

MĀORI PARTICIPATION IN COMMUNITY SPORT REVIEW

PREPARED FOR SPORT NEW ZEALAND

January 2017

ACKNOWLEDGEMENTS

KTV Consulting Ltd acknowledges Sport NZ and the sport and recreation sector for their contributions and input to this report.

We also acknowledge those avid sport and recreation supporters and kaumātua past and present who have long supported Māori sport, Māori athletes and Māori relationships with Sport NZ.

E hara taku toa i te toa takitahi, engari he toa takitini

Success is not the work of one, but the work of many

Table of Figures

Figure 1 – Te Whetu Rēhua.....	12
Figure 2 – He Oranga Poutama Outcome Framework.....	14

Contents

Executive Summary	6
1. Introduction	8
1.1 Existing Māori Approach	9
1.2 Strengthening HOP through Strategic Alignment.....	10
1.3 Community Sport Strategy – Case for Change.....	11
1.4 Te Whetu Rēhua	12
1.5 Outcome Framework	13
1.6 Review Process.....	14
2. Participant Focus – Māori	16
2.1 Why is Sport and Recreation Important to Māori	16
2.2 Māori Population	17
2.2.1 Regional Māori Population	17
2.3 Young Māori Population	18
2.4 Young Māori People and Sport.....	19
2.5 Vulnerable Children	19
2.6 Population Health Inequalities – Māori.....	20
2.7 Māori Economic Growth.....	20
2.8 Summary	20
3. Sector Feedback	22
3.1 He Oranga Poutama Contract Holders.....	22
3.2 National Sport Organisations	25
3.3 National Māori Sport Organisations	26
3.4 Sector Leadership and Workforce	27
3.5 Iwi and Māori Organisations.....	28
4. Recommendations	30
4.1 Participant-focused.....	30
4.2 System-led.....	30
4.3 Performance-driven	31
4.4 Other	31
5. References	32
6. Appendix	34
6.1 Interview Schedule.....	34
6.2 2016 Rio Olympic Māori Athletes & Officials.....	35
6.3 2015 Māori Athletes with World Rankings	37

6.3 2013/2014 Top Ten Sport and Recreation Activities for Māori..... 38
6.4 Te Whetu Rēhua 38

Executive Summary

For more than 20 years Sport NZ has supported a successful sport and recreation approach specific to Māori participation, called He Oranga Poutama. He Oranga Poutama promotes the development and implementation of Māori sport and recreation in a culturally appropriate way. He Oranga Poutama is one of several programmes that sit within the Community Sport Strategy 2015-20.

Sport NZ facilitated this Māori Review as a “whole-of-sport-system approach”, to understand the opportunities for and barriers to enabling and investing in long-term outcomes for Sport NZ and Māori.

Rather than reviewing Māori participation solely through He Oranga Poutama, Community Sport undertook a strategic, helicopter view, to understand how the entire sport sector could be mobilised to foster Māori participation.

Māori are a key customer grouping in the sport and recreation sector. Māori boys and girls participate in high numbers and Māori girls volunteer at high rates. Adult Māori participation and volunteering are high and Māori have intergenerational participation in some sport codes. While these rates are encouraging, recent evidence confirms that Māori participation has, and continues to, decline. The sector therefore needs to consider its approaches to sustain and grow participation.

The sport and recreation sector attracts Māori in large numbers across all socio-economic thresholds, therefore not only are Māori a key customer grouping but the sport and recreation sector provides positive, strengths-based solutions to achieve broad outcomes.

The potential for Sport NZ to collaborate with other government agencies and, in some cases, lead engagement with Māori is an untapped opportunity worthy of consideration.

However, Sport NZ and the sport and recreation sector have identified some capability gaps. **Cultural capability improvement and strong leadership** are key factors identified by the sector as pivotal levers for change, and an honest commitment to Māori beyond a surface Treaty of Waitangi response is a gap identified by Māori. A true partnership founded on shared values, principles and quality relationships will strengthen the platform from which Māori and Sport NZ can flourish and achieve shared and common goals.

The sport and recreation sector has identified that it needs:

- **Leadership,**
- **Strategic advice and**
- **Tangible tools**

to enable better relationships with Māori. Likewise, iwi and Māori want effective relationships with Sport NZ that acknowledge Te Tiriti o Waitangi, kawa, tikanga and Māori principles and values.

The sector has an appetite for meaningful engagement and understands that Māori are an important demographic in New Zealand's changing and diverse population. Iwi/Māori understand that a partnership with Sport NZ can support the achievement of long-term outcomes.

1. Introduction

Māori are significant contributors to sport and recreation in New Zealand, and Māori adults and young people participate in sport in high numbers.

In 2016 at the Rio Olympics, New Zealand won its highest-ever medal tally of four Gold, nine Silver and five Bronze, a total of 18 Olympic medals, and placed third on the medals per capita table behind Grenada and the Bahamas.¹

A total of 201 athletes and officials represented New Zealand at the 2016 Rio Olympics², and 50 New Zealand Olympic athletes and officials were Māori.³ Importantly, 11 Māori athletes and one Māori official were Olympic medallists.⁴

In 2015, 36 Māori athletes held world rankings within their respective sports.⁵

The 2013/14 Active New Zealand survey found that:

- 81.2% of Māori participated in sport and recreation activities in a four-week period
- 68.2% of Māori participated in sport and recreation activities in a seven-day period
- On average, Māori participated in 4.2 activities in a 12-month period
- 29.5% of Māori volunteered in sport and recreation
- Enjoyment was the primary reason for Māori participation, followed closely by health and fitness.⁶

Sport and recreation is a sector that attracts Māori and a sector in which Māori excel.

Innate Māori concepts such as whanāungatanga (kinship, relationship), manaakitanga (respect, reverence) and aroha (compassion)⁷ are examples of cultural practices observed regularly in sport.

The unique added value that the Māori culture offers to sport is unequalled in the world and captures other nations' attention. Māori culture is a stealth weapon that our national teams use to engender passion and pride in being New Zealanders.

The sport and recreation sector provides a strengths-based⁸ opportunity to leverage Māori participation to achieve broad, long-term Māori outcomes.

¹ http://www.stats.govt.nz/browse_for_stats/population/estimates_and_projections/olympics-2016.aspx

² <http://www.olympic.org.nz/assets/Rio-2016-Selected-NZ-Athletes-10Aug16.pdf>

³ <http://www.maoritelevison.com/news/sport/maori-athletes-competing-rio-olympics-2016>

⁴ Māori athletes were medallists in the following codes: Canoe Racing (1); Rugby Sevens NZ (11); and Rugby Sevens Australia (1).

⁵ Source: Sport NZ, High Performance Sport New Zealand

⁶ Sport New Zealand, 2015. Sport and Active Recreation in the Lives of New Zealand Adults. 2013/14 Active New Zealand Survey Results.

⁷ <https://www.learningmedia.co.nz/ngata>

⁸ McCashen, Wayne (2005). The Strengths Approach. Bendigo, Victoria, Australia: St Luke's Innovative Resources.

1.1 Existing Māori Approach

He Oranga Poutama (HOP) is Sport NZ's longstanding approach to increasing Māori participation in the sport and recreation sector.

In 2009 HOP evolved from focusing on *increasing the participation of Māori* in sport to one of *participating and leading "as Māori"* in sport and recreation at a community level.

The change from *increasing Māori participation* to *increasing participation as Māori* produced some outstanding results, as evidenced by increases in participation in kapa haka, mau rākau, waka ama and ki-o-rahi, and had positive flow-on effects into iwi games, tribal games, Pa Wars and Māori-specific events. The influence of HOP spans generations in both rural and urban locations.

HOP is delivered locally and/or regionally and offered through 11 organisations:

- Sport Northland (Northland)
- Sport Waitakere (Auckland)
- Te Wharekura o Rakaumangamanga (Meremere, Huntly, Ngāruawāhia)
- Sport Waikato (Tainui/Maniapoto)
- Tuwharetoa Sports Trust (Taupō/Turangi)
- Mataatua Sports Trust (Eastern Bay of Plenty)
- Te Papa Tākaro o Te Arawa (Rotorua)
- Te Hauora o Turanganui ā Kiwa (East Coast/Gisborne)
- Sport Hawke's Bay (Hawke's Bay)
- Sport Taranaki (New Plymouth)
- Awa Sport Trust (Whanganui).

The HOP-contracted organisations are a mixture of Regional Sports Trusts (RSTs), Wharekura (total-immersion Māori secondary schools) and Iwi/Māori entities. Collectively these organisations employ approximately 20 staff⁹ and Sport NZ invests \$1.8 million annually.

HOP delivery varies from organisation to organisation. In some instances HOP is delivered in conjunction with regional strategies or iwi strategies. In other examples

⁹ 2016 Sport and Recreation Paid Workforce Survey

Positive Influence of Kaiwhakahaere

Sport Waikato

Sport Waikato kaiwhakahaere (staff) have led the resurgence of traditional Māori games across the Waikato region.

