

Māori Identity and Wellbeing explained

Māori culture and identity is celebrated by Aucklanders and is our point of difference in the world. It brings visitors to our shore, attracts investment, and builds a sense of belonging and pride.

Auckland embraces its uniqueness founded on te Tiriti o Waitangi and shaped by its Māori history and presence.

Te Tiriti recognises the rangatiratanga of Auckland's hapū and iwi, and the inseparable bond between Tāmaki Makaurau the people and Tāmaki Makaurau the place.

Māori, the indigenous people of Aotearoa New Zealand have lived in Tāmaki Makaurau for over 1000 years.

Today, the population of Māori in Tāmaki Makaurau is diverse and dynamic. They comprise nearly 12 per cent of Auckland's population, and number around 160,000 people. Over half are under 25 years and nearly a third under 15 years.

A significant proportion of Māori, however, are not benefitting from Auckland's success.

Māori living in Auckland are:

- the hapū and iwi of Tāmaki Makaurau, known as mana whenua, or
- those who are not in a Tāmaki Makaurau mana whenua group, known as mataawaka.

There are 19 mana whenua groups in Tāmaki Makaurau whose interests and boundaries overlap, and make up around 15 per cent of Auckland's Māori.

See Map 4 - Tangata Whenua for more information on sites of significance to Mana Whenua and tribal boundaries - an interactive version of the map is available at aucklandplan.govt.nz

Māori continue to be important to Auckland's success, and successful outcomes can be achieved when we create opportunities for:

- Māori self-determination and expression
- shared efforts between Māori and with others
- the integration of Māori values into planning, decision-making and delivery.

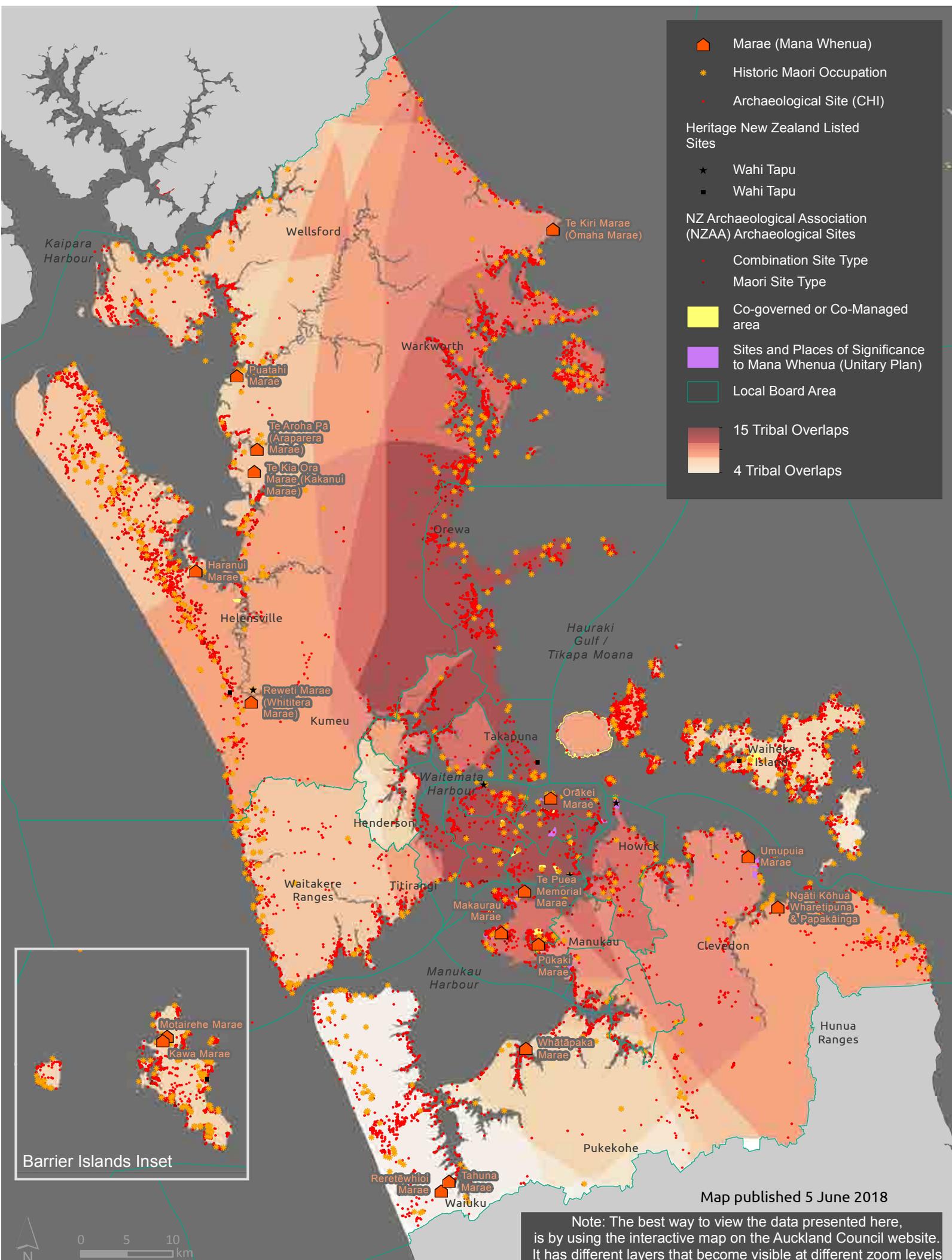
The strengths and contributions Māori bring to Auckland will fuel growth and advance Māori social, cultural, economic and environmental wellbeing.

How we will measure progress

We will track progress against a set of measures.

