



PROJECT

MATARAU

"Many faces, a common vision"

2018-2019

A Community Led
Development Project from
Potaka to Tokomaru Bay

Nga Kaupapa: Table of Contents

Nga Kaupapa: Table of Contents	2
Acknowledgements	3
Whakarapopototanga:	5
Executive Summary	5
He Whakataki: Introduction	6
Te Kaupapa: Purpose of the Project:	6
Te Ara Mahi: Methodology:	6
Research Ethics	7
<i>Ownership of Information and data</i>	7
Research Questions:	9
Phase 1: How the data was collected:	10
Phase 2. Collating and Analysing Data:	10
Phase 3. Presentation of Findings:	10
Q1. What are the barriers that the community face in developing a vibrant and successful place to live?	11
Q2. What have the participants identified as solutions to creating a vibrant and successful community?	12
Results:	13
The Government Wellbeing Budget	14
What worked well with the implementation of Project Matarau?	15
What lessons were learnt about the project resources, and personnel?	16
How many participants were involved in this research?	18
A SNEAK PEAK OF THE FINDINGS	20
Wharekahika/Potaka	20
Te Araroa:	22
Tikitiki/Rangitukia	23
Ruatoria: Narrative 1:	24
Ruatoria: 2 nd Research Narrative	25
Waipiro Bay/ TePuia	26
Tokomaru Bay	28
Nga Whakatau: Recommendations	29
Nga Kupu Whakakapi: Conclusion	33

He Kupu Whakamihi: Acknowledgements

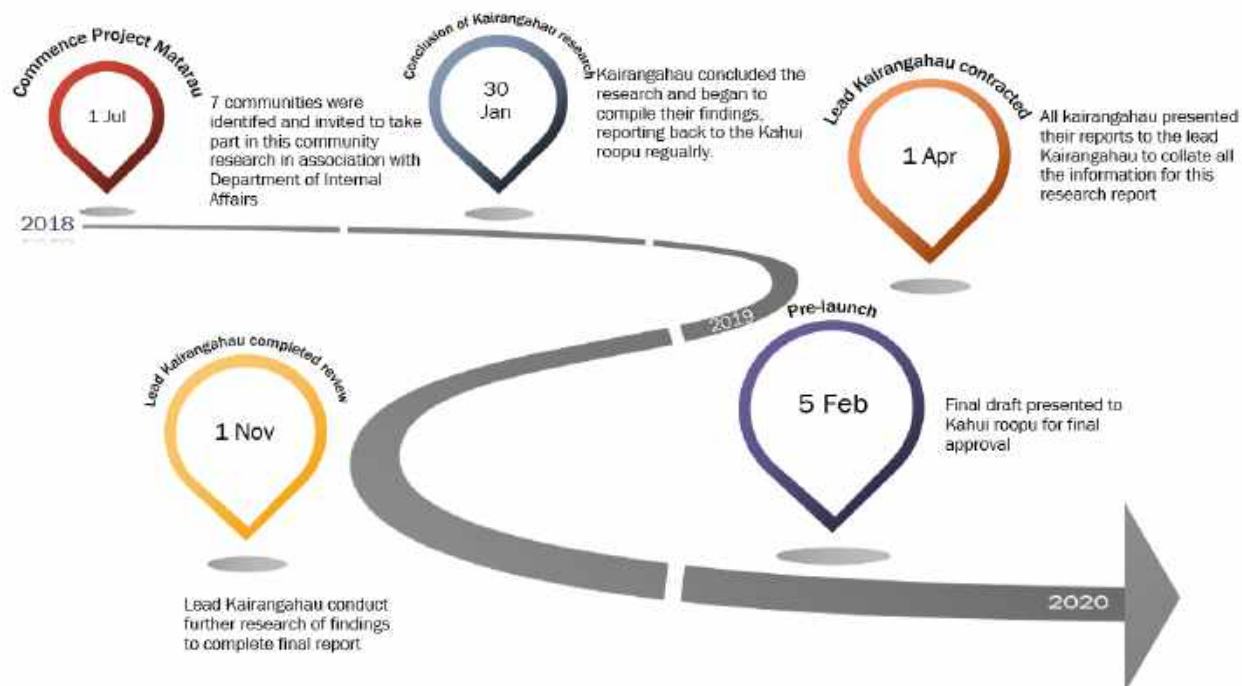
“Ano nei te ataahua o te nohotahi a nga taina me nga tuakana i raro i te whakaaro kotahi.”

We wish to acknowledge the community organisations that participated in the project, who were integral throughout the duration of Project Matarau and their representatives who formed the governance group, the Kahui Matarau, namely:

- Ani Pahuru-Huriwai (Te Aroha Kanarahi Trust) – Wharekahika/Potaka
- Sheena Taylor, Charlene Wanoa, Bridgette Taylor, Huti Watson (Te Araroa Progressive & District Association) – Te Araroa
- Ruihana Paenga (Te Riu o Waiaapu) – Tikitiki/Rangitukia
- Bobbi Morice (Hikina) - Ruatoria
- Mateawa Keelan (Hikurangi Enterprises) - Ruatoria
- Arihia Matahiki (Matauranga in Motion) – Tokomaru Bay
- Marie Tamepo & Wiki Gilvray (Nga Hapu o Waipiro) – Waipiro Bay/ Te Puia Springs

Part I of the project was completed from 1 July 2018 until the 30 January 2019 and Part II was from February 2019 to November 2019.

This project includes the information gathered by all Kairangahau of Part .



The project had 7 Kairangahau whom we would like to acknowledge:

- Arlouse Brooking (Wharekahika/Potaka)
- Michelle Wanoa (Te Araroa)
- Merekaraka Te Whitu & Laine Tangaere (Tikitiki/Rangitukia)
- Bobbi Morice ma (Ruatoria),
- Mateawa Keelan ma (Ruatoria),
- Waipaina Awarau (Waipiro Bay),
- Georgina Johnson (Tokomaru Bay)

The project also had numerous Whanau, Hapu and community contributors across the region. Ka nui te mihi ki nga kaikorero, taitamariki mai, taipakeke mai, e kaha nei te tuari a ratau moemoea mo ratau, me nga mokopuna kare ano kua whanau mai.

We also wish to acknowledge the Department of Internal affairs for their funding support, and the guidance of their community liaison staff, namely Erina Hurihanganui, Kylie Turuwhenua-Tapsell and Nita Selena. This idea of Community Led Development, was new for a government agency, which required an open mind, ability to listen and to hear, in order for the agency to work alongside us and to resist the urge to tell us what and how to do things. This was challenging for them, and for our community groups who were not used to having a blank sheet of paper to work from. No reira e nga wahine maia, tena kotou mo to tautoko me to manaakitanga.

