



Māori Strategy



Sport Bay of Plenty
more people, more active, more often

Tēnā koutou e ōku rangatira, e ngā mātāwaka huri noa.
No mai rā anō, ka kōrero te maunga ki te maunga
Ka kōrero te awa ki te awa
Ka kōrero te moana ki ngā roto
Ka kōrero te tangata ki te tangata
Ko te kai o te rangatira he kōrero, ānei kua tapiri nei hei iere mo tēnei rautaki.
Ko tenei te kōrero maioha o te Rōpu Hākinakina, Tākaro, Whakapakari Tinana
o te Moana a Toi
Ko tenei te aumihi whakaiti o nga reo mangai ki a koutou ngā tūara o te rohe
Karanga mai e te pae me ngā tātai rangatira o te takiwā
Miharo ana te wā
He wā herenga waka
He timatanga hou mō tātou
He mihi nūi tēnei ki a koutou o te takiwā o te Moana a Toi
Kia kaha tātou ki te pupuri i te moemoea o ngā tīpuna
Kia eke ki te taumata
Ka noho, ka mahi piripono tātou katoa ki te tutuki i ngā wawata kia
eke ngā hua o tēnei rautaki kia puawai

*Greetings to all, our leaders and tribal groups
From the very beginning, the mountain has spoken to the mountain
The river talks to the river
The sea talks to the lakes
People talk to people
The sustenance of our chiefs is through our stories, and it is
included in the context of this strategy.
This is a warm welcome from Sport Bay of Plenty
It is an amazing time
It is a new start for us
May we be able to keep the dream of our ancestors
To achieve to the highest level
We shall work hard in achieving this strategy and thus enabling
ourselves to flourish.*



Māori Strategy

INTRODUCTION

Sport Bay of Plenty (Sport BOP), as a Regional Sports Trust, has the vision of enriching lives through sport, recreation and physical activity with the main objective to have more people, more active, more often. To achieve this objective, our organisation, staff and board, recognise the importance of collaborating with and learning from Māori to ensure we are responding appropriately.

Following years of well-intentioned but inconsistent focus regarding cultural competency as an organisation, Sport BOP now recognises the need for greater focus in this area. This does not discount the work that has been done to date and a timeline illustrating our journey can be seen in Appendix One.

To enable our greater focus, both an internal 'Māori Development team' and an external 'Māori Advisory Group' have been developed to provide guidance and support to develop this strategy and progress our journey and ability to engage authentically with the Treaty of Waitangi.

The 'Māori Participation in Community Sport Review' prepared for Sport New Zealand and published in January 2017 summarises the value of sport and recreation for Māori: "Sport and recreation provides a fun and enjoyable platform for Māori to gather, compete, have fun and share normal cultural practices of whakawhānaungatanga (kinship), awhi (help), tautoko (support) and aroha (care). The entire whānau are included"

Te Whetū Rēhua framework

The Sport BOP Māori Advisory Group wanted to present this strategy in a simple but meaningful way. It was chosen to use Sport New Zealand's Te Whetu Rehua framework. Although this framework was developed as an evaluation tool, it was recognised as a valuable tool to present our strategic goals. Te Whetu Rehua framework is based on five key values important for Māori cultural and social development. The tool has been developed with Māori community sport and recreation providers, it supports Māori being able to participate as Māori, recognising that a strong and secure cultural identity helps facilitate access to wider society, as well as being vital to wellbeing as indigenous New Zealanders.

Māori Strategy



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OUR VISION, VALUES & PURPOSE

VISION – Whaingā Matua

Enriching lives through sport, recreation and physical activity

Mā te hākinakina, mā te whakakori tinana mā te whai oranga, ka mana te tangata ki te hapori o Toi-Te-Huatahi mē te Waiariki.

PURPOSE – Kaupapa

Leadership of sport, recreation and physical activity in the Bay of Plenty

Tangata Tū, Tangata Ora, Tangata Whai Oranga.

VALUES – Ngā Ūara

Sport BOP values underpin our daily work and service provision and as such are an important consideration as part of this strategy.

Hei Mahi Tahī: One Team

Whakataukī: Mā pango mā whero ka rapa te whai

With red and black the goals will be achieved

This refers to co-operation where if everyone does their part, the work will be complete. The colours refer to the different people and backgrounds of our community but also reflect the traditional painted rafters inside of the meeting houses.

Hei Mahi Arahi: Leading the way

Whakataukī: Ko te Amorangi ki mua ko te hāpai o ki muri

The leader at the front and the workers behind the scenes

This is a reference to Marae protocol where the speakers are at the front of the meeting house and the workers are at the back making sure everything is prepared and the guests are well looked after. It is important to note that both jobs are equally important, they complement each other which will ensure success.

Hei Mahi Pono: Keeping it real

Whakataukī: Mē pono ngā kōrero, mē tika ngā mahi, mē aroha tētehi ki tētehi

Truthful discussion, acting with integrity, and valuing other's contributions

Waiho ma ngā tangata e mihi

Let it be others who sing our praises

He aha te mea nui o te ao? He tangata, he tangata, he tangata!

What is the most important thing in the world? It is people, it is people, it is people!

ENVIRONMENT SCAN

Please see Appendix 2 for detailed information on factors and data that helped us understand the current environment:

- Māori demographics of region
- Data outlining Māori participation data both regionally and nationally
- Current Sport BOP programme and staff demographics

In addition, Appendix 3 outlines the Iwi profile of the region.