The measures for this outcome are:

- The benefits of whānau Māori measured through tamariki and rangatahi
- Māori in employment, education and training
- Māori decision making
- Te reo Māori across Tāmaki Makaurau



Advance Māori wellbeing

Thriving Māori identity and wellbeing means whānau, hapū, iwi and Māori communities lead healthy and prosperous lives where their housing, employment, education, and health needs are met.

To advance Māori well-being requires a holistic approach, one in which rangatiratanga is central.

Two key pathways have led to successful outcomes for Māori:

- the role of marae as focal points for social, cultural, and economic development
- the delivery of services 'by Māori, for Māori', based on te ao Māori values and practices.

However, rapid rises in housing, transport and living costs have affected many whānau, and continue to do so. This has sometimes led to the displacement of whānau, and has impacts on access to education, employment, services and facilities.

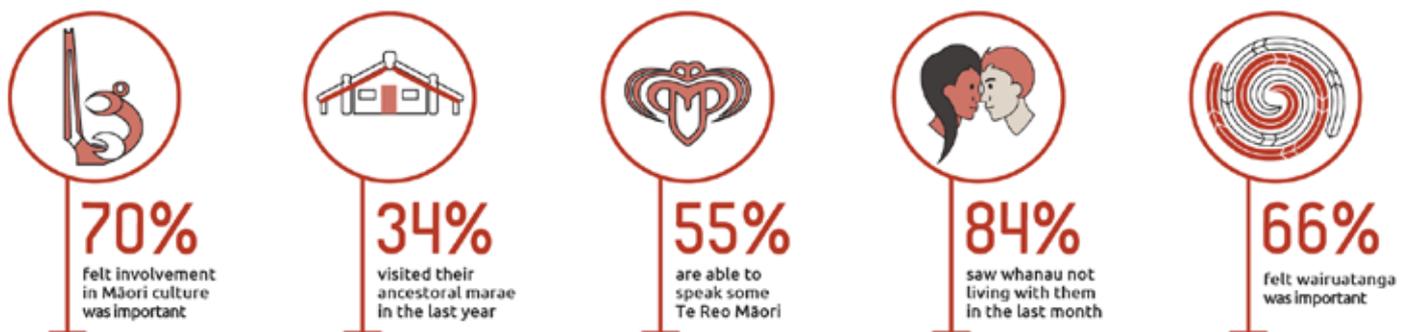
The impact of being displaced can also reduce the resilience of whānau and the sense of belonging that comes from strong bonds within the community in which you live.

To achieve outcomes that meet the needs and aspirations of Māori, service providers must be culturally competent, accessible and better connected. They must move towards strengths-based models with whānau at their heart.

One way to do this is by drawing on Māori-centric models, as shown on the Te Whare Tapa Whā website,⁶⁰ and collective models of learning, so that key Māori concepts become embedded in service design and delivery.

One successful example is Whānau Ora, as shown on the Whānau Ora website,⁶¹ a national multi-agency approach that places families at the heart of decisions that affect them.

Figure 18 - Māori wellbeing Source: Results from the Te Kupenga 2013 survey on Māori cultural well-being (Total NZ, Statistics NZ)



Promote Māori success, innovation and enterprise

An Auckland of prosperity and opportunity for all seeks to advance and support Māori business and iwi organisations to be significant drivers of Auckland’s economy.

Innovation and enterprise are two key elements of Māori success and have been a hallmark of Māori development since Māori first arrived in Aotearoa.

Marginalisation of Māori and large land losses have had substantial effects on Māori economic progress over the past 170 years. However, Treaty settlements and strategic iwi investments now contribute to an increasingly strong economic base.

Hapū and iwi are enduring and perpetual, and have an intergenerational approach to investment outcomes. Their enterprises and activities will advance Māori wellbeing through economic development. This will also benefit Auckland’s economy.

The Māori economy in Tāmaki Makaurau is growing and thriving, but it is also complex.

See Figure 19 - Māori business.

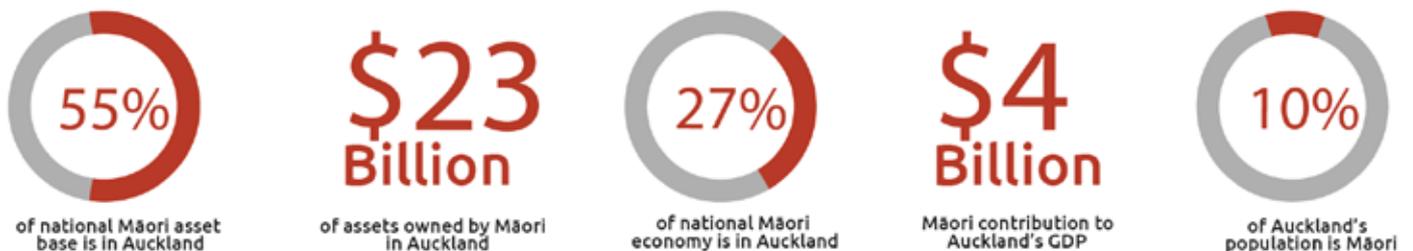
Māori enterprises range from those formed to grow profit from collectively owned resources to others focused on cultural expression, language and social enterprise.

Greater collaboration between Māori organisations and the private sector can drive better outcomes. This will benefit Māori, Tāmaki Makaurau and Aotearoa New Zealand.

The development and growth of rangatahi to drive and contribute to Māori innovation and enterprise is essential for a successful future. Rangatahi leadership, education and employment are therefore key focuses for achieving Māori success and innovation through enterprise.

