

# Ākina

Māori Outcomes  
– Highlights and Successes  
1 JULY 2023 – 30 JUNE 2024





# Mihi

Taiaha hā, Taiaha hā!

Tākina ake ki runga i ngā tihi tapu o Tāmaki Makaurau

Herehere ngā waka, herehere ngā tāngata,

ki ngā taumata tūpuna, ki te whenua rongomaiwhiti.

Hōparapara ki uta, hōparapara ki tai!

Tākina ko au, tākina ko koe,

ki te whenua haumako, ki te whenua rangatira

te mana, te ihi, te wehi, te tapu

Tākina ko koe, tākina ko au

E, ko Tātaki e ngunguru nei,

E, ko koia e ara ē!

Kei ngā atua o te pō, tāwharautia mātou ki ō koutou manaakitanga

Ki ngā mate tāruru nui o te wā, haere, haere, whakangaro atu koutou.

Ko te akaaka o te rangi ki a koutou

Ko te akaaka o te whenua ki a tatou.

Tēnā koutou e ngā mana, e nga reo o tēnā muka, o tēnā whaitua.

Tēnei te mihi mahana o te wā, i te whakaarotanga ake ki ngā mahi kua

whakatutukingia e mātou o Māori Outcomes i roto i ngā tau.

Heoi ngā kupu i konei, tēnei ka mihi.

Taiaha hā! (A sentry cry to awaken the people)

My recitation begins upon the sacred summits of Tāmaki Makaurau.

To the unification of ancestral canoes and people to the exhortations  
of the ancestors; and to the unique and beautiful estate.

Thus traversing the land and sea!

I recite, and we recite, the history of  
the bountiful and noble land

imbued with spiritual power, excitement, awe, and sanctity!

You recite, and we recite, the contemporary of

Tātaki (Auckland Limited) rumbling hence!

Alas, we rise, awaken!

To the custodians of the ethereal realm, guide and protect us.

To the great procession of souls who have traversed beyond, we bid you a solemn farewell.

Let the interwoven ties of the spiritual realm bind to themselves,

and the ties of the physical realm bind us, the living.

We duly recognise the quintessence and myriad voices resonating from diverse  
domains and heritage.

It is with heartfelt warmth that we extend our deepest acknowledgements to you all,  
as we reflect upon the accomplishments of Māori Outcomes throughout the years.

Although our words must end here, know that our gratitude will not.





## Introduction

*“The Treaty to me has never been about Treaty rights, it’s always been about the rightness that comes from people accepting their obligations to each other.”*

So said the late leader Dr Moana Jackson (Ngāti Kahungunu and Ngāti Porou). I think his words perfectly reflect the commitment behind the work we do at Tātaki Auckland Unlimited (TAU), under the banner of ‘advancing delivery of Māori outcomes’.

In the financial year since we published our first edition of *Ākina*, much has changed in our world. We have seen a change in government, including a significant change in approach to te ao Māori, te reo Māori, and Māori wellbeing. Many central government and local government entities have tightened their belts, scaling down their people, projects and programmes.

Challenged to maintain momentum in this environment of fiscal constraint, we have focused on our unwavering commitment to see Māori led entrepreneurship, creativity and innovation thrive in Tāmaki Makaurau.

To this end, our TAU Board established a new Māori Engagement Committee, providing a platform for governance level relationships,

rangatira to rangatira, with Mana Whenua and Mātāwaka of Tāmaki Makaurau Auckland. This provides a vital focus to ensure the operational work of *Te Mahere Aronga*, our Tātaki Māori Outcomes Plan, is relevant, timely and well monitored at all levels of TAU.

We have been privileged to promote, support and develop many initiatives over the last year made possible by the value of partnership and our committed TAU kaimahi. This publication celebrates them all.

Thank you to everyone who has collaborated with us to create education, arts, or economic development programmes, to sponsor events and initiatives, or who has helped guide our planning and strategy. As we work together to deliver *Te Mahere Aronga* we can be proud of the impact we are having in our community.

We will continue to work together to give effect to Te Tiriti o Waitangi and enrich the economic and cultural wellbeing of Tāmaki Makaurau.

*Nāku te rourou nāu te rourou ka ora ai te iwi |With your basket and my basket the people will live.*

**Helen Te Hira**  
Director, Māori Outcomes, Tātaki Auckland Unlimited



## Te Mahere Aronga – our Māori Outcomes Plan

*Te Mahere Aronga* provides a framework and context for our mahi to advance positive Māori outcomes in the region. It outlines what we are planning to achieve, and how we will be accountable to the people of Tāmaki Makaurau Auckland.

*Te Mahere Aronga* takes several strategic documents into consideration, including Kia Ora Tāmaki Makaurau, Auckland Council's Māori outcomes performance measurement framework. Across TAU, our mahi has the most significant impact in the strategic priorities of **Kia ora te Umanga – Māori business, tourism, and employment** (where we are the lead agency), **Kia ora te Ahurea – Māori identity and culture**, and **Kia ora te Taiao – Kaitiakitanga**.

Our refreshed *Te Mahere Aronga* (2024-2026) was published in April 2024. In it, we outline initiatives and goals in our core areas above as well as other Kia Ora Tāmaki Makaurau priorities that:

- Empower our organisation to build skills and capability in te ao Māori (**Kia ora te Kaunihera**)
- Create environments for learning and showcasing te reo Māori (**Kia ora te Reo**) and
- Encourage Māori participation across generations and activities (**Kia ora te Whānau, Kia ora te Rangatahi, Kia ora te Hononga**).



“As a living document, *Te Mahere Aronga* reflects our current operating environment and what we are able to deliver with the resources we have available – focusing on those areas where we can have the most impact for our Māori communities.”

HELEN TE HIRA, DIRECTOR, MĀORI OUTCOMES





# Contents

## Highlights and Successes

1	Investing in Māori economic development	6	10	M9 Māori voices inspire important kōrero	20	19	Tiriti workshops build understanding and capability	30
2	Te Puna Creative innovation Quarter	8	11	Auckland Art Gallery Toi o Tāmaki honours Apihai Te Kawau	22	20	Taki update: New taonga for our kaimahi	31
3	Improving processes for filming on SPSMW	10	12	Toi Māori signals restoration at Auckland Art Gallery Toi o Tāmaki	23	21	Strengthening te ao Māori understanding at Auckland Zoo	32
4	<i>The Convert</i> : Doing justice to the taonga of Whatipu	12	13	Matariki celebrations light up the cultural landscape	24	22	Summer interns build connections for the future	33
5	Supporting Māori tourism aspirations	13	14	National Māori Theatre hui promotes a thriving performing arts environment	25	23	Demonstrating manaakitanga at every touchpoint	34
6	Acclaimed US travel series to showcase Māori culture	15	15	Positive Māori outcomes through ticketing and programming	26	24	Go Media Stadium Mt Smart signage promotes normalisation of te reo Māori	35
7	International conference opportunities boost visibility of Māori culture	16	16	Climate innovation through mātauranga Māori	27	25	Guided discovery through Te Wiki o Te Reo Māori and beyond	36
8	Te Ara Whakapakari careers expo	18	17	TAU Board establishes Māori Engagement Committee	28			
9	Discovering Taonga Māori with NZ Maritime Museum	19	18	Whāia te Ao Māori: Walking alongside the Māori world	29			





1

# Investing in Māori economic development

In May 2024, Tātaki Auckland Unlimited secured \$3.36 million to invest in Māori Economic Innovation Hubs from Auckland Council's Long Term Plan Māori Outcomes Fund. The investment will be spent over three years on three different hubs across Tāmaki Makaurau Auckland.

