



**NZ MĀORI
TOURISM**
HE TOA TAKITINI
'OUR STRENGTH IS IN UNITY'

Annual Report 2015



**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 ki 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

Watu 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.



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Directory

New Zealand Māori Tourism Society

Date of Incorporation
11 October 2004

Registered Office

Mezzanine Floor
110 Featherston St
Wellington 6011

Postal Address

P O Box 5038
Lambton Quay
Wellington 6145

Telephone

(04) 474 4682

Board Members

Amokura Panoho
Chairperson
Re-elected 9th July 2012

Glen Katu
Deputy Chairperson
Re-elected 9th July 2012

Toro Waaka
Board member
Elected 25th November 2014

Dale Stephens
Board member
Elected 1st August 2013

Tom Mulligan
Kaumatua

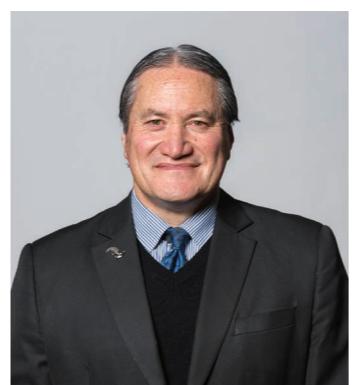
Craig Ellison
Independent Board member
Appointed 1st November 2012

Daniel Walker
Independent Board member
Appointed 1st November 2012

Note: Amokura Panoho was the Chair from 1 July 2014 – 27 May 2015. Glen Katu was appointed as Interim Chair for the period 27 May – 30 June 2015.

Director Liability Insurance
Lumley General Insurance (NZ) Limited

Chairperson's Report



E rau rangatira mā, tēnā koutou. Tēnā koutou e pānui nei i te pūrongo-ā-tau, o ngā kaupapa kua oti i Te Rōpu Tāpoi Māori o Aotearoa, i te tau kua pahure nei. Tēnā tātou katoa.

If I was asked what defined the 2014/15 year, I would have to say it is the changing dynamic within the Māori tourism sector, and the acceptance by the broader tourism sector that things are not as they were. Māori tourism operators have adapted their experiences to meet market demands at speed. Haka, hāngi and hongi exist because that is what we do, versus it being this

'thing' over here, that is done to appease our manuhiri. You only need to walk down Lambton Quay, or to the local shop at Patea and you will see hongi as part of our day-to-day acknowledgement. Likewise, be it tangi, weddings, hui, whakatau or pōwhiri, the haka will always emerge, and as for hāngi, well we need no fanfare to enjoy the smoked sweetness of the kūmara or chicken.

I remember our sector being referred to as the Polynesian Disneyland in earlier days, with numerous discussions from operators about authenticity and making good (or not) on the promise. Likewise manuhiri sought depth and breadth – authentic experiences. This was not helped by the marketing of Māori offshore, thus it has taken a long time to tear down those perceptions.

I am pleased to report that on all counts things are changing, yes some slow, but changing nonetheless. We enjoyed working with Tourism NZ on the 100% Pure refresh. Whilst the original German sourced font has gone and the new typeface is tūturu Aotearoa New Zealand in origin, central to that work was 'whanau'. Our strategy, Te Pae Tāwhiti says "our manuhiri arrive as visitors and depart as part of our whanau."

Building Links with the China Market

This leads nicely into President Xi's visit. New Zealand Māori Tourism (NZMT) played a significant role in the November 2014 visit to New Zealand by President Xi Jinping, and Madam Peng Liyuan, of the People's Republic of China. The whakatau for President Xi and Madam Peng was broadcast to an audience of hundreds of millions in China.

One of the more memorable moments was when our rangatahi group, Ngā Puna o Waiorea from Western Springs College, sang President Xi's waiata in Chinese - people are still talking about it today. This was the signature event for President Xi's visit and we were fortunate to have numerous Māori tourism operators and businesses participate.

