



NZ MĀORI
TOURISM

HE TOA TAKITINI

‘OUR STRENGTH IS IN UNITY’

Annual Report 2022



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Kia kotahi mai, ki te ao nei
Kia kotahi mai, ki te whenua nei
Kia kotahi mai, ki te wairere nei
Kia kotahi mai, ki te hauora
Kia kotahi mai ngā iwi katoa
Patuki tahi ngā manawa e
Tihei mauri ora.

E te poutokomanawa o te ora, kia hahana mai rā tōu pūahoahotanga ki runga ki tēnā ki tēnā.

Korōria ki a koe e whakaāhuru nei i ō iwi huhua, i te ao, i te pō.

Whakataimāmāhia ngā pōuritanga e pēhi nei i a mātou e tangi atu ana ki te tira kahurangi.

Maringi mai ngā wai kei aku kamo he pukenga wai ka heke, he puna mahara ka mahue ake mō te iwi kua hoe nei i te waka o te mate.

Whakatere atu rā ki te kiko o te rangi, hei mata kōkiri ānewa i te rangi.

Tauārai o te pō, tītoko ko te ao mārama. Ka ao, ka awatea. Tihei mauri ora!

Kingi Tuheitia, noho mai rā i te taumata i ōhākītia ai e ō rau iwi, tū tonu mai rā koe hei tohu mō Te Mana Māori Motuhake. Pai mārīre.

E ngā mana, e ngā reo, e ngā mātāwaka o ngā tōpito katoa o te motu, nei rā te reo whakatau atu i a koutou ki tēnei o ngā pūrongo ā-tau o Tāpoi Māori Aotearoa (NZMT).

Mārama pai ana ki ngā taumahatanga, me ngā pōreareatanga kua tau mai ki runga i a tātou, otirā ki runga i te ao whānui. Hēoi anō, kia ūpoko pakaru tonu tātou, whāia ko te ara o Māui hangarau kia puta, kia ora.

Kia kaha tonu rā tātou ahakoa ngā uauatanga o te wā, i te mea, he iti noa iho aua uaua i tēnā o te nui o ngā whakawhiwhinga ka riro mai mehemea ka pūmau tonu tātou ki te kaupapa.

Ko te ahi o te whakapono tēnei e muramura tonu ana ahakoa ka pūhia e ngā hau o te wā.

Nō reira me whakamihī koutou e pūmau nei ki te kaupapa, e puta tonu nei ngā ihu i roto i tēnei hīkoi o tātou.

Hēoi anō, e whāi ake nei ko te roanga o ngā whakamārama mō te pūrongo ā-tau, ā, kei konā kitea ai ngā mahi i kōkiritia i roto i te tau me ngā hua i puta.

Ka waiho ake ko ēnei hei kupu whakakapī ake i aku kōrero:

Ka noho ko te manaakitanga te pou tokomanawa o tōku whare.

Tēnā tātou katoa, nā te tiamana.

Our Story

Our most recent contact with operators was more targeted and focussed on our smaller business operators, 186 in total. The data we have collected from this year's engagement is not like for like from the previous two, with the primary focus of our recent rounds of contact being on the health and wellbeing of our people.

For many, these sentiments generally aligned with the health of the business. However, there was a notable difference from prior interactions where much of the conversation was focussed on how well the business was faring and connecting operators to the support programmes and packages available to them.

The following graphs illustrate the anecdotal impacts of the Covid pandemic on Māori tourism operators over the course of the pandemic to date.

Sector adapts in 2020

1/2

of Māori tourism businesses in 2020 adapted for new markets in response to Covid.

44%

reduced their range of goods and services.