Rangatahi are embracing the self-employment opportunities that the digital space has opened up, working wherever and however they choose. This challenges traditional employment expectations in positive ways.

Figure 19 - Māori business. Source: NZIER report to the Independent Māori Statutory Board, July 2015



Recognise and provide for te Tiriti o Waitangi outcomes

To achieve te Tiriti o Waitangi outcomes first and foremost requires a commitment to te Tiriti and strong support by everybody.

Te Tiriti o Waitangi/the Treaty of Waitangi is our nation's founding document and recognises the special place of Māori in New Zealand.

Recognising and providing for te Tiriti o Waitangi outcomes enables Māori to exercise rangatiratanga in decisions that matter to and affect them.

For whānau, hapū, iwi and Māori communities in Tāmaki Makaurau, recognising te Tiriti outcomes includes access to cultural and traditional taonga and mātauranga.

This means delivery for Māori, as Māori, through Māori organisations in relation to:

- a flourishing language
- access to customary Māori arts and culture
- activities and initiatives that support Māori development.

Te Tiriti outcomes for hapū and iwi also mean acknowledging and recognising their mana, and protection of their rights and interests in Tāmaki Makaurau. This reflects their important relationship to the whenua and wai.

Treaty principles provide guidance for decision-making, partnership, and collaboration between mana whenua and government. They also create opportunities for partnerships with the private and third sectors.

Treaty partnerships in natural resource management provide integrated approaches. These produce holistic and sustainable environmental, social and cultural outcomes that benefit both Auckland the people and Auckland the place.

Mana whenua as kaitiaki are strengthened through successful Treaty partnerships such as those that use co-governance and co-management models.

Showcase Auckland's Māori identity and vibrant Māori culture

Auckland's Māori identity is its unique point of difference in the world. This identity can be built on and developed through a number of approaches.

Auckland's Māori history and presence must be woven throughout Auckland's fabric - the design of our places and spaces.

Showcasing and sharing Māori history, stories, and arts creates opportunities for all Aucklanders and visitors to learn about, experience and embrace Auckland's vibrant Māori culture. Sharing these stories could continue to focus on key gateways into Auckland and through Māori public art, local events and digital story telling.

Māori must play a central role in crafting and sharing these stories.

Māori values and traditional knowledge, combined with contemporary Māori design, art and culture offer a unique and authentic means to design our built environment.

They enable Māori to see themselves reflected in their city, and foster a sense of Māori identity and pride in all Aucklanders.

Creating this unique reflection requires ongoing partnership with Māori that generates beneficial outcomes for all parties.

To have a flourishing Māori language – te reo Māori – requires all Aucklanders to grow their capability.

Transforming Tāmaki Makaurau to a fully bi-lingual city will create a place where Aucklanders and visitors can see, hear and use te reo Māori daily.

Businesses have the opportunity to embrace Auckland's Māori identity, and through collaboration with Māori, can attract visitors and investment and showcase Auckland to the rest of the world. This sets Auckland apart from other international cities.



Meet the needs and support the aspirations of tamariki and their whānau

Investing in the future of our tamariki is vital to advancing Māori wellbeing. Nearly a third of all Māori in Auckland are under the age of 15 years. Whānau is the smallest unit of Māori society and the wellbeing of tamariki is intricately linked to whānau wellbeing.

Research has shown that early experiences provide the foundation for all future learning, behaviour and health. Read more on the Centre on the Developing Child website.⁶²

This aligns with the Whare Tapa Whā model that recognises four dimensions of Māori health and wellbeing - physical, spiritual, mental, and whānau. Read more on the Ministry of Health website.⁶³

Whānau encompasses the extended family, many of whom are collectively and actively involved in raising tamariki. Some are being raised by two parents, some by their grandparents and others by single parents.

The Markers of Flourishing Whānau framework⁶⁴ identifies six significant domains of wellbeing for tamariki and whānau.

Many of these domains such as wealth, standard of living and connectedness are addressed through other Auckland Plan outcomes. Still, all efforts should be holistic and consider the needs of tamariki in the context of their whānau.

How this can be done

Efforts to support tamariki can focus on:

- supporting sustainable funding of whānau and kaupapa-based programmes to strengthen culturally responsive institutions
- improving the specific needs of vulnerable tamariki and whānau, particularly whānau who are experiencing substandard housing and homelessness
- increasing levels of Māori trust in public institutions that impact tamariki and whānau Māori
- increasing equitable outcomes for whānau, hapū, iwi and Māori communities, with particular focus on investing in community development projects.



Invest in marae to be self-sustaining and prosperous

Marae are hubs for the Māori community. They physically and spiritually anchor Māori identity, and function as focal points for Māori social, economic and cultural leadership.

Hapū and iwi marae provide the tūrangawaewae for their people. As Māori moved to Auckland from other parts of New Zealand, urban marae were built to meet the cultural and social needs of their Māori communities.

There are more than 60 marae across Auckland that include tangata whenua, Māori community, taurahere, church and education-based marae.

See Map 5 - Tangata Māori for more information on Māori community marae, institutions, service providers and Matawaka - an interactive version of the map is available at aucklandplan.govt.nz

Marae are not-for-profit organisations and many rely on volunteers for support. They vary in size and the services they provide.

All provide for hui and tangihanga. Some also offer services such as kōhanga reo early childhood education through to a range of health, education and social services.

Marae are valued as cultural hubs by all Aucklanders. The responsibility of the hau kāinga to manaaki manuhiri and foster whanaungatanga are often extended to the wider community in times of need.

Marae play a resilient and adaptive role for the wider community including emergency housing and civil defence responses. This has been exemplified recently with marae opening their doors to Auckland’s homeless during winter.