Māori Strategy



Sport Bay of Plenty
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TE WHETŪ RĒHUA – STRATEGIC GOALS

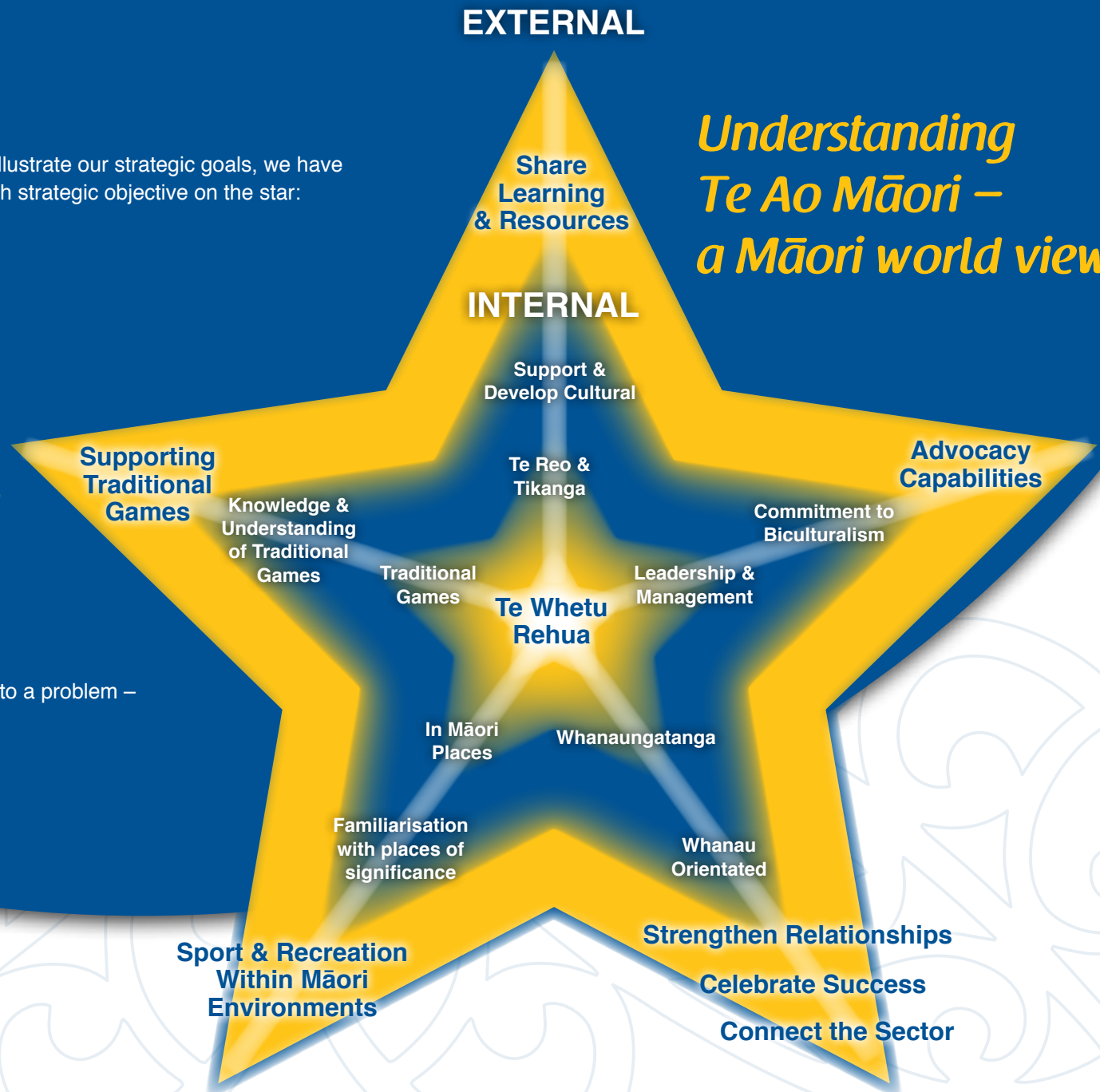
Using the Te Whetū Rēhua framework as a tool to illustrate our strategic goals, we have included both an internal and external focus for each strategic objective on the star:

- Te Reo & Tikanga
- Leadership & Management
- Whanaungatanga
- In Māori Places
- Traditional Game

Sport BOP's role when focussing externally may alternate between the following:

- **Kaikōkiri** – initiate and inspire others externally
- **Kai tautoko** – support
- **Kai wewero** – challenge and provide a solution to a problem – advocacy