One of these hubs is a new initiative, Te Puna Creative Hub in Te Kōpua Henderson, in partnership with Te Kawerau ā Maki (see separate case study).

The other two are existing hubs, ReserveTMK in Glen Innes and Te Ngahere (GridMNK) in Manukau. These hubs are operated by Mātāwaka organisations Reserve Tāmaki and Ngahere Foundation respectively, focusing on innovation and entrepreneurship. Investment funding for these starts in 2025.

The \$3.36 million investment includes \$60,000 over three years to develop and deliver a Kaupapa Māori evaluation and insights approach for the hubs that appropriately measures their value and impact.

## RESEARCH AND MASTERPLANNING FOR GROWTH AND DEVELOPMENT

Tātaki Auckland Unlimited is producing reports and masterplans for high growth and development areas in Tāmaki Makaurau, including identifying Māori and Pacific gaps and opportunities. Strategic documents to be released include:

- North-West Auckland Economic Masterplan
- Auckland Economic Monitor, including the Māori economy (July 2024)
- The State of the City report 2024





#### INITIATIVES BEYOND FY2024

##### Programmes showcasing rangatahi career pathways

The TAU economic development team is working with business and education partners to host initiatives at GridAKL and across Tāmaki Makaurau that inspire and support young people into tech careers.

- HTK Group PMP programme, a 10-week digital startup accelerator for 50 rangatahi Māori representing six schools (GridAKL)
- STEAM Engagement series in partnership with Ministry of Education – skills education for 250 rangatahi from five South Auckland schools (GridAKL)
- Hosting and mentoring high school students through a 36-hour entrepreneurial education programme ‘Young Navigators’ by Young Enterprise Scheme (GRIDAKL)
- Tech Tāmaki Makaurau ‘Tech23’: showcasing tech career pathways to 650 secondary school students from 30 schools across Auckland, and featuring 40 technology companies
- Tech Tāmaki Makaurau ‘Working in the Cloud’ pilot in partnership with Ask Nicely, Auror and the Auckland Business Chamber. This will showcase tech careers to 200 rangatahi at De La Salle College and Tangaroa College.







Te Puna

Creative Quarter  
Te Kōpua Henderson

2

## Te Puna Creative Innovation Quarter

Tātaki Auckland Unlimited and west Auckland-based Iwi Te Kawerau ā Maki are collaborating to strengthen and expand the region's creative industries sector through the development of Te Puna Creative Innovation Quarter.

Officially launched in November 2023, Te Puna Creative Innovation Quarter includes Te Puna Creative Hub, one of three new Māori Economic Innovation hubs funded from the Auckland Council Māori Outcomes Fund. Based in Te Kōpua Henderson, Te Puna has a bold vision to be a 'wellspring of inspiration and connectivity' ('puna' are springs and waterways in tribal lands – places to connect and share stories).

It is the first centre of its kind for New Zealand, and like no other in the world. Te Puna Creative Innovation Quarter aspires to be a

world-class centre of excellence for creative industries and will provide a hub for screen, video gaming, creative tech, music, arts and performing arts.

The quarter aims to fill a much-needed gap to increase opportunities for education and training, generate highly skilled jobs, nurture talent, and fuel innovation, by working alongside integrated services and education providers.

Leading up to and since its launch, TAU has been engaging with representatives from Iwi, the creative industries sector, and the community. Working with Te Kawerau ā Maki, TAU is co-designing the education priorities, and helping to embed te ao Māori values and positive outcomes for Iwi and Mātāwaka from the outset.



### BY THE NUMBERS

Te Puna has been allocated **\$1.8 million** in Māori Outcomes funding over three years

The creative sector of Tāmaki Makaurau Auckland employs **57,000 people**, making up half of the entire country's creative workforce

In 2022, it accounted for half of the sector's GDP at **\$7.8 billion**

### INITIATIVES BEYOND FY2024

- TAU's digital team will produce the new Te Puna Creative Innovation Quarter website, supporting the participation of Māori in new urban development projects.
- Screen Auckland is developing a **cultural competence and confidence course** for filming on Sites and Places of Significance to Mana Whenua. This will be delivered in partnership with Te Kawerau ā Maki at the Te Puna Creative Innovation Quarter in February 2025.

BE INSPIRED BY THE VISION



**Watch**

**“**Te Puna will fuel innovation through imagination, attract investment, talent and visitors, and be home to Aotearoa New Zealand's largest community of creative industries and talent, uplifting the region's mana as a global creative capital.”

PAM FORD, DIRECTOR ECONOMIC DEVELOPMENT,  
TĀTAKI AUCKLAND UNLIMITED



## Improving processes for filming on Sites and Places of Significance to Mana Whenua

TAU's Screen Auckland and Māori Outcomes rōpū have been collaborating with the screen industry and Iwi representatives in Tāmaki Makaurau Auckland to revise our approach to permitting filming activities at public Sites and Places of Significance to Mana Whenua (SPSMW). The goal is to facilitate a change to the existing Auckland Unitary Plan by co-designing a film permitting process that is satisfactory to all parties, and governed by the Public Events, Trading and Filming Bylaw 2022.

This would remove a barrier that is impacting the viability of multi-million-dollar international screen investment in the wider Tāmaki Makaurau region and support more direct engagement with Iwi and Hapū. The aim is to respect the right of Iwi and Hapū to determine which activities take place within areas of significance on their whenua, while allowing industry to remain responsible and respectful users of these lands.

Through a series of engagements since December 2022, TAU and Screen Auckland approached all 19

Auckland Council-mandated Mana Whenua authorities. We have hosted in-person and online kōrero with interested parties to gather their feedback, and gain insights to inform the wording of the draft Plan change.

Over the past financial year, we established a collaborative working group with Iwi and Hapū representatives and participants from the screen industry to co-design a mutually agreed, robust film permit process.

Feedback has demonstrated a pride and respect for the Māori and New Zealand film industry, a desire for forward planning that melds best traditions and best practices to deliver for each Iwi and Hapū, and an interest in screen creativity that grows story sovereignty and trains rangatahi.

As a result of our work through the combined Iwi and film industry working group, the industry is developing its own commitments to working with Iwi.







*“We have heard the desire to join with the screen industry and Council to partner meaningfully in developing effective pathways for continued care and respect of wāhi tapu, as recognised in the Auckland Unitary Plan (AUP). We have also seen the need to advance formal agreements to ensure equity of opportunity to safeguard and build a prosperous industry, where Māori voices, stories and careers continue to flourish and innovate.”*

NICK HILL, CE, TĀTAKI AUCKLAND UNLIMITED

#### INITIATIVES BEYOND FY2024

- **The Plan change** was notified for public submissions in September 2024. TAU will continue to work with Iwi and Hapū to refine and improve the current film permit process; and provide the information and tools for robust engagement and relationship building between film productions and Iwi and Hapū.
- **Auckland Film Protocol:** TAU will also provide advice and support to those who are developing their own filming protocols while we work on an updated Auckland film protocol. The updated film protocol will include a specific film permit process for Sites and Places of Significance to Mana Whenua, which Screen Auckland will implement once the plan change is in operation.
- **Building capability in the industry:** Screen Auckland is developing a **cultural competence and confidence course** for filming on SPSMW. The course is aimed at experienced film industry professionals who are committed to ensuring Māori voices and perspectives are represented with authenticity and respect. This will be delivered in partnership with Te Kawerau ā Maki at the Te Puna Creative Innovation Quarter in Henderson.