One example, ki-o-rahi, demonstrates how kaiwhakahaere have collaborated with educators, teachers and sports coordinators to grow the game of ki-o-rahi across the region. Initially a small number of schools participated in ki-o-rahi; however, now the game is played in 220 primary schools, 30 secondary schools and 42 marae in the Waikato region.

HOP is delivered based on the contract organisations' specific priorities. HOP kaiwhakahaere (HOP staff) engage face to face with Māori and/or communities.

Although HOP delivery is not a one-size-fits-all approach, the guiding framework of HOP is Te Whetu Rēhua.¹⁰ Te Whetu Rēhua is the HOP evaluative framework that guides kaiwhakahaere activity against a best-practice model for leading and participating "as Māori".

In 2012, HOP and the Te Whetu Rēhua framework¹¹ were acknowledged by the Australasian Evaluation Society in the Best Evaluation Policy and Systems Award at a ceremony in Brisbane, Australia.

Compelling sector feedback and data have provided additional impetus for a review of "as Māori" participation. The feedback provides an opportunity to enact *Strategic Approach Three, Performance Driven*¹² and capture the current status of Māori participation and design ways to make improvements.

Research¹³ confirms that although Māori are significant contributors to sport and recreation, Māori participation has decreased.¹⁴ This trend, amongst others, indicates the changing needs of Māori and the requirement for sport and recreation to respond proactively to ensure growth and improvement.

Māori are an important *customer* of the sport and recreation sector, with a large youth demographic, therefore a consideration of Māori needs now and into the future is essential.

1.2 Strengthening HOP through Strategic Alignment

HOP is a discrete, niche approach within a much larger sport system. Multiple stakeholders both within and outside the

Sport Waitakere

The chief executive and staff have actively integrated HOP values within Sport Waitakere. This has positively contributed to strong cultural competency and staff awareness, and outwardly demonstrated to external stakeholders that Sport Waitakere is an organisation that walks the talk when working with Māori. Sport Waitakere is seen as a leading community organisation that IC pLANworks successfully with Māori.

¹⁰ The Te Whetu Rēhua framework articulates Māori concepts and principles that define 'as Māori participation' in a HOP context.

¹¹ <http://whanauoraesearch.co.nz/news/te-whetu-rehua-a-culturally-based-programme-and-evaluation-framework/>

¹² Performance Driven is a strategic approach of the Sport NZ Group Strategic Plan

¹³ Sport New Zealand (2015). Sport and Active Recreation in the Lives of New Zealand Adults. 2013/14 Active New Zealand Survey Results.

¹⁴ Pg. 61, 2013/2014 Active New Zealand Survey. Changes in participation over 7 days by gender, age, ethnicity and household income.

sport and recreation sector have roles to play in supporting Māori participation and, more importantly, possess knowledge, resources and skills that can be jointly levered to achieve Māori outcomes.

The Sport NZ Group Strategic Plan 2015-20 takes a tripartite strategic approach:

- **Participant Focused** – focused on the needs and expectations of participants and athletes
- **System Led** – focused on system attributes which best impact participation and winning
- **Performance Driven** – holding Sport NZ and others accountable and seeking continuous improvement.

The alignment of HOP to the Sport NZ Group approach can strengthen the HOP goals and aims and thus contribute to the overarching goals of Sport NZ.

Further, this report acknowledges the four key focus areas of Sport NZ:

1. Young People (5 years to 18 years)
2. Local Delivery (particularly in low-participation communities)
3. Competitive Sport (including talent identification)
4. *Leading High Performance Sport – Note this key focus area is not included within this report.*

Focus area 3, Competitive Sport, also considers pathways created by Māori participation opportunities e.g. iwi games and Pa Wars.¹⁵

1.3 Community Sport Strategy – Case for Change

HOP is one of several approaches that sit within the Community Sport Strategy 2015-20.

Five cases for change ensure that the Community Sport Strategy remains current and relevant. These are:

1. *Consumption of Sport* – lifestyle trends that affect how people consume sport and what people want
2. *Young People and Sport* – young people have more sedentary lifestyles
3. *Connection* – technology and digital connectivity are changing the way we communicate
4. *Offering of Sport* – there is greater demand for diverse sporting opportunities
5. *Structure of Sport* – new and innovative approaches to delivering sport.

Community Sport also utilises the tripartite Sport NZ approach but has segmented its implementation into five system-led priorities:

- *Insights*
- *People*
- *Spaces and Places*
- *Partners and Providers*
- *Pathways*.¹⁶

¹⁵ Included further in the report.

¹⁶ Sport NZ Community Sport Strategy 2015-20

1.4 Te Whetu Rēhua

Te Whetu Rēhua was developed through a robust evaluative process led by reputable evaluation academics. The process involved research, a literature review, interviews, sport and recreation peer review and academic peer review.

Te Whetu Rēhua was developed specifically for HOP and was therefore not widely socialised across the sector nor well understood. A loss of internal Māori capability inside Sport NZ limited the ability to socialise the framework across the sector and use the framework to its potential fullest capacity.

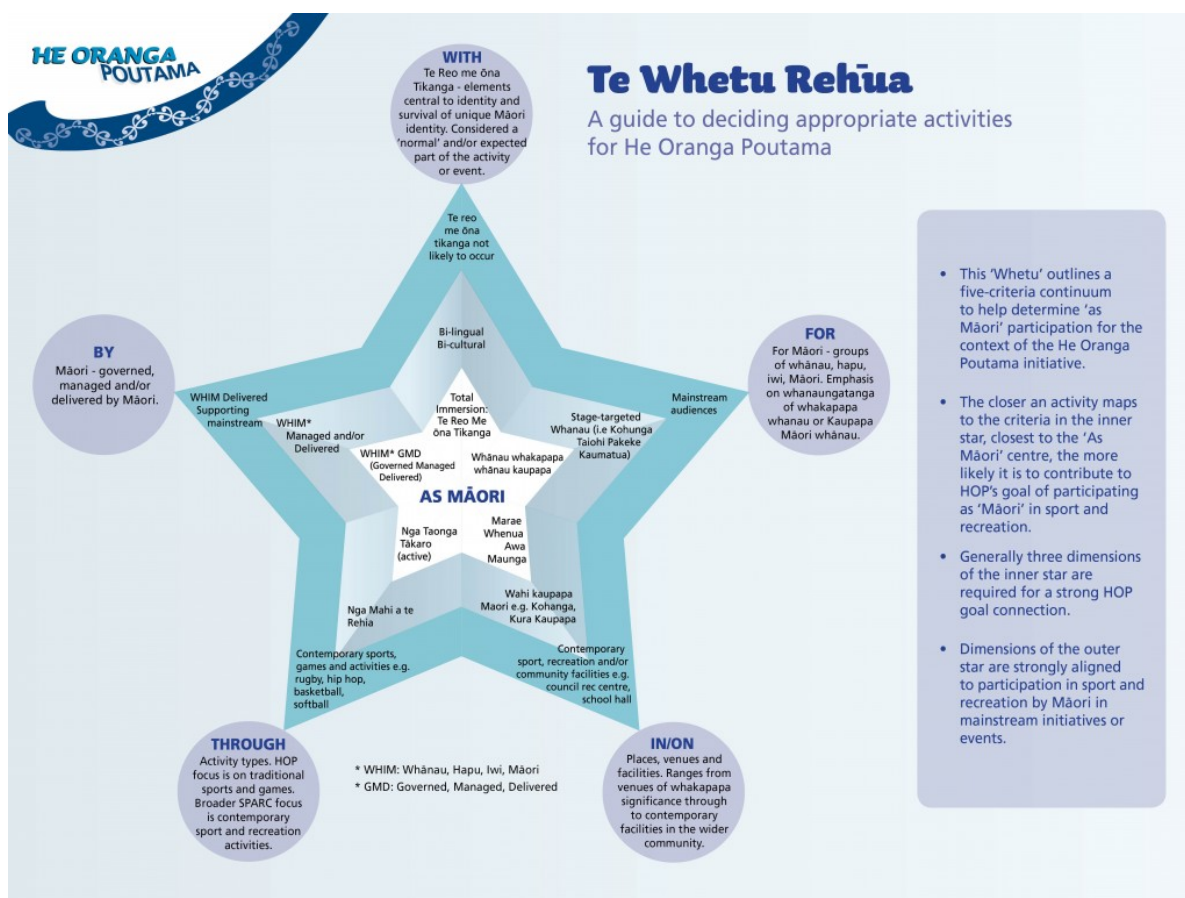


FIGURE 1 – TE WHETU RĒHUA

Te Whetu Rēhua is important for HOP, as it forms the foundation upon which HOP management, delivery, monitoring and evaluation sit. Te Whetu Rēhua has multiple applications for HOP:

- A decision criterion to determine where efforts and activity should be focused to meet the HOP goals
- A framework to measure the effectiveness of activities against Māori concepts and values
- A framework to benchmark the management, delivery, monitoring and evaluation of HOP
- A guide for the sport and recreation sector when engaging with Māori.

