



TE PAE HERENGA O TĀMAKI

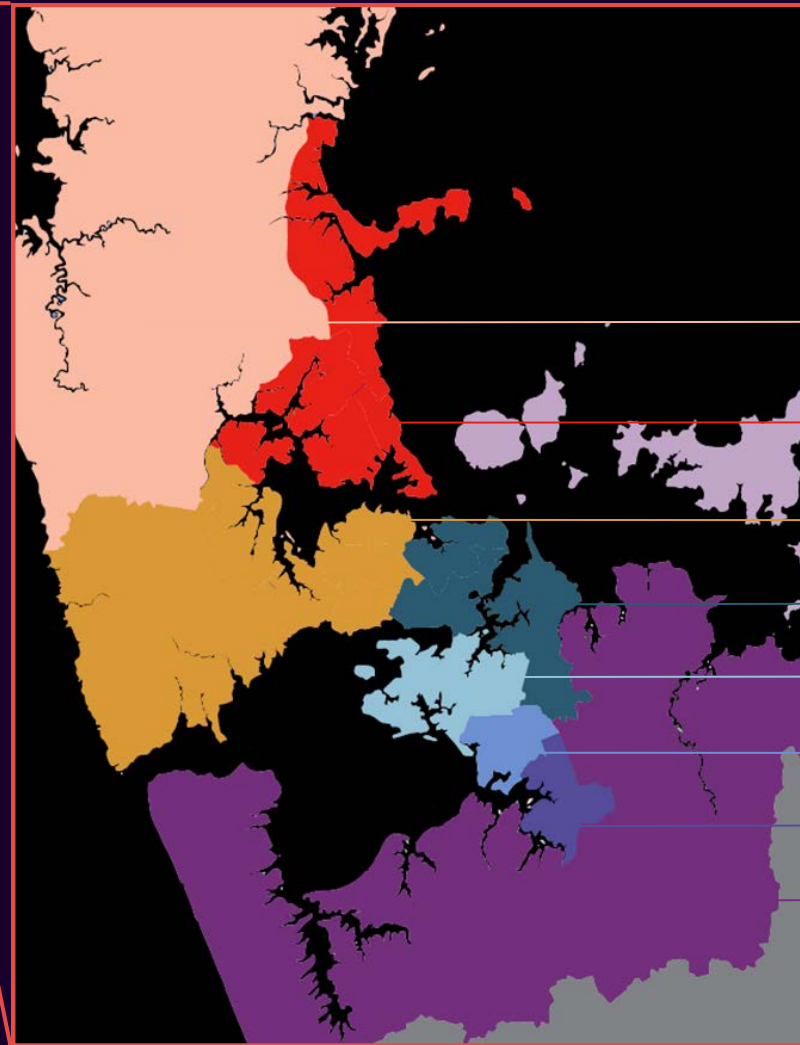
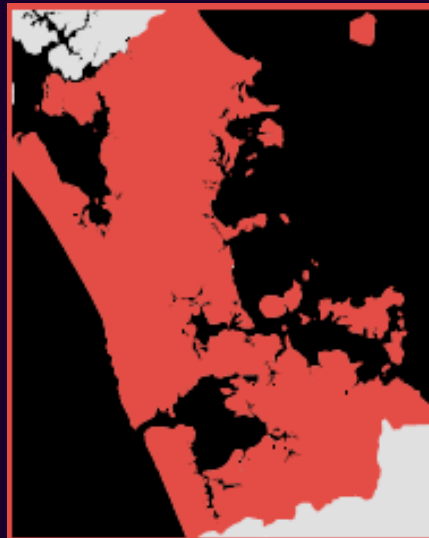
Whānau Ora Collective