## The Convert: Doing justice to the taonga of Whatipu

Lee Tamahori's internationally acclaimed film *The Convert* saw collaboration with local Iwi Te Kawerau ā Maki on some complex location permitting requirements. The Māori Kāwau historical epic was filmed towards the end of 2022, on the west coast at Whatipu. The film permits were facilitated by TAU's Screen Auckland team.

Screen Auckland's role is to connect film productions to relevant Iwi and Hapū groups, advising on protocols, culturally sensitive areas, and likely costs and timeframes to receive permission to film on Iwi land. The team advises production teams on how to approach local Iwi and strongly promotes building meaningful and ongoing relationships with Mana Whenua.

Whatipu was chosen for its remote feel, breathtaking scenery and cultural history. As well as holding significant spiritual and historic importance for Te Kawerau ā Maki, the area is also Department of Conservation land, a scientific

reserve, and a park. This made for an incredibly complex film permitting process.

The film presents an authentic portrayal of early 19th century Māori life. Attention to cultural and period detail runs through the film, helped by Indigenous casting, the involvement of producer Te Kohe Tuhaka (Ngāi Tūhoe, Ngāti Porou), cultural advisor Brad Haami (Ngāti Awa, Ngāti Kahungunu, Tuwharetoa, Ngāti Tahu) and a collective of Maori story producers. Lee Tamahori (Ngāti Porou) is also of Māori descent.

*“It's fantastic to see our whenua being highlighted as a backdrop for such an ambitious project. Lee Tamahori is a visionary director, and The Convert does justice to the taonga of this place. We would also like to acknowledge Te Kohe Tukaha in the way he ensured the mana of the Iwi and the whenua remained intact.”*

ROBIN TAUA-GORDON, TE KAWERAU Ā MAKI

Image courtesy of NZ Film Commission



## Supporting Māori tourism aspirations

Tātaki Auckland Unlimited initiated a variety of hostings, appointments and training sessions that showcased Māori tourism businesses during the financial year.

In May 2024, we facilitated a Tourism Trade and Business familiarisation event, hosting 22 international tour agents (buyers) through an itinerary that showcased Māori tourism businesses including *Te Mahurehure*, *Te Manu Taupua*, *Te Hana Te Ao Marama* and *The Haka Experience*.

In addition, we showcased six internationally trade-ready, Māori owned tourism businesses through over 100 appointments and training sessions with international tour agents. TAU also facilitated hosting sessions with 10 Māori tourism businesses for 50+ international and domestic tourism trade and media representatives.

### TOURISM ACROSS THE MAUNGA

TAU partnered with Tūpuna Maunga Authority to support existing Mana Whenua tourism operators on the maunga with their commercial tourism propositions. Participants included *Mā Whero Education*, *Te Manu Taupua* and *Explore Tāmaki*, who offer cultural guided tours across the maunga. The partnership included facilitating workshops to identify the vision for success, foundations and support needed.

TAU continues to work alongside Tūpuna Maunga with their Maunga Tohu kaupapa and is also supporting their aspirations to attain UNESCO heritage status across the volcanic network.

*Image above: TAU facilitated two photoshoots with Māori tourism businesses to promote Tāmaki Makaurau as a must-visit destination for domestic and international manuhiri (visitors). Pictured is Thomas Rawiri (Ngai Tai, Ngāti Pāora) at Maungawhau.*



#### BY THE NUMBERS

**22** tour buyers hosted

**10** Māori operators showcased  
with **50+** tourism and trade representatives

**Six trade-ready** Māori tourism businesses  
introduced through **100** appointments and training  
sessions with tour agents



*International passengers were welcomed to Tāmaki Makaurau with two vibrant showcases of Māori culture and manaakitanga during the cruise season. TAU facilitated two cultural activations led by Te Whare Karioi*

#### INITIATIVES BEYOND FY2024

- TAU has set aside funding over the next three years for Māori tourism initiatives, including the *Treasures of Tāmaki Makaurau* project. This involves developing a web-based platform to amplify the visibility of Auckland's Māori-owned and operated tourism businesses and experiences.
- Opportunities promoted on the platform will span the full visitor experience, ranging from tours to hospitality venues, retail shopping, performing arts, annual flagship Māori events, as well as showcasing places of Māori cultural significance.





# Acclaimed US travel series to showcase Māori culture

In March 2023, Tātaki Auckland Unlimited facilitated a tourism trade and media roadshow in the United States, connecting with the Emmy-winning US production, *Barefeet with Mickela Mallozzi*.

Mickela travels around the world learning about different cultures, with a focus on learning about indigenous performing arts and exploring what

makes each culture unique. Her show has a US and international audience of two million viewers per episode.

In March 2024, TAU engaged Māori tourism business owner Dane Tumahai (Ngāti Whātua Ōrākei) as the cultural advisor for the next US roadshow. These encounters led to months of planning between TAU’s destination team, Mickela’s production and Ngāti Whātua Ōrākei on an exciting collaboration to shoot two Māori-focused episodes around Matariki.

The episodes, anchored by Dane, feature the Ngāti Whātua Ōrākei Umu Kohukohu Whetu (traditional Matariki dawn ceremony), Whatua Te Ao Matariki Showcase, the *Waimahara interactive artwork* launch at Myers Park, *the Haka Experience* at Eden Park, and an All Blacks Experience with *Pōtiki Poi*.

## US LAUNCH

The two te ao Māori-focused episodes will launch in the US market in March 2025 across PBS channels, with a VIP launch event in New York.



Watch

Mickela Mallozzi on the Breakfast Show with Jenny-May Clarkson, highlighting her team’s mahi and experiences in Tāmaki Makaurau. Find out more about the production [here](#).



Watch

“This was an unmissable opportunity to promote ahurea Māori and local tourism to a global audience; and to elevate the international visibility of the Matariki Festival in Tāmaki Makaurau.”

ANNIE DUNDAS, DIRECTOR DESTINATION,  
TĀTAKI AUCKLAND UNLIMITED





## International conference opportunities boost visibility of Māori culture

**Auckland Convention Bureau (ACB) has a vital role to play in the global conference market, showcasing our Māori culture as a unique point of difference for Tāmaki Makaurau.**

The team have been building relationships with local Iwi, Māori organisations and academic institutions to put together exciting conferencing and tourism experiences. This includes partnering with Ngāti Whātua Ōrākei, Te Ahiwaru Makaurau, Te Mahurehure marae, and Tūpuna Maunga Authority.

Over the FY24 reporting period, Tātaki Auckland Unlimited's ACB rōpū hosted conference buyers from the United States, South East Asia and Hong Kong, and Australia for experiences with 10 Māori tourism businesses. These ranged from guided walks, haka, kai and entertainment experiences to visiting Te Māhurehure Cultural Marae Conference Centre.