This report is about looking at ourselves as Whanau, Hapu and community, offering a true insight into our communities' wellbeing and aspirations from July 2018 – Jan 2019. From February 2019-November 2019 the lead researchers, Arlouse Brooking and Georgina Johnson, compiled the data and information in this report.

The research was supported by Whanau, Hapu and community members in each area. While it was not specific to economic development, housing, health or an education context, there are components of the information that captured barriers for the region and opportunities also.

The boundaries extend from Potaka in the north to Tokomaru Bay in the south only.

Creating a successful and vibrant Whanau, Hapu and community requires collaboration, partnerships and participation in the development of wellbeing and aspirations. The full reports held by each community group are valuable resources providing a their own community led plan that will serve them well in the future. This full report captures the essence and make up of each community, developed by Whanau, supported by Hapu and endorsed by the community.



Whakarapopototanga: Executive Summary

He Mata-Rau - He whakaaro, he wawata, he tirohanga

He Mata-rau- He kaupapa hai whakakotahi i nga moemoea o te tini

Our East Coast communities consist predominantly of whanau and hapu, and this is reflected in the data and information collated, directly associated with increased need for self-determination of our own wellbeing and aspirations. Importantly, the research was led by each community group within their own communities, where they were free to develop their own method of engagement and feedback.

This community led development research supported locally based Whanau and Hapu to interact within their communities, to have dialogue and draw out the richness of that dialogue to share here working towards successful and vibrant Whanau, Hapu and communities from Potaka to Tokomaru Bay.

Over the many years, there have been studies by governments, universities and other groups gathering data about us and making recommendations based on their study of local Hapu and Whanau, but we still have inequities in wealth, health, education and housing to name a few.

These shared experiences and insights explored the challenges, and some future successes by the Whanau, Hapu and community, providing all the kairangahau guidance of what the Whanau, Hapu and community view as their own wellbeing and aspirations.

Some lessons to share with many of our colleagues is that active, meaningful engagement in a study is a long-term relationship built over months and years. It is not a “hit-and-never-hear-from-researchers-again” approach, indeed that is why the Kairangahau who worked on the project were appointed – they have a vested interest in it is meaningful and requires ongoing support to enable this process to continue.

Imperative to the Kahui Matarau is that this research is meaningful, and not yet another example of our whanau being “researched to death” with no tangible or positive outcomes. It ought to provide a clear foundation for our communities to pick up and work with either independently or collaboratively, alongside key stakeholders and funders to turn the aspirations into reality.

Integral to this research is planning, engaging and partnering with Whanau, Hapu and communities while working on a mutual respectful relationship, this forms the foundation of working in our Hapu and community now and in the future.

He Whakataki: Introduction

*“Na tena rau, na tena rau tipu ora ai te rakau.”
“Each leaf contributes to the wellbeing of the tree.”*

(Te Aroha Kanarahi Trust)

In 2018, Department of Internal Affairs came into the Tairāwhiti with a new approach to research, for them, called Community Led Development. As they were engaging with community groups across the Tairāwhiti they identified similarities in the dreams and aspirations of some of the groups and brought everyone together to see if a collaborative approach would be beneficial.

Te Aroha Kanarahi Trust, a charitable trust based in Wharekahika was selected by the six other community organisations involved in Project Matarau, to be the lead organisation.

The collective vision of the group was shared with Ngāti Porou reo exponent, Kōka Kuini Moehau who named the project, “Matarau” capturing the kaupapa well, that while all of the community organisations involved had a common vision, they all had various ways of achieving that through their own eyes. Ka nui te mihi ki a koe e te kōka, e Moehau mo tenei whakaaro rangatira.

Te Kaupapa: Purpose of the Project:

Project Matarau focused on gathering insight and data to support our Whānau, Hapu and community to achieve a vibrant and successful long-term plan that incorporates our culture, health, education, housing, social and economic wellbeing.

To look at who we are, where we live, what do we want and when can we imagine that this might happen. The project was undertaken, by kairangahau selected by each community organisation, all of whom resided within their communities, from 1 July 2018 until 30 January 2019 as phase 1 and then from 1 July 2019 until 30 November 2019.

This community led research is based on the following attributes:
delivered by the people for the people involving members of each specific Whānau, Hapu and community

The people within those communities gave rich qualitative data to the researchers and, directed how best to invest in our communities.

Te Ara Mahi: Methodology:

This report is based on all the data received by each community through community/whānau/hapu hui, events, kanohi-ki-te-kanohi conversations, online surveys, online chatrooms, literature reviews, formal and informal gatherings. While we went through cycles of planning, action, observation and reflection of the work undertaken to support what we have learnt, it is a valuable and rich resource for our communities.

This information is expected to contribute to the wellbeing and aspirations of each community by providing data that they have collated in their own way. Common themes that have arisen through the research could, if the community groups so wish, result in further collaborative mahi.

Nga Tikanga Rangahau: Research Ethics

Individual Kairangahau ensured the privacy of participants was protected. Personal details of individuals are not identified in any of the community reports, nor in the final report. No information is passed onto third parties.

Ownership of Information and data

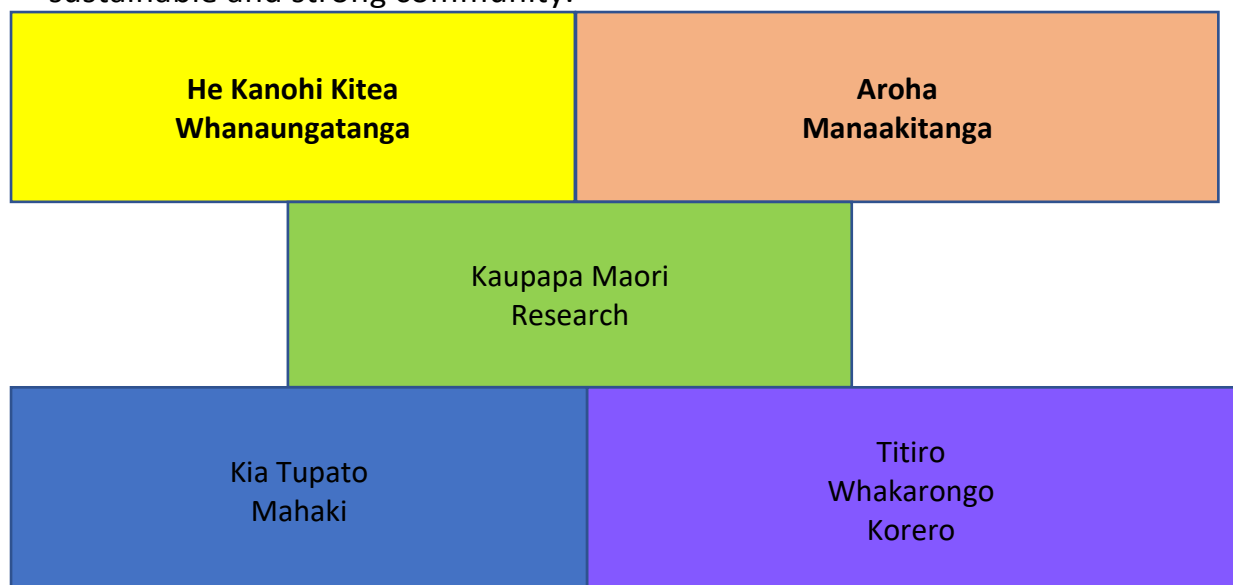
All data and information remains the property of the community organisations.

