



NZ MĀORI
TOURISM
COUNCIL

He Toa Takitini



STATEMENT OF INTENT FOR 2005 | 2006

He honore tēnei te whaiwāhi atu ki te whakawahanga i te Pānui Whāinga tuatahi a te Kaunihera Tāpoi Māori o Aotearoa.

He Ohonga

Ehara taku toa i te toa takitahi, engari he toa takimano.

Koia nei te ohonga, te whakatinanatanga o tētahi tūmanako ohu a ngai Māori, arā, a tātou ake tikanga pupuri, i tuku iho.

Ko ngā tūāpapa a te Kaunihera Tāpoi Māori o Aotearoa, me ngā kāwai maha e raranga ngātahi ana, koia nei te whakatutukitanga o ngā tau e ngākau nui ana, e mahi kaha ana, ki te hanga i tētahi rōpū me tōna reo kotahi, mō ngai Māori i roto i ngā kaupapa tāpoi.

Ko te tāpoi te ahumahi tipu tere rawa atu o te ao; kei te eke atu tātou ki runga i tētahi haerenga, ki te whakamōhio i tā tātou matakite rangatiratanga, kia matatau rawa atu te ao katoa ki a tātou tikanga Māori.

Te Matakite

Ko rātou mā, a tātou mātua, tipuna o te ao ariki, o te ao rangatira kua riro ki te pō, nā rātou i whakatakoto i ngā kohatu takahi o te whakamau mutunga kore o tā tātou reo, tā tātou mana, tā tātou kawa, me a tātou tikanga.

I haere mai te Rautaki Tāpoi 2010 hei kohatu take nui mō ngai Māori ki ngā kaupapa tāpoi o Aotearoa.

Me te whakamōhio a te Rautaki me tiakina, me tautokona tā tātou taiao me a tātou tikanga i roto i te wairua o te Kaitiakitanga.

He whakamōhio tangata mārama tōnei a ngā kaupapa tāpoi o Aotearoa, hei taonga kimi huarahi, kia whiwhi ai tātou i te matakite ki te mahi ngātahi ki runga i ngā huarahi tika.

Ahako he roa te wā kahore i te whakanuia tōna takoha, ka whakairotia e te Tāpoi Māori tōna tūranga ki roto i ngā āhuetanga ōhanga hei aukume ahurei, tino tika, tāpua, ki tēnei whenua.

Ko te manaakitanga me te kaitiakitanga ngā poraka hanga ki tā tātou angitu.

Kei i a tātou te kiriuka, me ngā pūmanawa, kei i a tātou te kaha, me te whakapono, ka takahi atu tātou ki runga ki tēnei tūāpapa, i roto i te mōhio ko tātou tonu ngā kaihanganga o ta tātou oranga mutunga iho.

Kua piki atu te whakahoutanga o te tāpoi Māori ki runga i te rohe whakatakoto o tētahi rāngai wairua hihiko, āhua auaha, me taku whakahihī ki te tuku atu, ki te whaiwāhi atu, me te mahi tahi ki a tātou iwi.

Ka mihi atu ahau ki te Kaunihera Tāpoi Māori o Aotearoa mō ngā mahinga tika rawa kua oti i a rātou, engari ko taku wero ki a koutou mō ā-mua, kia tū hei Kaihanganga pourewa mō te mātauranga me te pukenga, hei whakaruru mō a tātou pūmanawa.

Ko ngai Māori mātou, kua tae mai mātou.

Hon Dover Samuels ~ Minita Kaiāwhina mō ngā take Tāpoi



An Awakening

For my strength is not that of an individual but that of the multitudes.

It is an honour to be associated with the launch of the first Statement of Intent of the New Zealand Maori Tourism Council.

This is the awakening, the realisation of a collective aspiration of Maori for what is inherently our cultural belonging.

The foundations of the New Zealand Maori Tourism Council, and the many strands it weaves together, is the culmination of years of dedication and hard work to form a group with one voice for Maori in Tourism.

Tourism is the world's fastest growing industry; we are embarking on a voyage, articulating our self-determined vision that will transcend the awareness of Maori culture to the world.

The Vision

For it is our decedents from the realm of the prestigious chief and leaders who have gone before us, have laid down the footstones of the eternalness of our language, prestige, customs and culture.

The Tourism Strategy 2010 came as a keystone for Maori in tourism in New Zealand. The Strategy recognises that our environment and culture must be conserved and sustained in the spirit of Kaitiakitanga.

This is a clear articulation of tourism in New Zealand, and as a compass, will provide us with a vision to work collectively and with direction.

Long unrecognised for the contributor it is, Maori Tourism will carve its place out on the economic landscape as a unique, authentic and significant magnet to this country. Manaakitanga and kaitiakitanga are the building blocks to our success.