**Tāmaki
10,000**

**"Ōhanga
Whānau Economic
Wellbeing Report"**

2022/23

Te Pae Herenga o Tāmaki



Te Rūnanga o Ngāti Whatua
Lower Te Tai Tokerau



Te Puna Hauora
North Shore



Te Whānau o Waipareira
West Auckland



Ruapotaka Marae
Central/East Auckland



Manukau Urban Māori
Authority
South Auckland



Manurewa Marae
South Auckland



Papakura Marae
South Auckland



Huakina Development Trust
South Auckland



Hoani Waititi Marae
West Auckland



OUR WHAKAPAPA

Te Pae Herenga o Tāmaki (TPHoT) collective formed in 2014. Offering service to the nearly 220,000 Māori living in the Tāmaki region; quarter of the total population of Māori in Aotearoa. Our members are Māori owned, operated and governed. We have whakapapa and have credibility in our communities. As a collective we invest in long term, sustainable, transformational whānau change; underpinned by a for Māori, by Māori with Māori Whānau Ora philosophy.

TPHoT is in our 9th year of operations. We have evolved into an agile collective with relationships grounded in trust. We have the capacity and capability to pivot in response to the needs of the whānau and communities we serve. As a collective we create a rich network; devolving funding and functions into an integrated, systematic, multifaceted and streamlined approach to support the definition and realisation of aspirational outcomes for Whānau Māori across Tāmaki Makaurau. Integrated kaupapa Māori practices and principles are the foundation of our collective approach. Embedded in our practice is the belief that our whānau have agency over their own journeys.



CANVA STORIES

CANVA STORIES

Tāmaki 10,000

"EHARA TAKU TOA, HE TAKITAHU, HE TOA TAKITINI"

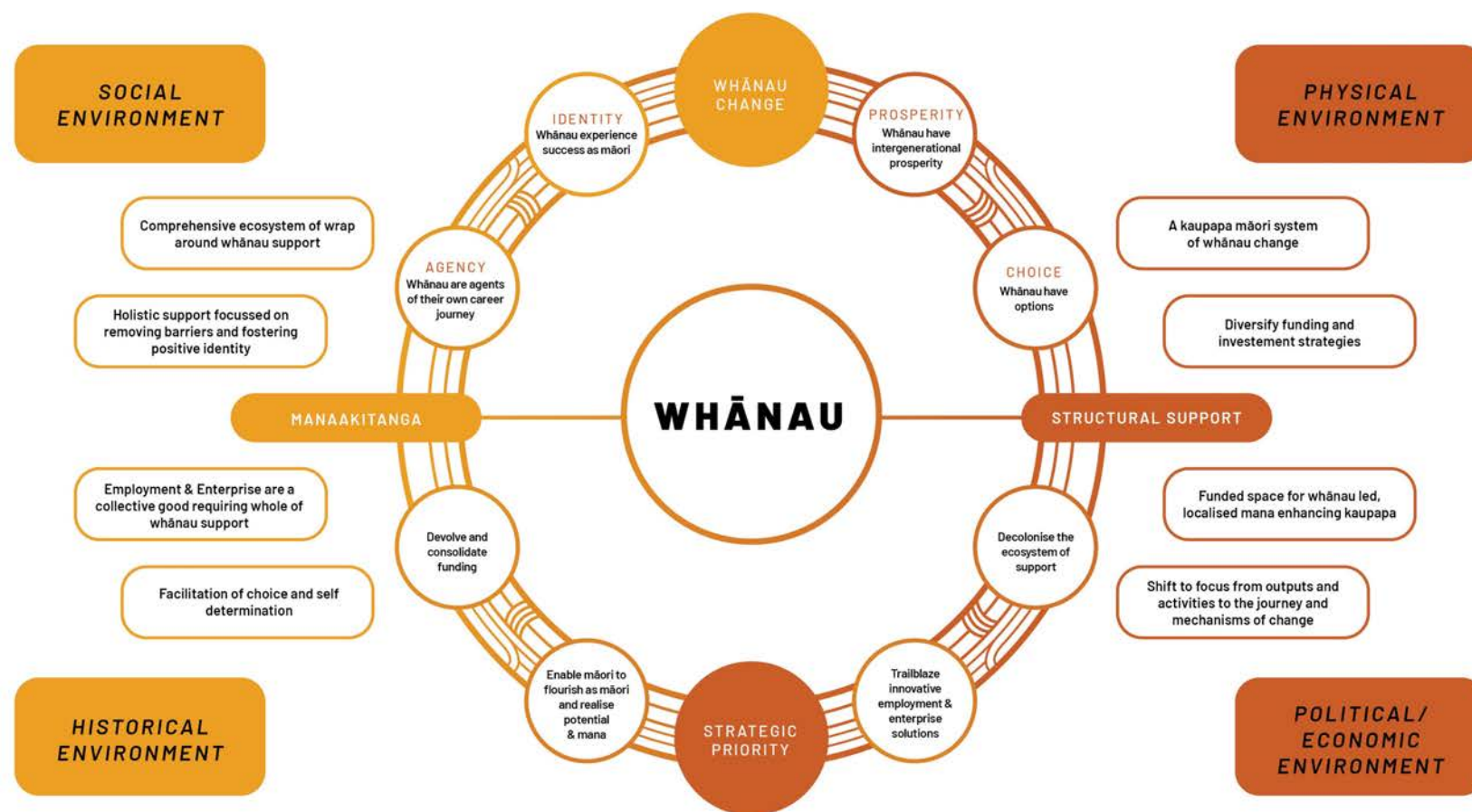
MY SUCCESS SHOULD NOT BE BESTOWED ONTO ME ALONE, AS IT WAS NOT INDIVIDUAL SUCCESS BUT SUCCESS OF A COLLECTIVE

