



NZ MĀORI
TOURISM

HE TOA TAKITINI

‘OUR STRENGTH IS IN UNITY’

Annual

Report

2021



Nadine Toetoe speaks to Kiri Atkinson-Crean on the authentic element of her Māori tourism business, Kohutapu Lodge and Tribal Tours.

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**Kōanga mōmona nui,
Nau mai, tau mai,
Pūāwai mai te hua,
Tihei mauri ora!**

Kōpata mai ana ngā roi ō mata ki o tātou tini aituā i ō te nuku whenua i roto i te tau ka mahue ake nei, te tūmatanui o te mamae mo koutou, mo rātou kua ngaro nei.

Ngā kārearea mārangananga, ngā pūranga whakaitaita, ngā rākau tawhiti nui a Tāne, ngā manu Huia tūrae a Tāne. E topa atu rā koutou katoa ki tua o ngā rārangi maunga o te marea tangata, o te marea iwi.

Whakawhitirangi atu rā ki te kōkōrangī, hei mata kōkiri ānewa i te rangi. Ahakoa i roto i te tangi, i te pōuri, ka hōkia e te mahara.

Ko te ata o te marama ki a rātou, ko te ata mai o te marama ki a tātou, tēnā tātou katoa.

Ka tika kia whakahōnoretia to tātou Kīngi a Kīngi Tuheitia Pōtatau Te Wherowhero VII, te pou herenga waka, herenga tangata. Rire rire hau pai mārīre.

E kore rawa e mōnehunehu te pūmanawanui o te aroha ki a tātou katoa e noho mai ana i ngā kokonga kāinga kōrero puta noa i te motu.

Tātou e taikaha nei i roto i ngā āhuetanga o te ao kikokiko e huri nei, ā, ko ngā whakaaronui kei a koutou kua utaina ki te taumaha i roto i ngā wā o te noho mohoa.

Hēoi anō kia hōkia ake ngā kōrero a ngā tīpuna e kī ana; i roto i te pō ka kitea te māramatanga.

Nō reira e te marea tangata, e te marea iwi, ma te kotahitanga e ea ai te whakataukī e kī ana;

Ehara taku toa i te toa takitahi, engari he toa takitini.

Tēnā koutou katoa.

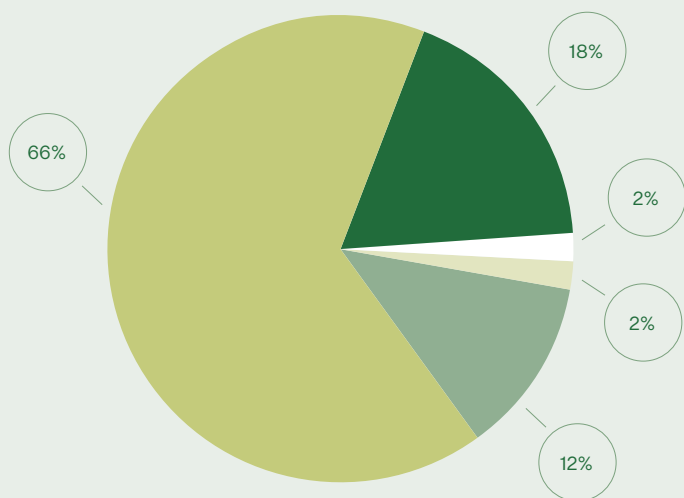
August 2021 update

Over the last financial year, COVID Alert Levels have been raised several times, affecting most, if not all, of the country. NZ Māori Tourism has offered support throughout these alert level increases, through one-on-one calls, bespoke advisory support, and frequent communications about the available financial help.

During the August 2021 Level 4 Lockdown, NZ Māori Tourism contacted around 300 Māori tourism operators to check in on their wellbeing and offer support.

The data presented here is anecdotal and comes from the conversations NZ Māori Tourism had with those operators.