Accompanying Te Whetu Rēhua were complementary tools and templates to capture and analyse data.

Although Te Whetu Rēhua was developed specifically for HOP, kaiwhakahaere unanimously felt that the framework could be expanded across the sector and used as a guide when working with Māori.

Kaiwhakahaere also felt that Te Whetu Rēhua helped to validate ways of working and created safe boundaries to determine where focus, energy and resources should be expended to achieve HOP outcomes.

1.5 Outcome Framework

During the development of Te Whetu Rēhua, an outcome framework was established guided by several existing frameworks of the time.

The HOP Outcome Framework mapped HOP inputs and activities against key HOP outcomes, medium and long-term outcomes and outcome domains. Essentially kaiwhakahaere could demonstrate how Te Whetu Rēhua activities achieved HOP outcomes.

As mentioned, at the time the outcome framework was developed Sport NZ lost its internal Māori capability and was unable to utilise the framework to its fullest extent.

Despite being dated, the HOP Outcome Framework has relevancy, as the New Zealand Government has moved to outcomes contracting and an outcomes reporting framework.¹⁷ Sport NZ's *System Led approach* focuses on attributes that *best impact participation*, and the HOP Outcome Framework can be used to evidence activity and demonstrate the contribution of HOP to Sport NZ outcomes.

¹⁷ <http://www.business.govt.nz/procurement/for-agencies/buying-social-services/contract-templates-and-tools>

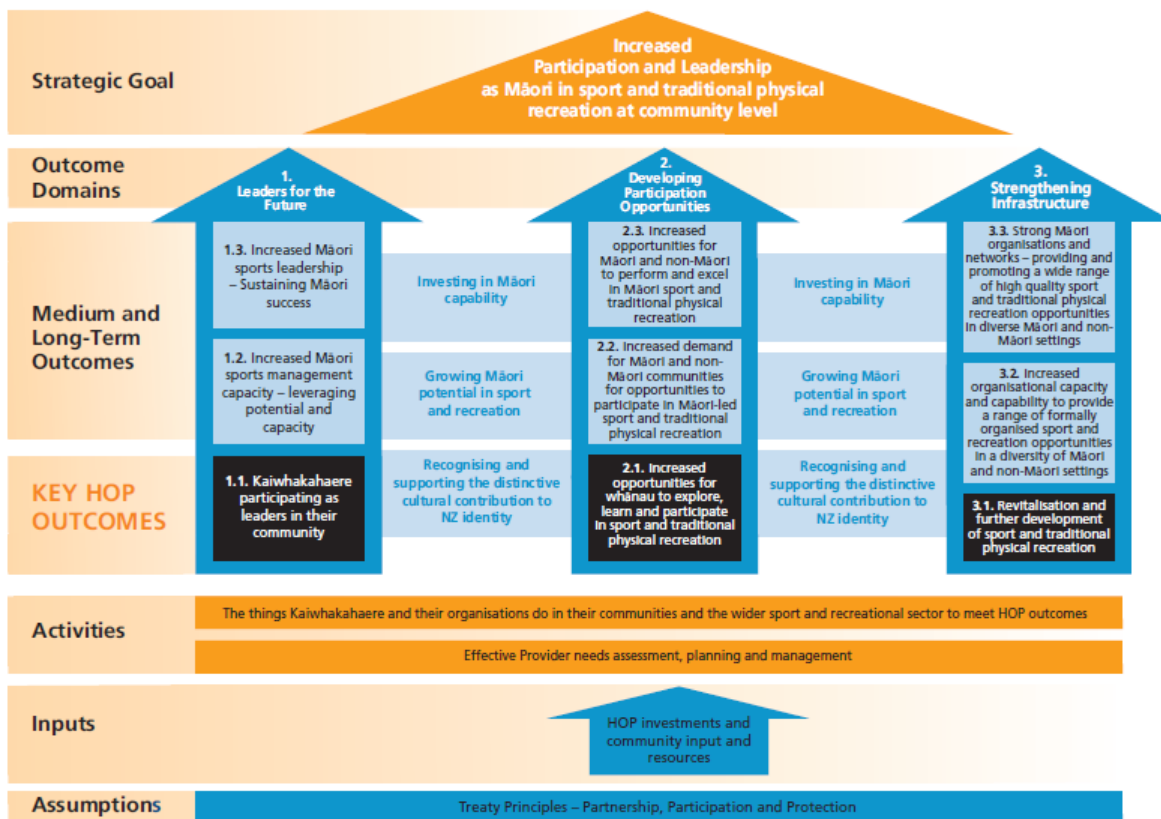


FIGURE 2 – HOP OUTCOME FRAMEWORK

1.6 Review Process

The report categorises respondent feedback against the tripartite strategic approach from a Māori worldview. For the purposes of this report, the “Māori worldview” is aligned with the concepts and principles of Te Whetu Rēhua:¹⁸

- **Participant Focused** – focused on the needs and expectations of Māori participants and Māori athletes

¹⁸ See the appendix.

- **System Led** – identify those attributes of the sport system that enable Māori to *participate and lead “as Māori”*. These include:
 - *Environment – the context within which the system operates includes Māori concepts and principles*
 - *Intelligence – knowledge and its application by people in the system considers Māori needs*
 - *Capability – people and organisations within the system have Māori cultural capabilities and competencies*
 - *Connectivity – sharing and collaboration across the system to achieve Māori outcomes and support Māori aspirations*
 - *Resources – financial and physical inputs to the system are equitable for Māori*
- **Performance Driven** – continual improvement of the existing sport system, and performance monitoring that uses quality Māori data to measure outcomes and inform decision-making.

The review process commenced in February 2016 and included the identification of key stakeholders, interviews, a document review, research and report writing.

The project priorities included: an analysis of HOP; a consideration of current participation; the alignment of current initiatives across government; potential partnerships; and an assessment of Māori governance structures in sport.

The sector feedback contained within this report provides the *voice of the sector*. The key stakeholders interviewed were:

- Sport NZ (Board, current staff and former staff)
- RSTs
- National sports organisations (NSOs)
- National Māori Sport Organisations (Māori NSOs)
- The Iwi Chairs Forum – sport and recreation iwi leaders’ group
- Iwi/Māori organisations and entities.

The majority of respondents were engaged individually, face to face and where appropriate in small groups. The interviews were conducted on location, at venues chosen by the respondents, and in environments that facilitated open and safe communication.

Sport Hawke’s Bay and Ngāti Kahungunu

Sport Hawke’s Bay and Ngāti Kahungunu have an exemplary integrated partnership model through shared values and leadership.

Ngāti Kahungunu provides Māori cultural and strategic advice to Sport Hawke’s Bay and supports kaiwhakahaere.

Kaiwhakahaere employed at Sport Hawke’s Bay have close working relationships with Ngāti Kahungunu.

The focus of the interviews was on the five strategic priorities of the Community Sport Strategy 2015-20:

1. Insights
2. People
3. Spaces and Places
4. Partners and Providers
5. Pathways.

A total of 59 people were interviewed.

2. Participant Focus – Māori

Māori hold a unique space in New Zealand, unequalled and unrivalled by any other ethnic group. Māori are the indigenous people of New Zealand and have a legal Treaty relationship with the New Zealand Government, the Treaty of Waitangi. No other ethnic group in New Zealand shares this type of arrangement.

Sport NZ enacts the Treaty partnership and principles on behalf of the New Zealand Government. Currently this is manifested practically in two ways: via an appointed Māori representative to the Board of Sport NZ; and operationally through HOP.

Sport NZ is guided by the Sport and Recreation New Zealand Act 2002. Within the Act, Section 8 states:

The functions of the agency are to;

(f) promote and support the development and implementation of physical recreation and sport in a way that is culturally appropriate to Māori:

While it could be considered that Sport NZ meets its requirement under the Act, feedback from the sector suggests that this is at an elementary level.

Respondents felt overall that there was an opportunity to elevate Sport NZ's current approach to Māori that could provide benefits not only to Māori but to the entire sport and recreation sector. Māori cultural elements such as the "haka" and the inclusion of the Māori version of the national anthem "E Ihowā Atua" were cited as increasing awareness of and adding value to sport and recreation in New Zealand. The growing number of high-profile, high-performance Māori athletes who are proudly Māori and fluent in te reo was also noted.

2.1 Why is Sport and Recreation Important to Māori?

The sport and recreation sector attracts Māori in large numbers across all age groups and socio-economic circumstances. Sport and recreation provides strengths-based, positive opportunities to

participate at all levels of sport and recreation without labels or classification by socio-economic status, income level, deprivation, educational attainment, wealth or assets.

