



**NZ MĀORI
TOURISM**

HE TOA TAKITINI

'OUR STRENGTH IS IN UNITY'

Annual Report 2020



We have identified 537 Māori tourism businesses

300 

ACCOMMODATION AND FOOD

141 

ARTS AND RECREATION

96 

OTHER TOURISM INDUSTRIES

(This includes transport services, motor transport equipment rental/hiring, travel agency services)

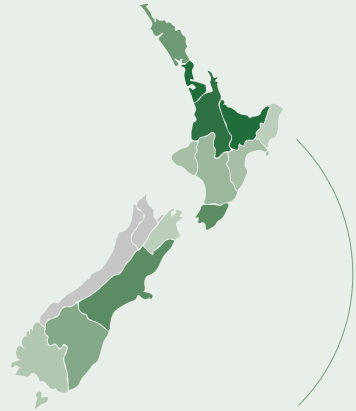
AT LEAST 300 are in Accommodation and Food Services, and AT LEAST 141 are in Arts and Recreation (these numbers are only from the active shareholder definition, i.e., do not include Stats' tourism businesses by industry.)

In the Longitudinal Business Database (LBD), businesses are assigned to an industry according to their predominant economic activity, called an ANZSIC code (Australian and New Zealand Standard Industrial Classification). As there is no ANZSIC code to identify tourism-based businesses, Nicholson Consulting had to create a tourism indicator in the LBD and Integrated Data Infrastructure (IDI). Nicholson Consulting used the definition of a business that engages in tourism from Tauranga Umanga Māori 2019. Here, tourism had been defined from list from NZ Māori Tourism, plus any Māori business that is engaged in any of these ANZSIC industries:

- All of division H Accommodation and food services I4621 Interurban and rural bus transport
- I472 Rail passenger transport
- I482 Water passenger transport
- I501 Scenic and sightseeing transport
- L661 Motor vehicle and transport equipment rental and hiring
- N722 Travel agency services
- All of division R Arts and recreation services

Since the list from NZ Māori Tourism did not exist in the IDI, Nicholson Consulting flagged tourism-based Māori businesses as those businesses which meet our definition of a Māori business and have the above ANZSIC codes.

Māori tourism businesses by region



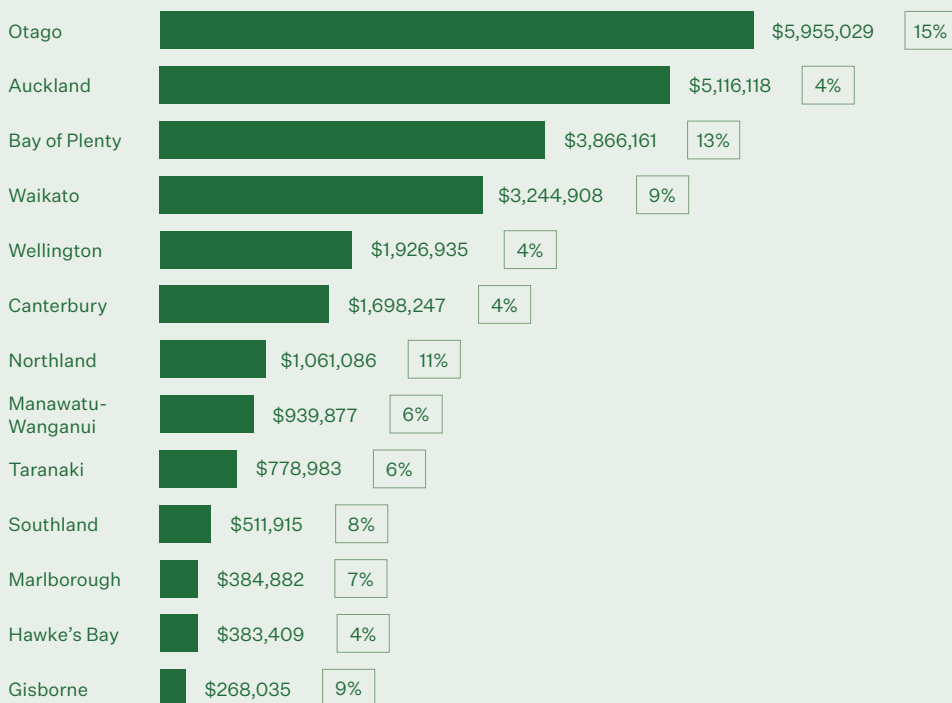
1 in 8 tourism
businesses in
Gisborne are Māori