The roots of Māori entrepreneurship and innovation in Tāmaki Makaurau can be traced through history to when Maui explored the Pacific, testing the boundaries of known reality, to look for fertile land and waters to nurture future generations. For over 700 years Māori have cultivated and utilised the natural resources of the Moana (two harbours), Ngahere (forest), and Whenua (land) to sustain whānau and trade. As settlers from Europe came to the region, Māori prospered, recognizing and seizing new business opportunities. They owned flour mills, fisheries and cultivated and traded wheat, potatoes, maize, flax and timber; products they identified as essential to the new settlers. In this golden age of the Māori economy, Māori dominated the trade landscape with their ships exporting across the Tasman.

Colonisation then systematically stripped Māori of core assets and land, corroding our economic independence. Māori business went into rapid decline. As their prosperity declined, Māori moved to the towns and cities in search of employment and opportunity. Limited levels of home ownership and access to capital meant that few Māori owned businesses. Urban Māori became an exploitable and exploited resource.

Tāmaki 10,000 is a response to mitigate this exploitation and create pathways to and for Māori success. This response is the evolution of targeted interventions to improve Māori prosperity. In 2018, Pitch Local was an early iteration of how our collective applied a commissioning model to boost the economic wellbeing of our communities. Funding what matters to communities through a grass-roots commissioning approach provided huge opportunities for whānau to learn and grow their own capabilities, enabling them to focus on, and address both passions and issues in their own communities. Learnings from Pitch Local were adapted and applied to subsequent kaupapa across the region.

On October 8 2020, Te Pae Herenga o Tāmaki hosted a Māori Economic and Employment Summit. We brought together business leaders, politicians, and representatives from private and social sectors to animate the acceleration of economic and employment outcomes for Māori across Tāmaki Makaurau. Tāmaki 10,000 was born out of the summit and became the impetus to create ground up the for Māori, by Māori kaupapa. The Tāmaki 10,000 strategic focus is to enable pathways to economic wellbeing that benefits whānau, the organisations they work in, our communities and our economy. Tāmaki 10,000 provides a blueprint for facilitating and accelerating the economic aspirations of Māori across the region. Te Pae Herenga applies a commissioning model to enable meaningful and sustainable change, providing space for ground up "by Māori for Māori, with Māori" designed and led solutions.



