Agric, Forestry & Fish	65	59	36	45	17	1,450	34	174	213	2,093
Mining	2		2				2	11	4	21
Manufacturing	115	52	117	175	35	90	385	1,228	712	2,909
Elec, Gas & Water										
Supply	2	2	2	11			2	9	9	37
Construction	40	22	43	46	12	22	475	373	160	1,193
Wholesale Trade	65	14	52	104	68	25	49	114	131	622
Retail Trade	199	20	59	238	863	25	196	104	165	1,869
Accom. Cafes & Rests	145	6	26	55	654	9	9	20	285	1,209
Transport & Storage	52	11	54	79	49	41	27	422	247	982
Communication										
Services	8	3	10	86	8			10	40	165
Finance & Insurance	23	17	28	94	9	3	6	14	17	211
Prop & Business										
Services	106	161	128	207	128	76	40	67	304	1,217
Gov Admin & Defence	40	62	156	179	40	13	3	13	67	573
Education	100	912	221	146	62	24	16	35	270	1,786
Health and Comm y										
Serv	69	313	247	167	521	14	11	11	121	1,474
Cultural & Rec Service	67	19	158	67	118	24	5	16	32	506
Personal & Other										
Services	66	69	94	74	226	46	6	60	92	733
Not elsewhere included	14	36	22	25	70	81	48	62	1,058	1,416
Total	1,178	1,778	1,455	1,798	2,880	1,943	1,314	2,743	3,927	19,016

Source: Labour Market Analysis BOP 05 Summary Points

Most Māori (3,928) are employed in elementary occupations. This is followed by service & sales workers (2,880), plant & machine operators & assemblers (2,744) and then market agricultural & fisheries workers with 1,943 employees.

2.10.2 Top 5 Industries for M ori employment

Table 8 – Top five industries by occupation groups Bay of Plenty 2004

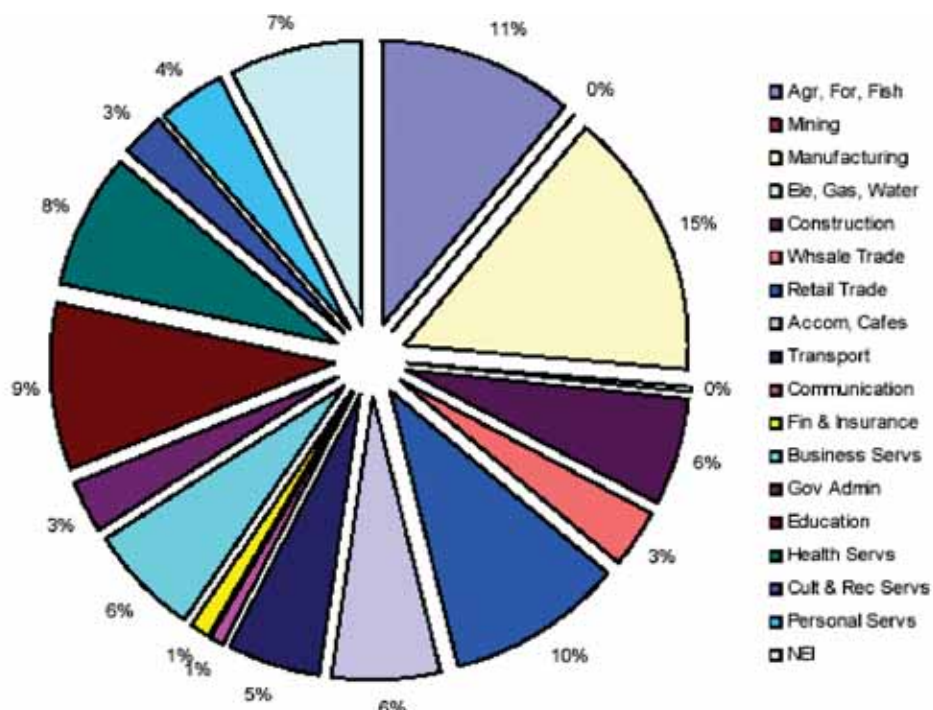
Rank	Total employment				Maori employment			
	Industry	Occupation	number	%	Industry	Occupation	number	%
1	Agric, Forestry & Fish	Market Oriented Agricultural & Fishery Workers	8,277	7.9	Agric, Forestry & Fish	Market Oriented Agricultural & Fishery Workers	1,450	7.6
2	Retail Trade	Service & Sales Workers	5,368	5.1	Manufacturing	Plant & Machine operators & Assmeblers	1,228	6.5
3	Education	Professionals	4,422	4.2	Education	Professionals	912	4.8
4	Construction	Trades Workers	4,026	3.8	Retail Trade	Service & Sales Workers	863	4.5
5	Manufacturing	Plant & Machine operators & Assmeblers	3,314	3.1	Accom, Cafes & Rests	Service & Sales Workers	654	3.4

