



NGĀTI WHĀTUA ŌRĀKEI

Quarterly Update

1 Dec 2017 – 28 Feb 2018





NGĀTI WHĀTUA ŌRĀKEI

Taiawhio te rere o ngā mihi ki a Ranginui, ki te tāhu o te kupu kōrero, ka heke haere mai ki a Papatūānuku e kii nei te kōrero

whatungarongaro te tangata, toi tū te whenua. E whai ake nei, te pūrongo mō ngā marama e toru kua hipa ake nei, hei titiro,

hei wānanga, hei matapaki mā tātou, mā ngā uri o Ngāti Whātua Ōrākei. Tena koutou katoa.

This Quarterly Update includes Whai Maia highlights during the period from 1 December 2017 to 28 February 2018 which is the third quarter of Whai Maia's 2017/18 financial year. To increase transparency, this is a way to show you all what we've been up to. We've been busy!

- Hapū Statistics
- Social Media
- Te Reo Māori
- Innovation
- Waitangi Day 2018
- Tourism
- Te Puna Reo Okahukura
- Whai Maia Internship
- SME
- Tamariki Ora

Ngā nama/Hapū Stats

16 new o/18 years hapū registrations

295 new u/18 years hapū registrations



2678 registered hapū members at 31 February 2018



399 new likes to our FB page. Check out our two most engaging posts



89 Insta friends



Ngāti Whātua Ōrākei - Whai Maia

Published by Te Amohare Morehu [?] · January 29 ·

Nau mai haere mai & bring the whole whānau
Waitangi Day 2018 @ Ōkahu Bay
Ki hea: Ōkahu Bay, Tamaki Drive
Te wā - 10am-3pm
Mean kai, mean sounds, mean beach, mean!



Ngāti Whātua Ōrākei - Whai Maia: Auckland Virtual Tours

Nau mai haere mai e te whānau Our newest Tourism digital app 'Auckland Virtual Tours' is now live and we are tino excited to share this first with our NWO whānau. Come down for a nohi and a tutu and see how we will be sharing our stories with the world. Te rā: Rāap...

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www.ngatiwhatuaorakei.com



6560 unique visitors to our website.

That's a 12.6% Increase on the previous quarter. Pāia!

Te Reo Māori

Ngāti Whātua Ōrākei Te Reo App

If you haven't already, you need to download our newest te reo māori app. It's been created to help NWO engage with te reo māori wherever you are in the world through māori language phrases to practice in daily situations with whānau and friends. The app also features a collection of our world famous (in Ōrākei) Ngāti Whātua waiata. The app can be viewed in either te reo Māori or English and is suitable for any language ability. To download, search for Ngāti Whātua Ōrākei in the Apple App store or Google Play. The app will be updated regularly. Big thanks to Te Taura Whiri and AUT University for supporting us to create the app.

Māori language classes

Te Reo Māori classes have kicked off again at Ōrākei Marae, classes are free for tribal members (and spouses) and perfect for anyone who wants to improve their te reo māori understandings. Classes are held on Tuesday and Wednesday nights at the Ōrākei marae admin. E te whānau, make time to give it a go, come along and join in.

Level	Time	Kaiako
Beginner	Wednesday Nights 6:00 pm – 8:30 pm	Te Arohanui Hawke
Intermediate	Wednesday Nights 6:00 pm – 8:30 pm	Wyllis Maihi
Full immersion	Tuesday Nights 6:00 pm – 8:00 pm	Valance Smith



Wānanga Reo

We have been busy planning the reo wānanga schedule for 2018. Save these dates and come along to help to keep our language, stories and tikanga alive.

Date	Target audience
6 – 8 April	Beginner and intermediate
10 - 12 August	Everyone
31 Aug - 2 Sept	Advanced speakers
9 - 11 Nov (locked in)	Everyone

Innovation

Zippy's Tales



Our engagement with Titan Ideas began with a synergy on story telling with futuristic platforms that were inspirational and accessible. The endeavour was to prove a concept of edutainment, which can bind the sectors of Education and Tourism together. This was important for mapping a future for our Iwi to a trajectory of Digital Transformation that was inspiring but also innovative. It was our mihi whakatau to Abhishek Kala (founder of Titan Ideas) where he found synergy and revealed his ngākau and ambition to tell cultural stories in a global way. We negotiated with him on the power of our content and were able to invest enough to cover his cost in terms of proving a Māori narrative on his exciting tool. The Māori Alphabet in augmented reality was born. This first iteration was to achieve a status whereby our logo would be front and centre on the colouring in page that users need to print out so that we were identified as the mana behind the concept. We are excited about the possibilities of the technology to produce more of our deep and meaningful Ngāti Whātua stories. Download Zippy's Tales now.