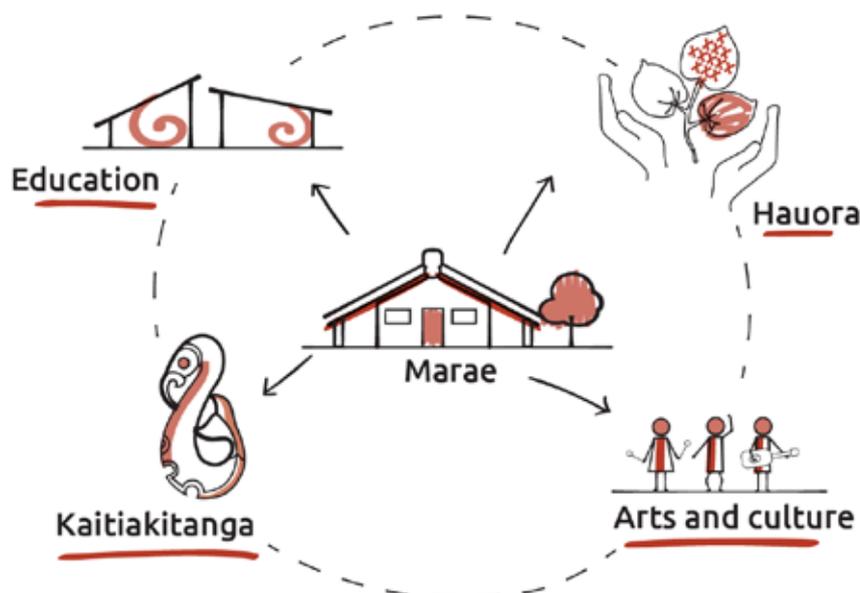
The leadership role marae have in enabling better outcomes for Māori and the wider community is evolving which means appropriate resources and support for marae is needed.

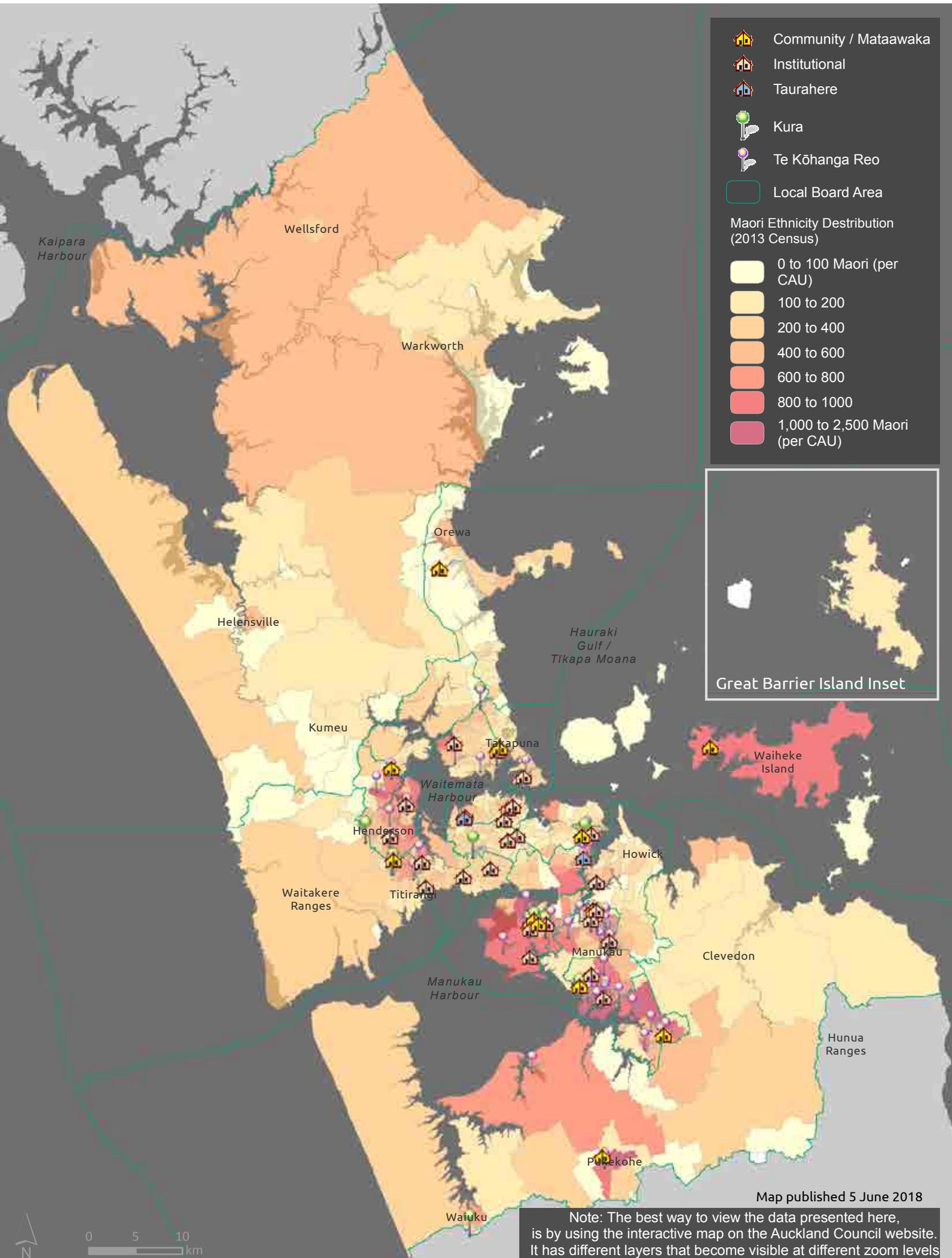
This will require a focus on supporting the governance, management, and physical infrastructure of marae. It will also mean that service providers, hapū and iwi, charities, funders and businesses will need to be better coordinated alongside marae.