*Understanding
Te Ao Māori –
a Māori world view*



Māori Strategy

Te Reo and Tikanga

INTERNAL

Support and develop cultural competency

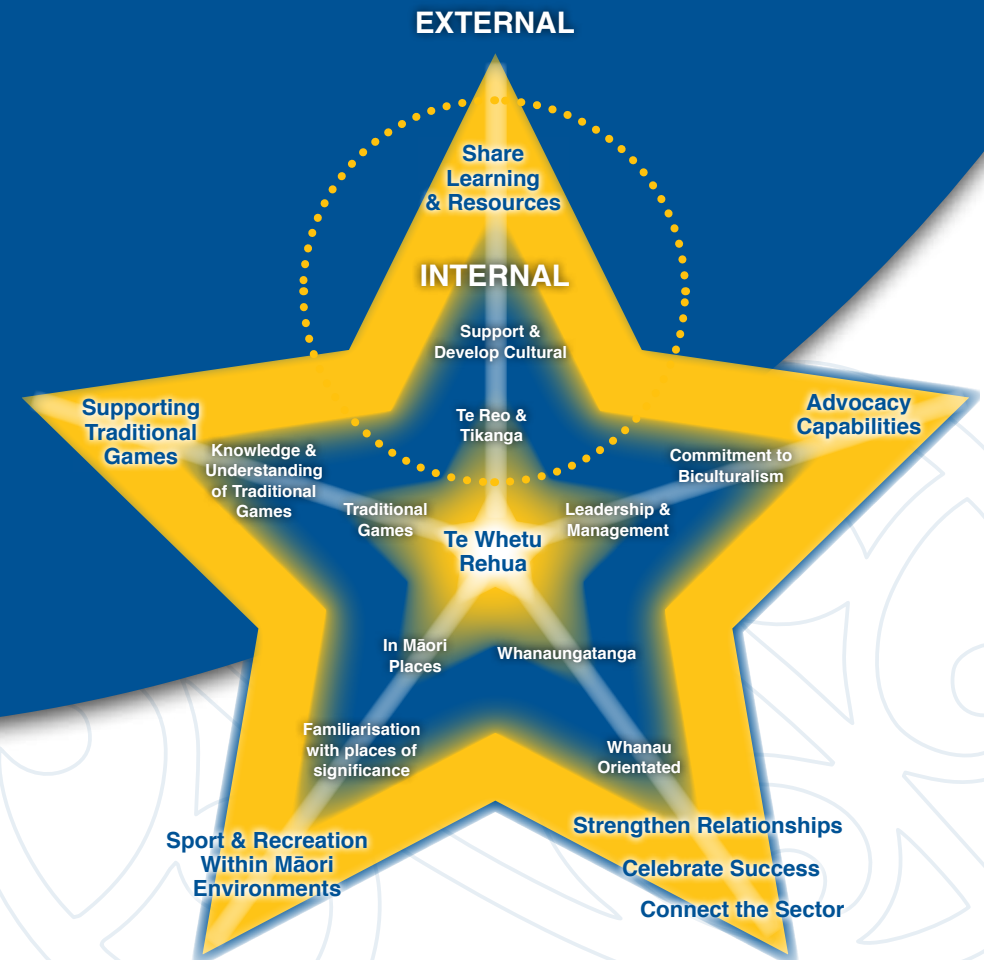
- Understanding the history of New Zealand, and specifically communities we are working in
- Board and Leadership team leading by example
- Focus on cultural competence embedded in different forums ie full staff meetings, induction process, performance and development meetings
- Continue with quarterly internal Māori development team meetings to focus on progressing staff cultural competency

N.B. Our staff have had varied experiences, interactions and opportunities with learning tikanga and te reo Māori up until now. Sport BOP staff will enter onto a continuum of learning in these areas and will be supported and encouraged to progress their knowledge and understanding at a level that is appropriate for them.

EXTERNAL

Share Learnings and Resources

- Share any appropriate resources with the wider sector
- Provide professional development opportunities for the sector regarding Māori culture and tikanga and how to meet the needs of Māori within their clubs/ organisations



Leadership and Management

INTERNAL

Commitment to biculturalism

- Regular Internal Māori Development Group meetings with representation from each office
- Māori representation on Sport BOP board
- Quarterly external Māori Advisory group meetings to provide support and advice to Sport BOP

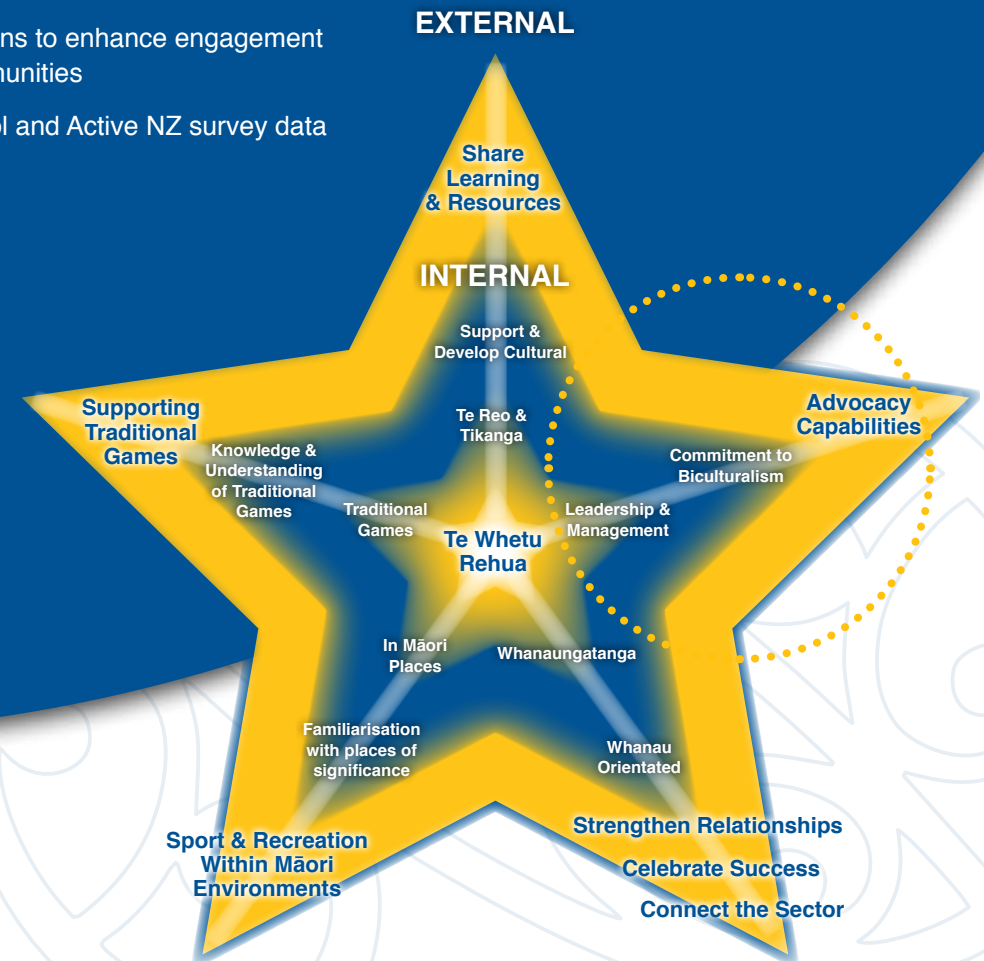
EXTERNAL

Advocacy

- Advocate for improved data regarding Māori participation in sport and recreation
- WBOP survey for kaupapa Māori clubs ; share insights and develop an action plan as appropriate
- Advocate for mainstream clubs to meet the needs of Māori