Our Realisation

Awaken, having dreamt and seen our future.

We have the fortitude and the talent, we have the strength and the belief, and we will stride onto this landscape in the knowledge that we are the creators of our own destiny.

The renaissance of Maori tourism is on the frontier of an innovative and creative sector and I am proud to have delivered, to be part of it, to work with our people.

I commend the New Zealand Maori Tourism Council for its momentous achievements, but I challenge you for the future to be creators of a fortress of knowledge and skill, to harbour our talent.

We are Maori, we have arrived.

Hon Dover Samuels ~ Associate Minister of Tourism





CHAIRMAN'S INTRODUCTION

The establishment of the New Zealand Maori Tourism Council marks an important chapter in the implementation of the New Zealand Tourism Strategy 2010, which envisaged that the development of Maori tourism required strong regional Maori tourism organisations supported by a national Maori organisation. In fact, Maori tourism has achieved a possible first for the tourism industry. It has established an organisational structure that integrates operator, regional and national Maori tourism entities. All with a common focus on the promotion of successful Maori tourism operators in order to help achieve a sustainable tourism industry.

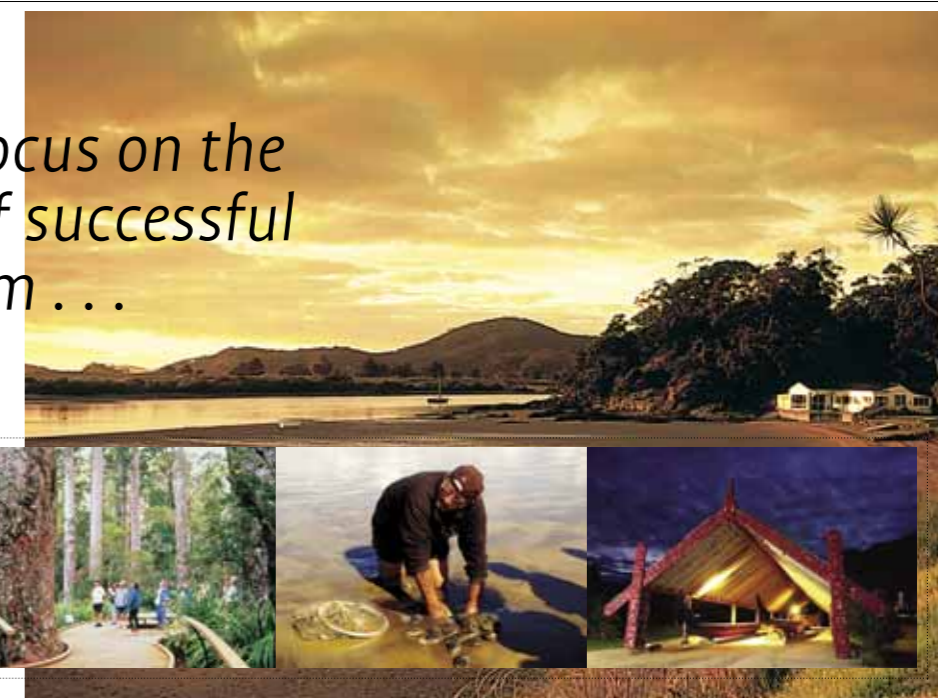
Although the establishment of the New Zealand Maori Tourism Council was initiated by 13 regional Maori tourism organisations, government has played an important and supportive role during its establishment.

Associate Tourism Minister Dover Samuels has commented that the establishment of the new national Maori tourism organisation will provide a strong platform for Maori operators to work collectively to improve industry standards and identify opportunities. Maori tourism is still underdeveloped and the new National Maori Tourism organisation will benefit Maori in tourism, the tourism industry and the economy as a whole. The Minister has also commented that the government recognises the Maori tourism sector is growing quickly and it is important that government assists this industry to develop in a positive and sustainable way.

The New Zealand Maori Tourism Council has taken a responsible approach to the future operation of the national Maori tourism organisation. The formulation of the first national strategy for Maori tourism and by Maori tourism, underlines the importance that Council places on achievement through mutually beneficial partnerships.

Peter Kitchen ~ Chairman

... a common focus on the promotion of successful Maori tourism ...



OUR CORE VALUES

PRIMARY CORE VALUE

The primary core value of the Council is encapsulated in the Maori whakatauki,

Hutia te rito o te harakeke, kei hea to komako e ko

He aha te mea nui o te Ao, Maku e ki ake He tangata, he tangata, he tangata

Pull out the centre of the flax, where then will the bellbird rest?

What is most important? I will say it is people, it is people, it is people.

The importance of people and relationships pervades many aspects of Maori culture and inevitably impacts on the Council's own operating style, of working strategically with other organisations.