One respondent from iwi described the importance of sport to Māori in this way:

“When I play sport, or watch my moko play sport, we can be ourselves, we can speak our language, people there look like us, they talk like us, they understand us, they are us, and you know what, we are pretty good at playing sport. My moko and I are not told what we are, or who we are, how we should speak or how we should act. We get on the paddock or in the waka and we just be Māori.”

Another respondent described the importance of sport this way:

“When I play sport, people see me as an equal, one of the team, I can be myself without being judged. When I get together with the cousins, sport is the first thing we do. We grab a touch ball or basketball and go and have a game. Sport is the place where we are happy, where we can be ourselves and have fun.”

Sport and recreation provides a fun and enjoyable platform for Māori to gather, compete, have fun and share normal cultural practices of whakawhānaungatanga (kinship), awhi (help), tautoko (support) and aroha (care). The entire whānau are included: kuia and koroua (grandparents), mātua (parents), tamariki (children), mokopuna (grandchildren) and whānaunga (relatives).

Sport and recreation provides a forum to gather whilst also allowing Māori to enact shared principles and values, become healthier, have fun and develop careers. Sport and recreation is hugely important to Māori.

2.2 Māori Population

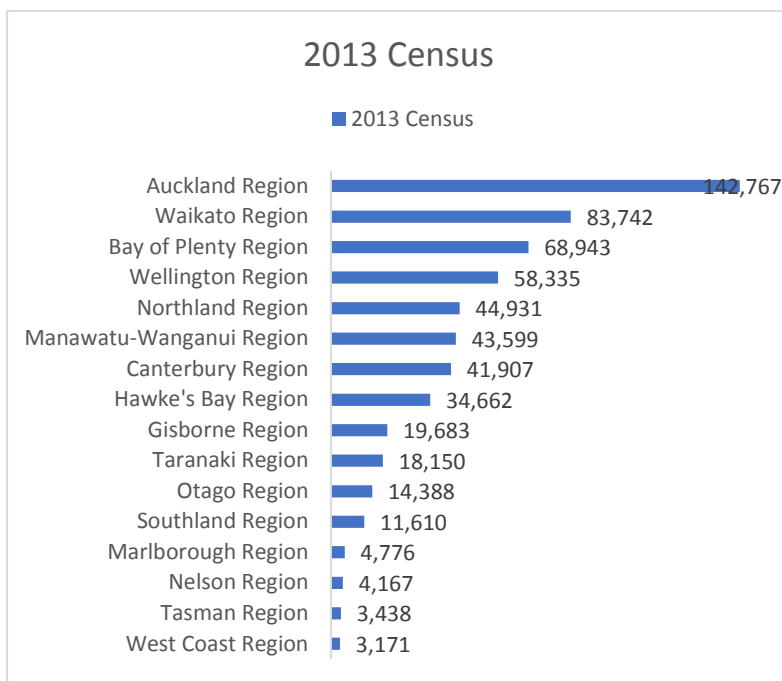
At the 2013 census, there were 598,605 Māori ethnic group¹⁹ in New Zealand’s usually resident population count.

The Māori ethnic group has a high birth rate, with a younger population, and therefore continues to grow steadily each year.

2.2.1 Regional Māori Population

At the 2013 census, most Māori resided in the Auckland, Waikato, Bay of Plenty and Wellington regions. Approximately 353,787 Māori resided in these four regions.

¹⁹ The Māori ethnic group includes those people who stated Māori as being either their only ethnic group or one of several ethnic groups.



2.3 Young Māori Population

Young people (five years to 18 years) are a key focus area for Sport NZ. Population projections from the 2013 census indicate that Māori will have a “persistent younger age structure” over time.

In 2015, one in three Māori was under 15 years of age, in comparison with one in six non-Māori.

During 2012-14 the total fertility rate for Māori was 2.5 compared with 1.9 for non-Māori. Māori had a younger age structure and therefore had relatively high proportions at the child and childbearing ages. Māori birth rates were 2.5 compared with non-Māori at 1.9.

In 2015, 15% of New Zealand’s population identified with the Māori ethnic group. Among children (under 15 years) the share was higher, at 26%.

Projections indicate that the Māori ethnic group will increase its share of the total population at all ages, reflecting higher growth rates on average, driven by high Māori birth rates and the younger Māori age structure. Depending on future trends in birth rates, the Māori population could account for nearly 20% of New Zealand’s population in 2038, and nearly one-third of New Zealand’s children.

However, because of increasing ethnic intermarriage and identification of children with multiple ethnicities, there is likely to be parallel growth in people identifying with other ethnicities (including the Asian and Pacific ethnicities).

The Māori population will grow to 1-1.18 million by 2038.²⁰

²⁰ http://www.stats.govt.nz/browse_for_stats/people_and_communities/maori/maori-population-article-2015.aspx?gclid=CLW9o5qzs0CFYGWvAodFIAHrQ

2.4 Young Māori People and Sport

The 2011 Sport NZ Young People's Survey was a school-based survey of more than 17,000 young New Zealanders (five to 18 years old). The survey provided information about: where and how young people took part in sport and recreation; the time they spent taking part; the activities they took part in; and what they liked to do.

The Young People's Survey (2011) identified that:

- 74.4% of Māori boys liked playing sport
- 64.2% of Māori girls liked playing sport
- 78.1% of Māori boys took part in games and play activities – at least once “this year”
- 84.5% of Māori girls took part in games and play activities – at least once “this year”
- 33.1% of Māori boys participated in at least one weekend event
- 30.2% of Māori girls participated in at least one weekend event ²¹
- 57.6% of Māori boys were members of sports clubs outside school
- 47.9% of Māori girls were members of sports clubs outside school
- 49.3% of Māori boys belonged to school sports teams
- 50.6% of Māori girls belonged to school sports teams
- 51.3% of Māori girls volunteered in at least one role regularly for the sport and active things they did. Compared with all girls, Māori girls were more likely to be volunteers and to volunteer as officials, team captains or physical activity leaders
- Compared with all boys, Māori boys were more likely to watch family/friends play sport
- Compared with all girls, Māori girls were more likely to watch family/friends play sport.

Young Māori are a key component of Sport NZ's Community Sport focus area, Young People.

Māori represent a large proportion of the youth population and could represent one-third of all children by 2038.

2.5 Vulnerable Children

The Vulnerable Children Act 2014 requires five government departments to be jointly accountable for vulnerable children. The five organisations must work together to develop, deliver and report on a cross-agency plan to improve and protect vulnerable children's wellbeing.

Although Sport NZ is not one of the five government organisations, the sport and recreation sector has proven that it attracts children to sport and recreation and therefore has the ability to support government priorities for vulnerable children.

The 2011 Young People's Survey indicated that:

- Young New Zealanders like sport

²¹ Events were described as “big weekend events where lots and lots of people have taken part”.

- Almost all young New Zealanders take part in some sport or recreation activity
- Māori boys and girls like playing sport
- A high proportion of Māori boys and girls play sport.

2.6 Population Health Inequalities – Māori

Māori are significantly overrepresented in health inequalities and Māori continue to have higher rates than non-Māori for many health conditions and chronic diseases, including cancer, diabetes, cardiovascular disease and asthma.²² The cost of health inequalities is significant to Māori and the health sector.

2.7 Māori Economic Growth

Te Ōhanga Māori 2013 – Māori Economy Report 2013 highlighted the increasing contribution and significance of the Māori economy.

In 2013:

- GDP from Māori economy producers totalled \$11.6 billion
- The Māori asset base totalled \$42.6 billion comprising:
 - \$12.5 billion in Māori trusts, incorporations and other entities
 - \$23.4 billion in assets of Māori employers
 - \$6.6 billion in assets of self-employed Māori
- At a regional level the Māori asset base was primarily:
 - \$11.4 billion held in Te Puku o Te Ika (Waikato, Bay of Plenty, Taupō)
 - \$8.9 billion held in Tāmaki Makaurau (Auckland)
 - \$7.9 billion in Te Waipounamu (South Island).²³

Since 2013 statistics have confirmed that the Māori economy continues to grow and is evolving.²⁴

2.8 Summary

Across New Zealand there are complementary strategies and initiatives that are synergistically aligned to Sport NZ's strategic priorities and HOP.

Government agencies such as the Ministry of Health and Ministry of Māori Development fund sport and recreation related initiatives. District health boards, public health/health promotion organisations and non-government organisations all fund initiatives of varying sizes and scopes that contain elements of sport and recreation.

²² Ministry of Health (2015). *Tatau Kahukura: Māori Health Chart Book 2015* (3rd edition). Wellington: Ministry of Health.