Capability

- Resources/ tools for clubs and organisations to enhance engagement with Māori – both as individuals and communities
- Share knowledge of Sport NZ Insights Tool and Active NZ survey data



Whanaungatanga

INTERNAL

Whanau orientated

- Ensure all new staff feel a part of the Sport BOP 'whanau' and connected with colleagues
- Strengthen internal relationships
- Provide opportunity for staff to understand the whanau ora approach
- Ensure whanau members are acknowledged as an important part of any Sport BOP programme
- Celebrate any individual or programme successes

EXTERNAL

Celebrate Success

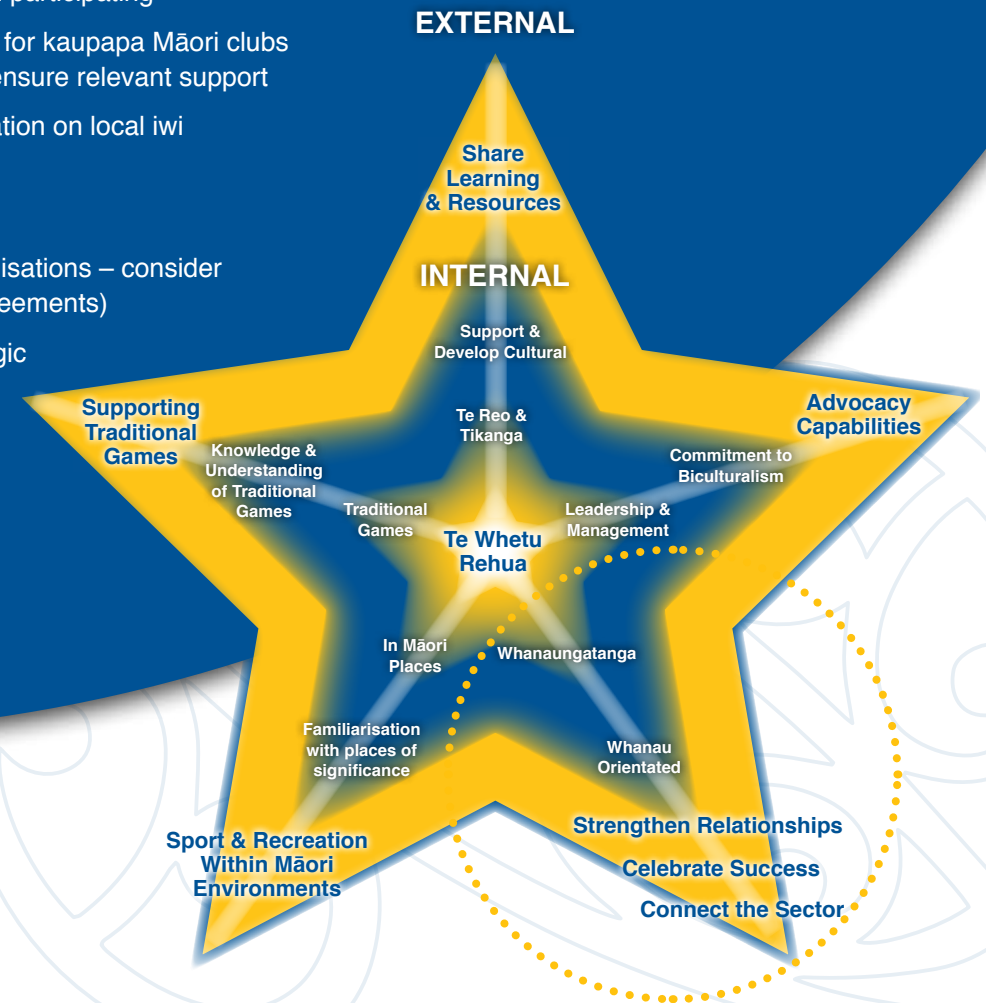
- Promote success stories through our communication channels
- Ensure information regarding Sports Awards nominations or potential scholarships are widely distributed.

Connect the Sector

- Understanding the barriers for Māori when participating
- Develop a more comprehensive database for kaupapa Māori clubs – commit to increased communication to ensure relevant support
- Obtain knowledge of where to find information on local iwi

Strengthen relationships

- Strengthen relationships with Māori Organisations – consider MEA as appropriate (Mana enhancing agreements)
- Ensure closer understanding of our strategic positioning with our two regional Māori Sports Trusts
- Encourage team members to link with Māori organisations as appropriate for mutual benefit and optimal outcomes for participants



In Māori Places

INTERNAL

Familiarisation with places of significance

- Staff will learn the protocol for powhiri and other marae protocols through positive cultural experiences
- Staff know places of significance for Māori within their region
- Staff will be aware of local Māori Organisations and their scope of practice
- A staff meeting will be held at a local BOP marae at a minimum of once every two years