How this can be done

Efforts can focus on:

- addressing funding and resourcing barriers for marae facilities and services
- supporting marae aspirations such as developing kaumātua and papakāinga housing
- recognising marae aspirations to explore the design and delivery of culturally appropriate programmes





Strengthen rangatahi participation in leadership, education and employment outcomes

Rangatahi have an important role in shaping Auckland's future.

More than 50 per cent of Māori in Auckland are aged under 25 years.

To enable their leadership, rangatahi must have opportunities to engage in civic and local decision-making. They will need access to relevant education and support to pursue meaningful careers that contribute positively to Auckland's economy.

A key focus is the creation of opportunities for rangatahi to participate as leaders in decisions that affect them. To enable their voices to be heard there needs to be further investment in 'for rangatahi by rangatahi' communication methods and platforms that resonate with them.

Education and training must develop to meet the learning needs and aspirations of rangatahi in an ever evolving education system and job market. Education and training models that enable new thinking and approaches to unlock rangatahi talent will be valuable.

Alongside this the current formal education system needs to:

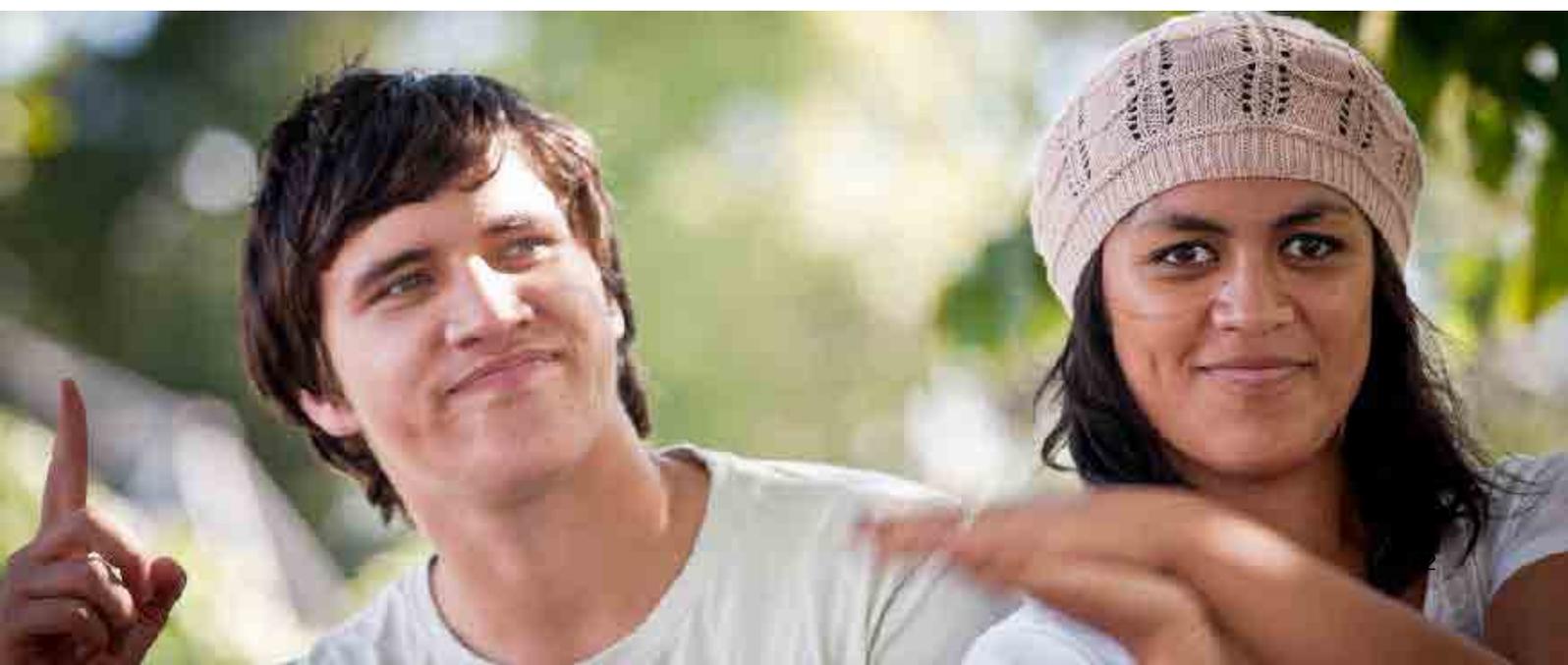
- accelerate the success of rangatahi
- improve the culturally appropriate learning environment
- steadily reduce the over-representation of rangatahi among those achieving poor educational and employment outcomes.

Fostering Māori models of learning will provide opportunities to build rangatahi capability and to staircase them into career paths they value.

How this can be done

Efforts can focus on:

- valuing the importance of rangatahi and their skills, knowledge and world views as important to the health of the community
- investing in and valuing rangatahi-led approaches to support rangatahi needs and aspirations
- growing rangatahi participation in decisions of importance to them
- increasing rangatahi achievement in education, employment and training.



Grow Māori intergenerational wealth

A key challenge for Māori within Tāmaki Makaurau is to create opportunities for intergenerational wealth (cultural, social and economic wealth transferred from one generation to the next).

Loss of traditional land, undermining of Māori culture and impacts of economic reforms have contributed to a lack of individual and whānau assets handed down to the next generation.