²³ <http://www.tpk.govt.nz/en/a-matou-mohiotanga/business-and-economics/maori-economy-report-2013>

²⁴ Statistics New Zealand (2015). *Tatauranga Umanga Māori: Updated statistics on Māori authorities*.

These initiatives and strategies present an opportunity for Sport NZ to provide robust and technical advice regarding the integration of sport and recreation into cross-sector initiatives and programmes. More importantly, they allow Sport NZ to provide functional leadership and leadership capabilities to achieve a coordinated, system-wide approach to sport and recreation.

Sport NZ is the obvious government agency to lead sport and recreation initiatives; however, it requires additional “cultural” leadership capabilities to support its technical sport and recreation capabilities.

Māori are a key customer grouping for Sport NZ, evidenced by Māori’s significant contribution to the sector as participants, volunteers and high-performance athletes and through the unique Treaty relationship.

The Māori customer, as a distinct grouping, presents with unique characteristics that require consideration when engaging, designing and delivering sport and recreation initiatives and programmes. The sport and recreation sector should be acknowledged as a sector that attracts Māori.

3. Sector Feedback

A total of 59 respondents were interviewed from the following organisations:

- Sport NZ (Board, current staff and former staff)
- RSTs
- NSOs
- Māori NSOs
- The Iwi Chairs Forum – sport and recreation iwi leaders’ group
- Iwi/Māori/Wharekura entities.

3.1 He Oranga Poutama Contract Holders

HOP contract holders are either RSTs or iwi/Māori/wharekura organisations. Contract management varies and is a combination of:

- RST contract management and delivery
- RST contract and financial oversight with iwi subcontract and delivery
- Iwi/Māori contract management and delivery.

HOP staff configuration also varies:

- RST-employed staff who deliver HOP as determined by the RST
- RST-employed staff responsible for delivering HOP as determined by iwi
- Iwi/Māori employed staff responsible for delivering HOP as determined by iwi/Māori.

The organisational configuration is important as iwi/Māori/wharekura are less likely than other Sport NZ partners to have access to the full suite of sport and recreation resources, knowledge, technical expertise and professional development. Iwi/Māori/Wharekura have not been included in sector information sharing or professional development. In some cases, iwi/Māori/wharekura were excluded from sector events and sector communications. Iwi/Māori/Wharekura have strong cultural capabilities and close community relationships and represent an opportunity for Sport NZ.

RSTs were less likely to have cultural capabilities unless they employed HOP staff who possessed cultural capabilities and skills.²⁵ There were no consistent methods, systems or processes by which RSTs could grow cultural capabilities and they were often left “to their own devices” to forge relationships with iwi and Māori locally.

Fortunately, those RSTs interviewed had been successful in forming relationships with iwi and Māori; however, they felt that strategically there was no leadership, structure, system or process to assist other RSTs around the country who wanted to work with Māori.

Regardless of the organisation type, kaiwhakahaere reported that they were satisfied with their organisations’ contract management and could see the merits of maintaining the status quo in the short term.

²⁵ Cultural capability includes, but is not limited to, te reo, tikanga, Māori networks, iwi networks and iwi endorsement.

Where kaiwhakahaere had strong links to iwi, they recognised that in the future iwi could manage, oversee and possibly co-fund the HOP contract. Kaiwhakahaere acknowledged that iwi had growing economic power and would eventually possess the resources to deliver HOP in their unique iwi-centric way. They were, however, cautious as they felt access to sport and recreation intelligence and resources was important.

All HOP contract holders recognised that Sport NZ had a leadership role to promote and encourage participation as Māori. However, they said that Sport NZ lacked cultural competency, capabilities and dedicated resources.

All contract holders agreed that Sport NZ should standardise its contracting processes and incorporate multi-year funding with dedicated Sport NZ resources to assist RSTs to engage more effectively with Māori to increase Māori participation. RSTs in particular noted that other “programmes” had multi-year funding and dedicated human resources, and it was comforting to know that if they required assistance they simply needed to contact Sport NZ head office. This was not the case with HOP.

HOP contract holders were critical of Sport NZ’s communication and agreed that there was significant room for improvement. A failure to communicate contract extensions had placed contract holders at risk as they often had to maintain staff salaries and operational expenditure without any contractual assurances. Contract holders were often told days before contract expiries of the outcome of contract extensions.²⁶

Funding instability was a key issue for HOP contract holders as annual (12-month) funding hindered strategic, long-term planning and forced contract holders into tactical, activity-based approaches. A lack of funding stability also limited collaboration with Māori communities, as contract holders were mindful that they could not commit to initiatives that extended beyond 12 months. This often inhibited relationships with Māori communities, as HOP contract holders could only participate in tactical, short-term planning, not strategic, long-term planning. Some HOP contract holders questioned why Sport NZ had a differential approach to funding HOP when compared to other Sport NZ-funded contracts.

The inability of Sport NZ to provide in-house cultural competencies, expertise and capabilities was felt across all HOP contract holders and the wider sport and recreation community. The sport and recreation sector, regardless of the organisation, recognised that New Zealand is a changing society and that Māori are key members of New Zealand’s changing society.

Kaiwhakahaere valued Te Whetu Rēhua and the guiding influence the framework had for HOP delivery, but felt that the framework should have been accompanied by professional development for their respective organisations to fully understand the framework and its practical application. Those respondents who fully understood Te Whetu Rēhua “raved” about the framework and its impacts on HOP delivery and internal organisational culture.

²⁶ At the time of writing HOP contract holders were advised one day prior to expiry that HOP contracts were extended (rolled over) for a further 12 months.

Data collection and analysis was viewed as limited, with little or no intelligence generated from the reports that had been submitted. Kaiwhakahaere commented that HOP templates were “restrictive” and did not allow for the full gamut of outcomes against which they could have reported.

Although kaiwhakahaere did not refer specifically to the HOP Outcome Framework, many commented that the reporting templates were input and activity focused, not impact or outcome focused. Monitoring against outcomes was key for kaiwhakahaere to validate that they were making a difference for their communities but also personally to sustain work satisfaction.

A primary concern for HOP contract holders and kaiwhakahaere was the maintenance of Māori concepts and values through the management and delivery of HOP. Kaiwhakahaere said it was vital that HOP did not become just another programme but maintained cultural integrity throughout.

Organisations also recognised the need to improve their own cultural competencies as HOP contract holders. Observations made by both contract holders and kaiwhakahaere included the additional expectation that kaiwhakahaere support their respective organisations in their cultural capability journeys. Whilst the organisations and kaiwhakahaere generally agreed to this approach, it was seen as a key role that Sport NZ should offer, not the kaiwhakahaere themselves.

Comparisons were made noting that other sport and recreation specialists were not expected to raise the capabilities of their organisations in their capability areas; however, HOP kaiwhakahaere often were. There was also limited recognition or compensation for this additional responsibility and at times it was almost an unspoken expectation, causing additional workloads for kaiwhakahaere.

Some HOP contract holders had strong relationships with Sport NZ and others did not. Those organisations that did not have strong relationships were disadvantaged as they were not privy to sector insights or intelligence. This practice made some HOP contract holders feel excluded.

Chief executives, general managers and programme managers commented that Sport NZ’s strategy did not include specific deliverables for Māori, therefore each organisation developed objectives based on its own regional understanding of Māori needs. This approach had had variable success and it was felt that a clear line of sight from national, regional to local strategy would have been more effective.

The relationship of HOP activity to strategy was dependent on a senior manager’s ability to translate Māori concepts and principles into mainstream concepts to substantiate the HOP contribution. As cultural capability is generally limited across the sector, this was often feeble, which meant that kaiwhakahaere activity was not well understood and therefore not valued.

The lack of understanding had a flow-on effect, as business case development, resource allocation, requests for increased funding, prioritisation of activities and professional development needs were not well understood so therefore not well supported.

During the course of the interviews some HOP contract holders shared the additional benefits of HOP contracts. Increased staff cohesion was noted as a result of organisations incorporating Māori concepts and values. Kaiwhakahaere supported and strengthened the capability and delivery of other staff who engaged with Māori. A greater awareness and understanding of the natural

environments over which Māori have guardianship, and increased contract revenue as a result of evidence-based delivery to Māori, were two more benefits shared during interviews.

3.2 National Sports Organisations

NSOs are seen as key partners with Sport NZ. They have close relationships with and access to Sport NZ staff and resources.

NSOs had relatively consistent needs, despite varying levels of Māori participation, engagement and cultural capability within their respective sports. NSOs identified Māori as a key demographic within New Zealand society, and the projected increase in the younger Māori population was a key consideration for their sports.

All NSOs held some degree of Māori participation data and some had functional relationships with their respective Māori NSOs.

All NSOs agreed that Sport NZ should provide leadership to the sector and provide Māori capability and cultural competency advice. NSOs agreed that access to internal Sport NZ resourcing should replicate existing arrangements with other subject matter experts, such as Insights, Spaces and Places, and People Development. NSOs should have access to a Māori advisor and/or a Māori advisory group.