Source: Source: Labour Market Analysis BOP 05 Summary Points

Retail trade is the largest employer in the Bay of Plenty region, accounting for 13% of employment. This is followed by manufacturing (12%), agriculture, forestry & fisheries (11%) and business services (10%).

2.10.3 M ori employment by industry group

Figure 13 – Top five industries by occupation groups Bay of Plenty 2004



Source: Labour Market Analysis BOP 05 Summary Points

2.11 Economic indicator 2 Entrepreneurs and Small to Medium Enterprises

The entrepreneur is a person acting as a primary enterprise initiator who accepts the risk of a business i.e. with the primary objective of making a profit, but also the possibility of incurring losses.

Small to Medium Enterprises (SMEs) make up the majority of businesses in Aotearoa and make a significant contribution to the economy in terms of employment and output. Māori tend to employ other Māori which in turn addresses employment issues and helps build the Māori economy. If the Māori economy is to flourish, the number of enterprise start ups needs to increase and the growth performance of existing enterprises must be lifted.

A recent report for the Global Entrepreneurship Monitor Aotearoa found that while Māori are great at starting up businesses, only 37% of Māori entrepreneurial start-ups survive three-and-a-half years, compared to 62 percent in the general population.

For New Zealanders, both Māori and non-Māori, wealth creation is not as important as independence. The typical New Zealand entrepreneur is an opportunity-based lifestyle entrepreneur, opting for work-life balance rather than wealth creation. The research also showed that Māori are not technology-shy and have much higher growth expectations than their non-Māori counterparts.

Using self employed as a proxy for entrepreneurship, the Te Puni Kokiri profile for the Te Ārawa region identified that Māori in the rohe were slightly less likely to be self employed (6.5%) than the national Māori average (7.5%) (see also sources of income graph). However, the iwi breakdown below highlights higher than national rates for all identified iwi groups of Te Ārawa waka, however these figures also include Te Ārawa descendants living outside Te Ārawa rohe.

2.11.1 Self employment by iwi

Table 9 – Self employed by iwi

Iwi	Self-employed (with employees)		Self-employed (no employees)		Self-employed (totals)	
	no.	%	no.	%	no.	%
Tapuika	12	3.6%	15	4.5%	27	8.1%
Ng ti Pikiāo	60	3.4%	102	5.8%	162	9.2%
Ng ti Tahu	15	3%	33	6.7%	48	9.7%
Tuhourangi	27	4.6%	21	3.6%	48	7.6%
Ng ti Rangitihī	12	3.6%	21	6.1%	33	9.7%
Ng ti Whakaue	78	4.1%	117	6.2%	195	10.3%
Ng ti Rangiwewehi	18	3.4%	33	5.7%	51	9.1%
Ng ti T wharetoa	255	2.7%	546	5.2%	801	7.9%
Totals	477		888		1,365	

Source: Iwi profile information produced by Statistics NZ based on 2001 census data.

Around 9% of Te Ārawa and 7% of Tuwharetoa are self employed. Te Ārawa men were more likely to be self employed (13%) than women (6%). Te Ārawa living outside the iwi were slightly more likely to be self employed than those living inside it.

A survey of Māori owned SME's in the Rotorua area is being undertaken so further data on the size, type, revenue and challenges faced by Māori in businesses will be available later this year.

2.12 Economic indicator 3 Collectively Owned Assets

Collectively owned assets are an integral part of the Māori economy nationally and even more so within Te Ārawa. This rohe has the highest concentration of Māori land blocks (over 1500), trusts and incorporations of any rohe in Aotearoa. Subsequently collectively owned assets represent a significant portion of the economic resource base of the rohe, making these assets essential to our future economic development.