Māori ownership of business, land, and other assets provides the strongest opportunity to express rangatiratanga and aspirations for cultural and social well-being.

Several te Tiriti o Waitangi settlements have occurred within Tāmaki Makaurau with others likely to occur over the coming years. These settlements provide an opportunity for Māori collectives to create economic resilience and build the Māori asset base. Building that asset base can achieve outcomes for their people in education, housing, business and enterprise.

There are a number of ways to create intergenerational wealth for whānau.

Whānau-centric housing models such as papakāinga not only grow hapū and iwi asset bases but also provide homes where tamariki can grow and learn, confident in their identity.

To make more of these whānau-centric models possible, some of the key constraints on the retention and use of Māori land for housing and development will need

to be mitigated. These include access to finance, land use regulations, the capacity of iwi and the challenge of coordinating with various organisations.

Education is also an important pathway for individuals and their whānau to increase their financial literacy and grow their savings. This will empower whānau to determine their future ownership outcomes.

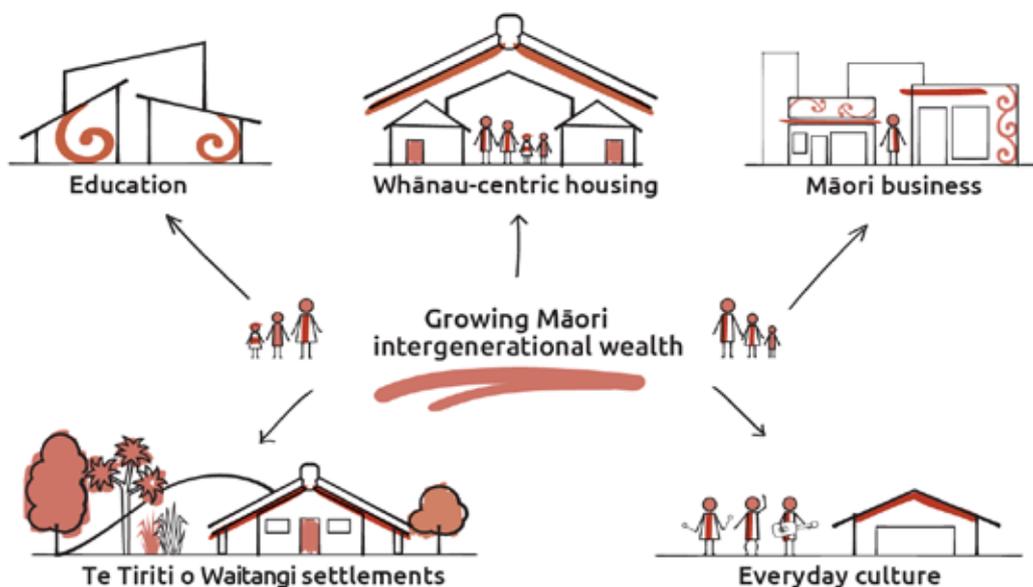
Māori business owners and the self-employed are major contributors to economic activity that can grow intergenerational wealth. Māori businesses are driven by more than profit.

The point of difference that many Māori businesses bring to the market is their intergenerational focus and intentional contribution to multiple outcomes - cultural, social and environmental.

How this can be done

Our efforts can focus on:

- increasing Māori financial and investment literacy and savings practices
- enabling Māori economic outcomes through procurement opportunities
- supporting Māori collaborations to work at a larger scale and share knowledge and experience
- improving regulatory processes and collaboration for Māori land development
- developing partnerships with Māori that enable economic growth for whānau, hapū and iwi.



Advance mana whenua rangatiratanga in leadership and decision-making and provide for customary rights

Mana whenua have a unique role to play in governance and leadership in Auckland. This is a role that they have undertaken for hundreds of years and which was instrumental in the establishment of Auckland.

Enabling partnerships with mana whenua in Tāmaki Makaurau honours our commitment to the Treaty and provides a pathway towards a future-focused dynamic, successful Auckland.

The Mana Whenua Kaitiaki Forum, a collective of the 19 hapū and iwi authorities, has identified several priorities to advance collectively:

- supporting rangatira ki te rangatira relationships with central and local government
- strengthening mana whenua and Māori identity in Auckland, with a particular focus on advancing te reo Māori in the public realm
- partnering and influencing property and infrastructure development outcomes
- protecting and enhancing natural resources and taonga tuku iho, with a particular focus on freshwater
- advancing Māori economic development and advocating for improved education outcomes for rangatahi.

Achieving these aspirations requires partnership and collaboration with central and local government organisations.

The aspirations of iwi and hapū organisations to partner and collaborate with the private, third sectors and other iwi organisations can further create greater investment outcomes and opportunities that will advance the wellbeing of Tāmaki Makaurau the people and the place.

Te Tiriti o Waitangi settlements require hapū and iwi involvement in decision-making of natural resources through, for example, co-governance models. This ensures mātauranga and tikanga Māori are integrated into the management of these taonga.