The impact of this information on our community aspirations and wellbeing are:

- Whanau, Hapu, and community are open to sharing ideas with like-minded whanaunga
- Each community is operating in their own unique way to achieve their aspirations and wellbeing for their people
- New & emerging leaders are identified and supported e.g. Rangatahi or Tumau
- Partnerships and collaborations are happening
- Whanau, Hapu, and community have a strong set of their own skills and strengths
- New ideas are generated, and some have been implemented
- Whanau, Hapu, and community have defined what their wellbeing and success looks like, and are able to measure that.

There are some assumptions that could be based on this research:

- Communities have local solutions to local needs leading to improved wellbeing of Whanau, Hapu, and communities.
- There is a need for better access to resources locally. Resources and support for communities will identify and implement solutions for local needs.
- Positive active changes in local health and wellbeing leads to a more resilient, sustainable and strong community.



RESEARCH DESIGN

The involvement of each community in gathering the information was a key component to look at the wellbeing and aspirations for each. Especially as the period was less than 6 months in some cases.



Phase 2:



Collating and Analysing Data:

Phase 3:

Presentation of Findings:



Nga Patai Nunui: Research Questions:

The approach the Kairangahau took was to ask the following questions (or variations of them) in regards to wellbeing:

- What are the priorities of each community?
- What are the barriers in each community?
- What are the solutions for each community?



Phase 1: How the data was collected:

METHOD	DESCRIPTION	WHEN	DATA	LIMITATIONS
Online survey	Using Survey Monkey	Sept 18-Feb19	Captured either as data or verbally	Some Kairangahau elected not to use this method
Face-to-face	One-to-one interview	Nov 18-Jan 19	Oral notes	N/A
Hui	Hui attended by whanau	Sept 18-Mar 19	Oral notes	Keeping to schedule
Reports	Reports back to Kahui	Sept 18-Feb 19	Oral notes	N/A
Reviews	External documentation to support information by Kairangahau	Oct 18-Feb 19	Community Led Development	Irrelevant literature

A strong qualitative data gathering exercise, other tools were encouraged to be used in the research. This resulted in a rich gathering of information from each community around their aspirations and wellbeing.

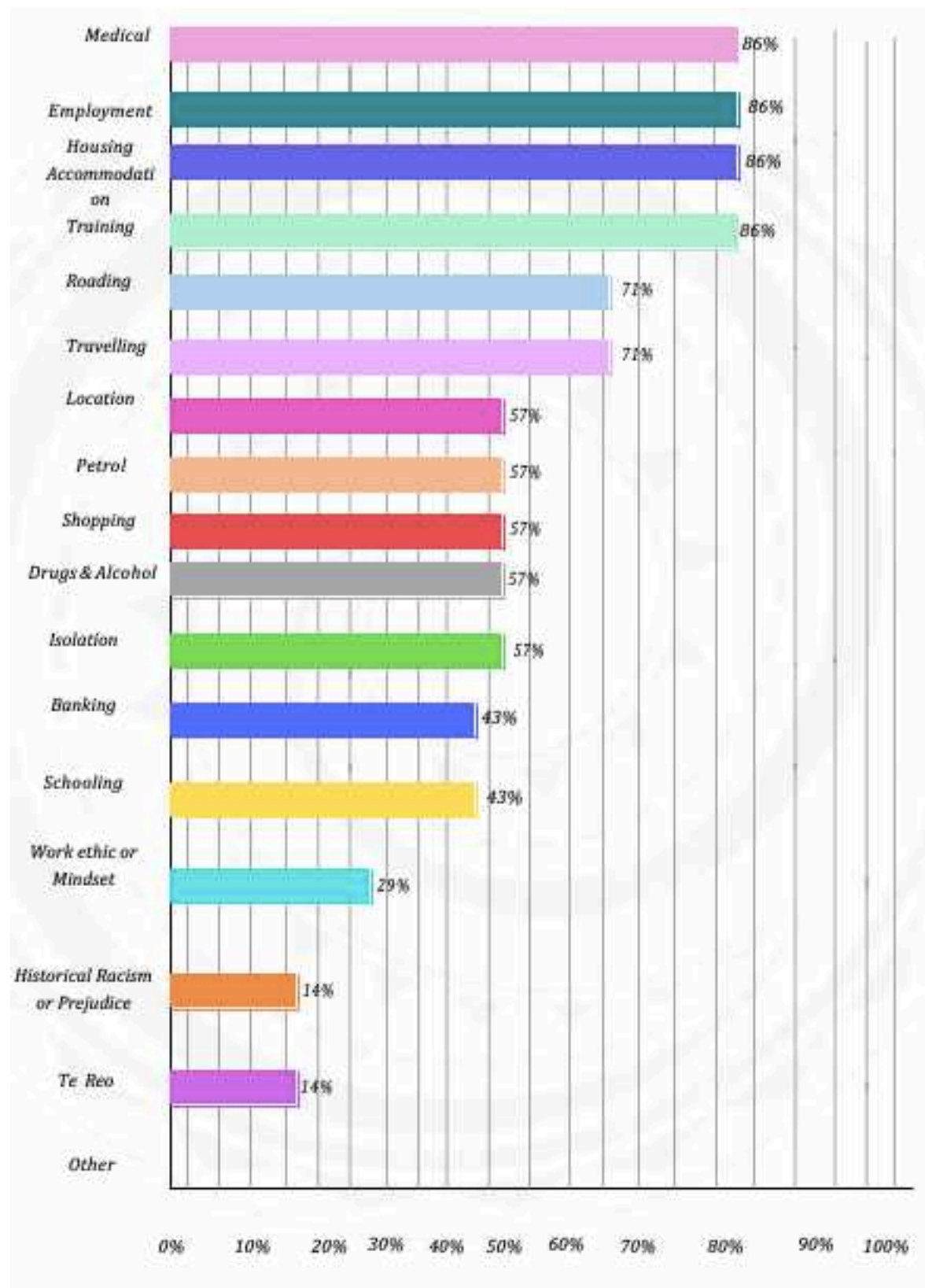
Phase 2. Collating and Analysing Data:

From 1 July 2019 to 30 November 2019 an analysis of all research gathered by the Kairangahau was undertaken to identify key themes and results.