Aug 21 Lockdown impact from operator comments



- Extreme impact – businesses have been compelled to sell, hibernate, or shut down
- Severely impacted with a loss of cashflow as a result of exhausted reserves, debt, or large cancellations
- Medium impact – Just getting by, but likely to be in a position to reopen as Alert Levels scale down. Reliant on financial assistance

- Comfortable, were planning on closing during this period anyway. Cancellations aren't detrimental to their operations. May have one or more sources of income
- Welcoming the break. Busy periods, possibly performing better than ever with domestic market

August lockdown snapshot of around 300 operators

3/4

of operators adversely affected

18%

of operators were comfortable

67%

of operators have not applied for government support e.g. Wage Subsidy. 'someone else will need this more than me'

Around

\$4.457m

worth of successful applications for Wage Subsidy/Resurgence Payment supporting 2747 jobs

475

additional staff employed in Māori tourism from April 2020 to August 2021

Sector adapts in 2020

In 2020

1/2

of Māori tourism businesses adapted for new markets in response to COVID-19.

44%

reduced their range of goods and services

81%

changed their physical environment to meet social distancing needs

Businesses are included in the above Tatauranga 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
- over \$40,000 of income recorded in the IR10 annual tax return (this includes some units in residential property leasing and rental)

Filled jobs

↓ **21.5%**

drop in filled jobs in Māori tourism sector (Jan-Mar '21) compared to the previous year

According to the Tatauranga Umanga Māori definition, a filled job means the number of jobs filled (as recorded on the 15th of the middle month of the quarter) and does not distinguish between part-time and full-time jobs.

Monthly jobs filled for the entire NZ tourism industry



Gross earnings, sales and purchases

↓ **28%**

drop in total sales of Māori tourism (\$91m for Jan-Mar '21) compared to the previous year

↓ **15%**

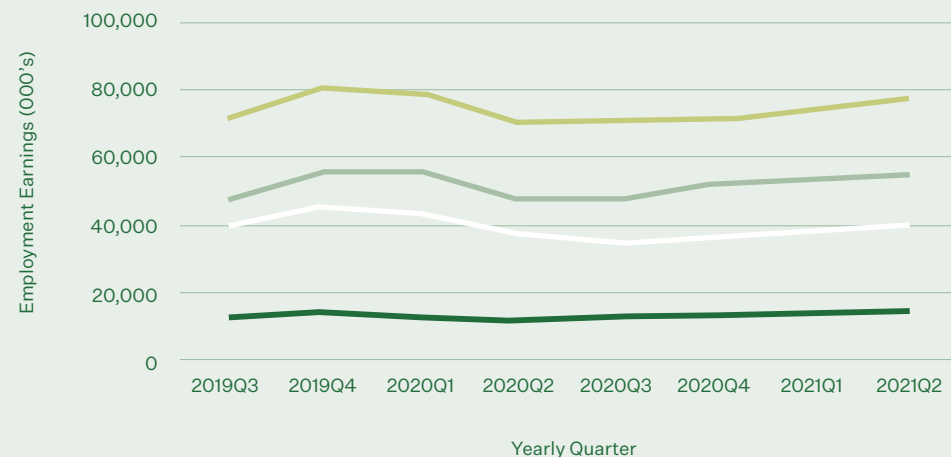
Between March 2020 and March 2021, quarterly gross earnings for Māori tourism businesses decreased from \$99M to \$84M, a decrease of \$15 million or 15%

↓ **26%**

drop (\$91 million) in Māori tourism sales from the March quarter 2020 to 2021

Quarterly tourism employment earnings by RTO

We've spotlighted the impact in three key regions – Bay of Plenty, Taitokerau and Tairāwhiti with data from the Regional Tourism Organisations (RTOs) (combining Rotorua and Bay of Plenty RTOs). These graphs take into account the wider tourism industry.



■ Activate Tairāwhiti
 ■ Northland Incorporated
 ■ Destination Rotorua
 ■ Tourism Bay of Plenty

Board



Dale Aotea Stephens
Te Rarawa
Chair



Dr Tom Roa
Ngāti Maniapoto, Waikato
Kaumatua / Officer of the Board



Dan Te Whenua Walker
*Ngāti Ruanui, Ngā Ruahine Rangī,
Ngāti Kahungunu ki Wairoa,
Maniapoto, Tūhourangi*
Deputy Chair/Independent Board Member



Kelly Barry
Ngāi Tahu
Board Member



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



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



Xiaoying Fu
Independent Board Member

The Board reappointed Dale Stephens as the Chair and Dan Te Whenua Walker as the Deputy Chair.

Chairman's report



E aku nui, e aku rahi, e aku whakatamarahi ki te rangi. Nei rā te reo o whakamihi, te puna o whakaaronui e rere nei ki a koutou e noho mai rā i ngā tōpito katoa o te motu, tēnā tātou katoa.