REGION	NO. OF MĀORI TOURISM BUSINESSES
Bay of Plenty	57
Auckland	57
Waikato	54
Wellington	36
Canterbury	36
Northland	30
Otago	21
Manawatu-Wanganui	18
Taranaki	15
Hawke's Bay	15
Southland	12
Marlborough	9
Gisborne	9

168 Māori tourism businesses have a Missing region. The heat map of New Zealand shows the concentration of where Māori tourism businesses are in New Zealand. While Gisborne has one of the lowest counts of Māori tourism businesses, 1 in 8 tourism businesses in Gisborne are Māori (12.5%).

Net GST of Māori tourism businesses by region

REGION

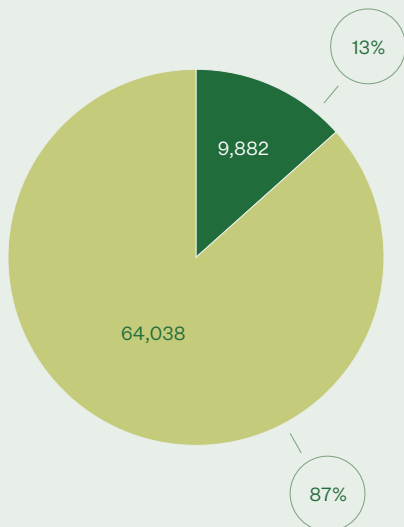


 — Proportion of net GST of Māori tourism businesses out of all net GST of tourism businesses by region

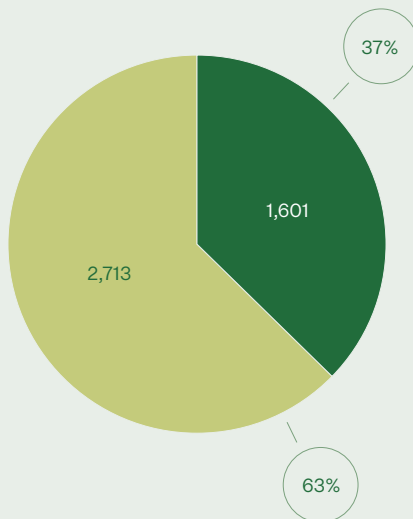
How Net GST is calculated: the difference between GST of sold goods and products by the business, and GST that the business pays when spending for a business.

