

Frequently asked questions

What is He Mauri Ohooho?

He Mauri Ohooho is New Zealand's first regionally coordinated Māori Economic Development Strategy, led by the Bay of Connections and focusing on the wider Bay of Plenty region. The value and potential of the Māori economy is recognised across a number of industries within the Bay of Connections framework; these include the forestry, energy, aquaculture, freight logistics, and sport and recreation sector strategies.

How was it developed?

He Mauri Ohooho was developed under the Bay of Connections framework in partnership with the Ministry for Māori Development's Te Puni Kōkiri - established to harness the collective talents of Māori to produce a stronger New Zealand.

It was officially launched in February 2014 after two years of development and the input of more than 200 Iwi and Māori business representatives through a period of consultation and hui; the key themes that emerged from the hui were leadership and governance, cultural retention and sovereignty, sustainability, education and connectivity.

Why is He Mauri Ohooho relevant/important?

He Mauri Ohooho is ultimately about increasing jobs, improving wealth and enhancing wellbeing for Māori, who are acknowledged as major stakeholders and contributors to economic growth in the wider Bay of Plenty and Waiariki region. The current value and future potential of the Māori economy in this role can be recognised across all sectors.

Māori economic development is particularly important to the wider Bay of Plenty; the situational analysis has demonstrated that Māori are already central to the economic development of the region, but there are also particular features of the regional Māori economy that are inhibitors to growth.

What are the strategy's objectives?

The main objective of He Mauri Ohooho is to improve the wealth and wellbeing for Māori in the wider Bay of Plenty region, with a focus on the key areas of income, employment, health and education.

The focus of the strategy is to provide a point of co-ordination for the already significant economic activity underway at local, regional, Iwi and trust levels, and provide a vehicle for enhancing or developing new ideas and collaborations.

What are the strategy's key priorities?

He Mauri Ohooho identifies six strategic priorities that will contribute toward the vision of Māori creating wealth, job and prosperity across the wider Bay of Plenty region – Strategic Leadership, Collective Asset Utilisation, Business Networks, High Value Business Growth, Capital and Investment and Education and Skill Development.

What is the Māori Advisory Group?

The Māori Advisory Group was established in February 2014 to guide and support the implementation of He Mauri Ohooho; the group is focused on achieving realistic outcomes, and has agreed three priority areas: High Value Business Growth, Capital and Investment, and Education and Skills Development; key projects within these priority areas are currently being scoped for implementation.

How will the strategy make a difference?

He Mauri Ohooho will support better outcomes for Māori in the wider Bay of Plenty, and contribute to the Bay of Connections and its sector Strategies.

The development of He Mauri Ohooho brought forward a number of values reflecting the unique elements that influence Māori approaches to economic development:

Rangatiratanga (self-determination)

Greater involvement in business and economic development activities ensures the inclusion of Māori values and aspirations within decision-making processes, enhancing the wellbeing of those involved and the people they are making decisions for.

Wairuatanga (cultural advantage)

Conveys a sense of being Māori in unique ways across a range of physical and spiritual dimensions that are distinguishable from other peoples and provides opportunities to express cultural advantage.

Whanaungatanga (connectivity)

Expressed through the relationships that are developed between whānau, businesses and their communities. These relationships can make a positive contribution to the development of the Māori economy in the wider Bay of Plenty region.

Manaakitanga (collectivity)

Informs a collective ethic towards engagement in the economy and the distribution of benefits arising from that participation. Opportunities for Māori to have quality education, good health, employment and liveable incomes, supports their ability to express manaakitanga.

Kaitiakitanga (intergenerational sustainability)

Protecting and enhancing Māori knowledge and practices to strengthen whānau, hapū and iwi to create sustainable futures.

What is the timeline?

An economic analysis of Māori in the wider Bay of Plenty region, resulted in the following key statistics:

- Māori earn \$116 per week less than non-Māori
- Government contribute 24% to Māori household income
- 29% of the collective Māori asset base in New Zealand is in the wider Bay of Plenty; the majority of that asset base is in agriculture and forestry
- The Māori asset base is worth \$8.6 billion
- The Māori economy contributed 11 percent to the wider Bay of Plenty GDP in 2010

By 2030, the goal is for Māori in this area to meet or exceed the national average on key wealth and wellbeing measures (income, employment, health, education).

How will the success of the strategy be measured?

The success of He Mauri Ohooho in the wider Bay of Plenty will be determined by outcome measures – quantitative indicators that demonstrate achievement of the strategic goal and process measures – indicators that demonstrate the strategy is achieving its own particular contribution on the broader goals.

It will include the following successes for the wider Bay of Plenty region:

- More jobs for Māori in the future labour market
- Māori household income being lifted to be on par with the average weekly household income
- An increase in Māori educational attainment from NCEA Level 3
- The creation of a thriving Māori business network
- Investment opportunities for Māori incorporations
- An increase in exports for Māori businesses and productivity of Māori assets

What is He Kai Kei Aku Ringa and how does it relate to this regional strategy?

He Kai Kei Aku Ringa is the national Māori Economic Development strategy and is designed to boost Māori economic performance and benefit all New Zealanders. The national strategy identifies that growing a more productive, innovative and internationally connected Māori economic sector will deliver prosperity to Māori, and resilience and growth to the national economy.

In developing He Mauri Ohooho, the goals from the national strategy to lift Māori economic contribution, were taken into account to ensure both strategies aligned.

Who do I contact if I want to know more?

Please contact He Mauri Ohooho Project Manager Te Puritanga Jefferies at tepuritanga@gha.co.nz

How can I become more involved with He Mauri Ohooho?

To access a copy of the implementation plan, please email info.maori@bayofconnections.com.

To be involved in consultation hui and anything related to He Mauri Ohooho, please email info.maori@bayofconnections.com and register your name, title, organisation, contact email and phone.

How do I get a copy of He Mauri Ohooho?

[Download an electronic version of the strategy](#) - click on the strategy image.

To request hard copies of the strategy, please email info.maori@bayofconnections.com with your name, title, organisation, postal address and the number of strategies you require.