Despite COVID-19 having a substantial impact on tourism across the country, the Māori tourism sector has done better than we had anticipated. However, we do not underestimate just how difficult it has been, and the challenges that lie ahead.

We've heard from some of our operators that domestic tourism in some areas of Aotearoa New Zealand has been flourishing.

The data from Tourism New Zealand (TNZ), Statistics New Zealand (Stats NZ)

and Ministry of Business, Innovation and Employment (MBIE) supports what we are being told, particularly in the regions of Taitokerau, Tairāwhiti, and Bay of Plenty.

Domestic tourism can provide some relief to put kai on the table, to contribute to rent or the mortgage, and cover some fixed costs, but for some, hibernation or closure has been the best option considering the circumstances.

No matter what our individual situations are, what has been a key theme is our resilience as a collective.

The Māori tourism sector has been exemplary in the response to COVID-19 in the communities. In our conversations with 98 per cent of the sector, we've noted that the biggest concern for Māori tourism operators is the wellbeing of their staff, their whānau, and for neighbouring tourism businesses.

We've heard inspiring stories of our people supporting wider community initiatives including, volunteering for kai distribution, and contributing to the protection of their community with border controls. They've actively sourced employment for their staff in other industries, and come up with creative solutions to do so, such as providing transport for staff to get to their new place of work.

Still, there is no denying that what we are faced with is unknown. That's why it is imperative we focus on the future.

Over the last financial year from 1 July 2020 to 30 June 2021, NZ Māori Tourism aligned itself to be match-fit to serve the needs and aspirations of the Māori tourism sector.

We've worked with officials, so they understand the issues the sector faced. We've conducted surveys to identify your needs and to inform planning for the future of tourism in NZ.

We've collaborated with other Māori organisations for stronger representation and access to support for the Māori tourism sector, with Poutama, Māori Women's Development Inc., Federation of Māori Authorities and Glenn Hawkins and Associates (GHA).

We've advocated and provided policy input for the sector across COVID-19 business support, events promoting Māori leadership and good data collection to inform strong decision-making.

We will continue to work toward positioning the sector for the future as we welcome the Government's May Budget announcement of \$15 million for the recovery of the Māori tourism sector.

Over the last year, we farewelled Minister Nanaia Mahuta as our substantive Minister, however she retains the Associate portfolio for Māori Development. We acknowledge Kelvin Davis, former Minister of Tourism, who provided significant support for the Māori tourism sector.

We've also welcomed Minister Willie Jackson as Minister for Māori Development, who has also been very supportive.

For our own Board, we farewelled Verity Webber, Ngāi Tahu, who made a significant contribution to the Māori tourism sector and the NZ Māori Tourism Board. Verity is a dynamic and talented wahine Māori and I'd like to personally take this opportunity to thank you for your service to our sector.

And we welcomed Minnie Clark, Te Āti Awa, Ngāti Raukawa ki te Tonga, to the Board. Minnie comes with a wealth of knowledge in the tourism industry, having been involved in her whānau-run tourism venture, Kapiti Island Nature Tours, for 15 years. We look forward to welcoming your insights, Minnie.

I'd also like to take this opportunity to recognise the extraordinary work of the Chief Executive, Pania Tyson-Nathan and her team over the past year. Pania's leadership, passion and hard work are unsurmountable, and the Māori tourism sector is so fortunate to have you. Ko ia te toka tū moana, ākina tai, ākina hau, te parepare taua i ngā ngaru e whakahukahuka mai rā.

As Chairman, it continues to be an honour to serve such an innovative sector. As with the last year, the future holds a range of challenges but also many opportunities for us to continue to grow and thrive and ensure our sector has strong foundations for our whānau, hapū and iwi. Ehara taku toa i te toa takitahi, engari he toa takitini.

We look forward to continuing to serve you.

Kia manawanui, kia manawatitī, kia whakaaronui tātou ki a tātou.