Phase 3. Presentation of Findings:

The priorities are driven from either actual data or the narrative given to the researcher. The top three priorities were in no particular order, and no surprises that, Health, Employment and Education were the common themes. These were followed by Housing, Environmental issues, Social and Economic wellbeing. Also, Hapu working together, our culture, small business development, tourism and government engagement came out strongly.

Q1. What are the barriers that the community face in developing a vibrant and successful place to live?



This was led by the Kairangahau in each community identifying Barriers and then combining the information as a commonly identified thread. These were in order equally of Employment, Housing, Health, Education, the next barrier was Roving and Travelling. Geographical issues, location, isolation, cost of petrol, shopping and social issues including drug & alcohol use and abuse.

Next identified was around banking needs, and schooling as further barriers. Also identified was the work ethic and mindset around employment followed by historical racism/prejudices.

Interestingly, a lack of Te Reo was also identified but this is relative to gaining employment in some areas where there is a strong use of Te Reo Maori. This does not indicate that Te Reo Maori is not important, but that there are already strategies being implemented in each Whanau, Hapu and community, through initiatives such as the Ngati Porou Reo Strategy, nga kura kaupapa Maori, Te Ataarangi me nga kohanga reo.

Q2. What have the participants identified as solutions to creating a vibrant and successful community?

Below are examples of narratives collated from participants in each community:

- Investment in People and Places through Aroha, Wairua, Tikanga, Kotahitanga, Whakapapa that shows our community working together for the greater good and that thrives off each other
- Success is up to each person but knowing we can work together on actions to achieve this with good resources
- We want to own our own homes, be gainfully employed in our chosen field and to support our own Whanau, Pakeke, Kaumatua
- To be rich in our Reo, Tikanga and Kawa through Wananga, Kapahaka, Ako waiata, Rongoa, Taiao.
- Positive role models, active, thriving, drug and alcohol-free events
- Whanau Kotahi
- upskilling and supporting small enterprises
- Involving our rangatahi in decision making, planning and development.
- Sustainable biodiversity, mana moana, mana whenua.
- Marae - Maintain and Grow becoming financially healthy.
- Education beyond Kura
- Career planning
- Self-Employment Opportunities
- Pakeke supported solutions e.g. Medical, Travel, Programmes, Activities
- Taiohi solutions e.g. Activities, mentors, facilities
- Mokopuna e.g. Activities, learning and facilities
- Whanau e.g. this research regards the benefits and importance of Hapu community engagement several key opportunities have commonly been identified.

Flax root solutions are seen as the key to any success. Local kaupapa driven by locals and it is heartening that the research has identified key people who want to be involved in any further developments. The collaborative approach of Project Matarau too, drew on the strengths of whakapapa and shared experiences and skills helping to create solutions that are practical, effective and able to add value to community and the Whanau, Hapu and community wellbeing.

This also could improve knowledge and skills in problem solving by learning about issues in-depth.

Great knowledge allows us to see multiple sides of the problem and can also allow all to practice communication and decision-making skills. We could also benefit from those in our Whanau, Hapu and community to feel greater control and investment in their community by working together and finding common areas of interest.

We then create our own local network of people who know what is going on, are willing to work toward a goal to help our community be successful. There are also opportunities for discussing concerns, regular, ongoing discussions allow this before problems become too big or out of control.

Working together improves communication and understanding, and the value-add that government agencies, funders and other organisations provide may reduce a sense of isolation in many communities. Potentially a well-designed effort of engagement will allow us to understand and identify our:

- Priorities – those we have in common across communities, and those that are unique
- Views of a particular project – and how they might be approached
- Alternatives and consequences for and of engagement
- Perceptions of risks and benefits by the communities

Results:

Each community recognised and worked out what was important to their Whanau, Hapu and community. The research was to look at the capacity to build wellbeing and aspirations. Each community is stretched to capacity, or beyond capacity, with much of the hard work being carried by the very few. There are also many untapped skills within each community. The majority is spread throughout the motu and the world, and achieving the aspirations of each Whanau, Hapu and community will require engaging and harnessing the wealth of knowledge and skill that resides outside of our rohe.

The Government Wellbeing Budget 2019 targets the following:

TAKING MENTAL HEALTH SERIOUSLY

A new frontline service for mental health with a \$455m programme providing access for 325,000 people by 2023/24

Suicide prevention services get a \$40 million boost

Reaching 5,600 extra secondary students with **more nurses in schools**

Tackling homelessness, with 1,044 new places – Housing First will now reach 2,700 people

IMPROVING CHILD WELLBEING

Specialist services as part of a \$320m package to **address family and sexual violence**

Breaking the cycle for children in State care, including helping 3,000 young people into independent living

Taking financial pressure off parents by increasing funding to decile 1-7 schools so they don't need to ask for donations

Lifting incomes by indexing main benefits and removing punitive sanctions

SUPPORTING MĀORI AND PASIFIKA ASPIRATIONS

Major boost for Whānau Ora, including a focus on health and reducing reoffending

Ensuring te reo Māori and Pacific languages **survive and thrive**

An additional 2,200 young people in the Pacific Employment Support Service

A \$12m programme **targeting rheumatic fever**

BUILDING A PRODUCTIVE NATION

Bridging the venture capital gap, with a \$300m fund so start-ups can grow and succeed

\$106m injection into innovation to **help New Zealand transition to a low-carbon future**

Nearly \$200m set aside for vocational education reforms to **boost apprenticeships and trade training**

Opportunities for apprenticeships for nearly 2,000 young people through Mana in Mahi

The Whanau, Hapu and communities wellbeing and aspirations do not align with the current Wellbeing Budget 2019 and there should be an opportunity to look at a fund directly. One of those exciting opportunities is support for Community Tumau that are representative of Whanau, Hapu and the community they serve. This is how proactive and engaging current Tumau could be in each community and those who currently have their version of a Tumau are progressing very well i.e. Wharekahika and Waiapu.