NSOs fundamentally agreed that Sport NZ “should get things right” in relation to Māori by:

- Providing Māori-specific advice in the development of NSO strategies
- Providing Māori-specific advice in relation to cultural practices or training e.g. protocols, greetings and any other related advice
- Facilitating relationships with Māori communities or Māori clubs
- Providing tribal intelligence, including Māori demographic profiles with information such as:
 - Population or census data
 - Iwi/Hapū information
 - Environmental information
 - Key iwi leaders within tribal areas
 - Iwi entity information e.g. runanga, post-settlement governance entities, land trusts and incorporations
 - Key iwi contacts and facilitate relationships with NSOs and iwi
 - Training to NSO members who want to grow Māori participation.²⁷

NSOs wanted to have confidence when they engaged with Māori and felt that Sport NZ should provide some level of support to assist NSOs in increasing their cultural capabilities and overall confidence.

²⁷ One NSO also included marketing, branding, corporate sponsorship and corporate referrals as suggestions; however, we have not included these as they are deemed to be management needs not exclusively for Māori participants.

3.3 National Māori Sport Organisations

The majority of Māori NSOs are not supported or funded by Sport NZ, nor do they have functional relationships with Sport NZ.

Māori NSOs are essentially an anomaly within the sector, despite the fact that they have been in existence for many years – in one case more than 100 years.

As a result of their status, Māori NSOs are volunteer-driven organisations that must source their own funds and develop their own infrastructure to survive. As a result of limited funding or infrastructure, Māori NSOs generally focus on providing one major Māori tournament each year. Ideally the Māori NSOs would prefer to run multiple initiatives throughout the year, but due to resourcing they cannot.

The underlying philosophy for Māori NSOs is closely aligned with Te Whetu Rēhua, whereby Māori NSOs use their sports as catalysts to achieve broad social outcomes for their participants. These outcomes include:

- Promote health and wellbeing
- Connect participants to Te Ao Māori and their whakapapa
- Engender pride in being Māori
- Promote the use of te reo
- Promote whānau cohesion
- Encourage intergenerational participation
- Develop life and career skills
- Promote confidence and leadership
- Promote participation “as Māori”.

Examples of outcomes achieved by Māori NSOs include:

- Māori Timber Sport – used sport to promote employment and health and safety in the forestry sector. Māori Timber Sport participants went on to own forestry businesses and in one case a participant designed a new blade that is now sold internationally
- Māori Touch NZ – focused on growing iwi connection and has seen an increase year on year of iwi teams. Teams from Australia now participate in the annual Māori Touch tournament. Māori Touch NZ promotes te reo, alcohol free, drug free and smoke free and this is embedded within the Māori Touch NZ philosophy
- Aotearoa Maori Tennis Association – has more than 100 years of Māori tennis data and can verify intergenerational participation.

Despite receiving no funding or support, Māori NSOs have existed for many years, ranging from 20 to 100 years.

While respondents were resolute that their Māori NSOs will continue to operate into the future regardless of financial assistance or support, everyone agreed that funding and support would be hugely beneficial.

Māori NSOs have two needs: recognition from the sector that they are an important component of Māori participation “as Māori”; and functional support with infrastructure, administration, funding and sponsorship.

As a result of not being recognised, Māori NSOs have commenced discussions to develop a national Māori sport body and progress a coordinated approach to seeking funding and support.

Māori NSOs play an important role in increasing Māori participation in sport. The 2011 Young People’s Survey found that “compared with all boys and girls, Māori boys and girls are more likely to watch family/friends play sport”. A key finding from Māori NSOs was the intergenerational component of their sports and intergenerational participation.

Supporting Māori NSOs supports Māori boys and girls to remain connected to sport through their whānau and friends. Formal relationships with these organisations could provide further insights into how they have successfully maintained intergenerational participation despite only offering limited events per annum and having no funding support.

3.4 Sector Leadership and Workforce

Sector feedback was varied and broad and ranged from high-level strategic considerations through to tactical and operational recommendations.

At the heart of sector feedback was the importance of strong leadership from Sport NZ to demonstrate its commitment to Māori, and the inclusion of Māori within strategies to guide sector responses to Māori.

During interviews, some respondents said they felt that the existing strategy sufficiently included Māori; however, the majority of respondents disagreed and recommended much clearer and specific Māori objectives.

In 2011 Sport NZ signed the Kia Tūtahi Relationship Accord as one of five champion agencies within government that made a commitment to engage effectively with communities to achieve social, economic, cultural and environmental outcomes.²⁸ Sport NZ has previously supported Māori language and culture initiatives²⁹ and has invested in the shift from *increasing the participation of Māori* in sport to one of *participating and leading “as Māori”* in sport and recreation. This was a momentous shift for the sector and proved that Sport NZ had an honest intent to be responsive to Māori. However, when the organisation lost its internal cultural capabilities, Māori responsiveness was eroded, as it no longer had internal champions to lead the work.

The decline in Māori capabilities had an impact on the workforce, who often felt ill equipped, unsure and unsafe when engaging in Māori environments. The loss of cultural capabilities had an additional effect in reducing the positive experiences of the workforce, who had become accustomed to embracing those aspects of Māori culture that permeate sport and recreation as a whole.

²⁸ <https://www.dia.govt.nz/KiaTutahi>

²⁹ Sport NZ had previously invested in Cultureflow Māori language resources and training for staff.

The attraction to work in a dynamic and high-performing sector that embraced Māori culture as a unique added value was a key selling point, particularly for those who came from overseas.

The sector desires strong leadership and robust strategic direction to guide management and operations. The sector does not consider this to be a new approach but business as usual, and a reintroduction of previous practices.

The development of a robust strategic direction allows for operational levers to be developed and deployed. The deployment of levers feeds into policy and processes and guarantees action. Monitoring ensures that levers can be enhanced to achieve success.

Some respondents discussed the need to elevate the sport and recreation sector beyond a Treaty-based conversation into a values-based relationship, and whilst most agreed with this approach some leaders felt that the Treaty needed prominence to ensure “vigilance of treaty principles”. Sport NZ’s previous handling of relationships with Māori had indicated that vigilance was required.

The sector has an appetite for and is open to increasing Māori cultural capabilities and positive cultural experiences; however, this needs to be tailored and simple. Cultural experts steeped in tikanga, kawa and te reo Māori were not deemed appropriate for most of the sector as they required foundational entry-level information.

Innovation was seen as an important component of the strategy; however, the sector acknowledged that traditional sport attitudes and pathways stifled innovation.

Overall the respondents wanted:

- Strong sector leadership
- Robust strategic direction
- Consistent approaches and processes to inform the strategy that acknowledge the principles of the Treaty of Waitangi
- The development and deployment of levers to encourage action and provide monitoring mechanisms
- Growth in Māori capabilities and cultural competencies across the sector
- The provision of positive Māori cultural experiences and learning opportunities for the workforce.

3.5 Iwi and Māori Organisations

Iwi and other Māori organisations are potential partners for Sport NZ.

Currently iwi organisations deliver iwi games, Pa Wars and other sports initiatives outside the sport and recreation sector. Iwi events attract massive numbers of Māori and iwi data verifies that iwi participation in these events is increasing.³⁰ Iwi participation in iwi games is not captured in HOP reporting templates, which is a gap in data collection.

³⁰ Te Rūnanga ā Iwi o Ngāpuhi confirmed that iwi participation in the Ngāpuhi Festival had increased year on year.

Total-immersion te reo Māori schools are another key grouping that contributes significantly to the sector and personifies *participating and leading “as Māori”* in sport and recreation. The 2011 Young People’s Survey³¹ did not include engagement with te kura kaupapa Māori, kura teina, Māori medium schools or wharekura, which highlights another gap in the sector. Māori youth are a significant population group. The 2011 Young People’s Survey confirmed that young Māori were key customers of the sport and recreation sector, and therefore that total-immersion te reo Māori schools should be engaged.

Iwi and Māori organisations require direct relationships. Engagement through third-party entities is not culturally respectful nor culturally appropriate and usually results in surface and shallow engagement. Working with these groups, however, will require significant cultural competencies and Sport NZ must ensure that it possesses those competencies and has a genuine intent to maintain those competencies should it wish to form long-lasting relationships with these groups.

The Iwi Chairs Forum is one group that demands engagement, as the Forum holds political and strategic oversight for Māori.³² The Iwi Chairs Forum has a mandated Iwi Leaders Group and is led by a senior iwi chairperson.

The opportunity to work with the Iwi Chairs Forum provides an opportunity for both parties to share expertise, resources and skills to lever Māori outcomes, and should be seen as a first step in forging stronger long-term relationships.

³¹ Pg. A.1. Sport New Zealand’s Young People’s Survey 2011 – In-depth Report.