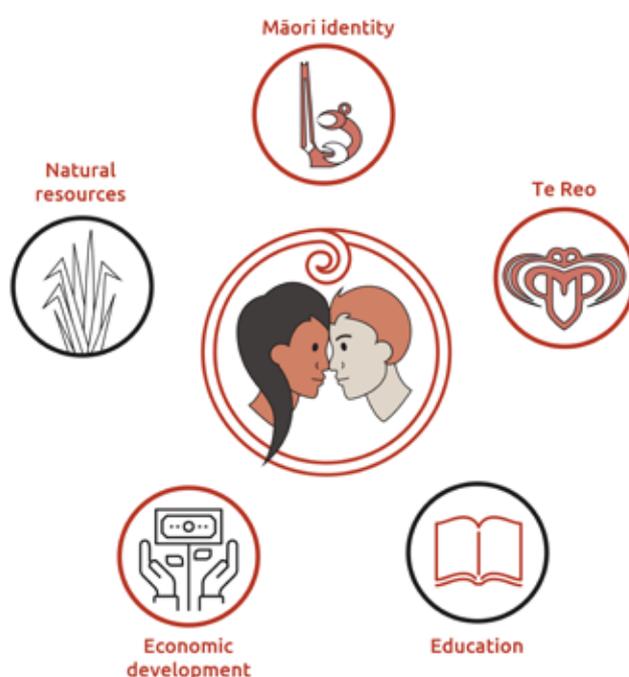
This Treaty-based approach is exemplified by the Tūpuna Maunga o Tāmaki Makaurau Authority⁶⁵ which focuses on the health and wellbeing of the maunga in all decisions.

Māori customary rights and interests will continue to evolve as te Tiriti o Waitangi settlements and legal provisions change, as has already occurred in coastal management and the fisheries sector.

How this can be done

Efforts can focus on:

- continuing to identify and protect sites of cultural heritage, particularly in the planning and development of Auckland
- increasing reciprocal partnership, collaboration and decision-making opportunities with mana whenua, public, private and community partners
- enabling kaitiakitanga outcomes in the management of natural resources and customary rights
- advancing mana whenua priorities.



Celebrate Māori culture and support te reo Māori to flourish

Auckland will continue to provide, invest in and support opportunities that celebrate Māori identity and heritage. We can create experiences to share Māori culture in its many forms through a variety of channels that can be seen, heard, spoken and felt.

A culturally vibrant Tāmaki Makaurau showcases Māori art, music and performance locally and globally.

Continued expansion and resourcing is needed for events, and activities associated with Māori events, such as Matariki. Celebrations steeped in Māori culture can ignite all cultures in Auckland to celebrate their relationship with the land.

Te reo Māori, the Māori language, is fundamental to a thriving Māori identity for Tāmaki Makaurau. A bilingual Tāmaki Makaurau can be demonstrated through language on signs, heard on transport modes and reflected on media platforms.

There are many opportunities for investment and action in these areas such as through naming, broadcasting, and major and local events.

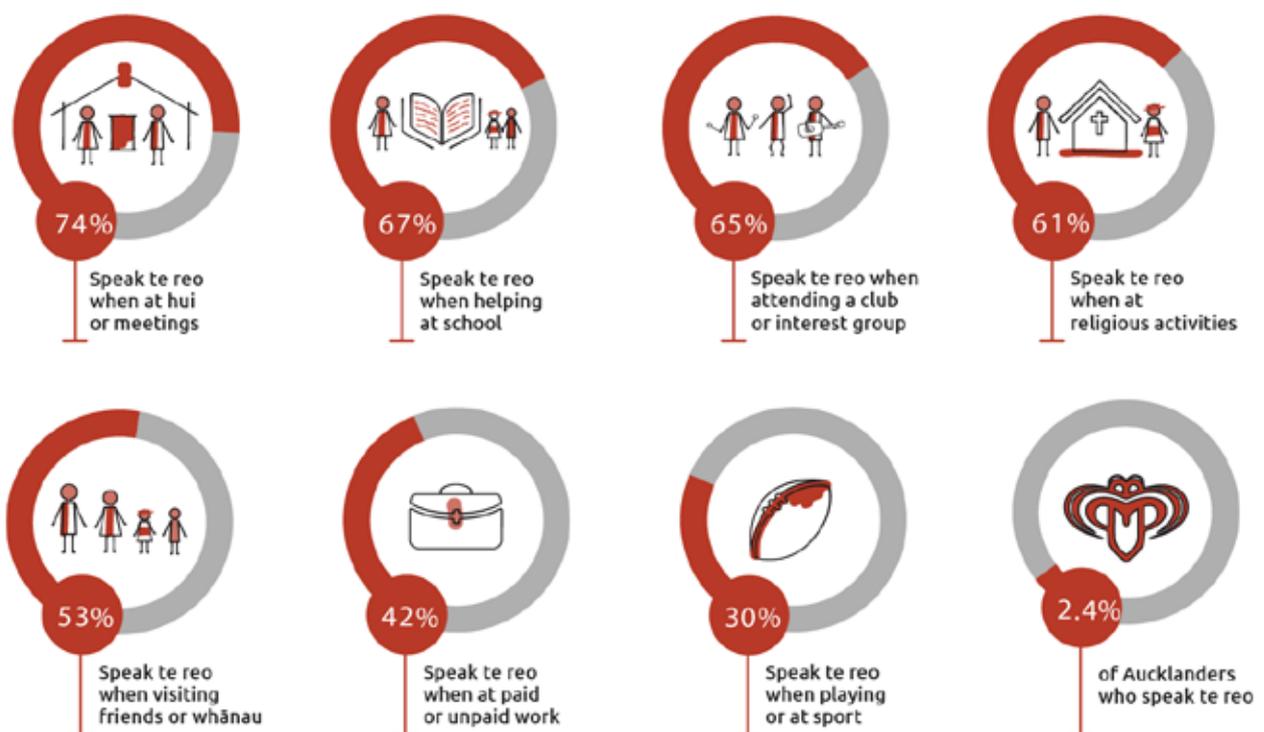
Te reo Māori is an official language in Aotearoa New Zealand. Widespread commitment to increase fluency in day to day usage of te reo will ensure this taonga tuku iho flourishes for generations to come.