Māori tourism businesses employ larger proportions of Māori

NON-MĀORI TOURISM BUSINESSES



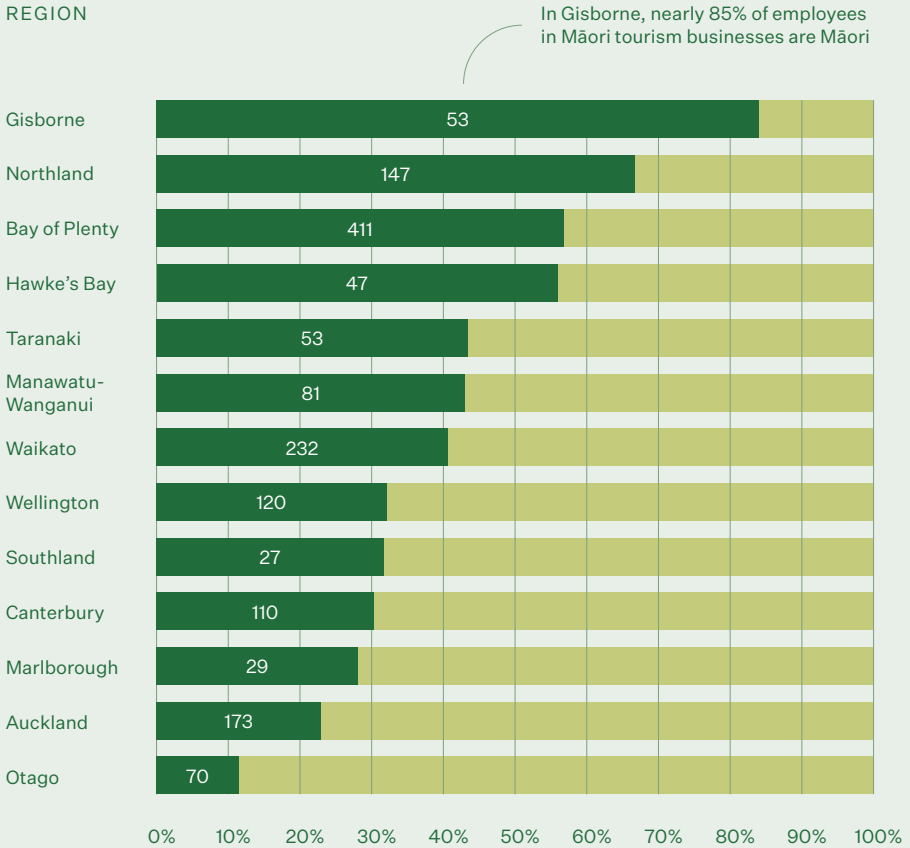
MĀORI TOURISM BUSINESSES



- — Māori employees
- — Non-Māori employees

This graph shows the proportion of Māori employees vs non-Māori employees in both Māori tourism businesses and non-Māori tourism businesses.

Māori employees vs non-Māori employees in Māori tourism businesses, by region



This graph shows the proportion of Māori employees vs non-Māori employees in Māori tourism businesses by region. The data labels show the absolute counts of Māori employees.

- Māori employees
- Non-Māori employees

Graphs sourced: Longitudinal Business Database and Tatauranga Umanga Māori 2019, compiled by Nicholson Consulting.

Mihi

Tākiri nei te ao e rere he pōkaitara
manu, ka topa me tiki rawa hei
ā mai i ahau,

Tihei Mauriora!

Kua tau pae atu ra o tātou mate ki
tua o te wharau, ngā kanohi i te
uranga o te rā kua ngaro i te rā nei.

Ngā karearea mārangaranga, ngā
pūranga whakaitaita, ngā kanohi
nui i waenga o te iwi kua ngaro.

Whakawhitirangi atu ki te kikorangi
o te rangi, ka mahue mai ko o koutou
tohutohu, ko o koutou akoranga
hei puna mahara mo mātou ngā
mahuetanga mai.

Rātou te hunga mate ki a rātou,
tātou te hunga ora ki a tātou
e pae nei, tēnā tātou katoa.

Tēnā tātou i runga i ngā āhuatanga
o te wā, me ngā taumahatanga o te mate
urutā kua whakaeke mai ki runga i tēnei
whenua ataahua o tātou o Aotearoa.

Kia kaha, kia ūpoko pakaru tonu
tātou ki te whai i te pae tawhiti,
kia whakamaua kia tata.

Tukua te mana, tukua te ora,
kia tuku iho ki tēnā ki tēnā,

Mauri ora kia tātou katoa.

Board



Dale 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



Verity Webber
Ngāi Tahu
Board Member



Xiaoying Fu
Independent Board Member



Chair's Report

Chair's Report

Building business resilience and continuity has been a core focus for NZ Māori Tourism since 2017.

We have strived to do this through educational initiatives and workshops such as the Māori Tourism Trade Day / Dragons' Den, the South Pacific Tourism Exchange, and supporting Māori tourism operators to industry events such as Tourism Industry Aotearoa Summits and Tourism Export Council conferences.