EXTERNAL

Sport and Recreation within Māori environments

- Venues for sport and recreation of significance to Māori where appropriate
- Sport BOP programme delivery within Māori environments when able

Traditional Games

INTERNAL

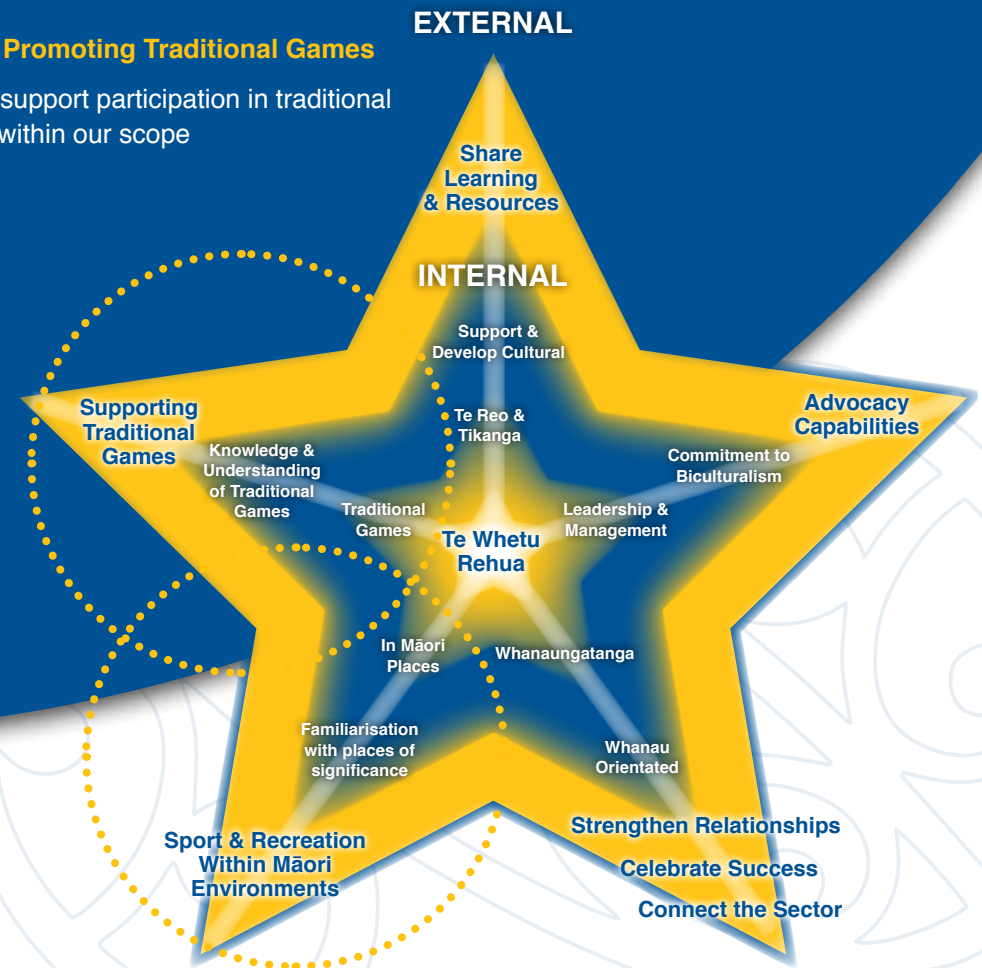
Knowledge and understanding of Traditional Games

- Staff have a knowledge of traditional Māori Games ie Ki o rahi
- Understanding Māori Links to traditional sports in a contemporary context ie netball, rugby

EXTERNAL

Supporting and Promoting Traditional Games

- Sport BOP to support participation in traditional Māori games within our scope





Māori Strategy

APPENDICES

1

TIMELINE OF WORK TO DATE

We would like to acknowledge the work of those before the development of this document, particularly Jack Thatcher for his significant contribution detailed below.

1997 - Jack Thatcher began at Sport BOP in a 'Kaiwhakahaere' role for the WBOP region. Originally, Tauranga wasn't identified as an area needing a Kaiwhakahaere. However, Te Papa Takaro o Te Arawa and Mataatua Sports confirmed the need as they couldn't cover this rohe.

Jack then moved to Toi Te Ora for 3 years, followed by a year working from his home office still in the kaiwhakahaere role.

The Kaiwhakahaere roles were employed to deliver on 'He Oranga Poutama' (HOP) key objectives. HOP came out of a health initiative at Te Puni Kokiri. The Kaiwhakahaere were employed to deliver on He Oranga Poutama. This originally was led by a collective group made up of Te Puni Kokiri, The Hillary Commission, The Health Sponsorship Council and the Community Employment Group. This collective managed the He Oranga Poutama contracts for 3 years before moving them to the Hillary Commission. KPI's were set and were extensive.

1998 - Jack became a member of the Roopu Manaaki – Māori Advisory to the board of the Hillary Commission.

2001 – The Hillary Commission changed its name to SPARC. Jack was asked to return to Sport BOP to be part of the Regional Sports Trust network. The Roopu Manaaki got involved in reviewing SPARC Long Term Plans.

From 2007 - Extensive work was put into He Oranga Poutama by the Kaiwhakahaere from around the country and SPARC, developing a well-researched evaluation programme, Te Whetū Rēhua.

2010- 2011 - Kaiwhakahaere roles were reduced nationally but Jack continued employment at Sport BOP as a Pouarahi Hakinakina to support Veronica at Sport NZ (formally SPARC) through their continued investment.

2011 – The container ship, The Rena, hit Astrolabe Bank off Mauao, and Jack was chosen by local Iwi to be their representative in the negotiations around the clean-up of this environmental disaster. The support involved in the clean-up extended longer than expected and Jack expressed to Sport BOP that he didn't want his role kept open for him. As this role had been specifically designed around Jack's knowledge and experience, it was not replaced.