How this can be done

Efforts can focus on:

- a programme of Māori local and regional events and activities throughout the year
- more partnership opportunities across public and private sector with mana whenua and mataawaka to advance Auckland specific cultural events and initiatives
- greater involvement and advocacy for te wiki o te reo Māori (Māori language week) activities
- opportunities to develop and utilise the skillsets of rangatahi in the development and promotion of Māori arts, performance and te reo Māori.

Figure 20 - Where te reo speakers use the language outside of the home Source: (Total NZ, Statistics NZ).



Reflect mana whenua mātauranga and Māori design principles throughout Auckland

Mana whenua contribution through Māori design is a critical component of Auckland's future development.

Since 1840, Māori identity and culture has been minimised in the Auckland landscape.

Through Māori design mātauranga Māori can be placed at the centre of planning, design and development. This offers a holistic approach that creates places and spaces that are welcoming to all, from tamariki and young whānau to kaumātua.

Mana whenua opportunities to influence placemaking can reinforce a sense of belonging for generations to come through the expression of their mātauranga and pūrakau in urban design.

Te Aranga Māori design principles provide a way to instil Māori cultural identity in the built landscape, bringing mana whenua to the centre of Auckland's design. Read more about the principles on the Auckland Design Manual website.⁶⁶

There are a number of examples that express the unique forms and benefits of adopting Māori design thinking. One example is Te Oro Music and Arts Centre in Glen Innes, where Māori design is etched into the look, form and function of this community space.

How this can be done

Efforts can focus on:

- providing opportunities for mana whenua to partner, input and influence urban design within Auckland
- requiring the application of Te Aranga Māori design principles in public development
- encouraging greater uptake of Te Aranga Māori design principles in private development
- supporting and advocating opportunities to showcase and protect Auckland's Māori identity, culture and heritage.



Implementing the Māori Identity and Wellbeing outcome

Implementation partners

Many agencies and organisations support and contribute to Māori identity and wellbeing, either as the main focus of their work, or through the delivery of services and activities. This includes various Māori and iwi organisations, government agencies and Auckland Council, as well as non-government and the private sector.

Kaupapa Māori and Māori-led organisations as well as key Māori change agents continue to be critical to delivery of appropriate and effective services for Māori. Public sector organisations also have responsibilities to meet the needs and aspirations of Māori and improve Māori wellbeing.

The Independent Māori Statutory Board was established in 2010 under the Local Government (Auckland Council) Act 2009, to assist Auckland Council to make decisions, perform functions, and exercise powers.

It does this through promoting cultural, economic, environmental, and social issues of significance for mana whenua groups and mataawaka of Tāmaki Makaurau. It also must ensure that the council acts in accordance with statutory provisions referring to te Tiriti o Waitangi/the Treaty of Waitangi.

Auckland Council works with mana whenua and mataawaka, with guidance and support from the Independent Māori Statutory Board, to enable Māori to be involved in decision-making processes. Mana whenua are involved in the consenting process and input into a range of other resource management activities.

The Tūpuna Maunga o Tāmaki Makaurau Authority (Maunga Authority) was established in 2014 to co-govern 14 Tūpuna Maunga. The Maunga Authority comprises equal representatives from Ngā Mana Whenua o Tāmaki Makaurau and Auckland Council, together with Crown (non-voting) representation.

Auckland Council will develop an implementation approach for this outcome working alongside our key partners and stakeholders. This will be built on existing programmes and ensure all new elements introduced in Auckland Plan 2050 are planned for.

Mechanisms used to work together

Here are some examples of current mechanisms that will contribute towards this outcome:

- Co-governance arrangements between Māori and the council, or iwi and the Crown, allow for a more direct influence and greater exercise of authority by mana whenua over the taiao. In 2017 there were eight co-governance and co-management arrangements between Auckland Council and Māori in Tāmaki Makaurau. The number of sites that involve Māori in governance roles is expected to grow.
- Actively partnering with others is a key mechanism for Auckland Council to support Māori identity and wellbeing. The Southern Initiative is an example. It brings together a range of organisations and willing partners and challenges existing ways of working. Partnering with the community is imperative to the success of the approach.
- Adoption of Te Aranga Māori design principles by Auckland Council and the development sector will transform the visual elements of Auckland's public and private places.

Supporting strategies and plans

Here are some examples of current strategies, plans and initiatives that contribute towards this outcome:

- The Independent Māori Statutory Board's Māori Plan for Tāmaki Makaurau⁶⁷ This plan provides the high level outcomes and focus areas to achieve a healthy and prosperous Tāmaki Makaurau.
- Auckland Council's Te Aranga design principles, as shown on the Auckland Design Manual website⁶⁸ and Te Reo Māori policy⁶⁹ This supports the use of Māori design and te reo Māori in council infrastructure, communications and publications.

How to get involved

- Check out the Auckland Design Manual website⁷⁰ for guidance to use and apply Te Aranga design principles in urban design.
- The Te Taura Whiri website⁷¹ provides a range of guidance, resources, and research to increase the use of te reo Māori.
- Find more information about Tūpuna Maunga Integrated Management Plan.⁷²

Supporting information

Information about local marae of Tāmaki Makaurau on the Māori Maps website.⁷³

For information about Māori public health in Tāmaki Makaurau check out the Hapai Te Hauora website.⁷⁴

Read the research offering perspectives on Measuring the value of the contribution of Māori language and culture to the New Zealand economy.⁷⁵

Find out about The Southern Initiative⁷⁶ a place-based regeneration programme designed to stimulate and enable social and community innovation in South Auckland.