³² It is important to note that this group has open membership to all iwi; however, it does not purport to represent all Māori. The Iwi Chairs Forum provides high-level policy recommendations to Ministers and central government for the betterment of Māori.

4. Recommendations

The following recommendations are made in response to the sport and recreation sector feedback.

4.1 Participant Focused

1. HOP is Sport NZ's sole Māori-focused approach that evidences its compliance with the Sport and Recreation New Zealand Act 2002, Function(f)³³ and its commitment to the Treaty of Waitangi. HOP is a priority and must be maintained and grown to ensure national coverage.
2. Sport NZ must demonstrate leadership to the sector through appropriate engagement with Māori. National sport and recreation strategies should also incorporate Māori participant needs.
3. Sport NZ should grow its internal cultural capabilities to better respond to Māori.
4. Sport NZ should provide tangible support to the sport and recreation sector when engaging with Māori. To maximise resources, kaiwhakahaere should be enabled and empowered to support sector needs regionally. Kaiwhakahaere currently fulfil this role in an unrecognised capacity.
5. Sport NZ should work closely with the Ministry of Māori Development, and where appropriate other Ministries that seek to work closely with Māori.
6. Te Whetu Rēhua should be encouraged for use in the sector as a meaningful framework to measure Māori cultural capabilities and capacity.
7. The sector workforce should be supported through training, resources and mentoring to better respond to Māori demographic issues and needs.
8. Sport NZ should acknowledge Māori NSOs as key contributors to participation and leadership "as Māori" in sport and recreation, and provide a forum to support their aspirations and goals. This forum should be supported by kaiwhakahaere and resourced to strengthen Māori NSO capabilities and capacity.

4.2 System Led

1. Sport NZ's contract management, communication, intelligence sharing and relationships should be consistent with other Sport NZ contracts. All organisations should be treated with the same level of respect and engagement.
2. HOP contractual agreements should be multi-year, with cultural capability and information systems support. HOP data collection and analysis is a priority. The integration of the HOP Outcome Framework and Sport NZ's Community Sports strategic priorities is important.
3. Robust research, data analysis and community profiles should be developed and updated to provide intelligence to the sector about Māori communities and iwi/hapū.
4. Sport NZ should provide human resource capacity and lead sector cultural capability development. The sector wants to access cultural capabilities through Sport NZ, similar to other Sport NZ-funded programmes.

³³ <http://www.legislation.govt.nz/act/public/2002/0038/latest/DLM157169.html>

5. The sector requires ongoing cultural professional development and Sport NZ should facilitate access to that training for the sector workforce. HOP partners and key NSOs should be prioritised for professional development training.
6. Sport NZ should consider an innovation fund separate from HOP to foster sport and recreation initiatives for low-Māori-participation communities. A joint government approach could be developed that aligns with Health, Māori Development, Social Development, Education and Justice outcomes and levers multi-sector resources.

4.3 Performance Driven

1. Sport NZ should commence developing formal relationship protocols with the Iwi Chairs Forum to establish high-level strategic relationships and communication with Māori. The Iwi Chairs Forum currently has one technical advisor; however, it would be beneficial to include a small number of other high-profile Māori sports men and women for this group. This group could also act as the intermediary between the Iwi Chairs Forum and Sport NZ and provide additional support to internal Sport NZ resources.
2. Sport NZ should align the HOP Outcome Framework with the Community Sport Strategy. The refreshed HOP Outcomes Framework will provide the baseline for HOP measurement and translate as Māori participation into logical outcome measures.
3. Sport NZ may consider increasing outcome capabilities across the sector. Close working relationships with other government agencies embedded in outcomes are recommended for sharing best practices.
4. Sport NZ may consider using a social return on investment framework to determine value for money.
5. In response to sector feedback and high sector expectations, Sport NZ should consider communicating the outcomes of this report to respondents and the wider sector within a three-month period.

4.4 Other

1. If Sport NZ considers some recommendations from this report challenging, it should consider working with kaiwhakahaere to develop operational solutions and seek support from the Iwi Chairs Forum's technical advisory group. This report could provide a platform for Māori and Sport NZ to co-create solutions.
2. Sport NZ should consider its past relationship with Te Roopu Manaaki and share the contents of this report to acknowledge formally the advisory committee's contribution to the sector.

5. References

McCashen, Wayne (2005). The Strengths Approach. Bendigo, Victoria, Australia: St Luke's Innovative Resources.

Ministry of Health (2015). Tatau Kahukura: Māori Health Chart Book 2015 (3rd edition). Wellington: Ministry of Health.

Pg. A.1. Sport New Zealand's Young People's Survey 2011 – In-depth Report.

Pg. 61, 2013/14 Active New Zealand Survey. Changes in participation over 7 days by gender, age, ethnicity and household income.

Sport New Zealand (2013). Sport and Recreation in the Lives of Young New Zealanders: National Profile. Wellington: Sport New Zealand.

Sport New Zealand (2015). Community Sport Strategy 2015-20.

Sport New Zealand (2015). Sport and Active Recreation in the Lives of New Zealand Adults. 2013/14 Active New Zealand Survey Results.

Sport New Zealand (2016). Sport and Recreation Paid Workforce Survey.

Sport New Zealand and Kinnect Group (2013). He Oranga Poutama: What we have learned: A report on the developmental evaluation of He Oranga Poutama.

Statistics New Zealand (2015). Tatauranga Umanga Māori: Updated statistics on Māori authorities.

<https://www.dia.govt.nz/KiaTutahi>

<http://www.legislation.govt.nz/act/public/2002/0038/latest/DLM157169.html>

<https://www.learningmedia.co.nz/ngata>

<https://www.msd.govt.nz/about-msd-and-our-work/publications-resources/monitoring/living-standards/living-standards-elsi.html>

<https://www.msd.govt.nz/documents/about-msd-and-our-work/work-programmes/policy-development/green-paper-vulnerable-children/the-green-paper-for-vulnerable-children-submissions.pdf>

<http://www.olympic.org.nz/assets/Rio-2016-Selected-NZ-Athletes-10Aug16.pdf>

<http://www.sportnz.org.nz/assets/Uploads/attachments/About-us/Sport-New-Zealand-Annual-Report-2015.pdf>

http://www.stats.govt.nz/browse_for_stats/people_and_communities/Māori/Māori-population-article-2015.aspx?gclid=CLW9o5qszs0CFYGWvAodFIAHrQ

http://www.stats.govt.nz/browse_for_stats/people_and_communities/Children/vulnerable-children.aspx

<http://www.tpk.govt.nz/en/a-matou-mohiotanga/business-and-economics/Māori-economy-report-2013>



<http://www.treasury.govt.nz/statesector/betterpublicservices>

http://www.stats.govt.nz/browse_for_stats/population/estimates_and_projections/olympics-2016.aspx

6. Appendix

6.1 Interview Schedule

	Date	Organisation	Key Stakeholder
1	17 February 2016	World Indigenous Games Iwi Chairs Forum	Rawson Wright Billy Te Kahui
2	24 February 2016	Māori Timber Sport Iwi Chairs Forum	Mook Hohneck
3	11 March 2016	Māori Touch NZ	Carol Ngawati
4	14 March 2016	Sport Waitakere	Wiremu Mato
5		Sport Waitakere	Lynnette Adams Kerry Allan
6	15 March 2016	Lead Iwi Chair – Iwi Chairs Forum	Sir Toby Curtis
7	16 March 2016	Mataatua Sports Trust	Chris Majoribanks
8	17 March 2016	Aktive Auckland Sport and Recreation Roopu Manaaki	Megan Tunks
9	30 March 2016	Te Tohu Takaaro o Aotearoa	Dick Garratt
10	1 April 2016	Aktive Auckland Sport and Recreation Board	Eru Lyndon
11	4 April 2016	Te Wharekura o Rakaumangamanga	John Heremia
12	6 April 2016	Awa Sport Whanganui	Pirihira Cribb Nancy Tuaine
13		Sport Whanganui	Danny Jonas Nicole Dryden
14	7 April 2016	Sport Taranaki	Howie Tamati
15	11 April 2016	Te Papa Tākaro o Te Arawa	Paora Hurihanganui
16		Mataatua Sports	Chris Majoribanks Rangi Rapana
17	12 April 2016	Ngāti Whātua ki Ōrākei	Taiaha Hawke
18	13 April 2016	Sport Hawke's Bay	Mark Aspden Moana Reihana
19	14 April 2016	Te Rūnanga ā Iwi o Ngāpuhi	Te Ropu Poa Erana Kara
20	19 April 2016	Ex Sport NZ staff	Veronica Thompson
21	26 April	Te Hauora o Turanganui ā Kiwa – Turanga Health	Dwayne Tamatea Reweti Ropiha
22	3 May 2016	New Zealand Sports Academy	Ray Watson Jim Love
23	6 May 2016	Sport Waikato	Heremia Samson Rozel Coffin
24	11 May 2016	Sport NZ Board member	Darrin Sykes
25	16 May 2016	Counties Manukau Sport	Russell Preston
26		Papakura High School Board of Trustees Chairperson	Peter Goldsmith
27	24 May 2016	Sport NZ staff	
28		Sport NZ Board – Chairman	Sir Paul Collins

