

He Mauri Ohooho Factsheet

- He Mauri Ohooho (HMO) was officially launched in February 2014 and is New Zealand's first regionally coordinated Māori Economic Development Strategy; its goal is to improve the wealth and wellbeing for Māori in the wider Bay of Plenty region
- HMO focuses on the key areas of income, employment, health and education, with the goal of Māori in the wider Bay of Plenty to meet or exceed the national average of each of these categories by 2030
- The strategy was developed under the Bay of Connections framework in partnership with Te Puni Kōkiri; it strongly links with the national Māori Economic Development strategy, He kai kei aku ringa
- HMO incorporates the regions of Eastern and Western Bay of Plenty, Rotorua and Taupō, and recognises the value and potential of the Māori economy across a number of industries within the Bay of Connections framework; including the forestry, energy, aquaculture, freight logistics, and sport and recreation sector strategies
- HMO was two years in development and had the input of more than 200 Iwi and Māori business representatives across five hui; key themes that emerged from consultation hui were leadership and governance, cultural retention and sovereignty, sustainability, education and connectivity
- The strategy development commenced with an economic analysis of Māori in the wider Bay of Plenty region, resulting 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
- HMO identifies six strategic priorities – Strategic Leadership, Collective Asset Utilisation, Business Networks, High Value Business Growth, Capital and Investment and Education and Skill Development
- The implementation of the strategy is supported by a Māori Advisory Group who are focused on achieving realistic outcomes; three priority areas have now been agreed for focus: High Value Business Growth, Capital and Investment, and Education and Skills Development; the activities to support these focus areas are currently being scoped
- The Māori Advisory Group is made up of Riri Ellis (Chair), Antoine Coffin (Deputy Chair), Arihia Tuoro, Whaimutu Dewes, Tamarapa Lloyd, Gina Rangi, Anthony Olsen and Glenn Hawkins.