2012 Internal Māori Project group – led by staff member Exia Edwards, recommendation for Roopu Manaaki for Sport BOP. This group also provided the opportunity for a marae visit at Waioweka and Tikanga training.

2016 Internal Māori Development Group :

- 'Pocket Guideline' pull out document developed
- Support for developing strategy focussing on developing staff cultural competency
- Developed scope for an external advisory group

2017 External Maori Advisory group

- First hui held in February 2017
- Representatives from Sport BOP including from Leadership Group and Board, with external stakeholders representing the BOP region
- Regular meetings have been held since – focus on developing the strategy and implementation of a WBOP Kaupapa Māori club survey.

Sport BOP would like to acknowledge the following for their membership on the above groups:

Internal Māori Development Team: Lena Kairau, Chloe Petterson, Sonia Lynds, Cheryl Thompson, Gareth Yates (past members: Lisa Te Paa)

2019 – added to the above : George Kururangi, Julie Kingi, Verina Wihongi

External Advisory Group: Sport BOP – Heidi Lichtwark (CEO), Paul Wollaston (Board of Trustees Chairman), Vaughan Bidois (Board Trustee), Catherine McCulloch (Community Manager), Sonia Lynds (Recreation Team Leader), Chloe Petterson (Analyst), Gareth Yates (Youth Team Leader), External – Reweti Te Mete (Nga Mataapuna Oranga), Paora Te Hurihanganui (Te Papa Takaro O Te Arawa), Cheryl Thompson (Parafed Bay of Plenty), Arapeta Taitoko (Te Puna Ora O Mataatua - TPOOM). Previous members: Dr Chris Tooley (TPOOM) Dillon TeKani (TPOOM)

2 ENVIRONMENTAL SCAN

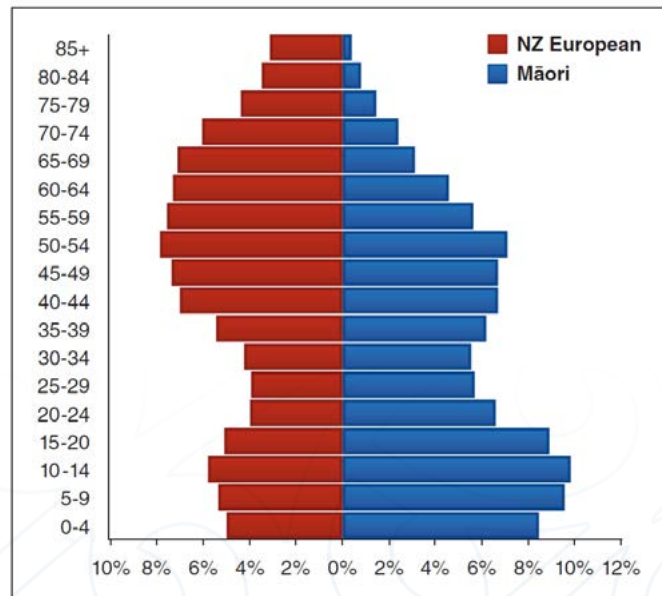
Māori population of the region

Bay of Plenty has a high proportion of Māori, with 68,943 usually living in the region, making up 26% of the overall population (and the BOP region has the 3rd largest population of Māori in New Zealand) Divided into sub regions the percentages are Kawerau (60%), Opotiki (58%), Whakatane (43%), Rotorua (37%), WBOP (19%) and Tauranga (18%) Although WBOP and Tauranga has only 19% and 18% respectively, due to the larger total population numbers, this accounts for 29,880 Māori in this sub region. Please see table for more information on demographics from Census 2013.

Further to this, future demographic projections indicate that the percentage of Māori in the overall population will increase, driven by high Māori birth rates and the younger Māori age structure; as young people are a target population for Sport BOP this strengthens the need to work in a culturally appropriate manner.

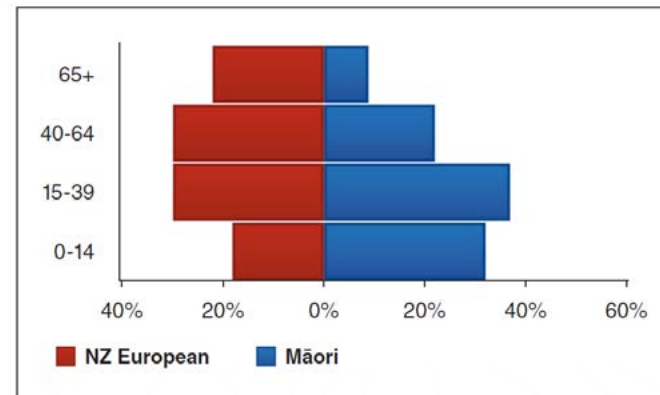
Invest Bay of Plenty – Bay of Plenty Māori Demographic, Social and Economic Changes and Implications – March 2015 – from Census 2013

Māori and NZ European Bay of Plenty Percentage Population in 2013



Source: NIDEA 2014

Māori and NZ European New Zealand Predicted Population in 2026



Source: Statistics NZ 2014

2

ENVIRONMENTAL SCAN

BOP Census Data, 2013 NZ Census

	Total 2013	European (incl. New Zealander)	Māori	Percentage Māori (rounded)	Pacific Islander	Asian	Middle Eastern/Latin American/ African
NZ Total	4,442,100	3,312,100	692,300	16%	344,400	541,300	53,100
BOP Region	279,700	213,900	78,200	28%	9160	16000	1480
Western Bay of Plenty	45,500	37,700	8580	19%	1150	2620	150
Tauranga City	119,800	101,100	21,300	18%	3010	7130	830
Rotorua District	68,400	46,800	25,400	37%	3590	4900	410
Whakatane District	34,200	23,100	14,800	43%	940	940	80
Kawerau District	6650	3580	3990	60%	290	190	10
Opotiki District	8780	4800	5070	58%	290	280	30