Nationally, government continues to invest in specific employment areas despite the communities referring to other roles that could be developed in their hometowns. There are still barriers to gaining employment that are remain from 2003. The personal barriers like mental illness, health & disability issues, learning, substance abuse, criminal convictions , attitudes, transportation have increased. We follow this on to family barriers such as caring for our children, caring for the ill or elderly, struggling from domestic violence. We still struggle with geographical location and things like work experience and poor education. How we develop strategies in our communities and are listened to, engage with and delivered are key to gaining traction to our own wellbeing and aspirations.

What worked well with the implementation of Project Matarau?



What lessons were learnt about the project resources, and personnel?



- ◇ Feedback has been interesting, from sample size to quality of information
- ◇ As a new initiative some of these did not work as well as planned
- ◇ For a collaborative approach the Kairangahau ought to ensure their processes for working with their communities are consistent with, & support the principles & practices of those communities they work with
- ◇ The scale is so different in each community from those who show little impact, to those who have been actively pursuing their aspirations
- ◇ Clarity around the type of demographic data needed would be well received
- ◇ Those communities who are driving forward the findings of their community reports have a Kaimahi who is paid to actively implement them
- ◇ Given the opportunity to do a similar project, the following will improve the effectiveness & efficiency:
 - Implement agreed process of gathering information amongst all communities to ensure a consistent approach which would make the final collation much easier
 - Provide more formal training & development activities to address skill gaps in Kairangahau

COMMUNITY SURVEY

Approximately
800-1200
Involved Ages between
13 to 65+

This report is about our community who are looking at the important priorities for a successful hapu/community. While this research regards the benefits and importance of hapu/community engagement several key opportunities have been commonly identified.

PRACTICE COMMUNICATION

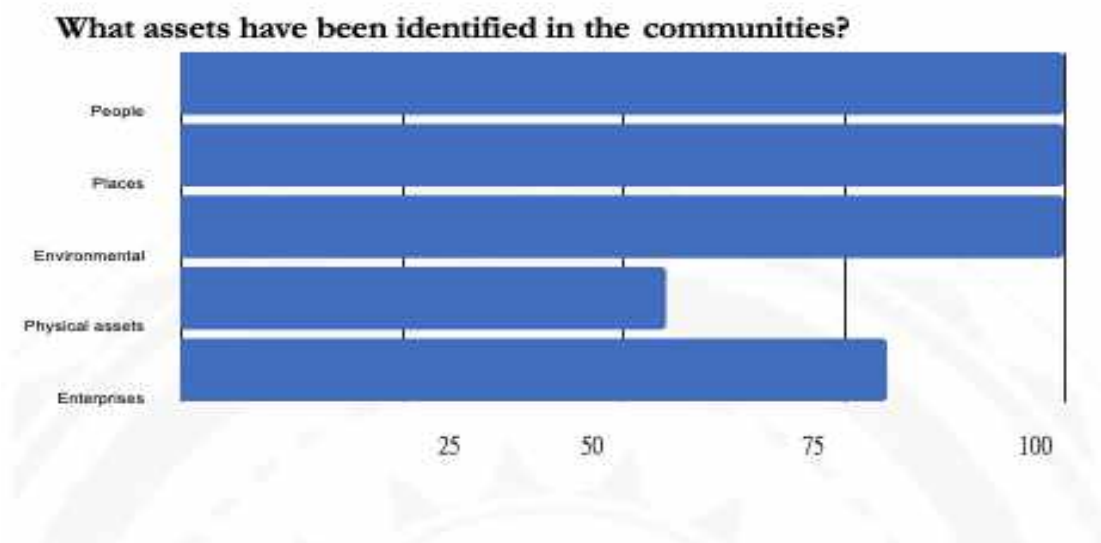
**VIBRANT COMMUNITIES BY
WORKING TOGETHER.**



**A WELL-DESIGNED EFFORT OF ENGAGEMENT WILL ALLOW
US TO UNDERSTAND AND IDENTIFY OUR:**

- Different values
- Priorities
- Views of a particular project
- Alternatives and consequences
- Perceptions of risks and benefits
- Differing ideas, solutions and actions





“Look after our PEOPLE, look after our PLACES, look after PAPATUANUKU.”

When Whanau, Hapu and communities were asked to describe and identify their community assets, economic or material assets did not feature highly. Instead people, places of significance, (especially from a cultural perspective) and knowledge, whether that was intellectual, spiritual or manifested physically were of most importance. For coastal communities impacted by severe weather patterns, and growing concerns about the impact of climate change on the land, forests and waters it is no surprise that the environment is also considered an important asset.

While economic assets did not feature highly across the communities as a whole, one community identified approximately 59 businesses or organisations in the community. Their research showed that at a conservative estimate, the revenue generation from each of those businesses annually, would be approximately \$305,000.00 per annum. There could be significant investment and collaboration between funders and generations in each community if this was investigated further.

How many participants were involved in this research?

Across the 7 communities, approximately 800-1200 people participated in the research, ages 13+. Many tamariki under the age of 13 also contributed to the research. Participants were predominantly Maori.

Each community group kept some data via attendance registers, surveys, photos, which collated varying types of information. For more detail each community group should be approached.

What are the barriers that the community face in developing a vibrant and successful

Place to live?:

This was led by the Kairangahau in each community identifying issues and then combining the information as a commonly identified thread. These were in order equally of Employment, Housing, Health, Education, the next barrier was Roading and Travelling.



What have the participants identified as solutions to creating a vibrant and successful community?



HE PAKU TITIRO KI NGA HUA: A SNEAK PEAK OF THE FINDINGS

“Be careful what you wish for, you might just get it.”

As it implies, the research was completely Community Led, meaning each community had complete independence in choosing how they would engage their Whanau, Hapu and communities.

The only non-negotiable was that the research be focused on wellbeing, gathering the aspirations of the people, and that community assets should also be captured. This was both liberating, and challenging when it came to pulling this final report together.

Here is a snippet from each report submitted by each of the 7 community groups involved in Project Matarau which will give the reader an idea of the diversity of engagement, and uniqueness of each community. All raw data, and the full reports may be obtained from each community group if that is their wish. All intellectual property remains with each community group.

Wharekahika/Potaka: Kairangahau: Arlouse Brooking sponsored by
Te Aroha Kanarahi Trust.



For us, Project Matarau was led by the communities of Wharekahika and Potaka, as well as whanau living away from home, who continue to have a vested interest in the rohe.

Knowing that our whanau do not respond that well to hui, innovative approaches were used instead, such as an Amazing Race (130 attended), a Pakeke Lunch (with 60+ attended)

Why is it important we start planning our future now?

There are many reasons why we should be investing in our rangatahi for the future sustainability of our small isolated communities. One of these reasons was highlighted during one of the engagements.

The rangatahi were asked about their dreams and aspirations in a series of rotating workshops and it was evident that for rangatahi to dream big they must have the opportunity to be exposed to bigger things!