TĀ MĀTOU RAUTAKI

TĀMAKI 10,000

A Māori Strategy to Close the Economic Gap

The RSLG endorsed Tāmaki 10,000 as the workforce strategy for Māori in Tāmaki Makaurau. Tāmaki 10,000 applies a mātanga Māori informed system design to enable whānau to realise their aspirations and to unleash their potential. This is a non-linear, by Māori for Māori approach to whānau realising aspirations through whānau-led localised solutions. The needs and aspirations of whānau define the strategic intent of Tāmaki 10,000.

The strategy holds whānau Māori at the centre of its design and is premised on the belief that solutions are within whānau already. Tāmaki 10,000 aims to provide a pathway to embed new thinking and innovative solutions to old problems to disrupt the status quo for Māori. Kaupapa Māori practices and principles underpin and uphold this approach. Embedded within this is the belief that whānau have agency over their own journeys.

Tāmaki 10,000 strategy aligns with both Regional Skills Leadership Group Goals and Te Mahere Whai Mahi Māori Employment Strategy.

LEVERS OF CHANGE APPROACH

Tāmaki 10,000 is a unique Māori Strategy that propels a movement towards whānau economic prosperity. We are differentiated by our commitment to collective action and investment in ground up, localised initiatives that facilitate the economic resilience and prosperity of Whānau. Our localised approach is strengthened by our commissioning for outcomes model that coupled with our collective agility enables us to be singularly responsive to whānau needs and to pivot to deliver support mechanisms that are current and relevant. We:

- Procure and consolidate flexible funding streams that allow our partners to determine strategies and solutions for and with whānau
- Reindigenise systems to enable Māori to flourish
- Trailblaze innovative solutions

We apply 3 levers of change to ensure that we address holistic, long term and enduring economic change for whānau; These are: education, employment and enterprise.

Māori are much more likely to leave school with no qualifications than their non-Māori peers. For every 100 Māori school leavers, 19 have no qualifications, compared to only nine of every 100 non-Māori. There is also a disproportionate number of rangatahi Māori leaving school after completing NCEA Level 2, to go on to Level 3 certificates at private training establishments. Those that do so will earn significantly lower wages by age 25, than those rangatahi who stayed longer at school (*Business and Economic Research Ltd, BERL, Waikato-Tainui, Southern Initiative TSI, Te Rūnanga o Ngāi Tahu (2019) He Awa Ara Rau: A Journey of Many Paths*).

EDUCATION

The Educational Lever provides innovative support systems that remove educational barriers and encourage our young people to dream big and make choices that facilitate their aspirations. These extend to supporting Pakeke (adults) to acquire and develop valuable skill sets, that will enable greater career choices, mobility and pathways. Central to this is

- The development of the Whānau Ora Diploma to a Level 6 Accreditation, and planning for level 7. This is the only For Māori, By Māori qualification offered in Aotearoa.
- Our partnerships that invest in Māori Trades Training. They enable a critical resource shifting the dial for Māori entering trades and tackling skills shortages across the Tāmaki Makaurau region.



EMPLOYMENT

The Māori unemployment rate is the highest in Aotearoa and well above the national unemployment rate. This is particularly high for rangatahi and wāhine. This trend continues when we consider underutilisation of Māori in the labour market. More Māori were employed in low skilled than unskilled occupations, but they remain lower when compared to all workers. (*Māori labour market trends | Ministry of Business, Innovation: <https://www.mbie.govt.nz/other-labour-market-reports>*).



Indigenised, innovative pastoral and employment specific programming provided to:

- Remove employment barriers
- Accelerate employment opportunities
- Propel Māori career advancement

Key to the employment lever is consolidating and aligning funding to streamline service delivery that is localised, fit for purpose and benefits whānau, community and society

Māori owned small businesses employ more Māori and prioritise community and environmental impacts at a greater rate than non-māori owned businesses. They also face greater barriers to accessing seed funding and investments.