2 ENVIRONMENTAL SCAN

Māori participation rates

Māori Young People aged 5-17

Bay of Plenty Data Tables, Active NZ Survey 2017, Sport New Zealand

n = 40 Bay of Plenty Māori Boys aged 5-17 years

n = 45 Bay of Plenty Māori Girls aged 5-17 years

Green or Red means higher or lower compared to the relative subgroup:

- Total Māori compared to Total Bay of Plenty
- Māori Boys compared to Māori Girls

There are marked differences in activity between Māori boys and Māori girls in the Bay of Plenty:

Māori boys

Higher weekly participation	98%
Higher number of activities	5.9
Higher 7+ hours of activity	63%
Lower level of inactivity	3%
Higher happiness	74%
Higher meet sleep guidelines	76%
More competitive sport	49%
Higher organised and informal	79%
More active at school	87%
Lower want to do more	41%

Māori girls

Lower weekly participation	86%
Lower number of activities	4.2
Lower 7+ hours of activity	49%
Higher level of inactivity	14%
Lower happiness	65%
Lower meet sleep guidelines	61%
Less competitive sport	28%
Higher non-competitive only	59%
Less active at school	54%
Higher want to do more	64%

- Māori young people do 13.4 hours per week of physical activity.
- 56% of Māori young people do 7+ hours of physical activity per week.
- 90% of Māori Girls eat fruit and vegetables every day, compared to 85% of Māori boys.
- Māori Boys do much more competitive sport at 49%, than all BOP young people at 31%, and Māori Girls at 28%.
- Māori Girls do more non-competitive activities only at 59%.
- As a result of Māori Boys doing more competitive sports, they are also higher for PE at 91%, in a competition/tournament at 70%, and training with a coach at 76%.
- Overall Māori Boys do more of both organised and informal sport at 79%, than all BOP young people at 69%.
- Compared with Māori Boys, Maori Girls do less of everything: PE 74%, in a competition/tournament 48%, training with a coach 39%
- Māori young people spend more time on organised sport than all BOP young people.
- Māori Boys are most motivated by fun at 67%, as are Māori girls at 59%.
- Equally, Māori Girls also like to be active to hang out with family or friends at 59%.
- Māori Boys are also motivated by hanging out with family and friends at 44%, fitness and health 34%, new skills 33%, physical challenge or winning 27%, or they have to 25%.
- Māori Girls are motivated at lesser levels by fitness and health 35%, physical challenge or winning 20%, new skills 19%, have to 19%, or are good at it 18%.
- Higher barriers for Māori Boys are family can't afford it at 28%, too tired/no energy 20%, too hard to motivate myself 17%, prefer to do other things 17%, and not fit enough 17%.
- Higher barriers for Māori Girls are already do a good amount of physical activity 18%, can't fit in with other family activities 18%, and have no one to do it with 13%.
- A huge 87% of Māori Boys are active at school, compared with 69% for all BOP young people, and 54% of Maori Girls.

2 ENVIRONMENTAL SCAN

Māori participation rates

Māori boys are more active than Māori girls, and more active than all Bay of Plenty young people overall.

Māori boys are more involved in competitive sport and across all active locations.

Māori girls do less activity overall, and are less active across all locations.



Māori boys prefer (Top 10):

Playing (e.g. running around, climbing trees, make-believe)	50%
NET: Cycling or biking, mountain biking	47%
Running, jogging or cross-country	45%
Games (e.g. four square, tag, bull rush, dodgeball)	45%
Cycling or biking	43%
Playing on playground (e.g. jungle gym)	40%
Swimming	37%
Rugby or Rippa Rugby	33%
Walking for fitness	31%
Trampoline	24%

Māori girls prefer (Top 10):

Running, jogging or cross-country	51%
Playing (e.g. running around, climbing trees, make-believe)	40%
Swimming	34%
Walking for fitness	34%
Playing on playground (e.g. jungle gym)	29%
Games (e.g. four square, tag, bull rush, dodgeball)	24%
Trampoline	24%
NET: Cycling or biking, mountain biking	23%
Cycling or biking	23%
Basketball or Mini-ball	19%

2 ENVIRONMENTAL SCAN

Māori participation rates

Māori adults aged 18+

Bay of Plenty Data Tables, Active NZ Survey 2017, Sport New Zealand

n = 95 Bay of Plenty Māori men aged 18+ years

n = 143 Bay of Plenty Māori women aged 18+ years

Green or Red means higher or lower compared to the relative subgroup:

- Total Māori compared to Total Bay of Plenty
- Māori men compared to Māori women

- 79% of Māori adults have been active in the last 7 days, 3% higher than all BOP adults.
- Number of hours per week is higher for Māori Men at 6.7, compared to Māori Women at 6.1.
- 36% of Māori adults do 7+ hours of physical activity per week, the same for Men and Women.
- As with Māori Girls, Māori Women are higher for non-competitive activities only at 65%.
- Māori Men are more motivated by physical wellbeing at 73%, lower for Māori Women at 62%.
- Māori Women are more motivated by emotional wellbeing at 36%, lower for Māori Men at 26%.
- Time with family and friends is equally motivating for Māori Men and Women at 30% and 31%, followed by fun at 27% and 28%, and to lose or maintain weight at 17% and 21%.
- Māori Men are more highly motivated by physical challenge at 23%, only 8% for Māori Women.
- 74% of Māori Men would like to be doing more physical activity, as would 77% of Māori Women.
- The highest barrier by far is other commitments, double the next barrier, being much higher for Māori Women at 68%, and lower for Māori Men at 50%.