The ACB team have also strengthened their working relationships with Māori cultural experts and advisors from across Tāmaki Makaurau. Their valuable mahi together has created frameworks for kōrero around social issues, and new ways to implement change and celebrate our culture and diversity.

As a result of these partnerships, ACB has created a unique point of difference in its international bid work, resulting in significant business event wins including the World Indigenous Peoples Conference on Education (WIPCE) 2025, and the International Confederation of Principals (ICP) Convention 2026.

In addition, Māori culture was promoted to ACB's comprehensive global database via a dedicated e-newsletter; and the team partnered with cultural advisor Dane Tumahai (Ngāti Whātua Ōrākei) to create a 'Welcome to Tāmaki Makaurau' video used in international bids.





*“It’s exciting to be working more closely with local Iwi and Māori businesses to integrate tikanga Māori into business events and cultural tourism experiences for manuhiri. We look forward to hosting more indigenous conferences and content in the years ahead.”*

KEN PEREIRA, HEAD OF AUCKLAND  
CONVENTION BUREAU

#### BY THE NUMBERS

75 international buyers  
welcomed by 10 Māori  
tourism businesses

19 unique Māori  
experiences and  
perspectives showcased in  
promotional campaign

#### INITIATIVES BEYOND FY2024

- ACB worked with social activist and storyteller Qiane Matata Sipu to host the Indigenous Wellbeing Conference in Tāmaki Makaurau in October 2024. The ACB team is also working on a promotional video featuring Māori cultural consultant and advisor Kingi Makoare (Ngāti Whātua).
- ACB has updated its collateral to incorporate te reo Māori and themes that reflect Māori language, values, and storytelling. This effort aims to ensure that all bid materials authentically represent the cultural heritage and identity of Tāmaki Makaurau, enhancing the city’s unique appeal on the global stage.



# Te Ara Whakapakari careers expo: Inspiring future pathways for rangatahi

A Māori tertiary and careers expo was hosted at Aotea Centre in April 2024, with the Tātaki Māori Outcomes ropū delighted to sponsor the space for this inspiring event.

The free Te Ara Whakapakari expo was designed to provide a wealth of information on future education, careers and pathway opportunities for rangatahi Māori and their whānau. It was funded by the Waitematā Local Board and open to everyone wanting to engage, inspire, activate and collaborate within te ao Māori.

It included a panel of guest speakers who inspired over 700 rangatahi through their kōrero. Booths inside and in Aotea Square showcased a wide range of careers, jobs, trades training, and tertiary education; with a focus on showcasing te ao Māori-inspired career pathways in the education, business, music and entertainment sectors.



Watch: Te Karere coverage of the event





# Discovering Taonga Māori with New Zealand Maritime Museum

New Zealand Maritime Museum Hui Te Ananui a Tangaroa highlighted Taonga Māori with art, crafts, education and history through a variety of activities, exhibitions, and programming during the year.

For the exhibition *Always Song in the Water* in August 2023, Māori artist Neke Moa (Ngāti Kahungunu ki Ahuriri, Kai Tahu, Ngāti Porou, Ngāti Tūwharetoa) discussed her work *Hinemoana*. Neke also led a body binding and adornment workshop, showing participants how to make special taonga from found or gifted materials from te taiao (the natural environment).

For the inaugural *Auckland Wooden Boat Festival* in March 2024, the museum team and mātauranga waka experts hosted the Tuia Mātauranga education hub in the Viaduct Events Centre. Almost 12,000 people came through the doors to learn about Māori arrival, voyaging and first encounters. The museum also hosted talks and short films on the revival of waka building, wayfinding and traditional waka culture, including Pacific voyaging and navigating waka hourua from Te Toki Voyaging Trust.

*Ara Moana Ocean Road Waka* is an ongoing, free programme for kura (schools) that aims to connect students and their whānau with mātauranga waka, and to learn about tūpuna (ancestors) of Aotearoa. The programme showcases the brilliance of ancestral navigation, including construction methods to create waka hourua for finding new lands. The programme includes transport costs for the kura groups.

During the year, the museum's acquisitions committee developed a collection plan for the

purchase of Taonga Māori and contemporary art by Māori artists. Recent examples include a suite of works by Neke Moa, māhe (stone sinkers) and a carved tiheru (bailer).

## INITIATIVES BEYOND FY2024

- The museum's offsite collection was moved to an improved facility which will enhance access and the longevity of Taonga Māori. Adjacent to Tāmaki Paenga Hira Auckland War Memorial Museum's facility, Manu Tāiko, the new facility will also facilitate knowledge sharing and collaboration.
- Along with community partners, the museum plans to offer traditional and waka wooden boat building workshops in future, housed in the Percy Vos heritage boat shed. ➔



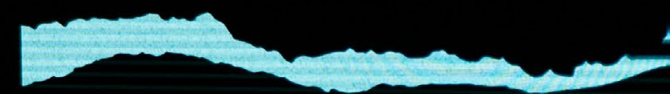
## THE POWER OF A DREAM!

The Crown stole more than just the land!



## THE POWER OF A DREAM!

The Crown stole more than just the land!



experience a celebration of te ao Māori in one of our iconic venues.

July 2023's M9 was themed *He Toi Whakairo, He Mana Tangata – Without Māori Art, Who Are We?* Māori speakers including activist Tame Iti, Māori art advocate Nigel Borell, and singer-songwriter Maisey Rika showcased the diversity and vitality of contemporary toi Māori, and how it is being used to advocate, educate, communicate, and entertain.

In November, *He Mataaho Ki Te Ao Whakaari – Whānau, Feeds and Fame*, explored how whānau is integral to the way Māori perceive the world. Nine kiripuaki (actors), including Ben Mitchell, Miriama McDowell, Te Kohe Tuhaka and Miriama Smith, shared their stories of being creative in their communities, and how whānau, marae, Hapū and Iwi inspired their journeys.

The M9 experience delivered strongly again in its second year, with three events showcasing leading lights in the Māori community.

M9 is a ground-breaking Māori oratory and performance kaupapa, designed to be the meeting point between modern-day 'TED-talks' and the age-old practice of oratory and performance that is an integral part of te ao Māori. At each event, nine kaikōrero (speakers) delivered stories chosen to inspire, empower and impart kōrero Māori around a central kaupapa.

TAU was able to provide sponsor benefit tickets to 200 Māori for each event, distributed through Iwi and Mātāwaka organisations. This has enabled access for many who would not typically make it into the city for a paid event, allowing them to

## M9: Māori voices inspire important kōrero





In March 2024, *Ka Tohe Au! Ka Tohe Au! I am the Sovereign* promised to leave the audience empowered to ‘activate the future Aotearoa New Zealand that Te Tiriti (the Treaty) intended’. The sold-out event featured influential kaikōrero from academia, law, media, indigenous rights, and politics. From Hone Harawira and Eru Kapa-Kingi to Professor Ella Henry and Dayle Takitimu, each brought unique and powerful insights on Te Tiriti as our founding document and why it is fundamental to our constitutional arrangements in Aotearoa.

Audience research showed high levels of engagement and endorsement for each event, and M9 continues to grow and reach new audiences.