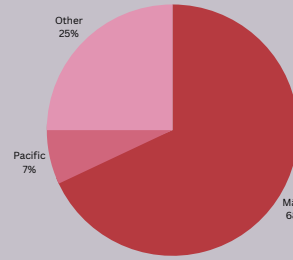
ENTERPRISE

Advance the development of Māori economic success by:

- Providing a platform for Māori entrepreneurial excellence; enabling Māori to flourish as Māori and realise their potential with mana
- Identifying and working in partnership/s to secure funding, share networks and resources to promote, accelerate For Māori, By Māori, To Māori, With Māori initiatives that facilitate the development of Māori entrepreneurship and economic success.



Our Whānau 8000 Supported



PRE-PROGRAMME DATA

The majority of employment equity funding goes to **non-Māori** organisations

Māori businesses are employing **11% less** workers than in 2010, compared to **42% more** for non-Māori businesses

Only **31.7%** Māori gain University Entrance compared to **57.2%** Pākehā

EDUCATION

He Maara Hou

Intensive In-School Support Pilot

138
Rangatahi



100%
Rangatahi are juniors in Year 9 and 10



43%
Rangatahi are seniors and sat NCEA L1, 2, & 3

NCEA Pass Rate



42.4% increase in pass rate from pre programme

21.7% increase in pass rate from pre programme

41.5% increase in pass rate from pre programme

TUAKANA SUMMIT AT TE POUNGA

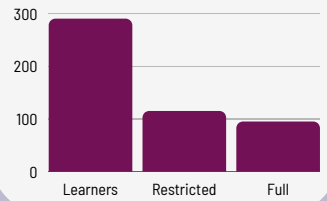
18 tuakana who displayed leadership potential throughout their He Maara Hou journey were invited to a Tuakana Summit at Te Pounga Marae, Kaiwaka. This video captures the essence of our kaupapa, ko te whakawhānaungatanga.



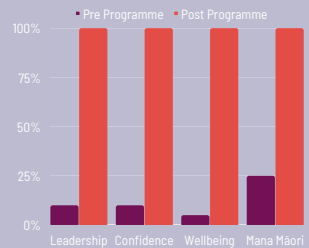
Investment: Tupuranga

WORK READINESS

400 Licences Obtained



SOFT-SKILLS GAINED



100% engaged rangatahi supported to identify future pathway

TERTIARY



50 Whānau Cadetships



184 Whānau in trades training



88 Wānau Ora L5 Diploma Enrolments



14 Wānau Ora L6 Health Diploma Enrolments



50 Whānau Ora Diploma Graduates

EMPLOYMENT

Whānau Enablement



3
Local Employment Expos



500
Whānau supported to define long term aspirations

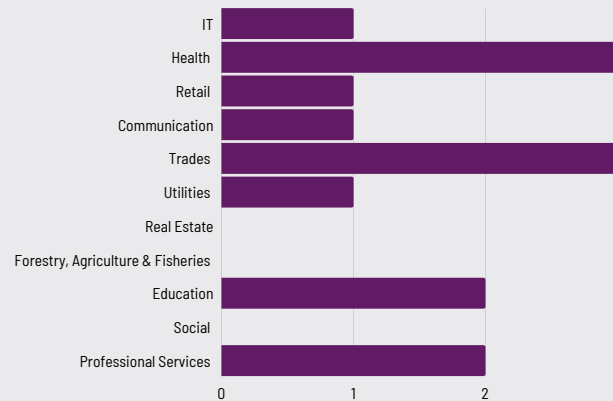


500
Whānau supported to access resources required to secure mahi



400
Whānau supported to access mahi

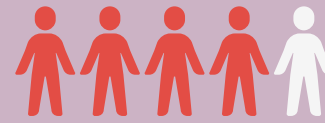
Sector Relationships



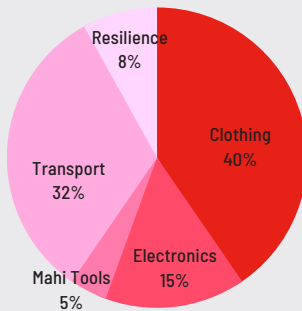
RANGATAHI EMPLOYMENT

4 in 5

Engaged rangatahi are on the journey towards their aspirations



Investment: Mahi



Direct Whānau investment has been provided by our partners. A focus on improving overall whānau wellbeing that increases capacity to work and resilience and equipping whānau with the necessary work related materials.