Noho ora mai,

Dale Aotea Stephens
Chairman, NZ Māori Tourism



1 July 2020 – 30 June 2021 Annual Report

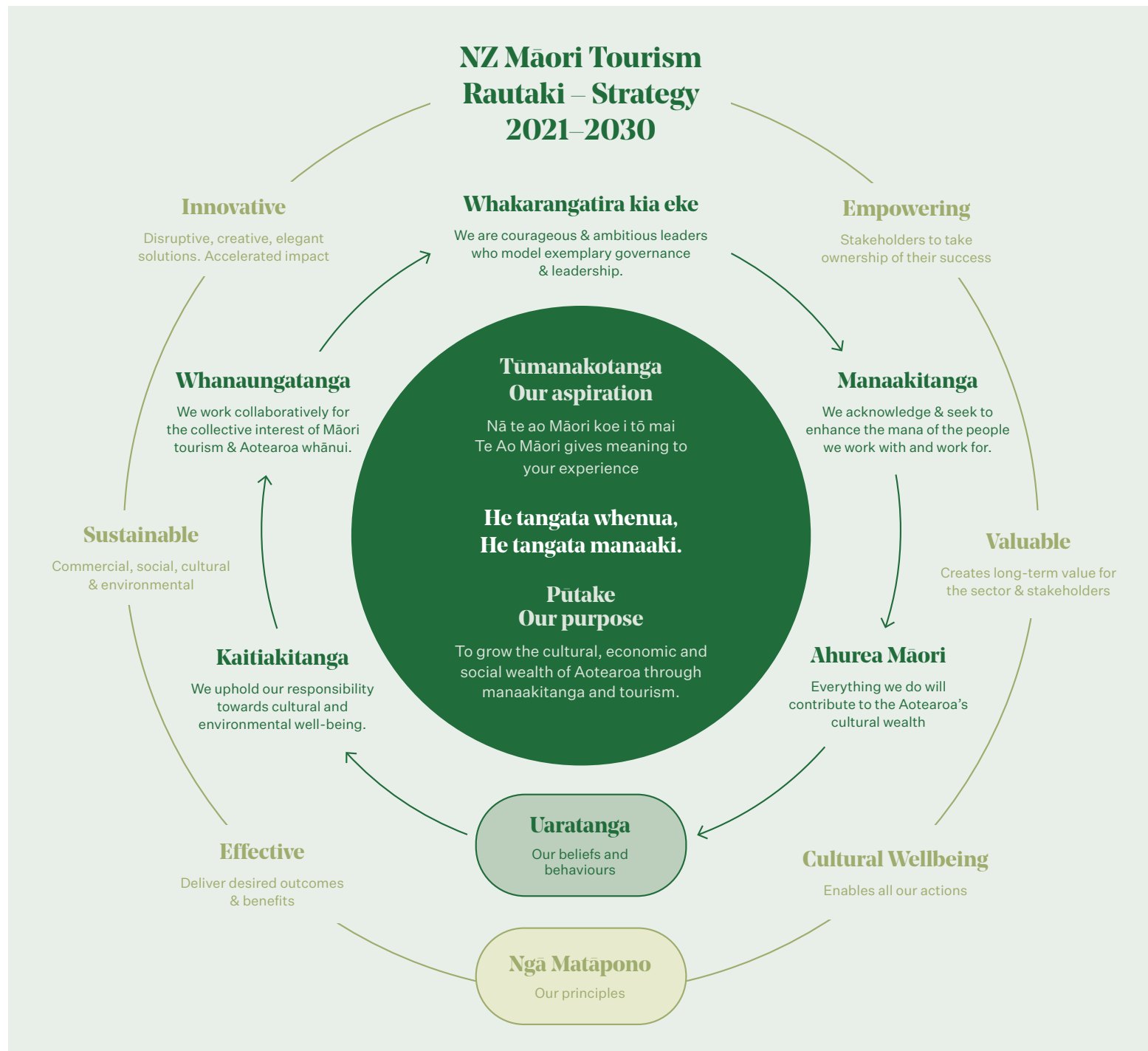
Our Strategy

Contributing to cultural wealth continues to be the core focus of our longer-term strategy. Feedback and guidance from the rich and varied contributions of Māori tourism operators is also woven through our mahi.

Over the past year, these were the things our operators told us were important to them:

- Closer alignment between values and value
- Consistent level of care for manuhiri, our communities, our environment and each other
- Culturally competent 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 advocacy and influence
- Good data to inform decision making

We share in the aspirations of our sector and are committed to ensuring our work and outcomes reflect those of the sector and key stakeholders.



Advocating for the sector

Advocacy for the Māori tourism sector is one of our primary roles, so relationships with Ministers, government departments, other business associations and tourism sector organisations are critical to achieve the best outcomes for Māori tourism operators.