Collectively owned assets include the assets of trusts, incorporations and iwi & hapū mandated authorities. Whilst anecdotal evidence from the research suggests the success and value of these organisations varies substantially the potential value of these assets combined was equally recognised. Te Ārawa rohe is endowed with rich resources and industries including: numerous lakes and the surrounding land; geothermal reserves; coastal property; commercial property; forestry; farming; and tourism. A substantial portion of these resources are Māori owned, for example 20% of land in the Rotorua district is Māori owned.

A survey was conducted with a sample of our larger trusts to gain a picture of the size and nature of these collectively owned assets. 18 Trusts participated in the survey providing information on asset values, debt levels, asset types and beneficiary distributions. A summary of the survey findings is presented below.

2.12.1 Te Arawa Trusts and Incorporations

Table 10 – Total asset values of trusts and incorporations

< \$5m	\$5m \$10m	\$10m \$25m	\$25m \$50m	> \$50m
Paengaroa North K Trust	Taheke Paengaroa Trust Waerenga East and West Incorporation Paehinahina Mourea Trust Haumingi No 3 Trust	Rotoiti 15 Trust Rotoma No 1 Block Incorporation Kapenga M Trust Tumunui Lands Trust Tautara Matawhaura Whanagamoia Trust Te Tumu Kaituna 14 Trust Rang tira E Trust Onuku Trust Kokako Trust	Ng ti Whakaue Tribal Lands Incorporated Ng ti Whakaue Education Endowment Trust Board	Pukeroa Oruawhata Trust

Source: Survey on Top 25 Te Arawa Trusts and Incorporations

The aggregate value of the trusts and incorporations surveyed is approximately \$350 – \$450 million with 35% of them turning over more than \$1 million per annum and the annual aggregated revenue of these trusts exceeds \$15 million.

The most common commercial activities the trusts and incorporations engage in include property development, farming and forestry. The majority are risk averse with over 70% of these trusts and incorporations having less than 5% debt-asset ratios. Trusts and incorporations also reported a high level of reinvestment with around 88% reinvesting one third of their profits back into the business. Over half of these trusts distribute up to 10% of their net profits in grants. Most grants comprise educational grants for tertiary students.

It should be noted that many Te Ārawa trusts and incorporations were not surveyed and therefore are not captured in this report. However in saying that we note the actual aggregate value of collectively owned assets in the Te Ārawa rohe is estimated to be close to \$1 billion. This report also does not cover any of Te Ārawa treaty settlements, which is expected to provide a further \$250 million to Te Ārawa collective assets.

2.13 Economic indicator 4 Māori Service Providers

Māori Service Providers are a growing part of the education, health & community service sectors which are relatively important in terms of output and added value. They play an important role in delivering services “by Māori for Māori” and are also more likely to employ Māori staff. They have become an important vehicle for developing Māori capability and servicing the grassroots. Within the area there are a number of MSP’s who contribute over \$7m annually to the economy.



KEY FINDINGS

3

3.1 Overview

The following key themes were identified from the findings:

- Economic potential;
- Social issues;
- Leadership;
- Collaboration;
- Te Ārawa (cultural strength);
- Changing attitudes;
- Collective strategy;
- Better utilisation of Te Ārawa rangatahi; and
- Strategic investment in education.

Each of these key themes is discussed below.

3.2 Economic Potential

Survey participants considered that Te Ārawa economic performance was only average even though there have been some individual successes by trusts and incorporations. However, given the amount and nature of assets that exist, many participants indicated that there was potential to improve the economic performance and in particular to maximise the return on collectively owned assets. Quotes reflecting these views included:

- *“Its [an] opportune time for this project actually to bring things together so everyone can see that we’re all in similar positions and [have the] potential to go forward”*
- *“We have the potential resource base. I think we have probably a greater range of resources. We’re [much more] fortunate than many others. It’s all waiting for these real clever ones to come and pull it together.”*

3.3 Social issues

The social profile of Te Ārawa clearly showed that Te Ārawa faced numerous social issues and fared poorly in the social arena. Those participating in the interviews, focus groups and workshops shared this concern and supported radical improvement in this area. Te Ārawa are generally over represented in poor health, family violence, road casualties and unemployment. In terms of education Te Ārawa participation at the tertiary level is slightly higher than the national Māori average.

There was also a general perception that Te Ārawa are asset rich but cash poor.