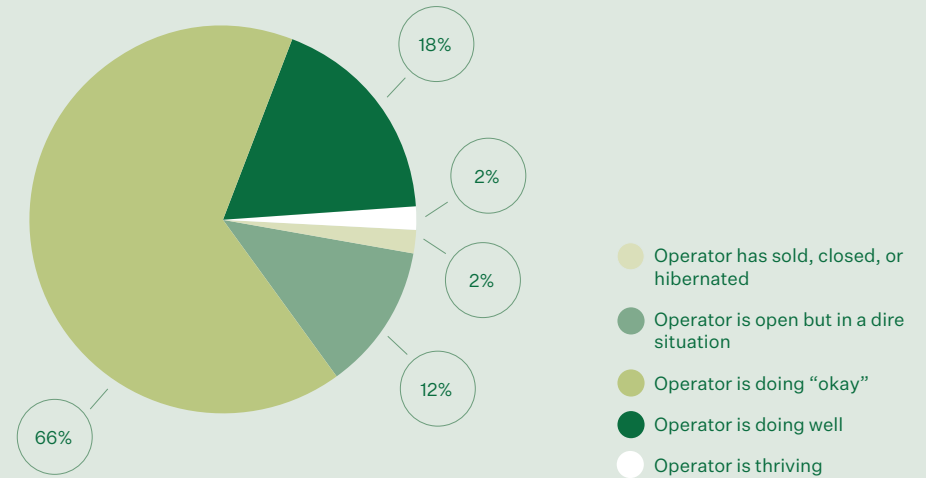
81%

changed their physical environment to meet social distancing needs.

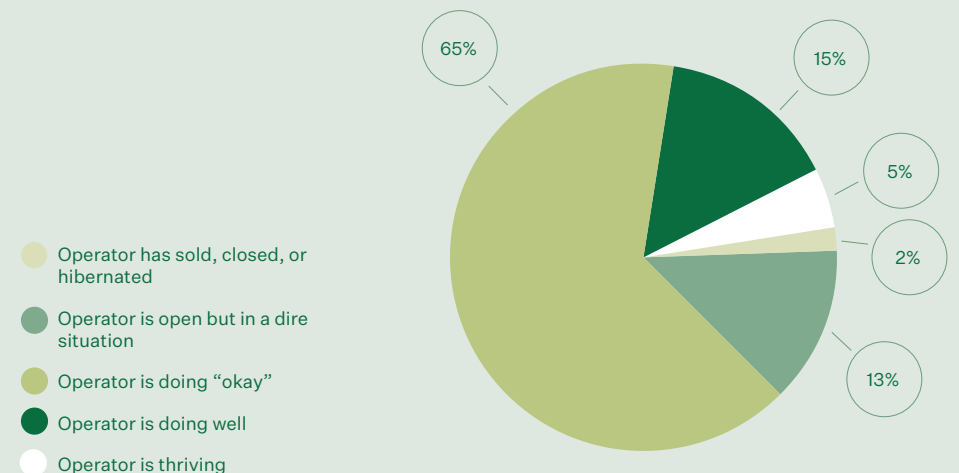
Businesses are included in the above Tataurangi Umanga Māori statistics only if they are "economically significant", meaning, they must meet any one of these criteria:

- annual expenses or sales (subject to GST) of more than \$30,000;
- 12 month rolling mean employee count of greater than three;
- part of a group of enterprises;
- registered for GST and involved in agriculture or forestry; or
- over \$40,000 of income recorded in the IR10 annual tax return (this includes some units in residential property leasing and rental).

August 2021 snapshot of around 300 operators



December 2021 snapshot – Small business focus around 200 operators



In December 2021, approximately two-thirds of our operators said they were doing “okay”.

Some examples of the feedback we received include:

- the business continues to operate, however, there have been many cancellations;
- parts of the business have closed to reduce operating costs, but the business is still able to run at a reduced capacity; and
- has picked up employment elsewhere to avoid hibernation or closure.

Those operators scoring a four or five were in a healthy state and were:

- receiving solid bookings for the coming summer;
- had the option of alternative work to supplement their business; or
- were in a comfortable enough position to focus on business development rather than survival.

Close to 15% scored a one or two. Most of these indicated that the business was either:

- hibernating or closed (2%); or
- persevering (although, it came with stress and difficulty) (13%).

We can assume that the prolonged August 2021 lockdown had more of an impact on some businesses, and that by December 2021, many had reopened.

Operators indicated their level of readiness to invite manuhiri back to the business, and of these:

84%

were prepared to welcome back manuhiri.

5%

were unsure if they were ready.

