



# ANNUAL REPORT 2018



**NZ MĀORI  
TOURISM**

HE TOA TAKITINI

‘OUR STRENGTH IS IN UNITY’

# Our 2025 Vision

*“Māori leading Aotearoa  
New Zealand visitor experiences”*



## Our Values

### *Mana Tangata*

Hutia te rito o te harakeke, kei hea te komako e kō; He aha te mea nui o te Ao? - māku e kī atu - he tangata, he tangata, he tangata. *Pull out the centre of the flax, where then will the bellbird rest? What is the most important thing in the world? I will say it is people, it is people, it is people.*

**We have adopted a people *first* approach in all we do.**

### *Manaaki Manuhiri*

Manaaki Manuhiri – Manaaki Tangata  
*Look after our visitors – they will look after us.*

**We promote a visitors *first* approach in all we do.**

### *Rangatiratanga*

He uri whakaheke nō ngā kāwai rangatira. *Descendants from the realm of prestigious chiefs and leaders who have gone before us.*

**We aspire to develop *exemplary governance, and sector leadership.***

### *Kaitiakitanga*

Whatu ngarongaro te tangata, toitū te whenua *Man will perish, but the land remains.*

**We recognise, and advocate for, principles of *kaitiakitanga.***

### *Whanaungatanga*

Ehara tāku toa i te toa takitahi, engari he toa takitini. *My strength is not that of an individual but that of the multitudes.*

**We work *collaboratively for the collective interests of the Māori tourism sector.***

# Chairperson's Report

*E āku nui, e āku rahi, tēnā rā koutou katoa. Tēnā koutou e pānui nei i te pūrongo-ā-tau, o ngā kaupapa kua oti i Te Rōpū Tāpui Māori o Aotearoa, i te tau kua pahure nei. Tēnā tātou katoa.*

*E te rangatira, e Te Ururoa - nei rā te reo o mihi, o whakamiha ki a koe i whakapau kaha mā mātou, ā, mō tēnei kaupapa.*

*Otirā, i a mātou e anga whakamua ana, me mihi hoki ki o mātou minita hou - e Nanaia, e Kelvin, tēnā rā kōrua. Tihei Mauriora!*

NZ Māori Tourism received the news in late May 2017 that our funding had been secured through until 2020, and an increase in funding had also been approved. While NZ Māori Tourism's work programme was already substantial, the expectations that came with this increase in funding ensured that we could continue to expand on projects that we knew delivered results for Māori tourism businesses across the country, and to look at new ways in which we could support Māori tourism businesses to achieve their goals.

In June 2018, NZ Māori Tourism moved our office from central

Wellington to Porirua. The move followed the trend of several government departments moving away from central Wellington. While we have only been here a short while, we feel welcomed by the locals, and look forward to becoming an integral part of the Porirua community.

NZ Māori Tourism Kaumātua, Tom Mulligan, resigned from his position. Tom was a fountain of knowledge, calm, and support for not only the Board, but also the Chief Executive and staff. Nei rā te mihi maioha ki a koe, e te Matua, i whakapau kaha hei whakaruruhau mā mātou i ngā tau kua taha ake nei.

This year we also farewelled Independent Board Member Craig Ellison and welcomed on Madam Xiaoying Fu. Xiaoying brings a wealth of experience in business and governance, and has already made an indelible impact on NZ Māori Tourism's work, especially in relation to our work with China. In this year's Board elections, Verity Webber and Glen Katu were both re-elected to the Board for a further three-year term as representatives of Māori tourism businesses. Thank you to those who put their names

forward for nomination, who not only showed commitment to our kaupapa, but a willingness to be actively involved at governance level.

We had the immense honour of having Hon Te Ururoa Flavell champion and support Māori tourism during his time as Minister for Māori Development, and who pushed for increased funding for NZ Māori Tourism. We are now privileged to have Hon Nanaia Mahuta as our Minister, and who has continued to support our work around the country. Having Minister Mahuta open the World Indigenous Tourism Summit in Taitokerau this year, and Tourism Minister Hon Kelvin Davis close the Summit highlighted the immense support that Māori tourism has from government, and both Ministers consistently acknowledge the huge opportunities available for Māori tourism, many of which NZ Māori Tourism are actively working on.

## World Indigenous Tourism Summit and Research Symposium

NZ Māori Tourism welcomed many of our indigenous whanau at the World Indigenous Tourism Summit we co-hosted with World Indigenous



Tourism Alliance (WINTA) in the Bay of Islands in April this year. Norbu Tenzing and Heather Rae were our keynote speakers, and their presentations provoked discussions that are still reverberating today.



We are pleased to announce that Norbu is returning to Aotearoa in early 2019 to meet with Iwi who are contending with issues (albeit on a smaller scale) similar to those occurring on Mt Everest. At the writing of this report, nearly six months following the Summit and accompanying Research Symposium, we continue to receive messages on the Summit and how it has fostered new thinking, strengthened

# Chairperson's Report cont.

relationships, forged the way for new partnerships and ideas to come to fruition, and has set a high mark for future tourism conferences not only in New Zealand, but worldwide. We made a concerted effort to not only showcase New Zealand, but to focus on the Taitokerau region and Māori through every aspect of the event – from the food, transport, entertainment, AV, famils, design – Māori were involved intimately in every part of the Summit and Research Symposium. A huge thank you to the many Māori tourism experiences that attended and supported the Summit and Research Symposium.