3.4 Leadership

It was widely acknowledged that there is a **lack of effective leadership** in Te Ārawa. Leadership in this context refers to strategic and collective leadership in developing, both

socially and economically within Te Ārawa rohe. It was accepted that leadership occurs at different levels and there are many types of leadership necessary for Te Ārawa to develop effectively. Despite a lack of collective leadership the findings did highlight that good leadership by some individuals, hapū and organisations is occurring in isolation. There was strong support for creating a unified voice and or entity to lead the collective development of Te Ārawa while simultaneously strengthening the existing leadership. Although hapū and organisational leadership is necessary, it should not hinder other organisations developing nor should the advantages of collective strategies be ignored.

A number of factors inhibiting Te Ārawa leadership were identified including:

- lack of support (people, systems and resources) for leaders;
- lack of effective leadership skills in both te ao Māori and te ao Pakeha;
- leadership focus is largely fragmented and parochial, whilst hapū or organisational leadership is necessary, it should not hinder the development of other organisations and should not ignore the advantages of collective strategies;
- lack of development initiatives for our current and future leaders; (e.g. leadership development programmes, succession planning and mechanisms for identifying future leaders);
- lack of clarity regarding who should lead collective development and how that should occur; and
- attitudes that are not conducive to supporting collective leadership (such as the tall poppy syndrome, jealousy and rivalry).

Quotes reflecting these views of leadership include:

- *“At the centre of our woes is a paucity of leadership skills along with...tribal differences – bloody petty politics and puhaehae really”*
- *“I get frustrated for my generation... because our leaders are picking us [apart] and they should be pulling us together”*
- *“I have no problem with multiple leaders but in terms of Te Ārawa development we’re all going in our own directions”*
- *“... leadership I would say is a key opportunity and being generous in supporting that leadership”*
- *“But it’s traditionally the way of Māori that we cut them off at the neck if we can, or the knees, or wherever we can, that tall poppy syndrome”*
- *“I think its [leadership is] chequered at the moment quite frankly. By chequered I mean I think we have a potential to get a grouping of people together to do a lot of leading in this city as a group combined”*
- *“Leadership is a skill set at a specific level”*
- *“...in the bigger picture we’ve got to be able to think wider... most people say the benefits are much higher when there is a collective approach rather than an individual”*

3.5 Collaboration

It was widely acknowledged that Te Ārawa development could be accelerated if there was more collaboration amongst hapū and other Te Ārawa organisations. The benefits of collaboration economically, socially and politically are significant and pivotal to Te Ārawa development. There are some examples where trusts and incorporations have successfully collaborated however there is significant scope for further collaboration and in particular strategic collaboration.

Participants identified that for collaboration to succeed it must be based on mutual benefit. There was also a strongly held view that hapū autonomy has an important place in Te Ārawa development and it needs to be recognised in any collective collaboration. Many participants supported further hapū collaboration to form a united voice for Te Arawa. This was seen to have huge political benefit for Te Arawa.

The following factors that negatively impact on collaboration were also identified:

- Current structures and legislation are not conducive to collaboration (e.g. three separate bodies for three separate Te Ārawa treaty claims);
- Attitudes are not conducive to collaboration and there is too much focus on “this is mine and not yours”, personal pride and a high degree of mistrust;
- Fragmented organisations working in isolation with few effective forums for sharing knowledge, strategic thinking and networking;
- Lack of information and communication within many organisations who are consequently uninformed or misinformed which reduces their ability to evaluate the benefits of collaboration; and
- Repetition and duplication of resources resulting in inefficiencies and wastage.

Although there was strong support for collaboration many thought that consolidating assets is a much more challenging prospect.

Quotes relating to collaboration included:

- *“I see huge value in collaboration, in economic collaboration. Not forced, no, genuine value-added opportunities”*
- *“Strategic alliances I think are the way forward for us because some of the smaller and weaker trusts do need the assistance of the bigger ones and I think there’s whakawhanaungatanga...its natural for us to be looking to our neighbours and our other whanaunga around the rohe to put together”*
- *“At the moment they pick us all off and I’d love to see us all just come together and not be able to be broken apart and not to be able to be picked apart”*
- *“Our own political entity and governance entity and ability to negotiate with government to be a very strong voice against local governments, regional councils, all that stuff”*
- *“I think the formation of our corporate entity is the biggest opportunity we have at this moment”*
- *“I don’t know if we’ve ever sat down around one table and then thought if we pooled our money could do this and we could do that”*

3.6 Te rawa

Te Ārawa is widely recognised for their culture. It is a unique strength of who we are and our place in the world. Those participating acknowledged and appreciated that we have maintained our kawa and tikanga and that our marae function effectively. Some participants consider our marae are substantial resources that could be better utilised to aid whanau and hapū development. We are also recognised widely for our kapa haka achievement both nationally and internationally. Despite Te Ārawa being widely recognised and often strong and united as Te Ārawa when travelling outside the rohe several participants thought that we fail to celebrate our collective Te Ārawa identity amongst ourselves. Participants supported the notion that more opportunity should be created for Te Ārawa to celebrate our collective identity.