Digital Nations

Digital Nations 2030, also known as the D5, is the largest global digital event held in Aotearoa and run by the Department of Internal Affairs. It convened the countries of Aotearoa, Estonia, Britain, Korea and Australia to discuss the digital future of the collective in 2030. Ngāti Whātua Ōrākei delivered the mihi whakatau to open the event and leveraged this to ensure our tohu was displayed as a sponsor of the event, putting our name up with the likes of Google, Microsoft, Westpac, Spark and a host of others. We were also accorded the opportunity for the Innovation Officer to speak on several panels which gave a room of technologists and corporate investors the view that our Iwi was deeply engaged in future of innovation. We also received tickets to host our whānau at the event with a value of approximately \$17,000 including the waive of the sponsorship investment. We have received numerous compliments from industry players on our Iwi narrative cast across the technology and digital universe. Our spiritual, environmental and social outlook inspired the cohort and we have been sought after to add value to future events including the Hi-tech awards where we have also received a nomination for the "Best Hi-tech Maori Innovation" tohu.



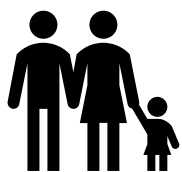
2018 Waitangi Day

Waitangi Day 2018 was a successful event hosted by Ngāti Whātua Ōrākei to acknowledge the significance of the signing of the Treaty of Waitangi, and its place in 2018 New Zealand society. The event enabled us and our community to come together and celebrate this occasion in a safe, positive and whānau focused environment, where everyone was welcome to join in the festivities at Okahu Bay.



Our Para Kore team did an outstanding job as kaitiaki for Tāmaki Makau Rau's natural resources through waste diversion as did stall holders by adhering to our policies around waste. A 98.5% diversion to landfill was achieved, our most successful to date.

The event was accompanied by great weather including a full day of sun which further supported a fantastic turn out.



10,000

people in attendance over the day



\$2K made in fundraising efforts for Te Puna Reo Okahukura



98.5%

landfill waste diversion



We launched our Snapchat and ended up with **100** Snapfriends



Tourism

Kiosk

The kiosk at Takaparawhau was installed on the 22nd of December and has been operating and open to the public since 22 January 2018.

We had a soft launch opening with the Taumata and some whānau members. This will be followed by an official launch, where key stakeholders and partners will be invited to open the facility.

Feedback for the kiosk, from both local residents and tourism operators that visit Takaparawhau, has been extremely positive. We have been encouraged by local residents and much of our weekend morning custom has been locals out walking. Tourism operators have also expressed that it is great to have something there, and be able to interact with visitors at this point. Cruise days have proven to be particularly busy.

The kiosk currently offers coffee, tea and water, and is the hub/starting point for our tourism activities. There has been demand, particularly from international visitors for some small food items. We are currently searching for suppliers that will provide items that fit within our food license conditions and sustainable kaupapa. We are also currently sourcing merchandise from local artists to offer for sale in the kiosk.

AUCKLAND VIRTUAL TOURS



The Auckland Virtual Tours app is now live on the Google Play Store and the iOS App Store. We have recently launched the digital marketing campaign for this, targeting the domestic and international markets. Further promotion and interactions with the FIT and domestic markets is key in the next stage of marketing for this app. Continued direct marketing and relationship building is required with our partners and the broader tourism industry in Tamaki Makaurau, to make Takaparawhau a destination, rather than a photo/wharepaku stop.

Hīkoi

Tamaki Hīkoi has also seen year-on-year growth from the cruise market this summer with more visitors coming from the ships than either the 2015-16 or 2016-17 seasons. Our products continue to be popular with visiting educational groups and the North American FIT market. In January we also began hosting hikoi for the Grand Circle contract that we were awarded at the back end of 2016. These are going well, and the kiosk has been fantastic as a meeting point, and delivery space on days where the weather has not cooperated.



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Te Puna Reo Okahukura

Tēnā koutou e te Whānau,

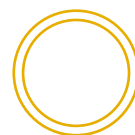
Nau mai, haere mai, tautoko mai i tō tātou nei Puna Reo. Ina ka haere koe ki te marae, peka mai titiro ai i ā tātou tamariki e whai ana i ngā tikanga o Ngāti Whātua, e kōrero ana i tō tātou reo rangatira, e ako ana ki te taiao.

We obtained some wonderful new resources for this year, including a digital microscope, and already we have witnessed some budding new scientists, keen to take a closer look at nature.

Whaea Ginny continues to lead our team from strength to strength in improving our reo and teaching practice i raro i te korowai Māori as we strive to meet our goal of being a total immersion te reo Māori Puna Reo by the end of 2018. He mahi uaua tēnei, but each kaiako has committed to professional development in these areas, including attending weekly night classes and wānanga. He mihi nunui ki ngā mātua who are also showing their strong commitment to our kaupapa by attending te reo classes, being enrolled in online courses, or actively using the learning resources provided by our kaiako. It has not gone unnoticed mātua mā!