Be it support for the Asia Film Festival, hosting of the Shanghai Entrepreneurs Association or support for the Natural History New Zealand documentary about the SS Ventnor and the northern tribes interring Chinese kōiwi in their urupā, we have all worked hard, including our Māori trade sector, to ensure the relationship with China has depth.

The benefits to New Zealand in terms of the goodwill generated amongst the Chinese back in China, from the coverage of President Xi's visit and the associated events, with their respective spotlights on Māori culture, tourism and trade, is simply immeasurable.

Māori Tourism Trade Day 2014

The premier event on the Māori tourism calendar each year is the Māori Tourism Trade Day (MTTD). In 2014, we had 32 Māori tourism operators (MTOs) and 50 Inbound Tourism Organisations (ITOs) registered (but not all attended).

In terms of the reasons ITOs attended:

- 66% did so to meet with operators offering new product,
- 42% indicated that they wanted to meet with existing operators, and
- a further 42% indicated they also wanted to add cultural products to their itineraries.

Of the ITOs surveyed, 86% said they would consider adding new products from MTTD to their itineraries. 78% of the ITOs researched the Māori Tourism businesses they were meeting prior to MTTD.

An interesting anomaly has emerged post-MTTD. ITOs want new experiences, and more of them. The conversion rate of the MTOs which attended MTTD 2014 was poor with a third failing to convert due to the lack of follow-up. Only half of the MTOs had followed up with ITOs one month after MTTD and even then they had followed only half of the leads. There is a significant opportunity to improve overall engagement in 2015.

MTTD now moves into its fourth year and NZMT will take the lead in 2015. Planning has commenced with a September target for MTTD. We have taken on board all of the feed-back from previous years and will endeavour in the first instance to work on key areas for improvement in particular around Operator-ITO engagement. We look forward to working with our partners, the Tourism Export Council (TEC), Poutama Trust, Air New Zealand, ATEED, Auckland War Memorial Museum and Te Puni Kōkiri.

Inbound Success

We partnered with the Tourism Export Council to produce the Planning for Inbound Success resource, which has been well received by our Māori tourism businesses, old and new. The resource is a very basic and practical everyday guide and resource for business owners in the tourism sector. TEC has become a valued partner, with a wealth of knowledge, guidance and expertise readily available for our businesses.

How are we tracking?

In this perpetual cycle of research, and on the back of last year's launch of the Māori Tourism Capability Assessment Report, NZMT along with its Māori Inc partners and the ANZ bank launched Te Tirohanga Whānui in 2014. The 2015 Te Tirohanga Whānui report looks at the broader Māori commercial sector, including tourism. It focusses on providing an annual snapshot of the achievements, aspirations and ideas of the Māori business sector, and the pivotal role Māori have in the future prosperity of Aotearoa New Zealand. Preliminary results suggest that Māori businesses are more optimistic than our non-Māori counterparts. Results for this survey will be launched in July 2015.

Closing comments

We farewelled John Doorbar, who has moved to the Ministry of Business Innovation and Employment, as Manager Regions and Cities, and Butch Bradley, who has been appointed the CEO of Ngāti Apa Ki Te Rā Tō. We also welcomed Simon Phillips, who has replaced Butch, and Hoki-mai Chong, who replaces John. We were also delighted to appoint Amy Hodgkinson to the new Communications role.

We have held two elections since our previous AGM. The first of these saw the successful appointment of Toro Waaka to the Board. The second, will see Verity Webber from Ngāi Tahu Tourism take her place on the Board in the new financial year, and my reappointment to the Board from 1 July 2015. NZMT remains committed to our Māori tourism businesses and stakeholders. We continue to acknowledge the valuable contribution you all make to strengthen and position our Māori tourism footprint in Aotearoa New Zealand.

Nō reira, kei āku nui, kei āku rahi, tēnei au ka mihi ki a koutou katoa, paimārire!

Nā

Glen Katu
Interim Chairperson
New Zealand Māori Tourism

"Māori leading Aotearoa New Zealand visitor experiences"

New Zealand 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 \$2bn target has been set in terms of annual foreign exchange earnings for Māori tourism by 2025, compared to present foreign exchange earnings of approximately \$550m. To achieve this target will require year-on-year growth 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 year on year growth in foreign exchange revenue to achieve a \$2bn 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 entrepreneurs of necessity to entrepreneurs of opportunity.