We have continued to support networking events with international markets and facilitated tuakana / teina relationships between businesses, both domestically and internationally.

Our 2019 budget bid for 2020 sought funding to facilitate the development of authentic Māori tourism experiences, support and build sustainable enterprises through a virtual network of specialist advisors to support businesses, improve the sector data and implement a mark of excellence for Māori businesses.

Pre COVID-19, we were focused on increasing earnings and growth, and closing the gap between the average annual income of Māori tourism employees and those employed by the wider tourism sector.

While this remains important, COVID-19 and the nationwide rāhui has, in essence, put our work into overdrive with 'building business resilience' taking on a new meaning.



So, what does resilience look like, as we move into this new world? Today, resilience looks like 80 per cent of pre COVID Māori tourism businesses surviving; it looks like Māori unemployment in Māori tourism remaining under 20 per cent, and it looks like business owners making the right decision on whether to continue to operate, hibernate or to close down altogether.

NZ Māori Tourism's support for Māori tourism operators to refocus their operations in this current COVID-19 world has been recognised by the Government, which, in May 2020, released the 2020 Budget announcing a contingency fund to be led by NZ Māori Tourism to repurpose and reposition the Māori tourism sector.

The contingency fund was included as part of the \$400M Tourism Recovery Fund granted to help the industry recuperate.

A further investment was allocated to NZ Māori Tourism to continue its COVID-19 business support service specific to/ for Māori tourism, called MBR¹ Tāpoi.

NZ Māori Tourism's contract with Te Puni Kōkiri concluded on 30 June 2020. I am very proud to note that NZ Māori Tourism exceeded all outputs for the three-year contract period and, as expected, will continue to deliver new outputs for the next three years.

As mentioned in the previous annual report, NZ Māori Tourism welcomed Kelly Barry (*Ngāi Tahu*), from Takiwā Tourism, to the NZ Māori Tourism Board in July 2019.

I was also re-elected to the Board of NZ Māori Tourism, and subsequently re-elected by the Board as Chair - a role I am committed to delivering on as we move into an unknown future.

John Doorbar (*Te Atiawa, Taranaki*) who had returned to NZ Māori Tourism on secondment from the Ministry of Business, Innovation and Employment finished a week into the nationwide rāhui. John took on the role of Director of Regions and Capability, where his tasks included building a framework for capability development in the Māori tourism sector and improving the gathering of Māori tourism data.

Kiri Atkinson-Crean (*Ngāi Tahu Matawhaiti, Ngāti Kahungunu ki Wairoa*) was contracted to NZ Māori Tourism to work with tourism providers in Rotorua and the Hokianga to stimulate visitation and redirect their businesses to the domestic market.

Finally, Moetu Williams (*Ngāti Pukenga, Te Arawa*) joined the NZ Māori Tourism whānau as our intern. Moetu has been tasked with an array of projects that compliment his studies at the University of Victoria.

While the second half of this financial year has forced us to stop, respond and redirect our operational activities, we must acknowledge the achievements of this very diverse, and very thriving sector.

¹ Māori Business Response (MBR)

Building Quality and Capability

In August 2019, nearly 140 Māori tourism operators and stakeholders journeyed to Ōtautahi to celebrate and tautoko Māori tourism operators for the 2019 NZ Māori Tourism Dragons' Den

In August 2019, nearly 140 Māori tourism operators and stakeholders journeyed to Ōtautahi to celebrate and tautoko Māori tourism operators for the 2019 NZ Māori Tourism Dragons' Den.

During the two days, business advisory experts Lynda Keene and Lesley Immink held business workshop sessions for (i) emerging/start up Māori tourism businesses and (ii) established Māori tourism businesses.

NZ Māori Tourism received 78 applications for four categories which included, *Bring Your Idea to Life*, *Small Māori Tourism Business with a Big Idea*, *Make 2021 a Gamechanger for Māori Tourism businesses* and *Journeys of Aotearoa through Māori Tourism*.