Over the past 12 months we have led and/or contributed to:

- COVID-19 stimulus - improved terms and conditions
- Loans on concessionary terms - advocated for new initiatives
- Strategic Tourism Assets Protection Programme - \$34.5m¹ of applications supported and successfully funded
- Other funding - \$72.4m² supported and successfully funded
- Department of Conservation concession deferral
- Qualmark payment deferral
- Wage Subsidy inclusions
- Compliance review

Policy input into a range of initiatives:

- COVID-19 Business support initiatives (including MBR Tāpoi – see section below)
- Finance for Māori businesses, Trusts and Incorporations
- NZ Business Number – Māori Business Identifier development
- Reform of Vocational Education – Review of the ITO and Polytechnic sectors
- Parliamentary Commissioner for the Environment – on two reports produced
- Māori participation in APEC – including suppliers of goods and services
- Māori participation in Dubai World Expo – including suppliers of goods and services



Represented on, and worked with each of these groups:

- Tourism Futures Taskforce – to create a meaningful tourism sector in NZ
- Adventure Tourism Expert Review Group – to strengthen NZ Health and Safety system
- He Kōrero Rangatira – Māori inclusion in fiscal and monetary policy outcomes Reserve Bank and Treasury
- MBIE and Statistics NZ Data projects – to develop frameworks and dynamic tourism data
- Tourism Industry Aotearoa - a range of kaupapa
- Tourism NZ - various initiatives/ strategies
- NZ Australian Tourism Leaders Group - opportunities for indigenous trade and collaboration

Whilst not a comprehensive list, all of our work has contributed directly or indirectly to the goals and aspirations of the Māori tourism sector as canvassed during the first lockdown in 2020. A real boost to our efforts are the significant steps made by Tourism New Zealand's (TNZ) Pou Ārahi, Hemi Sundgren. This, coupled with the new appointment of TNZ's Chief Rene de Monchy, has made for a formidable partnership between our respective organisations.

¹ Not reported prior period because contracts not signed at time of AGM

² Not reported prior periods because different stages of contracts and development

Above: Tamaki Māori Village lead guide Tata Strickland (left) and lead driver Kahu Hapi stoke the hot rocks.

Service delivery

At NZ Māori Tourism, we continue to engage with Māori tourism operators to ensure support services are fit for purpose, flexible and able to meet the emerging needs. The balance between emergent and emergency needs creates a challenge at times, however we are constantly evolving and innovating to provide bespoke solutions.

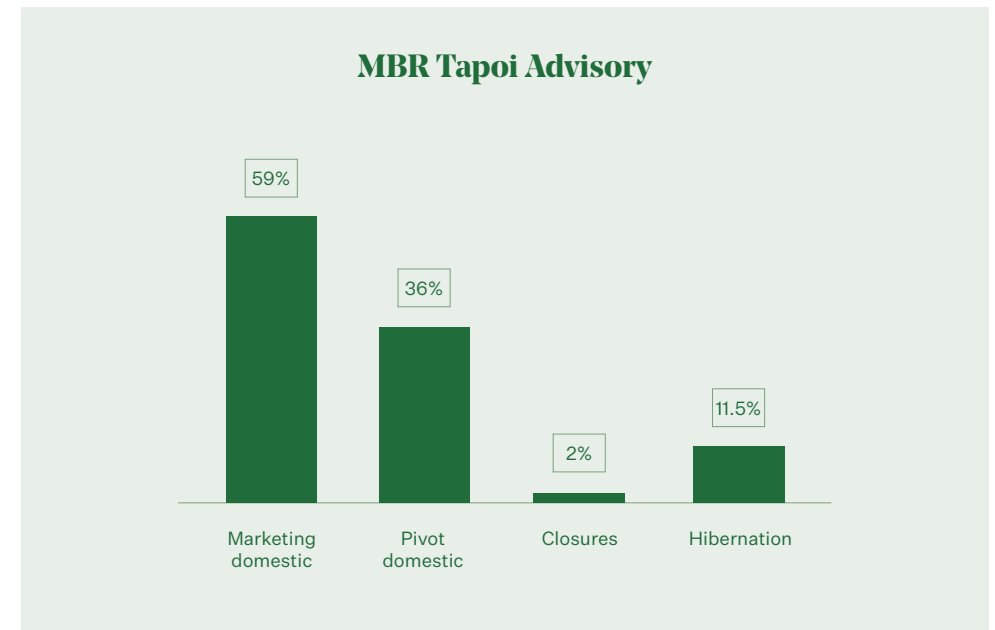
Business support services

Last year we reported the establishment of the Māori Business Response (MBR) service, a tri-partite agreement and service between ourselves, Poutama and the Māori Women's Development Inc (MWDI). We canvassed our sector to understand the ongoing needs of our businesses which led to the tourism-focussed support service: MBR Tāpoi.

