

A Strategy

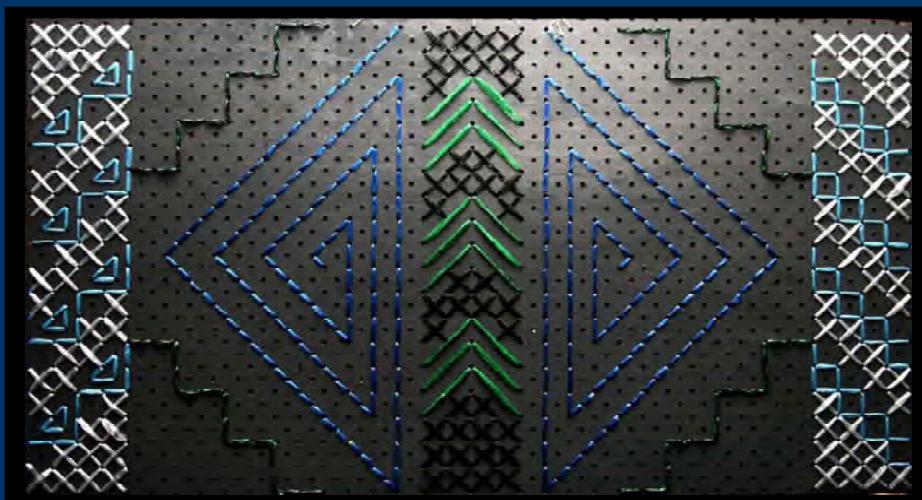
for

Māori Economic Development and Well-Being

In

Kāpiti

2013



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1.1. Whakarāpopoto Kōrero - Introduction

Māori economic development is important not only for Māori, it is important for New Zealand's overall economic performance. In Kāpiti, tāngata whenua are making a strong economic, environmental, social and cultural contribution at a local, regional, national and international level. As iwi settle historic grievances through the Treaty settlement process, we are poised to become powerful leaders in the economic future of the whānau, hapū and iwi groups on this coast. Treaty settlements add to the asset base supporting an increase in the number of Māori employers and self-employed individuals.

For Māori, economic wellbeing is a concept which:

- is individual and whānau/ hapū and iwi based;
- links tāngata whenua to the district;
- contributes to the wider community;
- is inclusive of building opportunities for all Māori;
- is holistic - not just about business but including health and wellbeing;
- is inclusive and encompasses – land, water, forests, coastal, moana etc;
- is inclusive of existing businesses, knowledge transfer and mentorship; and
- may provide opportunities to explore partnerships post treaty settlement.

As tāngata whenua, our migration to this region can be traced to the early 19th Century. Te Rauparaha, one of the leading chiefs of Ngāti Toa Rangatira, urged the people to migrate to the Kāpiti region in the south, where there was an abundance of land and resources, and greater opportunity to trade with Pākehā. Establishing the wealth and prosperity of our people was as much a priority then as it is today. Tāngata whenua are pleased to partner with the Kāpiti Coast District Council (the Council) to develop this Māori Economic Development Strategy.

1.2. Partnership statement

Mana whenua of the Kāpiti District are pleased to enjoy an ongoing and productive relationship with the Council. The iwi partnership group, Te Whakaminenga o Kāpiti, established in 1994, consists of members from Ngāti Raukawa ki te Tonga, Te Āti Awa ki Whakarongotai, Ngāti Toa Rangatira and the Council. This group have committed to forging a relationship of mutual benefit that will develop into an effective and meaningful partnership. The function of the group is to partner in the strategic planning of the district's resources.

During the development of the first Long Term Plan (formally, The Long Term Council Community Plan), tāngata whenua through a series of workshops with whānau and hapū groups established their vision for the community. Te Whakaminenga o Kāpiti continues to ensure that tāngata whenua aspirations are integrated within the Council planning and implementation documents.

Their vision is based on four main principles.

- Principle One - Whakawhanaungatanga/Manaakitanga: the marae as our principle home
- Principle Two - Te Reo: that the language is nurtured across the district
- Principle Three – Kotahitanga: Working together we can ensure that our District's heritage, cultural development, health and education flourish
- Principle Four - Tino Rangatiratanga – to exercise self determination and self governance within the community.

With regards to Economic Development, we are specifically interested in ensuring that tāngata whenua economic development strategies are fostered. These principles will form the approach with which Council and tāngata whenua will progress a partnership which is mutually beneficial to each party within Māori Economic Development.¹ The full vision for tāngata whenua is included as Appendix One.