Five Māori tourism operators were awarded cash prizes to a total of \$70,000.

It was a wonderful evening of celebration, networking and acknowledging the mahi and dedication that everyone brought to the sector.

In October, NZ Māori Tourism hosted 100 guests (predominantly Māori tourism business owners and other stakeholders) at the New Zealand Tourism Awards, hosted by Tourism Industry Aotearoa, also in Ōtautahi. NZ Māori Tourism invited Māori Trusts, Incorporations and Iwi that had invested in tourism, and small and medium sized businesses, even potential Māori tourism businesses still in the kākano stage. They have not traditionally been a part of the tourism awards previously.

Rotorua-based MDA Experiences won the He Kai Kei Aku Ringa Award. They stood against Wharewaka o Pōneke Enterprises and Kaitiaki Adventures.

Kohutapu Lodge and Stray were the winners of the Tourism Industry New Zealand Trust Community Engagement Award.

Kāpiti Island Nature Tours was a finalist in the *Marsh Tourism Industry Champion Award*, and Kaitiaki Adventures was, again, a finalist in the *Tourism Ticker Tourism Sustainability Business Excellence Award* – less than \$6m annual turnover.

The Māori presence at the NZ Tourism Awards has grown compared to previous years and we wish to thank those that made the time to attend, celebrate and tautoko the very best of Māori tourism.

Our work with QRC Taitokerau is an ongoing commitment as we continue to build and foster relations with iwi, investors, and the college.



Top: NZ Māori Tourism guests at the New Zealand Tourism Awards 2019. Back row from left: Ministry of Business, Innovation and Employment Relationship Manager Lafaele Lupo, Samoa Tourism Authority Chief Executive Faamatuainui Suifua, Te Rūnanganui o Ngāti Porou Chair Selwyn Parata, former All Black Tana Umaga, Te Wehi Haka founder Tapeta Wehi, and Mitai Māori Village directors Lara Northcroft and Wetini Mitai-Ngatai. Front row: Te Wehi Haka's Annette Wehi, Rongowhakaata Trust General Manager Amohaere Houkamau and NZ Māori Tourism Chief Executive Pania Tyson-Nathan.

Bottom: Rewi Spraggon, The Hangi Master, takes out the 'Wow Us' Award at the 2019 NZ Māori Tourism Dragons' Den in Ōtautahi. From left, NZ Māori Tourism Chair Dale Stephens, Te Runanga o Ngāi Tahu kaiwhakahere Lisa Tumahai, Rewi, and Minister of Regional Development Hon Shane Jones.

Bottom: Te Wehi Haka (pictured) was supported by NZ Māori Tourism to attend the Opening Doors to the West Business Forum, held in Chengdu and Xi'an, China in 2019.



Leveraging Tourism and Trade

As part of the China New Zealand Year of Tourism, NZ Māori Tourism supported a small kapa from Te Wehi Haka - The Haka Experience, and a two-person television crew from Māori TV to attend a multi-sector trade mission to China that showcased Māori tourism and culture in September 2019.

The *Opening Doors to the West Business Forum* was organised by The China Chamber of Commerce in NZ, along with China Travel Services and NZ Māori Tourism, and was an opportunity to build on the natural affinity between Māori and Chinese. Chinese value relationships and long-term investment which closely align with Māori business values. NZ Māori Tourism continues to support the New Zealand Asia Pacific Film Festival and Chinese Language Week, to develop relations across Asia Pacific.

COVID-19

When Aotearoa closed her borders to China, we anticipated that several Māori tourism operators would feel the impact of this. After many phone conversations (staff called around the entire database of NZ Māori Tourism), it became apparent that wider support was needed.

NZ Māori Tourism repurposed its budget and work programme to focus its support for Māori tourism businesses. Several discussions with Ministers and officials were held to develop a business support package. Following these discussions, it was announced that Government would invest in supporting Māori communities, and had set aside \$1M for Māori businesses (not just Māori tourism businesses) to access business advice.