Watch M9 events here

#### BY THE NUMBERS

##### He Toi Whakairo, He Mana Tangata (July 2023)

- **96.4%** of attendees found M9 inspiring
- **97.3%** felt proud to witness te reo Māori on display
- **98.2%** of attendees felt it promoted Māori culture and identity, and it was a positive example of valuing māturanga Māori
- **93.7%** wanted to learn more about te ao Māori after the event

##### He Mataaho Ki Te Ao Whakaari (November 2023)

- **98.2 %** of respondents said the event promoted Māori culture and identity
- **96.3%** agreed it was a positive example of valuing Mātauranga Māori
- **98.1%** felt proud to witness te reo Māori on display

##### Ka Tohe Au! Ka Tohe Au! (March 2024)

- **Over 95%** of attendees found the event inspiring
- **Nearly 98%** felt encouraged to learn more about te ao Māori
- **95.4%** considered it a positive example of valuing Mātauranga Māori
- **96.7%** felt proud to witness te reo Māori on display
- **97.6%** felt encouraged to learn more about te ao Māori





# Auckland Art Gallery Toi o Tāmaki honours Apihai Te Kawau

Auckland Art Gallery Toi o Tāmaki has new Māori names for its three main gallery spaces, acting on recommendations from last year’s assessment into organisational capability in te ao Māori.

The name Te Kawau Gallery was announced in September 2023, acknowledging Apihai Te Kawau (late 1700s–1869), a paramount chief of the Ngāti Whātua people in Tāmaki Makaurau. Te Kawau gifted 3000 acres of land to Governor Hobson in 1840, a gift that is now home to Auckland’s central business district, including the Gallery. This tribute to the Gallery’s first donor is located in the historic part of the building.

The Gallery’s Poumatua Head of Kaupapa Māori, Joe Pihema, said the choice of name reflects the mana and influence of Apihai Te Kawau in the establishment of the city. “His gift of land was an unrivalled act of nation-building and was essentially the birth of Auckland.”

## INITIATIVES BEYOND FY2024

The heritage portion of the Gallery and Te Kawau were officially opened in September 2024, featuring its first exhibition, *Ngā Taonga Tūturu: Treasured Māori Portraits*.

The exhibition features Gottfried Lindauer’s portrait paintings of tūpuna Māori from Iwi across Aotearoa. Metaphorically, the gallery is likened to the chiefly cloak of Apihai Te Kawau; and the portraits on display there will be cared for and protected through his manaakitanga and mana.

Two other spaces were also renamed:

- The North Atrium is now Te Ātea, which ties to the concept of Marae Ātea where pōwhiri are held at marae. Te Ātea is currently the location of events, functions, pōwhiri, and mihi whakatau at the Gallery.
- Te Aka Matua/ The Creative Learning Centre references the tupuna Tāwhaki, who climbed the great vine (Te Aka Matua) through the various heavens and brought back baskets of knowledge.





Te Toi o Mangaheke, 2023 Graham Tipene, Commissioned by Auckland Art Gallery Toi o Tāmaki, 2024

# Toi Māori signals restoration at Auckland Art Gallery Toi o Tāmaki

From May 2023 to July 2024, *Te Toi o Mangaheke*, 2023 by tā moko and public installation artist Graham Tipene (Ngāti Whātua, Ngāti Kahu, Ngāti Hine, Ngāti Hauā, Ngāti Manu) dominated the exterior wall of Auckland Art Gallery Toi o Tāmaki during its heritage restoration project.

*Te Toi o Mangaheke* was commissioned for Kia Whakahou, Kia Whakaora (to restore, to heal). It featured takarangi (interlocking spiral designs) speaking to the cyclical life of water from sky to lake, river to sea – the harbours around the Gallery and coastal waters,

covering the motu. The design referenced the interconnectedness of the environment, our duty of manaakitanga as kaitiaki (guardians) – and the treasures passed down from tūpuna (the ancestors).

Another toi Māori commission was by Darcell Apelu (Niuean, Pākehā, Te Āti Awa) *Carry Me with You*. The work was displayed on the East Terrace from December 2023 to October 2024.

The exhibition *Ngā Whenu Raranga | Weaving the Strands Together: The Maureen Lander Archive* celebrated the donation of the archive of senior contemporary artist Maureen Lander (born 1942, Te Hikutu, Te Roroa, Ngāpuhi) to the E H McCormick Research Library.

Current exhibition *Taimoana | Coastlines*, opened on 20 April 2024. It features works from the Gallery’s collection including Māori artists Fred Graham, Jeremy Leatinu’u, Rangī Kipa, John Miller, Peter Robinson, Natalie Robinson and Raukura Turei, along with historical depictions of Māori.

## INITIATIVES BEYOND FY2024

- A second commission from Graham Tipene was presented for the Gallery’s heritage restoration project
- *Aotearoa Contemporary* and *Walters Prize*, which have a strong focus on Māori artists opened between 6 July and 20 October 2024
- *Ngā Taonga Tutūru: Treasured Māori Portraits* opened 18 September 2024, an exhibition of portraits of Māori ancestors by Gottfried Lindauer and whakairo tupuna. This coincided with the unveiling of the new Te Kawau Gallery and was scheduled as part of celebrations for *Ngāti Whātua Ōrākei Tuku Whenua 2024 – Apihai’s Gift*
- The exhibition *Modern Women: Flight of Time* (opened on 10 August 2024), featuring Māori artists Elizabeth Ellis, Mere Lodge, Pauline Yearbury and Kāterina Mataira.





# Matariki celebrations light up the cultural landscape

From June to August all over Tāmaki Makaurau Auckland, a huge selection of cultural events celebrated Matariki, the Māori New Year. A series of TAU events and programmes hosted by New Zealand Maritime Museum, Auckland Live, Auckland Art Gallery, Auckland Stadiums and Auckland Zoo brought people together through te ao Māori stories, art, music, kai and contemporary performances.

Auckland Live hosted an afternoon of conversation, *Our People, Our Stories* in the Wintergarden in The Civic, featuring five exceptional Māori performing artists.

Facilitated by Rutene Spooner (Ngāti Porou, Ngāruahine, Ngāti Kahungunu), the free event provided a platform for the artists to share how they represent their communities and stories through contemporary live performance.

Auckland Town Hall welcomed a musical collaboration between the Auckland Philharmonia and one of Aotearoa’s best-known musicians – hip hop, R&B and reggae artist Ché-Fu. The building also got a moving makeover with a large-scale, interactive, animated video installation *Mihi* projected onto its exterior. Large-scale illuminated art installations lit up adjacent Queen St, while Matariki digital experiences played out on the Auckland Live Digital Stage.

At the Maritime Museum, a range of family-friendly activities included learning traditional Māori weaving by making a kaui whetū (star), and Matariki stories with movement and songs during *Storytime*. In June, Awhina Murupaenga of

Whatu Creative hosted a traditional Tukutuku Toi workshop for the community, and also one for staff.

At Auckland Art Gallery Toi o Tāmaki visitors of all ages enjoyed live dance and music performance *Marae in the Sky*, created especially for Matariki, joined an in-depth kōrero about the importance of the Maramataka (Māori lunar calendar), were wowed by national kapa haka champions Te Kapa Haka o Te Wharekura o Hoani Waititi Mara, admired a collection of over 50 taonga puoro, shopped at te mākete (market), turned their hands to poi making, and got involved with a range of activities especially for tamariki.