¹ Full explanation of these principles included in Appendix One

1.3. Who is this strategy for in Kāpiti?

The *mana whenua* of the Kāpiti rohe are Te Āti Awa ki Whakarongotai, Ngāti Raukawa ki te Tonga through Ngā Hapū o Ōtaki, Ngāti Toa Rangatira, including their whānau and hapū. Our three iwi combine on issues of mutual significance under the ART Confederation. Any issues of significance can be tabled, discussed and an agreed process of further consultation or action decided on. As tāngata whenua we believe that an iwi focused approach to Māori economic development should be taken within the District. The strategy will prioritise the development and maintenance of activity that will compliment the well being of tāngata whenua and mātāwaka (Māori from other areas) of the district.

The Māori population is young and is predicted to grow by 20% over the next fifteen years from 2011 to 2026. In the future, Māori will make up a larger proportion of the workforce.² Our priority is to ensure that we position our young Māori today so that they can influence and contribute to New Zealand's economic future. The Māori economy comprises all individuals, households, businesses and collectives that self-identify as Māori. This includes Māori entrepreneurs active in individually owned businesses or small to medium enterprises, as well as the contribution of Māori employees' earned incomes.³

While the Māori economy is highly integrated into the New Zealand economy; there are features, such as demographics, cultural values and traditional knowledge that make the Māori economy different. These differences need to be recognised and acknowledged.⁴

For the purposes of this strategy, we have identified that this strategy must accommodate a diverse range of players, from Māori individuals in the labour market, to the self-employed running Māori businesses, to tribal and pan-tribal Māori commercial entities. Our groupings may include:

- Whānau, hapū and iwi from the ART Confederation;
- Mātāwaka;
- Local, regional and national government; and
- Sectors including tourism, training, employment and development and enterprise.

We will look to influence:

- participation and skills for Māori in education and the workforce;
- relationships among Māori and between Māori and others at all levels; and
- actively search for new opportunities – in resource use and ideas.

² The proportion of the workforce who are Māori is predicted to increase by 8.4%, from 13.1% in 2006 to 14.3% in 2026. See Statistics New Zealand (2010) *National Ethnic Population Projections: 2006 (base)-2026 Update* Wellington, New Zealand.

³ BERL, (2011) *The Asset Base, Income, Expenditure and GDP of the 2010 Māori Economy*, Wellington, New Zealand.

⁴ Māori Economic Development Panel Discussion Document

1.4. *The Vision - Working with local iwi to maximise Māori potential through economic development*

In 2011, Council commenced work on an economic development strategy for the District. Early in this process, tāngata whenua expressed a clear desire to establish an iwi focused economic development strategy. This strategy would ensure we could ensure our unique features as tāngata whenua and concepts for economic wellbeing are entrenched in our approach for our own economic wellbeing. As tāngata whenua, we wanted to ensure that our strategy would clearly link tāngata whenua to the district;

The strategy aims to build and leverage the collective resources, knowledge, skills, leadership and capability that will better position Māori to maximise their potential. The strategy is specifically focused on laying the foundation for the future and is based around three themes:

1. Manaakitanga – leveraging the potential of rangatahi and building whānau capacity
2. Kaitiakitanga – Whatungarongaro te tangata toi tu te whenua – working with the whenua
3. Kotahitanga - supporting whānau to achieve economic wellbeing – capacity, collaboration, innovation and Māori Business

1.5. *The Strategy*

Manaakitanga – leveraging the potential of rangatahi and building whānau capacity

Lifting Māori educational and skill levels and ensuring stronger Māori participation in the workforce is critical in strengthening the Māori economy, improving whānau wellbeing and creating the conditions for whānau to be financially secure.

This includes:

- assisting whānau and hapū develop their own plans for economic development;
- preparing rangatahi for career choices by building linkages with secondary and tertiary sectors;
- supporting rangatahi to access industry training courses;
- linking with training providers to facilitate relationships that enhance rangatahi completion to courses;
- working with existing education providers to improve communication between supporting transition courses;
- strengthening information on employment opportunities through apprenticeships.

Outcome

The outcome of focusing in this area will be to explore potential and create leaders amongst our rangatahi.

Indicators of success include:

Rangatahi will

- Understand their own goals/values/beliefs
- Be in charge of their own future including study, employment and commitment to raising healthy and happy whānau

Kaitiakitanga – Explore sustainable utilisation of the land

Working with iwi to increase the use of under-developed and/or degraded Māori owned land and maximise the value produced from it.