NZ Māori Tourism collaborated with our Māori Inc. partners – Māori Women's Development Incorporated, Poutama (which services new and aspiring businesses and clusters), and the Federation of Māori Authorities (whose membership is mainly in the primary sector), to set-up the 0800 4POUTAMA COVID-19 Māori Business support line to provide Māori businesses with direct access to specialist advisors.

Throughout the nationwide rāhui, the Chief Executive worked closely with Ministers on the COVID-19 tourism response. We have been fortunate to have received considerable support from the Hon Nanaia Mahuta, Minister of Māori Development and Hon Kelvin Davis, Minister of Tourism.

Data

In 2019, NZ Māori Tourism, in partnership with Te Puni Kōkiri and Poutama, conducted its second capability report of Māori tourism operators to understand their development aspirations and needs.

This survey was a follow up on the 2014 capability report which identified key areas for development.

The 2019 survey asked the same questions as the previous, which gave great comparative information. We also asked questions relating to business resilience so that we can prepare for a likely downturn in the sector in the next few years.

Findings from the survey included:

- Māori tourism enterprises continue to work mainly with visitors from English speaking countries.
- The proportion of Māori tourism enterprises offering “activities and experiences” has increased from 58% in 2014 to 83% in 2019.
- Most Māori tourism enterprises are small to medium businesses but there was a notable increase in the number of respondents earning more than \$1.5 million (from four in 2014 to 19 in 2019).

While this information is valuable, it is not sufficient for NZ Māori Tourism to understand in depth the needs of the sector.

In October 2019, we provided a briefing to Ministers on the complete lack of data on Māori economic activity and performance. This lack of data is a major concern because Māori economic development has been a priority for successive governments and unless we understand the issues and needs of small to medium sized Māori enterprises, it will be difficult to respond with the correct policy settings by government and Māori development agencies, including NZ Māori Tourism.

Over the last year, NZ Māori Tourism has been working with Ministers, Te Puni Kōkiri, government departments and several agencies to develop a Māori business identifier into the NZ Business Number regime. This will enable the collection and compilation of data on Māori business activities and, over time, build a detailed data source for Māori in business in all sectors, and across the country.

Closing comments

I wish to take this opportunity on behalf of the NZ Māori Tourism Board to mihi to our Māori tourism operators. This year has pushed us all to our limits in many ways. These are confusing times necessitating fast, difficult decisions.

Just as our tūpuna faced significant challenges in their journey across Te Moananui a Kiwa in search of new lands for the benefit of their whānau, we too must take heed our own resilience and tenacity.

It is important that we remain strong. Tourism remains significant to the New Zealand economy, demonstrated by the Government's substantial investments in the tourism industry.

NZ Māori Tourism is utmost committed to supporting Māori tourism businesses to strengthen and grow their current capability and opportunities, so they become wealth builders for themselves, their whānau, their communities and Aotearoa NZ.

The focus for the next 12 months is to be ready for the future. While it remains somewhat of an unknown, we must focus on that which we can control.

No words could ever describe the enormous appreciation the Māori tourism sector has for the NZ Māori Tourism Chief Executive, Pania Tyson-Nathan.

Pania has worked day and night advocating for the Māori tourism sector. She has fought tooth and nail to ensure that Māori tourism is recognised and supported by the industry, and we would not be in the position we are in today without her thoughtful leadership, strength, and strategic thinking.

Although outside of this reporting period, Pania was awarded Te Tupu-ā-Nuku Award for Business and Innovation in Ngā Whetū o Matariki - Matariki Awards 2020 hosted by Māori Television. The award recognises game changers in their field making an impact and driving our economy and society forward. We are so fortunate to have this wahine toa leading the sector.

And to the NZ Māori Tourism team who stand so proudly with her, you have all worked incredibly hard this year. This has been the most challenging year I can recall for the tourism industry and you have all stepped up to the mark and performed beyond your roles.