29	25 May 2016	Te Puna Kokiri	Lil Anderson
30	31 May 2016	Sport NZ Board member	Joanna Perry
31	1 June 2016	Tennis New Zealand	Steve Johns
32		Touch New Zealand	Joe Sprangers
33	2 June 2016	Sport Waitakere (follow-up interview)	Lynette Adams Kerry Allan
34	3 June 2016	Hockey New Zealand	Ian Francis
35	9 June 2016	Ex Sport NZ staff	Dallas Seymour
36	15 June 2016	New Zealand Golf	Dean Murphy
37	16 June 2016	Sport NZ	Peter Miskimmin

6.2 2016 Rio Olympics Māori Athletes and Officials

Māori athletes at the 2016 Rio Olympics:

Sport and Māori Athlete	Medallist
CANOE RACING	
Lisa Carrington – Te Aitanga-a-Māhaki	Gold Bronze
Jamie Lovett – Ngāti Raukawa	
Kayla Imrie – Te Whakatōhea	
CYCLING	
Samuel Gaze – Te Ātiawa	
Dylan Kennett – Ngāi Tahu	
Pieter Bulling – Ngāi Tahu	
FOOTBALL FERNS	
Abby Erceg (captain) – Ngāpuhi	
Amber Hearn – Ngāpuhi	
Rebecca Rolls – Ngāti Porou	
Kristy Yallop – TBC	
Paige Satchell (reserve) – Ngāpuhi	
GYMNASTICS – ARTISTIC	
Courtney McGregor – Ngāti Kahungunu	
JUDO	
Darcina-Rose Manuel – Ngāti Porou	
HOCKEY WOMEN'S	
Kayla Whitelock – Rangitāne	
Gemma Flynn – Te Arawa, Tainui	
Charlotte Harrison – Ngāpuhi	
HOCKEY MEN'S	
Blair Hilton – Ngāpuhi	
Kane Russel – Ngāpuhi	
ROWING	
Michael Brake – Ngāti Porou	
Caleb Shepherd – Ngāti Porou	

Jade Uru – Ngāi Tahu	
SAILING	
Paul Snow-Hansen – Ngāpuhi	
SEVENS MEN'S	
Akira Ioane – Te Whānau a Apanui, Ngāpuhi	
Rieko Ioane – Te Whānau a Apanui, Ngāpuhi	
Gillies Kaka – Ngāti Kahungunu, Te Arawa	
Regan Ware – Ngāti Toa	
Sam Dickson – Ngāi Tahu	
Joe Webber – Ngāi Tahu	
Teddy Stanaway – Ngāti Tūwharetoa	
Liam Messam – Ngāi Tūhoe	
Lewis Ormond (reserve) – Ngāti Kahungunu	
SEVENS WOMEN'S	
Sarah Goss – Ngāti Kahungunu	Silver
Shakira Baker – Ngāti Kahungunu	Silver
Gayle Broughton – Ngāti Ruahine, Ngāti Ruanui	Silver
Huriana Manuel – Ngāpuhi, Ngāti Tūwharetoa	Silver
Kayla McAlister – Te Atiawa	Silver
Tyla Nathan-Wong – Ngāpuhi	Silver
Portia Woodman – Ngāpuhi	Silver
Terina Te Tamaki – Te Arawa, Waikato-Tainui, Ngāti Maniapoto	Silver
Rugby Tui – Ngāi Tahu	Silver
Shiray Tane (reserve) – Ngāti Maniapoto	Silver
SWIMMING	
Kane Radford – Ngāti Tūwharetoa, Te Arawa	
Corey Main – Ngāti Porou, Ngāpuhi	
Emma Robinson – Ngāpuhi	
OFFICIALS, REFEREES, COACHES	
Sean Horan – Ngāi Tahu	Silver
Trevor Shalier – Ngāti Hauti, Ngāti Kauwhata	
PARALYMPIANS	
Cameron Leslie (Swimming) – Ngāpuhi	
Holly Robinson (Javelin) – Ngāi Tahu	
Emma Foy (Cycling) – Ngāpuhi	
Jacob Phillips (Track) – Ngāi Tahu	
Māori Athletes from the 2016 Australian Olympic Team	
Amy Turner (Women's Sevens) – Tainui	
Jesse Parahi (Men's Sevens) – Ngāti Kahungunu	
Kotuku Ngawati (Swimming) – Ngāpuhi	
OFFICIALS, REFEREES, COACHES Other Nations	
Richie Walker (USA, Women's Sevens) – Ngāti Porou	

6.3 2015 Māori Athletes with World Rankings

In 2015, 36 Māori held world rankings in their respective sports:

Sport	Discipline	Athlete Name	World Rank
Rugby union	New Zealand	Aaron Smith	1
Rugby sevens	Men's	Akira Ioane	3
Rugby sevens	Men's	Ambrose Curtis	3
Rugby sevens	Men's	Antonio Kiri	3
Rugby sevens	Men's	Beaudine Waaka	3
Rugby union	New Zealand	Codie Taylor	1
Rugby union	New Zealand	Dane Coles	1
Rugby sevens	Men's	Declan O'Donnell	3
Rugby sevens	Men's	Dylan Collier	3
Cycling – track	Men's team pursuit	Dylan Kennett	1
Rugby sevens	Women's	Gayle Broughton	2
Rugby sevens	Men's	Gillies Kaka	3
Rugby sevens	Women's	Huriana Manuel	2
Rugby sevens	Women's	Janna Vaughan	2
Wood chopping	Men	Jason Wynyard	1
Rugby union	New Zealand	Joe Moody	1
Rugby sevens	Men's	Joseph Webber	3
Rugby sevens	Women's	Katarina Whata-Simkins	2
Rugby sevens	Women's	Kayla McAlister	2
Rugby sevens	Men's	Lewis Ormond	3
Rugby union	New Zealand	Liam Messam	1
Rugby sevens	Men's		3
Canoe	K1 200m	Lisa Carrington	1
Canoe	K1 500m		1
Rugby sevens	Women's	Morgan Morrow	2
Rugby union	New Zealand	Nehe Milner-Skudder	1
Rugby sevens	Women's	Portia Woodman	2
Rugby sevens	Women's	Renee Wickliffe	2
Rugby sevens	Men's	Rieko Ioane	3
Rugby sevens	Women's	Sarah Goss	2
Rugby sevens	Women's	Selica Winiata	2
Rugby sevens	Women's	Shakira Baker	2
Rugby sevens	Women's	Shiray Tane	2
Rugby sevens	Women's	Stacey Waaka	2
Rugby union	New Zealand	Tawera Kerr-Barlow	1
Rugby sevens	Women's	Terina Lily Te Tamaki	2
Rugby union	New Zealand	TJ Perenara	1
Rugby sevens	Women's	Tyla Nathan-Wong	2

6.4 2013/14 Top Ten Sport and Recreation Activities for Māori

1. Walking
2. Swimming
3. Fishing
4. Equipment-based exercise e.g. gym
5. Cycling
6. Jogging/Running
7. Dance
8. Touch
9. Netball
10. Aerobics

6.5 Te Whetu Rēhua

The Te Whetu Rēhua concepts and principles are:

Dimension	Description
WITH – Te reo Māori me ona tikanga (Māori language and custom).	Māori language and culture are central to the survival and expression of unique Māori identity.
BY – Governed, managed and delivered by Māori.	This element refers to the degree to which activities are governed, managed and/or delivered by Māori at the organisational level. This element supports the principles of rangatiratanga e.g. it reflects the strong desire by Māori to be self-determining and have meaningful control of their lives and cultural wellbeing (Pihama, Cram, & Walker, 2002).
FOR WHĀNAU – The concept of whānau is highly valued in te ao Māori.	Participating as Māori in modern times links to both traditional whakapapa (genealogical), whānau (whānau, hapū, iwi, waka) and more recent kaupapa Māori whānau collectives (e.g. kohanga reo, Aotearoa Māori Netball). The principle of whānaungatanga is affirmed through this element.
THROUGH – Doing activities/sports/games that have whakapapa to Māori origins e.g. ki-o-rahi, mau rākau.	HOP places an emphasis on the revitalisation of traditional sports and games; however, it is also inclusive of contemporary sport and recreation activities.
IN/ON – Places with culturally significant histories or connections to Māori e.g. awa, maunga, marae, whenua.	Places and/or venues of whakapapa significance are associated with “as Māori” participation for culturally centred reasons. They provide access to possibilities of enhancing cultural identity.