The Council's other core values which also have a strong foundation in tikanga Maori, speak more specifically about Council's strategic operating relationships with Tangata Whenua, the Crown and the tourism industry.

IN RELATION TO TANGATA WHENUA

The Council's core values of rangatiratanga, kaitiakitanga and whanaungatanga reflect especially, on the rights of Tangata Whenua.

Rangatiratanga

He uri whakaheke no nga kawai rangatira
Descendants from the realm of prestigious chief and leaders who have gone before us.

Council's operation acknowledges the right of Maori to determine and control their relationships in the tourism industry and to manage and protect all aspects of Maori culture including intellectual property, customary practices and language.

Kaitiakitanga

Whatu ngarongaro te tangata, toitu te whenua
Man will perish, but the land remains.

Council's operation understands the importance of the role of Maori in looking after the nation's natural resources for the collective benefit of mankind and ensuring the protection of Maori cultural practices in managing cultural sites, flora, fauna and matauranga.

Whanaungatanga

Ehara te toa he toa takitahi, engari he toa takitini
My strength is not that of an individual but that of the multitudes.

Council's operation recognises that Whanaungatanga, kindred links and relationships are important to Maori and supports the concept of tribal communities and fosters development that



OUR VISION

Maori tourism provides New Zealand with its unique positioning in the global market place.



OUR MISSION

To provide a mutually supportive network for the development of best practice by member MRTOs which leads to business growth and prosperity for Maori in tourism.

celebrates Maori tribal difference and empowers people at the whanau and hapu levels to support the tribal development.

IN RELATION TO THE CROWN

The Council's core value of utu reflects especially in the Council's operating relationship with the Crown.

Utu

Toi te kupu, toi te mana, toi te whenua
The permanence of the language, prestige and land.

The Council's operation is supportive of the Crown in meeting its reciprocal obligations under the Treaty of Waitangi to enable Maori to participate in the development of the tourism industry and to actively redress past wrongs by the Crown so that Maori can effectively participate in the economic development of New Zealand.

IN RELATION TO THE TOURISM INDUSTRY

The Council's core values of kotahitanga & manaakitanga reflect especially its operating relationship with the tourism industry.

Kotahitanga

Ka apiti hono, hei tatai hono
Broken pieces are joined together and people are reunited.

The Council's operation with the tourism industry will be based on collaborative and mutually beneficial relationships, in order to benefit New Zealand.

Manaakitanga

Nau te rourou, Naku te rourou ka ora te manuhiri
Your food basket and my food basket will satisfy the visitors.

The Council's operation will facilitate mutual respect between host and visitor.



OUR OBJECTIVES

As a legal entity incorporated under the Incorporated Societies Act 1908, the operation of New Zealand Maori Tourism Council is determined by its constitution and the following **Objectives:**

1. To promote Maori in tourism, by supporting and developing MRTO's at a national level.
2. To recommend and appoint Maori tourism representatives to national tourism related bodies.
3. To provide national advocacy for the promotion of Maori in tourism.
4. To assist with the implementation of the New Zealand Tourism Strategy 2010 and successor tourism strategies.
5. To engage with other national and international tourism industry organisations for the promotion of Maori in tourism.
6. To facilitate opportunities for national and international marketing of Maori in tourism.
7. To develop strong strategic mutually beneficial relationships with allies in the public and private sector.
8. To execute the efficient and effective organisational development of the Society.

OUR PRIORITIES FOR 2005/06

Council's priorities for 2005/06 are based on:

1. Supporting the initiatives of entrepreneurial whanau & roopu tourism operators
2. Through the operation of sustainable MRTOs
3. Where the MRTOs implement strategies that develop whanau/roopu business capabilities, and
4. Where the MRTOs implement strategies that promote export ready whanau/roopu tourism operators
5. And are supported by an effective & efficient national Maori tourism organisation
6. Working with strategic partners

OUR PERFORMANCE TARGETS FOR 2005/06

Target 1. Production of a coordinated database of Maori tourism initiatives/operators, to inform MRTO strategy development

EXPLANATION

Enterprise is an important ingredient for Maori tourism development. Hence priority will be given to supporting the development of Whanau & roopu, who have already shown/taken initiative to participate in the tourism sector, preferably as part of a mutually supportive Maori tourism business network.

It is essential therefore for MRTOs to know who these whanau & roopu are, in their rohe region, to know the stage to which each whanau & roopu have developed their business and to know the development needs of each of these whanau & roopu.

Council will work with MRTOs and key partners to develop regional databases of Maori tourism initiatives.

PROPOSED ACTIVITIES

Work with other national organisations to assist MRTOs to develop regional registers of Maori tourism initiatives and foster the development of Maori tourism business networks.

KEY PARTNERS

TPK/MBFS, NZT&E/BIZ, Toi Maori, Toi Iho and Poutama.