Finally, to the wider tourism sector - COVID-19 has highlighted where we can look to strengthen our operations. We look forward to working with you more closely as we journey through this current climate.

Nō reira e te marea tangata, e te marea iwi, kia pūawai te ngāwari, kia ihiihi ai te mauri, kia tipu ai te ora.

Mai ē te tipu!

Strategy Statements

Ō MĀTOU TAKE OUR PURPOSE

To grow the cultural, economic and social wealth of Aotearoa through Māori tourism

Since 2010, NZ Māori Tourism has achieved significant gains in its key success measures and has experienced growth from \$0.5bn - \$1.97bn. The implementation of the NZ Māori Tourism Strategic Plan 2020-2030 seeks to contribute to similar growth for the Māori Tourism sector.

Moreover, NZ Māori Tourism as an organisation has built a strong reputation in the Aotearoa New Zealand tourism sector for being a respected facilitator, advocate, and influencer. The organisation continues to grow and mature and is well-positioned to continue its focus on quality growth in the Māori tourism sector.

Ō MĀTOU WAWATA OUR ASPIRATIONS

Nā te ao Māori koe i tō mai

The world of Māori is the drawing force, it is the reason you are here, it is the experience you seek

In 2018, Aotearoa New Zealand's Total Tourism Direct Expenditure was \$39bn and is forecasted to grow to \$41bn by 2025. Māori tourism will be fundamental to the success of the Aotearoa New Zealand tourism industry.

The NZ Māori Tourism 2020-2030 strategic plan is focused on developing successful and resilient Māori tourism enterprises and an agile workforce. We believe Māori values underpin the Aotearoa New Zealand visitor experience, creating a highly differentiated value proposition that will enable Aotearoa New Zealand tourism to continue to compete on the world stage. To achieve this, we will focus on a small set of high impact strategic initiatives.

The success of the Māori tourism sector will be instrumental in amplifying cultural wealth and creating prosperity for Māori and all of Aotearoa New Zealand.

THE 2030 FLIGHTPATH

NZ Māori Tourism's ten-year strategy seeks to drive Māori tourism value to capture a % share of Aotearoa New Zealand's Total Tourism Direct Expenditure and gain impacts for prosperity.

Māori tourism plays a pivotal role in elevating Māori culture as the distinguishing feature of the NZ visitor experience that creates competitive advantage for the NZ tourism sector.

Māori tourism is a key economic and social contributor, creating meaningful benefits for whānau, hapū, iwi Māori, and Aotearoa whānui.

Ō MĀTOU WHĀINGA OUR GOALS

We know we are successful when:

- Māori culture is central to the Aotearoa New Zealand visitor experience, providing a quality experience and competitive advantage.
- Māori Tourism Enterprises (MTEs) are exemplars of sustainable, resilient and indigenous tourism operations that deliver authentic cultural visitor experiences that meet the needs of manuhiri.
- A world-class thriving Māori Tourism sector that stimulates economic growth, improves social health and well-being, and fosters the cultural wealth for all whānau, hapū, iwi, and Aotearoa New Zealand.

UARATANGA

Manaaki i te tangata

We acknowledge and seek to enhance the mana of the people we work with and the people we work for.

Te matū o te ahurea Māori

Everything we do will contribute to the cultural wealth of Aotearoa New Zealand.

Whakarangatira kia eke

We are brave, courageous, ambitious leaders who model exemplary governance and sector leadership.

Tautiaki atu

We uphold our responsibility towards cultural and environmental well-being.

Whanaungatanga

We work collaboratively for the collective interest of the Māori tourism sector and Aotearoa whānui.

Directory

NEW ZEALAND MĀORI TOURISM SOCIETY

Date of Incorporation:
11 October 2004

Director Liability Insurance:
Vero Liability.

Registered office

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

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

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**NZ MĀORI
TOURISM**

HE TOA TAKITINI

'OUR STRENGTH IS IN UNITY'