2%

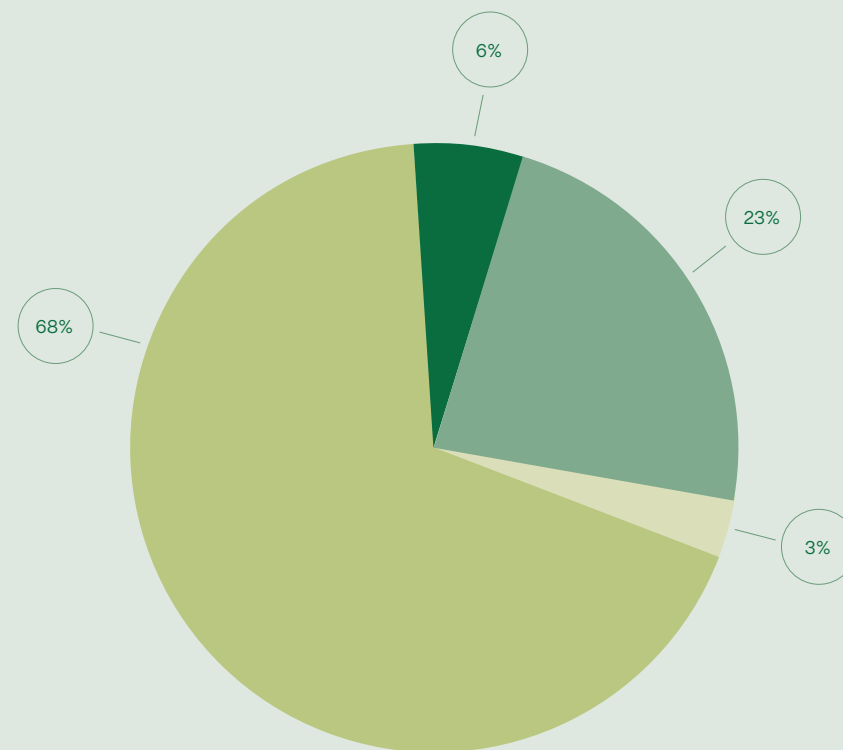
were not ready.

Those who were unsure about welcoming back manuhiri commonly shared:

- staffing challenges;
- feeling uncertain about the increasing number of Covid cases; and
- feeling confused about the traffic light system.

In our most recent call around in April 2022, we spoke to just over 200 operators. The focus continued to be on smaller operators and were general check-ins on their health and wellbeing. Whilst we can see a slight increase in the number of businesses critically impacted, the sector remains resilient with 74% of businesses surviving after more than two years of Covid disruptions.

April 2022 operator impact



- Closed
- Critically impacted
- Surviving
- Doing well

Our Board



Dale Aotea Stephens
Te Rarawa
Chair



Prof Tom Roa
Ngāti Maniapoto, Waikato
Kaumātua / Officer of the Board



Dan Te Whenua Walker
Ngāti Ruanui, Ngāruahine,
Ngāti Kahungunu ki Wairoa,
Ngāti Maniapoto, Tūhourangi
Deputy Chair
Independent Board Member



Kelly Barry
Ngāi Tahu
Board Member



Glen Katu
Ngāti Maniapoto, Ngāti Kinohaku,
Ngāti Toa Rangatira, Ngāti Rārua,
Ngāti Rereahu, Ngāti Ruanui
Board Member



Minnie Clark
Te Āti Awa,
Ngāti Raukawa ki te Tonga
Board Member



Dr Xiaoying Fu
Independent Board Member



Lee Ann Muntz
Ngāti Korokī-Kahukura,
Ngāti Ranginui
Board Member
(1 July 2022)

The Board reappointed Dale Stephens as the Chair and Dan Te Whenua Walker as the Deputy Chair. Kelly Barry did not stand for re-election.

Chair's Report



How the landscape has changed since our last AGM when we were feeling like we had dodged a bullet. And then... Omicron, the new variant hit our shores on 10 December 2021. Whilst we were all suffering from Covid fatigue, our sector was resolute about “protecting our whakapapa”.

So how do we know this, you might ask? Since 2020, our team has made every effort to contact our operators and have had numerous conversations, with our primary focus being welfare and wellbeing for whānau. To date, this has resulted in more than 1200 direct engagements with our people and included almost a thousand interventions. We have also maintained an excellent partnership with GHA & Associates who manage the business response on our behalf and have delivered excellent results to date.

We have had a few closures, commonly because Covid became a reflective time for many, while others decided that this would be a suitable time to leave the sector. For those who are still in hibernation, they will re-enter the market when the time is right for them, a well thought-out and positive move. Overall, we have seen many modify their offerings, some totally change and others expand. Māori have also invested in distressed tourism assets, either partnering and/or purchasing; and then there is a group of operators who are up on pre-Covid numbers.

If there has been one defining feature throughout our engagement with operators, it has been the care and concern for employees and communities before self and for this reason alone, the Board and our team are extremely proud and privileged to serve you all.