A key focus remains on our Rangatahi, supporting mental wellbeing and purchasing devices to finalise studies and seek employment.

ENTERPRISE

Enterprise Environment



347
of Māori businesses are Whakatipu - Growing



22%
of Māori businesses are based in Tāmaki



40%
of current businesses are wāhine-owned

If just

3



Māori are employed each year by existing Māori businesses, we will **dramatically reduce the most negative of social outcomes for whānau**

Data sourced from Whāriki Business Network

Our Whānau



145
Pakihi Māori direct support and mentorship



30
Resilience Workshops

Whāriki Partnership

3386+

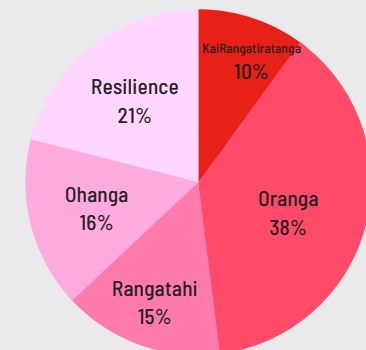
Pakihi Māori businesses connected through Whāriki Business Network



Te Pae Herenga o Tāmaki have entered a partnership with Whāriki Māori Business Network. Our community connections and whānau support coupled with their extensive business membership and networks extends our reach and impact.

Investment: Pakihi Māori

To commission seed funding and provide wrap around support for the start up of micro enterprise and business



OVERVIEW

2022-23

Te Pae Herenga o Tāmaki are distinctive in our agile response to community and whānau needs. We have rich experience in brokering creative, matuaranga Māori informed solutions that are fit for both our communities and the current environmental contexts. This year we have taken decisive steps to secure alliances and funding to augment and accelerate our existing kaupapa. Devolution of funding has been a critical focus that has reinforced and extended both our capacity and capability to support enhanced whānau outcomes.

EDUCATION

Core to Tāmaki 10,000 is

- Creating opportunities for rangatahi and pakeke to grow into, and realise, their potential
- Removing barriers to educational success

As reported last quarter, partners across the collective are utilising devolved funding to break down physical, psychological, economic and cultural barriers to prosperous career pathways. We offer He Maara Hou in school support; identity and confidence building; as well as job skills programmes and practical employment focused expos.

Māori Trades Training has been a significant development of the period. Using a commissioning for outcomes model, Whānau Ora Commissioning Agency have brokered investment in trades training that enables our Te Pae Herenga collective to craft ground up trades training kaupapa in their communities.

Led by Wai Tech out of Te Whānau o Waipareira, the development of the Whānau Ora Diploma to a level 6 qualification is a highlight of the past year. The only Māori designed and led qualification provides graduates with in-depth knowledge, skills and experiences in mātauranga Māori wellbeing approaches for Whānau Ora contexts. Graduates are able to independently apply knowledge of Māori philosophies and theories of Māori wellbeing across a range of employment contexts.

**WHĀNAU
SPOTLIGHT**



Employment
Expo

EMPLOYMENT

Te Pae Herenga partner's offer a diverse range of employment related kaupapa across the region.