For Matariki at the Zoo, visitors received a self-directed activity booklet, as well as a Matariki themed *Tamariki Time* where tamariki and whānau learned about animals and conservation through play, kanikani and waiata.



Watch: Auckland Zoo video commemorating Matariki



New Zealand Opera and Te Pou Theatre partnered to present Toiri, an opera concert in te reo Māori, at the 2024 Kōanga Festival

# National Māori Theatre hui promotes a thriving performing arts environment

A partnership with the organisers of the 2023 National Māori Theatre Hui in October created an opportunity for Tātaki Auckland Unlimited to better understand the support Māori theatre needs to thrive in Tāmaki Makaurau Auckland.

The national hui, the fifth since 2015, was hosted by Ōrotokare: Art, Story, Motion, in partnership with Ecoquest Centre of Indigeneity, Ecology & Creativity.

It was held for three days in Kaiaua, Waikato, with members of the theatre community gathering to network, share their knowledge and experiences, facilitate pathways for rangatahi into theatre, and address issues facing Māori theatre.

Fifty-four theatre practitioners, actors, writers, producers, arts administrators, rangatahi, lwi participants, and local community members enjoyed a full programme of presentations, panel discussions, workshops, and performances.

OUTCOMES FROM THE HUI REPORT

- 37% of all participants identified Auckland as their place of primary residence or practice
- All regard Auckland as a key location for the production and staging of arts and theatre work
- Developing an arts strategy for Tāmaki Makaurau is of significant relevance to them and their work
- The report includes several ways we can practically support the development of arts

in Auckland, including venues and facilities, specialist commercial and creative support, funding, inclusive programming, mentoring, advocacy, and procurement

The report will be used to inform the development of a TAU-led performing arts strategy for Tāmaki Makaurau Auckland.

INITIATIVE BEYOND FY2024

- TAU supported Te Pou Theatre’s Kōanga Festival in September 2024. The festival celebrated 10 years of new Māori storytelling at the time of Kōanga (Spring), when te taiao comes to life with new growth. Kōanga Festival cultivates new ideas and narratives through Māori performing arts. This was the most expansive festival to date, with 13+ events over three weeks.





# Positive Māori outcomes through ticketing and programming

In April 2024, Auckland Live worked on a ticketing RFP (request for proposal) that spelled out Māori outcomes requirements for ticketing services across Auckland Live and Auckland Stadiums venues over the next three years (FY25 – FY27).

Expectations outlined in the RFP included a contractual requirement to enable Māori participation and accessibility through reducing ticketing fees for a minimum of five events every year. The RFP also asked for ‘innovative, authentic and effective’ initiatives from suppliers that would support Māori outcomes.

Applicants were shortlisted in May, with the contract awarded to successful applicant Ticketmaster in June 2024.

In addition to the reduction in fees for five events a year, Ticketmaster’s proposal includes a Māori-led Programming Fund, created to help develop Māori-led live performances and events over the initial term of three years.

The Directors of Auckland Live and Auckland Stadiums will work with the local Ticketmaster team to develop a plan and initiatives for the Programming Fund that align with TAU’s Māori Outcomes Plan.

**INITIATIVE BEYOND FY24**

- **Autāia Haka Theatre:** Māori Outcomes and Auckland Live once again supported this showcase for rangatahi Māori to tell their stories and express their vibrancy and creativity. The line up for August 2024 included ten schools and kura kaupapa Māori, along with special guest performers.

“Ticketmaster acknowledges implementing these initiatives requires a genuine commitment to understanding and respecting Māori culture and an ongoing effort to ensure events are accessible, inclusive, and representative of Tāmaki Makaurau’s Māori identity.”

ANJELICA DEVOE, MANAGING DIRECTOR, TICKETMASTER NEW ZEALAND

“We are delighted Ticketmaster echoes our commitment to showcase more Māori arts and events in our Auckland Live venues, and in such a tangible way. We look forward to ongoing collaboration with and support for kaihaka to create a vibrant, Māori-led performing arts programme over the next few years.”

DANIEL CLARKE, DIRECTOR PERFORMING ARTS, AUCKLAND LIVE



Climate Innovation hui panel members (from left to right): Associate Professor Dan Hikuroa, Hana Tapiata, Ayla Hoeta, Rereata Makiha

#### INITIATIVE BEYOND FY2024

Supporting Māori climate innovators: Climate Connect Aotearoa has partnered with Te Puna Creative Innovation Quarter to secure funding from Auckland Council's Māori Outcomes Fund as part of the Long-term Plan. The fund will enable support for Māori climate innovators at Te Puna over the next three financial years.

This kaupapa will allow them to support Iwi and Mātāwaka Māori businesses and communities in climate innovations and ensure climate innovation is at the heart of the development in the West Auckland precinct.

➔ See the He Kete Mātauranga Hui highlights reel

➔ Watch an interview with Māori Climate Innovation Lead Cornell Tukiri

## Climate innovation through mātauranga Māori

In 2023, Tātaki Auckland Unlimited's Climate Connect Aotearoa team established **He Kete Mātauranga**, an online space designed to help businesses and communities build climate resilience through mātauranga Māori (Māori knowledge).

He Kete Mātauranga translates as 'basket of knowledge', and it is part of the wider Climate Connect Aotearoa initiative.

Through video interviews, we connected with six leaders and innovators within te ao Māori, exploring what mātauranga Māori means to them and the role it plays in their climate action. The videos highlight the value of Māori knowledge systems and their place in modern climate conversations.

On 5 June 2024, the inaugural He Kete Mātauranga: Mātauranga Māori and Climate Innovation Hui was held to bring these kaupapa to life. Hosted at Te Mahurehure Marae, the hui featured a stellar lineup of Māori experts and practitioners in science, innovation and mātauranga Māori. More than 115 people attended, including a diverse audience of Māori businesses, Iwi, and governance bodies in Tāmaki Makaurau.

#### BUILDING RESILIENCE

Climate Connect Aotearoa invited small and medium Māori businesses to a series of workshops in May and June 2024 to find out what climate issues are affecting them, what their experiences have been during extreme events, and what priority areas matter most.

The results of these sessions are being used to inform a new SME climate adaptation resource platform.





# TAU Board establishes Māori Engagement Committee

The formation of a new Tātaki Auckland Unlimited Board committee, the Māori Engagement Committee (MEC) was approved in September 2023.

The MEC was created to assist the TAU board and leadership team in advancing their commitment to building bilateral, strategic relationships with Mana Whenua and Mātāwaka entities in Tāmaki Makaurau in the advancement of positive outcomes for Māori.

The MEC was officially launched in April 2024, during a hosting for the *Bill Withers Social Club* show at Aotea Centre. This created the opportunity for the new committee members to kōrero with senior leaders from organisations including Te Ākitai, Tūpuna Maunga Authority, Te Ahiwaru, Houkura IMSB, Ngāti Te Ata Waiohū and more, along with several Auckland councillors.

The committee is chaired by Hinurewa te Hau; and members are Vicki Salmon (TAU Board Chair), Dan Te Whenua Walker, and Jennah Wootten.

As well as helping us to meet our legislative responsibilities under Te Tiriti o Waitangi, the committee aims to strengthen relationships, enhance communication and engagement, provide guidance on strategies and initiatives, monitor and evaluate their effectiveness, and identify opportunities for collaboration.