During the 2021 extended Lockdown period for Auckland, our Pou Tikanga, Whitiaua Black, established Karakia Tumu Whakawātea which runs at 7:00am on Monday and Friday each week. The original purpose was to provide national support for our Auckland whānau who were under significant duress because of the prolonged lockdown. Karakia Tumu Whakawātea continues today having reached over 3000 participants and includes pūrākau from around the country. We are privileged each week to be led by Prof Tom Roa (NZMT kaumātua), Prof Tairahia Black, Hon Justice Tā Joe Williams, Dr Hiria Hape, Ngarimu Parata and Tei Nohotima. Thank you, to all who attend.

The next set of challenges are upon us with inflation, workforce issues, the Russia-Ukraine situation and, as we have seen very recently, the impacts of climate change, just to name a few. These all need careful attention, however, we will forge ahead as a whānau to get through this.

We have farewelled Kelly Barry from the Board and thanked her for her valuable contribution. We also welcomed new Board member, Lee Ann Muntz, who brings a wealth of expertise in tourism. The elections this year were uncontested, including my re-election to the Board as the Chairperson. Thank you as ever for your ongoing support as we continue striving to strengthen this sector!

I say year after year, it has been an honour to serve such an innovative sector with such strength, persistence and resistance (to protect our whakapapa). If I can quote the words of 28th Māori Battalion, LTC, Tā James Henare, KBE, DSO.

***Kua tawhiti kē tō haerenga mai,
kia kore e haere tonu.***

***He nui rawa ō mahi, kia kore
e mahi tonu.***

**You have come too far,
not to go further.
You have done too much,
not to do more.**

Noho ora mai, nā

**Dale Aotea Stephens
Chair, NZ Māori Tourism**



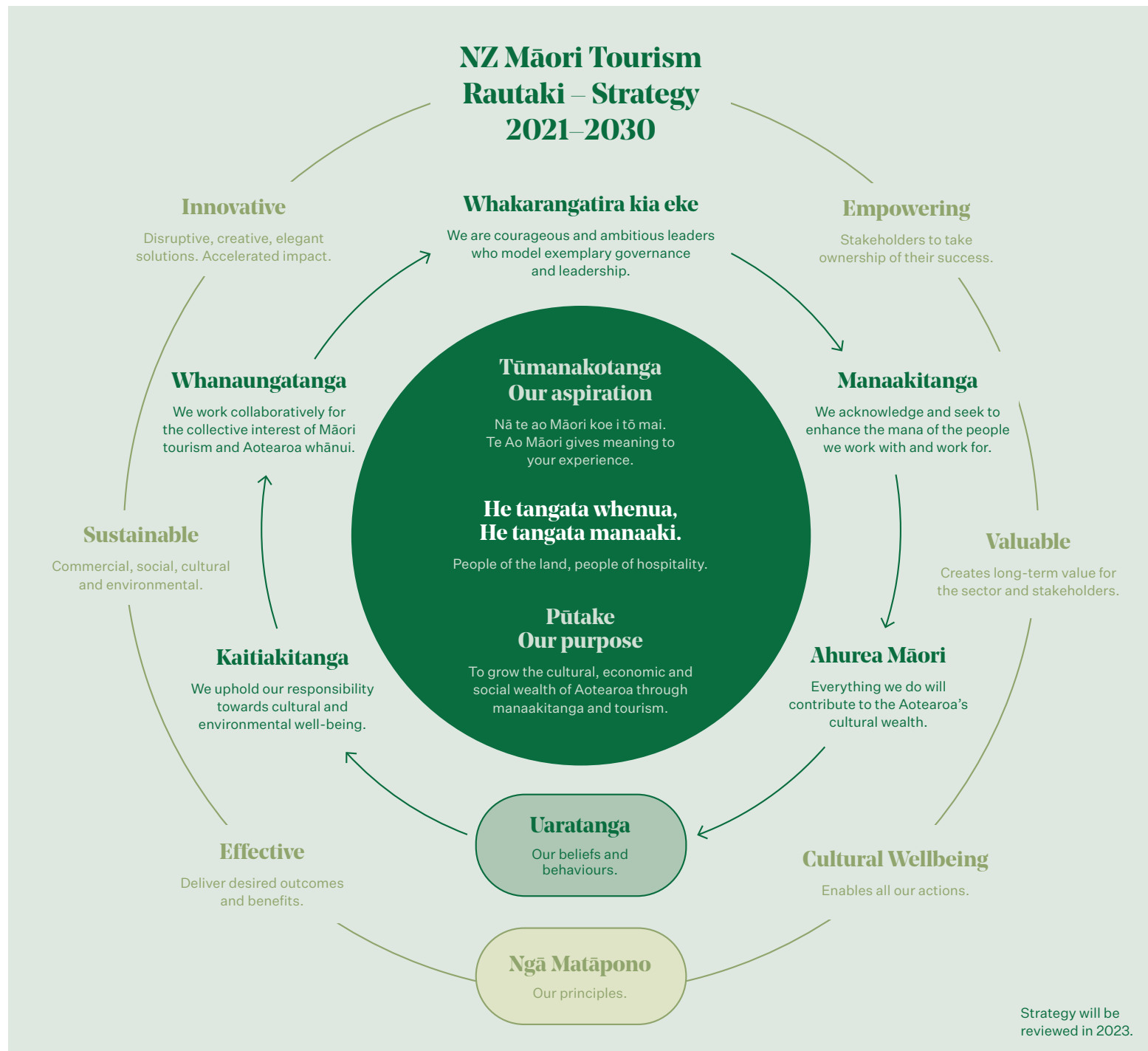
Annual Report 1 July 2021 – 30 June 2022