The findings highlighted that kawa is fundamental to cultural identity and our ability to succeed in the global environment is strengthened from it. This gave rise to a concern that we need initiatives to ensure tikanga and te reo are not only maintained but strengthened. Participants commented that the decreasing number of kaumatua and skilled people to replace them further compounds the survival and integrity of our culture.

There was some concern that there were few ways for Te Ārawa descendants living outside the rohe to access information and stay informed about Te Ārawa kawa, tikanga, matters and events.

Quotes supporting the value of Te Ārawa culture and identity included:

- *“My kuia and my dad... There was that pride. It was fierce pride when they stood up. They knew who they were. You were taught... know who you are and what you are. So if we're going to preserve Te Ārawa and all this economic development and stuff we better start thinking about how to preserve who we are as well.”*
- *“I'd love to go and sit down and just sing waiata and patere and learn but I can't get there. A CD would help me a lot. I could put it in my car, sing it on the way to Auckland and by the time I got there I would know it.”*

3.7 Changing Attitudes

A consistent message emerging from the interviews and workshops was that “the greatest barrier to our development is ourselves”. The attitudes, beliefs and expectations can seriously impact on our development. There was a widely held view that these attitudes need to change if we want to develop both individually and collectively. Poor attitudes permeate personal thinking, organisations and hapū and therefore inhibit our ability to develop and work together effectively.

Some of the specific attitudes identified included:

- Not taking responsibility for our own development;
- Tall poppy syndrome;
- Grievance mode rather than development mode;
- “She'll be right” mentality resulting in not setting high enough standards;

- Jealousy;
- Patch protection; and
- Blaming others for our lack of development.

Quotes reflecting some of the attitudes above included:

- *“Tribal pressures...allow them to grow themselves because they might be the youngest in a family and prevented from having an opportunity when in fact they probably have got more intellect and a developmental mind than maybe others who are senior in their family”*
- *“I get concerned about this whole district and I think that this district does not aim high enough. It’s far too accepting of a low performance and therefore it lets its own selves off too easily and it let’s the district council off too easily.”*
- *“Now at the moment I just see rivalry and jealousy and inter-fighting and I say to myself, hello!, do you people want to win or not”*
- *“They keep looking to government and do you know what? The government never delivers. And why? Because it can’t. No government can lead your life for you.”*
- *“So celebrating success and celebrating each other and all that sort of thing is all part of it. That’s why the people side of things is terribly important and believing in what you can achieve”*
- *“So understanding what can be achieved is huge. What you can do in life is hugely important and a lot of that’s to do with being with people who are celebrating success as a group of people. Then a light bulb goes on, oh shit if he can do it, I can too – and repaginating then away you go”*
- *“Government can only facilitate. Government cannot do it for you.”*

3.8 Collective Strategy

There was a common view that we lacked a strategic outlook for collective development. Although some hapū and other organisations are establishing their own strategies we are failing to maximise benefit that could be gained from developing a collective Te Ārawa vision.

The findings identified a number of factors that inhibit Te Ārawa forming a collective strategy including:

- Lack of leadership at a strategic level;
- Reluctance of some organisations to contribute to a collective strategy;
- Little understanding and thought leadership of what a collective strategy might look like and how it will deliver value to the rohe;
- Little understanding on how a collective strategy can cater for smaller groups such as whanau, hapū, trusts and incorporations.