This includes:

- Working with iwi to increase the use of under-developed and/or degraded Māori owned land and maximise the value produced from it.
- Surveying potential use of land for biofuel crops including:
 - Miscanthus
 - Manuka for charcoal production
 - Delycatenus – Eucalyptus trees

Outcome

The outcome of focusing in this area will include:

- Farm/ land Development Plans completed
- Papakainga Development

Kotahitanga - supporting whānau to achieve economic wellbeing – capacity, collaboration, innovation and Māori Business

Whānau are the foundation of the Māori economy. This plan builds opportunities to whānau, shifting the focus from relying on iwi for Māori economic development. This means developing actions and initiatives that allow whānau to achieve economic self-determination. It also involves identifying opportunities for involvement in innovative and clean tech businesses, for example, opportunities at the Clean Tech Centre, such as Little Greenie House – energy efficient sustainable housing.

Outcome

The outcomes of focusing in this area include:

- Using land for growing bio-fuel crops
- Exploring sustainable house models including sand bags and straw bale houses

1.6. Funding

Through the 2012 Long Term Plan, the Council has set aside funds as follows:

Māori economic development fund	2012/13	2013/14	2014/15
Supporting the working party	5,000	5,000	5,000
Projects	35,960	47,838	60,435
Total	40,960	52,838	65,435

This fund will be managed on an annual basis by an application process approved and overseen through Te Whakaminenga o Kāpiti (Appendix Two). There may also be other sources of funding available to iwi to carry out economic development projects, for example, from Te Puni Kokiri, Treaty Settlements, and overseas investments.

1.7. Operating principles

In implementing this strategy, iwi will seek to:

- Develop capacity further for iwi activities
- Provide leadership and direction
- Leverage relationships and opportunities to partner and/or link into other economic development projects, for example, the Clean Tech Centre and Council's business support person
- Broker opportunities - for iwi, whānau, hapū, and businesses

1.8. Summary of economic development strategy

	2012/13	2013/14	2014/15
Manaakitanga (youth and family)	<p>Support training opportunities focused on building the leadership and potential of rangatahi</p> <p>Support rangatahi on apprenticeships</p>	<p>Support development of whānau/hapū plans</p> <p>Implement whānau/hapū plans</p> <p>Set up apprenticeships</p>	<p>Support development of whānau/hapū plans</p> <p>Implement whānau/hapū plans</p>
Kaitiakitanga (land)	<p>Investigate the productive potential of under-utilised Māori land.</p> <p>Investigate potential biofuel crops which can be used as alternative sources of fuel energy, for example, miscanthus for wood chip fuel and Manuka for charcoal production.</p> <p>Investigate the potential to develop value-add businesses in the food sector.</p>	<p>Prepare and start implementing land development plans utilising information from investigations carried out in 2013/14</p>	<p>Continue to implement land development plans</p>

Summary of economic development strategy continued...

	2012/13	2013/14	2014/15
Kotahitanga (business and innovation)	<p>Identify opportunities for involvement in innovative and clean tech businesses.</p> <p>The involvement could range from purchasing products and services, to partnering in projects, to supplying labour force.</p> <p>Work with the sustainable building cluster at the Clean Tech Park to develop sustainable energy efficient Papakainga housing for the local iwi.</p> <p>Participate in the Little Greenie energy efficiency house project based at Clean Tech Sector</p>	<p>Implement some of the opportunities for involvement in innovative and clean tech businesses identified in the previous year.</p> <p>Support networks for new and existing Maori businesses, for example, business mentoring and coaching, development programmes</p>	<p>Implement some of the opportunities for involvement in innovative and clean tech businesses identified in the previous year.</p>

Appendix One - Vision from Tāngata Whenua

The tāngata whenua base their vision on four main principles:

Principle One

Whakawhanaungatanga/Manaakitanga – The marae is our principal home which ties tāngata whenua to our areas through the physical embodiment of our ancestors and remains well maintained and thoroughly respected. The wellbeing and health of the marae determines the emotional, spiritual, and physical wellbeing of the people.

Marae are important sites for the practical expression of mātauranga māori. It is the place where distinguished manuhiri (visitors) are to be extended hospitality, and where extended families meet for significant events. For Māori the marae is ‘Te tūranga o te iwi – the standing place of the people’. The marae is held in high esteem and considered to be a place of special significance. Land, language and kinship along with marae, provide a sense of cultural continuity and identity for Māori throughout cultural, social and economic change. In addition, they are store houses of tāonga (treasures).