- Employment readiness and the practical removal of barriers to employment are fundamental to enabling whānau prosperity. The majority of partners offer drivers license training, CV writing support and can provide direct investment to ensure whānau have required resources and access to employment opportunities.
- Established community relationships with potential employers, trades training and PTE providers as well as other employment services enables our partners to access a rich network of localised support for whānau.
- Creative, matauranga Māori informed programmes foster positive self identity and build confidence of whānau to pursue employment opportunities and career advancement
- Pathway planning and goals setting are motivational tools employed across the collective to enhance whānau career planning, job search and aspirational ideation
- Negotiations with the Ministry of Social Development are pursuing devolved consolidated funding to
 - Provide intensive wrap-around support to whānau engaged in work readiness and job placement programmes
 - establishment of "By Māori, For Māori" sub regional Jobs and Skills Hub

**WHĀNAU
SPOTLIGHT**



Wai Pitomata

ENTERPRISE

Māori have a long history of entrepreneurship. Covid lockdowns saw the birth of multiple new small businesses and "side-hustles".

Across the region we have supported whānau to start and scale up small businesses.

Programmes such as Pitch Local offer seed funding and wrap-around support to support small business start-up.

Each partner supports, prioritises and promotes purchasing goods and services from local Māori owned businesses.

Te Pae Herenga o Tāmaki have entered into a Memorandum of Understanding with Whāriki Aotearoa Ltd who host the Whāriki Business Network (Whāriki).

The organisations have a shared commitment to advance the development of Māori economic success and provide a platform for Māori entrepreneurial excellence; enabling Māori to flourish as Māori and realise their potential with mana.

Whāriki and Te Pae Herenga work in partnership, and share networks and resources to promote, accelerate and fund For Māori, By Māori, To Māori, With Māori initiatives that facilitate the development of Māori economic success.

**WHĀNAU
SPOTLIGHT**



Māori Small
Business
Showcased at
Maranga

TĀMAKI 10,000 CASE STUDY

2022-23

Our ability to enact meaningful and sustainable change for whānau is dependent upon an agile workforce who can **pivot** to meet environmental changes and whānau needs. The lessons learnt from our Covid response have informed the upskilling of an **agile surge workforce**, who are:

- **Responsive** to community and whānau needs
- Ready to be **Redeployed**
- **Robust** in their application of care and support for the community
- **Resilient** to change and environmental impact

FROM SURGE RESPONSE TO HEALTH CAREER

A resilient society is characterised by how it responds to crises and transforms positively to thrive in a changed environment. Te Pae Herenga o Tāmaki have been building the capability and resilience of our workforce to provide not only community focused and led service delivery but to also act as first responders with capacity to provide a decisive Surge Response in times of crisis and extreme need.

Our commitment to integrated wrap-around whānau support blends clinical and social services. Using a Tuakana-Teina approach; our surge workforce learns cross functional, transferrable skills and is able to pivot to reach deep into our communities and bring swift and meaningful wrap around support to our most impacted whānau. We redeploy kaimahi and devolve pūtea and autonomy to make response delivery decisions at a localised level.

A group of rangatahi who contributed to our Covid Response have used their experience as impetus to consider and craft their future pathways to a health career and now form part of our Surge Workforce.

Syarn Tai Tin

Syarn was part of our Rangatahi Covid Response Team. She supported the wider response team and then worked at the PCR testing station, Vaccination Clinics and trained as CIR Admin. Her experience consolidated her drive to make a positive impact for whānau in the health sector. Syarn is working towards her Nursing Degree and is mentored by our clinical team whilst she works part-time in our Vaccination Centre. She is on-call as part of our surge workforce and has supported during recent flood and cyclone response. Syarn has participated in the recent Waitangi @Waititi and Rise Up Maranga Concerts, promoting Whānau Ora services and health engagement directly in our community.

Sebastyen Fuiava

Sebastyen was a constant presence during our covid response, becoming one of our first lay vaccinators. This experience helped focus Sebastyen's academic aspirations and he is now in his first year studying Physiotherapy. As part of our on-call surge workforce Sebastyen has been a stalwart supporter of our community efforts during the floods and cyclone Gabrielle. He worked during the Waitangi @Waititi and Rise Up Maranga Concerts, facilitating whānau engagement.



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CANVA STORIES

CANVA STORIES

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