The overall aim of the business support service is to assist Māori tourism businesses to transition to a new normal. These services include:

- business advisory, continuity, forecasting and planning
- accounting and financial services
- compliance (risk and safety management/requirements)
- specialist tourism advice
- marketing, digital, design and communications services
- health and wellbeing
- back-office support
- advice re: hibernation, sale, or closure

To date, MBR Tāpoi has directly supported approximately 400 Māori tourism businesses. The following chart includes data from these businesses which show a high demand for services to market and pivot to the domestic market:



We have also contracted capacity to support the sector with bespoke initiatives including but not limited to:

- Cluster development
- Development of digital hubs
- Regional collaboration/s
- Iwi tourism pivots and plans
- Compliance tools
- Investment attraction
- Partnership due diligence
- Social media campaigns

Many businesses are using this time (including lockdown periods) to improve their business skills, ensure their businesses are 'match fit' for the future or to update or upgrade their marketing materials/proposition. While there was a significant focus on the domestic market pre-COVID, operators today are focusing on pivoting in the domestic market, ensuring the richness, the tika and the pono of our experiences can come to the fore.

Progress in the regions

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

The mahi that is being driven by our tourism whānau has been challenging, yet exciting. It's the 'new way', including different approaches and relationships, with a greater emphasis on each other, including in neighbouring regions, or through related kaupapa.

For example, two regions have clustered their workforce to share skills like marketing, staff, and the development of co-created plans. Across the board, Māori trusts and incorporations, iwi, and individual operators are coming together to collaborate, develop new experiences, and acquire existing tourism businesses.

Our foodies are developing a national kai strategy that brings together Māori producers and suppliers to provide kai experiences across the motu that are enveloped in storytelling — telling our stories our way. This year, Māori master chefs Rewi Spraggon and Grant Kitchen hosted the inaugural He Tohunga Tūmau, showcasing the very best of modern Māori cuisine with a star lineup of Māori chefs serving a seven-course menu to almost 600 guests — an incredible feat.

We acknowledge that it hasn't been plain sailing and there has been pain. But continue to strategise and stay resilient as we look into the future. Ko te pae tawhiti whāia kia tata.

Our people

Many changes have taken place at NZ Māori Tourism over the past year.

We bade farewell to our administrator extraordinaire Val Talbot, and welcomed the following new staff members:

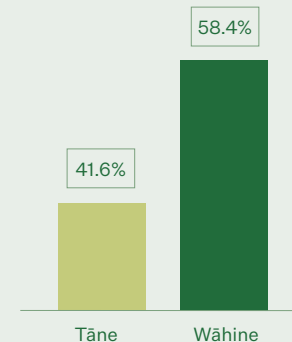
Miro Harré, Ngāti Maniapoto, Ngāti Porou, started the role as Director of Regions following the departure of John Doorbar.

Whitiaua Black, Ngāi Tūhoe, Te Whānau a Apanui, Ngāti Tuwharetoa has stepped into the newly established role as Pou Ārahi.

Honsol Chan Tung, Hamoa, is Project Lead for Aho Rua, Va'a Tele. Honsol has worked for the World Bank, United Nations Development Program (UNDP), and the Samoan Treasury.

Amanda Lee is the Director, Strategy and Performance. Amanda joined us from Te Puni Kōkiri and has 30 years' experience in the public and community sectors in Aotearoa and the UK.

Staff Gender Distribution



We have made a conscious effort to ensure that NZ Māori Tourism is diverse and inclusive, future-focussed and agile by:

- Closing age disparities
- Increasing cultural capability and capacity
- Improving gender balance
- Increasing overall competency and capability

This has resulted in a 66% increase in male staff and has lowered the average age of our staff from 46.83 to 40.9, noting 50% of our staff are <35 years of age and 50% are in the 50 – 60 year age group.