Quotes supporting a collective strategy included:

- *“Why are we doing this? And you see there can only be one reason that will live on – and that is for the people”*
- *“today we’re going to start thinking as Te Ārawa and we’re going to do things to benefit and grow Te Ārawa. That’s a very simple message. Okay everybody, how can we do that? And what is it we’re going to do? How are we going to do that money-wise? You can pick out all the things you can do immediately. Bang – there they are.”*

3.9 Better utilisation of Te Ārawa rangatahi

There was strong support for the view that Te Ārawa needs to better utilise the skills and experience of rangatahi. This view was repeated by participants across all generations. It was commonly acknowledged that the global and competitive worlds call for a range of skills and knowledge if Te Ārawa are to participate effectively. Many believed that more rangatahi need to be involved in decision making that effects Te Ārawa.

Factors that influence rangatahi involvement were identified and included:

- Many rangatahi are choosing to live outside the rohe in pursuit of bigger and better opportunities;
- Rangatahi are not being promoted to decision making roles because selection criteria place more weight on traditional skills sets (e.g. knowledge of tikanga, kawa or reo) as opposed to legal, accounting or business skills that may be more or equally relevant;
- Traditional models of thinking (e.g you can not be a decision maker unless you are the tuakana), are not conducive to encouraging rangatahi to become involved in decision making;
- Educational investment in rangatahi is too passive (i.e. no bonding); and
- There is little incentive or career paths available to encourage rangatahi to return and participate.

Quotes supporting rangatahi involvement included:

- *“I don’t think there’s been enough emphasis on the young people, mentoring them to take over in positions of authority and also in those positions where their knowledge is going to be used to come and drive forward the strength and health and happiness of Te Ārawa”*
- *“It’s about just being able to discuss things, to have some kind of open forum where we can bounce ideas around and there’s an outcome to it, it’s not just a talk fest. Yeah, and there are some good young minds coming into it too now days and it’s about getting more of that on the table”*
- *“And then for Te Ārawa of course the problem of people [who] are being educated and they’re leaving. They don’t stay here because there are a lot more brighter lights and opportunities in other parts of the world”*
- *“why would the qualified lawyers, accountants etc that can go and earn mega dollars in the big cities, come back here and look at these organisations (Māori trusts and incorporations) for \$150 per meeting? They’re probably looking at \$200, \$300, \$400 an hour.”*

3.10 Strategic Investment in Education

Te Ārawa has a proud history of investing in education, with well over \$2 million per annum provided for education purposes. However there was wide agreement that no real planning goes into educational investment. The findings highlighted that we need to consider more strategic models of investment that more effectively contribute to Te Ārawa development. Some of the key points made about education investment included:

- There is little monitoring and reporting on education investment outcomes (e.g. the number of scholarship recipients who have qualified);
- No identification of skills and knowledge gaps that could be addressed through education (e.g. Tūwharetoa identified that their rohe requires doctors, marine biologists and foresters, however of 1000 educational grants there was only 1 forester).
- There needs to be an understanding of the skills we require and a deliberate focus on developing people in those areas.
- There are no clear and promoted career paths to encourage students to work in the rohe post qualifying.
- There is a lack of collaboration among trusts and incorporations funding these investments to consider more strategic and effective models of investment.

3.11 Success stories

There has been some great success stories among our trusts and incorporations several of which are presented below.

Pukeroa Oruawhata Trust – Commercial Property Development: This trust has grown their asset base from a bare piece of land in 1993 worth \$5 million to over \$70 million worth of assets. The trust had the foresight and fortitude to develop the land and buildings to gain higher rentals and attract better tenants. Pukeroa Oruawhata's land has become the centre of retail activity in Rotorua hosting many large retailers such as; The Warehouse, Harvey Normans, Rebel Sports, Noel Leemings and Bond & Bond.

"If you look at Pukeroa Oruawhata who's taken a bare piece of land in 1993 and they now have \$70 million worth of assets and they're one of the most successful Māori organisations in the country".

RML Limited – Collaboration Commercial Property: RML Ltd is a consortium of Trusts from Ngāti Tamateatutahi Kawiti (Ngāti Pikiao sub tribe) who combined finances to purchase a commercial property in Rotorua. Some trusts contributed \$10,000 while larger trusts contributed close to \$100,000. This example illustrates the benefits of collaboration as individually these trusts would have struggled to purchase the property. It also provides a potential model for other Trusts to follow.

Te Ārawa Future Farming Trust – Strategic Investment in Education: This initiative involves several Trusts with farming interests who have pooled resources together to fund a farming cadet scheme. Many farms were struggling to attract labour, particularly our own people to work the land. The scheme is aimed at encouraging and up skilling rangatahi Māori to take up farming as a vocation. The scheme has just completed it's first year of training with 7 graduates qualified to take on farming jobs. This Trust demonstrates the benefits of economic collaboration by leveraging off the common interests and challenges (farming labour shortages) of numerous trusts in the rohe.