Māori Strategy

There are differences in activity between Māori men and Māori women in the Bay of Plenty:

Māori Men

Lower weekly participation	76%
Higher number of hours/week	6.7
Higher <0.5 hour of activity	30%
Higher level of inactivity	25%
Lower non-competitive only	59%

Motivations:

Higher by physical wellbeing	73%
Higher by physical challenge or winning	23%
Lower by emotional wellbeing	26%

Barriers:

Lower other commitments	50%
Lower too tired/no energy	17%
Higher already do enough	20%
Lower other interests/hobbies	14%
Lower out of the habit	7%
Lower too expensive	8%

Locations:

Lower road or footpath	33%
Lower walkway	13%
Higher sea or coast	27%
Lower public park/field/track	16%
Higher gym or fitness centre	22%
Higher outdoor sports facility	19%
Lower hall or marae or church	6%

Māori Women

Higher weekly participation	82%
Lower number of hours/week	6.1
Lower <0.5 hour of activity	21%
Lower level of inactivity	18%
Higher non-competitive only	65%

Lower by physical wellbeing	62%
Lower by physical challenge or winning	8%
Higher by emotional wellbeing	36%

Higher other commitments	68%
Higher too tired/no energy	30%
Lower already no enough	14%
Higher other interests/hobbies	18%
Higher out of the habit	20%
Higher too expensive	18%
Higher no facilities or places	10%
Higher no one to do it with	9%
Higher don't like people seeing	7%

Higher road or footpath	51%
Higher walkway	34%
Lower sea or coast	16%
Higher public park/field/track	23%
Lower gym or fitness centre	12%
Lower outdoor sports facility	9%
Higher hall or marae or church	14%

APPENDICES

2 ENVIRONMENTAL SCAN

Māori participation rates

Trends in young people where boys tend to do more than girls, reverse in adulthood.

86% of Māori women participate once a week, compared to 76% of Māori men.

Māori men do more hours per week, yet Māori women do more activities.



Māori Men prefer (Top 10):

Walking	52%
Individual Workout using equipment	31%
Gardening	20%
Playing Games (e.g. with kids)	20%
Running / Jogging	19%
NET Road Cycling + Mountain Biking	11%
NET Road Cycling + Mountain Biking + BMX	11%
Road Cycling	11%
Swimming	9%
NET Marine Fishing + Freshwater Fishing	8%

Māori Women prefer (Top 10):

Walking	71%
Gardening	39%
Playing Games (e.g. with kids)	28%
Running / Jogging	26%
Individual Workout using equipment	19%
Swimming	15%
Dance/Dancing (e.g. ballet, hip hop, etc)	13%
NET Road Cycling + Mountain Biking	13%
NET Road Cycling + Mountain Biking + BMX	13%
Group Fitness Class (e.g. aerobics, crossfit)	11%

2 ENVIRONMENTAL SCAN

Sport BOP programme demographics

Sport BOP programmes and services have varying participation rates from Māori clients. The percentage of Māori clients referred to the health programmes has grown over the past few years with the last financial year reporting 45% of all Green Prescription referrals were for Māori clients, and 56% of children referred to the Active Families programme were Māori. In addition, at least 50% of the participants on the youth programmes are Māori.



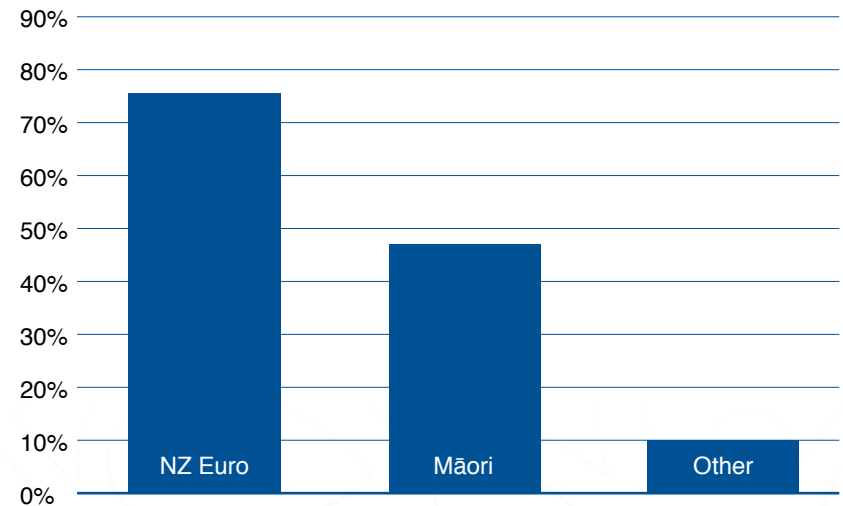
Staff info

As of July 2019, 47% of Sport BOP staff identify as Māori, 76% as NZ Euro and 10% as 'Other'. This was a true representation of the current organization and 100% of Sport BOP staff participated in the survey to gain this information. The variation in percentages represents that some staff chose to, and were able to, identify as multiple ethnicities in the survey.

The following table represents the current ethnic make-up of Sport BOP:

Ethnic Group

Aug 2019



Māori Strategy

APPENDICES

3 IWI PROFILE OF THE REGION

There are 35 iwi, 260 hapū and 224 marae located across the region. See BOPRC resource below illustrating the iwi across the region.