We would also like to acknowledge our part-time workers, Moetu Williams, intern, Kaylim Poese, cleaner, and Liqin Mi, China adviser.



NZ Māori Tourism welcomes the sunrise with the team at Maunga Hikurangi.



Māori and Indigenous Australian tourism operators discuss learnings from the pandemic on the Australia NZ Leadership Forum's (ANZLF) Virtual Indigenous Trade and Connections event.

NEW ZEALAND MĀORI TOURISM SOCIETY

Date of Incorporation:
11 October 2004

Director Liability Insurance:
Vero Liability.

Registered office

PCF Building, East Entrance
(Lyttelton Ave)
Level 1, 1 Walton Leigh Avenue,
Porirua City Centre,
Porirua 5022

Postal Address

PO Box 50677
Porirua 5240

Telephone

+64 4 474 4685

Website

www.maoritourism.co.nz

Social Media

 [maoritourism](https://www.facebook.com/maoritourism)

 [@nzmaoritourism](https://www.instagram.com/nzmaoritourism)

 [@nzmaoritourism](https://twitter.com/nzmaoritourism)

STAFF MEMBERS

Pania Tyson-Nathan
Rongomaiwahine, Ngāti Kahungunu
Tumu Whakarae / Chief Executive
• lee@maoritourism.co.nz
• +64 4 474 4685

Hoki-mai Chong
Haina, Ngāti Koroki-Kahukura, Waikato
Kaitohutohu Matua / Chief Adviser
• hoki-mai@maoritourism.co.nz
• +64 27 499 5371

Amanda Lee
Kaiwhakahaere Rautaki / Director
Strategy and Performance
• amanda@maoritourism.co.nz
• +64 27 292 6999

Honsol Chan Tung
Hamoia
Kaitohu pūtea / Kaitohu kaupapa /
Finance & Special Projects Senior
Adviser
• honsol@maoritourism.co.nz
• +64 27 292 2353

Liqin Mi
Haina
Kaiārahi - Haina / Adviser – China
• liqin@maoritourism.co.nz
• +64 21 620 670

Miro Harré
Ngāti Maniapoto, Ngāti Porou
Kaiwhakahaere ā Rohe /
Director of Regions
• miro@maoritourism.co.nz
• +64 22 651 0037

Whitiaua Black
Ngāi Tūhoe, Te Whānau-a-Apanui, Ngāti Tūwharetoa
Pou Ārahi / Cultural Adviser
• whitiaua@maoritourism.co.nz
• +64 27 782 2449

Harmony Morgan
Rongomaiwahine, Tainui, Ngāpuhi
Kaiwhakahaere Tauwhāinga-
Kaupapa / Events Coordinator
• harmony@maoritourism.co.nz
• +64 4 474 4687
• +64 27 544 2393

Kiri Atkinson-Crean
Ngāi Tahu Matawhaiti, Ngāti Kahungunu ki Wairoa
Kaihautū Hokohoko,
Kaiwhakawanake kaupapa / Sales,
Marketing and Product Development
• kiri@maoritourism.co.nz
• +64 27 343 4332

Dani McDonald
Kāi Tahu, Kāti Mamoe, Waitaha
Kaitohutohu Tuku Kōrero -
Communications
• dani@maoritourism.co.nz
• +64 4 474 4704
• +64 27 235 8528

Lee Beazley
Te Aitanga-a-Mahaki, Ngai Tāmanuhiri, Ngā Puhi, Ngāti Hine
Kaiwhakahaere Tari /
Office Administrator
• lee@maoritourism.co.nz
• +64 4 474 4685
• +64 27 554 4416

Alyse Lynch
Kaiwhakahaere Pūtea & Pūmanawa
Tangata / Finance and HR
Administrator
• alyse@maoritourism.co.nz

Moetu Williams
Ngāti Pukenga, Te Arawa
Tauria / Intern
• moetu@maoritourism.co.nz
• +64 27 455 8800

Kaylim Poese
Ngāti Rangī, Rongomaiwahine, Ngā Puhi, Hamoia
Kaiwhakapaipai / Cleaner
• +64 27 309 7943



Will Ngakuru, Kaiwhakairo at Manea
Footprints of Kupe, Waimamaku.



**NZ MĀORI
TOURISM**

HE TOA TAKITINI

'OUR STRENGTH IS IN UNITY'