The responses were very closed and narrow, although still great options every child identified only career paths that are within our communities at present including recreational activities as their chosen career pathway beyond school. Hunting , fishing, farming, forestry with a handful of students suggesting a career as an international chef, and taxidermist. Of the 33 students who engaged it was clear after discussion that they were unable to think beyond what was before them.

So, as a result of Project Matarau we have started to establish relationships and begun to have conversations with other industry leaders i.e.: engineering, aerodynamics, armed forces, police force, international chefs, trade apprenticeships, music development and more. The schools have been supportive of this and are keen to work alongside us to develop a vast range of career pathway options and relationships for our rangatahi.

How will Project Matarau help shape our community?

As the Kairangahau, I am now informed with knowledge from our Whanau, hapu and community to help us be the best we can be, in the perfect place to live, breathe, contribute and raise our families. Working with a group of motivated like-minded people to ensure our community is heard and responded to is imperative to the Wharekahika/Potaka communities achieving their wellbeing aspirations.

Project Matarau has enabled our communities to implement several initiatives:

- Personal development to support dreams and aspirational development
- Regular events for pakeke
- Business Start-up, Mentoring & Support through Project Hoake which has emerged directly from this project
- Assist whanau in the Smart Home Insulation programme



Te Araroa: Kairangahau: Michelle Wanoa sponsored by
Te Araroa & District Progressive Association
*Mana Whakapapa, Mana Moana, Mana Whenua, Mana Marae, Mana Hapu,
Mana Tangata*



Project Matarau assisted us to gain an understanding of community needs in Te Araroa and provide us with direction on how to advance the best interests of the community.

Through information gathering it has highlighted that this Te Araroa, due to its rurally isolated location

is in need of, and would welcome funding from, Government or other sponsored groups and organisations in order to address the current status of the community needs and issues that prohibit this community from further developing and excelling in terms of community well-being.

Our research captures the story from the Te Araroa Community that strives to move from a dependent Community to a Community of Independence willing to work together for the wellbeing and improved state of a community that is isolated. Their voices have been recorded to ensure that the community maintains their connection to their lands, their marae, their hapu.



Tikitiki/Rangitukia : Kairangahau: Merekaraka Te Whitu sponsored by
Te Riu o Waiapu Trust

"Waiapu will be a vibrant, happy sustainable haponi creating employment by and for our people and our environment."



Overwhelmingly both surveys returned, and meetings held with community members identified that the biggest aspiration of whanau Te Riu o Waiapu is for a community full of “happy people”, “stronger Whanau” and “sustainable lifestyles.” We sought to engage the disengaged, to listen to our whanau without judgement, and to create a plan that reflected the aspirations they shared with us.

Achieving this will require both the development and promotion of intangible assets “Education“Working Collectively”, “Rangitukia and Tikitiki-tanga” alongside tangible assets Employment, Health Clinic, Housing and Better Community Facilities. Through the research Te Riu o Waiapu established the need for significant longitudinal investment by the government & philanthropic sectors in infrastructure and organisational capacity building.

Our community's biggest assets are our People (Te Ahikā roa) and our Environment (Taiao) - land and natural resources. The research showed that the power is in our hands to achieve our aspirations; we need to utilise our own whenua (lands) and the benefits of our whenua to better sustain us. Our community is adaptable, kind and humble and have a lot of aroha and passion for our whenua.

Ruatoria: Narrative 1: Kairangahau: Community researchers,
sponsored by Hikina, overseen by Bobbi Morice

Community members concerned with the future of Ruatoria, spent several months door knocking, in and around Ruatoria.

Breathing life back into a sense of community spirit through the creation of new facilities was a top priority for whanau. Ensuring that the voice, dreams and aspirations of rangatahi were part of the development of Ruatoria was also key to future success.



There was a strong concern that in education the current curriculum does not create the specialisation that Ruatoria requires for a sustainable future, but they have created a 4-point model to address this issue.

Preserving the environment is seen as a matter of urgency for the Ruatoria community, and the transferal of matauranga Maori in this space from pakeke to rangatahi is critical to addressing the problems of today.

Of all the themes that emerged from this research, health was the top concern. Whanau want a stocktake of the current services done to ensure they are fit for purpose for the community of Ruatoria, and indeed that each community has the same opportunity.





Ruatoria: 2nd Research Narrative. Kairangahau: Researchers sponsored by Hikurangi Enterprises overseen by Mateawa Keelan.

Our research *Navigating Employment on the East Coast: Two Research reports into whanau/community and employers' perspectives of barriers in employment* revealed that there are many opportunities for employment in the township of Ruatoria and on the east coast in local businesses as well as businesses that are in Gisborne with employees who travel in and out of the area daily.

All the employers interviewed had problems / issues finding suitable employees.



They wanted to see people in work and successful employment outcomes for whanau and the local community.

Many employers interviewed had work available now and could foresee a demand for more workers in the coming months and years. Some companies are willing to train a new employee if they can find the right person with the right attitude.

Some employers have employment available now that requires no training.

A problem specified by many employers is that they “cannot find the right person for the job.” There is a lack of diversity in employment i.e. the positions available are within a limited range of industries or areas. This makes it difficult for community members who aren’t suited to the work within these areas to find a job or a job that would suit them.

Barriers Identified:

Most employers interviewed advised observing the following barriers:

- a. An attitude of ‘entitlement’ in potential employees
- b. A lot of them just do not want to work which has become more noticeable over the past few years
- c. It is too easy to receive and live on the unemployment benefit
- d. Employers observed a complacency, lack of desire to work, lack of professionalism and work ethic and in some cases lack of training or even wanting to train
- e. Some employers have advertised for positions and don’t receive any applications or find that if they do receive applications the applicant doesn’t

really want to work and the whole exercise/interview has been a waste of time.

- f. Employees can be unreliable once they are in work e.g. not turning up for work every day is a problem.
- g. Drugs and alcohol are an issue/hindrance to employment in Ruatoria/East Coast. It is unacceptable due to health and safety and causes a lot of the attitudes stated in number #1
- h. Lack of suitable accommodation
- i. Lack of te reo Maori

The interviews from our research cover almost all areas of business/industry within the Ruatoria rohe. The interviewees Employ approximately 230 people, which is a significant proportion of the local working age population.



Waipiro Bay/ TePuia: Kairangahau: Waipaina Awarau sponsored by
Nga Hapu o Waipiro

The research document *“Voices of the People: Waipiro Bay Hapu – Te Whanau a Iritekura, Ngai Taharora, Te Whanau a Rakairoa, Kiekie Marae”* is a record of the aspirations within the hapu. It is also a record of the ideas, thoughts and challenges put forth by the whanau on development in the hapu and rohe. It does not claim to have the solutions to meet the range challenges facing the community such as the growing use and abuse of methamphetamine, which is leading to an array of social problems driving wedges into Waipiro, and creating barriers to achieving our Whanau, Hapu and community aspirations.