“Our hope is that the work of this committee will build mutual trust and connections with leaders and organisations at a governance level, to co-design and deliver great initiatives together.”

HINUREWA TE HAU, CHAIR, MĀORI ENGAGEMENT COMMITTEE



# Whāia te Ao Māori: Walking alongside the Māori world

In early 2023, Tātaki Auckland Unlimited identified a need to establish a baseline understanding of our organisation-wide capability to deliver Māori outcomes. Since then, we’ve commissioned kaupapa Māori-led research within Auckland Art Gallery Toi o Tāmaki (finalised in September 2023), and, at the end of this financial year, the New Zealand Maritime Museum.

The research for both organisations was commissioned to understand our current state, our successes, identify potential challenges in how we deliver Māori outcomes across our team, and provide insights into how we can walk more closely with Māori in our mahi.

The Gallery’s research was conducted by independent research company Awa Associates, while the Maritime Museum’s work was conducted by Tū Ōhu Collective.

Findings for the Gallery recorded considerable progress in upskilling staff and improving in Mātauranga Māori, and in dedicated Māori leadership roles to help drive effective engagement. Areas of opportunity included stronger incorporation of Te Tiriti principles in governance and decision-making, planning for more Māori curator support, and greater collaboration and engagement with Māori artists.

Many of the recommendations from the report have since been implemented, with a range of partnerships, programmes, and initiatives underway in FY25.

The New Zealand Maritime Museum research and report falls outside the scope of FY24 and will be shared in our FY25 publication.

“As the kaitiaki of these national cultural organisations, it is vital to understand, plan for, and enhance the integration of Māori culture, perspectives, and narratives into our mahi, programmes, and governance.”

HELEN TE HIRA, DIRECTOR MĀORI OUTCOMES





# Tiriti workshops build understanding and capability

TAU kaimahi (staff) appreciated the opportunity to learn more about Te Tiriti o Waitangi through a new programme of workshops in 2024. Run by educators Tangata Tiriti – Treaty People, the workshops focused on what Te Tiriti means for everyone living in Aotearoa, no matter their background or heritage.

The interactive workshops were sponsored by the Māori Outcomes rōpū and open to any interested TAU staff. As well as covering two key

historical documents, the 1835 Declaration of Independence and Te Tiriti o Waitangi, the workshops explored how and why these documents came about, what their signatories agreed to and their vision for the future of Aotearoa.

They also included perspectives on the colonisation of Aotearoa, including government breaches of Te Tiriti and Māori acts of resistance. Importantly, participants were invited to consider what they bring to the treaty relationship; and how we can honour Tiriti obligations today as citizens and as staff of Tātaki Auckland Unlimited.

The workshops were well attended, with participants appreciating the perspectives of diverse presenters from Māori, Pākehā and tauiwi heritage.

## INITIATIVE BEYOND FY2024

Due to the overwhelmingly positive response, high engagement and requests from staff who missed out, several more workshops were held during the latter half of 2024.

“I’ve done a couple of Te Tiriti workshops over the years, and this has been the best one. It covered all the key elements, from understanding Aotearoa’s history of arrival and colonisation to where we are today and what this means for us. The workshop was delivered in an interesting, interactive, and impactful way. I’ve come away with a deeper understanding and some new perspectives – I’ll be remembering this years from now.”

ANDREA PARR, HEAD OF AUDIENCE AND COMMUNICATIONS, NZ MARITIME MUSEUM (MAY 2024)



# Taki update: New taonga for our kaimahi

Tātaki Auckland Unlimited’s go-to app for te reo Māori, tikanga and other useful resources has been updated with fresh content to keep building our kaimahi confidence and capability. Launched in August 2022, the app has had two updates.

While the free app was tailor-made for the TAU working environment, it is publicly available to anyone who interacts with Māori or who simply wants to start their cultural and te reo Māori

journey. It has proven to be popular with our staff as well as local and international event partners.

The June 2024 update was launched in the lead up to Matariki. It included TAU’s new Karakia Timatanga (opening karakia), Karakia Whakamutunga (closing karakia) and waiata, *Tātaki, tu ake ra*. These taonga were written for TAU by our cultural advisors, Te Hau and Marihi Paeroa, and Maihi Bennett from Manawataki.

“Our karakia and waiata demonstrate our commitment to te reo Māori and to expressing te ao Māori (the Māori world view) in our daily lives and in the mahi we do for Tāmaki Makaurau.”

HELEN TE HIRA, DIRECTOR MĀORI OUTCOMES

BY THE NUMBERS

There were **812 downloads** in the 12 months to July 2024

With over **2,200** downloads to the end of the FY, it is estimated **100%** of staff downloaded the app

INITIATIVE BEYOND FY2024

The Taki app has been updated for Te Wiki o Te Reo Maori 2024 to include TAU’s values, new waiata, and more te reo Māori names for our TAU spaces. The app also provides more interactive features as well as links to valuable external resources on understanding Te Tiriti o Waitangi.





# Strengthening te ao Māori understanding at Auckland Zoo

Auckland Zoo’s commitment to strengthening its relationship with te ao Māori continues, with work underway to embed *Te Puna Waiora*, Auckland Zoo’s Te Reo Capability Plan, at both a strategic and operational level.

Already, bilingual signage is in place around the Zoo, and its website features bilingual content. Over the last year, a range of programmes and activations

have been made available to staff and volunteers to help them explore ways to embed te ao Māori in everything they do.

A new course, designed and taught by the Zoo’s Kaupapa Māori Advisor, with the support of three Visitor Experience staff, aims to build the capability of kaimahi and volunteers in spoken te reo Māori and basic awareness of te ao Māori. The aim is for kaimahi to participate confidently in cultural activities, using correct pronunciation. Participants learn to recite karakia and basic mihi, sing waiata, and correctly pronounce commonly mispronounced words. The course even uses a card game created specifically for Auckland Zoo, using the Zoo’s native species.

In addition, 10 Reo Champions play a part in modelling best practice, meeting regularly to identify innovative ways to increase the correct use of te reo Māori at the Zoo.

*Te Puna Waiora* also envisages the use of tikanga Māori in day-to-day activities, including pōhiri (formal welcome), whakatau (welcome), poroporoaki (farewell), karakia and blessings. Guidelines have been developed to support Auckland Zoo’s conservation work, while teams’ understanding and awareness is improving around the importance of seeking guidance from and collaborating with Mana Whenua and Kaitiaki. for various breeding programmes and translocations of wildlife.

“I believe that one of the fastest ways to show respect for anyone and any culture is to learn to pronounce their language well.”

KERI OPAI, TIKANGA: AN INTRODUCTION TO TE AO MĀORI



# Summer interns build connections for the future

For four tertiary students of Māori or Pacific Island descent, the 2023/2024 summer months were spent gaining professional experience at TAU through the TupuToa summer internship programme.

Tātaki Auckland Unlimited has partnered with TupuToa since 2020, welcoming 15 penultimate or final year tertiary students across a range of TAU teams. The last group was hosted in the Māori Outcomes, Marketing Communications, People, and Pacific Partnerships/Economic Transformation teams.