At this years Waitangi Day event held at Okahu Bay, our Puna Reo were fortunate to manage the carpark as a fundraising initiative. We raised just under \$2000.00 which will go towards buying new play resources for our tamariki. E mihi ana ki ngā mātua i tae atu ki te hāpai i te kaupapa. And thank you to all whānau who gave koha on the day towards our fundraising efforts, towards our rangatira mo āpōpō.

We are still on the lookout for a registered, practising kaiako who is fluent in te reo, so that we may continue to strengthen the reo of our tamariki and kaiako, and increase the number enrolled at our Puna. So, if you are aware of anyone with these qualifications, please tap them on the shoulder and forward their details to the tumuaki. The last few months has seen a 74%+ enrolment of Ngāti Whātua tamariki in our Puna. Miharo!



Summer Internship

Tēna koutou,

Ko Selwyn-Roimata Teua ahau.

He uri ahau nō Ngāti Whātua Ōrākei.



Over the summer I have been fortunate enough to work as one of the Ngāti Whātua Ōrākei interns, alongside the roll out of the new Health Insurance scheme coming this year.

A little nerve wrecking to say the least – diving into a more corporate setting. Sitting in on meetings. Being in control of projects and having to deal with budgets I would have never imagined. Two different extremes, jumping from behind a Supermarket checkout into an office chair behind a computer screen – but what a missed opportunity if you don't take the leap, right?

This past summer has seen me stepping out of the usual and into a mountain of work – not the easiest task but a lesson learned, to see the abilities of yourself flourish before you. As a part of my role as an intern this summer, my main project has been lending a hand in the planning of up and coming Roadshows. These Roadshows will see us venture as far as Kaitia and Christchurch – to share with Whānau all over the motu, our Health & Savings scheme. Which is super exciting!

I mean Health & Savings.. what could be next? This project alone, has seen me liaising with people in massive corporate entities, getting my hands dirty in a bit of event management and self-managing myself to ensure that what we bring to our Whānau is what they want.

It's been a ride to say the least and as the curtain draws on my time as an intern, I feel extremely fortunate to have had this opportunity. To be able to do this alongside all the other interns, not to mention they were all my cousins and to learn with them the history of our people, our Whakapapa all the way back to our Tupuna, Tuperiri – to now being able to recite it as simply as ABC. I now feel a larger sense of belonging, which has been the case since I received that call to say I had been successful in my internship application.

For myself personally, this has been more than just an experience but a journey. Not only have I been fortunate to do this alongside the other interns, it's also been an honour to be doing something that serves more than just myself but the greater multitudes of our Iwi.

Now, how would you like to be where I am. It may seem like a stretch when the opportunity is presented to you but I would highly recommend, should you get the chance, to take up an internship next time round and get into the thick of all things Whātua. Word of advice, don't be afraid of what you might not be able to give, think more about what you could gain. You can't take on the world, if can't take on your own home. So hey, what's stopping you?

Lastly, I'd like to thank Ngāti Whātua Ōrākei for bringing me on this journey through the intern programme – it's been a humbling experience. I'm hopeful that others will have the same chance and I look forward to watching the journey of future interns.

Tamariki Ora

He Taonga nui a tātou Tamariki

Our children are our greatest treasure

The Tamariki Ora team at Ngāti Whātua is proud to offer a professional and culturally safe Tamariki Ora Well Child service to all whānau raising children 0-5 years old. As the only Māori provider in Auckland, Tamariki Ora stands out above the rest! Tamariki Ora Well Child not only offers FREE health checks for your tamaiti up to 5 years of age. Tamariki Ora also offers FREE pregnancy and parenting information as well as the opportunity for whānau to share new or existing whānau knowledge about raising tamariki to positively impact on the whānau health and wellbeing.

The Tamariki Ora Team kick-started 2018 promoting and providing a breastfeeding friendly space for mama, pepi and their whanau at the annual Waitangi Day celebrations held at Okahu Bay. Perfectly situated next to the papa tākaro and only a stroll away from the ice cream truck the breastfeeding tent supported a number of whānau with tamariki seeking refuge from the sun.

Tamariki Ora also successfully completed the first Weaving Waiora Wānanga of the year achieving the highest attendance numbers since its beginning in 2015. Weaving Waiora is a kaupapa Māori pregnancy and parenting education programme where whānau have the opportunity to meet other hapū (pregnant) māmā, share their korero and experiences while learning to make poi, create an ipu whenua, weave a Kono—flax basket, and much, much more.



SME

Small – Medium Enterprise Development Program

This year Whai Maia will support 5 start ups and 2 existing whānau business's as part of our wealth and prosperity strategy. The support package will include business mentoring, financial planning and advice, accounting support, hub space, learning and networking opportunities. A second tier support offering will be available to whānau members who miss out on the year one program or whom are not quite ready to launch.