Our Strategy

Contributing to the environmental, cultural and community wealth of our sector and people continues to be at the core of our existence. The rich and varied contributions of and by Māori tourism operators is woven throughout our strategy.

We share the aspirations of the Māori tourism sector and are committed to ensuring our work and outcomes reflect those of the sector and key stakeholders. Our current mahi includes advocating for (but is not limited to):

- closer alignment between values and value;
- a consistent level of care for manuhiri, our communities, our environment and each other;
- cultural competency so our experiences reflect an authentic “us”;
- a strong domestic and international market position that reflects our stories, our people, our places, our environment, our communities and our experiences;
- a strong Māori voice for influence; and
- good data to inform decision making.



Advocating for the Sector

Advocacy for the sector is another key role, so relationships between NZ Māori Tourism and our operators, Ministers, government departments, tourism and business associations, and as importantly, whānau, hapū and iwi are critical to achieving the best outcomes for Māori tourism.

As we represent the sector, we continue to be guided by the goals and aspirations of Māori tourism operators. In the last year, we have led or contributed to:

- Covid initiatives – improved terms and conditions;
- Qualmark – increased participation;
- Aho Rua, Va'a Tele – Pacific Partnership programme;
- Tiaki Promise;
- iSite review;
- He Kōrero Rangatira – Māori inclusion in fiscal and monetary policy outcomes (Reserve Bank and Treasury);
- Te Ūnga Mai: Destination Management Professional Development Programme;
- TIA Tourism Sustainability Commitment; and
- advised on mergers and acquisitions.

We have provided policy input into a range of initiatives including (but not limited to):

- Covid and a range of business support initiatives;
- Māori Business Definition;
- NZ Business Number – Māori Business Identifier development;
- Tourism Industry Transformation Plan;
- Tatauranga Umanga – technical framework for Māori business insights and data;
- tourism industry data and information – co-governance; and
- international advisory, tourism, trade and investment.

We have changed the way we deal with some kaupapa, recognising that iwi rightly have the lead e.g. Foreshore and Seabed. We acknowledge that on these kaupapa our role is to tautoko and have expended our efforts accordingly.

***Mā te whakarongo, ka mōhio.
Mā te mōhio, ka mārāma.***



(Left to right) Hon Damien O'Connor, Rt Hon Jacinda Ardern and Tourism New Zealand Chair Jamie Tuuta at a media roundtable during their trade mission in New York.

Service Delivery

It is important that our services are fit for future purpose, flexible and able to meet the emergent and emergency needs of our tourism whānau. Suggestions from our operators have contributed to the “*how*” we deliver Māori Business Response (MBR) Tāpoi and to “*what*” we deliver, ensuring that the service evolves to meet needs and opportunities.

Business Support Services

MBR Tāpoi, delivered on our behalf by GHA & Associates, continues to provide core business services to Māori tourism operators. Whilst the demand for some services is declining as borders reopen, there remains a high demand for marketing advice and expertise, and support for compliance. Advice and support included:

- hibernation, sale or closure;
- office support;
- accounting and financial services;
- compliance (risk, health and safety requirements);
- specialist tourism advice;
- marketing, digital design and communication services; and
- business advisory, continuity, forecasting and planning.