## Building Capability and Capacity

As outlined in last year's Annual Report, work continues on improving the gathering and dissemination of Māori tourism data, and we continue to work

closely with Ministry of Business, Innovation and Employment (MBIE) and Statistics NZ on the quality and quantity of Māori tourism data. Following deep dives into the data, we have now started to see the collation of relevant Māori tourism data that is useful for Māori tourism businesses to plan with. Good quality data is essential to good planning, and it is for this reason that we continue to work on ensuring we have good, useful data that will help your business to plan and succeed.

Work was initiated by NZ Māori Tourism in late 2017 on the possible development of a Māori mark of authenticity. This exploratory work is progressing with the Advisory Group tasked with investigating the relative merits of establishing such a mark, and all it entails, reporting back in the next financial year.

With a new Government, one of its focus areas was the establishing a visitor levy. NZ Māori Tourism submitted in support of such a levy, and we continue to work with government as they move forward with the proposal.

NZ Māori Tourism bought together more than 50 Māori tourism businesses in Te Anau in August

2017, along with representatives from organisations including Air New Zealand, MBIE, Treasury, KPMG, and AirBnB. While many of the businesses stayed on to attend the Tourism Export Council (TEC) Annual Conference, the networking event provided an opportunity to meet other businesses and to discuss the tourism work our respective organisations are involved with.

We continue to work with new and existing partners to increase the capability and capacity of Māori tourism businesses. While it would take up the rest of this report to thank every single organisation we work with, I do want to take the opportunity to acknowledge the work that you have undertaken with us and your support in providing opportunities for Māori tourism businesses to grow, promote, and establish new markets. Whether it is as simple as sending your staff members along to talk with Māori tourism businesses, providing business advice, inviting us to participate in government workstreams, enabling us to sit at the table and have a conversation, or simply just popping out to our office in Porirua to say 'kia ora', it is all appreciated and

we absolutely value the support you provide NZ Māori Tourism.

Increasingly, NZ Māori Tourism is being approached to support Iwi (from long settled to newly settled and about to settle) as they contemplate investing in tourism. As the country's number one international revenue earner, the tourism industry presents multiple opportunities for Iwi authorities to deliver for their peoples - not only commercially but socially, culturally and environmentally. This being a relatively new field of endeavour for NZ Māori Tourism, the organisation is still building its capability. Notwithstanding this, there has been outstanding engagement and success with Iwi over the last year which bodes well for the future. NZ Māori Tourism intends continuing our work in this very important area.

## Branding and Promotions

In March 2017, Premier Li from China announced that 2019 would be the China New Zealand Year of Tourism. This provides a huge opportunity to leverage the culture-to-culture relationship between Māori and Chinese, and we are actively working on the Government programme for the

# Chairperson's Report cont.

Year of Tourism. We encourage you to start thinking about how you can leverage the year – we are already seeing numerous Māori tourism businesses establish experiences that appeal specifically to Chinese visitors and upskilling their staff with Chinese language requirements. Other opportunities include hosting events that appeal to our Chinese manuhiri and providing opportunities for them to participate in our cultural experiences throughout the year. In November, NZ Māori Tourism announced a partnership with China Travel Services and the China Chamber of Commerce in New Zealand to leverage the Year of Tourism.

NZ Māori Tourism continues to support opportunities to promote Māori tourism and Māori culture both domestically and internationally. August 2017 once again saw NZ Māori Tourism hosting Steven Adams and the OKC Thunder, with the group spending time in visiting a range of Māori tourism experiences. We also supported the Waka Festival at the New Zealand Festival that was held in February, where thousands of visitors lined the Wellington waterfront to welcome waka from

around New Zealand and the Pacific.

At the 2017 Tourism Awards held in Christchurch, both TIME Unlimited and Kāpiti Island Nature Tours were finalists in the He Kai Kei Aku Ringa Māori Tourism Award. Congratulations to both businesses, with Kāpiti Island Nature Tours winning the award on the night. Waitangi Treaty Grounds were the well-deserved winners of the ServiceIQ Visitor Experience Award, while Queenstown Resort College won the Sudima Hotels and Resorts Tourism 2025 Enabler Award. NZ Māori Tourism continues to support QRC's work in Taitokerau with their Taitokerau Resort College and we look forward to being at the first graduation ceremony from the school later this year. It is encouraging to see Māori tourism businesses entering these awards, and we hope to see the number of Māori tourism applicants and finalists increase in the future.

NZ Māori Tourism continue to foster our relationship with TravCom, as we hosted a famil for travel journalists and photographers to expose them to a range of stunning Māori tourism experiences and businesses in Taitokerau. We have seen numerous

articles and photos come out of this famil, and received amazing feedback with one journalist saying it was the best famil they had been on in over 20 years! Thank you to all the businesses that participated in the famil, we hope you saw the value that came out of being involved.