Knowing what skills are already in the Hapu, and harnessing that energy is important and can provide a platform from which to launch ideas or ventures. Understanding the role and purpose of the governance structures and trusts within the hapu is a start toward this.



Job creation, unemployment and work-related issues are major challenges in the region however this comes hand in hand with economic development. Creating income for whanau is a major consideration and more whanau are looking toward the

whenua and more traditional ways of living to create their own incomes and livelihoods. Creating industries is what will create jobs. The tourism industry has featured as a potential income avenue for whanau and centered around the geothermal resources in Te Puia. Some comments have been around creating activities to keep tourists here as most of them are just passing through and this also centers around the thermal springs and their rongoa and therapeutic significance.

Eco tourism could also be an option where tourist could be part of land rehabilitation and revegetation projects around the rohe and these types of environmental incentives are happening all over the world (BRICMA 2004). The hemp and medicinal cannabis industry are also on the horizon as a potential industry within the rohe.

Many of the areas growth industries are based in natural resources and the continued growth in these industries depends on the capability to manage land and water demands and the environmental impacts of extraction industries (Paling Consulting, 2014). The frequency and severity of droughts and floods is expected to increase, potentially resulting to severe damage to landscapes, the natural environment and waterways which are all significant resources that people have used for generations. Biosecurity is also another risk that has increased with plant pathogens such as myrtle rust and insects and other diseases and pathogens affecting our natural ecosystems and agriculture (livestock and crops) and our food crops and these will continue to challenge our ecosystems and how we deal with them.

These are current threats and pressures we face in rural areas of Aotearoa and the challenges around effective sustainable management of these can be potentially related to developing employment for interested youth and collaborating with different potential stakeholders. Industries and government already contribute to these sorts of programmes and collaboration with these stakeholders to improve monitoring and observation of biosecurity or other environmental changes or pressures could lead to more jobs and careers. The region of Tairāwhiti and Gisborne is a well-known wine and fruit growing region

and these challenges influence the responses and impacts of industry businesses and government departments who work in these spaces. These challenges provide a platform for potential future activity or jobs through resources or being part of local industries and innovative use options.

The whakatauki “ Kei te whenua te wai u mo nga whakatipuranga kei te piki ake” means “ the land will provide sustenance for future generations” is now compromised with erosion contributing to large losses of whenua within the hapu, in part because of the geology of the region but escalating because of unsustainable and inappropriate land use options still being used.

Tokomaru Bay: Kairangahau: Georgina Johnson sponsored by Maturanga in Motion



In our research we considered the following questions:

- What do you think are the most important priorities for a successful hapu or community?
- If you had access to funding of \$60,000 what would you do first?
- What does a successful hapu or community look like to you?
- What do you need to know, to do, and contribute to a vibrant and

successful Hapu or community?

What does a successful Whanau/Hapu community look like to you?

“Hoea te waka kia rite.”

Participants in the research spoke of their desire for both hapu of Tokomaru Bay to come together; for families to have warm, dry homes, employment opportunities and quality education. Whanau want to be happy, to live happy lives and to have happy children. Happiness comes with “people having the necessities of life to contribute to the wellbeing of the community,” when “everyone is helping each other, more activities for all age groups, more competitions e.g. surfing, hunting, ironman, fishing, horse riding,” “when rangatahi are not forced to leave the community to seek education and work. Bringing whanau home, encouraging papakainga, and working together to “determine mana moana, mana whenua” were also key themes in Tokomaru Bay. The prominence of drug and alcohol use and abuse is a huge challenge to achieving the happiness they seek.

What do you need to know, to do, and contribute to a vibrant successful Hapu or community?

Participants agree that communication is key to a vibrant, successful hapu or community. Identity is also critical, which includes te reo, tikanga and kawa.

Having a space for rangatahi, and for others who have skills to share was also identified as necessary for a vibrant successful Hapu or community.

Building small businesses that showcase the skills within Tokomaru Bay, and having key events and festivals that draw people to the area were also ideas to create vibrancy.

What things need to be in place to make sure our Whanau Hapu and our community are successful?

“Positive, supportive people that can support new ideas and make them a reality. Family support for people with special needs educational or otherwise. Working opportunities so whanau don't have to travel away keeping our community alive.”(Research Participant, Tokomaru Bay)

Good leadership and clear communication were identified as key components to ensure Hapu and community success in Tokomaru Bay. Honesty, forward thinking, planning, and plenty of hands on deck to help make things happen for our community is also critical. “Whanau kotahitanga” everyone striving together towards a common goal is something that is lacking currently, but sorely needed to ensure success in the future. Like other communities there is huge concern around the use and abuse of drugs and alcohol and the impact it has on communities now, and on the tamariki and mokopuna of the future.

“Have annual community meetings to discuss what needs to be put in place to make a thriving community. Listening to different suggestions in order to come to one main conclusion as one community.”(Research Participant, Tokomaru Bay)



Nga Whakatau: Recommendations

This final report of Project Mataurau, have identified Health, Education and Employment, Housing and the Environment as the top 5 key areas of concern and opportunity, for Whanau, Hapu and communities from Potaka to Tokomaru Bay,

The Universal Declaration of Human Rights,

Article 23 states: “Everyone has the right to work, to free choice of employment, to just and favourable conditions of work and to protection against unemployment” while

Article 25 states “Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family [sic], including food, clothing, housing and medical care and necessary social services” with Article 26 decreeing that “Everyone has the right to education. Education shall be free, at least in the elementary and fundamental stages. Elementary education shall be compulsory. Technical and professional education shall be made generally available and higher education shall be equally accessible to all on the basis of merit.”

(<https://www.un.org/en/universal-declaration-human-rights/index.html>)

Hence, the research has determined that the flax roots of our isolated East Cape communities are seeking what everyone considers is basic human rights.

HAUORA:HEALTH - our Health services or lack of, topped the list. This research from a flax roots level, concurs with the findings of the Ngati Porou Hauora report, Ngāti Porou Hauora The wider economic benefits of providing health services, that highlights the issues of inequity and deprivation which finds our people in the predicament they are currently in. The research suggests that they Whanau, Hapu and communities of Potaka to Tokomaru Bay, are desperate for a new model of care, and plead with the Crown to work with Te Runanganui o Ngati Porou to address these inequities with urgency.