Maria'e Ulutui, Sarah Navruz, Leiloa Niko and Emmanuel Tufuga

As well as expanding their own knowledge and workplace experience, interns Leiloa Niko, Sarah Navruz, Emmanuel Tufuga and Maria'e Ulutui have played an important part in TAU's journey to build our organisational cultural competency, establishing connections and gaining insights from these talented future stars.

The programme was borne from the need to see increased Māori and Pacific representation in leadership positions. Māori and Pacific peoples make up a quarter of New Zealand's population, and almost two thirds of all Pacific peoples in Aotearoa reside in Tāmaki Makaurau Auckland. TupuToa aims to address persistent inequalities and disrupt intergenerational disadvantage by reducing barriers to entry, supporting organisations like TAU to successfully recruit and onboard Māori and Pacific people.

As their internships drew to a close, the interns thanked TAU and TupuToa for the invaluable experience, knowledge, and opportunities they gained – a promising start to their professional journeys.

*“TupuToa and TAU have provided a safe space to gain practical experience without feeling intimidated. It has been a really positive experience to be in a workplace that is culturally competent to have Māori and Pacific people in it.”*

SARAH NAVRUZ, LAW STUDENT  
(mentored in the Māori Outcomes rōpū)

*“This is an experience where I grew to become a more confident person.”*

MARIA'E ULUTUI, COMMERCE AND ARTS STUDENT  
(mentored in the Pacific Partnerships/Economic Transformation team)





# Demonstrating manaakitanga at every touchpoint

The Venue & Event Operations tīma at Tātaki Auckland Unlimited have developed a manaaki training workshop as part of their induction and training programme. The training is tailored for front-facing event staff, with new and current staff attending including event service attendants, café staff, supervisor, and duty operations management teams.

Originating in late 2022, the three-hour workshops were developed with Manawataki Limited. The workshops support TAU’s commitment to provide learning opportunities for staff in te reo Māori, tikanga and te ao Māori and have contributed to the positive manaakitanga experience we aim to offer our manuhiri, patrons and conference delegates.

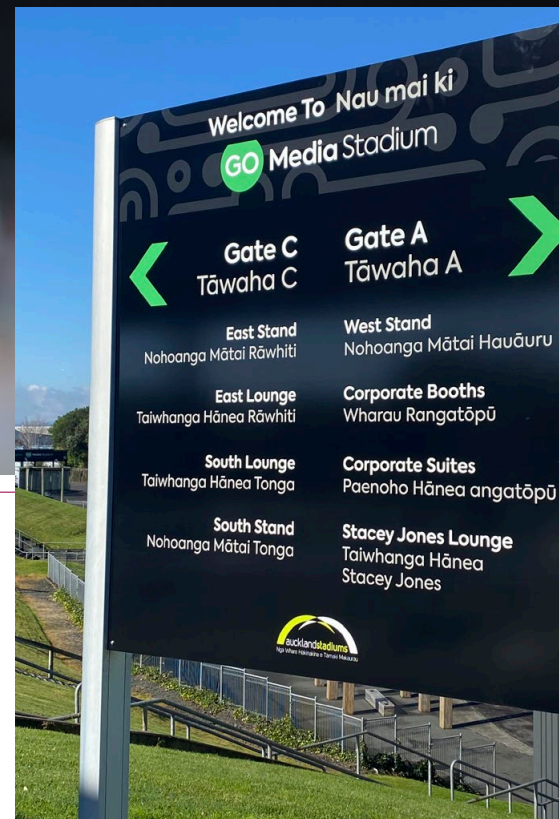
Feedback from participants has been overwhelmingly positive, with more than half of the team undergoing training so far. These workshops will continue for remaining team members and for new staff coming on board.

BY THE NUMBERS

10 workshops have been held so far attended by over 150 front-facing kaimahi

FEEDBACK FROM WORKSHOP ATTENDEES

- “The workshop was well presented and the information relevant and valuable for our roles at Auckland Live. Three hours well spent growing our Te Reo and understanding of tikanga.”
- “There was a good focus on pronunciation and cultural background and understanding, while also linking similarities and differences with other cultures and languages. I am happy it was more akin to sharing cultural values, learning sounds and discussions than purely a language course.”



Go Media Director Andrea Rongonui and TAU Director of Māori Outcomes Helen Te Hira kōrero about what it means to have bilingual signage across the stadium.



in their community, where they play sports and support their favourite teams. Auckland Stadiums Director James Parkinson says staff “have enjoyed the progress made at Go Media Stadium to grow a more inclusive and vibrant stadium environment”.

Go Media Director Andrea Rongonui says the team feels a deep connection between the whenua (land) and te reo Māori, so “it made sense that one of the first changes the team implemented with TAU and Auckland Stadiums was to create bilingual signage.”

“Through engagement activities, digital communications and across public spaces that people in Tāmaki Makaurau enjoy, we are promoting the revitalisation and normalisation of te reo Māori.”

ANDREA RONGONUI, DIRECTOR, GO MEDIA

## Go Media Stadium Mt Smart signage promotes normalisation of te reo Māori

As a 50%-Māori-owned entity, Go Media is committed to exploring opportunities to elevate matchday experiences for all attendees, including strengthening the use of te reo Māori across digital and physical media.

As in other Tātaki Auckland Unlimited spaces, having te reo Māori visible across the stadium shows Māori whānau and tamariki that their language belongs there,





# Guided discovery through Te Wiki o Te Reo Māori and beyond

Auckland Zoo created a special series for Te Wiki o te Reo Māori 2023, focusing on three endemic manu (kākā, kāhu or kērangī, and kākāpō) and featuring kaimahi from different departments across the Zoo.

During the series, the Zoo acknowledged Ngāi Tahu as kaitiaki of the charismatic kākāpō. Ngāi Tahu and the Department of Conservation’s Kākāpō Recovery Team have worked to increase the populations of kākāpō and today the species sits at 247 birds.

The Zoo installed 30 additional signs with different reo Māori phrases for visitors to practice. These signs remained up throughout the school holidays to reach more manuhiri (visitors), and native animal themed Tamariki Time sessions guided tamariki in correct te reo Māori pronunciation. Staff and volunteers were also given a Te Wiki o Te Reo Māori guide to encourage them to give te reo Māori a go in their daily interactions with visitors and with each other.

At any time, visitors to the Zoo can take an immersive journey through Te Wao Nui, inspiring them to be kaitiaki of our unique wildlife, and to discover native plant species and learn about their importance in Māori culture. There is also a te reo Māori map of the Zoo in both print and digital formats, with translations that use the correct kupu (word) for each habitat and context.

Koha Kahui-McConnell, exploring interconnectedness through a te ao Māori lens

## EXPLORING INTERCONNECTEDNESS THROUGH A TE AO MĀORI LENS

Conservation Learning Facilitator – Kaupapa Māori, Koha Kahui-McConnell (Ngāti Porou, Ngāti Maiapoto) has a deep passion and appreciation for our Aotearoa marine environment, and the mysteries and wonders the ocean has to offer. At the Zoo, his favourite session is explaining some of the impressive adaptations of the Sunda gharial in the South East Asia Jungle Track.

“Our education sessions include a comprehensive understanding of specific animal species, the issues they face, and how we can help protect them. Paired with in-class learning, our online learning platforms also enable students who otherwise would not have the opportunity to experience these messages and animals.”



Watch the pūrākau here