“Here’s something practical, training which will get some of the beneficiaries...back into working on their own land because there’s been a real dearth of them in the past few years.”

Haumingi No 3 Trust – Economic Collaboration and Property Development: This Trust has significantly improved the value of their land and the cash flow they receive from leases. Approximately 10-12 years ago on expiry of existing leases the Trust chose to borrow money from another incorporation to make improvements to the land to attract higher paying tenants. This joint venture has led to the Trust improving the value of their land to \$5 million and generating a cash flow in excess of \$100,000.

Tuaropaki Trust – Geothermal Power: The Tuaropaki Trust is currently engaged in three key business areas including food (dairy, sheep, cattle, deer and glasshouse horticulture), energy (electricity generation) and communications (satellite/wireless). Despite the Trust exemplifying characteristics of a modern corporate its underlying philosophy is steeped in tikanga. The mission of the Trust is “to be at one with the taonga”. In 2000, Tuaropaki opened its first power station at Mokai and in 2006 the second power station opened.



RECOMMENDATIONS

4

4.1 Background

Opportunity, risk, courage, collective commitment, community conflict, dynamic leadership, confidence, karakia, mana, mauri, wairua, whānau, aroha, pain, joy, and a journey towards a barely perceived destiny. These are some of the things that we share in our modern lives with the lives of our ancestors Ngāti Ohomairangi a thousand years ago who, under the leadership of Tamatekapua and the guidance of Ngatoroirangi, left Hawaiki to voyage to this place. Their achievements established Te Ārawa mana over our rohe mai i Māketu ki Tongariro, a mana that was staunchly defended down through the centuries.

In the 1800s with the arrival of Tauīwi, Te Ārawa began to experience a new and powerful pressure on our land and resources. By the early 1900s Government pressure had centred on wresting the lakes from Te Ārawa ownership. One outcome for Te Ārawa in losing our lakes was the formation of the Te Ārawa Trust Board to administer the annuities received. Despite being a tauīwi construct imposed on us by legislation, Te Ārawa adapted and extended the functions of the the Trust Board to serve a much greater role than simply administering the lakes annuity. Te Ārawa Trust Board became a mangai for the iwi, developed commercially, collated and housed research, and provided welfare to the people of our waka.

Now as we enter the era of the knowledge society we need to respond to new challenges with new ideas that carry our waka forward with the strength of those who have guided us in the past.

- What kind of leadership will we need?
- What structures will suit our distinctive needs?
- How can we use the talents and skills of our people?
- What are the longstanding barriers that are inhibiting our development?
- How do we grow our overall capability?

Ngāti Ohomairangi overcame their challenges and realised their opportunities. Can we do the same?

4.2 Create an environment for change

Moving into the knowledge era will require change, the following guiding principles should underpin that change.

- We must manage our resources with professionalism and prudence so we exploit opportunities but take calculated risks that grow our asset base.
- We must challenge and overcome the myriad social problems that inhibit our development and restrict our choices.
- We must ensure our Te Ārawatanga remains an engaging and enriching part of our lives.
- We must ensure, as a youthful society, that belonging to Te Ārawa remains relevant and accessible to our rangatahi thereby enhancing their chances of success in the world.
- We must create a sense of urgency to take action and rise above the day to day challenges that stifle development.

Taking into account the above principles the following seven recommendations are provided as the initial steps on this journey: Te Hekenga Nui – Te Ārawa rohe and a knowledge society.

4.3 Recommendation 1 Te Ārawa Rohe Think Tank and Institute of Leadership

Te Ārawa ūpokokitak tūtai

Purpose: provide leadership and direction.

Actions we can take:

- Set up a working group of existing and emerging Te Ārawa rohe leaders, to progress the development of a collective vision and strategy for our rohe and to oversee some initial projects.
- Develop an Institute of Leadership to identify the various levels and current state of leadership within Te Ārawa rohe. Develop models of leadership that will take Te Ārawa into the knowledge society and global economy. Deliver or source appropriate programmes to ensure Te Ārawa rohe leadership is developed.
- Establish a Te Ārawa Whare Wānanga as the central organization where thinking as well as research and development pertaining to Te Ārawa can occur. In the short term, explore relationships with existing tertiary institutions.