From 'product deliverer' to 'experience provider'.

From numbers to yields.

From invisible to visible.

From market follower to market leader.

2. Rangatiratanga

Developing Leadership

To develop authoritative futures 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-stop-shop service..

Statement of Financial Performance For the year ended 30 June 2015

	2015	2014
Income: Funding – Te Puni Kokiri	1,697,686	1,554,995
Other income - Interest	3,748	5,919
Total Revenue	\$1,701,434	\$1,560,914
Less Total Expenditure		
Operating Expenses		
Accounting, Audit and Legal	30,379	29,683
Governance	30,299	28,100
Office Rent and Expenses	95,263	82,316
Wages and Personnel Costs	714,239	596,521
Travel	39,507	32,221
Other expenses	110,410	81,150
Total Operating Expenses	1,020,097	849,991
Tagged Contract Expenses (excluding indirect expenses)		
Branding and Promotion	244,418	96,200
Info, Research and Evaluation	-	5,000
Events	-	50,000
Quality and Capability	138,933	80,037
Regional Strategy	155,228	121,884
Trade Relationships	292,971	300,010
Total Tagged Contract Expenses (excluding indirect expenses)	831,550	653,131
Total Expenditure	\$1,851,647	\$1,503,122
Net Surplus (Deficit) for the year	(\$150,213)	\$57,792

Statement of Financial Position For the year ended 30 June 2015

	2015	2014
Current assets		
Petty cash	100	100
Bank	126,184	306,279
Accounts receivable	175	55,097
Expenses Recoverable	-	33,450
Prepayment	-	11,500
GST Receivable	20,649	-
	147,108	406,426
Non current assets		
Fixed Assets	25,274	34,197
Total assets	\$172,382	\$440,623
Current liabilities		
Accounts payable	48,185	141,946
Tax Credit – Employers Kiwisaver	556	556
Holiday Pay Accrual	21,872	29,150
Tagged Contract Funds	25,464	36,600
GST Payable	-	5,853
	96,077	214,105
Equity	76,305	226,518
Total Equity and Liabilities	\$172,382	\$440,623

Māori Tourism Statistics

International Visitor's Data on visits to Māori Activities and Attractions

-10% 2014 258,772 - 2015 232,008
Experience a Māori Tradition, e.g. story-telling

See Māori art or crafts being created

2014 225,638 - 2015 307,913 37%

Some other activity associated with Māori Culture

2014 314,775 - 2015 418,123 33%

Eat Māori traditional food

2014 235,479 - 2015 307,819 31%

Place that is significant to Māori, e.g. landmark, pa etc

2014 613,348 - 2015 775,999 27%

Visit a Māori Marae

2014 371,242 - 2015 470,041 27%

See Māori artefacts, arts & crafts in an exhibition

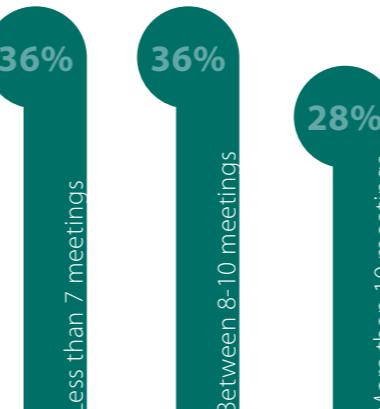
2014 465,685 - 2015 562,020 21%

Total, activities specifically related to Māori

2014 2,484,939 - 2015 3,073,923 24%

Source IVS data, MBIE

ITO Meetings for Māori Tourism Operators at Māori Tourism Trade Day 2014



- 88% of ITOs who attended said they would add product from Māori Tourism Trade Day to an itinerary in the coming season

- Sourcing new Māori tourism experiences was the main reason to attend for 66% of ITOs

Source Māori Tourism Trade Day Report 2014