The issue of inequity and inaccessibility has been a constant concern for a number of years now, so our isolated Whanau, Hapu and communities have had to be resilient and innovative when it comes to self-care, often relying on “Dr Google”, traditional rongoā, or using social media to share medications e.g gout pills for the over-indulged adult or pamol for the child sick in the middle of the night.

MATAURANGA: EDUCATION – this was the second theme emerging with key gaps identified through the research around career guidance for rangatahi, and also the lack of life skills and preparedness that rangatahi have when they enter adulthood. There is a high need for Governance training at all levels, school, marae, community organisations, land blocks, hapu and iwi. Participants in the research note the changing times and different skill sets required to fill these roles

in the 21st century.

WHAIMAHI: EMPLOYMENT – while one report identified the many barriers that employers face in attracting “good” employees, this third common theme saw the growth of small business enterprises and hapu development as pathways to achieving their economic aspirations. If people are working, they feel valued and valuable to their Whanau, Hapu and community. Economically they are able to contribute to the wellbeing of their rohe, and there is definitely a sense of pride and mana that comes with being in work. The gap here is in having key people to assist in finding employment or small business opportunities and helping to bring those into isolated communities such as those in the report.

NGA KAENGA: HOUSING – there is a housing shortage throughout the area. All of our communities noted this. Issues surrounding home ownership were low incomes, multiple ownership of land, access to land, lack of knowledge of requirements and regulations to build homes, lack of housing options. Having a whanau home to return to or land to build on is more complex than people first anticipate, and can often be a negative experience. But having more people home to help with the major kaupapa in front of every Whanau, Hapu and community is key to long term sustainable success of everyone, we note this a matter of urgency.

TE TAI AO: ENVIRONMENT – the Raukumara Estate infested with introduced pests and disease such as myrtle rust; waterways being undermined and severely depleted by forestry, farming, erosion and climate change; our moana being attacked by outside interests, and access to clean water are growing concerns with each passing year. Locals are frustrated at the lack of authority they have over the kapata kai during times of rāhui, when commercial fishers disregard our tikanga. It is hoped that the Nga Rohe Moana o Nga Hapu o Ngati Porou legislation will assist in addressing these concerns. Similarly, with the Raukumara Estate there is concern growing over its health and wellbeing, and some polarizing debates about the best way to care for her long term sustainability. The ongoing issues of the impact climate change and industry on our land and waterways are huge and will take a concerted effort on the part of Whanau, Hapu and communities, as well as iwi, agencies, local government and central government working together over a long period of time to halt the decline.

Our recommendations to investors into our Whanau, Hapu and communities are:

- ◇ Let us lead and co-design our solutions with you
- ◇ To invest a minimum of 20 years into each community to enable significant, positive, transformational change can occur
- ◇ Assist communities by providing access to critical networks, and or other non-monetary resources

CONCLUDING THE PROJECT



HOW IT WORKED



Nga Kupu Whakakapi: Conclusion

“Our people want to be happy.”

Project Matarau focused on gathering insight and data to support our local Whanau, Hapu and communities, from Potaka to Tokomaru Bay, to develop their own vibrant, relevant, unique, long-term plans that incorporates those things most important to them.

Project Matarau has engaged our people from the flax roots - the Ahikā roa; those whose voices are usually silent; the young and the young-at-heart; the unemployed, and the employers. This is reflected in the candid nature, and brutal honesty of many of the interviews conducted over the research period. It has enabled our community groups to practice rangatiratanga in our own rohe, and to develop our whanaungatanga with each other- collaborative relationships which we hope will be enduring beyond this project.

Each Kairangahau did extremely well in using innovative and creative ways to communicate and engage their people, the qualitative data and some of the quantitative data show immense information. The richness and directness of the participants shows communities understand their needs, and in many cases also hold the solutions to their problems. They are rich with people who are aware and capable of leading constructive ways to rebuild, revitalise and resource their communities as whanau and hapu contributing to a strong iwi. We have an abundance of untapped potential, yet to be utilised, that is very exciting.

So where to from here?

Any future collaborations are to be determined by each Whanau, Hapu and community. The Kāhui Matarau and Kairangahau involved certainly enjoyed the experience, and the opportunity to work together. Certainly, given another opportunity, we would build on the lessons learnt through Project Matarau.

What the research has unearthed is that those communities who have key drivers/kaitakawaenga/kaimahi/tumau who are able to be remunerated for their time and effort, see greater movement towards achieving their long term plans. Certainly all members of the Kāhui Matarau and many of the Kairangahau are prime examples of those who have served their Whanau, Hapu and communities voluntarily for many years, and understand that “aroha” has a limit, and ought not be taken advantage of.

The issue of drug and alcohol abuse and the havoc that methamphetamine is wreaking on our communities, our whanaunga, our future is terrifying. However, as they say “a problem shared is a problem halved” and much more time and resource needs to be spent on a collaborative approach to destroying this enemy that has crept into our Pa. To ignore the impact this is having, will be detrimental

to our Whanau, Hapu and communities achieving their aspirations for wellbeing.

Each community group is now armed with full reports and data which they now can use to advance their Whanau, Hapu and communities, either collaboratively with other community groups or stakeholders, or independently. Readers who wish to have access to the full reports and/or data ought to consult the community groups directly.

The answers do not lie with agencies – the answers lie in the Whanau, Hapu and Communities as the full reports clearly show. In order for significant systemic, transformational change to be made, long-term targeted investment at Whanau, Hapu, and/or community level is required. By long term, we mean 20 years, as it has taken far longer than that to create the dire situation we find ourselves in now.

In conclusion, we wish to thank the Kāhui Matarau for the opportunity to work on Project Matarau, first as Kairangahau, and then as Kairangahau Matua responsible for pulling this report together. It has been challenging, enlightening and the future of our communities is very exciting.

Na māua

Georgina Johnson

Arlouise Brooking

He Rarangi Rauemi: List of Resources

Unpublished Reports

Awarau, Waipaina (2019) *Voices of the People: Waipiro Bay Hapu – Te Whanau a Iritekura, Ngai Taharora, Te Whanau a Rakairoa, Kiekie Marae*. Nga Hapu o Waipiro

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Morice, Bobbi et al (2019) *Ruatoria Development Plan*. Hikina

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Wanoa, Michelle (2019) *Te Araroa and Districts Progressive Associations Community Plan research report*. Te Araroa and Districts Progressive Association

Internet Resources

BERL report (May 2015) *Ngāti Porou Hauora: The wider economic benefits of providing health services*

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Sourced 9th Feb 2020

Universal Declaration of Independence

<https://www.un.org/en/universal-declaration-human-rights/index.html>

sourced 10 Feb 2020