4.4 Recommendation 2 Collaboration Framework

Ēhara taku toa i te toa takitahi, engari taku toa, he toa takitini

Purpose: leverage our collective strengths.

Actions we can take:

- Identify two projects, one economic and the other social, that focus on a priority area, to complete as collaborative projects.
- Establish a framework to validate and encourage greater collaboration in our development by:
 - Fostering a culture of greater cooperation, information sharing and joint enterprise amongst our people.
 - Expanding clusters of common industries, resources, and infrastructure across the rohe.
 - Establishing avenues for other stakeholders to engage and interact with identified clusters, e.g. government agencies, CRI's, private sector, local authorities, tertiary institutions.
- Showcase, develop, and disseminate case studies of successful collaboration e.g. Te Ārawa Farms.

4.5 Recommendation 3 Strategic Capability Building

Whāia te mātauranga hei whītiki mā te iwi hei toa ai.

Purpose: invest strategically in our people.

Actions we can take:

- Identify areas of future labour market demand and Te Ārawa rohe workforce needs and encourage rangatahi to pursue careers in areas that will accelerate our development.
- Complete a skills database to identify our current people capability.
- Develop an education investment strategy and investigate the efficacy of current education investment such as grants, scholarships, professional development funding, secondments and trade training.
- Encourage Maori in Te Ārawa rohe to embrace life long learning beginning with ensuring that everyone has foundation skills such as numeracy and literacy.
- Encourage greater participation by Maori in regional, sector and industry decision making so that Maori needs are addressed.
- Build relationships with education institutions whereby Te Arawa recommends the type of courses we require for our development.

4.6 Recommendation 4 Te rawa Rangatakap and R waho Forums.

Ma tini ma mano, kia māmā te mahi, heoi ano, tōna pai

Purpose: utilise our existing talents and expertise.

Actions we can take:

- Integrate these groups into the tribal infrastructure.
- Establish forums to tap into the collective expertise and skills of rangatakapū and rawaho.
- Host Hui Tuakana 2007, a rangatakapū hui, in Rotorua.
- Identify opportunities to build relationships and promote intergenerational transfer of knowledge from pakeke through to rangatahi.

4.7 Recommendation 5 Ng Taonga Tuku Iho

Ngā kākano i ruia mai i Rangiatea

Purpose: the retention and relevance of our tikanga and kawa for today

Actions we can take:

- Continue to facilitate the knowledge transfer of nga taonga tuku iho (Te kawa o Te Ārawa, te mita o Te Ārawa, nga tikanga-a-marae, a-tangata, a-rohe, etc) in conjunction with Te Pukenga Koeke o Te Ārawa, hapū, whānau and education institutions.
- Through wananga explore areas where our tikanga and kawa need updating for today's

environment.

- Build upon initiatives such as kapa haka and wananga taiaha that engage Te Ārawa rohe rangatahi in our culture.
- Investigate the use of IT and other mediums for facilitating knowledge transfer, e.g. CDs with moteatea, video conferencing of kawa and tikanga wananga, use of websites.

4.8 Recommendation 6 Information and Communication Strategy

Te kai a te rangatira, he korero.

Purpose: keep people informed and inspired by sharing information.

Actions we can take:

- Develop a communications strategy in conjunction with key organisations (iwi authorities, trusts and incorporations, runanga) throughout the rohe who can contribute to the content, planning and implementation of the initiative.
- Identify existing resources that can assist Te Ārawa to build sustainable communication channels.
- Promote information vehicles such as websites, wananga, dvd archives, etc, amongst our people, particularly our rangatahi and whanau living outside the rohe.

4.9 Recommendation 7 Te Ārawa Festival

He Whaititiri ki te rangi, ko Te Ārawa ki te whenua.

Purpose: keep Te Ārawa people connected and celebrate our successes.

Actions we can take:

- Establish a regular Te Ārawa festival to celebrate 'Te Ārawatanga'. Seek where feasible to integrate existing events such as kapa haka, Te Papa Takoro o Te Ārawa and sports awards into this occasion.
- Develop a Te Ārawa tohu and merchandise as physical symbols of kotahitanga for our tamariki and rangatahi.
- Showcase our successes and role models to increase the exposure that rangatahi have to positive influences in their lives.