Principle Two

Te Reo – It is the language of the tāngata whenua through which tikanga is conveyed and kawa is upheld. Te Reo Māori is an official language of New Zealand. It is fundamental that the language, as a deeply treasured tāonga left by our ancestors, is nurtured throughout the community and that the language continues to prosper and encourage future generations.

Principle Three

Kotahitanga – Through unity, tāngata whenua and communities have strength. Working together we can ensure that our District’s heritage, cultural development, health and education flourish.

Principle Four

Tino Rangatiratanga – to exercise self determination and self governance with regard to all tribal matters. The Vision includes:

- That the tāngata whenua role of kaitiaki/kaitiakitanga within the District is strong and effective and encompasses both the environmental and general wellbeing of the community;
- That people feel comfortable in use of Te Reo Māori and English – supporting the notion of Ōtaki as a bilingual community;
- All waterways are healthy and able to be used as traditional food resources taking into account tāngata whenua environmental indicators;
- That the runanga of the tāngata whenua engage effectively, where appropriate, with agencies and communities;

- That whānau and hapū are well established and able to engage effectively where appropriate with agencies and communities;
- That Māori representation is improved in local government within three years;
- That tāngata whenua artistic talents are fostered and successful;
- That the District is internationally recognised as world class for food, culture, lifestyle and tourism;
- That tāngata whenua economic development strategies are fostered;
- That the community have good access to health services;
- Young people are supported to reach their full potential;
- People know about tāngata whenua names for the original landscape, heritage, wāahi tapu and that tāngata whenua names for streets, etc, are adopted;
- That tāngata whenua play a strong/central role in district development particularly around capacity of resources, water use, and the quality and nature of settlements;
- That there is a strong and effective three-way partnership between tāngata whenua, the Kāpiti Coast District Council and Greater Wellington Regional Council;
- That tāngata whenua are closely involved in citizenship processes with new immigrants;
- That the Council assists tāngata whenua in the development of iwi management plans;
- That tāngata whenua intangible and spiritual connection/association to the land, wāahi tapu and natural and physical resources is represented, understood and respected;
- That the District appreciates law and lore.

Appendix Two – Grant Application



Māori Economic Development Fund Application Form

Please refer to the Fund Criteria & Application Guidelines for information and guidance on the applying for Māori Economic Development Funding?

In July, 2013, Council adopted the following strategy; “Strategy for Māori Economic Development”. The purpose of this strategy is to set how Council will support Māori Economic Development within the Kāpiti Coast District associated with iwi and hapū with whom it has a relationship.

The Kāpiti Coast District Council’s Māori Economic Development Fund aims to assist whānau, hapū and iwi within the Kāpiti Coast District with costs associated with the ongoing development of Māori Economic Activity, in particular activity associated with:

- Manaakitanga – leveraging the potential of rangatahi and building whānau capacity,
- Kaitiakitanga – Whatungarongaro te tangata toi tu te whenua – working with the whenua, and
- Kotahitanga - supporting whānau to achieve economic wellbeing – capacity, collaboration, innovation and Māori Business.

APPLICATIONS CLOSE

Whānau, hapū and iwi will be able to apply twice a year to this fund. The timeline for applications will be as follows:

First round

- Applications will close September of each financial year.
- Applications will be considered by **mid- October**
- Notification of approval by **end of October**
- All projects will need to be completed by the end of **June** of each year (unless otherwise stated in the application form).

Second round

- Applications will close February of each financial year.
- Applications will be considered by **mid- March**
- Notification of approval by **end of March**
- All projects will need to be completed by the end of **June** of each year (unless otherwise stated in the application form).

Eligibility

1. The Māori Economic Development Fund is a contestable fund for whānau, hapū and iwi the Kāpiti Coast district. The application will be assessed on its merits on a case-by-case basis.
2. Funding is only available for these groupings in the Kāpiti Coast community
3. Applications will be considered from mātāwaka and Māori Business who are not tāngata whenua provided their application is endorsed as being consistent with the Strategy for Māori Economic Development and Well-being by one of the three iwi who are signed to the Memorandum of Partnership which includes: Ngā Hapū o Ōtaki, Ngāti Toa Rangatira and Te Āti Awa ki Whakarongotai.

FUNDING CATEGORIES*

Applications must fall into one of the following categories to be eligible for funding:

MANAAKITANGATA – leveraging the potential of rangatahi and building whānau capacity

KAITIAKITANGA – Whatungarongaro te tangata toi tu te whenua – working with the whenua

KOTAHITANGA - supporting whānau to achieve economic wellbeing – capacity, collaboration, innovation and Māori Business

Manaakitangata – leveraging the potential of rangatahi and building whānau capacity includes supporting rangatahi to participate in training courses; preparing rangatahi for career choices, apprenticeships, helping whānau and hapū develop their own plans for economic development.