## Closing comments

As always, it is exciting to see the new Māori tourism businesses that are being established around the country – we look forward to being of service to you.

On behalf of the Board of NZ Māori Tourism, thank you to the Māori tourism community for your continued support. We are here to facilitate and provide opportunities for you to grow and achieve your goals.

Ngā mihi and ni hao to my fellow board members for your ongoing and enduring support to the Māori tourism kaupapa. Finally, a special word of thanks to Pania and her outstanding team. This last year has been hugely challenging with so many new initiatives, a new operating budget, a new government and Ministers to support, and some landmark events such as

the World Indigenous Tourism Summit. This team embodies and demonstrates the many forms of manaakitanga that have contributed to so many great experiences for all the people we interact with across Aotearoa and the world.

*Nō reira, e ngā kārangatanga maha o te motu, tēnā rā koutou katoa!*

*Nāku iti nei, nā*



## Dale Stephens

Chairperson  
and Ministers to support, and  
NZ Māori Tourism

# Māori Tourism Statistics

NUMBER OF VISITS TO MĀORI ACTIVITIES AS SHOWN IN THE INTERNATIONAL VISITOR SURVEY

Source: NZ.Stat (from IVS data)

*Activities specifically related to Māori Percentage change June 2017 – June 2018*

A place that is significant to Māori, e.g. landmark, pa, etc. **2017 1,064,551 – 2018 1,065,791**

**0.1%**

**-5.1%**

**2017 389,916 – 2018 370,068**

Eat Māori traditional food

Experience a Māori tradition, such as story-telling

**2017 317,253 – 2018 348,856**

**10%**

**-3.4%**

**2017 381,106 – 2018 368,023**

See Māori art or crafts being created

See Māori artefacts, art or crafts in an exhibition

**2017 758,950 – 2018 798,569**

**5.2%**

Some other activity associated with Māori culture

**2017 513,773 – 2018 522,186**

**1.6%**

**-1.5%**

**2017 591,432 – 2018 582,662**

Visit a Māori marae

**Total, activities specifically related to Māori**

**2017 4,016,981 – 2018 4,056,155**

**1%**

**Total, other activities associated with Māori**

**2017 2,345,089 – 2018 2,564,178**

**9.3%**

# Directory



## NZ MĀORI TOURISM

### HE TOA TAKITINI

'OUR STRENGTH IS IN UNITY'

#### New Zealand Māori Tourism Society

##### Date of Incorporation

11 October 2004

##### Director Liability Insurance

Vero Liability

##### Registered office

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

##### Postal Address

PO Box 50677  
Porirua 5240

##### Telephone

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#### Board Members

##### Dale Stephens

Chair person

##### Daniel Walker

Deputy Chairperson

##### Glen Katu

Board member

##### Toro Waaka

Board member

##### Tom Mulligan

Kaumatua

Term ended August 2018

##### Verity Webber

Board member

##### Craig Ellison

(Independent Board member)

Term ended 31 October 2017

##### Xiaoying Fu

(Independent Board member)

Appointed 8 November 2017

*The Board appointed*

*Dale Stephens as the Chair and*

*Daniel Walker as the Deputy Chair*

# Directory

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# Moemoeā

## *“Māori leading Aotearoa New Zealand visitor experiences”*



NZ Māori Tourism has a clear, simple and aspirational vision. Achieving this vision will deliver both cultural and commercial benefits.

It is acknowledged that relevance is delivering value to the Māori tourism sector and contributing to the growth of the wider economy. To this end a \$2billion target has been set in terms of annual foreign exchange earnings for Māori tourism by 2025. To achieve this target will require 10% growth year-on-year from 2011 to 2025.

Our vision will be guided by our growth strategy and it is recognised that this target will need to be benchmarked against sound data on the present and future worth of the industry.

### **Rautaki**

Three clear goals have been set to achieve our vision:

#### **1. Whaihua**

##### **Increasing Value**

To achieve 10% per annum in foreign exchange revenue to achieve a \$2billion Māori tourism industry by 2025 through:

- Increasing value of existing businesses.
- Developing existing and new market opportunities.
- Leveraging our assets and relationships.
- Attracting new investment.

##### **Transformation sought**

From the entrepreneurs of necessity to entrepreneurs of opportunity.

From product delivered to experience provider

From numbers to yield

From invisible to visible

From market follower to market leader

#### **2. Rangatiratanga**

##### **Developing Leadership**

To develop authoritative future focused sector leaders with the right competency and skills to attain the vision.

##### **Transformation sought**

From representational leadership to competency based, informed, strategic decision makers.

#### **3. Whakaritenga**

##### **Coordinating support**

To organise and coordinate systems for the provision of information and support services at national, regional and operator levels necessary to attain the vision.

##### **Transformation sought**

From uncoordinated support provided through multiple points of access, to a 'single desk' one-shop service.