To date, we have supported over 600 Māori tourism businesses.

Over the past couple of years our operators have focussed on:

- cluster development;
- personal development;
- business development;
- maintaining relationships with wholesalers and each other;
- improving market access;
- partnerships - regional and inter-regional; and
- development of new or revised experiences.

The majority of this mahi has happened despite border closures. Ka mau te wehi e te whānau!

Waiho i te toipoto, kaua i te toiroa.

Deon Muir from Muirs Tours.



Current State

Tourism operators across the motu have taken the opportunities and innovated, initiated, collaborated, co-created and supported each other.

We are pleased to report that the focus on domestic tourism remains a priority with a cautiously optimistic approach to the return of international tourists. We support this approach as there are so many variables impacting tourism globally at present, none being unique to Aotearoa, New Zealand. As tourism commentators talk up the return of tourism, we are in the midst of yet another perfect storm, the Ukraine-Russian conflict, national and international inflation, workforce pressures - the list goes on.

Our top ten key source markets are under incredible pressure with five of these experiencing the highest inflation in 30-40 years. Climate change impacts are having a significant impact on food supply, distribution and accessibility.

The cost of long-haul flights has grown exponentially, along with a significant number of missed connections and the “lost luggage” saga being the bane of many! These are only some of the issues that have an impact on our sector, including on discretionary spend and consumer confidence, so tourists may:

- travel less;
- put travel plans off for a later date;
- travel and stay longer, instead of two to three trips per annum; and
- travel closer to home versus abroad and so on.

The taniwha in the room is climate change and the changing nature of consumer preferences and consciousness. Our inherent knowledge of this kaupapa also creates a potential threat, that being complacency. We know the kōrero and we need to ensure that our actions are aligned to those inherent values. Our challenge and opportunity will be guided by our pūrākau, our whakapapa and our people.

E tū nei tatou i runga i ngā pakihwi o rātou mā.

Our People

There have been several changes across the team this year.

We were sad to see the following staff depart NZ Māori Tourism, however, we wish them well in their new mahi:

Dani McDonald, Covid communicator extraordinaire, has returned to her Kai Tahu roots and taken up a role with Dunedin City Council.

Harmony Morgan, who ran our events, has been snaffled up by Callaghan Innovation. A positive move for our sector as we look to leverage support for research, development and innovation support for Māori tourism operators.

Amanda Lee has returned to Government.

We welcome and acknowledge:

Miro Harré has taken on the new role of Director, Regenerative Transformation, a priority for our operators.

Matt Ammunson Fyall has moved over from Tourism Industry Aotearoa (TIA) and taken over Miro’s previous role as Director, Regions. Matt has an extensive network in tourism and knowledge of the industry.

Lee Beazley, formerly EA to the Chief

Executive, has moved into the Events team as the Co-ordinator. A seamless shift given her long established relationships with operators and stakeholders.

Gail Parata will join Lee in Events having returned after coaching the Scottish women’s netball team, the Thistles. We are delighted to have Gail back in the office having had her as a member of the team before she left for the UK.

Jordan King is our new Communications Advisor who made the move from MBIE.

Michelle Ewington has stepped into the role of Chief Financial Officer while Alyse Harrison is on maternity leave. Michelle has wide-ranging senior accounting and audit experience from her 20-plus year career in the public service.

It is important we also acknowledge our part-time kaimahi, Te Moetu Williams, Kaylim Poese, Liqin Mi and William Higgins.

We thank all staff for their commitment and invaluable contribution.

We continue to focus on a forward-looking recruitment strategy.

Poipoia te kākano kia pūāwai.

At a Glance

We are getting younger,
average age has gone from

40.6

↓ to

36

66%

of our staff are under
40 years of age.

The tāne/wāhine ratio has reversed itself over the past 12 months with a higher proportion of tāne working for us. However, we have more wāhine joining the team later in 2022.



Members and whānau of the NZ Māori Tourism team at the NZ Business Hall of Fame gala dinner.
Absent: Lee Beazley, Honsol Chan Tung, Liqin Mi, Alyse Harrison, Richard Pollock and Kaylim Poese.

NEW ZEALAND MĀORI TOURISM SOCIETY

Date of Incorporation:
11 October 2004

Director Liability Insurance:
Vero Liability.

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Reef Ecology tour interacting with wild stingrays at Dive Tatapouri.



**NZ MĀORI
TOURISM**

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