Kaitiakitanga – Explore sustainable utilisation of the land includes working with iwi to increase the use of under-developed and/or degraded Māori owned land to maximise the value produced from it, for example surveying potential use of land for biofuel crops.

Kotahitanga - supporting whānau to achieve economic wellbeing – capacity, collaboration, innovation and Māori Business includes growing opportunities for involvement in business.

CRITERIA

For a project to be eligible it must meet all of the following criteria:

- a) Show clear links to the strategic priorities of the Māori Economic Development Strategy;
- b) Proposal is signed off by a Chair of a mandated iwi organisation;
- c) Show clear economic benefit for Māori; and
- d) Be linked to a project that can be monitored and evaluated through Te Whakaminenga o Kāpiti
- e) Additional reports will be generated by staff to Council from Te Whakaminenga o Kāpiti meeting, including quarterly activity reports to the Corporate Business Committee.
- f) Provide an accountability of the activity at the completion of the project

If you require any assistance in completing this form, please contact:

Monica Fraser on (04)2964 839 or email: monica.fraser@kapiticoast.govt.nz

1.0 Organisation details

Identify legal description

Contact person/s

Contact Details

1. Name of the organisation:

2. Address:

3 Contact person:

4. Contact numbers:

Work (0)

Cell (02)

5. Email:

6. Website if applicable:

7. Aim of the organisation:

4.0 Costs to the project

Cost of the project
Applicants funding
Amount requesting
Is this project dependent on receiving all the money through this grant?
Please submit a full budget for the intended activity or project
Have you applied to this fund in previous years?
Are you or your organisation GST registered?

Total cost of project:	Contribution from other sources (own business investment)

If there is a shortfall in funds, how will the shortfall be made up?

GST Registration number (if applicable): _____

Bank Account Name: _____

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5.0. Signature of Applicant:

On Behalf of: _____

Signed: _____

Date: _____

Checklist:

Have you...

Completed all sections of this form?

Attached all relevant supporting documentation, including a supporting letter from the Chair of iwi organisation?

Included a description of your project, including what is involved, resources required, expected timeframe etc?

Included a description of how your project meets the Māori Economic Development Fund criteria?

Provide details on the estimated cost of the project & your proposed contribution?

Signed & dated the application form?

GST number

Bank Account – please include a certified bank deposit form

If you require any assistance in completing this form, please contact:

Monica Fraser on (04)2964 839 or email: monica.fraser@kapiticoast.govt.nz

Appendix Three - Other background information utilised to develop this strategy

Needs Analysis

Tāngata whenua need:

Iwi, whānau, and hapū development

Traditional skills and existing business

New opportunities to create Māori business

Brand Māori

Māori – gateway to the community

Resilience, uniqueness, innovative

Biodiversity

- Identify productive iwi owned land
- Reserves – with regards to natural resources
- Sustainable living options

Products

Services

Training

- Links with current training sector and retaining people within the sector

Existing business owners

Future business owners

- New opportunity
- Innovation and Research

Strategic Drivers

Our strategic drivers for Māori Economic Development include:

- He tangata, he tangata, he tangata – the wellbeing of the people who reside within our boundaries
- Our role as tāngata whenua. Our footprint is on this land for ever as an indelible part of its character. We have a saying; “*Whatungarongaro te tangata toi tu whenua*”. This means, that as man disappears, the land remains. As Māori, it is therefore important that the footsteps that we leave on this land build a positive pathway for our future generations.
- Our right to exercise rangatiratanga within economic development opportunities which builds capacity and well-being for whānau, hapū and iwi
- Our culture, uniqueness, resilience, our stories including
 - E.g. Kāpiti Island – links to Te Rauparaha – our stories are the stories that international visitors wish to understand and learn about who we are on a regional, national and international stage
 - Promote our assets such as our people, marae and the land and our resilience as a people within a changing world
- Foster wananga that will:
 - provide for the training and the development needs of tomorrows leaders

- identify ways to link with the wider business community to create employment opportunities that will retain graduates within the community; and
 - grow technical ability, grow capacity, grow confidence in our young people
- Our established relationships within local, regional and central government as treaty partners
- Treaty Settlements
 - Links with Crown partner
 - Central Government
 - Explore new opportunities