Target 2. Provision of an accelerated learning environment for MRTOs, based on sharing of best practice

EXPLANATION

There are 13 constituent MRTOs operating in 9 Maori tourism regions which facilitate business support services to over 300 Maori tourism entities and over 120 other tourism entities throughout New Zealand. These MRTOs have been established as early as 1996 and as recent as 2004. As a consequence, there are excellent opportunities for accelerated learning through the sharing of best practice.

Council will facilitate accelerated learning by MRTOs through sharing of information on best practice.

PROPOSED ACTIVITIES

Portal for distribution of information to/from MRTOs, national workshops & wananga in response to the operational needs of MRTOs, access results of pilot studies and research information on alternative sustainable operating models.

KEY PARTNERS

TPK, TMT, MRTOs.

Target 3. Support for MRTOs initiatives to develop regional Maori tourism business networks and to facilitate access to services which enhance their business capabilities.

EXPLANATION

Maori tourism has proven to be most progressive where MRTOs have been resourced to facilitate the operation of regional Maori tourism business networks and to broker Maori tourism operator access to business planning workshops, customised tourism-based business mentoring and specialist workshops on technology / IT systems / tourism markets, booking systems / ecommerce and the like.

Building the business capabilities of Maori tourism businesses is an important aspect of government policy and the deliverables of industry training organisations.

The industry has an important role to play in enabling Maori tourism businesses to access information on market demand and satisfaction with Maori cultural experiences.

PROPOSED ACTIVITIES

Working with government to enable MRTOs to access enterprise resources and tourism market information.

Supporting Ministerial hui with MRTOs & Maori operators, advocating for a whole of government Maori tourism forum, supporting Maori tourism best practice forum & mentoring programme and Maori tourism industry training.

KEY PARTNERS

Crown Ministers, TPK/MBFS, NZT&E/BIZ, TMT, TNZ, ATTO, MSD.

Target 4. Support for MRTO initiatives to facilitate the promotion of export-ready Maori tourism businesses which reinforce New Zealand's unique positioning in global markets and foster regional differentiation

EXPLANATION

The tourism industry has not found it easy to access information on export-ready Maori tourism businesses. Council is well-placed to perform an information coordination role for MRTOs and their Maori tourism business networks and to provide a convenient single point of contact for national & international tourism promotion agencies with an interest in export ready Maori tourism products. The Rough Guide to Maori New Zealand was a case in point.

Council is also able to facilitate Maori tourism input into the development of national quality standards.

The Rough Guide to Maori New Zealand helped to demonstrate the unique positioning of New Zealand in global markets and the regional differentiation within New Zealand.

PROPOSED ACTIVITIES

Facilitating collaborative Maori tourism & industry marketing campaigns

Facilitating production of national Maori tourism guide books

Reviewing need for quality framework for Maori tourism products

Fostering MRTO/RTO collaborative working relationships

Fostering opportunities for export ready Maori tourism operators to engage with tourism distribution organisations

Participating on government funded national organisations & committees which service the tourism sector

Supporting the promotion of Maori cultural festivals

KEY PARTNERS

TNZ, Air NZ, ITOC, Toi Maori, Toi Iho, RTONZ, TIANZ, VIN Inc, Poutama, Qualmark.

Target 5. Operation of an effective & efficient national Maori Tourism Council

EXPLANATION

The overall effectiveness and efficiency of the national Maori Tourism Council is reflected by its capacity to demonstrate best practice in relation to leadership, strategic planning processes, customer satisfaction, information analysis, personnel management, process management and achievement of results.

PROPOSED ACTIVITIES

Governance workshops, Statement of Intent, stakeholder feedback systems, regular financial reporting, member-register maintenance, performance-based contracts, policy development processes, regular reporting against set targets.

KEY PARTNERS

TPK/MRTOs.

Target 6. International Strategic Relationships

EXPLANATION

Globalisation can be a major opportunity or a major issue for Maori cultural tourism. On one hand globalisation can enable Maori tourism businesses to access international markets and present opportunities for interactive travellers from other cultures to understand what makes New Zealand unique.

On the other hand, if uncontrolled, globalisation can tend to package cultural experiences for commercial convenience and hence impinge on the very essence of those experiences.

There is a necessity for Council and other national tourism organisations to support the retention of the unique positioning that the Maori tourism industry provides for New Zealand.

There is also a necessity for Council to support New Zealand's participation in international forums which advocate cultural diversity and the protection of indigenous cultural practices.

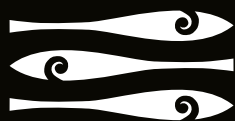
PROPOSED ACTIVITIES

Support New Zealand's implementation of the UNESCO convention for the protection of intangible cultural heritage.

KEY PARTNERS

New Zealand Government, Toi Maori.





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